IDENTITY MANAGEMENT GUIDELINES

Version 5.5 – April 2019

This document is subject to periodic revision. Please check comms.leeds.ac.uk to make sure you have the most recent copy.

This revision is an update to the original guidelines, first developed in 2006. They contain rules and guidance relating to printed and digital material, and signpost further sources of help and information relating to other media.
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Our reputation for excellence in many areas of our work means we have a strong basis on which to build. The way we present ourselves influences perceptions so it’s important that our communications support and reflect this. Our Identity Management (IM) guidelines exist to bring greater consistency and professionalism to our appearance.

The IM framework provides a mechanism through which we develop a clear institutional identity. The guidelines are designed to enable us to tailor our communications to specific audiences whilst ensuring a clear association with the University in a coherent manner.

There is an additional suite of guidelines to support, strengthen and complement this document:

- Social media
- Digital banner advertising
- Photography
- Style
- Write

Over the coming months, these will be strengthened and developed to build on our existing visual identity, in tandem with the faculty and services web rollout. In this edition of the guidelines, we have simplified and clarified where necessary, but we have not made any significant changes.

We have a mandatory supplier framework for design, web, video and photography, who work alongside our University design teams. They are familiar with these guidelines and will assist you in their implementation. Please ensure that you and all your design, print and photographic suppliers have access to and a clear understanding of the guidelines.

Whilst these guidelines are extensive, they do not cover every scenario. Supplementary information is available on the Communications website and colleagues in marketing and communications are happy to offer advice and support.

Thank you for taking the time to read this and to familiarise yourself with our identity management.

Jo Holmes, Marketing Director
May 2018
Welcome to the Identity Management guidelines for the University of Leeds.

These guidelines have been prepared to help you use the University's visual identity effectively. They are for anyone responsible for producing or commissioning visual material for the University.

They cover most requirements. However, guidelines are a living document and will evolve over time as new or additional guidance is needed.

Our guidance is in three parts:

1. Core identity toolkit (pages 5–16)
   Contains details of the toolkit we use to communicate our core identity, and how to use it.
   The basics; how to use the logo and at what size, our photography principles, and our corporate colours and typefaces.

2. Identification architecture (pages 17–47)
   Contains further information and guidance on how our identity should be included on materials including:
   - brochures and magazines
   - posters and flyers
   - exhibition or event materials
   - common digital assets.
   This section is for professional designers, providing the details required to facilitate the production of compliant print and digital materials.
   This part is also designed to assist anyone commissioning creative communications to have a comprehensive overview of the visual identity.

3. Style guidance (pages 48–60)
   Contains guidance on copy writing, colour palettes and image placement, as well as examples of dos and don'ts.
   This section will help anyone planning or creating content. Whether you are briefing a framework supplier, or an art director looking for inspiration, this section will provide you with guidance on our style.
   If you are looking for help with producing internal documents, you should refer to the guidance in the internal documents, stationery, signage and promotional merchandise section on page 62.
The University visual identity utilises the core identity toolkit and style guidance to create a cohesive, professional and quality presentation of the University as a whole, whilst enabling us to effectively engage our many audiences with our broad base of subject matter.

**The constants**

The following components, when used together with the corporate colour palette, will create a clear corporate style which can be used to create cohesion and professionalism across all central and University-wide materials.

**The University logo**

We have a trademarked logo designed for use across all applications.

There is a fixed place for the logo to appear on all materials.

Faculties, schools, departments and services should not be identified by using individual logos. They should be identified by name. There is a fixed relationship between their names and that of the University that should be evident on all materials.

Currently, centres and institutes may retain any existing individual logos but these will be used in a defined relationship with the University logo. This position may be subject to change.

**University crest**

Please note: the University crest is to be used for legal, statutory and ceremonial purposes only. For further guidance, please contact: trademarks@leeds.ac.uk

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**Identity band**

Our identity band can be used across applications to provide visual consistency and to provide a clear space for the University logo. The band acts as an identification element that is recognisable as the University of Leeds.

**Typefaces**

Our primary typeface is Trade Gothic, and this should be used on all professionally produced material. Sabon is our secondary typeface, and can be used for ceremonial publications, and as an accent if needed. When these fonts are not available (on local internal documents, for example) we use the Arial font family.

**Colour**

We have a core palette which can be used for corporate and other centrally produced materials.

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**The variables**

**Colour**

Page 50 provides guidance and suggestions around introducing a colour palette to your materials in a sympathetic and creative manner.

Faculties, schools, departments, centres, institutes and services are encouraged to build a consistent palette. This palette can then be used to across a suite of materials, or on individual items.

**Images**

You will find some general guidance on appropriate styles and types of images that should be used. Choice of images should be made on the basis of subject matter and audience suitability. Think quality, not quantity. Avoid clichéd, generic and dated images. Consider commissioning new photography, or explore the image library for new ideas. imagelibrary.leeds.ac.uk

Only use stock photography when it will enhance your visuals, not as a default choice.

**Design**

Within our system, there is flexibility to create materials appropriately for subject matter and audience through the use of relevant images, colours, treatment of type (working within the approved typeface families), and overall design.

As a general thought, we suggest the content (text and images) should lead more than the design. Sympathetic, assured design will always compliment strong content, and will help portray our gravitas, heritage and academic excellence to all audiences.
Introduction

Where to go for help and advice

For help and advice on how to implement and work with the Identity Management guidelines, we have developed, together with an approved framework of external suppliers, a network of expertise. This network is in place to help us achieve consistent visual communications across the University.

In addition, each faculty has a Head of Marketing, who should be contacted in the first instance should individuals, schools, departments etc wish to produce or commission any visual communications. They, and their teams, will be able to offer help and advice and suggest suppliers from the external framework for professionally commissioned work.

Image library
We have a user-friendly image library. This resource functions as a central hub where we can all share our high-quality images and video. This helps us to save money, avoid duplication of effort and give us all access to the very best images and video.
imagelibrary.leeds.ac.uk

For more information about how to upload and download images, see the image library guidance.
comms.leeds.ac.uk/templates-to-download/guidelines
# Core identity toolkit

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
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</thead>
<tbody>
<tr>
<td>The logo</td>
<td>6</td>
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<tr>
<td>The logo – clear space and minimum size</td>
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<td>The logo – sufficient contrast</td>
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<td>The logo – misuse and what is acceptable</td>
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<td>Use of the University crest</td>
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<tr>
<td>Photography</td>
<td>14–16</td>
</tr>
</tbody>
</table>
This is the University of Leeds logo.

The usual colour for reproduction of the logo is single colour black or white.

On single colour material, clothing, badges, stationery and signage, the logo may also be reproduced in either Leeds Green (Pantone® 3435c) or Leeds Red (Pantone® 187c).

