



University Technical Colleges

Brand book

Version 1.0

An initiative of and promoted by the Baker Dearing Educational Trust

Welcome

Welcome to the Brand Book for University Technical Colleges.

In the following pages, we provide guidance on the application of the logo and brand identity.

One of the cornerstones of a strong brand is a clear identity. We want everyone who sees the University Technical Colleges brand identity to know who we are and connect with our values.

As one of our core competitive assets, our logo must be communicated through consistent implementation. The correct implementation of the logotype will preserve the value that our brand gives to the organisation. If we mix our corporate messages we risk creating confusion, doubt and distrust. We must aim for coherence in our presentation at all times, to nurture our future aims and achievements to fruition.

Over the following pages we explore some ways of implementing the identity. Please follow them in any educational and marketing work that you may manage.

We hope that you enjoy using the following guidance.

If you feel you need help putting these guidelines into practice then please contact:

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1 Introduction

1.1 University Technical Colleges

University Technical Colleges are a new concept in education. They offer 14-19 year olds the opportunity to take a highly regarded, technically-oriented course of study at a specialist college, equipped to the highest standards. The Colleges are sponsored by a university or FE College, with clear progression routes into higher education or further learning in work.

1.2 Our Vision

To boost the economy by ensuring an increased and improved supply of technicians and highly skilled vocationally qualified people.

1.3 Our Core Values

- To promote excellence, foster creativity and be the catalyst for transformational university technical colleges.
- To realise the potential of disengaged and de-motivated young people.
- To inspire young people to take a technical career path.
- The name University Technical Colleges embodies what we are about:
 - university** - high status
 - technical** - hands on and cutting edge
 - colleges** - forward-thinking educational institutions.
- Our culture is to be professional, dignified, authoritative yet irresistible, energetic and inspirational.

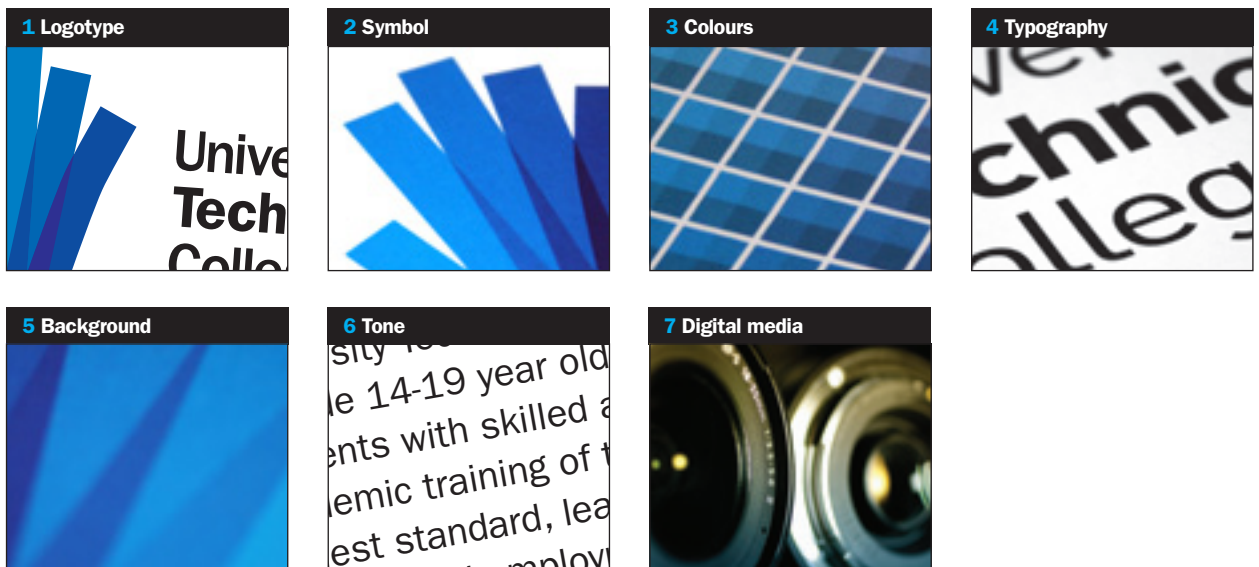
1.4 The University Technical Colleges brand

Our core values help to strengthen the University Technical Colleges brand. Furthermore, the various brand facets reflect the core values.

