



UNIVERSITY OF LEEDS

# IDENTITY MANAGEMENT GUIDELINES

## Version 5.5 – April 2019

This document is subject to periodic revision.  
Please check **[comms.leeds.ac.uk](https://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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# Introduction

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## From Jo Holmes, Marketing Director, University of Leeds

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

Please see  
[comms.leeds.ac.uk/templates-to-download/guidelines](https://comms.leeds.ac.uk/templates-to-download/guidelines)

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**

# Introduction

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## Introduction to the guidelines

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.



# Introduction

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## Summary of the core identity toolkit and guidelines

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](mailto:trademarks@leeds.ac.uk)

#### 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.

### 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](https://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.

### Graphic design

Claire Silcock  
**c.e.silcock@leeds.ac.uk**

Casey Dickinson  
**c.e.dickinson@leeds.ac.uk**

### Web toolkit

Claire Duxbury  
**c.duxbury@leeds.ac.uk**

### Video production

Sue Underwood  
**s.underwood@adm.leeds.ac.uk**

### Social Media

Martin Carter  
**m.e.carter@leeds.ac.uk**

### Trademarks, copyright and legal matters

**trademarks@leeds.ac.uk**

### Print management (including all stationery and promotional merchandise enquiries)

Print and Copy Bureau  
**print@leeds.ac.uk**  
**0113 343 3939**

### Signage

Estates Helpdesk  
**eshelp@leeds.ac.uk**

### Head of Marketing – Arts, Humanities and Cultures

Kirsten Wilson  
**fbskwi@leeds.ac.uk**

### Head of Marketing – Biological Sciences and Medicine and Healthcare

Angie Wade  
**a.h.wade@leeds.ac.uk**

### Head of Marketing – Education, Social Sciences and Law (ESSL) and Leeds University Business School (LUBS)

Samantha Mullany  
**s.mullany@leeds.ac.uk**

### Head of Marketing – Engineering, Environment, and Maths and Physical Sciences

Victoria Price  
**v.price@leeds.ac.uk**

### 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

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# Core identity toolkit

## The logo

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](mailto: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](http://imagelibrary.leeds.ac.uk)**

If you require any further guidance, please contact:  
**[trademarks@leeds.ac.uk](mailto:trademarks@leeds.ac.uk)**



# UNIVERSITY OF LEEDS

### Logo colour palette



Pantone Black c	Pantone White	Pantone 3435c	Pantone 187c
CMYK 60.40.40.100	CMYK 0.0.0.0	CMYK 100.0.81.66	CMYK 0.100.79.20
RGB 0.0.0	RGB 255.255.255	RGB 0.80.47	RGB 196.18.48
HEX 000000	HEX FFFFFF	HEX 00502F	HEX C41230



# Core identity toolkit

## 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**



# Core identity toolkit

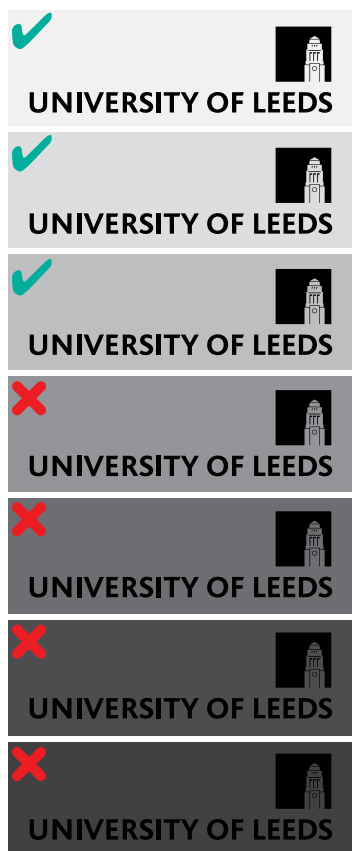
## The logo – sufficient contrast

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).



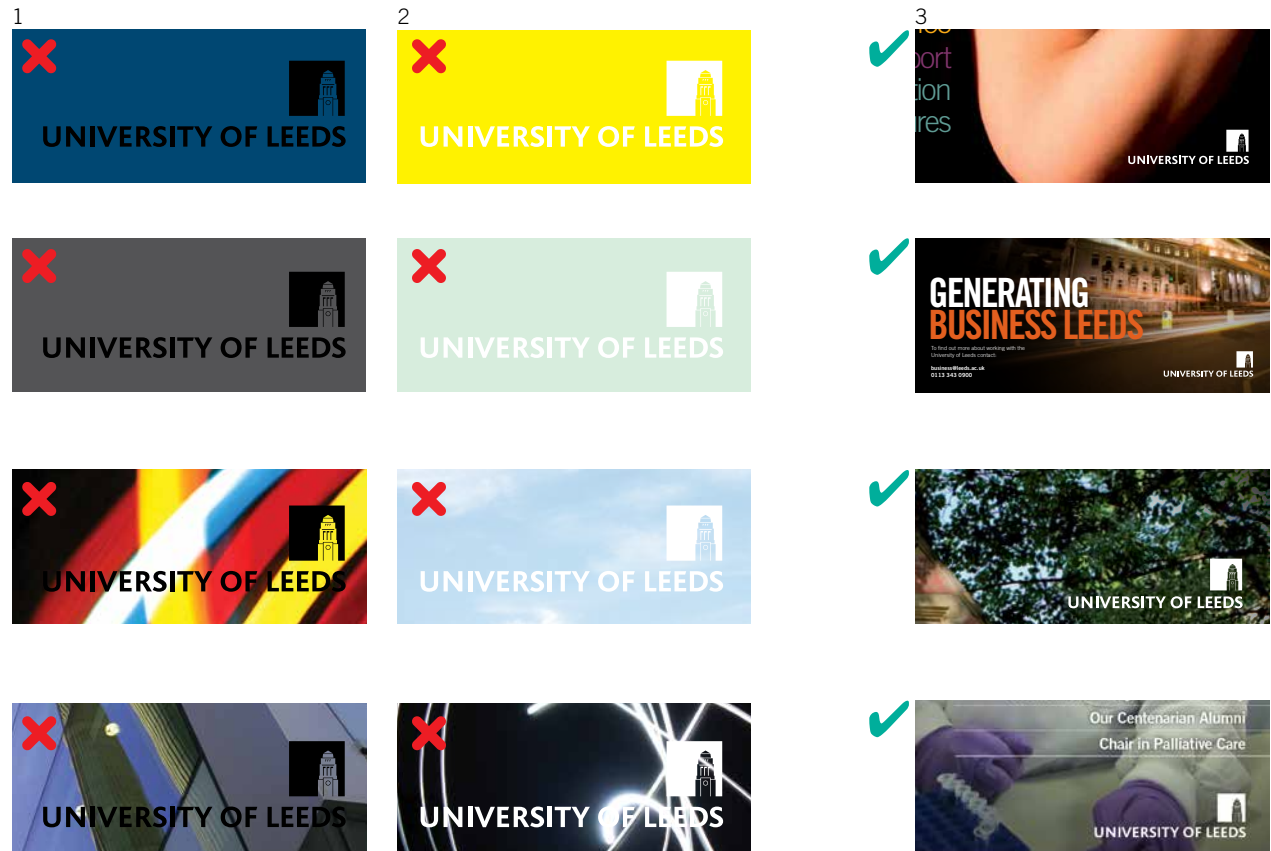
# Core identity toolkit

## 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.



# Core identity toolkit

## The logo – misuse and what is acceptable

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 add elements within the clear space



Do not add a drop shadow to the logo



Do not make the tower white



Do not reproduce the logo using another typeface



Do not outline the logo



Do not reproduce the logo in two colours



Do not create a box around the logo



Do not resize individual elements of the logo



Do not outline the tower's box



Do not re-align elements of the logo



Do not add a containing shape to the logo



# Core identity toolkit

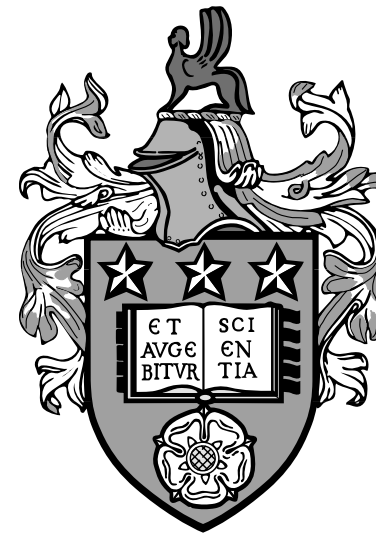
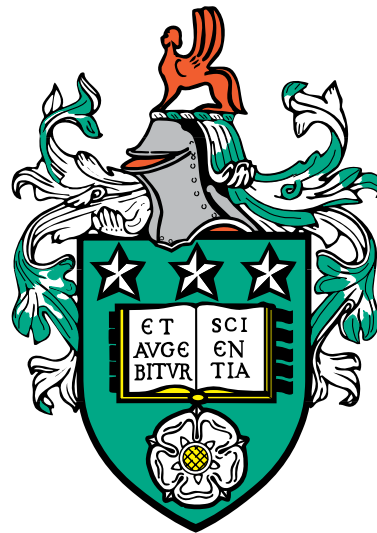
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## Use of the University crest

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](mailto:trademarks@leeds.ac.uk)



# Core identity toolkit

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## 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.



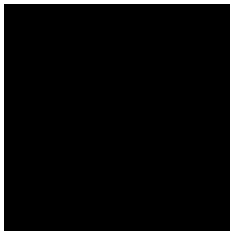
**Leeds Green**

Spot: Pantone 3435  
CMYK: 100.0.81.66  
RGB: 0.80.47  
HEX: 00502F



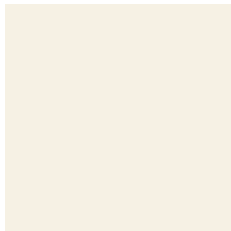
**Leeds Red**

Spot: Pantone 187  
CMYK: 0.100.79.20  
RGB: 196.18.48  
HEX: C41230



**Leeds Black**

Spot: Pantone Black  
CMYK: 60.40.40.100  
RGB: 0.0.0  
HEX: 000000



**Leeds Beige**

Spot: Pantone 9060  
CMYK: 0.1.7.3  
RGB: 246.241.228  
HEX: F6F1E4

# Core identity toolkit

## 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](https://comms.leeds.ac.uk/templates-to-download/templates)**

## 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**

\*not shown here, but permissible, are all the oblique/italic variants.

## Sabon

Sabon Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Sabon Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**Sabon Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Sabon Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Arial

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# Core identity toolkit

## Photography

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](https://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](https://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](https://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](https://comms.leeds.ac.uk/templates-to-download/resources)

For further details contact:  
[commsprod@leeds.ac.uk](mailto:commsprod@leeds.ac.uk)





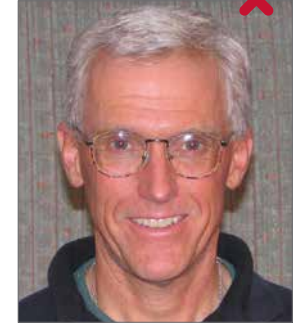
# Core identity toolkit

## 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, eg in their situation or with the tools of their trade, wherever possible.



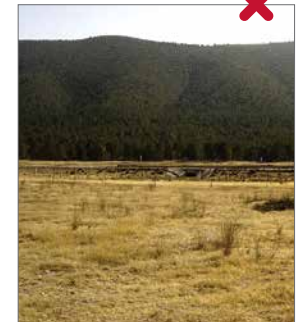
### Buildings

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

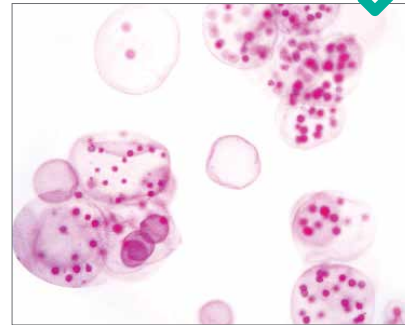
### Teaching and learning

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.



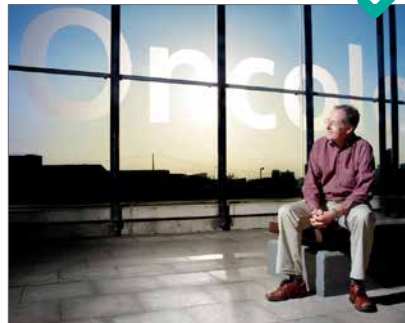
### Concepts

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.



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# Identification architecture

## Visual identity

**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.

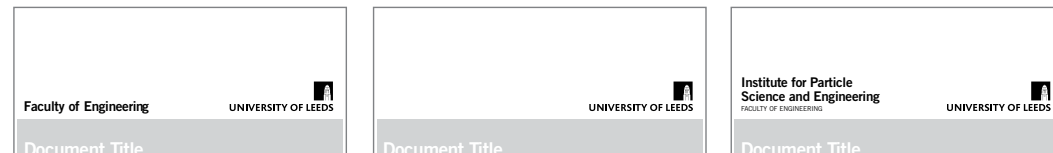
These are fixed arrangements appropriate to the application.

The standard layout, as shown on this page, sets out the undermining 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.

The standard layout is the University of Leeds logo ranged right, with owner identification ranged left. This is for use on all printed literature and publications, irrespective of the identity band inclusion.

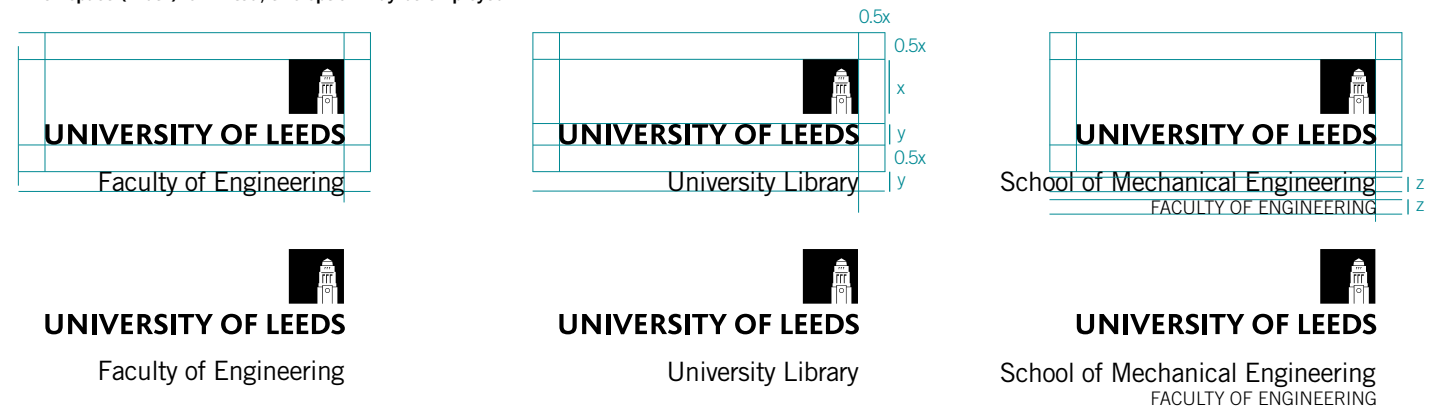
### Top aligned



### Bottom aligned



When space (width) is limited, this option may be employed.





# Identification architecture

## Visual identity

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.