On full colour literature and printed material, only the black or white logo may be used.

The logo should always appear right-aligned on all University materials.

The University logo is a fixed artwork. It must not be altered or recreated in any way. The University of Leeds logotype and symbol should always retain the relationship shown here. Neither the tower symbol nor the typography should be used independently of the other.

The only exception permissible is when used on social media sites as an avatar, please contact the Social Media Manager for permission:

Martin Carter
m.e.carter@leeds.ac.uk
0113 343 4976

The logo is available to download in various formats via the University image library. Please include a detailed usage explanation in the request form to ensure approval.

imagelibrary.leeds.ac.uk

If you require any further guidance, please contact:
trademarks@leeds.ac.uk
The logo – clear space and minimum size

To ensure that the University logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.

The minimum clear space areas are shown here. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The logo should maintain a clear space equal to 0.5x (half the size of the tower symbol) around the whole logo.

Print
The University logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear in print smaller than 25mm wide.

Digital
When used digitally, you should still use the standard University logo unless it appears at a size less than 138px wide.

In this case you should use the pixel logo which has two fixed sizes: 138x40px and 100x28px. The pixel logo should only be displayed at these sizes and cannot be scaled. For example, you would use the pixel logo if designing any digital banner adverts, or if displaying it on your website.

All common digital formats used across the University have a set logo size, more information can be found on pages 42–47, or in the relevant guidelines documents.

If you need further advice on use of the pixel logo, contact:
Claire Duxbury
c.duxbury@leeds.ac.uk
0113 343 1901
The logo – sufficient contrast

When applying the logo over a background colour, (using only the black or white .eps (vector) format, which retains a transparent background) there must always be sufficient contrast between the logo and its surroundings, ensuring its visibility and impact.

These gradations of grey demonstrate the correct amount of contrast necessary between the logo and its background.

Our commitment to making our communications accessible to all means that we should always aim for maximum legibility. This should therefore guide the judgement on acceptable contrast.

In this context, the words ‘University of Leeds’ and the tower symbol will always appear either in black (on a white or light background) or in white (on a black or dark background).
Core identity toolkit

The logo – misuse and what is acceptable

The University logo should, if possible, appear on a plain background and at high contrast with its background colour (see page 8).

If it is being used with a background image, please ensure there is sufficient contrast with the image to give clear legibility of the logo.

Column 3 shows acceptable examples.
To ensure the integrity and legibility of the logo, a few rules must be adhered to.

These examples are not acceptable:

- Do not alter the proportion (or aspect ratio) of the logo. It should never be 'squashed' or 'squeezed'.
- Do not make the tower white.
- Do not reproduce the logo in two colours.
- Do not resize individual elements of the logo.
- Do not add elements within the clear space.
- Do not reproduce the logo using another typeface.
- Do not outline the tower's box.
- Do not create a box around the logo.
- Do not re-align elements of the logo.
- Do not outline the logo.
- Do not outline the tower's box.
- Do not add a drop shadow to the logo.
- Do not outline the logo.
- Do not add a containing shape to the logo.
Use of the University crest

Reproduction of the crest is restricted to scholarly, ceremonial, presidential or board-related purposes. Use of the crest must be approved to ensure that it is used appropriately and that the reproduction is rendered in a suitable manner. The crest is also appropriate for permanent markers, such as architectural elements produced in stone, metal or glass.

The crest can be used on sports wear for individuals or teams representing the University – please check in advance for approval.

For further information and approval please contact: trademarks@leeds.ac.uk
The corporate colour palette

Our core colour palette underpins the corporate style of the University. These colours are instantly recognisable as the University of Leeds.

The colours are used on materials such as signage, uniforms and livery.

Using the core palette will help maintain consistency and cohesion in the presentation of the University.

The core University colours are Leeds Green (Pantone® 3435), Leeds Red (Pantone® 187), Leeds Black (Pantone® Black) and Leeds Beige (Pantone® 9060).

There are no compulsory colours in the University colour palette. However, the use of carefully considered palettes is one of the key factors in producing high quality material. On page 50 there is some general advice on working with colour, and building palettes to achieve a more consistent and professional finish across all visual communication.
Typefaces

Three typefaces have been selected for use across all University of Leeds printed materials. These are Trade Gothic, Sabon and Arial. There is an alternative set of fonts for web applications. If you need further advice on fonts for web, contact:

Claire Duxbury
c.duxbury@leeds.ac.uk
0113 343 1901

Professionally designed materials
For all professionally designed materials, Trade Gothic should be your primary typeface. Sabon may be used for accenting and highlighting, but should be used sparingly.

For headlines or displays, it is recommended that the fonts can utilise reduced kerning (letter-spacing) or leading (line-spacing) to achieve a desired effect or style. Please take care to maintain legibility when employing any of these typographical modifications.

Only on occasions where Trade Gothic and Sabon are unavailable, Arial can be used exclusively instead.

Never mix the use of Trade Gothic with Arial in the same document.

Internally generated materials
For any documents produced internally, where Trade Gothic isn’t available, Arial should be used. Impactful documents can be produced using Arial – using Regular for body text, Bold for sub-headings and Black for large headings.

There are templates available on the Communications website for some commonly produced desktop published materials (ie internal office items, temporary signs etc).

comms.leeds.ac.uk/templates-to-download/templates

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**Trade Gothic**

- Trade Gothic Light
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Trade Gothic Medium
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Trade Gothic Bold No. 2
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Trade Gothic Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Trade Gothic Condensed No. 18
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Trade Gothic Bold Condensed No. 20
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

---

**Sabon**

- Sabon Roman
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Sabon Italic
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Sabon Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Sabon Bold Italic
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

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**Arial**

- Arial Regular
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Arial Italic
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Arial Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Arial Bold Italic
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- Arial Black
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

*not shown here, but permissible, are all the oblique/italic variants.
Images are a key element of the University’s visual identity. They help to express the organisation, communicating our messages and our style. By using imagery we project some important messages about the University. These should aim to reflect our:

- heritage
- gravitas
- academic excellence
- internationalism
- inclusiveness
- cutting-edge research and teaching.

When commissioning or selecting images the following prompts should be considered:

- Is the image inspiring?
- Does it convey ambition?
- Does the image feel authentic rather than contrived or posed?
- Is the image contemporary, dynamic and/or engaging?

See page 15 for guidance on how to explore the use of colour, contrast, props and angles to help convey these messages.

