

# Brand guidelines

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October 2023

## Our principles

# We are bold

**We are bold** and challenge conventions, embracing all who seek knowledge and actively enriching the world around us through our commitment to research.

# We change lives

**We change lives** by empowering our students to take control of their learning, and we enable them to experience life beyond the lecture hall through our industry-focused courses.

# We do the right thing

**We do the right thing** for our people, our communities, and our environment, prioritising sustainability and social responsibility in all our operations.

## Our visual style

Our visual style and brand assets shape the look and feel of Nottingham Trent University's identity, ensuring consistency and establishing a recognizable presence that builds awareness and forges strong connections with our audiences.

Our primary brand colour is **pink**, which represents our boldness and creativity. **Black** and **white** are also part of our core colour palette, which conveys our commitment to ethical standards and our focus on clarity and simplicity.

We also use a secondary colour palette with a **broader range of colours** which gives us more flexibility in our visual communications. This palette promotes versatility and inclusivity in our designs, aligning with our commitment to diversity and inclusion.

Our primary typeface is **Univers**, a san-serif font that conveys a modern and streamlined aesthetic, reflecting our value of innovation. It also prioritises clarity and legibility, which aligns with our value of transparency. Univers is versatile and adaptable, allowing us to communicate our brand voice in various contexts.

In addition, we use **Caslon**, a serif typeface, which brings a touch of *sophistication and elegance* to our brand. The combination of the two typefaces reflects our value of balance and diversity.

## Our logo

Our logo is the visual embodiment of NTU, comprising two distinct elements: the shield and the wordmark.

It serves as the visual centerpiece that uniquely represents our university and its values. Not only does the shield play a vital role within the logo itself, but it also holds significant visual presence across across our digital channels and beyond.



# Nottingham Trent University

## Primary logo

Our logo is unique to us and as such it's crucial we use it correctly and consistently across all communication channels.

It should only ever be produced from the master artwork and applied in accordance with these guidelines to ensure a uniformed and congruent application.



NTU has been set in Univers 65 Bold



Nottingham Trent University is set in Univers 55 Roman  
Leading has been set at 10% of text point size.  
Tracking has been set to Optical.

## Logo states

Our primary logo has four states:

1. Full-colour
2. Black
3. Reversed out to white
- 4.\* Reversed out to white, pink shield



1



2



3



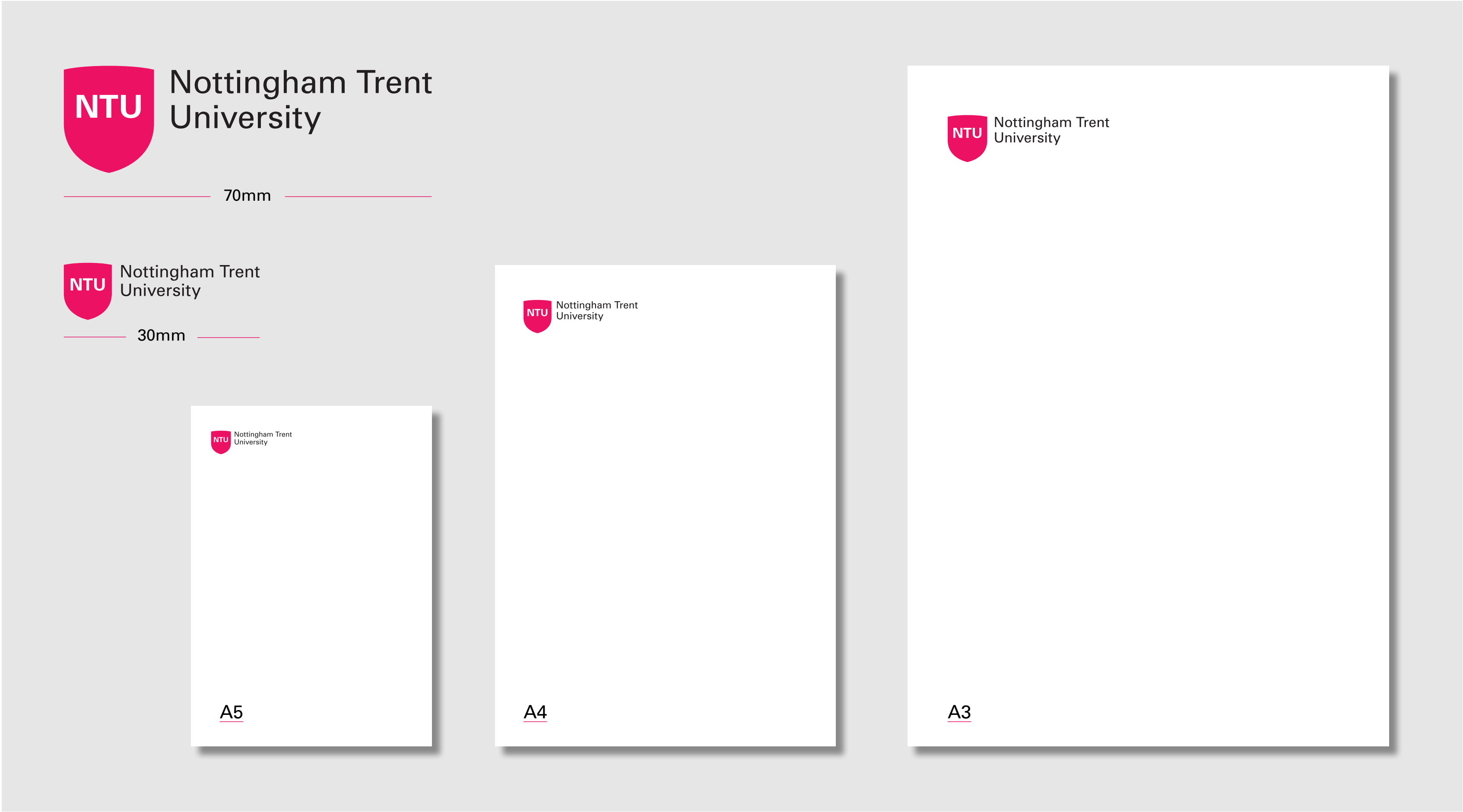
4

\*Note that in this version NTU is a solid white rather than a knock-out

# Logo sizes

The logo’s standard size, at A4, is 70mm wide. For larger or smaller applications the logo should be scaled proportionately down to a minimum width of 30mm.

However, there will be exceptions to this, for instance on wayfinding, external building signage and online digital advertising.



# Sub-brand logos

With a large number of schools and professional services there is a need to have an NTU brand system that allows nus to attach the naming convention of a particular school or professional service to the core brand, without the need to develop a separate logo.

As with the primary logo, consistency and congruency of implementation is critical to the successful roll-out of the brand.

As with the primary logo, the standard size, at A4, is 70mm wide. In this instance the minimum width is 50mm due to the addition of the smaller type for the relevant school/ professional service.