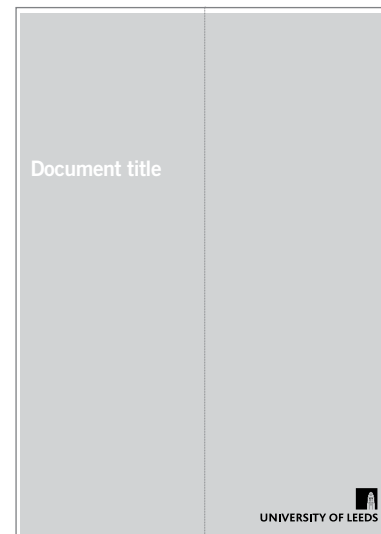
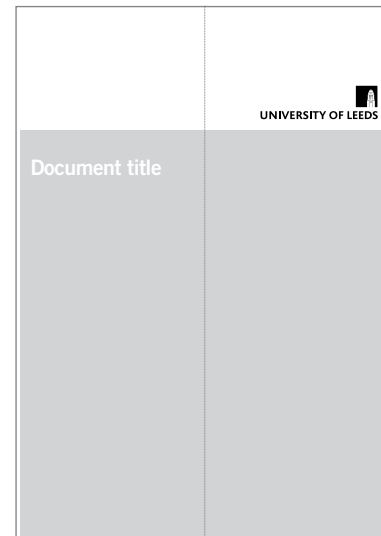
All documents and publications produced should comply with the identification architecture.

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

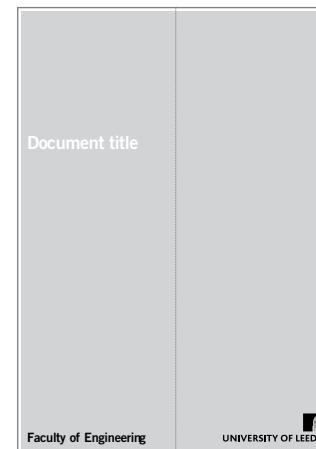
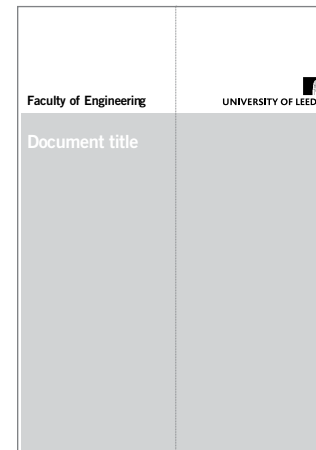
The architecture is designed and structured so that no faculty, school, department, service centre, or institute will lose recognition or individuality but so that all areas will be recognised as part of the University.

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

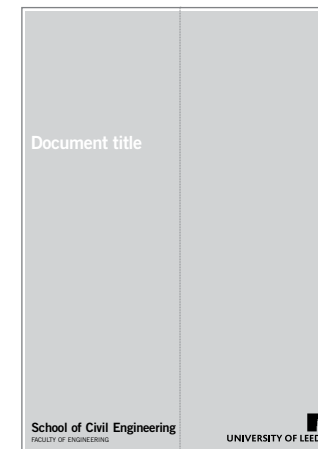
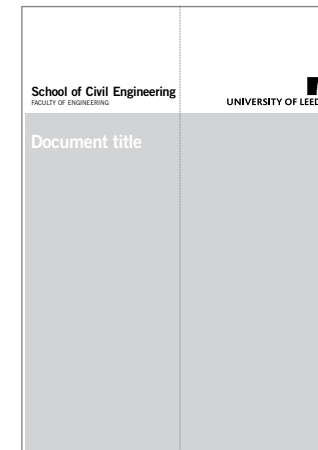
University owned



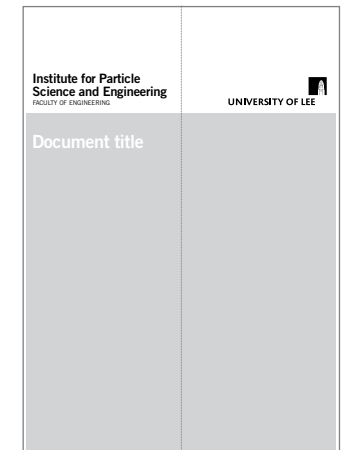
Faculty or department owned



School owned



Institute or centre owned



# Identification architecture

## 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.

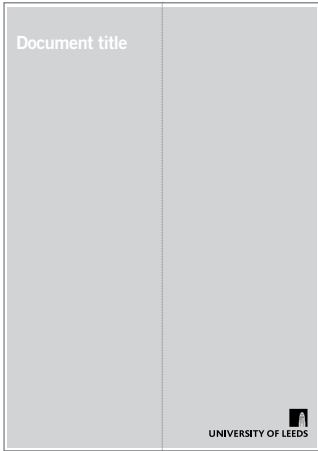
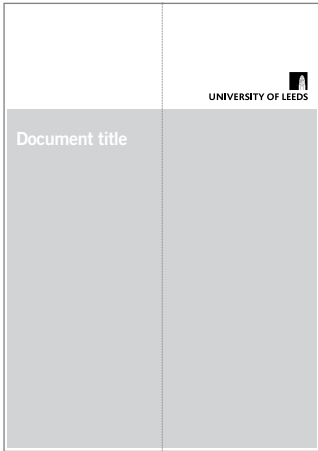
### To identify schools

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

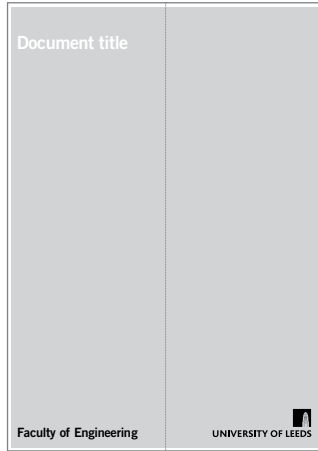
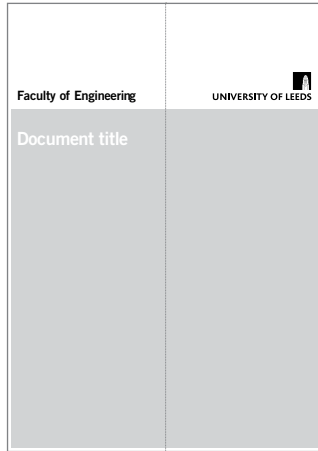
The name of the centre or institute should appear left aligned and in line with the University logo, anchored towards the bottom of the page, or the bottom of the identity band if used. The name should always be 24pt on A4 documents in either Trade Gothic Bold No. 2 or in Arial for Desktop Publishing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

#### University owned



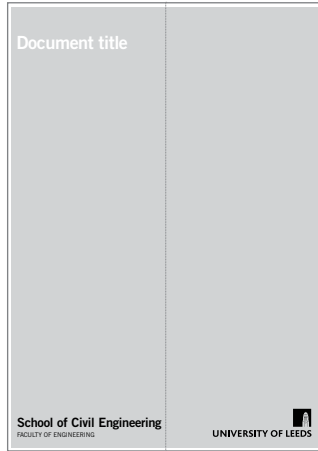
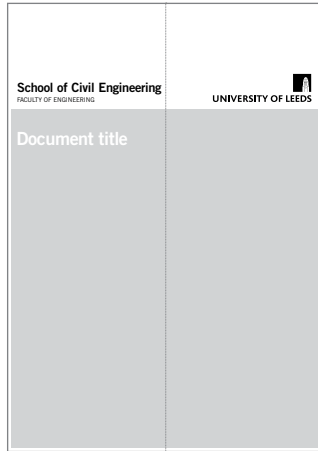
#### Faculty or department owned

Faculty name: Trade Gothic Bold No. 2 – 24pt



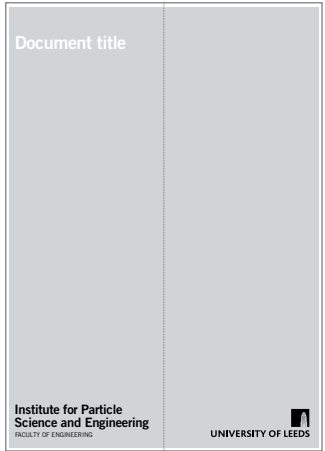
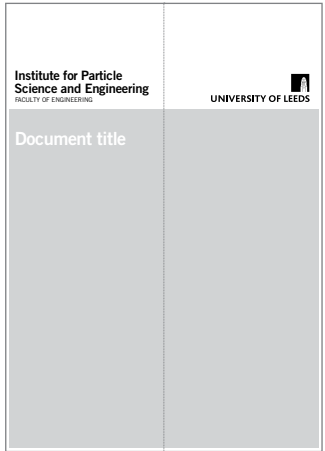
#### School owned

School name: Trade Gothic Bold No. 2 – 24pt  
Faculty name: Trade Gothic Light – 12pt (caps)



#### Institute or centre owned

Institute name: Trade Gothic Bold No. 2 – 24pt  
Faculty name: Trade Gothic Light – 12pt (caps)



#### Note

Text point sizes are for A4 page size. For details of other common sizes, please see pages 25–34.

# Identification architecture

## The identity band

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.

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

\*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.

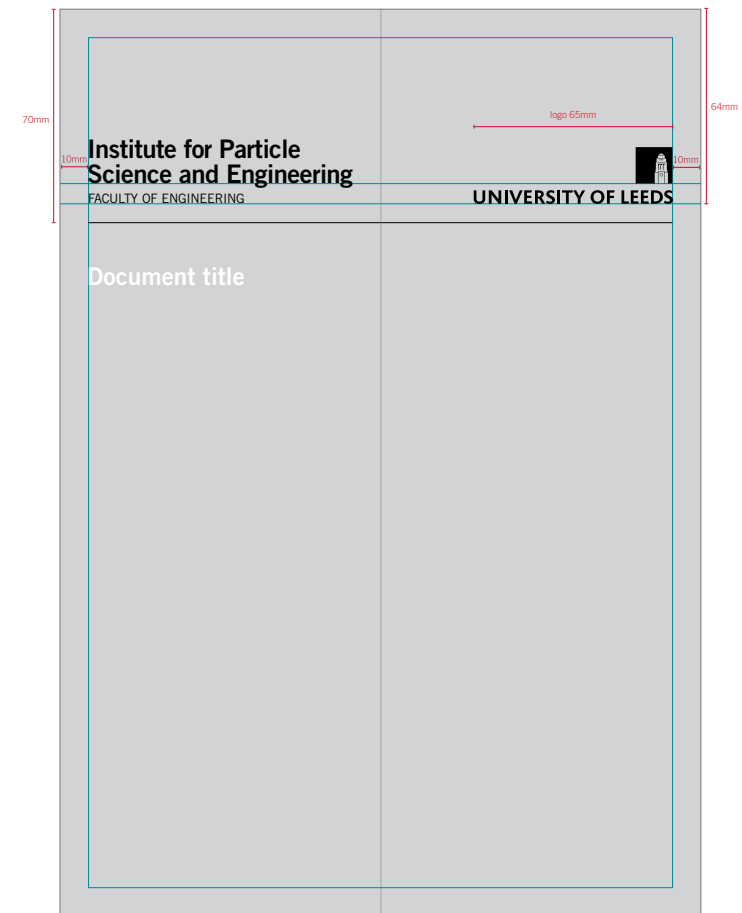
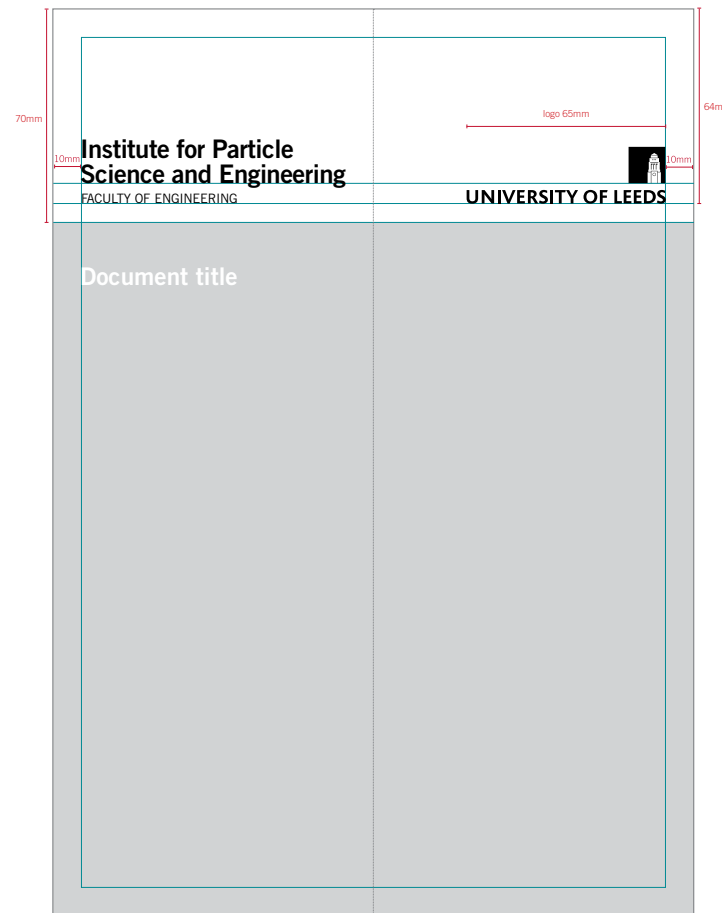
Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### 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

# Identification architecture

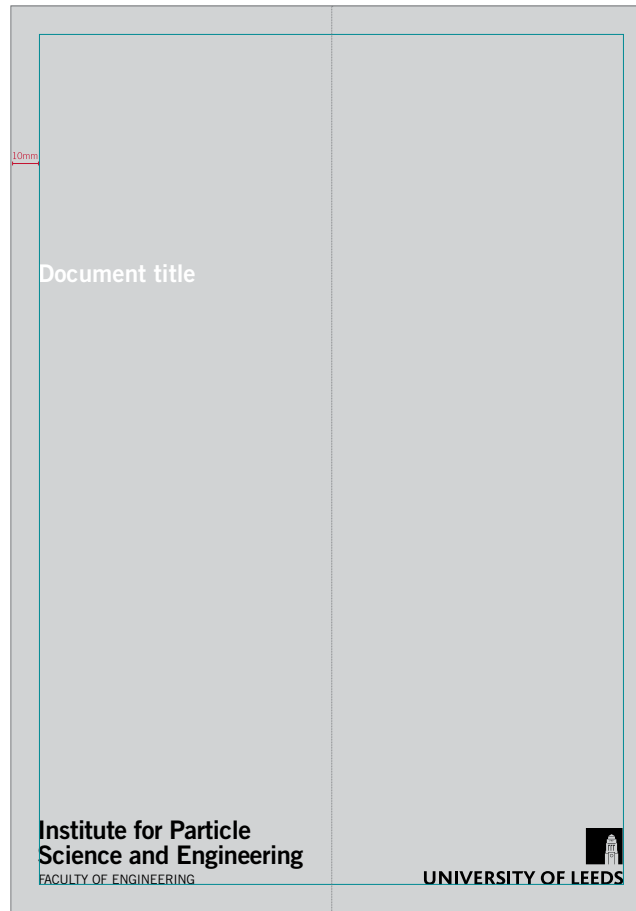
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## A4 without identity band

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.



### Institute owned

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

# 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 newsletters 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)

Identity band height	70mm (40+30mm)
Logo size	65mm
Page margin	10mm



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.