Comprehensive guidance for commissioning and using photography is available on the Communications website, along with details of the photography supplier framework, and a guide on pricing and briefing forms.

comms.leeds.ac.uk/photography

Permission and release forms
When using pictures of people that can be recognised, you must have their permission and a signed release form.

comms.leeds.ac.uk/templates-to-download/resources

Image library
We have a user-friendly image library. This resource functions as a central hub where we can all share our high-quality images and video. This helps us to save money, avoid duplication of effort and give us all to access the very best images and video.

imagelibrary.leeds.ac.uk

Originals of all high-quality images that have been taken for the University should be uploaded to the Image Library. Guidance on how to do this can be found in the photography guidelines.

comms.leeds.ac.uk/templates-to-download/resources

For further details contact:
commsprod@leeds.ac.uk
Core identity toolkit

Photography

People and portraiture
Avoid passport style head and shoulder pictures. Try using tight cropping as it can be more flattering, dynamic, and engaging.

High-contrast lighting can be used to heighten intensity. Black and white can also be used to improve bad lighting and photography. Put people in a context, e.g., in their situation or with the tools of their trade, wherever possible.

Buildings
Avoid eye-level pictures that try to show complete structures. Buildings should be exciting and dynamic places of learning and culture. Use details, oblique angles and layers to create intrigue and drama. Consider whether the building would be better illuminated and photographed at night. Avoid empty or messy situations and untidy rooms.

Landscapes
Avoid middle-distance photography without a defined focal point. Connect people with landscapes where possible, whether they are urban or rural. As with buildings, look at using dramatic angles and crops.
Core identity toolkit

Photography

Teaching and learning
Teaching and learning situations don’t have to look boring. Avoid photographs of large lecture theatres and entire classrooms full of people. Instead concentrate on individuals or small groups of students. Strong lighting and bright colours found in clothing or surrounding objects can help the images appeal to a wider audience. Strong individual facial expressions or body language can also help create an engaging shot.

Concepts
Avoid clichéd images which present a concept too obviously. Concepts can be a step into the abstract, increasing interest and intrigue. Images should only tell a single aspect of the story and be an introduction or a hint. Close-ups and off-balance composition will help the image to appear more creative than a standard photograph. Concept-style photography is also a good option when an image is needed quickly, as they are readily available from stock libraries such as iStock.

Narrative
Narratives in photography should be conveyed subtly and professionally. Do not try to tell the whole story with one photograph, as this will result in a cluttered and confusing image. Simplicity and composition are key to effective narration. Avoid images which look like stock photography with set-up poses and scenery.
# Identification architecture

<table>
<thead>
<tr>
<th>Visual Identity</th>
<th>18–20</th>
</tr>
</thead>
<tbody>
<tr>
<td>The identity band</td>
<td>21</td>
</tr>
</tbody>
</table>

## Printed assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications (A4, A5, DL, square)</td>
<td>22–29</td>
</tr>
<tr>
<td>Posters (A3–A0)</td>
<td>30–33</td>
</tr>
<tr>
<td>Banners (pull up, drop down, outdoor)</td>
<td>34–36</td>
</tr>
<tr>
<td>Back covers</td>
<td>37</td>
</tr>
<tr>
<td>External partnerships – single partner</td>
<td>38</td>
</tr>
<tr>
<td>External partnerships – multiple partners</td>
<td>39</td>
</tr>
<tr>
<td>External partnerships – equal partner</td>
<td>40</td>
</tr>
<tr>
<td>External partnerships – multiple equal supporting partners</td>
<td>41</td>
</tr>
</tbody>
</table>

## Digital assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email signatures</td>
<td>42</td>
</tr>
<tr>
<td>Plasma screens</td>
<td>43–45</td>
</tr>
<tr>
<td>Web toolkit and CRM header</td>
<td>46</td>
</tr>
<tr>
<td>Social media</td>
<td>47</td>
</tr>
</tbody>
</table>
Faculties, schools, departments, services, centres or institutes should always be clearly identified as being part of the University of Leeds.

This is achieved by establishing a visual relationship between their names and the University logo.

The visual identity will be created through the size of type used for the names, and the positioning of the names in relation to one another.

These are fixed arrangements appropriate to the application.

The standard layout, as shown on this page, sets out the underpinning principle of University of Leeds logo ranged right and owner identification (faculty, school etc) ranged left.

In circumstances where width is limited and it would not be possible to range the owner identification to the left (eg DL leaflets, narrow banner stands, badges, skyscraper advert etc) it is permissible to place these details underneath the logo, following the spacing principles shown.
A consistent approach to the way we identify faculties, schools, departments, services, centres or institutes helps to achieve greater cohesion and strengthens their relationship to the University.

All documents and publications produced should comply with the identification architecture.

Identification of faculty, school, department, service, centre, or institute is left aligned and covers no more than half the width of the page.

The architecture is designed and structured so that no faculty, school, department, service centre, or institute will lose recognition or individuality but so that all areas will be recognised as part of the University.

This consistent relationship with the University of Leeds logo is fundamental to the University’s visual identity.
**Visual identity**

**University material**

On University material the University logo should be used at the top of the document cover, right aligned and anchored towards the bottom of the identity band, or aligned to the bottom right corner of the page, using the set page margins.

**To identify faculties, departments or services**

The faculty name should appear left aligned and in line with the University logo, anchored towards the bottom of the page, or the bottom of the identity band if used. On A4 documents, the faculty name should always be 24pt in either Trade Gothic Bold No. 2 or in Arial for Desktop Publishing documents.

**To identify schools**

The school name should appear left aligned and in line with the University logo, anchored towards the bottom of the page, or the bottom of the identity band if used. On A4 documents, the school name should always be 24pt in either Trade Gothic Bold No. 2 or in Arial for Desktop Publishing documents. If desired, the faculty name may appear below the school name at 12pt on A4 documents in either Trade Gothic Light (all caps) or in Arial for Desktop Publishing documents. It should also be anchored towards the bottom of the band or page.

**To identify centres and institutes**

The name of the centre or institute should appear left aligned and in line with the University logo, anchored towards the bottom of the page, or the bottom of the identity band if used. The name should always be 24pt on A4 documents in either Trade Gothic Bold No. 2 or in Arial for Desktop Publishing documents. If desired, the faculty name may appear below the centre or institute name at 12pt on A4 documents in either Trade Gothic Light (all caps) or in Arial for Desktop Publishing documents. It should also be anchored towards the bottom of the band or page.

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**Note**

Text point sizes are for A4 page size. For details of other common sizes, please see pages 25–34.
The identity band is used as a key unifier for the University’s visual identity.

It can be used on the covers of documents, publications and newsletters.

The identity band provides a space within which the faculty, school, department, centre, institute or service can be identified by name.

Faculties, schools, departments, services, centres, or institutes within the University are not permitted to use logos to identify themselves.