70mm



30mm



## Exclusion zones

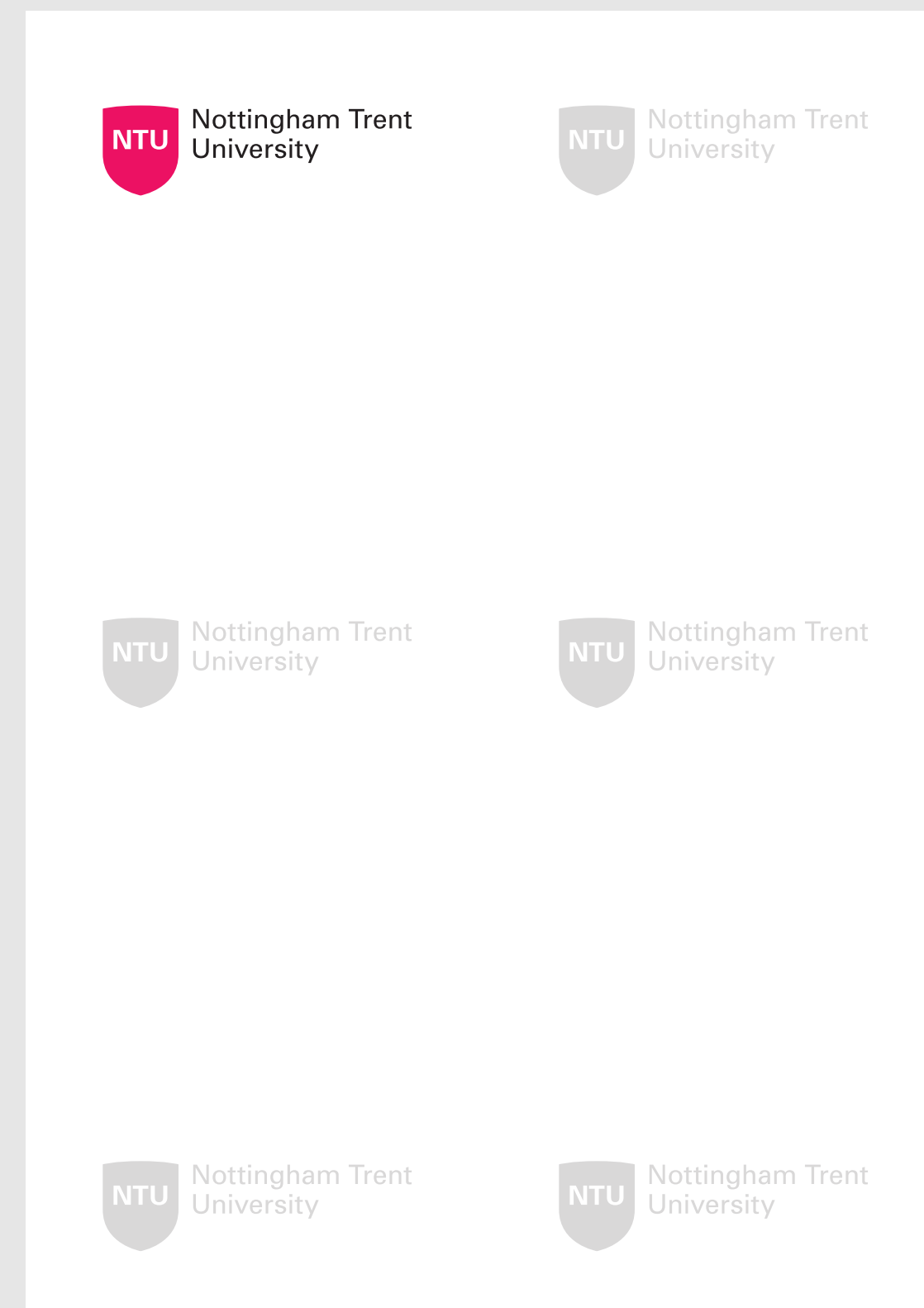
To help ensure that our logo makes the most impact, this example shows the minimum clear space to allow around the marque.

You must ensure that whenever the logo appears, nothing else encroaches into the area, which is the equivalent to the height of the wordmark, applied all the way around, and works proportionately relating to the size of the logo being used.



## Logo positioning

The primary position for the logo is the top left-hand corner. However, in certain circumstances we understand that this might not be possible, so there is flexibility to position the logo as shown.



## Partner logos

When the university logo is used as a secondary brand, the preferred placement is on the same baseline as the primary brand or other third-party logos. The word 'university' should sit on the baseline in all circumstances, including when placing sub-brand logos.