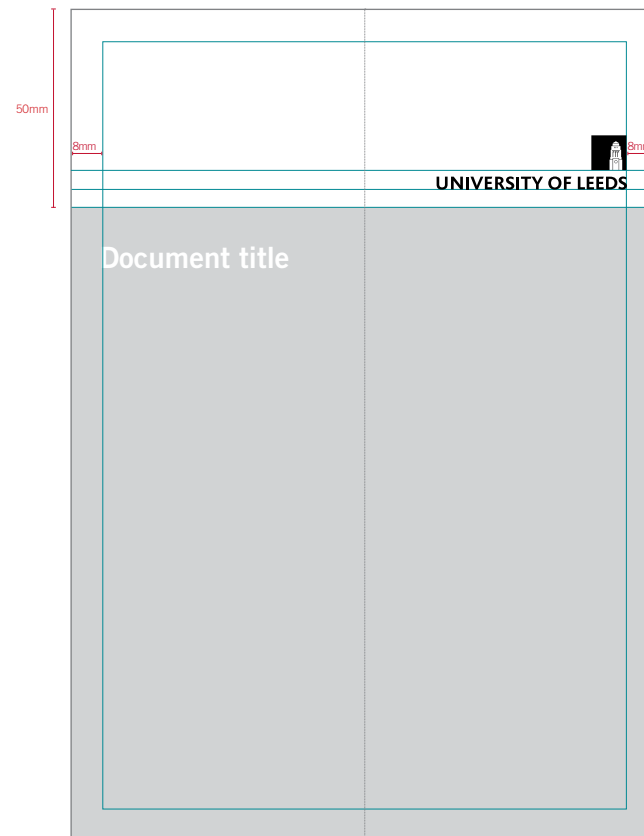
Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### A5 PORTRAIT (148.5mm width x 210mm height)

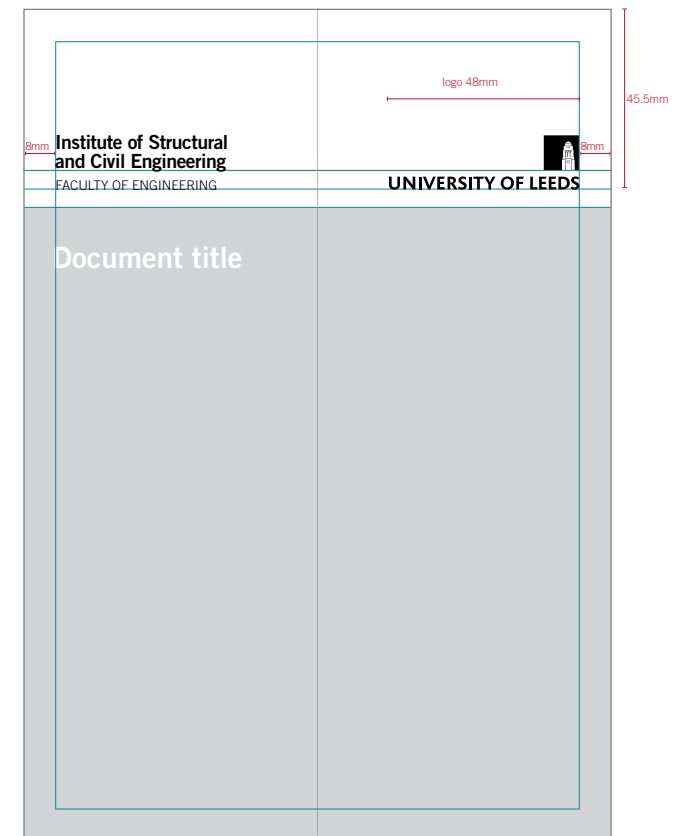
Identity band height	50mm
Logo size	48mm
Page margin	8mm
Rule width (if used)	132mm
Rule weight (if used)	0.5pt

### 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



University owned



Institute owned

Institute name: Trade Gothic Bold No. 2 – 14pt/15pt leading  
Faculty name: Trade Gothic Light – 10pt (caps)

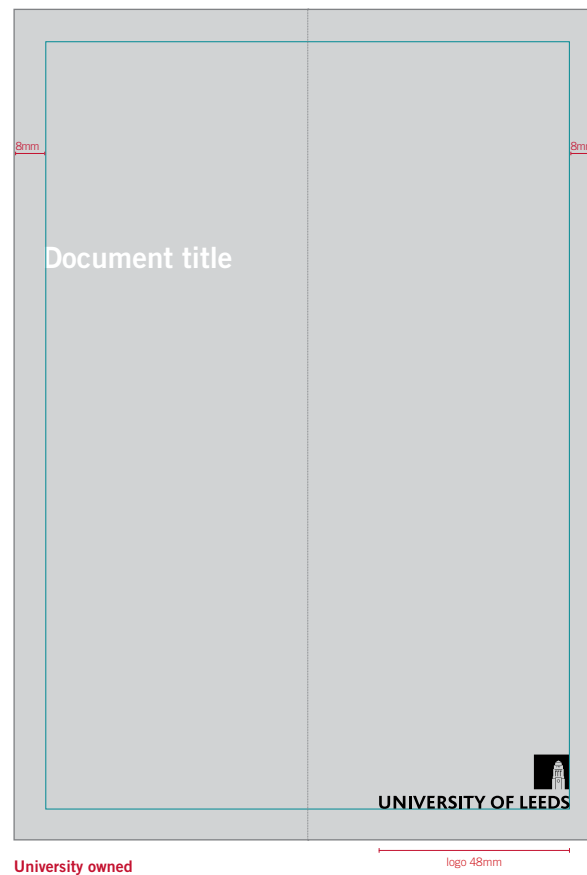
# Identification architecture

## 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.



**Institute owned**  
Institute name: Trade Gothic Bold No. 2 – 14pt/15pt leading  
Faculty name: Trade Gothic Light – 10pt (caps)



# 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.**

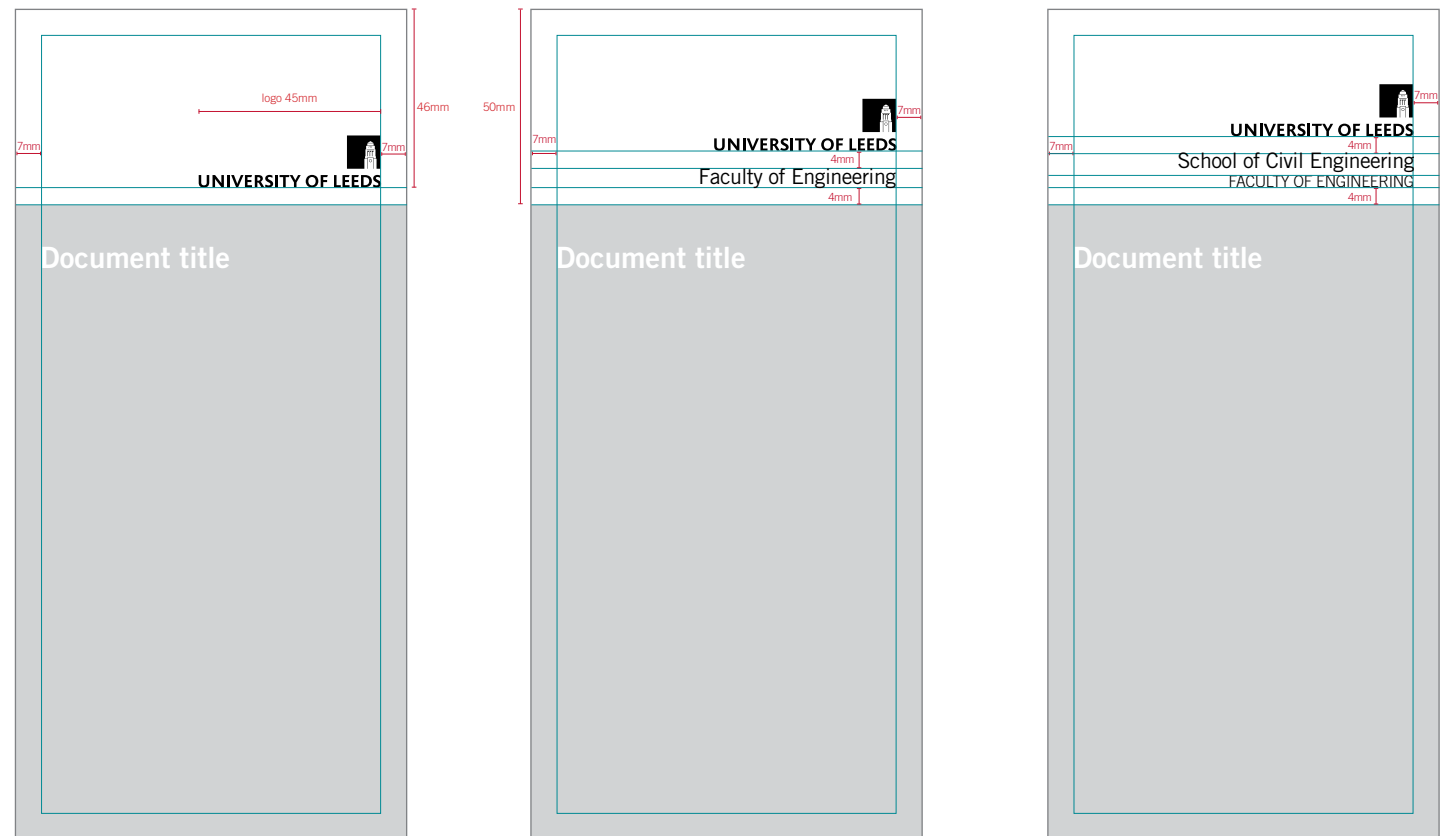
If using the identity band, the document title must appear below the band.

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)

Identity band height	50mm
Logo size	45mm
Page margin	7mm
Rule width (if used)	85mm
Rule weight (if used)	0.5pt



### Faculty owned

Faculty name: Trade Gothic Medium – 14pt

### School owned

School name: Trade Gothic Medium – 14pt  
Faculty name: Trade Gothic Light – 10pt (caps)

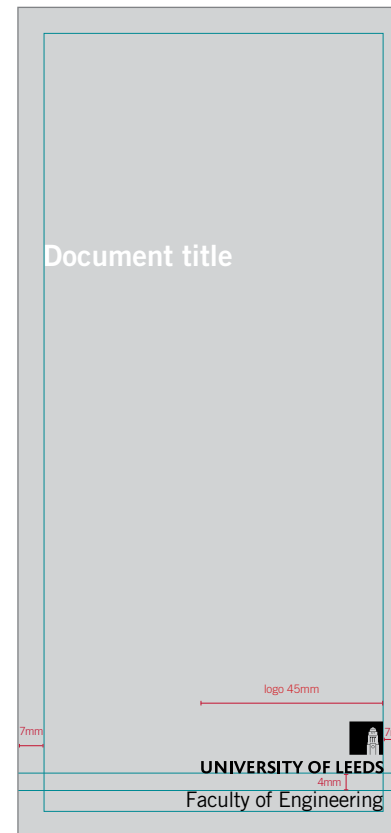
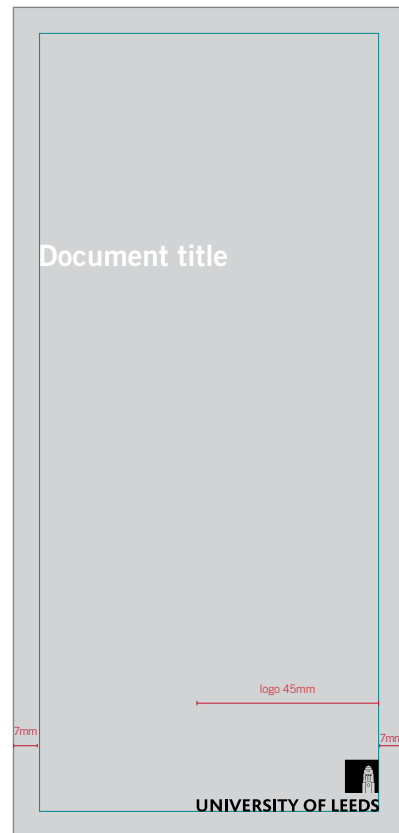
# Identification architecture

## 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**.

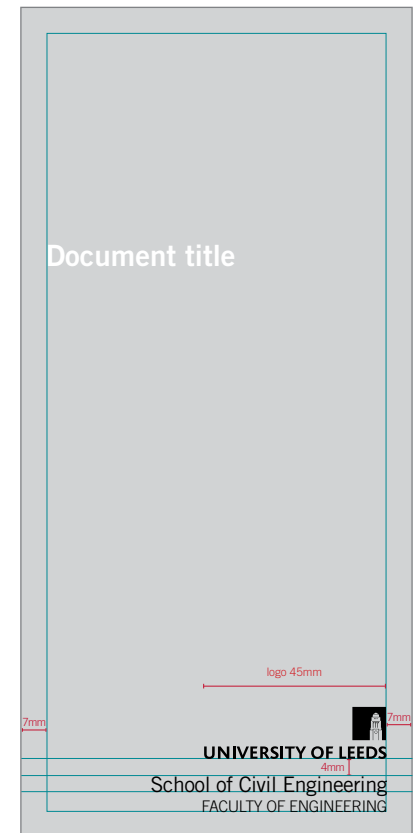
The document title layout and position is adjustable according to design needs.

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



### Faculty owned

Faculty name: Trade Gothic Medium – 14pt



### School owned

School name: Trade Gothic Medium – 14pt  
Faculty name: Trade Gothic Light (caps) – 10pt

# 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.

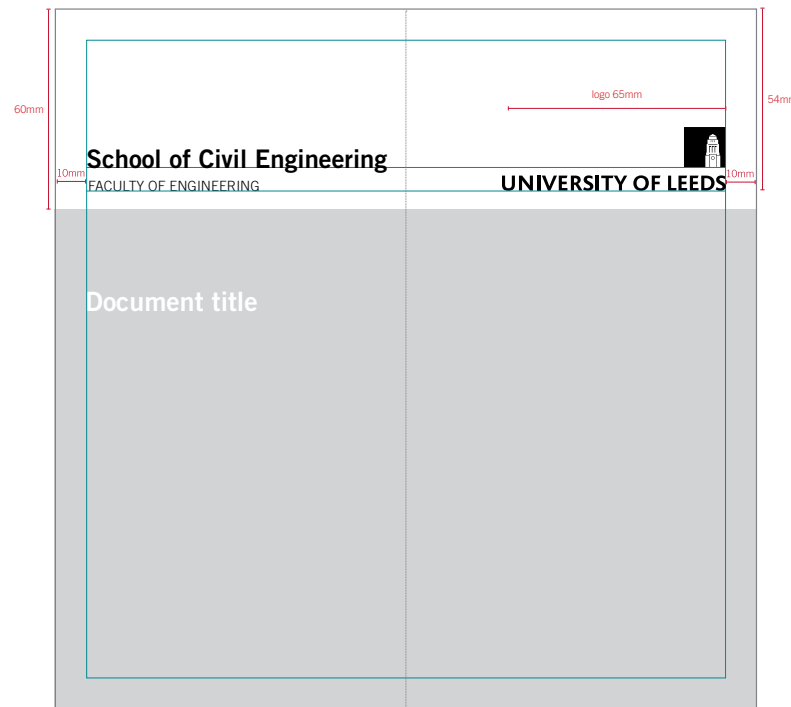
If using the identity band, the document title must appear below the band.