1.5 Brand elements

There are seven key elements that function both independently and together to solidify the University Technical Colleges brand: **logotype**, **symbol**, **colours**, **typography**, **backgrounds**, **tone** and **digital media**. These elements are the fundamental pillars of the brand. Their correct application should be respected at all times, to present University Technical Colleges in a coherent and clear manner.

This manual addresses each individual brand element and provides clear instructions with regard to their respective application.



2 Logotype

2.1 The University Technical Colleges logotype

Although there are various logotypes that represent the University Technical Colleges brand, this is the preferred option to be used whenever possible. All the necessary file types are available on the enclosed CD.



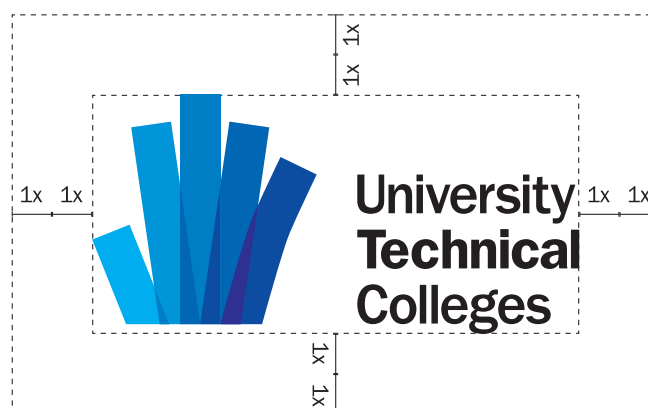
Symbol & Colour

Name & Typography

The logotype has four basic elements that are covered in further detail in this document: a **symbol**, **colour**, a **name** and **typography**.

2.2 Clearance zone

A clearance zone protects the visual representation of the logotype and no other element should be placed within this area. Whenever the logotype is used, a minimum clearance zone of 2 units from each edge should be respected. A unit is calculated by the width (and height) of the middle 'finger'.



2.3 Minimum size

In order for the logotype to remain legible it should not be used any smaller than 20mm in diameter and for screen use it should not be less than 60 pixels wide.



2.4 Colour logotypes

Although there are various logotypes that represent the University Technical Colleges brand, this is the preferred option to be used whenever possible.

Filename: UTC_main_col

Application:

This is the preferred logo that should be used at all times, whenever possible.



Filename: UTC_vertical_col

Application:

When the allocated space for the logotype is vertical, this is the preferred variant to use.



Filename: UTC_horizontal1_col

Application:

This is the preferred logotype for horizontal application.



Filename: UTC_horizontal2

Application:

This is a secondary horizontal version to use only when the print space doesn't allow for the main logotype, e.g. on a pen.



2.5 Greyscale logotypes

These logotypes are made from shades of a single colour (Black) and should only be used in publications printed in a single colour.

Filename: UTC_main_gs



Filename: UTC_vertical_gs



Filename: UTC_horizontal1_gs



Filename: UTC_horizontal2_gs



2.6 Greyscale light logotypes on corporate background

When the logotype is used with the corporate background, a special lightened greyscale variant must be used that has been designed especially to work with the background.

Filename: UTC_main_gsl



Filename: UTC_vertical_gsl



Filename: UTC_horizontal1_gsl



Filename: UTC_horizontal2_gsl



2.7 Monocolour logotypes

The monocolour logotypes are only to be used in special circumstances when the other variants don't allow, such as engraving, foil blocking and embossing.