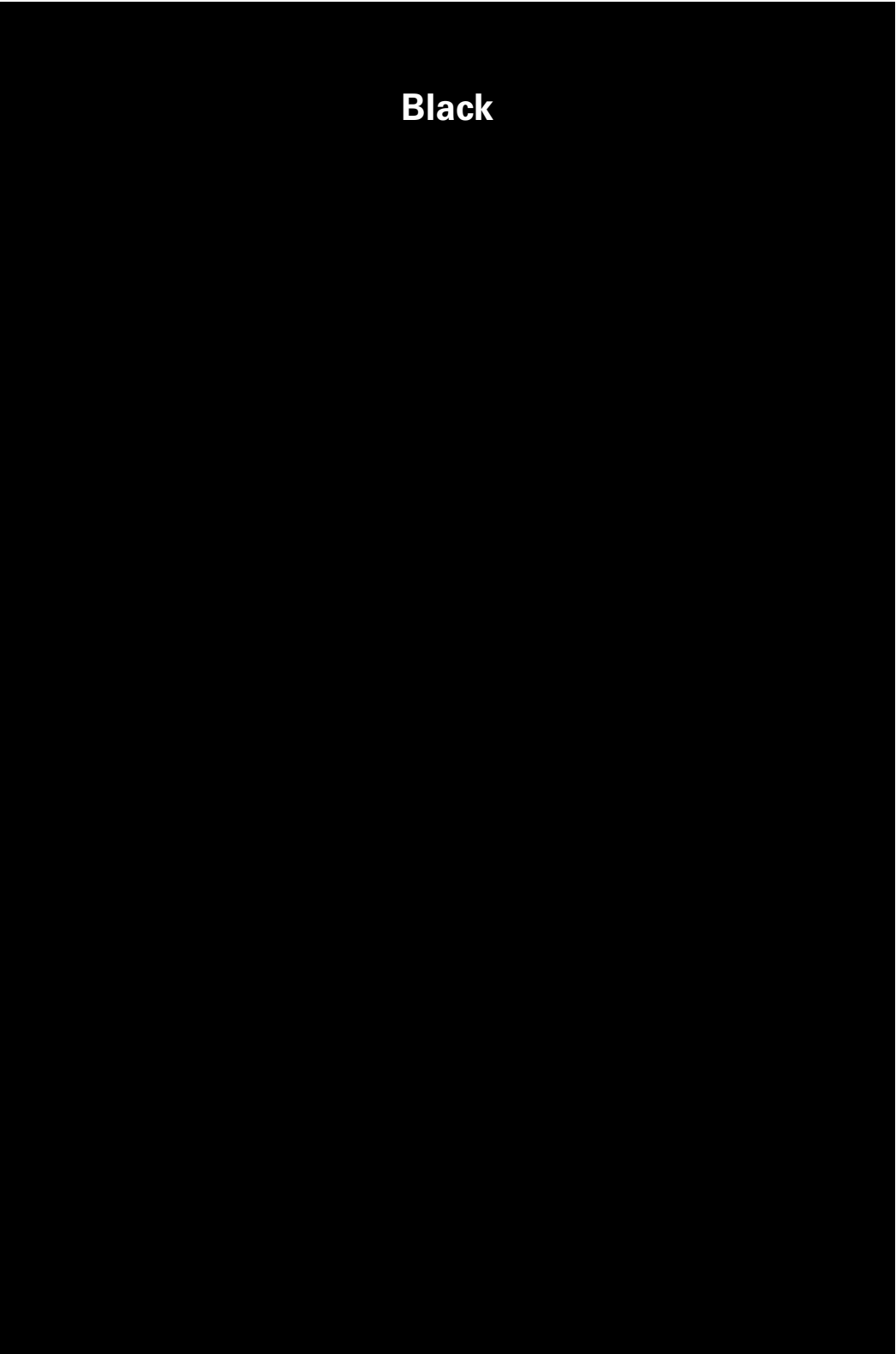
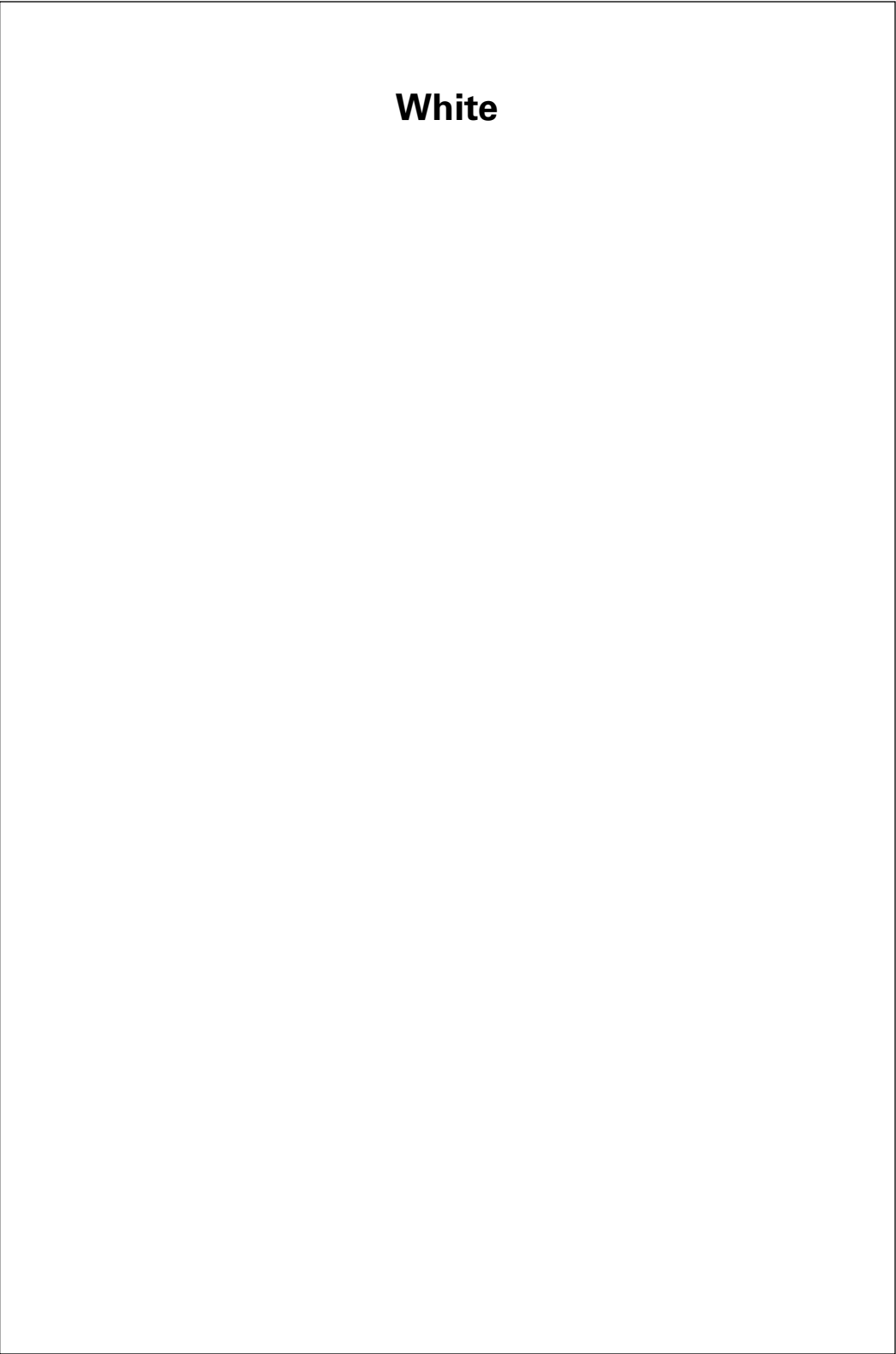
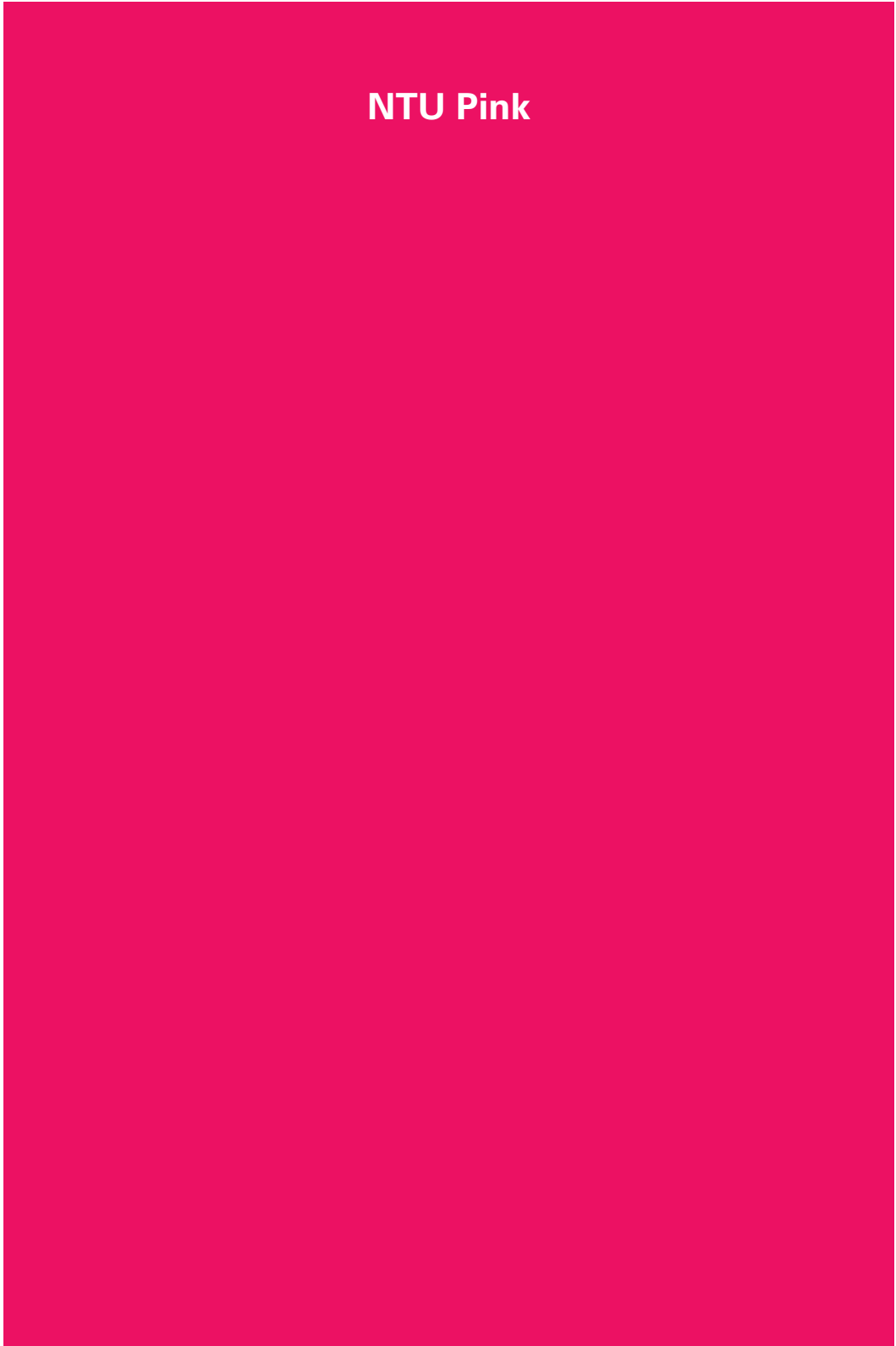
Minimum width of the logo is 30mm for the primary logo and 50mm for any of the sub-brand logos.



# Primary colour palette

Colour is a key element of our identity. The primary brand colour is NTU Pink which is a representation our our boldness and crativity. Together with white and black these are our dominant primary colours.