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)

Identity band height	60mm
Logo size	65mm
Page margin	10mm
Rule width (if used)	190mm
Rule weight (if used)	0.75pt



#### School owned

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



# Identification architecture

## A3

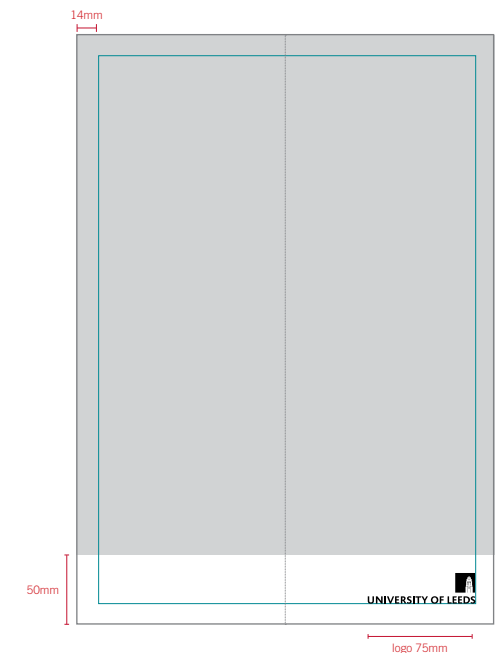
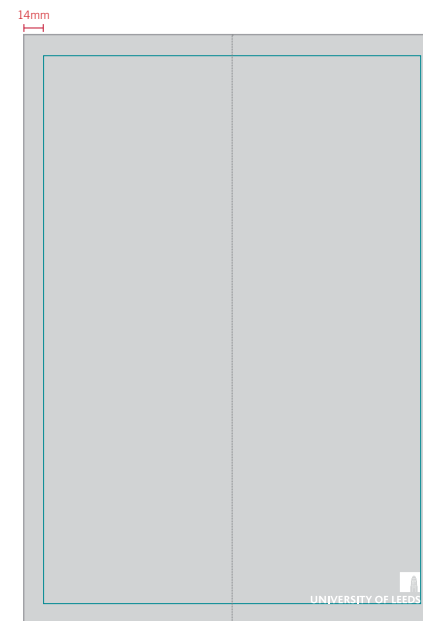
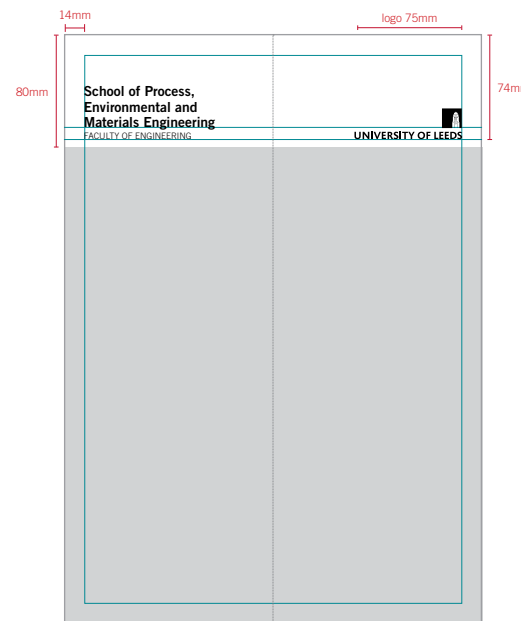
If placing the name of faculties, schools, departments, services, centres, or institutes, **the size of the name must not exceed 50% of the width of the document**. The name must always be left aligned. If using the identity band, the title must appear below the band.

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.

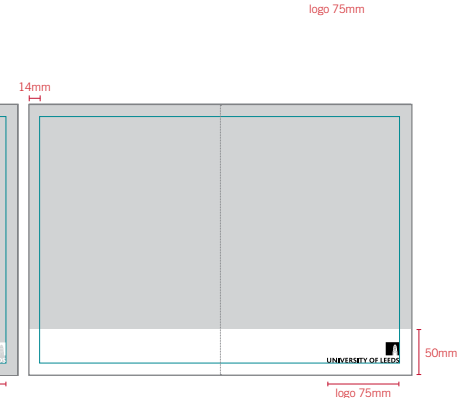
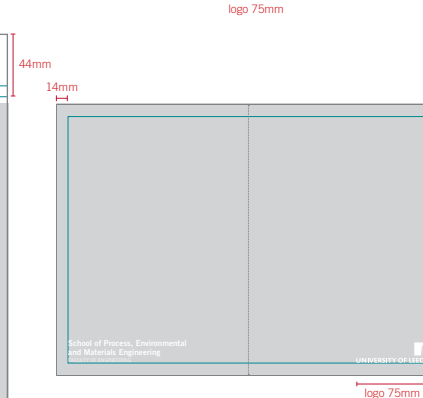
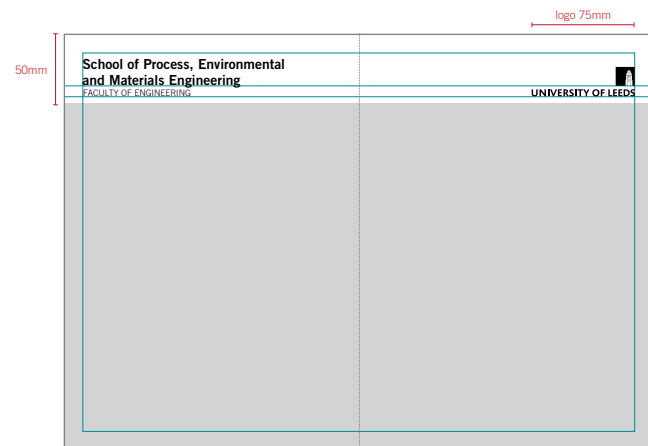
### A3 PORTRAIT (297mm width x 420mm height)

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 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

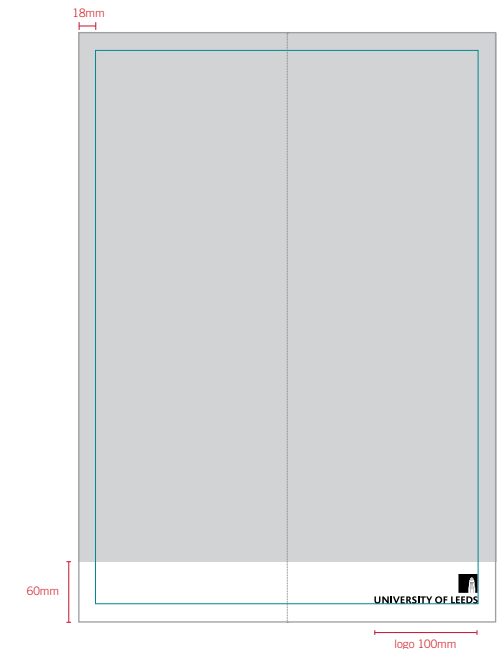
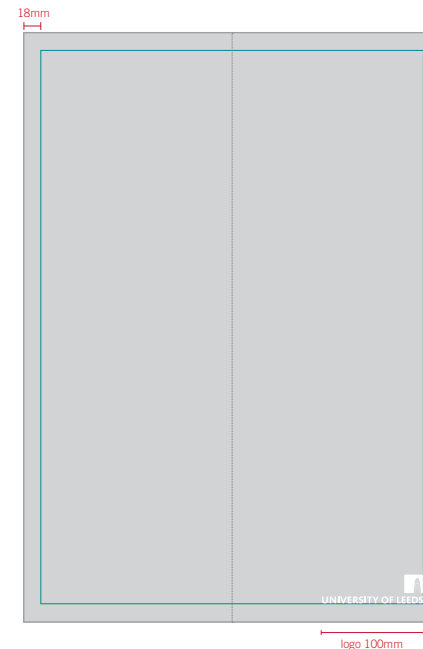
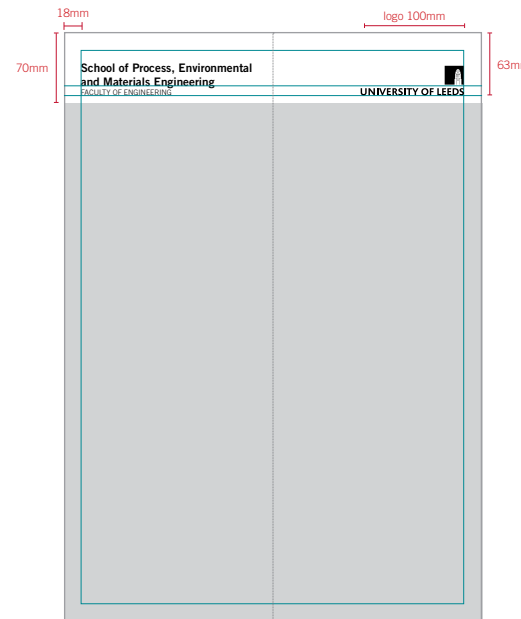
If placing the name of faculties, schools, departments, services, centres, or institutes, **the size of the name must not exceed 50% of the width of the document**. The name must always be left aligned. If using the identity band, the title must appear below the band.

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.

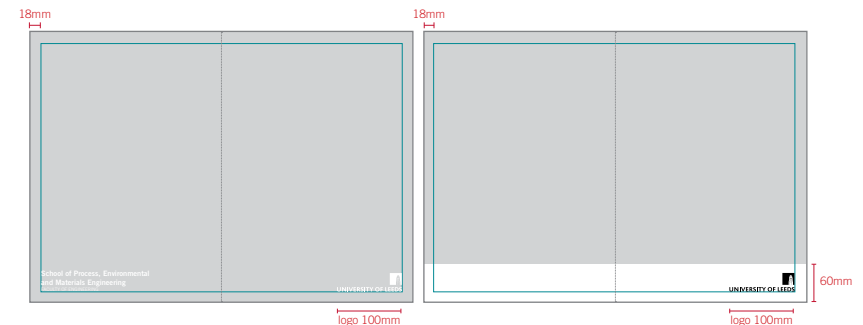
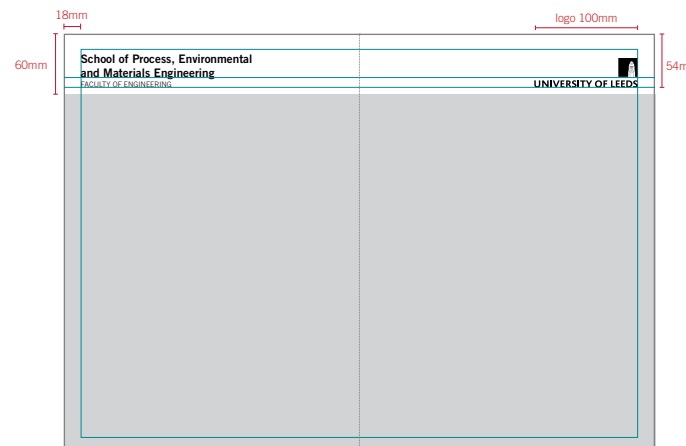
### A2 PORTRAIT (420mm width x 594mm height)

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 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

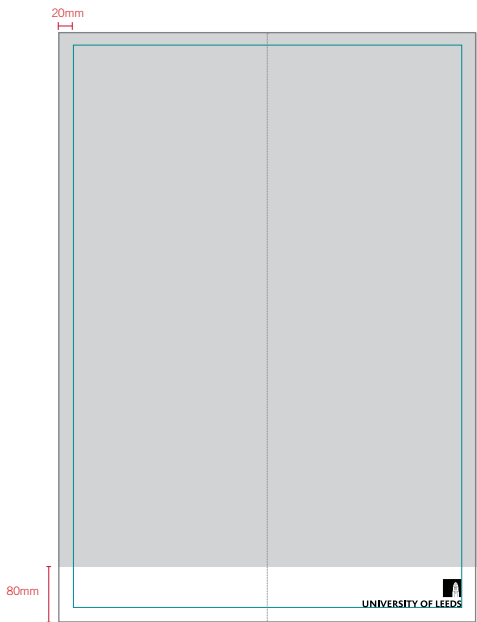
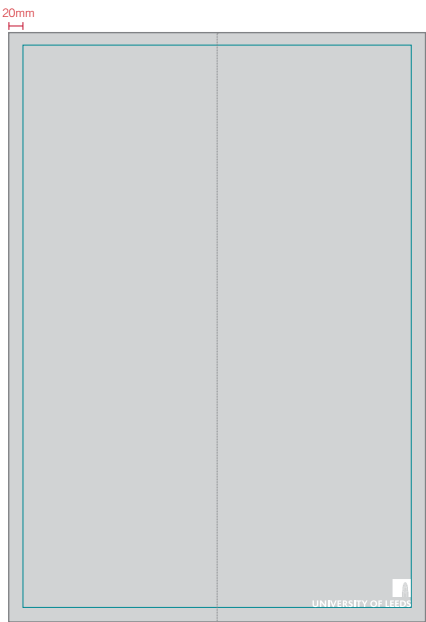
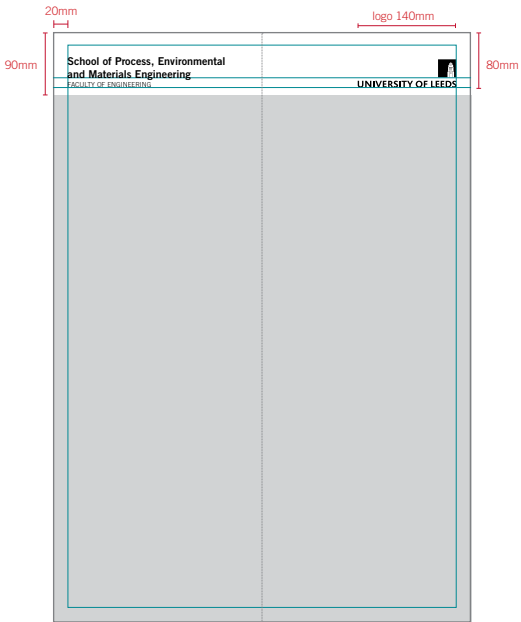
If placing the name of faculties, schools, departments, services, centres, or institutes, **the size of the name must not exceed 50% of the width of the document**. The name must always be left aligned. If using the identity band, the title must appear below the band.

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.