The identity band should appear across the top of the cover page on printed material. It should always be used at the prescribed depth for the relative page size (see table, right).

The identity band can only be used to contain the University of Leeds logo and the relevant faculty, school, department, service, centre, or institute name.

Document titles and all other text must always appear below the identity band.

Please see:
• ‘Printed assets’ (page 22–34) for more detailed information and specific measurements
• ‘Style guidance’ (page 53–56) for more suggestions and examples of how we use the identity band.

<table>
<thead>
<tr>
<th>Identity band height (Portrait orientation)</th>
<th>Logo size</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0 – 120mm</td>
<td>190mm width</td>
</tr>
<tr>
<td>A1 – 90mm</td>
<td>140mm width</td>
</tr>
<tr>
<td>A2 – 70mm</td>
<td>100mm width</td>
</tr>
<tr>
<td>A3 – 80mm*</td>
<td>75mm width</td>
</tr>
<tr>
<td>A4 – 70mm</td>
<td>65mm width</td>
</tr>
<tr>
<td>A5 – 50mm</td>
<td>48mm width</td>
</tr>
<tr>
<td>A6 – 35mm</td>
<td>38mm width</td>
</tr>
<tr>
<td>A7 – no band**</td>
<td>35mm width</td>
</tr>
<tr>
<td>DL – 50mm</td>
<td>45mm width</td>
</tr>
<tr>
<td>Square – 60mm</td>
<td>65mm width</td>
</tr>
</tbody>
</table>

*The identity band for an A3 portrait poster should be 80mm in depth if placing the logo at the top of the page. If it is felt that an 80mm identity band takes up too much space on an A3 poster, place the University logo in the bottom right-hand corner and use a 50mm deep band at the foot of the page or dispense with the band altogether. See page 30 for more information.

**For A7 size, where the document is likely to be a postcard or mini-flyer, it is advisable to dispense with the identity band and place the University logo at the bottom right of the face or reverse.
Identification architecture

A4 with identity band

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

If using the identity band, the document title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A4 PORTRAIT (210mm width x 297mm height)
- Identity band height: 70mm
- Logo size: 65mm
- Page margin: 10mm
- Rule width (if used): 190mm
- Rule weight (if used): 0.75pt

A4 LANDSCAPE (297mm width x 210mm height)
- Identity band height: 60mm
- Logo size: 65mm
- Page margin: 10mm
- Rule width (if used): 277mm
- Rule weight (if used): 0.75pt

Institute owned
Institute name: Trade Gothic Bold No. 2 – 24pt/25pt leading
Faculty name: Trade Gothic Light (caps) – 12pt
If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.
Identification architecture

A4 newsletter

As most newsletters have a name or masthead, the depth of the identity band has been adjusted for newsletters only to accommodate this. The area below the identity band is to contain the newsletter name, masthead, issue number and publication date.

Use two contrasting blocks of colour for the newsletter identity band, not a fine rule.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

**A4 PORTRAIT (210mm width x 297mm height)**

<table>
<thead>
<tr>
<th>Component</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>70mm (40+30mm)</td>
</tr>
<tr>
<td>Logo size</td>
<td>65mm</td>
</tr>
<tr>
<td>Page margin</td>
<td>10mm</td>
</tr>
</tbody>
</table>

Newsletter name: Trade Gothic light 48pt (-40 tracking)
Issue/date: Trade Gothic light 12pt, ranged right
Identification architecture

A5 with identity band

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

If using the identity band, the document title must appear below the band.

The document title layout and position is optional according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A5 PORTRAIT (148.5mm width x 210mm height)

Identity band height 50mm
Logo size 48mm
Page margin 8mm
Rule width (if used) 132mm
Rule weight (if used) 0.5pt

A5 LANDSCAPE (210mm width x 148.5mm height)

Identity band height 40mm
Logo size 48mm
Page margin 8mm
Rule width (if used) 194mm
Rule weight (if used) 0.5pt
Identification architecture

A5 without identity band

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.
Identification architecture

Third A4 (DL size) with identity band

If placing the name of faculties, schools, departments, services, centres, or institutes, on Third A4 documents they must appear right aligned beneath the University of Leeds logo due to space.

If using the identity band, the document title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

DL SIZE (99mm width x 210mm height)

<table>
<thead>
<tr>
<th>Element</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>50mm</td>
</tr>
<tr>
<td>Logo size</td>
<td>45mm</td>
</tr>
<tr>
<td>Page margin</td>
<td>7mm</td>
</tr>
<tr>
<td>Rule width (if used)</td>
<td>85mm</td>
</tr>
<tr>
<td>Rule weight (if used)</td>
<td>0.5pt</td>
</tr>
</tbody>
</table>
Identification architecture

Third A4 (DL size) without identity band

If placing the name of faculties, schools, departments, services, centres, or institutes, on Third A4 documents they must appear right aligned beneath the University of Leeds logo.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.
Identification architecture

Square (210mm x 210mm)

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

If using the identity band, the document title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

SQUARE (210mm width x 210mm height)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify band height</td>
<td>60mm</td>
</tr>
<tr>
<td>Logo size</td>
<td>65mm</td>
</tr>
<tr>
<td>Page margin</td>
<td>10mm</td>
</tr>
<tr>
<td>Rule width (if used)</td>
<td>190mm</td>
</tr>
<tr>
<td>Rule weight (if used)</td>
<td>0.75pt</td>
</tr>
</tbody>
</table>

School owned
School name: Trade Gothic Bold No. 2 24pt/25pt leading
Faculty name: Trade Gothic Light (caps) – 12pt
Identification architecture

A3

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned. If using the identity band, the title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A3 PORTRAIT (297mm width x 420mm height)

- Identity band height (top) 80mm
- Identity band height (foot) 50mm
- Logo size 75mm
- Page margin 14mm
- Rule width (if used) 269mm
- Rule weight (if used) 1pt

A3 LANDSCAPE (420mm width x 297mm height)

- Identity band height 50mm
- Logo size 75mm
- Page margin 14mm
- Rule width (if used) 269mm
- Rule weight (if used) 1pt

School of Process, Environmental and Materials Engineering

UNIVERSITY OF LEB

School owned
School name: Trade Gothic Bold No. 2 – 30pt/30pt leading (-40 tracking)
Faculty name: Trade Gothic Light (caps) – 18pt/24pt leading (-30 tracking)
Identification architecture

A2

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned. If using the identity band, the title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A2 PORTRAIT (420mm width x 594mm height)

- Identity band height (top) 70mm
- Identity band height (foot) 60mm
- Logo size 100mm
- Page margin 18mm
- Rule width (if used) 384mm
- Rule weight (if used) 2pt

A2 LANDSCAPE (594mm width x 420mm height)