Filename: UTC_main_mono



Filename: UTC_vertical_mono



Filename: UTC_horizontal1_mono



Filename: UTC_horizontal2_mono



2.8 Incorporating a college name

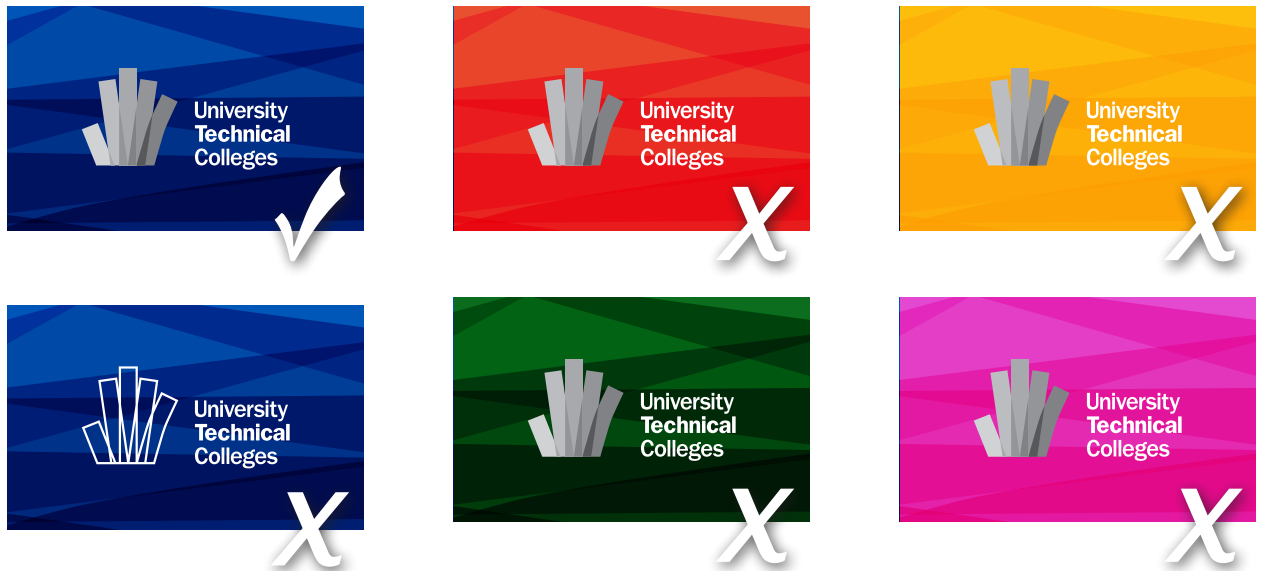
A sponsored college carries the name of the respective town and is incorporated as follows:



The significant difference between 'sponsored' logotypes and the main identity is that these versions are grammatically singular and not plural. (College, not Colleges).



2.9 Using the logotype on backgrounds



2.10 Using the logotype on photography



2.11 Incorrect logotype usage

The logotype should not be altered, modified, rotated, inverted or in any other way changed. For illustrative purposes, some common mistakes to be avoided at all times are shown below.