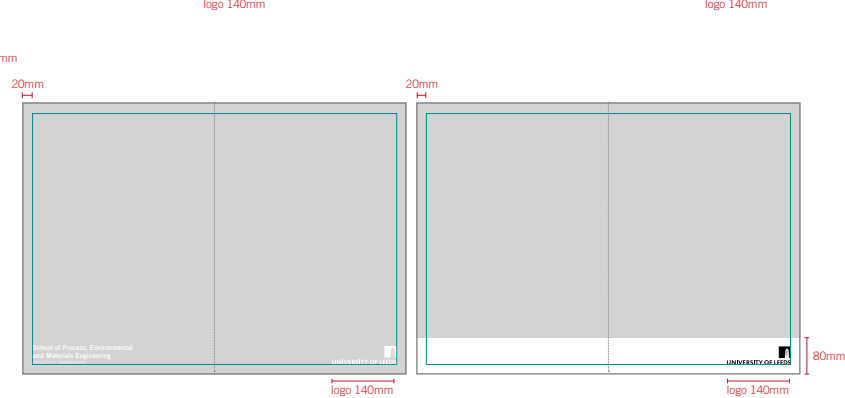
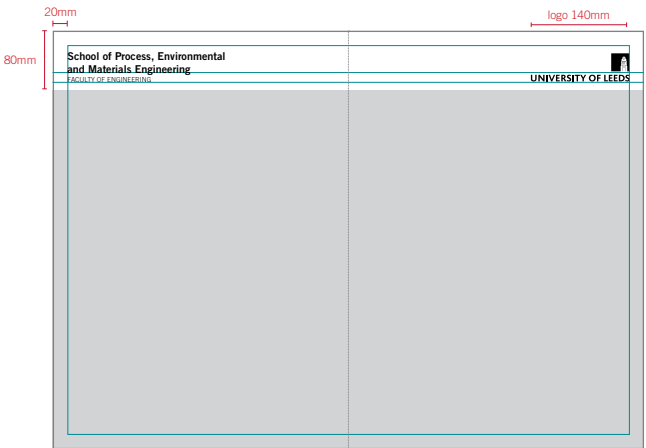
### A1 PORTRAIT (594mm width x 841mm height)

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



**School owned**  
School name: Trade Gothic Bold No. 2 – 46pt/48pt leading (-40 tracking)  
Faculty name: Trade Gothic Light (caps) – 28pt/36pt leading (-30 tracking)

# Identification architecture

## A0

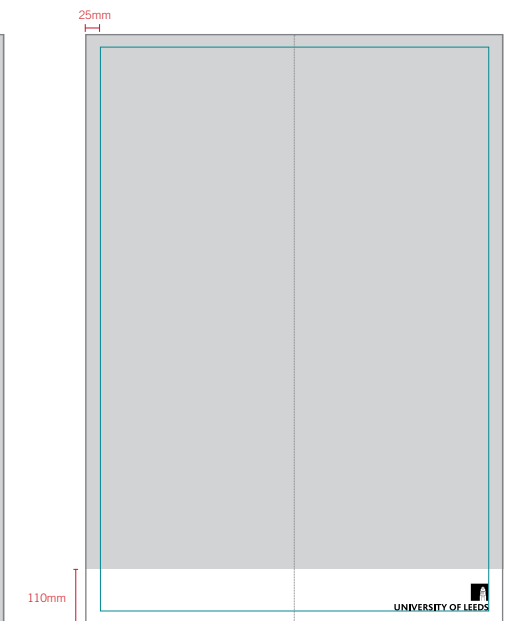
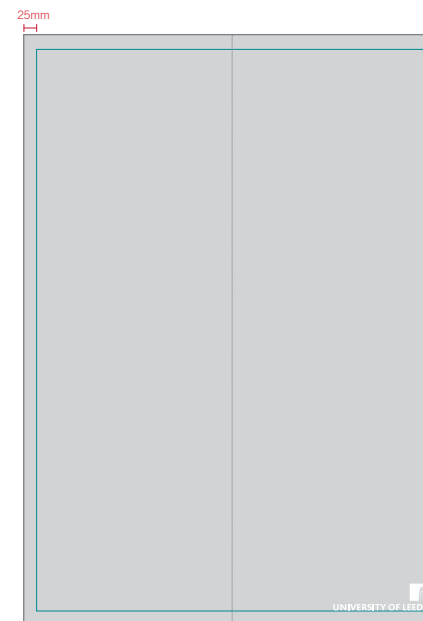
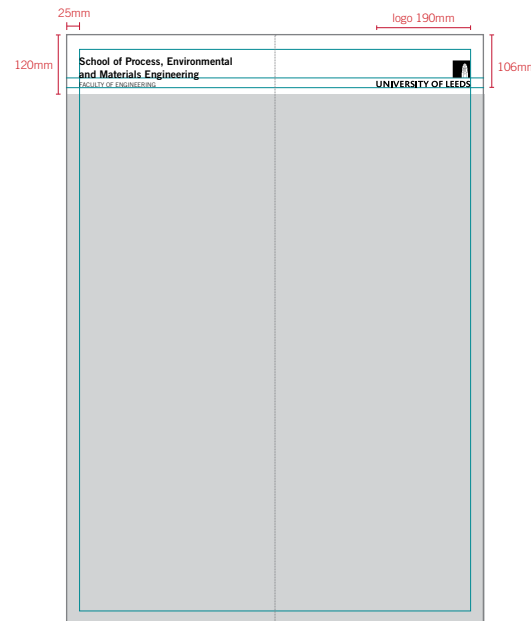
If placing the name of faculties, schools, departments, services, centres, or institutes, **the size of the name must not exceed 50% of the width of the document**. The name must always be left aligned. If using the identity band, the title must appear below the band.

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.

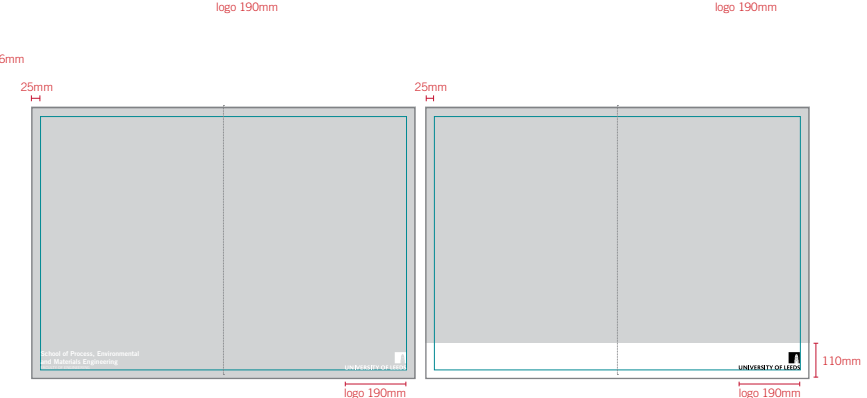
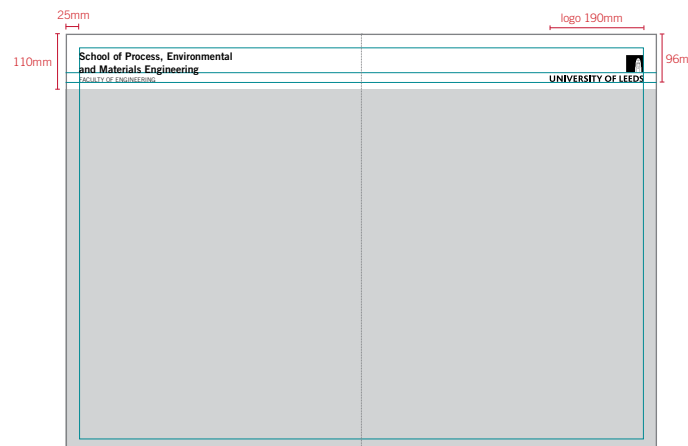
### A0 PORTRAIT (841mm width x 1189mm height)

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



### A0 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



**School owned**  
School name: Trade Gothic Bold No. 2 – 66pt/70pt leading (-40 tracking)  
Faculty name: Trade Gothic Light (caps) – 38pt/50pt leading (-30 tracking)

# 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.

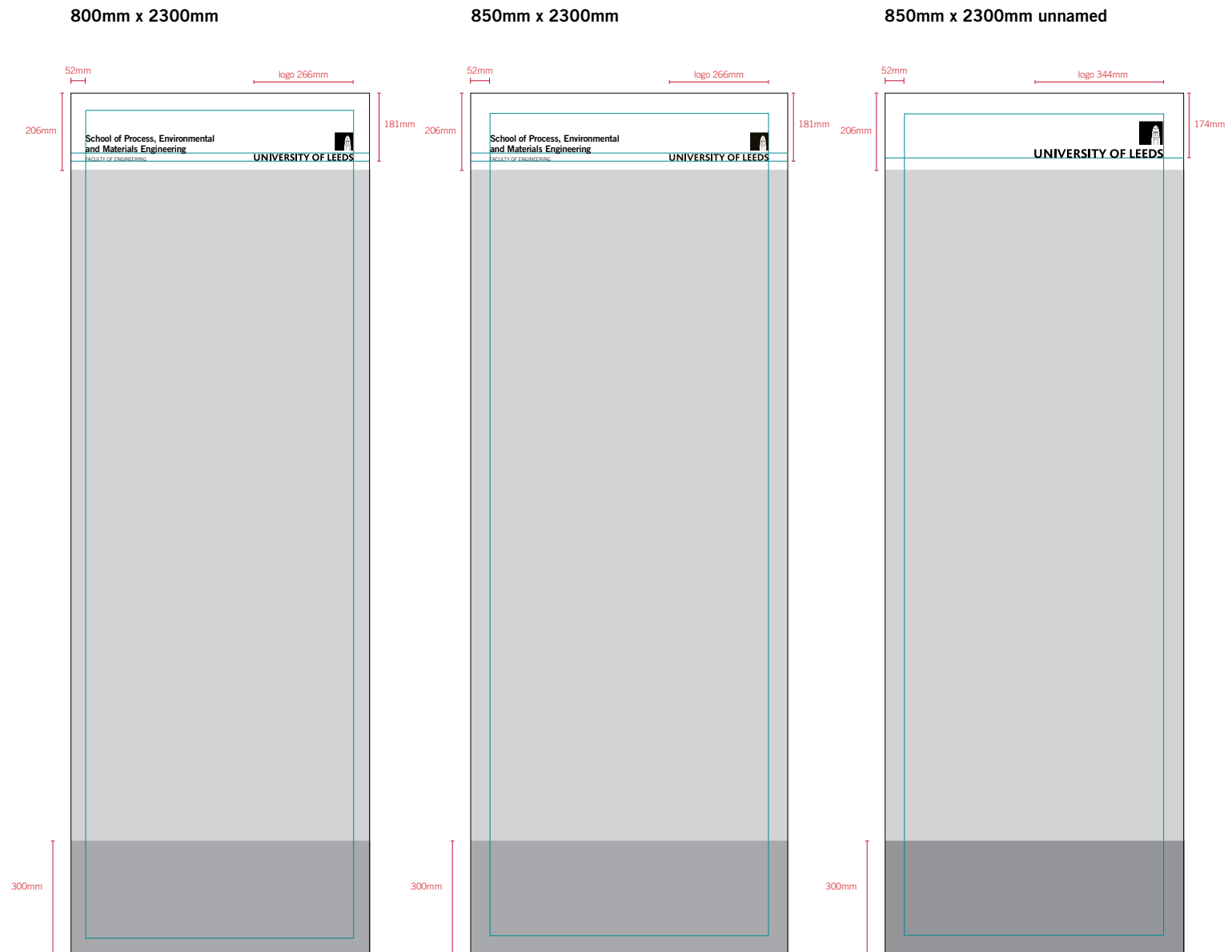
Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### 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



### School owned

School name: Trade Gothic Bold No. 2 – 70pt/84pt leading (-20 tracking)  
Faculty name: Trade Gothic Light (caps) – 38pt/45.6pt leading (-10 tracking)



# 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.

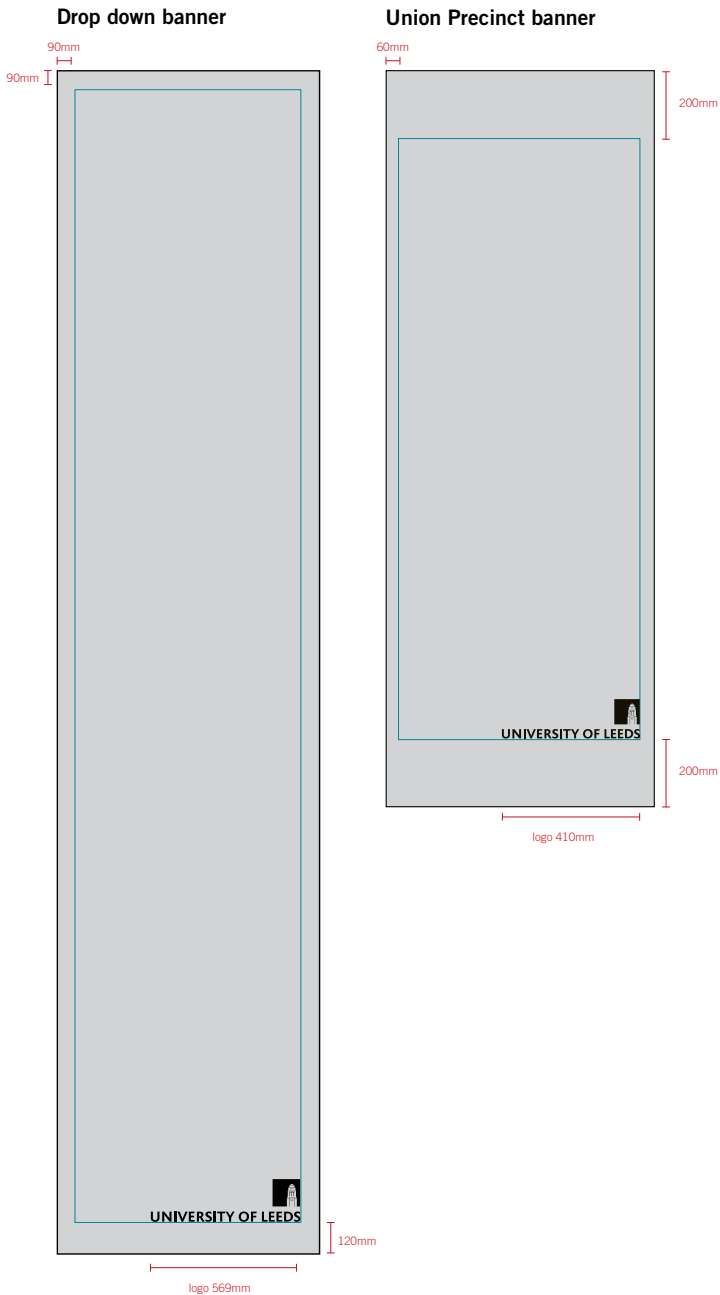
Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

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

Identity band height	none
Logo size	569mm
Page margin (top/left/right)	90mm
Page margin (bottom)	120mm

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

Identity band height	none
Logo size	410mm
Page margin (left/right)	60mm
Page margin (top/bottom)	200mm



# Identification architecture

## Banners – outdoor

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.

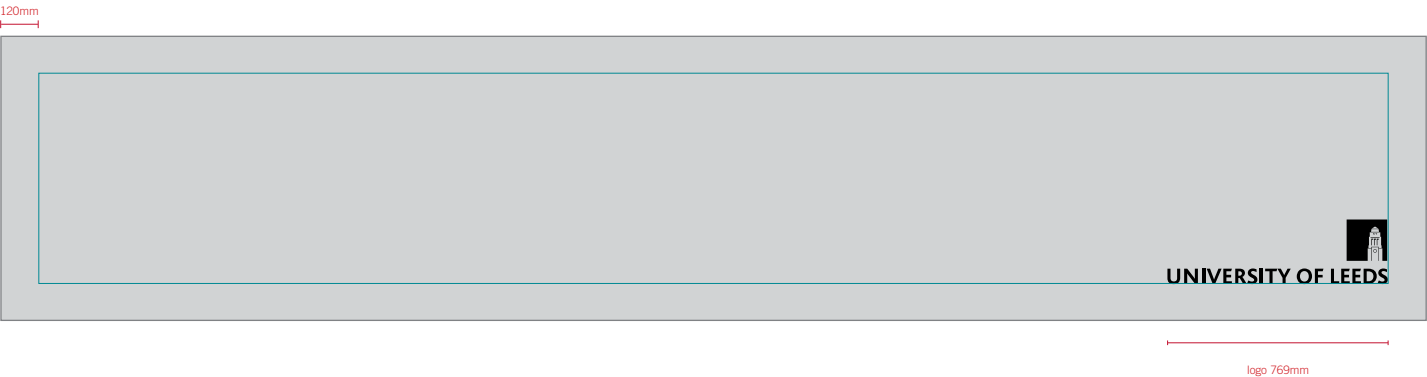
VINYL OUTDOOR BANNER (5000mm width x 1000mm height)

Identity band height	none
Logo size	769mm
Page margin	120mm

VINYL OUTDOOR BANNER (2500mm width x 1000mm height)

Identity band height	none
Logo size	480mm
Page margin (left/right)	85mm

Vinyl outdoor banner 5000mm x 1000mm



Vinyl outdoor banner 2500mm x 1000mm



# Identification architecture

## Back covers

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 (eg 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.