- Identity band height 60mm
- Logo size 100mm
- Page margin 18mm
- Rule width (if used) 558mm
- Rule weight (if used) 2pt

School of Process, Environmental and Materials Engineering
FACULTY OF ENGINEERING

School owned
School name: Trade Gothic Bold No. 2 – 36pt/36pt leading (-40 tracking)
Faculty name: Trade Gothic Light (caps) – 22pt/28pt leading (-30 tracking)
Identification architecture

A1

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned. If using the identity band, the title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A1 PORTRAIT (594mm width x 841mm height)

Identity band height (top) 90mm
Identity band height (foot) 80mm
Logo size 140mm
Page margin 20mm
Rule width (if used) 554mm
Rule weight (if used) 2.5pt

A1 LANDSCAPE (841mm width x 594mm height)

Identity band height 80mm
Logo size 140mm
Page margin 20mm
Rule width (if used) 801mm
Rule weight (if used) 2.5pt
Identification architecture

AO

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned. If using the identity band, the title must appear below the band.

The document title layout and position is adjustable according to design needs.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

AO PORTRAIT (841mm width x 1189mm height)
Identity band height (top) 120mm
Identity band height (foot) 110mm
Logo size 190mm
Page margin 25mm
Rule width (if used) 791mm
Rule weight (if used) 3pt

AO LANDSCAPE (1189mm width x 841mm height)
Identity band height 110mm
Logo size 190mm
Page margin 25mm
Rule width (if used) 1139mm
Rule weight (if used) 3pt
Identification architecture

Banners – pull up

Standard University banners produced through Print and Copy bureau (PCB) come in two sizes, 800mm x 2300mm and 850mm x 2300mm.

If placing the name of faculties, schools, departments, services, centres, or institutes, the size of the name must not exceed 50% of the width of the banner. The name must always be left aligned.

Always use the identity band in order for the logo to be displayed prominently; the banner content must appear below the band. On banners that do not include identifying names you should increase the logo size as detailed below.

There should be a clear space area of 300mm at the bottom of all pull up banners.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

PULL UP – (800mm width x 2300mm height)
Identity band height 206mm
Logo size (named) 266mm
Logo size (unnamed) 344mm
Page margin 52mm
Rule width (if used) 696mm
Rule weight (if used) 2pt

PULL UP – (850mm width x 2300mm height)
Identity band height 206mm
Logo size (named) 266mm
Logo size (unnamed) 344mm
Page margin 52mm
Rule width (if used) 746mm
Rule weight (if used) 2pt
# Identification architecture

## Banners – drop down

When designing drop down banners the logo should sit at the bottom of the banner to ensure maximum visibility. Names of faculties, schools, departments, services, centres, or institutes should be omitted from these banners as they are only for use in campaign or event advertising.

Always use a black or white version of the logo, in the `.eps` (vector) format, for optimum quality.

**DROP DOWN BANNERS (1000mm width x 4500mm height)**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>none</td>
</tr>
<tr>
<td>Logo size</td>
<td>569mm</td>
</tr>
<tr>
<td>Page margin (top/left/right)</td>
<td>90mm</td>
</tr>
<tr>
<td>Page margin (bottom)</td>
<td>120mm</td>
</tr>
</tbody>
</table>

**UNION PRECINCT BANNERS (800mm width x 2000mm height)**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>none</td>
</tr>
<tr>
<td>Logo size</td>
<td>410mm</td>
</tr>
<tr>
<td>Page margin (left/right)</td>
<td>60mm</td>
</tr>
<tr>
<td>Page margin (top/bottom)</td>
<td>200mm</td>
</tr>
</tbody>
</table>
When designing outdoor banners the logo should sit in the bottom right corner of the banner to ensure maximum visibility. Names of faculties, schools, departments, services, centres, or institutes should be omitted from these banners as they are only for use in campaign or event advertising.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

<table>
<thead>
<tr>
<th>VINYL OUTDOOR BANNER (5000mm width x 1000mm height)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>none</td>
</tr>
<tr>
<td>Logo size</td>
<td>769mm</td>
</tr>
<tr>
<td>Page margin</td>
<td>120mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VINYL OUTDOOR BANNER (2500mm width x 1000mm height)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>none</td>
</tr>
<tr>
<td>Logo size</td>
<td>480mm</td>
</tr>
<tr>
<td>Page margin (left/right)</td>
<td>85mm</td>
</tr>
</tbody>
</table>
The University logo should appear on the back of all documents at 35mm wide.

Below the logo should be the University address, telephone number and web address. It is optional to include the date published.

All text should be set in Trade Gothic Medium at 8, 9 or 10pt, depending on space available and document size. The name of the document issuer (e.g., faculty/school etc) can appear aligned left at the base of the cover as shown but is not necessary.

If space (or lack of it) necessitates the use of text and images on the back cover, please leave clear space at the foot of the back cover to aid legibility of the address and owner information. The use of a rule or a band to indicate this area is optional.

The same guidance applies on the occasions when a wraparound image (visible on the front and back cover) is used.

Please do not credit the designer on the back page or anywhere else on a printed publication.
This combination of co-branding is to be used when the University of Leeds is leading a single brand partner. Shown here is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on a third of the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

This system will prevent any logo from appearing larger and more prominent than the University logo.
Identification architecture

External partnerships – multiple partners

This combination of co-branding is to be used when the University of Leeds is leading multiple brand partners. Shown here is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on a third of the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

This system will prevent any logo from appearing larger and more prominent than the University logo.
This combination of co-branding is to be used when the University of Leeds is equal to a single brand partner. Shown here is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on a third of the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

When the ownership or lead partner is difficult to ascertain (e.g., NHS, joint partner Universities etc), please try to accommodate the equal partners own branding wishes whenever possible – although a decision on lead ownership, and therefore branding direction, would always be advantageous at the beginning of a project.

This system will prevent any logo from appearing larger and more prominent than the University logo.
Identification architecture

External partnerships – multiple equal supporting partners

This combination of co-branding is to be used when the University of Leeds is equal to multiple brand partners. Shown here is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on a third of the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

When the ownership or lead partners are difficult to ascertain (e.g., NHS, joint partner Universities etc.), please try to accommodate the equal partners own branding wishes whenever possible – although a decision on lead ownership, and therefore branding direction, would always be advantageous at the beginning of a project.

This system will prevent any logo from appearing larger and more prominent than the University logo.
## Email signature

The following guidance is for images provided for the standard University email signature.

