
THE UNIVERSITY OF MANCHESTER
MAKE THE MOST OF MANCHESTER

OUR NEW DEVICE

What is the device?

- Our services are all working towards the same goal: to improve students' experience of studying at Manchester. Our device is a physical representation of that.
- The device is used to show audiences that individual events and University services are part of a vast range of services that they can access, all of which are focussed on them.
- Consistent usage of the device across the University promotes to all of our audiences that our students receive a consistent service, whichever team they come into contact with.

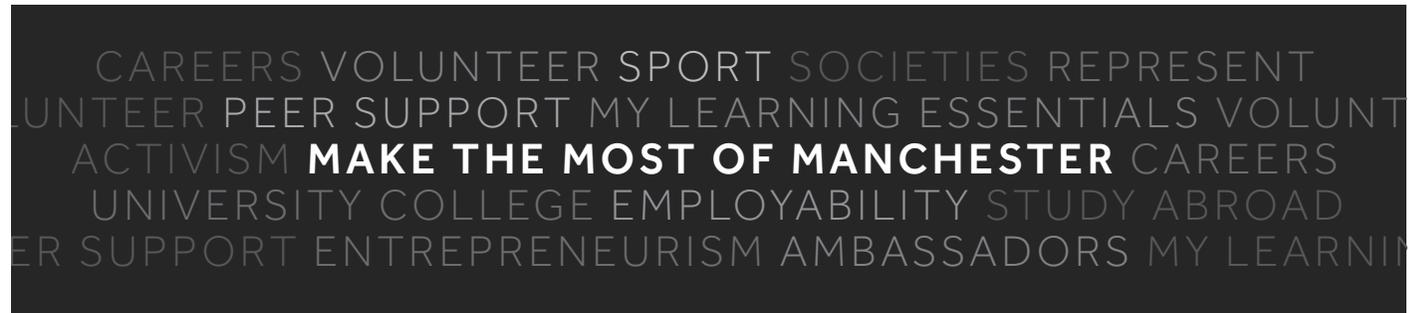
Who should the device be used?

- At the moment, there are two institution-wide usages of the device: *Manchester Made Me* and *Make the most of Manchester*.
- *Manchester Made Me* should only be used for prospective students or our alumni. It is used to showcase the ways in which the University has contributed to the development and success of our students.
- *Make the most of Manchester* should be limited to events and services for current students. It is used to show students at a glance that the event or service will contribute to their development, enhance their skills, and improve their employability. Events or services that do not contribute to the development of skills must not use the *Make the most of Manchester* usage.
- Other campaign-specific usages may be added only with approval from Student Communications and Marketing, and the Central Design Team.

USE OF THE NEW DEVICE

MAKE THE MOST OF MANCHESTER - LONG DEVICE

- Must only be run over three or five lines.
- The main title, here *Make the Most of Manchester*, must always be effra bold and central to the device to gove most prominence and impact.
- All of the descriptor words must relate to where the device is being used and must always be in effra light, the same point size as the main title.
- Whereas the University tab logo must always appear top left, our device in this format must always appear at the bottom of any material. (See examples on following pages).
- No new logos, marques or brand signifiers are to be developed.
- Identity and brand are to be further developed through targeted marketing campaigns, underpinned by the distinctive tones of voice which are already established.
- This brand architecture ensures an integrated and consistent visual identity, all new devices must be apprvd by University Marketing.



Device over five lines



Device over three lines

Main title
always white
out and central

All other descriptor
words must be
decriptive to the
use of the device

EXAMPLES -
LONG DEVICE

Descriptor words
are all fit for purpose
in this example for a
wall display, while the
main title stands out
in effra bold.

TI JONES BURNS BOLT KENYON THOMSON ROBERTS CHESTER RODEWALD DE BERNIÈRES BROOKS BURGESS HAWOF
MICKE CRAVEN HUGHES LEWIS FOSTER REYNOLDS PANKHURST HARDEN SISSAY GARSIDE SCHUSTER KERMODE BEC
CK MOTT MOSELEY JEFFERSON CAMPION TANDY BETHE LOVELOCK DALTON RICHARDS WATERHOUSE PLAYFAIR TH
S BOHR HYLAND SCHUNCK KAY WHITTEN BROWN COFFEY ERDŐS LAMB KING CALVIN ROSCOE BARKER MARTIN CC
T EWART **MAKE THE MOST OF MANCHESTER** RUTHERFORD GILBERT CUMBERBATCH STEWART HENRY WILLIAMS DI
R LAITHWAITE OWENS TURING BROADBENT BLOXHAM STOPES ELSTOB ARMITAGE ISHERWOOD ASHTON WARD KILB
LITZ SIMON GISSING BLACKETT FAIRBAIRN GASKELL CHISHOLM WILLIAMSON TURNBERG SMITH REVANS SHARPE Z
NIS SEBALD SOUTHERN WILKINS EDDINGTON LEAHY WALLIS THAW **MANCHESTER MADE ME** OGLESBY SULSTON FC
WELL BRAGG HINCHCLIFFE TODD CHARNLEY COBDEN THOMPSON BEYER TOUT STOPFORD HAMILTON WORRELL CH
BOWDEN TÓIBÍN ALEXANDER ROBINSON MCFARLANE COX MANSFIELD COOPER TEO GEIM WINTERSON GEIGER HAR
IACINTYRE RANDALL LUPTON HILL PANNONE LOVELL UTTLEY AMIS HEYWOOD WILSON ARMSTRONG COOK BELLH
JIN NOVOSELOV RYLANDS BANNISTER TAYLOR HICKS WILKINSON WHITWORTH CHAPMAN HANKINS POWICKE TAND
DEN BAIN HAMILTON WILLIAMS BETHE KOHN BIKO BROADBENT SIMON BLACKETT ROSCOE AMIS TOUT SISSAY JOSE
S HICKS OGLESBY BARKER MACINTYRE WINTERSON CHARNLEY RICHARDS MALLICK WHITWORTH MCFARLANE RUTI
COCKCROFT SOUTHERN SMITH BOLT BEYER JONES WITTGENSTEIN UMMANA HENRY DREW BAKER COOK EDGAR LO