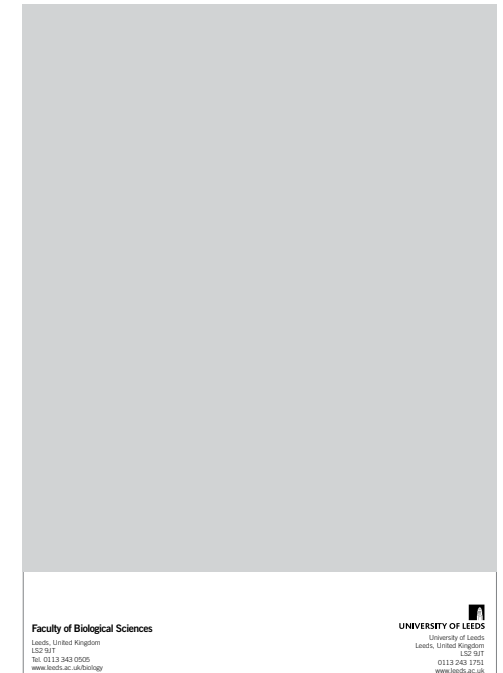
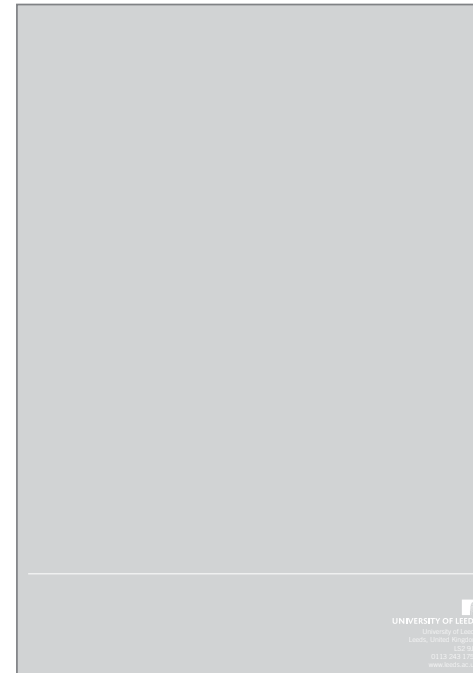
The same guidance applies on the occasions when a wraparound image (visible on the front and back cover) is used.

Please do not credit the designer on the back page or anywhere else on a printed publication.



**UNIVERSITY OF LEEDS**

University of Leeds  
Leeds, United Kingdom  
LS2 9JT  
0113 243 1751  
[www.leeds.ac.uk](http://www.leeds.ac.uk)  
Published XX/XX/XXXX



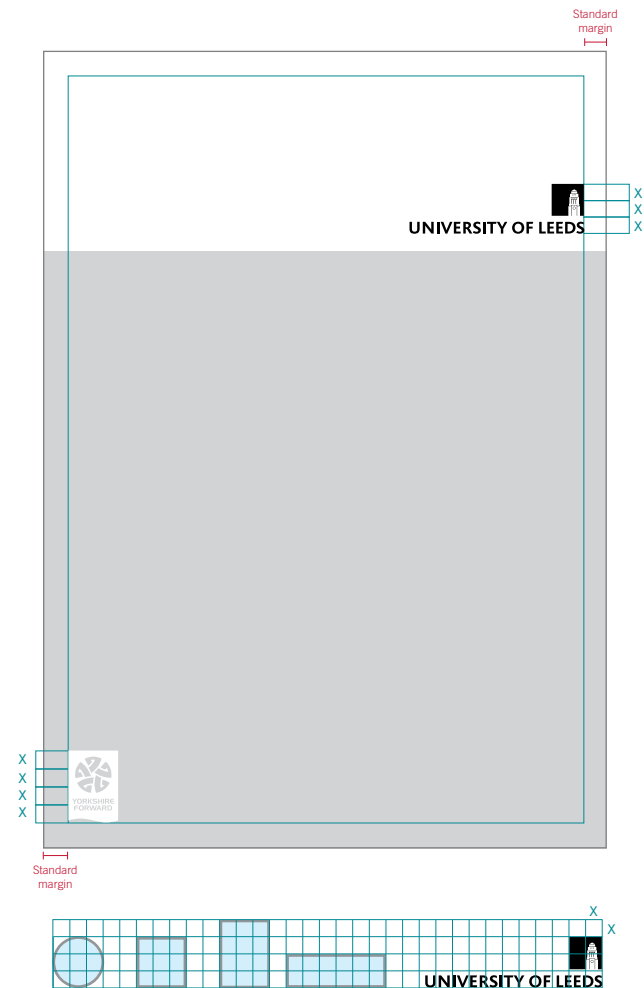
# Identification architecture

## External partnerships – single partner

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.**



# Identification architecture

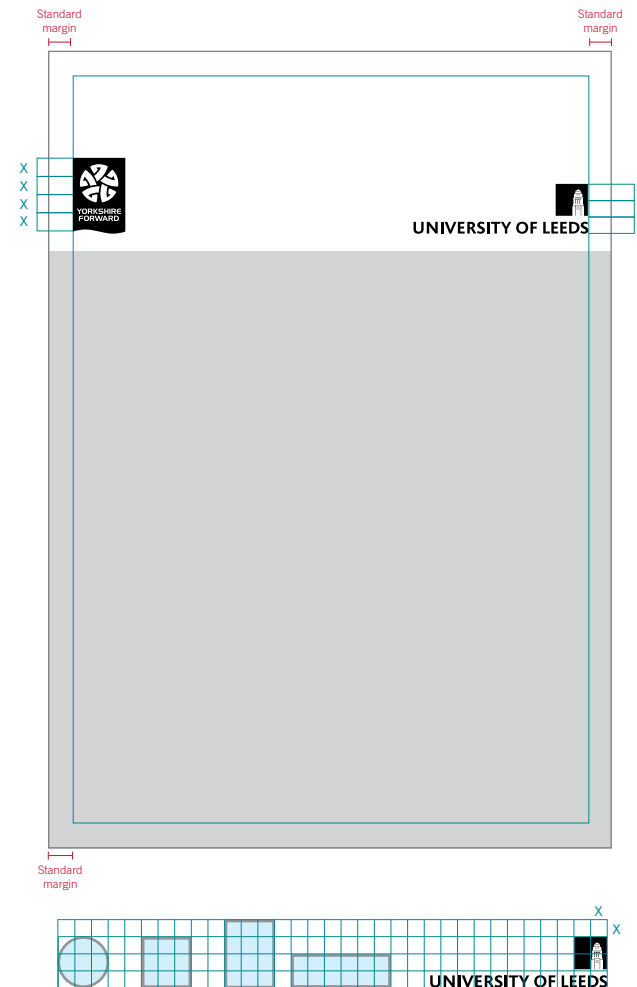
## External partnerships – equal partner

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 (eg 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.**



## External partnerships – multiple equal supporting partners

When the ownership or lead partners are difficult to ascertain (eg 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

## Email signature

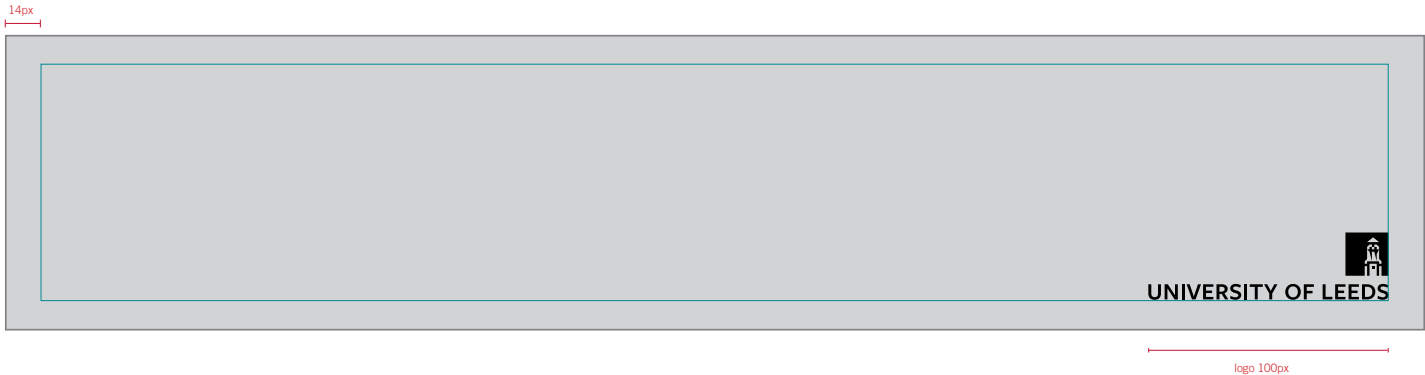
The following guidance is for images provided for the standard University email signature.

EMAIL SIGNATURE (550px width x 114px height)

Identity band height	none
Logo size	100px (pixel logo)
Page margin	14px

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

Email signature





# 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/](https://comms.leeds.ac.uk/design-and-print/plasma-screens/)

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

Identity band height	none
Logo size	252px
Page margin	37px

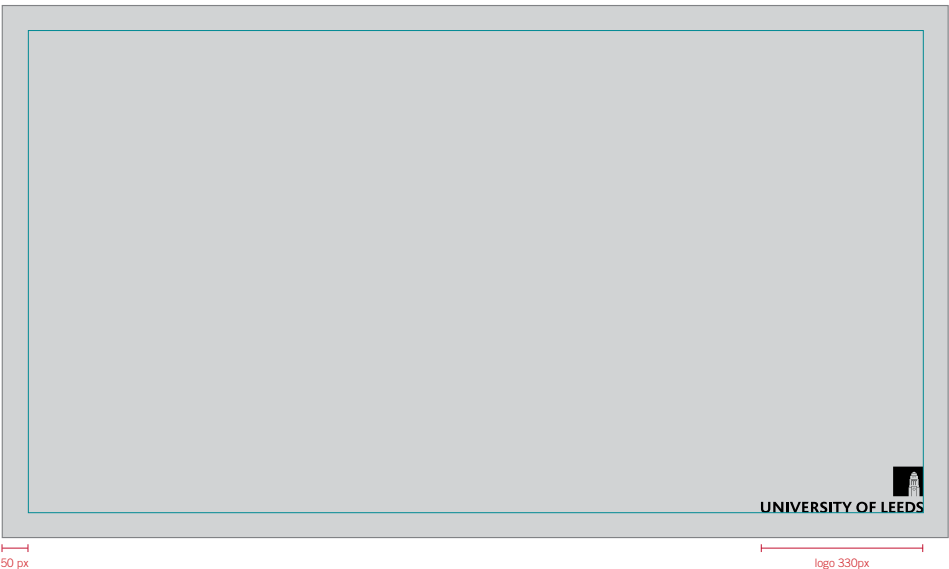
### 16:9 (1920px width x 1080px height)

Identity band height	none
Logo size	330px
Page margin	50px

4:3 screen



16:9 screen



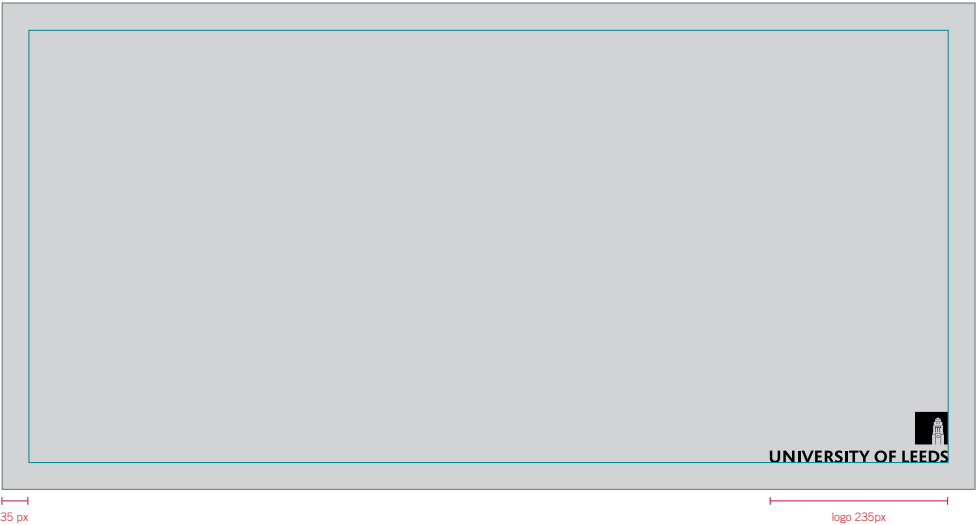
# Identification architecture

## Plasma screens

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

Identity band height	none
Logo size	235px
Page margin	35px

2:1 screen



# Identification architecture

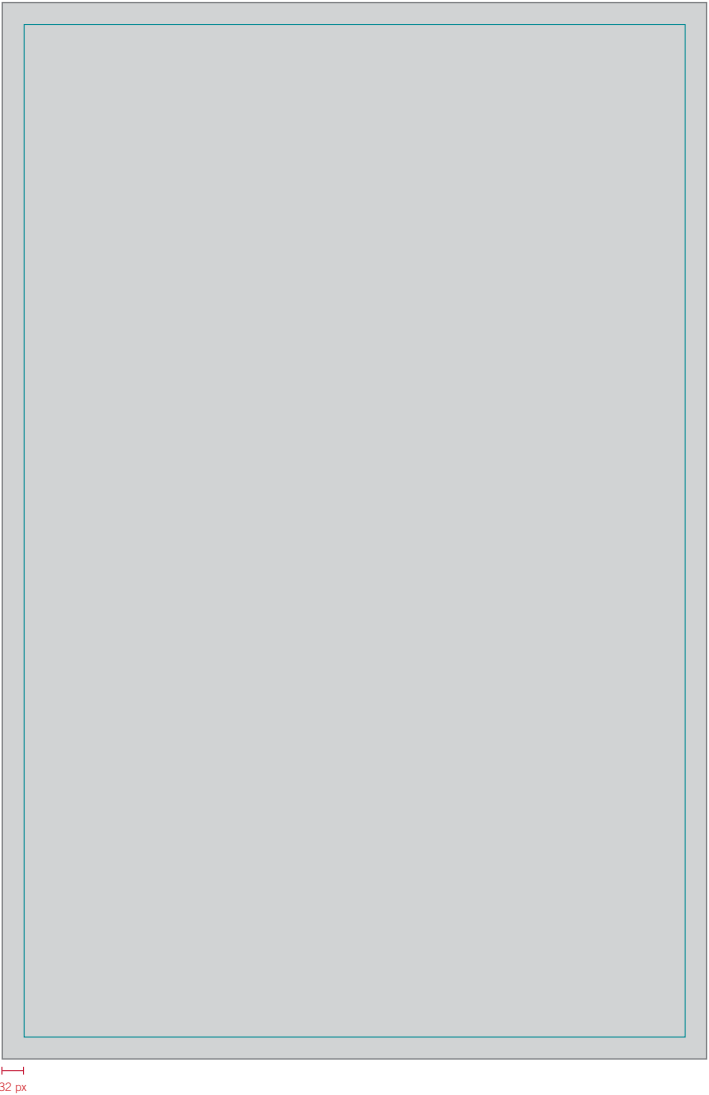
## Plasma screens

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)