<table>
<thead>
<tr>
<th>EMAIL SIGNATURE (550px width x 114px height)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
<td>none</td>
</tr>
<tr>
<td>Logo size</td>
<td>100px (pixel logo)</td>
</tr>
<tr>
<td>Page margin</td>
<td>14px</td>
</tr>
</tbody>
</table>

Please note this format uses the pixel logo. For more information please see page 7.
Identification architecture

Plasma screens

The following guidance is for standard University display screen sizes. The sizes detailed on the following pages can be scaled proportionally for use on all screens throughout the University.

For more information on our plasma screens across campus, see comms.leeds.ac.uk/design-and-print/plasma-screens/

4:3 (1096px width x 822px height)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>none</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo size</td>
<td>252px</td>
</tr>
<tr>
<td>Page margin</td>
<td>37px</td>
</tr>
</tbody>
</table>

16:9 (1920px width x 1080px height)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>none</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo size</td>
<td>330px</td>
</tr>
<tr>
<td>Page margin</td>
<td>50px</td>
</tr>
</tbody>
</table>
Identification architecture

Plasma screens

2:1 (1280px width x 640px height)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>none</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo size</td>
<td>235px</td>
</tr>
<tr>
<td>Page margin</td>
<td>35px</td>
</tr>
</tbody>
</table>

2:1 screen
Plasma screens

The 2:3 display screens are located in our library spaces and have the University logo built-in to the surround, so you can omit it from your design at this size.

2:3 (1000px width x 1500px height)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>none</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo size</td>
<td>none</td>
</tr>
<tr>
<td>Page margin</td>
<td>32px</td>
</tr>
</tbody>
</table>
Identification architecture

Web toolkit and CRM header

The corporate website has an overarching identity band that will always appear above content, therefore the logo is not necessary in the header image design.

Each school and faculty has their own CRM templates with a built-in identity band, which sits above the CRM header, therefore the logo is not necessary in the header image design.

<table>
<thead>
<tr>
<th>WEB TOOLKIT HEADER IMAGE (800px width x 400px height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
</tr>
<tr>
<td>Logo size</td>
</tr>
<tr>
<td>Page margin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CRM HEADER IMAGE (600px width x 300px height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity band height</td>
</tr>
<tr>
<td>Logo size</td>
</tr>
<tr>
<td>Page margin</td>
</tr>
</tbody>
</table>
Identification architecture

Social media

The University’s supported channels and platforms are Facebook, Twitter, LinkedIn, Snapchat and Instagram. We also have a presence on Chinese social media.

Due to the nature of social media, the specifications change regularly.

Please check the social media guidelines which are updated on a regular basis.

comms.leeds.ac.uk/templates-to-download/guidelines
Style guidance

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Working with colour and creating palettes 50
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Covers – best practice 53
Covers – creating the identity band 54
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Posters and flyers 56
Spreads – best practice 57
Example spreads 55–59
PowerPoint presentations 60
Overview

Core Identity toolkit

The purpose of our guidelines is to present ourselves in a consistent way. This is achieved through the size and positioning of the University logo, a suite of typefaces and a corporate colour palette.

Similarly the system creates a relationship between the University logo and the names of schools, faculties, departments, institutes and services when using the identification architecture, including the identity band.

If external partner logos need to be used, they should also appear consistent in terms of size and position. See pages 38–41 for more guidance.

Variety can be achieved through use of imagery, colour palettes (eg using a colour theme across a suite of literature) and typography.

General style guidance

Imagery

We want to preserve some important messages about the University; that it is inspiring, modern and future focused, dynamic and cutting edge, alive and real, yet also with an assured sense of gravitas, heritage and academic excellence.

When selecting people for your shoot, aim to reflect the diversity of the University community. You can do this by making sure that different individuals or groups are fairly represented, considering a range of characteristics including age, gender, sexual orientation, disability, ethnicity, religion and belief.

Read more about equality and diversity at equality.leeds.ac.uk

Selecting images

Our messages should underpin the image content regardless of the audience you are talking to or which activity you are representing. You don’t have to represent all of them in every image, but if none of these are represented you should question the selection of the image.

Image quality

Imagery should be of a high quality. If it’s absolutely necessary to use imagery of lesser quality it should be used at a smaller scale.

Commissioning photography

Use photography guidelines to brief your supplier and to help you plan and organise the photoshoot.

When using pictures of people who can be recognised you must have their permission on a signed image consent form.

Comprehensive guidance, including help on permissions and brief sheets, is available from comms.leeds.ac.uk/photography

When the right imagery is not available

It is possible to produce material for any audience that does not use images. Covers for documents can be typographic, they can be solid colour with special finishes such as metallic inks or embossing, or utilise graphic imagery and/or illustration.

Typefaces

Trade Gothic is our primary typeface which enables you to communicate our contemporary and leading-edge status and ambitions.

The use of Sabon as our secondary typeface is advised only when you wish to highlight our authority, stature and heritage, and is seen as a traditional, ceremonial typeface.

Both have been selected for their legibility.

Materials that are published internally should be produced using Arial.

You should never mix Trade Gothic with Arial. If you have a license to use Trade Gothic, you should only be producing materials in this font, and should not need to use Arial.

Colour

The following guidelines set out the principle of working within a colour palette in order to bring consistency to your materials.

The suggestions for the ways in which colour should be used are intended to help you with appropriate selection, but they are not definitive. It is important that colours are not only appropriate to their intended audience but that they also contribute positively to design.

Grids

Design grids must be used to provide structure to any document.

Keep it clear and professional. Don’t be tempted to overfill pages with type and images. Clear space and legibility not only contribute to the style and professionalism of the presentation but are also good practice in our responsible approach to design accessibility.
Use colours to create an individual palette for a single document or item, or for a suite of materials. You may also create a colour theme for your area, using selected colours from a palette.

Here we show how to select different colours from a wider palette to create your own colour scheme, that could be appropriate to your content and audience.

As a general rule, avoid using too many colours together. Materials appear more contemporary, stylish and professional when colour is used carefully and in line with good practice.

Always balance the use of colour with white or clear space as this again contributes positively to a high quality and professional appearance.

**Similar palettes**
A simple way to make a professional colour palette is to select colours from the same area within a wider palette, ie all blues (set 1) or all greens (set 4). Select a dark tone, mid tone and a light tone to give the document varying contrast. These palettes are effective for smaller documents with specific subject matter and target audience, eg you could use a green palette for environmental studies.

**Mixed palettes**
To make a mixed palette, use of complementary colours and contrasting tonal values is key. Select a dark tone, mid tone and a light tone. Never use colours with similar tonal values as this will result in the document looking flat and uninteresting.
Copy density – a rough guide

When planning any document or publication, it is important that the amount of words planned correlates to the amount of pages and space available.

For legibility, it is advisable to allow copy some breathing space and not to have wall-to-wall words. In certain circumstances you may elect to choose a smaller typesize. The table below indicates how many words per page should be allowed for.

