The University of Warwick
Brand Guidelines

VERSION 7
APRIL 2015

Please note, these guidelines are still being finalised; if you have any questions or feedback please email marketing@warwick.ac.uk

Main changes since version 6 of these guidelines include:
• Clarity on different levels of brand architecture added (p12)
What if a university took a bold approach to its communications and didn’t look over its shoulders at its competitors? At the University of Warwick we have a long track record of breaking new ground in an environment shaped only by our own bold ambition. Now we are 50 years old and our success speaks for itself, it’s time to apply those principles to our brand.

Our new brand messaging summarised as ‘what if’ captures the infinite possibilities at the University of Warwick where the boundaries are defined by the limits of our energy, imagination and potential. Our new visual brand provides a window on this. This graphic approach respects the different facets and strengths of the University, as well as representing what holds them together. The new brand tone of voice introduces the language of possibility into our written communication. This overall approach gives us communications tools we’ve never had before and, rather than resulting in constraint, we hope these brand guidelines give you the license to be bold and inspired.

Many of you and especially our students have helped shape the new brand, so these guidelines are informed and have not been developed lightly. We finally have a brand that reflects our unique strengths and vision, so please follow with care the guidelines for its use.

For guidance on how to write as Warwick, including how to use ‘what if’, please read our tone of voice guidelines, available from www.warwick.ac.uk/whatif
Section 1
Messaging
Positioning statement

Our positioning statement provides direction and focus for all our communications. It’s a statement of intent that encapsulates how we want to be perceived both internally and externally. It starts with ‘what if’ and captures the infinite possibilities of the University of Warwick.
What if... there were a place of infinite possibilities, where your only boundaries were the limits of your energy, imagination and potential. Comfortable with breaking new ground and taking risks, the people around you would be the very best and their focus would be to make you the very best too. An environment shaped only by its own ambition, safe and tireless, it would move at the fast pace of the world around it.

What if... there were a world leading university with the highest academic and research standards, the acumen of a business and for whom entrepreneurialism, innovation and international were a way of life, not buzzwords. Striving to lead rather than follow, the environment would be supportive and challenging for undergraduates, renowned and enterprising for postgraduates, and cosmopolitan for everyone. As respected for boundary breaking research as for teaching and business collaborations, the single-minded pursuit of excellence and intellectual curiosity setting the standards that others follow.

What if... teaching didn’t end with learning your subject and you were encouraged to take your skills into the real world, viewing challenges from unique perspectives, and becoming world-ready as well as work-ready, marking you out by organisations across the world for life. Prospering in an environment supportive, demanding and enjoyable enough to find out who you are and how far it can take you.

What if... you were to work somewhere every day so different, you might never want to leave. Where lines of command were short and you were empowered to act on ideas, provided they were first class. And if you were to move on, your distinct approach would successively influence the people and organisations around you.

So what if... all these things existed in one place?
We think they do: the University of Warwick.

What if?
Our secondary messaging supports the positioning statement by providing a detailed audience specific narrative. We have broken our audiences down into ten individual groups which are outlined on the following pages.
Secondary messaging
Continued

(coming soon)
Secondary messaging
Continued

(coming soon)
Secondary messaging
Continued

(coming soon)
Secondary messaging
Continued

(coming soon)
Secondary messaging
Continued

(coming soon)
Tone of voice

We speak the language of possibility

How would that sound? Like the voice that achieves a breakthrough: challenging, ambitious, confident, persuasive, energised, and focused.