H DE HEVESY BROOKS POLANYI JONES BURNS BOLT KENYON THOMSON ROBERTS CHESTER RODEWALD DE BERNIÈRES BROOK
R KERMODE BEGG MALLICK MOTT MOSELEY JEFFERSON CAMPION TANDY BETHE LOVELOCK DALTON RICHARDS WATERHOUSE
BARKER MARTIN COCKCROFT EWART RUTHERFORD GILBERT CUMBERBATCH STEWART HENRY WILLIAMS DREW BAKER LAITHWA
SSING BLACKETT FAIRBAIRN GASKELL CHISHOLM WILLIAMSON TURNBERG SMITH REVANS SHARPE ZOCHONIS SEBALD SOUTH
MPSON BEYER TOUT STOPFORD HAMILTON WORRELL CHRISTIE BOWDEN TÓIBÍN ALEXANDER ROBINSON MCFARLANE COX MA
HEYWOOD WILSON ARMSTRONG COOK BELLHOUSE BAIN NOVOSELOV RYLANDS BANNISTER TAYLOR HICKS WILKINSON WHIT
ST CHISHOLM STIGLITZ WITTGENSTEIN BLACKETT CHESTER BOLT MALLICK PANKURST BOHR RICHARDS SHARPE TURING TURN
AIRBAIRN WILLIAMS BOWDEN OWENS POLANYI BROOKS HUGHES WILKINSON BAIN DE BERNIÈRES TÓIBÍN DREW BAKER HAWORT
THE UNIVERSITY OF MANCHESTER WATERHOUSE POWICKE ASHTON **ANSWERING THE BIG QUESTIONS SINCE 1824** LOVELL
S NOVOSELOV LAITHWAITE PLAYFAIR RYLANDS SCHUSTER JOSEPH BECKETT JONES WORRELL BETHE MCFARLANE RAWORTH B
CAMPION LUPTON FORD UMMANA UTTLEY THOMSON TAYLOR SISSAY JEVONS WINTERSON HYLAND SULSTON BIKO HARDEN R
ORD SMITH TEO COFFEY CRAVEN RUTHERFORD RANDALL TOUT CHADWICK EWART TODD HENRY BURNS ROBINSON COOK EDDI
E LAMB HANKINS POWICKE TANDY COBDEN BAIN OGLESBY HAMILTON WILLIAMS BETHE KOHN BIKO BROADBENT SIMON BLACK
WORTH MCFARLANE RUTHERFORD COCKCROFT SOUTHERN SMITH BOLT BEYER JONES WITTGENSTEIN UMMANA HENRY DREW

EXAMPLES - LONG DEVICE

University logo must always appear with the descriptor

General information

Extension of the descriptor



The University of Manchester



Life Sciences

STUDENT SUPPORT OFFICE

Visit us from
8.30 am – 5 pm, Monday to Friday
G.483 Stopford Building
Tel 0161 275 1487
Email studentsupportoffice.fls@manchester.ac.uk

We can help you with:-

- Absence Reporting
- Academic Staff Location
- Admissions Queries
- Appeals & Complaints
- Assessment Queries
- Coursework Submission
- Dissertation / Project Submission
- Examination Queries
- Extensions
- Feedback
- Interruption Queries
- Mitigating Circumstances Forms/Evidence Submission
- Registration
- Student status letters
- Timetable Queries

We can also help you access these services:-

- Accommodation Services
- Careers Service
- Counselling Service
- Credit Control
- Disability Support Office
- English Language Support
- International Advice Team
- International Programmes Office
- IT Support
- Library Services
- Occupational Health
- Student Fees Team
- Student Services Centre
- Students' Union Advice Centre

