

MAKING A DIFFERENCE

Social responsibility at
The University of Manchester

Identity links and contacts
Downloads - [Chorus](#)
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WHAT IS SOCIAL RESPONSIBILITY?

Social responsibility describes the way we are making a difference to the social, economic and environmental wellbeing of our communities through our teaching and learning; pioneering research; public and civic engagement and University operations.

SOCIAL RESPONSIBILITY AT THE UNIVERSITY OF MANCHESTER

Social responsibility is one of our three core strategic goals, sitting equally alongside our commitments to research and discovery and teaching and learning – as part of our [vision and strategic plan](#).

It captures our unique Manchester spirit and heritage as the country’s first civic university. It encapsulates our work around social inclusion, better health, environmental sustainability, cultural engagement, prosperous communities, public engagement, civic engagement, equality, diversity and inclusion, volunteering, and service learning, among other things.

We are number one in the UK and Europe, and number two in the world for social and environmental impact (*Times Higher Education Impact Rankings 2024*). We are the only university in the world to rank in the top ten in all six years since the rankings launched.



MAKING A DIFFERENCE

‘Making a Difference’ is the term we use to communicate the positive impact our staff, students and alumni have on society and the environment. Their work makes a measurable difference to lives in our local communities and wider society through teaching, research, public engagement and our University operations. We’re able to demonstrate our commitment to social responsibility by showing how individuals, teams and the University as a whole are making a difference. As a socially responsible institution, we’re proud of these contributions.

By communicating this in a compelling way, we can evidence our impact, inspire others to get involved and raise awareness in order to further enhance our work.

IDENTIFYING ‘MAKING A DIFFERENCE’ STORIES

- Our students, staff and alumni are making a difference in many ways, for example: visiting schools to communicate research and inspire local children to consider higher education;
- helping unemployed people back to work through apprenticeship schemes;
- volunteering with an environmental charity or helping to ensure the survival of endangered species;
- working with prospective students from underrepresented backgrounds;
- conducting research to improve the health and wellbeing of people locally and globally.

STORYTELLING

We use storytelling to demonstrate our impact, inspire others and raise awareness. We communicate our stories internally to staff and current students, and externally to prospective students, potential research collaborators, national and international stakeholders and the general public. Using this guide, our content can be tailored to suit the target audience.

You can communicate the story in one or more of the following ways:

- to staff, through StaffNet, the University Magazine or internal Faculty or School newsletters;
- to students, through student-targeted communications channels and School and Faculty channels, or to prospective students through the University communications and marketing channels and our website;
- to prospective students through the University communications and marketing channels and our website;
- to alumni, through the University Magazine, alumni newsletters and the University website;
- to the public, through the University website news pages, School and Faculty websites and blogs, videos, social media and media campaigns;
- through the specific social responsibility communication channels such as the social responsibility newsletter, website or social media.

A Manchester ‘Making a Difference’ story should show how our people have improved the world or the lives of others, however big or small the act. It should inspire others to get involved and raise awareness of important work.

We’re bringing to life real examples of how our University community is making a difference. Each story should have a compelling narrative that includes:

- the challenge or issue that the activity is aiming to address;
- an explanation of what has happened;
- a people-centered narrative;
- a clear expression of what the impact has been;
- a call-to-action so the audience can learn more or get involved.

Putting people at the centre

Place people at the heart of your content and let them tell the story. While a piece of voluntary work may have improved a process, an audience will identify more with the people who did the work and with those that benefit from it.

What is the challenge or issue being addressed?

Give context to your content and provide an overview of how the person or people are looking to complete an activity or project.

Provide the evidence, explain the benefits

It’s not enough to say that somebody has made a difference – you need to prove it. Show how their actions have made a positive impact.

Include a clear call-to-action

Include a concise, clear call-to-action with an imperative verb (find, discover, learn, visit, become, help, give) and provide relevant details for those who want to continue the journey. This could be a website for more information, or sign-up details for an event.