We can embed this voice across all our communications by:

- Using what if where appropriate in headlines and subheads
- Applying these seven principles:

1. Look to the future – choose present and future tenses: we are and we will rather than we were
2. Keep it positive – see the glass half-full: as soon as we can rather than we can’t until…
3. Speak collaboratively – talk about we, ours, you and yours rather than using the third person
4. Start dialogue – ask questions such as what if? or how can we… or offer a point of view: how you can… three ways to…
5. Give examples – show don’t tell: last year we saved £1 million… rather than we’re committed to cost-saving
6. Be proactive – use the active voice to give a clear sense of people taking action: we will contact you rather than you will be contacted. And choose the verb: we think that… rather than the noun: our thinking is that…
7. Say it like you mean it – limit your use of tentative language such as aiming towards; possibly, hopefully or maybe.
Section 2

Basic elements
The University of Warwick Brand Guidelines

Section 2 Basic elements

Basic elements overview

Master logotypes

WARICK

WARICK

Third party logotypes

WARICK

WARICK

WARICK

WARICK

WARICK

WARICK

WARICK

WARICK

‘Hero’ movement photography

‘Real life’ reportage photography

‘Abstract movement’ photography

Graphic devices

"What ‘we’ do and make happen together is more important to me than what ‘I’ do on my own.”

Secondary font (For all materials created internally when Avenir is not available)
Calibri Regular
Calibri Bold

Online font
Lato Regular
Lato Bold

Fonts for print applications
Avenir Next Ultra light
Avenir Next Ultra lightItalic
Avenir Next Medium
Avenir Next MediumItalic
Avenir Next Regular
Avenir Next RegularItalic
Avenir Next Demi Bold
Avenir Next Demi BoldItalic

Primary colours

Secondary colours

Tints
Brand architecture

Warwick brand architecture
There are three levels in our brand architecture. The master logotype, endorsed department logotypes, and third party logotypes. For clarity, our master logotype features the:

- name Warwick
- cut out shape above
- image inserted into the ‘window’.

In some cases, if the audience may not understand that we’re the University of Warwick you may use an alternative version of the master logotype which features a descriptor. This features the:

- name Warwick with The University of Warwick written below
- cut out shape above
- image inserted into the ‘window’.

If you think you need to use the master logotype with descriptor, please check with the University Marketing team by email to marketing@warwick.ac.uk

Endorsed department logotypes are also available which feature the above plus:

- a line underneath the name Warwick
- the department name.

To obtain one of these for your department, please contact the University Marketing team by email to marketing@warwick.ac.uk

A logotype for third party applications is also available. This is intended for use for third party applications, such as when we are working on a joint project with an external business. This is explained in more detail on pages 13, 14, 20 and 21.
The master logotype

The master logotype has been designed as a visual interpretation of a Window on Warwick. If we take a look through the window we can see a world of infinite possibilities that advances people and the world around them.

The master logotype is made up of the window device and the WARWICK typography.

The window device and the WARWICK typography should always appear locked together when used as a master logotype. The window device can be used on its own, but the WARWICK typography should never be used in isolation.

To create union within the master logotype we always reflect a colour from the image through the WARWICK typography. When you have selected an image to use within the master logotype, please email it to marketing@warwick.ac.uk for approval. Ultimately, a range of approved images will be available for you to choose from.

The colour selected from the primary image for the WARWICK typography should have enough depth to create a strong contrast when positioned on a white background.

Go to page 30 to see how the window device can be used in isolation

Using our primary imagery we can create new and ever evolving ways of how we and others view Warwick, we can tailor the master logotype to different audiences, publications and mediums.

Go to page 28 to view examples of primary imagery
Endorsed department logotype for core applications

Option 1
Master logotype leads, department positioned in headline copy.

Option 2
Master logotype and department locked together (Endorsed department logotype).

Endorsed department logotype
When creating communications for individual departments there are two options we can consider when designing covers for printed materials.

Option 1: Is the preferred option, here the master logotype is used and the department name becomes a secondary level of communication.

Option 2: We have created a master logotype and department name lock-up (Endorsed department logotype).

The two options illustrated here are the only two options that can be used. No other options can be created without further discussion with University Marketing.

Endorsed department logotypes are available on request from University Marketing. If you require one for your department please email marketing@warwick.ac.uk
Endorsed department logotype for core applications

Continued

Endorsed department logotype

ENGLISH AND COMPARATIVE LITERARY STUDIES

DEPARTMENT OF PHYSICS

Endorsed department logotype

Two line version

Endorsed department logotype

One line version

Endorsed department logotype

The endorsed department logotypes are made up of the master logotype, a graphic line and the name of the relevant University of Warwick department in a fixed relationship.