ACADEMIC STAFF LOCATION
ASSESSMENT QUERIES
ES **INFORMATION** AD
EALS AND COMPLAIN
TIMETABLE QUERIES



The University of Manchester



STUDENT SERVICES CENTRE AND ACCOMMODATION SERVICES

Visit us from 9 am – 5 pm
Monday to Friday
(we open at 10am on a Tuesday)
Tel 0161 275 5000
Email ssc@manchester.ac.uk
Find us on Facebook: www.facebook.com/studentsservicescentre

We can help you with:-

- Examination Timetabling
- Financial Assistance
- International Advice Team
- My Manchester
- Official Documentation (transcripts, certificates etc.)
- Postgraduate Award Payments
- Scholarships and Bursaries
- Student Cards
- Registration
- Tuition Fee Payments and Assessments
- Graduation Enquiries
- Payment of room fees
- Room transfers
- Leaving / applying for halls
- Building maintenance queries
- Contacting your pastoral team
- Hostel queries
- Landlord references
- Private accommodation queries

We can also provide referrals to these services :-

- Careers Service
- Counselling Service
- Credit Control
- Disability Support Office
- English Language Support
- IT Support
- Library Services
- Manchester Student Homes
- Occupational Health
- Student Guidance Service
- Students' Union Advice Centre
- International Programmes Office

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The University of Manchester



GOT A QUESTION?

Information Points in this Building:



School of Social Sciences
Undergraduate Office
Ground Floor



School of Social Sciences
Postgraduate Office
Second Floor



School of Environment, Education
and Development
Student Information Desk
Second Floor

ACADEMIC STAFF LOCATION
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USE OF THE SQUARE/ROUND DEVICE

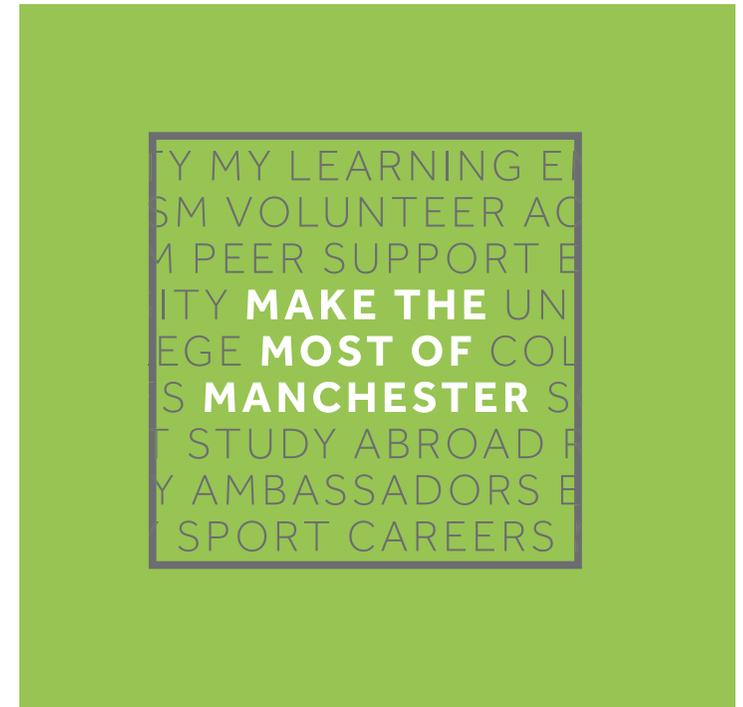
Use of the square device should be limited to the institution-wide usages: currently *Manchester Made Me* and *Make the most of Manchester*.

SQUARE DEVICE

- The main title, here *Make the Most of Manchester*, must always be effra bold and central to the device to give most prominence and impact and always be white on a dark background.
- All of the descriptor words must relate to where the device is being used and must always be in effra light, the same point size as the main title. These can be coloured to fit a style with the keyline.
- Whereas the University tab logo must always appear top left (unless on merchandise, the square device can be placed within the best area of the design. (See examplaes on following pages).
- No new logos, marques or brand signifiers are to be developed.
- Identity and brand are to be further developed through targeted marketing campaigns, underpinned by the distinctive tones of voice which are already established.
- This brand architecture ensures an integrated and consistent visual identity, all new devices must be apprvped by University Marketing.

All other descriptor words must be decriptive to the use of the device

Main title always white out and central



EXAMPLES - SQUARE DEVICE

T-SHIRT



University logo must always appear with the descriptor, here it appears on the sleeve, and on the reverse of the mug.

The descriptor and keyline can be coloured to fit within a style, but the main title must always be white on a dark background.

MUG DESIGN



When the square device would be used for design reasons, but the usage does not fall into the two approved categories, the round device can be used.

EXAMPLES - ROUND DEVICE

HOODIE



University logo must always appear with the descriptor, here it appears on the sleeve, and on the reverse of the mug.

The descriptor and keyline can be coloured to fit within a style, but the main title must always be white on a dark background.



USE ON SCREENS