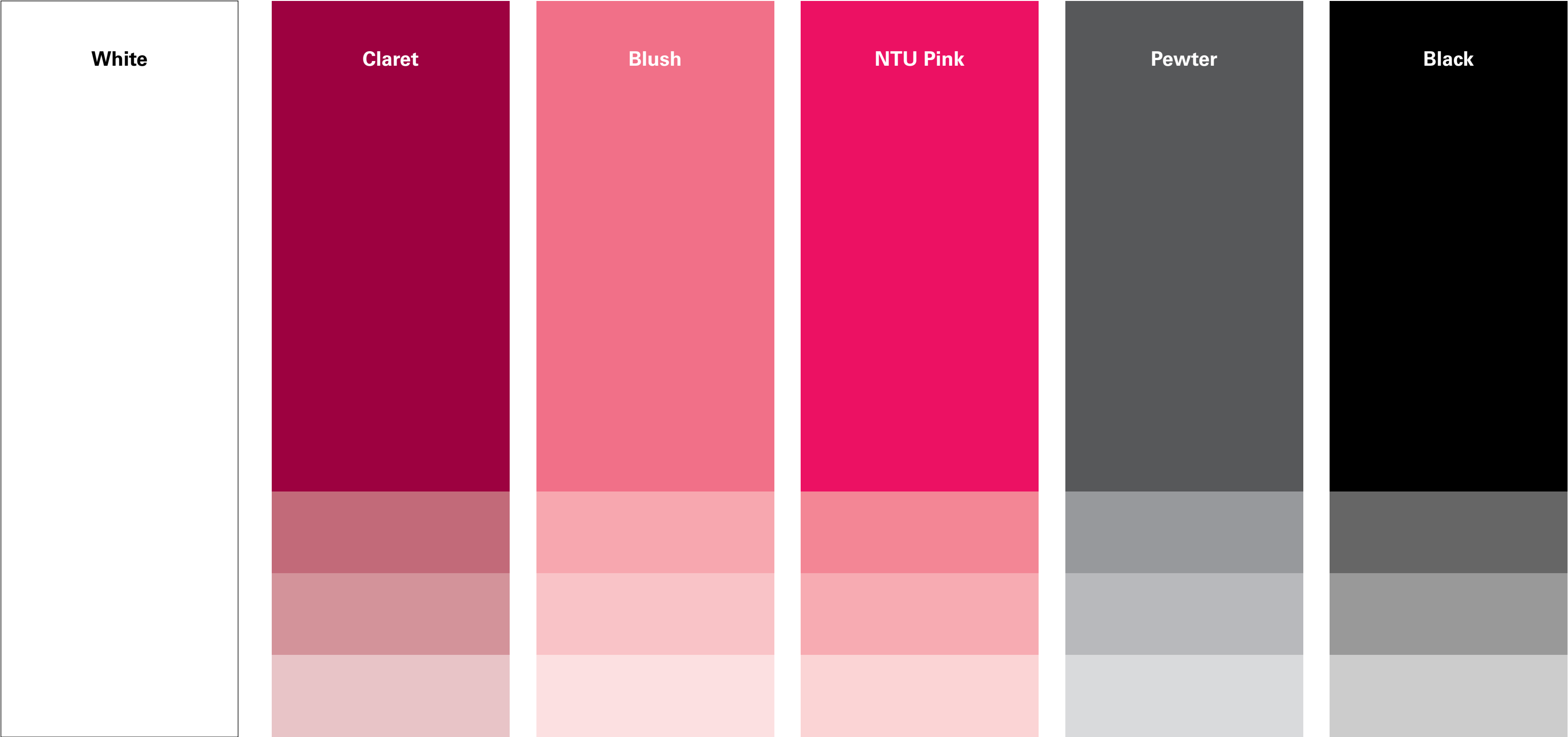
They help ensure our materials are instantly recognisable as being specific to NTU. The hero colours are supported by a broader primary palette and a secondary palette. These have been developed to provide flexibility and differentiation across our marketing and internal communication channels.



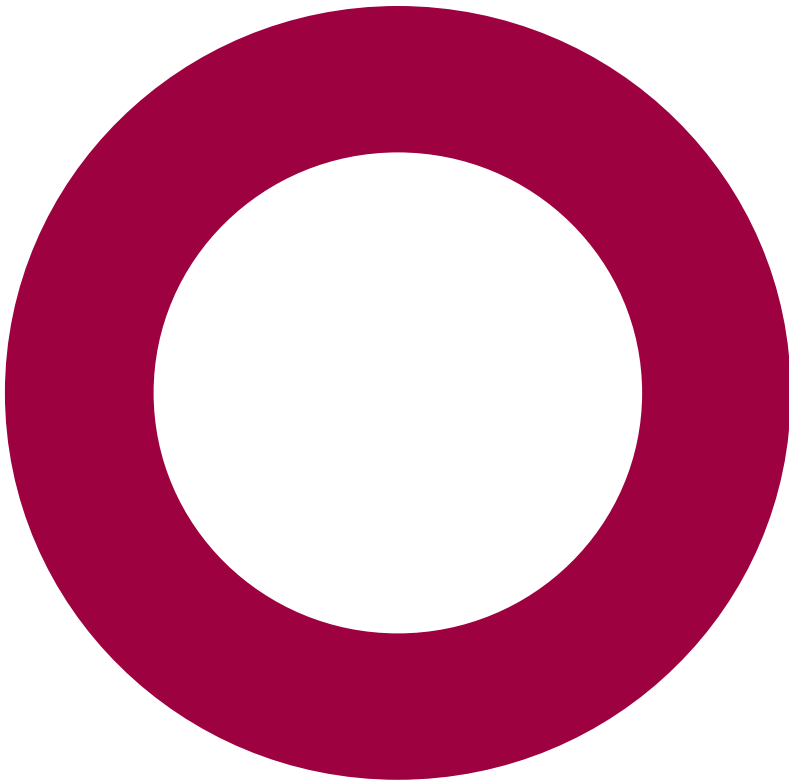
# Primary colour palette

Our primary colour palette serves as a cornerstone in establishing our brand identity, especially when engaging with new audiences such as prospective students. These carefully selected colours play a vital role in building familiarity, capturing attention, and forging a strong brand connection.

The primary brand colour is NTU Pink which is a representation of our boldness and creativity. Together with white and black these are our dominant primary colours.