In the same way we use the master logotype our primary imagery style can create new and ever evolving ways of how we and others view Warwick, in the case of the endorsed department logotype we can create tailored communications using the window device to showcase department relevant imagery.

Although the typography WARWICK reflects a colour chosen directly from the image within the window device the department name must always appear in black.

Go to page 17 to see how the master logotype should be used.
Endorsed research lock-ups for core applications

When more than one department or Research Centre is collaborating on the same piece of communication the following five-column grid should be used.

To avoid hierarchy issues all departments and Research Centres should be placed in one line not stacked on top of each other.

Uses the Warwick typography style only.
How to use the window device and the WARWICK typography

We have created three window device templates which can be placed into your cover artwork. The templates are created to a standard A4 size which should be adapted for other formats.

Follow the five steps below to create your own artwork using the supplied templates.

1. Decide on which of the three positions shown opposite best suits your document.
2. Open the chosen InDesign file and copy the window device template directly into the file you are working on ensuring it is positioned at X:0 / Y:0.
3. If your document is an A-sized portrait format the window device can be scaled from the supplied templates. If it is an A-sized landscape or custom format the window device must be extended or condensed from the left side using the Direct Selection Tool so that the ‘w’ is not distorted and is the correct distance from the right edge of the document.
4. Ungroup the window device from the WARWICK typography and select ‘WARWICK’.
5. Using the eyedropper tool, choose a colour from the image you are using and re-colour the WARWICK typography and headline.

Go to page 37 to view more samples of cover designs.
The logotype needs space around it in order to maximise its visual presence. An exclusion zone around the logotype prevents any graphic element such as type, photography or illustration from interfering with its integrity. The size of the exclusion zone is based on the height of the centre point within the ‘W’ of the window device and the width of one and half of the triangular shapes within the ‘W’.

Use the ‘X’ measurement to workout the correct spacing for the ‘Window on Warwick lock-up’ from the document edge. Spacing for standard A sizes are given below or use sizes as close as possible for non standard document sizes.

Where possible, the preferred logotype sizes should be used. For digital use you are generally restricted to the website specifications.

**Preferred sizes**
Measurement based on X:

<table>
<thead>
<tr>
<th>Document Size</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6</td>
<td>15 mm</td>
</tr>
<tr>
<td>A5</td>
<td>20 mm</td>
</tr>
<tr>
<td>A4</td>
<td>30 mm</td>
</tr>
<tr>
<td>A3</td>
<td>43 mm</td>
</tr>
<tr>
<td>A2</td>
<td>60 mm</td>
</tr>
<tr>
<td>A1</td>
<td>86 mm</td>
</tr>
</tbody>
</table>

Preferred logotype sizes (width) on ‘A’ sized documents (either landscape or portrait)
Master logotype: what not to do

1. The WARWICK typography colour should always compliment the colours within the image being used and never contrast or clash.

2. The window device should only be used on the right of the publication. The exception to this rule is on signage where it can be centred. It cannot be moved to any other position.

3. The WARWICK typography should never be moved from its lock-up with the window device.

4. The window device should not be altered in any way. The window device and typography should remain a consistent lock-up at all times.

5. When choosing a colour for the WARWICK typography always select a colour from the image that has enough depth of colour to have stand-out and clarity; this particularly applies for on-screen usage.

6. Always make sure the ‘W’ within the window graphic is clear and legible. If there is too much white space behind the window the ‘W’ will disappear.
Third party applications
For third party applications we have created a secondary suite of master logotypes. This secondary suite of logotypes should only be used on third party applications and should not be used on internal communications.

When to use the descriptor
There are two versions of the master logotype for third parties, one with the WARWICK typography only and a second with The University of Warwick descriptor placed directly underneath the WARWICK typography. We use the WARWICK typography only version when our master logotype is positioned alongside our own peers (universities). We use ‘The University of Warwick’ descriptor version when we are positioned with non-academic organisations or a mixture of the two.