You can also use the term ‘make a difference’ in your call-to-action.

Tone of voice

Refer to the University’s [tone of voice guidelines](#) to guide your language and phrasing choices.

Terminology

Social responsibility is an increasingly used term. Using alongside ‘Making a Difference’ can help audiences make the connection between the two. Ensure that you talk about the benefits it brings – such as how the person/activity is making a difference to society, the economy or environment.

VISUAL IDENTITY

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THE IDENTIFIER

Here are a few key-points about the identifier:

- This visual device ensures an integrated and consistent visual identity for social responsibility.
- It can be used on all communications that are referring to social responsibility activities, projects or events.
- The text within the identifier must always be in Effra.
- The University tab logo must always appear top left (unless on merchandise, the device can be placed within the best area of the design. See examples on following pages).
- No new logos, marques or brand signifiers are to be developed.
- This version of the identifier supercedes any previous versions.

All versions of the identifier are available to download on Chorus, the University's asset management system, [here](#).

To request access to Chorus, please fill in [this form](#).

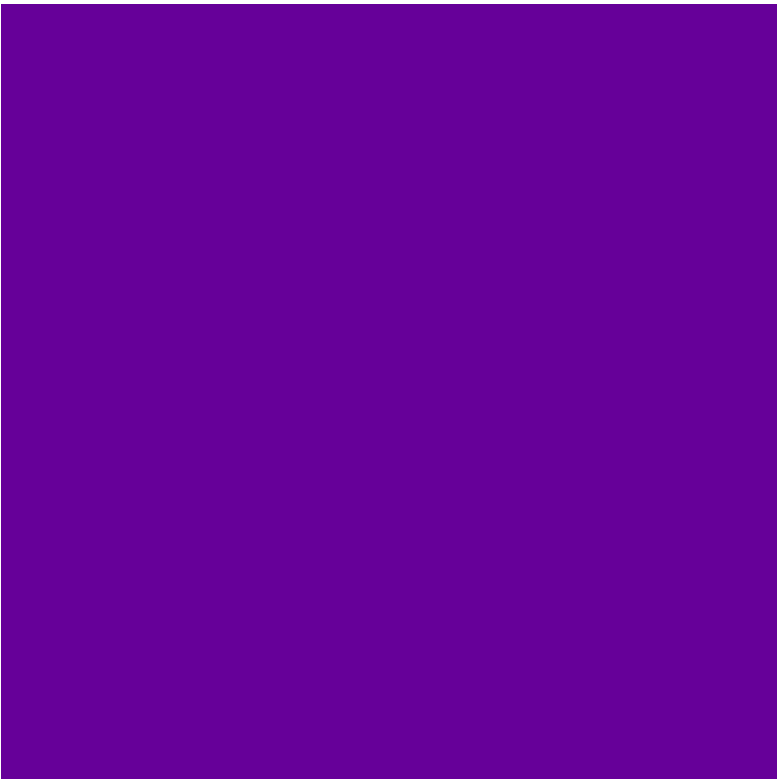


COLOUR

The 'Making a Difference' identifier is in The University of Manchester's signature colour, purple.