Identity band height	none
Logo size	none
Page margin	32px

2:3 screen



# 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.

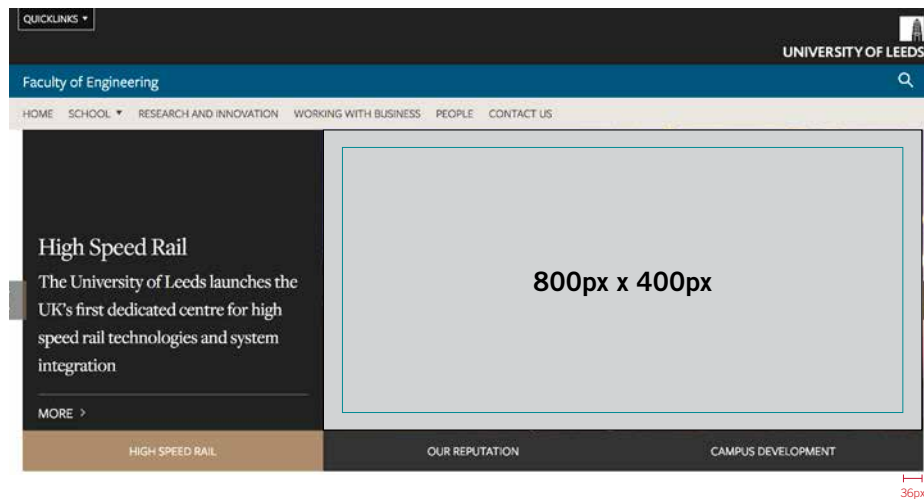
### WEB TOOLKIT HEADER IMAGE (800px width x 400px height)

Identity band height	none
Logo size	none
Page margin	36px

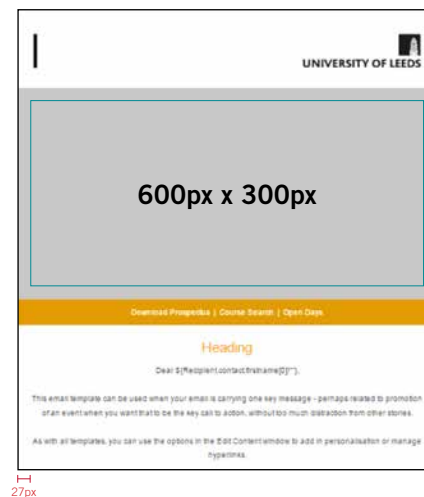
### CRM HEADER IMAGE (600px width x 300px height)

Identity band height	none
Logo size	none
Page margin	27px

### Web toolkit header



### CRM header



# Identification architecture

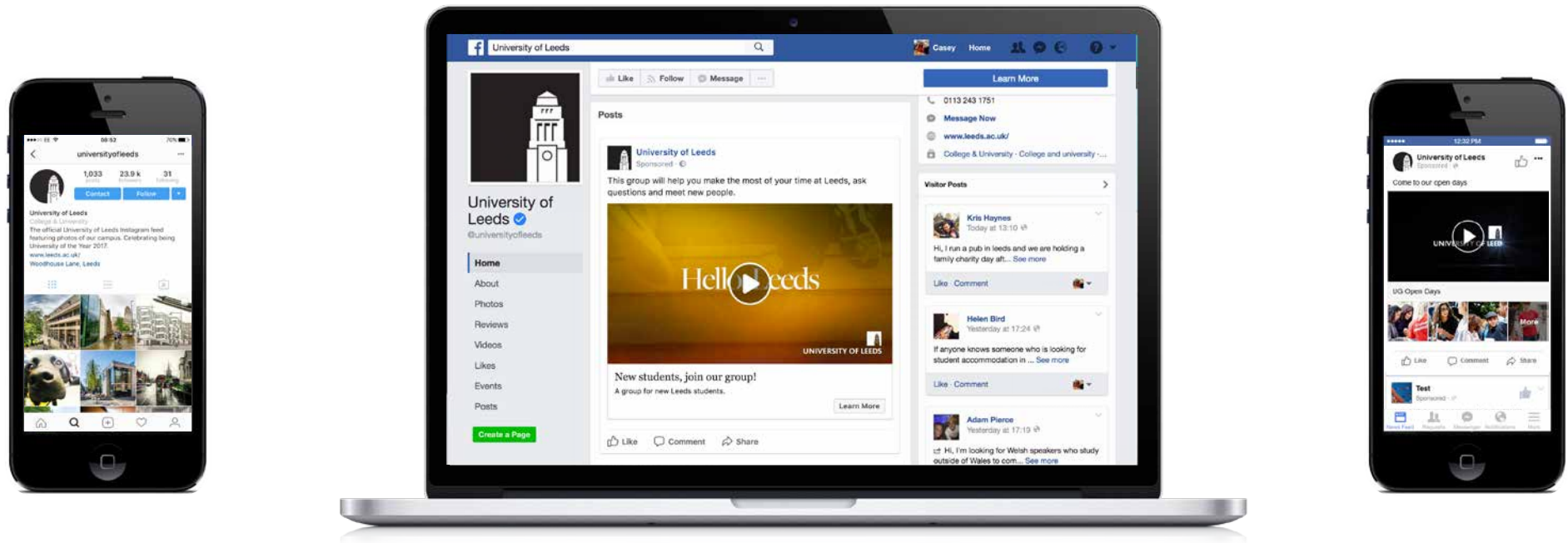
## Social media

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](https://comms.leeds.ac.uk/templates-to-download/guidelines)



# Style guidance

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# Style guidance

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## 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](https://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](https://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.**

---

# Style guidance

## Working with colour and creating palettes

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.

Examples of similar palettes (all values are CMYK)

<b>Set 1</b>	<b>Set 2</b>	<b>Set 3</b>	<b>Set 4</b>	<b>Set 5</b>	<b>Set 6</b>	<b>Set 7</b>	<b>Set 8</b>
■ 100.47.0.69	■ 100.0.8.47	■ 100.0.8.47	■ 89.45.69.39	■ 0.100.100.51	■ 0.51.100.83	■ 4.73.67.0	■ 85.100.31.32
■ 87.24.0.0	■ 100.0.15.0	■ 91.0.51.0	■ 75.30.54.7	■ 0.95.89.0	■ 0.80.100.0	■ 18.30.56.0	■ 64.83.12.1
■ 100.0.0.0	■ 15.0.6.0	■ 18.0.15.0	■ 60.22.42.1	■ 0.60.60.0	■ 0.50.100.0	■ 6.6.38.0	■ 44.60.7.0

Examples of mixed palettes (all values are CMYK)

<b>Set 1</b>	<b>Set 2</b>	<b>Set 3</b>	<b>Set 4</b>	<b>Set 5</b>	<b>Set 6</b>	<b>Set 7</b>	<b>Set 8</b>
■ 100.47.0.69	■ 0.0.0.100	■ 100.0.8.47	■ 0.51.100.83	■ 0.100.100.51	■ 0.95.89.0	■ 72.100.0.0	■ 0.100.100.35
■ 100.0.0.0	■ 100.0.0.0	■ 0.100.0.0	■ 75.30.54.7	■ 0.22.100.0	■ 0.50.100.0	■ 0.100.0.0	■ 44.60.7.0
■ 12.0.100.0	■ 18.0.15.0	■ 18.0.100.6	■ 18.30.56.0	■ 6.6.38.0	■ 0.0.51.0	■ 0.11.18.6	■ 12.0.100.0



# Style guidance

## Copy density – a rough guide

When planning any document or publication, it is important that the amount of words planned correlate 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.

wpp = words per page

Font and size	A5 – 2 column	A4 – 2 column
Font: 12pt Leading: 16pt	200 wpp	450 wpp
Font: 12pt Leading: 14pt	250 wpp	500 wpp
Font: 11pt Leading: 13.2pt	300 wpp	600 wpp
Font: 10pt Leading: 12pt	350 wpp	700 wpp
Font: 9pt Leading: 10.8pt	400 wpp	800 wpp
Font: 8.5pt Leading: 10.2pt	450 wpp	900 wpp

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<p><b>HEALTHCARE</b> There are various places you can access healthcare, depending on how serious your condition is.</p> <p><b>24-hour telephone health advice</b> For health advice at any time of the day or night, call the National Health Service (NHS) by dialling <b>111</b>. If you're not sure which healthcare service to use, call <b>111</b> to discuss the options with an adviser. They will ask you a series of questions to assess your symptoms and immediately direct you to the best medical care for you.</p> <p><b>Pharmacies</b> If you have a minor health problem such as a cold, sore throat or dry skin, 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 Train Station. <b>+44 (0) 113 242 1713</b></p> <p><b>Local doctor/general practitioner (GP)</b> For non-emergency medical treatment, you should see your local doctor (GP). You can find a list of doctors on the NHS website. <b>www.nhs.uk/service-search</b></p> <p>Leeds Student Medical Practice is the closest doctor's surgery to campus (building number 110). Their website has health advice and information about booking an appointment to see a doctor. Same-day appointments may be available if you visit early in the day. <b>www.leedsstudentmedicalpractice.co.uk</b></p> <p>If you are entitled to register with a local doctor, you should do this as soon as possible when you arrive in Leeds.</p>	<p><b>Hospital</b> You should 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.</p> <p><b>Accident and Emergency department (A&amp;E)</b> The nearest A&amp;E department to campus is in the city centre. <b>Leeds General Infirmary (LGI)</b> <b>Jubilee Wing, Clarendon Way</b> <b>+44 (0) 113 243 2799</b></p> <p><b>To call an ambulance</b> Ambulance services help with serious or life-threatening conditions. If you are on campus call <b>+44 (0) 113 343 2222</b> and Security staff will arrange an ambulance. Off campus, you can make a free call from any phone to the emergency services by dialling <b>999</b>.</p> <p><b>Dentists</b> Services from dentists are not usually free, but there are many dentists in Leeds if you need treatment. You can search for a local dentist online or call <b>111</b> to speak to an adviser. <b>www.nhs.uk/service-search</b></p> <p>If you need emergency dental care, call <b>111</b> for advice.</p> <p><b>Opticians</b> If you need eye care, glasses or contact lenses, services from opticians are not usually free. There is an opticians based in the students' union, or for a list of local opticians, visit <b>www.nhs.uk/service-search</b></p> <p>For more information about healthcare visit <b>students.leeds.ac.uk/internationalstudentshealth</b></p>	<p><b>Meningitis vaccinations</b> You should ensure that you've been vaccinated against meningitis ACWY and MMR (measles, mumps and rubella). You may have had an MMR vaccination as a young child, but you need to ensure that you've had two doses. If you haven't had these vaccinations at home, you should arrange to get them as soon as possible after arriving in Leeds.</p> <p>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 110).</p> <p>If you are not entitled to free NHS treatment, you can get vaccinations from a local travel clinic.</p> <p>For more information visit <b>students.leeds.ac.uk/internationalstudentshealth</b></p> <p><b>Will I have to pay for healthcare?</b> If you will be in the UK for more than six months and have a visa, you will have paid the Immigration Health Surcharge (IHS) as part of your visa application for the UK, so you will not be charged for seeing a doctor, whether this is at a GP surgery or if you are referred to hospital for further tests or treatment. If you are prescribed medication you will pay a set NHS rate per item, currently £8.60, at the pharmacy when you collect the prescription. You should keep a note of your IHS reference number in case you are asked to provide it by the hospital authorities.</p> <p>If you will be in the UK for less than 6 months, you will not have paid the IHS fee. This means that you might be charged as an 'overseas visitor' if you see a GP, and you will definitely be liable for the costs of any hospital treatment. These costs can be very high, so you are advised to arrange medical insurance. In practice, most GPs will accept students as NHS patients, regardless of the length of the course, but you may have to pay a higher rate for any medication which is prescribed. Emergency treatment is always free of charge and you won't have to prove who you are before being treated in an Accident and Emergency department (A&amp;E).</p> <p><b>Medical registration</b> To register you'll need to go to a doctor's surgery and take the following documents:</p> <ul style="list-style-type: none"> <li>• proof of your identity (eg passport, driving licence)</li> <li>• proof of your student status (eg student ID card, offer letter)</li> <li>• proof of your Leeds address (eg accommodation contract)</li> </ul> <p>Leeds Student Medical Practice staff can help you register with the Medical Practice and are available to answer any questions you have about healthcare facilities and services. <b>07.00 - 19.00 (weekdays)</b> <b>Leeds Student Medical Practice</b> <b>(building number 110)</b> <b>www.leedsstudentmedicalpractice.co.uk</b></p>

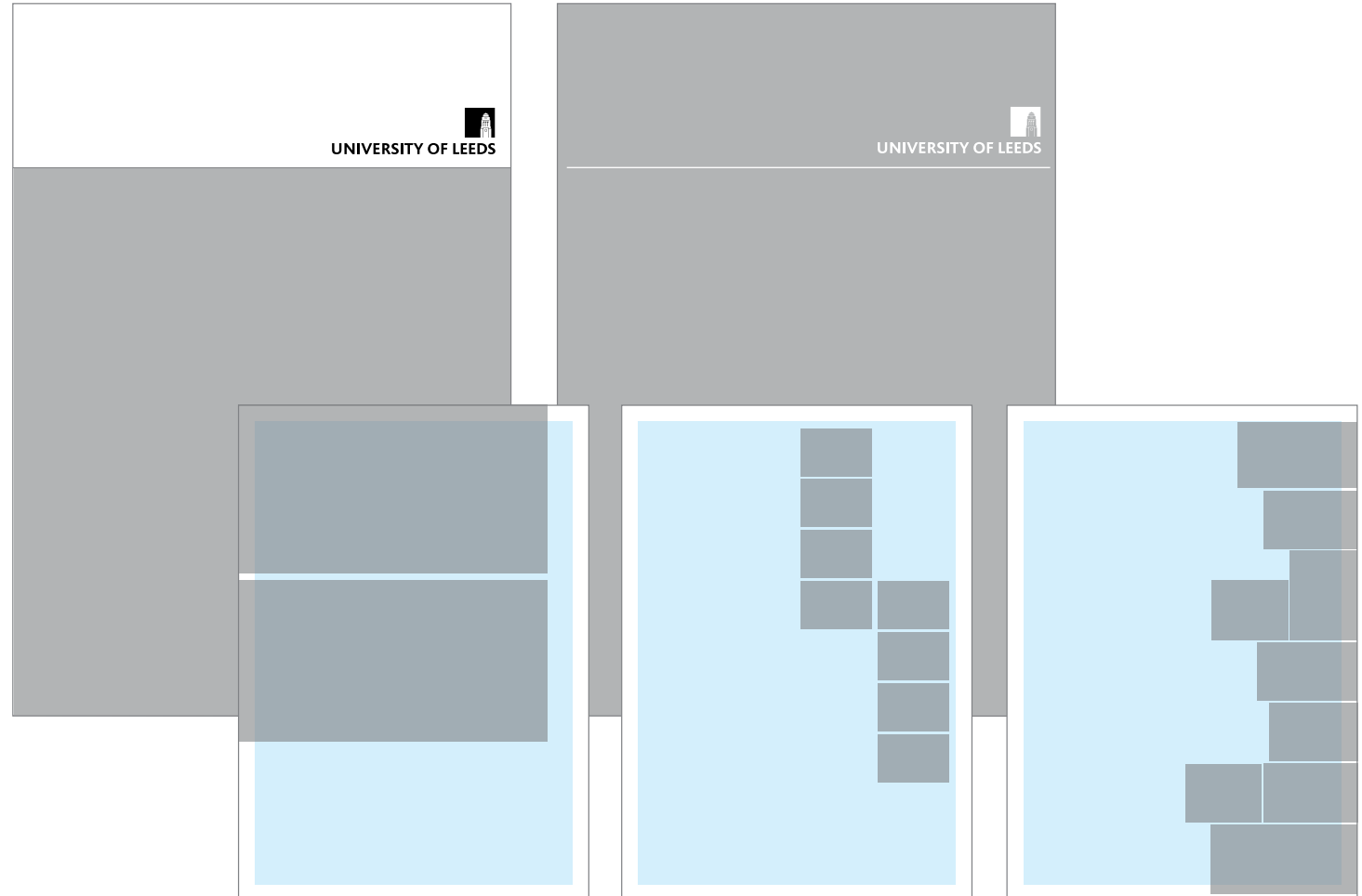
# Style guidance

## Image placement

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



### Internal pages

# Style guidance

## Covers – best practice

### Covers

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

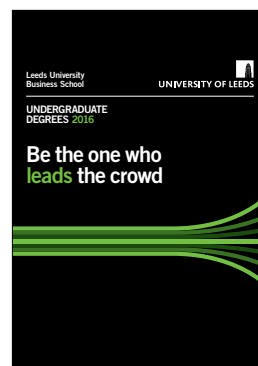
- A single strong image or graphic, with lots of negative space for the logo and document title
- A montage of images used in a simple grid format, which works with the identity band (if used)
- If the identity band is used, this must be in a single solid block colour (see page 54), which compliments the image(s) used along side 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](mailto:commprod@leeds.ac.uk) for further guidance.