In some special instances the University of Warwick descriptor can be used on internal communications, but this must be approved by the University Marketing team first.

Minimum sizes
Measurement based on X (see page 18)

| Logotype without descriptor | X = 14 mm |
| Logotype with descriptor    | X = 14 mm |
**Mono versions**

To enable our brand to be used on all forms of print we have created a bespoke mono version of the master logotype. The black version should only be used when the full colour version cannot be used due to print limitations. The mono version should always remain black and white and must not be reproduced in any other colourway. The white version should be used when the full colour version cannot be used and when the logotype is being reproduced on very dark backgrounds.

**Solid mono version**

We have also created a solid mono version of the logotype which should only be used at extremely small sizes where no other logotype within the Warwick suite would reproduce well (i.e. a branded pen). This version can be reproduced in either black or white.

**Minimum sizes for logotype**

Measurement based on X (see page 18):

<table>
<thead>
<tr>
<th>Logotype without descriptor</th>
<th>X = 14 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logotype with descriptor</td>
<td>X = 14 mm</td>
</tr>
</tbody>
</table>
Using our third party logotype in application

Here are two examples of when we can use the third party master logotype.

Go to page 20 to find out when we do and don’t use the descriptor.

Master logotype ‘with’ descriptor
- External communications
- Non-academic organisations

Mono (white) logotype ‘without’ descriptor
- External communications
- Positioned with peer institutions (universities)
Our primary colour palette is made up of eight colours. There are also five secondary colours which are shown on the following page.

Colour references are provided for the Pantone® colour system, in CMYK (for CMYK printing on coated and uncoated paper), in RGB (for use on screen), and as Hexadecimal values (for use on the web).

Note that there are different Pantone colours and CMYK breakdowns for uncoated and coated paper. The letters ‘c’ and ‘uc’ stand for coated and uncoated.

Colours can be reproduced as a solid or as a tint. Please refer to the next page for tint values.

*Note: Wherever possible Warwick Grey should be used for body text, however if Warwick Grey cannot be reproduced as a Pantone® colour black should be used for body copy in order to increase the clarity and legibility of small text.
Secondary colour palette and tints

Our secondary colour palette is made up of five colours and black.

Colour references are provided for the Pantone® colour system, in CMYK (for CMYK printing on coated and uncoated paper), in RGB (for use on screen), and as Hexadecimal values (for use on the web).

Note that there are different Pantone® colours and CMYK breakdowns for uncoated and coated paper. The letters ‘c’ and ‘uc’ stand for coated and uncoated.

Colours can be reproduced as a solid or as a tint.

All the colours in both the primary and secondary colour palettes can be used at the above tint values.
Using our colour palette in core applications

1. Three colour rule
Warwick Grey or black should be consistently used for all body text (see page 23 for important note about this). Two further colours can be used in conjunction with the body text colour from both the primary and secondary palette. Limiting the use of the colour palette creates a sophisticated design which is not distracted by too many colours.

2. When you can use multiple colours
Multiple colours can only be used from the colour palettes when the document being produced has a large page extent and requires a navigation system to help guide the reader through the individual sections.

3. Using non-palette colours
The only occasion we can divert from using the Warwick colour palette is when we are selecting a colour from an image and applying that colour to the WARWICK typography in the master logotype lock-up. Go to page 17 to see how to choose an appropriate colour from a primary image.

4. Online colour usage
To meet accessibility standards all body copy should appear in black.

For larger accessibility standards the following colours can be used:
- Warwick Aubergine
- Warwick Grey
- Warwick Ruby Red

Financing your study
Our Student Funding team can give you information on potential sources of funding for undergraduate study. They can also advise you on managing your finances while you are at university.

Tuition fees
Home and EU undergraduate students in 2015-16 are £9,000 a year (£6,750 for those applying for a 2+2 degree)*. However, you don’t have to pay anything upfront, as you can apply for a loan to cover the full cost of your course fees (see ‘Financial Support Available’ below).