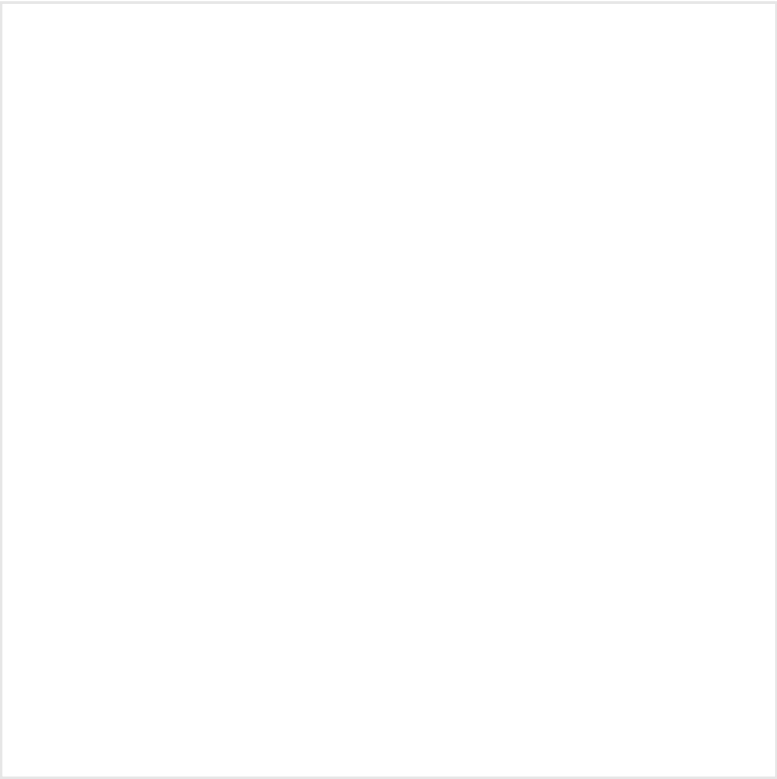
Please use the colour swatch on this page to ensure consistency with the University brand.

UoM Purple

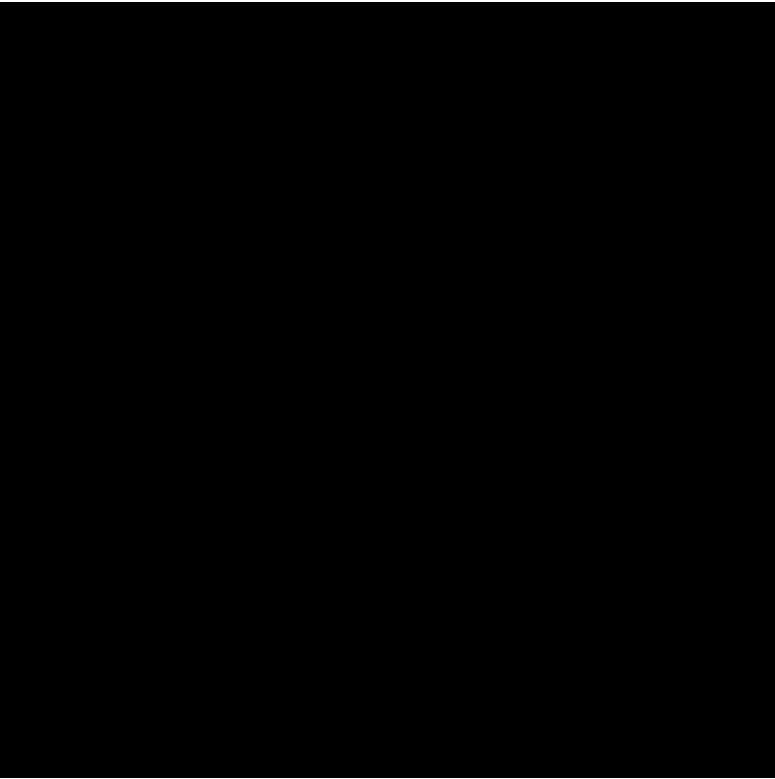


C	72	R	109
M	100	G	0
Y	0	B	157
K	0	#	660099

White



Black



TYPEFACE

To retain consistency we recommend using the typeface Effra across all designed assets.

Please note: designed assets refers to artwork created by those using the Adobe Creative Suite.

Access to fonts: [Adobe Fonts](#)

AaBbCc
0123456789

Effra

Effra is a sans-serif suite of fonts that offers a clean, practical and contemporary feel. It can be used for both headings and body copy.

Adobe recently released the Effra CC typeface, which can also be used, giving some additional weights.

SECONDARY IDENTIFIER

There is a secondary version of the identifier, for when it needs to be used on a dark background.

Primary identifier



The purple identifier must be used on pale background colours, for example white.

Secondary identifier



The white identifier must be used on dark background colours, for example purple.