The calculations are based on a two column grid and will vary slightly when using one or three columns.

<table>
<thead>
<tr>
<th>Font and size</th>
<th>A5 – 2 column</th>
<th>A4 – 2 column</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font: 12pt</td>
<td>200 wpp</td>
<td>450 wpp</td>
</tr>
<tr>
<td>Leading: 16pt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font: 12pt</td>
<td>250 wpp</td>
<td>500 wpp</td>
</tr>
<tr>
<td>Leading: 14pt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font: 11pt</td>
<td>300 wpp</td>
<td>600 wpp</td>
</tr>
<tr>
<td>Leading: 13.2pt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font: 10pt</td>
<td>350 wpp</td>
<td>700 wpp</td>
</tr>
<tr>
<td>Leading: 12pt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font: 8.5pt</td>
<td>400 wpp</td>
<td>800 wpp</td>
</tr>
<tr>
<td>Leading: 10.8pt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font: 8pt</td>
<td>450 wpp</td>
<td>900 wpp</td>
</tr>
<tr>
<td>Leading: 10.2pt</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Healthcare**

There are various places you can access healthcare, depending on how serious your condition is.

- **24-hour telephone health advice**
  - For health advice at any time of the day or night, dial the National Health Service (NHS) by dialing 111. If you’re not sure what healthcare service to use, call 111 to discuss the options with an advisor. They will ask you a series of questions to assess your symptoms and direct you to the best medical care for you.

- **Pharmacies**
  - If you have minor health problems such as a cold, sore throat or a small cut, you can visit a pharmacy (chemist) to get advice and buy medication.
  - If your local pharmacy is closed you can buy medication every day of the week until midnight at Boots Pharmacy in Leeds (0800 008 88 89).

- **Local doctor/general practitioner (GP)**
  - For urgent medical treatment, you should see your local doctor (GP). You can find a list of doctors on the NHS website: [www.nhs.uk/service-find](http://www.nhs.uk/service-find).
  - Leeds Student Medical Practice is the closes doctor’s surgery serving students at the University of Leeds. You can find more information about booking an appointment to see a doctor, or arranging other services, if you visit early in the day: [www.leedsstudentmedicalpractice.co.uk](http://www.leedsstudentmedicalpractice.co.uk).

**Hospital**

- Hospitals only visit a hospital if you need emergency care or if your GP refers you for specialist treatment. An emergency is a life-threatening condition, such as loss of consciousness, severe chest pain, breathing difficulties or severe bleeding.

**Accident and Emergency Department (A&E)**

- The nearest A&E department is in the City Centre at Leeds General Infirmary (LGI): [0113 246 1211].

**To call an ambulance**

- Ambulance services help with serious or life-threatening conditions. If you’re on campus, call 111 (0113 246 1222) and someone will manage an ambulance. Off campus, you can make a free call from any phone to the emergency services by dialing 999.

**Dentists**

- Services other than emergencies are not usually free, but there are many dentists in Leeds who will treat students. You can find a list of dentists by searching for a local dentist online or call 111 to speak to an advisor: [www.nhs.uk/service-find].

**If you need emergency dental care, call 111 for advice.**

**Opticians**

- If your eyes hurt, glasses or contact lenses don’t work or you are blind or visually impaired, you can visit an optician who will offer a full eye examination.

**Opticians**

- If your eyes hurt, glasses or contact lenses don’t work or you are blind or visually impaired, you can visit an optician who will offer a full eye examination.

**Meningitis vaccinations**

- You should ensure that you have been vaccinated against meningitis A/CW135 and Meningitis B. You may also have had an MMR vaccination as a young child, but you need to ensure that you have had two doses. If you have not had these vaccinations at home, you should arrange to get them as soon as possible after arriving in Leeds.

- If you are entitled to free medical treatment on the NHS, you may be eligible to receive the vaccinations. These are available from the Leeds Student Medical Practice (building number 12).

**Medical registration**

- To register with a doctor’s surgery and take advantage of the following benefits:
  - proof of your identity
  -ignition testing: drivers licence
  -proof of your student status: driving licence (driver’s card, after licence)
  -proof of your Leeds address
  -proof of your accommodation contract

- Leeds Student Medical Practice staff can help you register with the Medical Practice and arrange for you to see a doctor. [www.leedsstudentmedicalpractice.co.uk](http://www.leedsstudentmedicalpractice.co.uk).
Your document layouts should allow for flexibility in image placement.

When using multiple images on internal pages, try to ensure they work as a cohesive set in terms of style, quality, colour, subject matter, etc. Multiple images can be placed on internal pages, for example, in the ways demonstrated here.
Covers – best practice

Images or graphics can create a very powerful cover for your document, if used in the correct way. As a guide, we would recommend:

- A single strong image or graphic, with lots of negative space for the logo and document title
- A montage of images used in a simple grid format, which works with the identity band (if used)
- If the identity band is used, this must be in a single solid block colour (see page 54), which compliments the image(s) used alongside it
- If a full bleed image is used, a fine rule denotes the identity band, with the portion of the image above being left clear (ie blue sky).

In order to maintain consistency across our publications, please follow the basic principles above.*

*We understand there may be some instances where a more creative approach is needed. In this instance contact commprod@leeds.ac.uk for further guidance.
Creating the identity band
In the first instance, select a colour for the identity band. This could be from an existing palette or chosen to appeal to the intended audience.

When using the band with an image, the colour band should either complement or contrast the image. Sampling colours from the image, in example 1, shows how this can be achieved successfully.

If an image has sufficient clear space without background interference (such as a plain sky in example 2) and appears to be similar to a solid colour, the image may be used as a full bleed, with a fine rule.

**Note that when using a fine rule, it should run from the left margin to the right margin.**

See pages 18–33 for a comprehensive overview of identification and page architecture.
Style guidance

Example covers

Joint Honours
Social Sciences
2019 Entry

• Geography
• International Relations
• Politics
• Social Policy
• Sociology

GENDER PAY GAP
2017

Be Curious 2018
Curious about coins

ANNUAL REVIEW 2016–2017

WOMEN OF ACHIEVEMENT
Style guidance

Posters and flyers

Posters and flyers usually have our logo placed in the bottom right of the page, but can use the identity band in the same way as document covers.

The University logo must always be used, at the correct size, and ranged right at the top or bottom of the page. It is necessary to use the identity band (either a rule or a solid block) when placing the logo at the top of the page.

See pages 18–33 for a comprehensive overview of identification and page architecture.
Style guidance

Spreads – best practice

The sample spreads shown on the left demonstrate how to use the core identity toolkit and style guidance effectively. The examples on the right use design practices that would not meet the Disability Discrimination Act (DDA) requirements or adhere to our style guidelines.