International students
Overseas full-time undergraduate students fee levels for 2015/16 are as follows*:
- Band 1 – £15,820
  (classroom-based courses, including the Humanities and most Social Science courses)

Tuition fee loans
You can apply for a tuition fee loan to cover the full cost of your fees. Currently, this loan is repaid gradually once you are working and earning over £21,000 a year. Repayments are affordable, with a graduate earning £24,000 a year paying around £22 a month. If your income stops or falls below the £21,000 threshold, your repayments will stop until you are back in work again and earning over £21,000.

Extra support from Warwick
We provide extra financial support for qualifying students from lower income families (see table below for 2015-16 figures).
Fonts

Fonts for print applications
Avenir Next Ultra Light
Avenir Next Ultra Light Italic
Avenir Next Regular
Avenir Next Regular Italic
Avenir Next Medium
Avenir Next Medium Italic
Avenir Next Demi Bold
Avenir Next Demi Bold Italic

Fonts for screen and Office applications
Calibri Regular
Calibri Bold

Avenir Next Ultra Light
Avenir Next Ultra Light should only be used in large headings. Its elegance works well in large copy but can become illegible in small text applications.

Avenir Next Regular
Avenir Next Regular should be used for body text and can be used in pull out quotes and larger stand-first copy.

Avenir Next Medium
Avenir Next Medium can be used for pull out quotes and larger stand-first copy.

Avenir Next Demi Bold
Avenir Next Demi Bold can be used in pull out quotes, larger stand-first copy and subheads

Screen and Office applications
Calibri is our primary font for all Office applications such as Word and PowerPoint, and for email.

Online font
Lato is our font for all html text online.
Typography

What if... I made every day count?

What if... headline
46/47pt Avenir Next Regular – Warwick Burnt Orange.

Subhead
46/47pt Avenir Next Ultra Light – Cool Grey 11

A thriving city
When you’re on campus, surrounded by our lovely green spaces, you could be forgiven for thinking the University is in the countryside, but in fact we’re just three miles from Coventry city centre, where you’ll find everything you would expect from a thriving, modern city.

Subhead
9/11pt Avenir Next Demi Bold – Warwick Aubergine

Body text
9/11pt Avenir Next Regular – Cool Grey 11

Careers
Choosing Warwick opens up endless possibilities for you to fulfill your potential. We’ll give you the tools to carve out the career path that’s right for you.

Headline
12/19pt Avenir Next Regular – Warwick Aubergine

Introduction text
18/20pt Avenir Next Regular– Warwick Gold

“What ’we’ do and make happen together is more important to me than what ’I’ do on my own.”

Jonathan Neelands
Professor of Creative Education, WBS

Quote
13/15pt Avenir Next Regular – Warwick Aubergine

Quote reference
6/7pt Avenir Next Demi Bold and Regular – Cool Grey 11

Typography style
This page shows some examples of our typographic style. Further examples are shown in ‘The brand in application’ section.

For Reports and Committee Papers the point size of all text needs to be at least 11pt.
Primary imagery style 1
‘Hero’ movement

Our primary photography reflects energetic movement and control, the interplay between the different elements that demonstrate when students start with us, they can go anywhere.

We should always have a point of focus within the image (usually a person) and natural motion blur happening in the background of the images (people moving around). Motion blur can be added to an image as a treatment but should be done in a sympathetic manner and not look contrived.

Primary imagery style 2
Abstract movement

Our abstract imagery follows the same principles as our movement photography (energetic movement and control) only using abstract images to convey the same meaning. The images can be made up of light, vector lines, moving water and any medium that expresses a feeling of movement.
Secondary imagery

‘Real life’ reportage

Our reportage imagery focuses on people and student’s lives. Our photography should reflect the diversity of students on campus, be unstaged, showing ‘real’ people in their daily student environment, shot in a reportage style.

Photography should always be commissioned, creating a suite of images which reflect what life is truly like at Warwick.
The window device can be used outside the perimeters of cover designs to help further strengthen the brand look and feel. We can use the window to contain quotes, hold imagery and use transparency to add layers to designs.
Iconography and infographics

Information can be useful – and even beautiful – but only when it’s presented well. In an age of information overload, our information graphics should cut through the clutter to deliver easily accessible facts and figures.