X



do not squash

X



do not alter

X



do not stretch

X



do not change colour

X



do not re-design

X



do not replace type

X

University
Technical
Colleges

do not use text only

X



do not remake college logo

3 Symbol

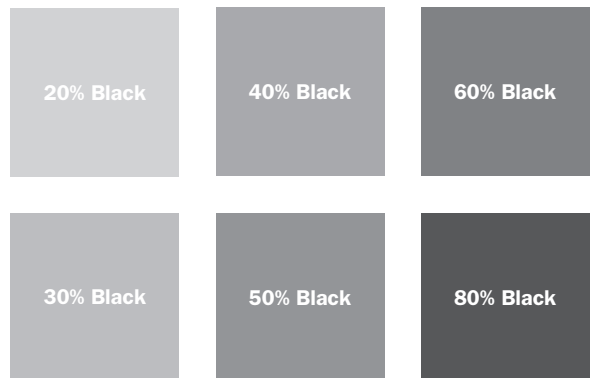
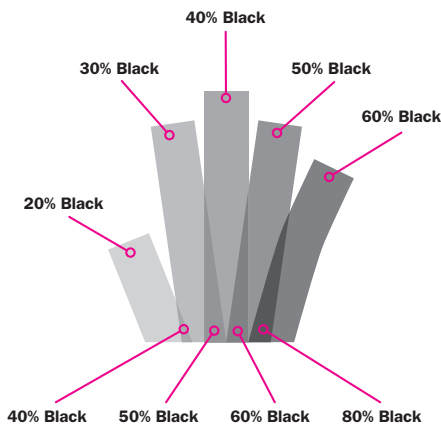
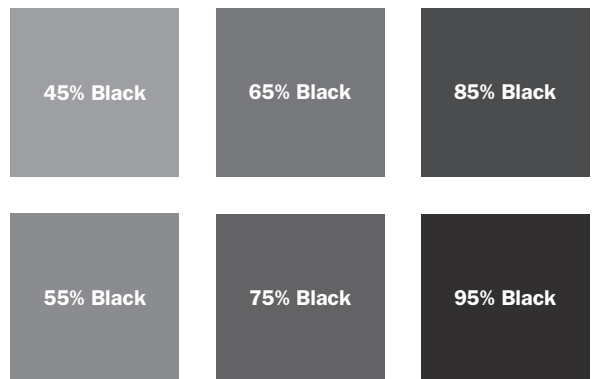
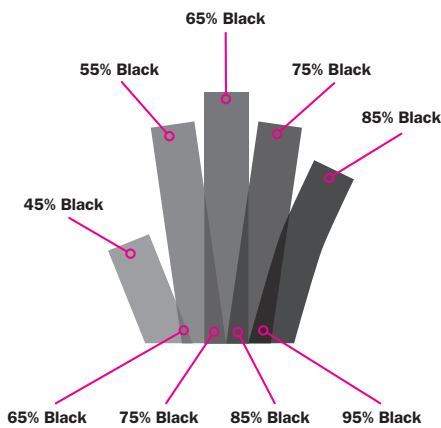
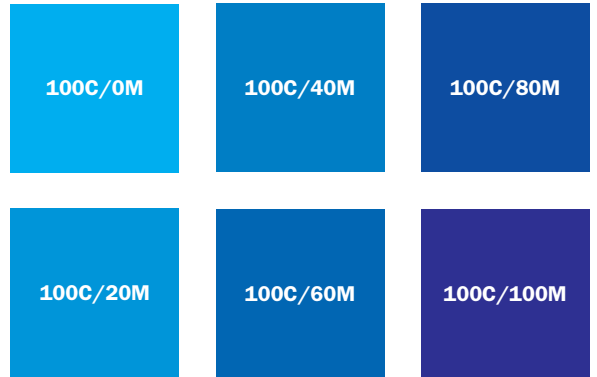
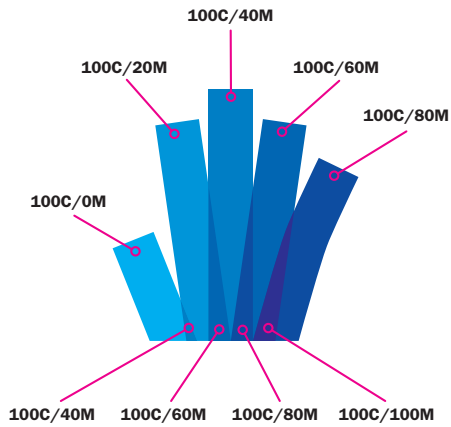
3.1 The University Technical Colleges symbol

The symbol is based around the form of a hand, symbolising the 'hands-on' practical ethos of University Technical Colleges. The symbol is technical, appeals to a young audience, is modern and carries a strong visual presence. The blue colour has been carefully chosen to give a professional and dignified feel. The colours range from light (at the beginning) to dark (at the end), indicating progression in knowledge and skill as a student passes through the college.



