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IT'S TIME

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TOOLKIT

CONTENTS

About 01

Relationships 02

Campaign marque 03

Typography 05

Key messages06

Photography and footage07

ABOUT

Welcome to the identity guidelines for The University of Manchester’s It’s Time campaign.

We want our prospective students to be inspired by the thought of coming to study at Manchester.

Through It’s Time we aim to show that coming to University at Manchester is an inspirational, dramatic and life-changing experience.

It’s Time positions us an exciting and ambitious University, and differentiates us from the crowd.

RELATIONSHIPS

The It's Time campaign has been developed to feel a part of the University's brand and to feel connected to other campaigns such as Stellify.

The campaign identity of It's Time is secondary to the University's brand. Its association with the University must always be clear.

Stylistically, the University's white logo should be used in the campaign.

Positioning, placement and sizing of the University logo must adhere to the University's brand guidelines.



The University of Manchester



STELLIFY

CAMPAIGN MARQUE

This is the It's Time marque (fig 1) and must appear on all It's Time collateral.

The primary use of the marque should always be to form the opening words of a sentence (fig 2).

For example: It's Time to uncover new worlds.
It's Time to make friends that last a lifetime.
It's Time to make a difference.

Static version

The marque should always form a complete sentence on any static content.

(fig 1)

IT'S TIME

(fig 2)



CAMPAIGN MARQUE

Film or gifs

In this instance the It's Time marque should still seek to form a sentence. However for impact, the words It's Time can be separated from the rest of the sentence by footage.



TYPOGRAPHY

The Effra family is The University of Manchester's corporate typeface and is used in this campaign as its primary typeface. Effra should be the only typeface used, but if this is not possible Open Sans must be used instead.

The It's Time sentence should be in uppercase using Effra Regular.

For static versions and in print the It's Time marque should be used with the rest of the sentence following as Effra Regular Uppercase and in white. The kerning of the rest of the sentence should match the kerning of the It's Time marque so that it feels seamless.

For animated/film/gif versions the whole sentence can feature the It's Time glow by using the It's Time After Effects file.



KEY MESSAGES

It's Time does not have a campaign strapline, but it can deliver an unlimited number of key messages. However, all messages need to begin with the words It's Time.

The campaign has been devised for it to be tailored to the aspirational message you want to deliver.

You can use the core key messages at the heart of the campaign such as: It's time to change the world. Or you can make your own that are tailored to the aspect you wish to promote.

TO FIND YOUR OWN PATH

TO CHANGE THE WORLD

TO PUSH THE BOUNDARIES

PHOTOGRAPHY AND FOOTAGE

Strong imagery is central to the It's Time campaign and visually reinforces the key message. Some key messages are specific. For example with 'It's Time to make friends that last a lifetime' the visual will probably be at least two people connecting.

However, a message such as 'It's time to discover,' has much more broader use. The visual could depict people discovering the city of Manchester or it might show a research discovery.

The still imagery used in static material should have enough contrast to allow the white text to be overlaid and still be legible. (fig 1).

In non-static uses, such as in video content, the text should not be overlaid on the footage. The text should only be used against a black background. (fig 2).

(fig 1)



(fig 2)