Using the triangular shapes taken directly from our window device we can create a variety of icons. Don’t use too many colours and their tints within one information graphic. The illustrations should be flat vector art, and use The University of Warwick colour palette. They should be simple and clear, using sharp corners to echo our logotype.

All icons should be specially drawn for Warwick. Clip art and other found graphic images that do not strengthen the overall brand look and feel cannot be used.
The grid is divided into four vertical columns and twelve horizontal columns. The grid is flexible enough to provide a variety of layouts. All the dimensions shown here are in millimetres.
Inside pages
This page shows the grid for a right-hand A4 inside page. The wider 20mm margin is always on the inside of the page. For other sizes please scale this grid up or down.

The grid is normally divided into four vertical columns and six horizontal columns but can be divided into three vertical columns as shown below. The grid is flexible enough to provide a variety of layouts.

All the dimensions shown here are in millimetres.

Example of three column grid
Section 3
The brand in application
Pre-printed stationery

Our letterhead, compliments slip and business card all utilise the master logotype. The imagery within the window device can be updated and refreshed with each print run to reflect the diversity of the university.

When overprinting the letterhead with a letter the typeface Arial should be used in black for maximum legibility.

Go to page 13 to see how the window device should be used.
When printing internal letterheads and report covers the following Word templates should be used. This is the only occasion when this template can be used.
Printed brochures

Brochure covers
This page shows typical layouts using the University of Warwick imagery, fonts and colours within the A4 grid shown on page 32.
What if... I chose Warwick?

One of the main reasons for choosing to apply to Warwick is the creativity and entrepreneurial spirit that pervades the University.

We are a Russell Group university, which means we are part of a select group of leading UK universities. We have a strong track record of producing successful graduates who go on to achieve great things.

In fact, we have a high percentage of our graduates going on to work in top positions in the world. Our graduates are sought after by employers, and we have a strong alumni network to support them.

What if... I applied myself?

If you're at your best learning in relaxed study environments, you might feel more comfortable when you can get up close and personal with your learning.

At Warwick, you'll have the opportunity to work on your own or with other students, depending on what works best for you. We have a variety of study spaces, from quiet corners to vibrant cafes, so you can find the perfect environment to suit your needs.

What if... I joined a society?

If you want to make new friends and meet like-minded people, you might want to think about joining a society.

At Warwick, we have over 200 societies for you to choose from, covering everything from music and drama to sports and volunteering. Whatever your interests, we're sure you'll find a society that suits you.

What if... I took a language course?

If you want to learn a language in your spare time, you might find a language course appealing.

At Warwick, we have a range of language courses available for you to choose from. Whether you want to learn a new language or improve your existing skills, we have a course to suit your needs.

What if... I worked in the library?

If you're a book lover or enjoy working in a quiet environment, you might want to consider working in the library.

At Warwick, we have a huge collection of books and journals, so you'll have plenty to choose from. You can also have access to digital resources, so you can study from anywhere.

What if... I studied at the University of Warwick?

If you're considering studying at the University of Warwick, you might want to think about what it's like to be a student here.

We're a student-focused university, with a strong emphasis on teaching excellence. Our staff are dedicated to helping you achieve your full potential, and we have a range of resources to support you.

We also have a strong community spirit, with a wide range of clubs and societies available for you to get involved in. Whatever your interests, you're sure to find something that suits you.

So, what if... you applied to the University of Warwick? What if... you discovered all the things that make us different?
Website

Sitebuilder (the University of Warwick’s content management system) has a number of consistent elements that together contribute to our online corporate identity. The web template also has a number of variables that departments can adapt to create their own look-and-feel within the overall corporate identity.