A4 – single image and montage



A5 – logo incorrect size



A4



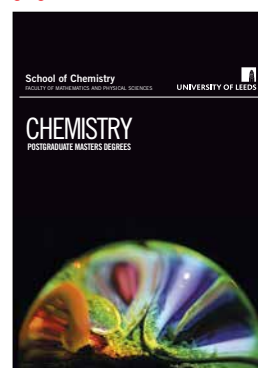
A4



A5



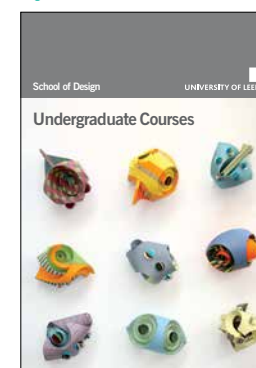
A4 – logo incorrect size, part of logo graphic used as artwork



A4 – faculty text over half page width



A4



A4



A5

# Style guidance

## Covers – creating the identity band

### Creating the identity band

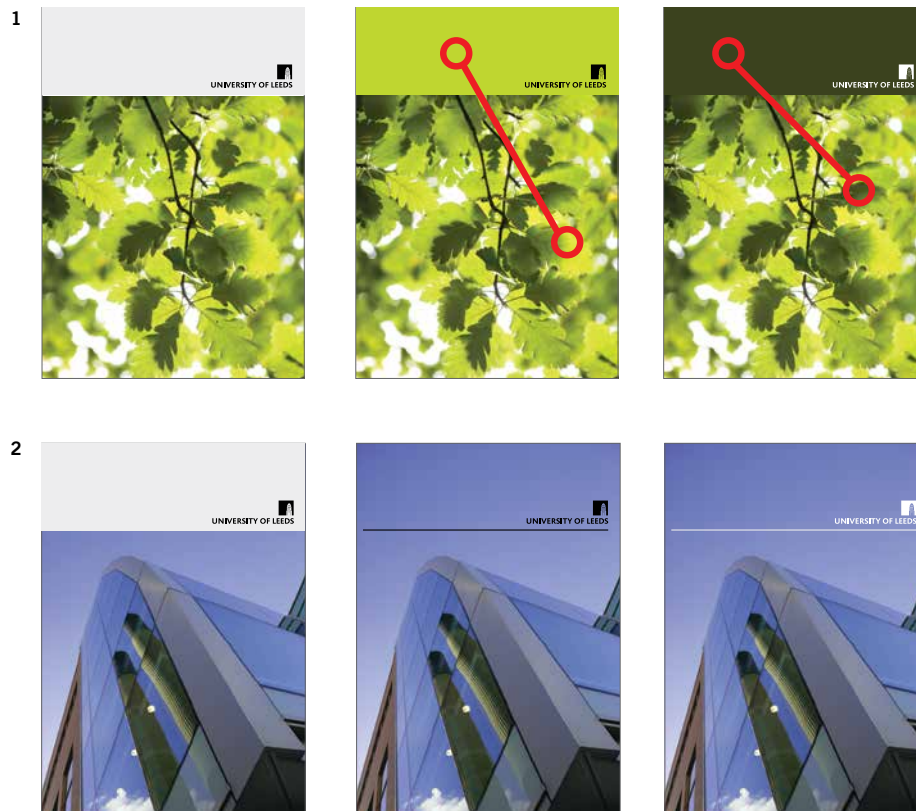
In the first instance, select a colour for the identity band. This could be from an existing palette or chosen to appeal to the intended audience.

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.

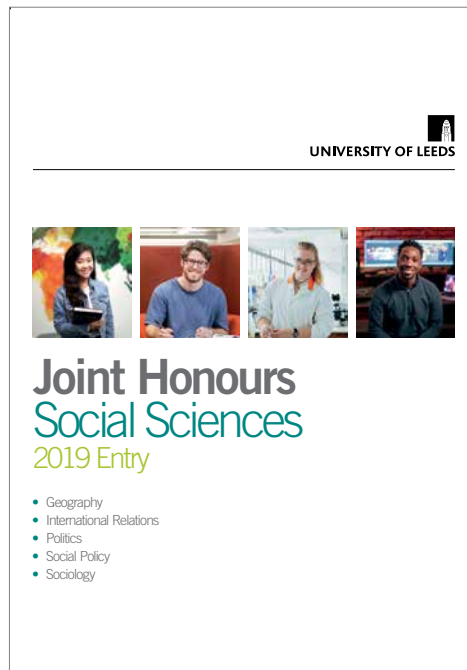
**Note that when using a fine rule, it should run from the left margin to the right margin.**

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



# Style guidance

## Example covers





# Style guidance

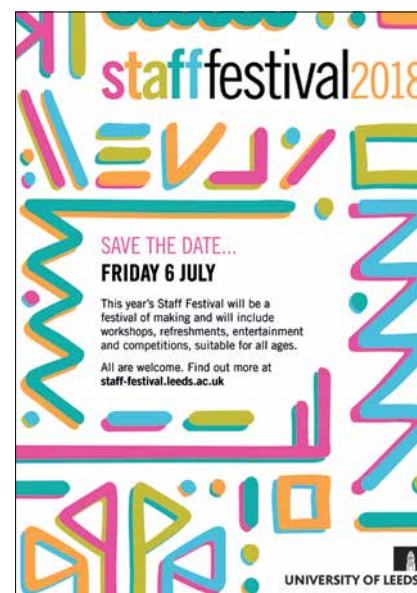
## Posters and flyers

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.

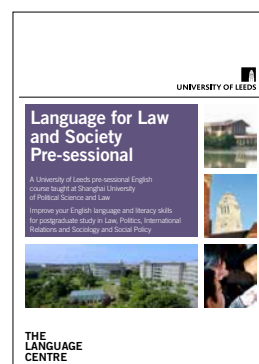
The University logo must always be used, at the correct size, and ranged right at the top or bottom of the page. It is necessary to use the identity band (either a rule or a solid block) when placing the logo at the top of the page.

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

### Posters



### Flyers



# 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. 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



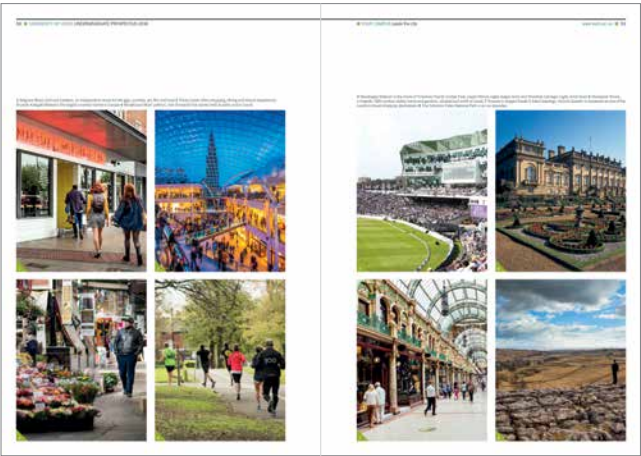
**Example 2**  
Weak colour palette  
Bevelled boxes  
Thick image borders  
Poor image cut-out  
Text wrapping  
Centralised text areas  
Title floating and wide kerning  
Wrong logo used



**Example 3**  
No grid used for text and images  
Illegible text  
Big colour gradients  
Too much text

# Style guidance

## Example spreads





# Style guidance

## Example spreads

**YORKSHIRE FASHION ARCHIVE**

The Yorkshire Fashion Archive (YFA), which is publicly accessible by appointment, contains a collection of haute couture, fashion garments and everyday clothing which tells a picture of Yorkshire life as revealed through clothing in the 20th century.

The YFA provides a unique historical and cultural record of Yorkshire life. It documents clothing produced, purchased and worn by Yorkshire folk throughout the 20th century. The collection reflects changes in social attitudes and multi-cultural influences, economic prosperity, global trends and the regional technical excellence in textiles and clothing over a 100-year period.

Contact details to arrange a visit to the archive are found at [www.yorkshirefashionarchive.org](http://www.yorkshirefashionarchive.org).

**MUSEUM OF THE HISTORY OF SCIENCE, TECHNOLOGY AND MEDICINE**

The Museum of the History of Science, Technology and Medicine, open to appointment, organises exhibitions and events that use objects and artefacts to explore the scientific history of the University and local region.

[www.leeds.ac.uk/museumofscience](http://www.leeds.ac.uk/museumofscience)

**LEEDS UNIVERSITY UNION**

Leeds University Union represents and supports the University's 30,000 students, but also offers a wide and varied programme of events and activities for the general public.

The Union is a member of the performance and art scene in the heart of the campus. Shows, films, music and the Redbrick hosts a vast range of club nights and live events throughout the year, including gigs from the most hip-hop to established acts, free festivals, and some of the UK's biggest and best regular club nights. The union also hosts events from comedy nights to spoken word nights, and other cultural events reflecting the diversity and talent of our students.

[www.unionleeds.org](http://www.unionleeds.org)

**WORKSHOP THEATRE**

Established in 1967, the Workshop Theatre is a key part of the academic study of Theatre Studies in the School of English.

The Workshop Theatre is a voluntary organisation that provides a platform for students to develop their skills in writing, directing and performing. It offers a range of opportunities for students to work on their own projects, as well as to collaborate with other students and staff.

[www.leeds.ac.uk/theatre](http://www.leeds.ac.uk/theatre)

**STUDY SUPPORT**

The Access to Leeds programme is designed to ease your transition to university life. It gives you a head start by providing access to our academics, IT facilities and resources before you start your studies.

The online module consists of two components, study skills and subject skills, both set at an academic level equivalent to your year 13 studies.

**STUDY SKILLS COMPONENT**

The study skills component consists of a series of online workshops designed to prepare you for university study. Workshops include writing skills, referencing and critical reading.

**SUBJECT SKILLS COMPONENT**

The subject skills element is a short assignment, project or test which will be in the subject area that you have applied to.

The module takes place between April and July, with time to fit the module around your studies. Deadlines for completing work are in May and July and all materials are accessed online via Moodle, the University's online portal and Virtual Learning Environment.

Find out more about Access to Leeds study support at [www.leeds.ac.uk/ACCESS](http://www.leeds.ac.uk/ACCESS)

**FINANCIAL SUPPORT**

The University also has means-tested scholarships available, designed to support eligible students from a range of different backgrounds.

Access to Leeds students will receive extra consideration for many of these awards. In addition, bursars and grants are available for certain students from the government.

For the latest information on undergraduate fees visit [www.leeds.ac.uk/undergraduatefees](http://www.leeds.ac.uk/undergraduatefees)

For questions regarding our financial support contact [ugscholarships@leeds.ac.uk](mailto:ugscholarships@leeds.ac.uk)

**OUR CARING FUTURE**

A University of Leeds project which takes a holistic view of assisted living technologies for older people with dementia or diagnosed as prone to falls will inform new product development and policy.

The project is a long-term research project which aims to develop a holistic view of assisted living technologies for older people with dementia or diagnosed as prone to falls. The project will involve a range of stakeholders, including academics, industry, and the public.

The project will focus on the development of new products and services that can help older people to live independently and safely. It will also explore the policy implications of the research findings.

**MA**

**FASHION ENTERPRISE AND SOCIETY**

Design is a series of creative choices. Our course provides a platform for those, with the passion and ambition necessary for contemporary fashion, to confidently engage with decisions being made in this dynamic sector.

The programme enables you to explore fashion from social, cultural and commercial dimensions in order to understand how diverse perspectives influence fashion theory and practice. Environmental design thinking is an economic catalyst, and we provide an opportunity for graduates to work in the fashion industry or to start their own business.

**ENTRY REQUIREMENTS**

A bachelors degree with a 2:1 (hons) or equivalent qualification. IELTS 6.5 overall with at least 6.0 in each component.

**School of Design modules:** fashion marketing, fashion business, cultural research methods and dissertation or professional contextual project.

**Entrepreneurial modules delivered by the Centre for Enterprise and Entrepreneurship Studies, Leeds University Business School:** enterprise and society, and new venture creation.

**PROJECTS: THE NEXT STEP?**

Contact: Postgraduate Admissions School of Design, Leeds University Business School, 15-17 The Quadrant, Leeds LS2 9JT. [leeds@leeds.ac.uk](mailto:leeds@leeds.ac.uk)

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**BURSTING BUBBLES WITH SOUND HELPS TREATMENTS**

**HIT THE SPOT**

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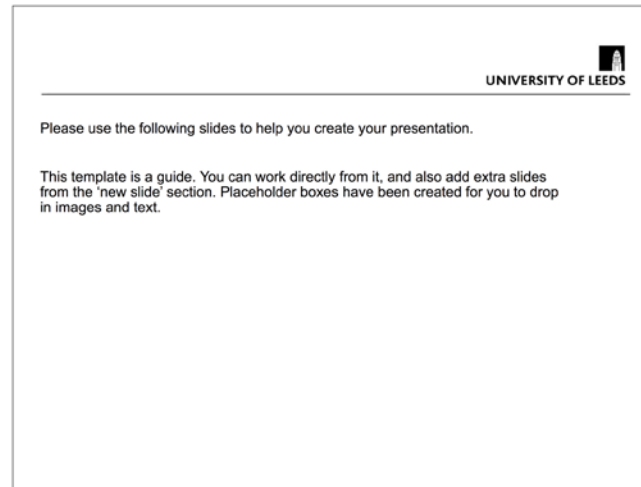
# Style guidance

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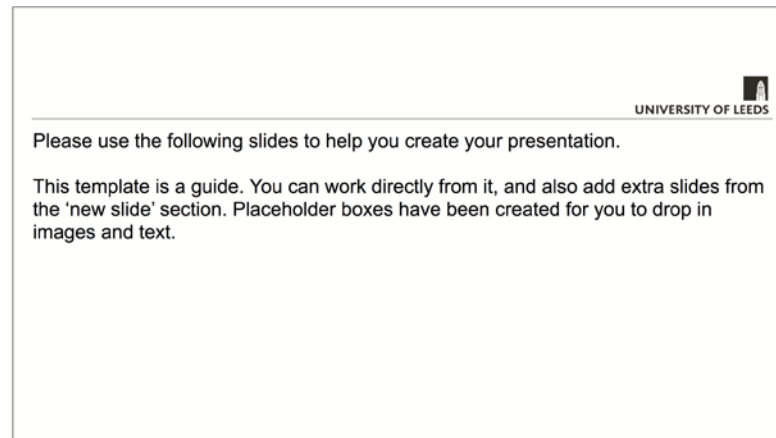
## PowerPoint presentations

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/](https://comms.leeds.ac.uk/templates-to-download/powerpoints/)

### 4:3 presentation template



### 16:9 presentation template



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# Further resources

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## Internal documents, stationery, signage and promotional merchandise

### Internally produced desktop publishing

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

# Further resources

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## Accessibility, alternative formats and our legal disclaimer

### 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](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](http://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](mailto:disability@leeds.ac.uk)**

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### **Communications team**

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[comms.leeds.ac.uk](http://comms.leeds.ac.uk)



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