4 Colour

4.1 Colour spectrum



5 Background

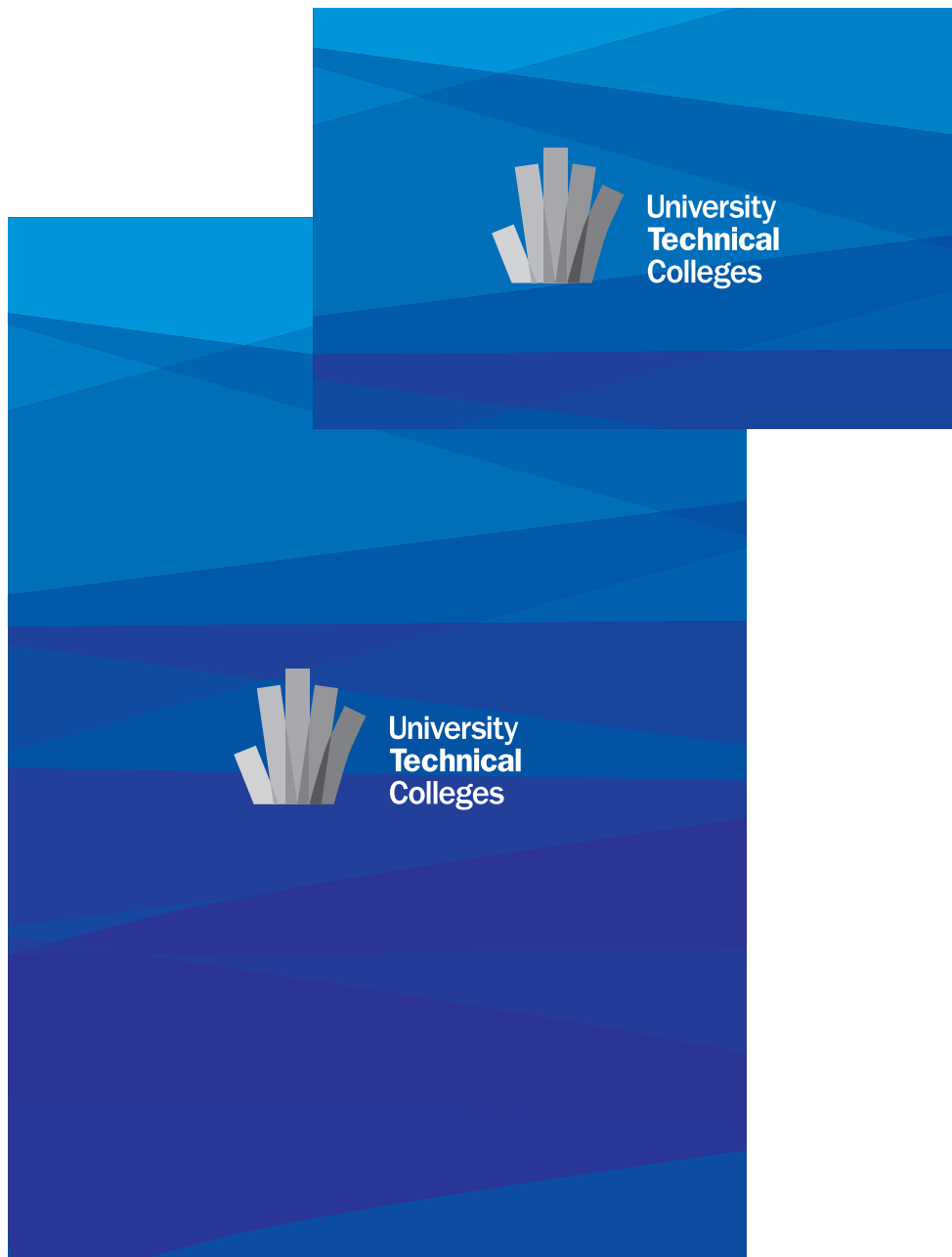
5.1 Brand background

This background has been carefully designed using only the brand colours and special shapes derived from the symbol. It should not be re-made and the box contents should not be altered. When re-sizing the element, it should always be done in proportion. Both landscape and vertical versions are available on the CD in various formats and sizes.



5.2 Background usage

Whenever this corporate background is used, the light greyscale logotype only must be applied.



6 Typography

6.1 Franklin Gothic

Typography plays a key role in communicating the personality of University Technical Colleges.