Key elements of the website identity are as follows:

Site structure
• All sites will have a centred, fixed-width design, as they do now in ID6 (the current version of Sitebuilder)
  • This will be slightly wider in the new version of Sitebuilder, at 1170 px rather than 960 px wide. For some sites, this will mean a move away from having navigation features in the borders of the website.
  • The ‘Warwick bar’ at the top of the page incorporating the Warwick logo, global navigation links and a search box. In the implementation of the new brand, this will change across the entire website, unless an exception has previously been granted (see co-branding guidelines)
  • Borders to the left and right of the page content styled to complement the site design (see notes above regarding width of centre content)

Imagery
Imagery for website slideshows can be chosen to reflect the department or centre as required. Please see the guidelines for choice of imagery for further guidance. It is recommended that you select a suite of images that complement one another, and also tie in with any other communications you may be producing. University Marketing will help where possible, by providing image assistance for header images.

For single image banners
• Use an image from the primary style of imagery – either something showing movement, an abstract image or more reportage style images.

For slideshow banners
• Use a selection of images from the primary or secondary style of imagery – either something showing movement, an abstract image or more reportage style images.

Site design and colour scheme
A colour scheme for the website will be chosen based on key colours from the images chosen, unless a colour logotype for your specific department has already been agreed. It is critical that any colour scheme meets web accessibility guidelines. This will form part of the design process with ITS Web team and University Marketing.

Font
• There will be one standard font set that can be used on the website. The font for web (and other digital platforms) is Lato.
• All body copy text will be in black.
• The colour of stylised text features (headings) will be chosen to complement the site design.

Further reading
For more detailed guidance on implementing the brand on your website contact University Marketing.
Social media

Avatars
Avatars should be composed as follows

- Main University of Warwick accounts (central ones run by University marketing): New master logo in Warwick aubergine
- Departments/faculties/schools with endorsed school logotypes: Use their endorsed school logotype in a colour that complements your header image, but not Warwick aubergine as this is reserved for the main account.
- Departments/faculties/schools without endorsed school logotypes and all other official University accounts: a relevant image that fits in with our new imagery guidelines. No sub logos and please don’t use aubergine logo from the main University accounts

Current dimensions for certain social media avatars, in pixels

- Twitter: 400x400 (recommended), 200x200 (minimum)
- Facebook: 180x180 (recommended), 160x160 (minimum)
- Instagram: 110x110

Cover photos
Cover photos should take into account the following

- Use an image from the primary style of imagery – either something showing movement or an abstract image.
- The Warwick window should be applied across the bottom of your cover photos – university marketing can help with this, by providing a PhotoShop template for you to apply yourself.
- Please do not copy the cover photo from the main University accounts.
- Where possible, try and match your cover photo with one of the main images from your website.
- For those using endorsed school logotypes as their avatar, use the cover photo to dictate the colour of it.

Current dimensions for certain social media cover photos, in pixels

- Twitter: 1500x500
- Facebook: 851x315
- Instagram: NA
- YouTube: 1855x423 (tablet), 1546x423 (mobile), 2560x1440 (TV), 2560x423 (desktop)

General guidance
It is recommended that you use the same avatar and cover photos across your social media channels (and your website) to give your brand consistency and make it easier to identify.

Please do not use the same avatar or cover photo as the central University accounts – these are reserved solely for these accounts. For those pages with permission to use endorsed school logotypes, there is a certain amount of flexibility around the colour of this logotype, provided it complements your cover image and is not Warwick aubergine.

University marketing will help where possible, by providing design assistance for avatars and templates for header images.

Further reading
For more detailed guidance on implementing the brand on social media contact University Marketing.
PowerPoint

When creating PowerPoint presentations a core set of divider templates should be used.

Calibri is our system font and should be used for all text.

For on-screen purposes we can use the colour ‘black’ for text to create maximum stand-out and legibility.
This page shows two examples of signage. Signage is the perfect medium to bring the brand to life. Using transparent and reflective materials we can create a true window on Warwick.

For wayfinding and signage the master logo together with the window device can be used to create greater stand out and gravitas.

If the signage is welcoming new guests into the campus 'The University of Warwick' descriptor should be used. If the signage is within the campus walls we should use the WARWICK typography only locked-up with the window device.

Environmental

Section 3 The brand in application

Draft