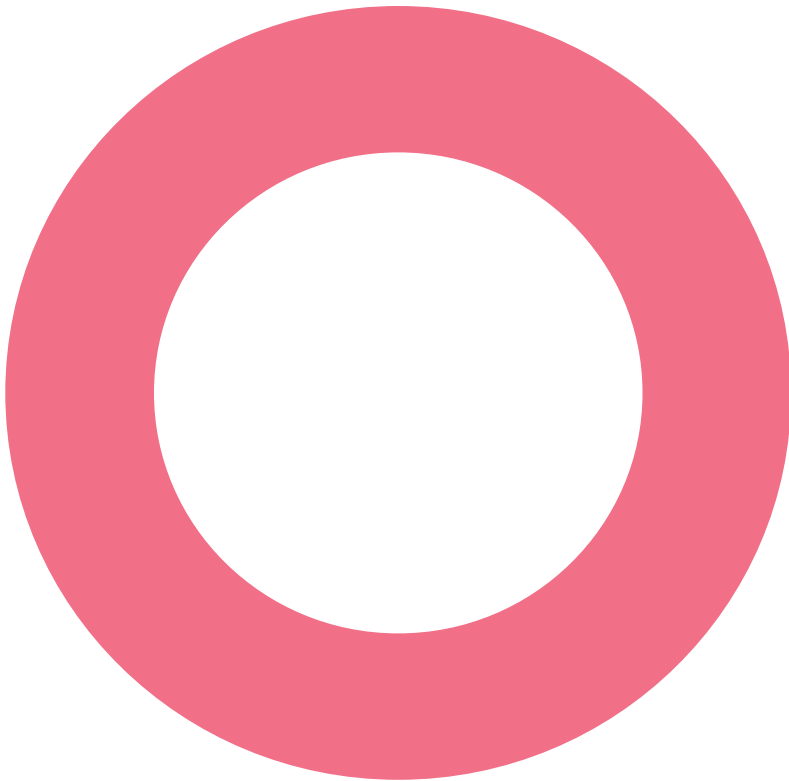


# Primary colour values



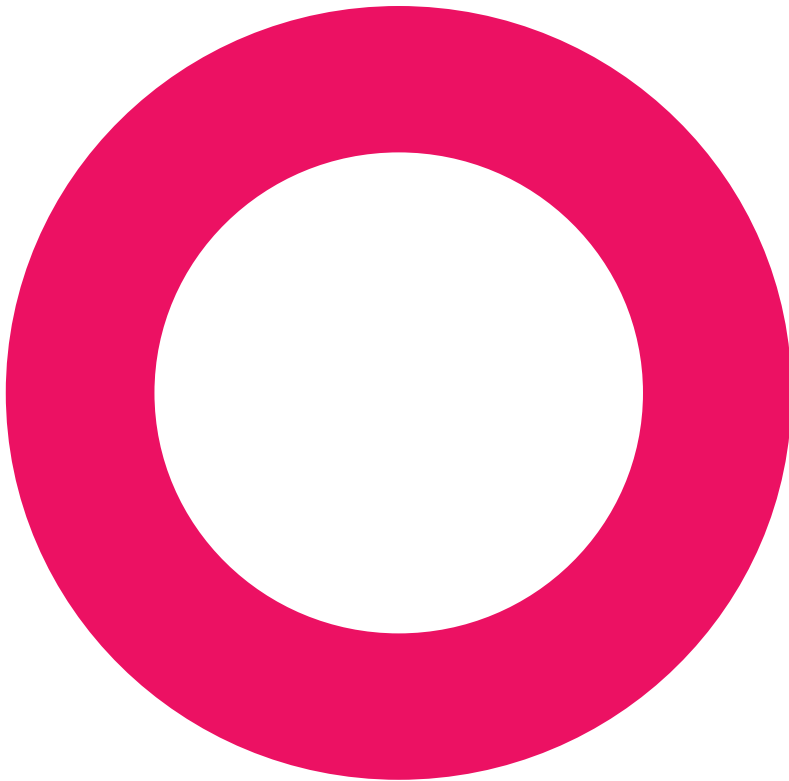
Claret

**Pantone 1945**  
C0 M100 Y40 K40  
R159 G4 B62  
Hex 9e043d



Blush

**Pantone 197**  
C0 M70 Y28 K0  
R237 G109 B135  
Hex ec6d86



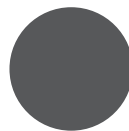
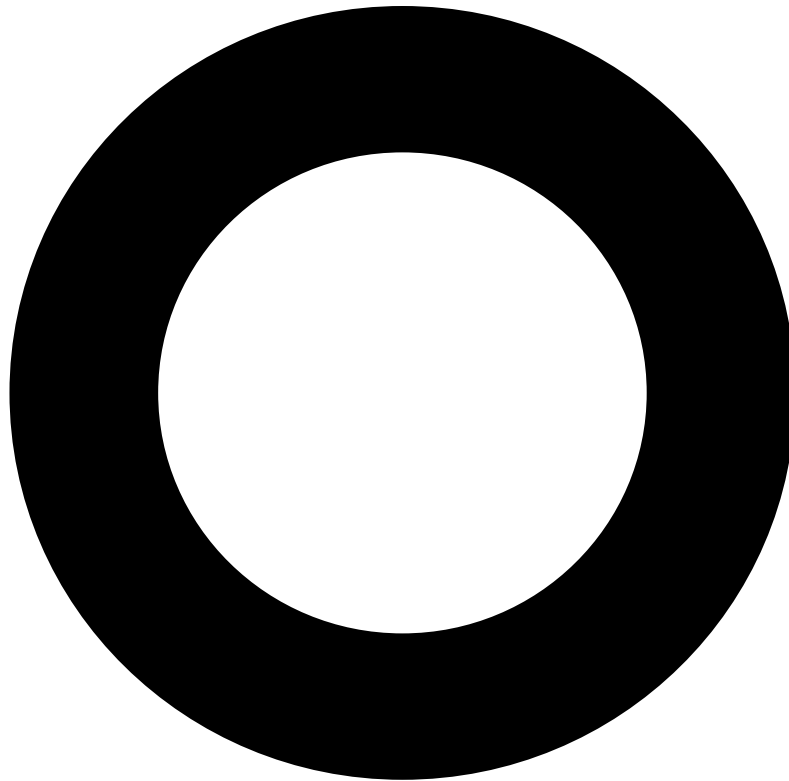
NTU Pink

**Pantone 1925**  
C0 M100 Y40 K0  
R230 G0 B91  
Hex e6005b



Pewter

**Pantone Cool Gray 11**  
C0 M0 Y0 K80  
R88 G88 B88  
Hex 585858



Black

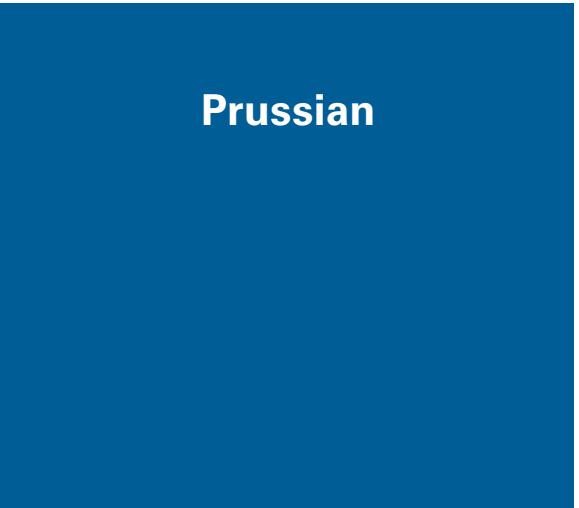
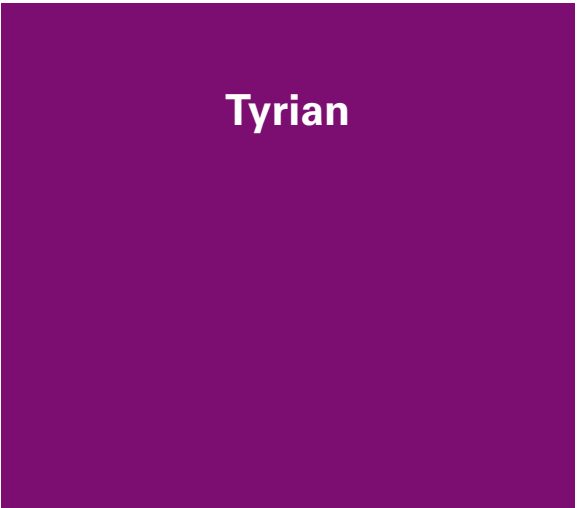
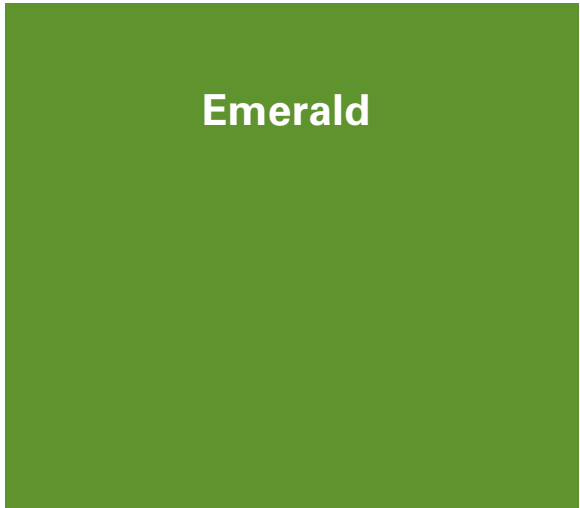
**Pantone**  
C0 M0 Y0 K100  
R0 G0 B0  
Hex 000000