The corporate typeface Franklin Gothic, has been carefully selected for its clarity and longevity. The following historical detail fits our purpose well: *“by 1915, all the major foundries offered families of sans serifs, sometimes called Gothic in the USA. Franklin was a response suitable for countries in the vanguard of the machine age. Designed by Morris Benton in 1903-1912, Franklin has preserved its own personality ever since.”*

The logotype uses two different weights (Medium and Demi):

FRANKLIN GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!;!;?@%&\$£()/:;,.

FRANKLIN GOTHIC DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!;!;?@%&\$£()/:;,.

The freedom with which the Franklin Gothic typeface can be used in publications and professionally printed promotional material such as display banners is extensive. Body copy should be Franklin Gothic Book and headings should use Medium and/or Demi.

For legal reasons we are unable to distribute the Franklin Gothic typeface. However it is available to buy from Linotype:

Linotype GmbH
Werner-Reimers-Straße 2–4
61352 Bad Homburg
Germany

T: +49 (0) 61 72 48 44 18
F: +49 (0) 61 72 48 44 29

E: info@linotype.com
www.linotype.com

6.2 Substitution typography

Franklin Gothic should be used in all printed and digital publications.

When Franklin Gothic is unavailable such as in Microsoft® Office applications and websites, the substitution typeface Arial has been selected as both weights are universally available.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!;!¿?@%&\$£()/:;,.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!;!¿?@%&\$£()/:;,.

7 Tone

7.1 Tone of voice

The language we use is an integral part of our identity. It must demonstrate the core values of University Technical Colleges and in doing so will contribute to the perceived brand personality. We use plain English which means we communicate as efficiently and clearly as possible.



Our organisation is energetic, inspirational, authoritative and at the same time agile. Our language should reflect this.

To give our copy a contemporary, professional tone:

- keep sentences short, using an average length of between 15 and 20 words;
- avoid cliches;
- use everyday English and avoid jargon;
- use 'you' and 'we';
- prefer active verbs;
- use lists where appropriate;
- avoid Acronyms and abbreviations (Not UTC);
- avoid complicated words.

Useful key words and phrases:

- | | |
|--------------------|------------------------------------|
| • high-status | • motivating |
| • technical | • youth & vitality |
| • forward-looking | • training today for jobs tomorrow |
| • revolutionary | • distinctive |
| • modern | • vocational |
| • excellence | • practical |
| • aspirational | • hands-on |
| • transformational | |

8 Art direction

8.1 Photography

Our selection of photography reflects and strengthens the brand personality and should portray University Technical Colleges as **cutting-edge**, **innovative** and **exciting** places of learning.

Images should be well-lit and show a balanced diversity in gender and race. They should not be too posed and subjects should not look directly at the camera. The student age at University Technical Colleges is 14-19 and so subjects should ideally fall within this age bracket. Older teachers may be present as long as they are instructing the students.

Students must come across as interested, focussed and happy in an environment that is modern, uncluttered, and well equipped. Avoid product placement and background typography. Portraits should be close-up with the background slightly out of focus.



The University Technical Colleges corporate background has been designed in such a way to allow the use of black and white cut-out photography. This effect can be used in a variety of applications from business stationery to corporate brochures.



8.2 Digital usage

ONLINE

For use in body copy in all correspondence, Microsoft applications, web, email and video material the Arial typeface should be used (Regular and bold only) (assuming that Franklin Gothic is unavailable).

HTML (CSS) font family tags should be as follows: **font-family: arial, sans-serif;**

POWERPOINT

Use the jpg of the standard logotype, plus Franklin Gothic or if not available, the Arial font.

Do not use the logotype as a watermark.

If lines are required, the blue of the third digit in the symbol should be used (100% Cyan, 40% Magenta), always respecting the clearance zone around the logotype.

WEBSITE

All text needs to be in Arial and coloured black (#000).

Webpage background is white (#FFF).

Line colour is blue from the third digit of the symbol (#007dc5)

The corporate background can be used.