SIZE AND SPACE

The identifier needs to be seen clearly in order to have the appropriate impact.

The exclusion zone refers to the minimum space we recommend around the identifier. The exclusion zone is measured by taking the 'x' as a guide to mark out the area around the identifiers.

To ensure the identifiers reproduce clearly when used at smaller sizes, we have outlined minimum size guides so it retains legibility.



Minimum size
Print: 35mm square
Digital: 120pixels square

PARENT BRAND

The 'Making a Difference' identifier should always be used in conjunction with The University of Manchester logo. The main version of the logo is featured on this page. It's also available in other colour variations.

More information on the University logo can be found on our [brand pages](#). There is also the option to [download the logo files](#).



The University of Manchester

USE OF LOGO AND IDENTIFIER

The University of Manchester logo must always be placed in the top left corner of a composition. The 'Making a Difference' identifier can be used more freely around the composition, as long as it isn't too close to the University logo.

These examples show the identifier can be anchored to a corner or used centrally.

Portrait



Landscape



IDENTIFIER RULES

The identifier is most effective when used correctly. Please follow the guidance on this page to ensure consistency is maintained across all collateral.

Do not recreate the identifier in the ways illustrated on this page.



Do not add an effect



Do not change the fonts



Do not add a gradient



Do not add an outline



Do not change the composition



Do not rotate it



Do not crop it



Do not change the colours



Do not stretch or warp it

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KEY PRINCIPLES

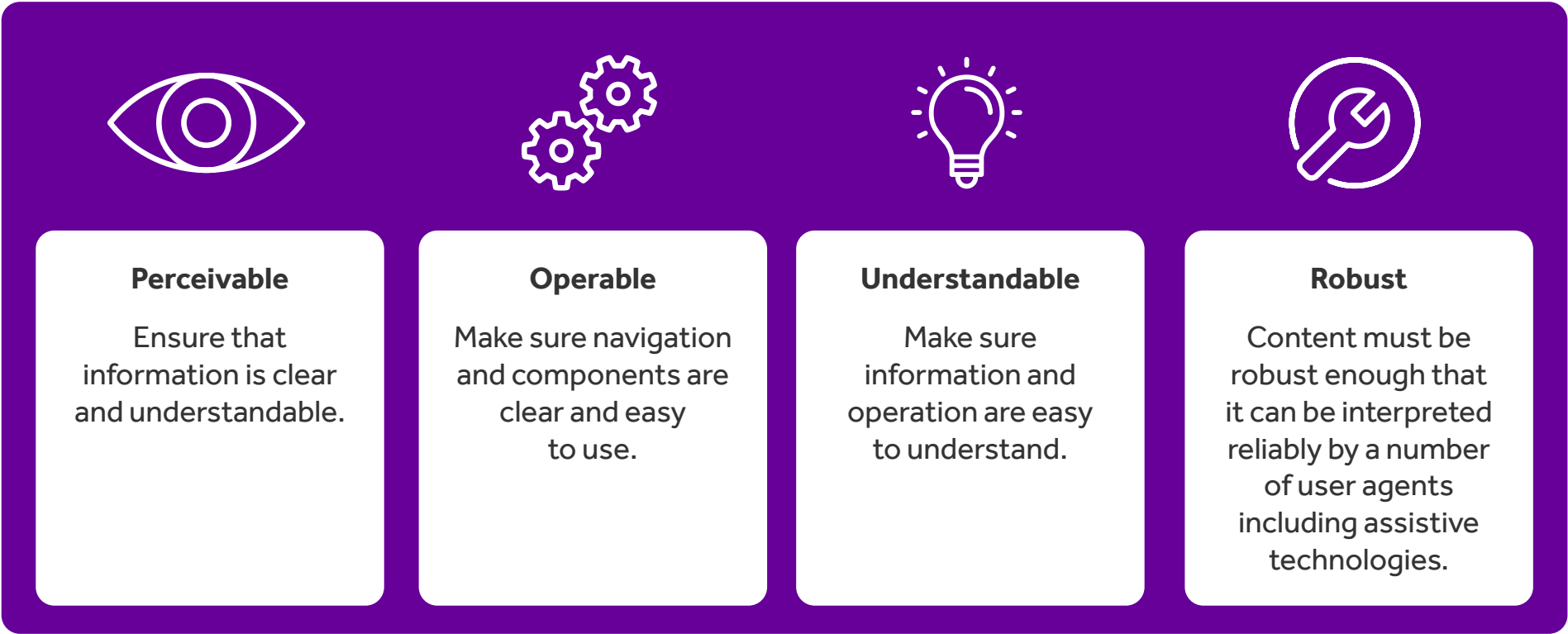
Accessibility, equality and inclusion needs to be at the heart of our communications, it's an essential value of our university.