# Secondary colour palette

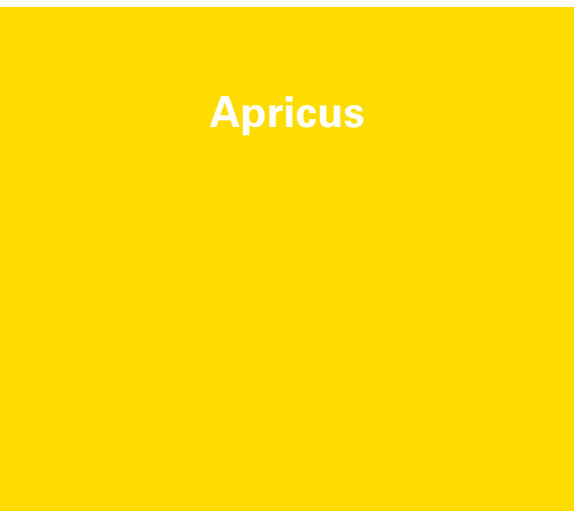
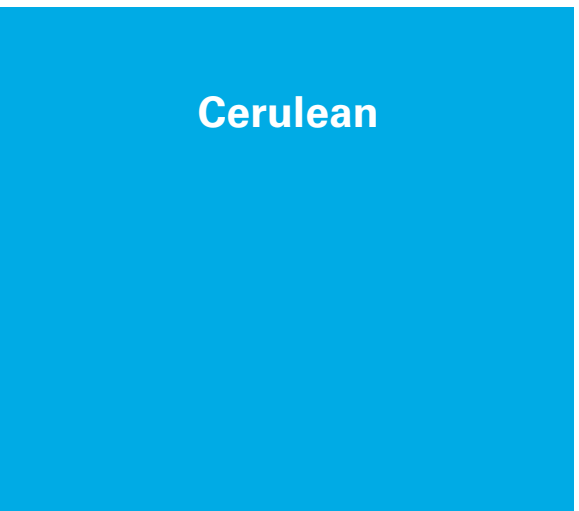
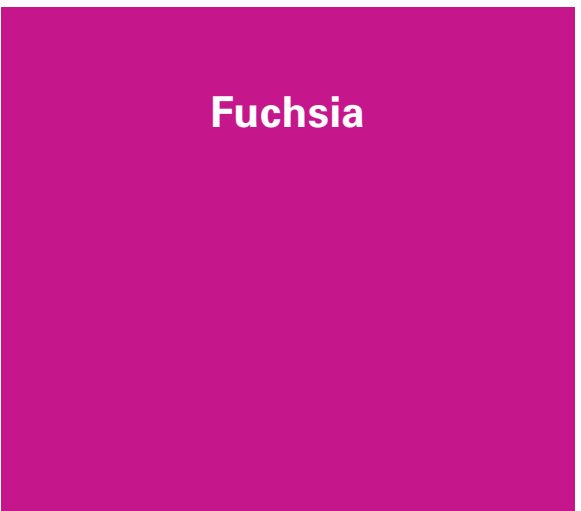
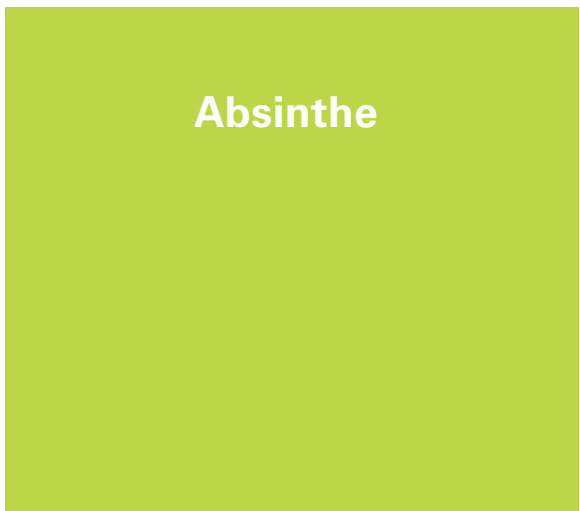
Our secondary colour palette complements our primary colours, adding versatility and consistency to our brand identity. Primarily designed for established applications like internal communications and corporate-level materials, these complementary tones strengthen our visual presence, maintaining brand recognition while offering flexibility.

The secondary colour palette is made up of five strong colours: Vermilion, Emerald, Tyrian, Prussian and Flax; five highlight colours: Lava Absinthe, Fuchsia, Cerulean and Apricus; and five subtle shades.

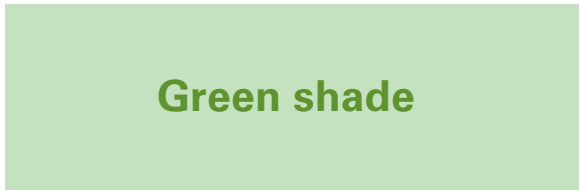
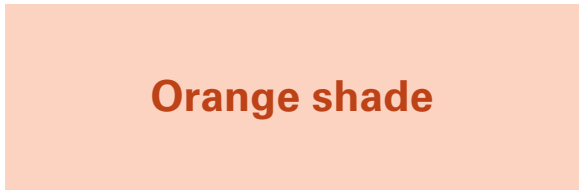
**Strong**



**Highlight**

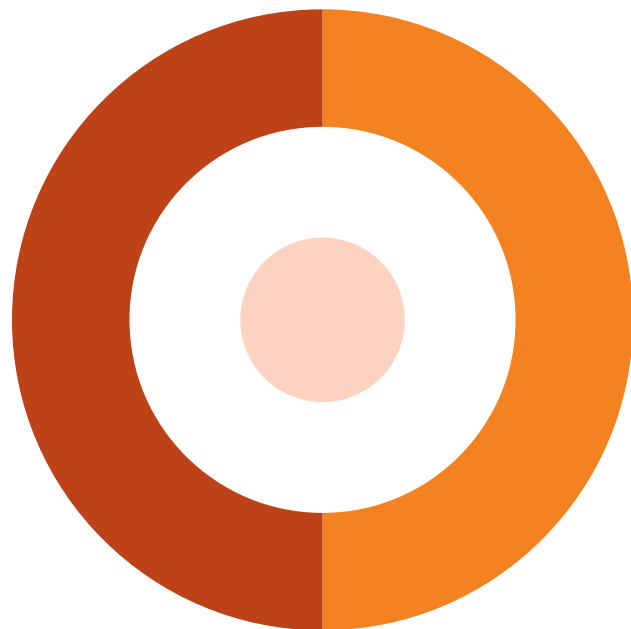




**Subtle\***



\*The subtle colours are for very limited use and are there to add depth and texture only.

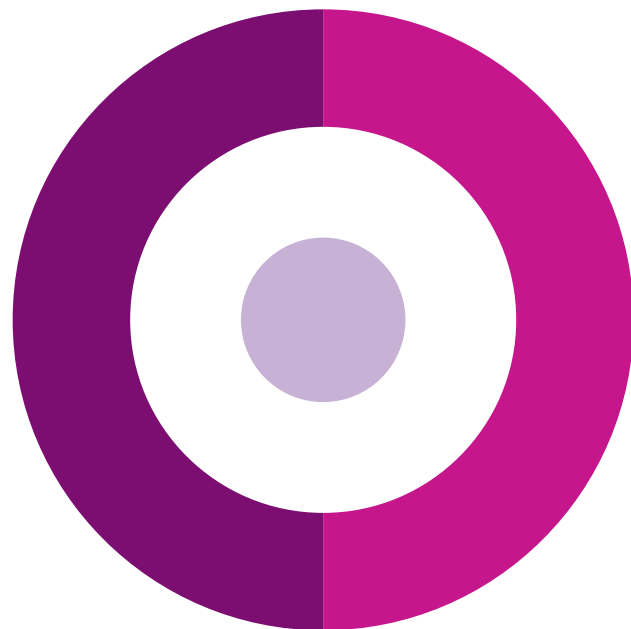
# Secondary colour values






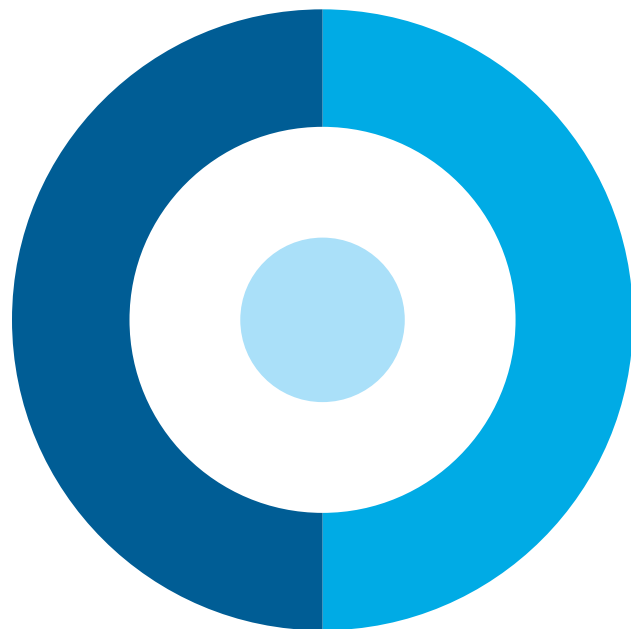
- **Vermilion**  
**Pantone 173**  
C0 M81 Y100 K25  
R187 G63 B7  
Hex bb3f07
- **Lava**  
**Pantone 151**  
C0 M60 Y100 K0  
R240 G125 B0  
Hex ef7c00
- **Orange Shade**  
C0 M20 Y20 K0  
R251 G217 B202  
Hex fbd9ca