As a guiding principle, do not use wall-to-wall text. Good design makes it easy for the reader. Titles, captions and images contribute to easy navigation of a page..

Example 1
Clean column layout
Grid applied to images and text
Clean overall layout
Large impactful image

Example 2
Simple colour scheme
No unnecessary images
Flat block colour for feature text
Cut out image
Comfortable kerning on title
All left aligned text

Example 3
Simple colour palette
Understated graphic elements
Simple column layout
Less text per page
Grid applied to text and images

Example 1
Drop shadows
Watermarked background image
Coloured page borders
No grid applied to page layout
Wide text columns

Example 2
Weak colour palette
Bevelled boxes
Thick image borders
Poor image cut-out
Text wrapping
Centralised text areas
Title floating and wide kerning
Wrong logo used

Example 3
No grid used for text and images
Illegible text
Big colour gradients
Too much text
Example spreads
A new research project is drawing on Leeds' expertise in physics, engineering, chemistry and molecular medicine to develop innovative approaches to drug delivery. The project, which is supported by major funding from the Engineering and Physical Sciences Research Council (EPSRC), focuses on the use of microbubbles to deliver therapeutics to specific sites in the body. The microbubbles are generated by ultrasound, which is used to create resonances that cause the bubbles to expand and burst. This process allows the drug to be delivered to the site where it is needed most, with minimal toxicity to the surrounding tissue. An additional benefit is that lower dosages are often needed as a result.

The project is led by Dr Terri Freear, a lecturer in Biomedical Imaging at the University of Leeds, and is working in close collaboration with Professors Stephen Evans and Richard Thomson from the School of Molecular and Cellular Sciences. The team is also collaborating with industrial partners, including the manufacturers of new technologies such as those offered by telecare.

The potential uses for microbubbles are vast, with applications in a range of fields including cancer treatment, wound healing, and the delivery of vaccines. The project is looking at possible uses for microbubbles, such as in medical imaging, where they can be used to enhance the contrast of images and to target specific areas of the body. The team is also exploring the use of ultrasound in therapeutic applications, where the microbubbles can be used to deliver drugs to specific sites in the body.

The cost to the UK Government of caring for vulnerable older people who can benefit from it. The cost to the UK Government of caring for vulnerable older people who can benefit from it. The cost to the UK Government of caring for vulnerable older people who can benefit from it. The cost to the UK Government of caring for vulnerable older people who can benefit from it. The cost to the UK Government of caring for vulnerable older people who can benefit from it. The cost to the UK Government of caring for vulnerable older people who can benefit from it.

The last few years have also seen an increased awareness of assisted living technologies, as well as an increased focus on the potential for technology to improve quality of life. The impact on carers can also be significant, with the introduction of telecare having provided significant support to professional care providers, if something potentially dangerous occurs. "The sorts of situations are constantly changing, and we are always looking for new ways to support carers," says Professor Yeandle. "But we are building up a picture of the real impact it has on the different people who use it, and we are exploring this in research in this area."
The University has PowerPoint templates available in both 4:3 and 16:9 ratios. These are available from comms.leeds.ac.uk/templates-to-download/powerpoints/

4:3 presentation template

Please use the following slides to help you create your presentation.

This template is a guide. You can work directly from it, and also add extra slides from the ‘new slide’ section. Placeholder boxes have been created for you to drop in images and text.

16:9 presentation template

Please use the following slides to help you create your presentation.

This template is a guide. You can work directly from it, and also add extra slides from the ‘new slide’ section. Placeholder boxes have been created for you to drop in images and text.
Further resources

Internal documents, stationery, signage and promotional merchandise
Accessibility, alternative formats and our legal disclaimer
Internal documents, stationery, signage and promotional merchandise

**Internally produced desktop publishing**
There are templates available for some commonly produced desktop published materials (i.e., internal office items, temporary signs, etc.) from [comms.leeds.ac.uk/templates-to-download/templates](http://comms.leeds.ac.uk/templates-to-download/templates).

**Stationery**
All University stationery—letterheads, compliment slips, and business cards—needs to conform to standard templates and can only be ordered through the Print and Copy Bureau.

Please contact:
Print and Copy Bureau
pcb@leeds.ac.uk
0113 343 3939

**Signage**
All permanent University signage should be sourced through and supplied by Estate Services.

Please contact:
Estates Helpdesk
eshelp@leeds.ac.uk
0113 343 5555

**Promotional merchandise**
Promotional merchandise (pens, diaries, t-shirts, mugs, mousemats, etc.) are managed by Print and Copy Bureau.

Please contact:
Print and Copy Bureau
pcb@leeds.ac.uk
0113 343 3939

Alternatively, GEAR (situated within the Leeds University Union) can supply a range of University-branded clothing and merchandise.

[www.luu.org.uk/places/gear](http://www.luu.org.uk/places/gear)
Accessibility, alternative formats and our legal disclaimer

The Disability Discrimination Act 1995 requires that the University, as a service provider, takes reasonable steps to ensure that all printed material and marketing activities are accessible to people with disabilities.

These guidelines have been prepared considering best practice. Typefaces have been chosen for their legibility, suggestions have been made to help determine sufficient contrast between type and backgrounds and are also reflected in the guidance on photography.

Some documents may need to be made available in plain text formats and at larger sizes. Every publication must include information about how to obtain versions in alternative formats. The following is an example of wording that could be used, depending on the type of publication:

**Alternative formats**
If you require any of the information contained in this prospectus in an alternative format eg Braille, large print or audio, please email disability@leeds.ac.uk

The ideal position for this statement would usually be final text page, inside back cover or back cover. Font size should be a minimum of 12pt.

Further information and good practice guidelines for producing accessible materials are available from http://ses.leeds.ac.uk/info/21600/taught_and_research_student_operations/925/accessible_written_materials

Please contact Disability services if you require any further information. disability@leeds.ac.uk

**Legal disclaimer**
If your publication includes dates and other information about programmes or courses you must use the legal disclaimer.

The most up-to-date version is available here: comms.leeds.ac.uk/templates-to-download/resources

The ideal position for this statement would usually be inside front cover and/or ideally as near to any course or financial information as possible, but if this is not possible it can be placed on the inside back cover. Font size should be the same as the body copy.

**Design credits**
Please do not credit the designer anywhere on a printed publication.

Anyone wishing to commission new design will be able to source the designer of any existing work through their faculty marketing team, the Communications team or Print and Copy Bureau.
Alternative formats
If you require any of the information contained in this guide in an alternative format eg Braille, large print or audio, please email disability@leeds.ac.uk