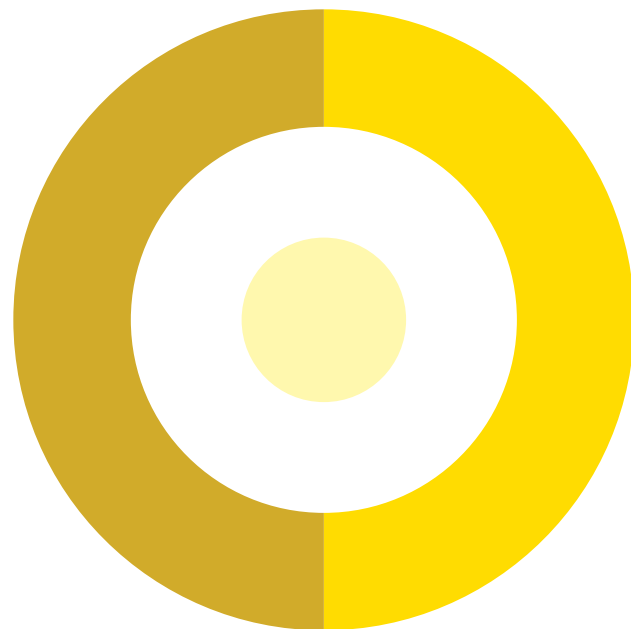
- **Emerald**  
**Pantone 370**  
C53 M0 Y100 K30  
R109 G149 B27  
Hex 6d941b
- **Absinthe**  
**Pantone 375**  
C30 M0 Y89 K0  
R199 G213 B51  
Hex c7d433
- **Green Shade**  
C23 M0 Y30 K0  
R209 G229 B196  
Hex d1e5c4



- **Tyrian**  
**Pantone 2603**  
C55 M100 Y19 K11  
R130 G30 B105  
Hex 821169
- **Fuchsia**  
**Pantone 2395**  
C20 M100 Y0 K0  
R199 G1 B127  
Hex c7017f
- **Purple Shade**  
C20 M30 Y0 K0  
R209 G188 B220  
Hex d1bbdc



- **Prussian**  
**Pantone 3015**  
C0 M40 Y0 K30  
R0 G91 B148  
Hex 005b94
- **Cerulean**  
**Pantone 2995**  
C80 M10 Y0 K0  
R0 G166 B226  
Hex 00a5e2
- **Blue Shade**  
C30 M0 Y0 K0  
R188 G228 B250  
Hex bce3fa

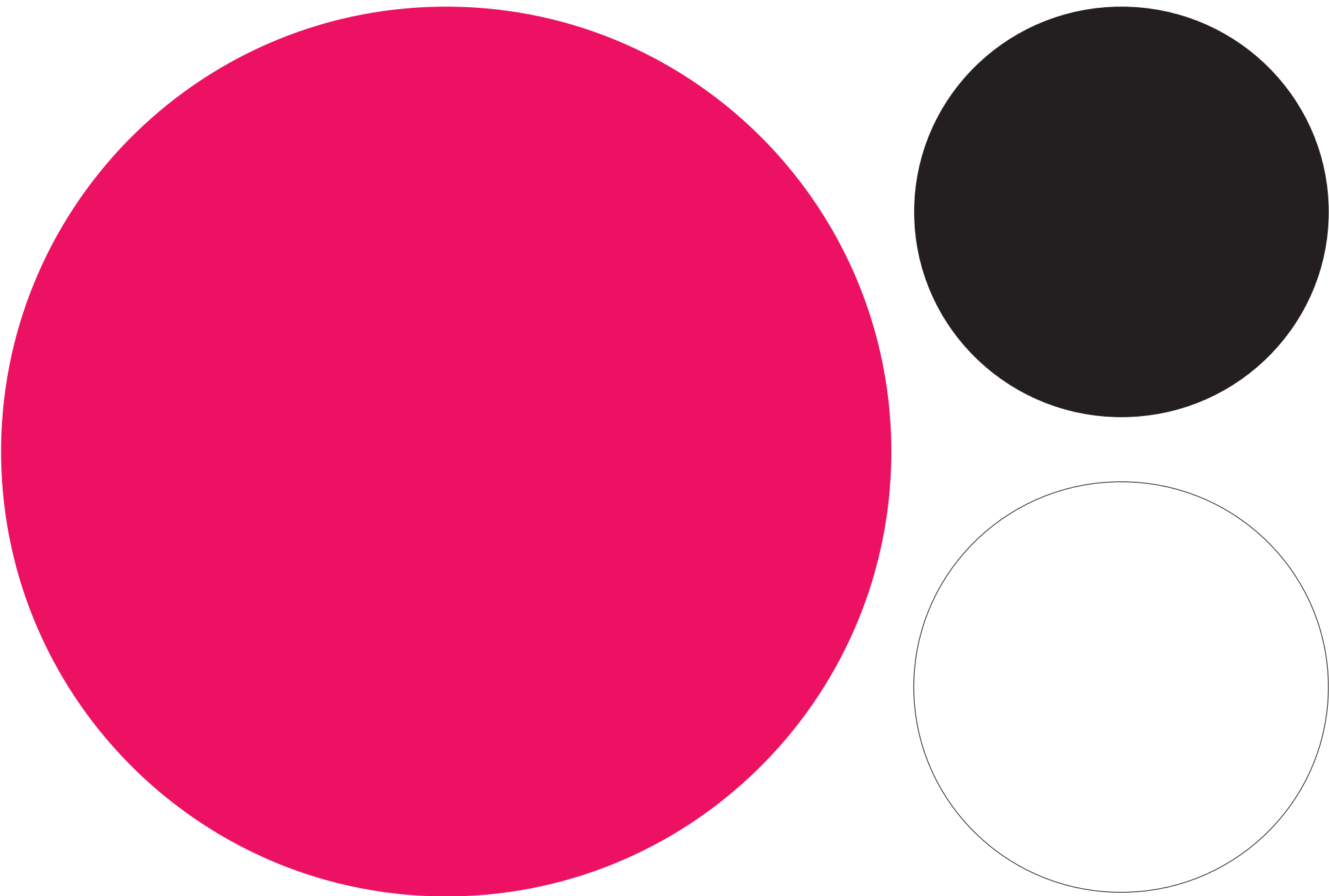


- **Flax**  
**Pantone 110**  
C20 M30 Y100 K0  
R210 G172 B43  
Hex d2ac2b
- **Apricus**  
**Pantone 107**  
C0 M10 Y100 K0  
R255 G221 B0  
Hex ffdd00
- **Yellow Shade**  
C0 M0 Y40 K0  
R255 G249 B174  
Hex fff9ae

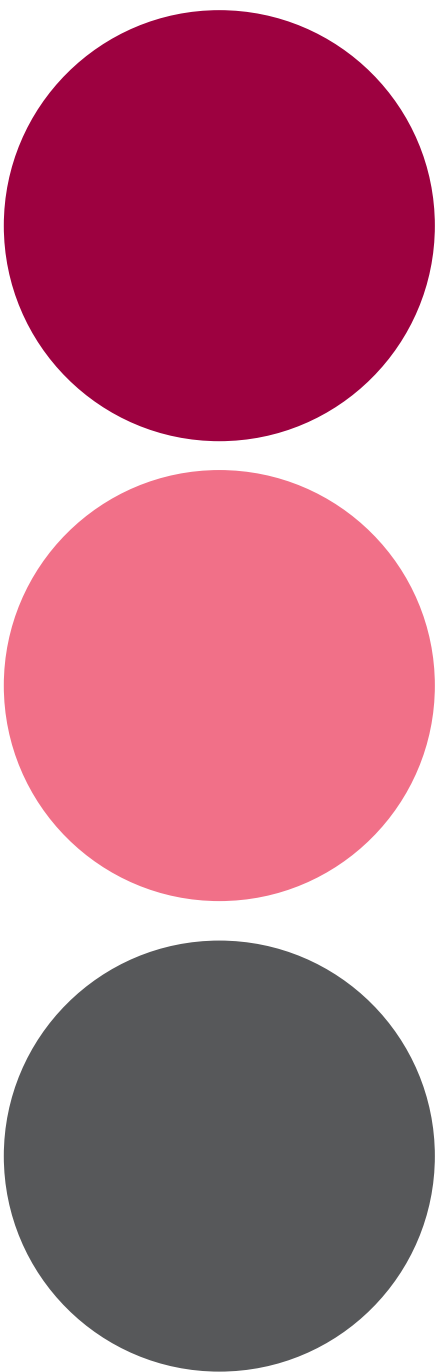


# Colour emphasis

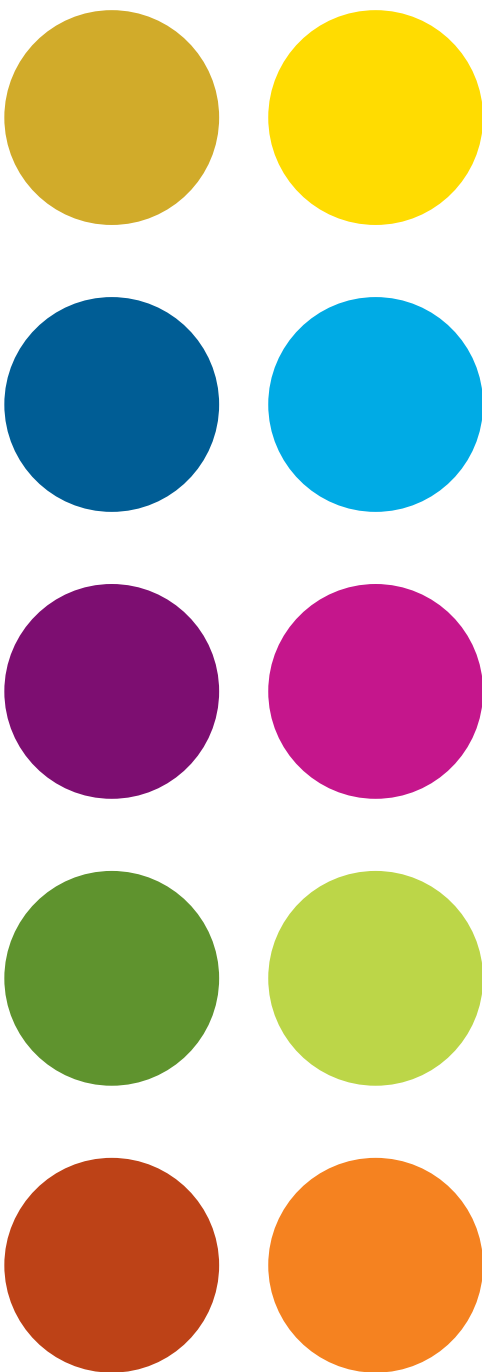
Lots of pink and prominent use of black and white space



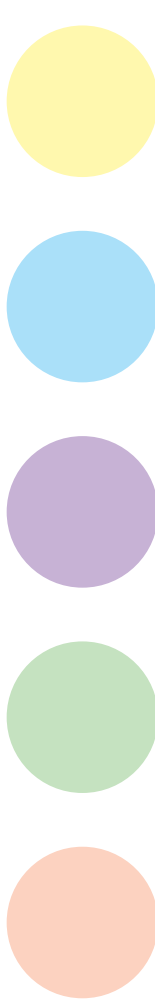
Use plenty of Claret, Blush and Pewter



Moderate use of strong and highlight secondary colours



Limited use of subtle secondary shade colours



**Primary typeface**

Our primary typeface is Univers, a san-serif font that conveys a modern and streamlined aesthetic, reflecting our value of innovation. It has a comprehensive range of weights and widths, which ensures great flexibility. It's also extremely legible and works across all applications, from body copy to large exterior signage.

Univers 34 Light  
Univers 55 Roman  
**Univers 65 Bold**  
**Univers 75 Black**

Univers 55 Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678890 !@£\$%^&\*()

**Secondary typeface**

Our secondary typeface is Caslon, a serif typeface, which brings a touch of sophistication and elegance to our brand. Our secondary typeface is to be used for pull-outs, quotes, captions and as a typographic feature in editorial design.

Caslon 224 Book  
*Caslon 224 Book Italic*  
Caslon 224 Bold  
*Caslon 224 Bold Italic*

Caslon 224 Book  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678890 !@£\$%^&\*()

## Replacement typeface

If you don't have the primary or secondary typefaces installed on your system you can use the Arial font family. This font is used for the NTU powerpoint deck, email body copy and Microsoft Word documents.

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

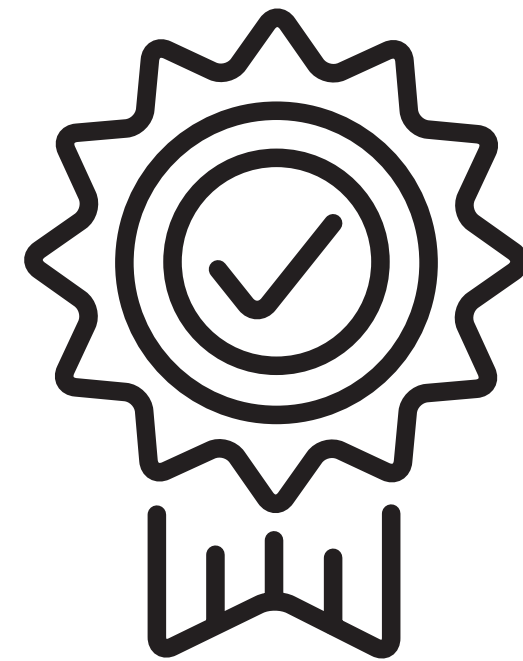
12345678890 !@£\$%^&\*()

## Iconography

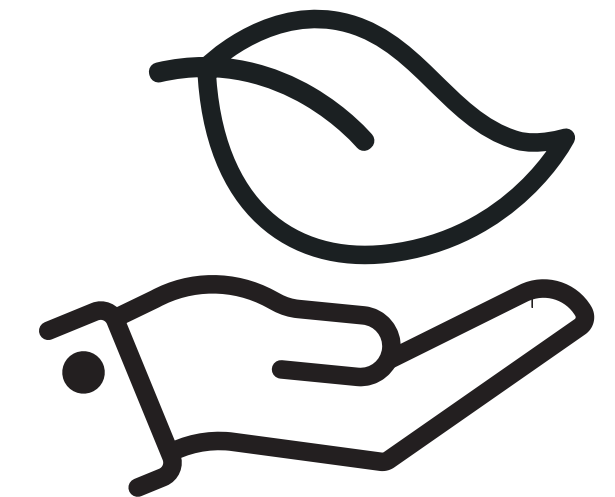
Our icons aim to communicate through simplicity, legibility and consistency in design. They are split into a primary and secondary style which allows for use at varying scales and medium.

The primary style of the NTU icons are line based. They can be used at a wide range of scales and are clear, clean and consistent in design.

When working at a small scale or with limited pixels it may be necessary to use the secondary NTU icon. This icon set has been created with the same design aesthetics as the primary icon but with an emphasis on legibility at small scale.



Primary icons



Secondary icons





## Creative Services

Communications, Admissions, Marketing and Student Recruitment (CAMS)

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