Accessibility is the practice of making information, activities, and environments usable for as many people as possible.

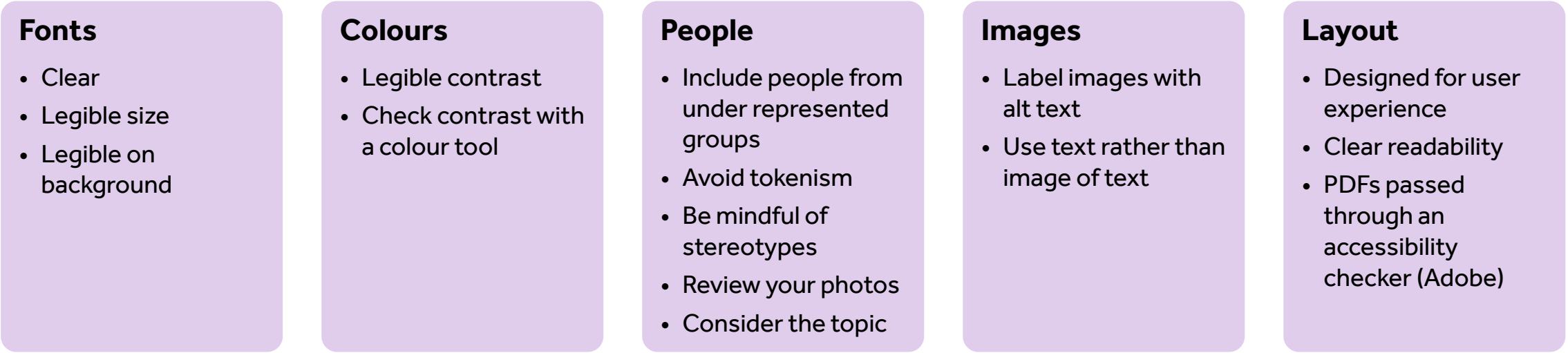
In design, this includes making content and visuals clear and simple.

Here are some of the key principles we refer to when considering accessibility.

Accessibility key principles



Aspects to consider when creating an accessible design:



COLOUR CONTRAST

When applying colour to a design, it is essential to consider how it is used. High levels of contrast between text and background make it easier to read.

Our colour palette has been tested for accessibility. This page shows the results. The colour combinations with high levels of legibility have been highlighted with a tick. Those that did not pass testing have been marked with a cross.

	Purple background	White background	Black background
White text	<div>TEXT ✓</div>	<div>TEXT ✗</div>	<div>TEXT ✓</div>
Black text	<div>TEXT ✗</div>	<div>TEXT ✓</div>	<div>TEXT ✗</div>
Purple text	<div>TEXT ✗</div>	<div>TEXT ✓</div>	<div>TEXT ✗</div>

IDENTIFIER OPACITY

When using the identifier over an image, always make sure the opacity is 100% to ensure it is clear and legible.



Purple identifier, 100% opacity



Purple identifier, 50% opacity



White identifier, 100% opacity



White identifier, 50% opacity

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SOCIAL MEDIA
COMPOSITIONS

Portrait



Square

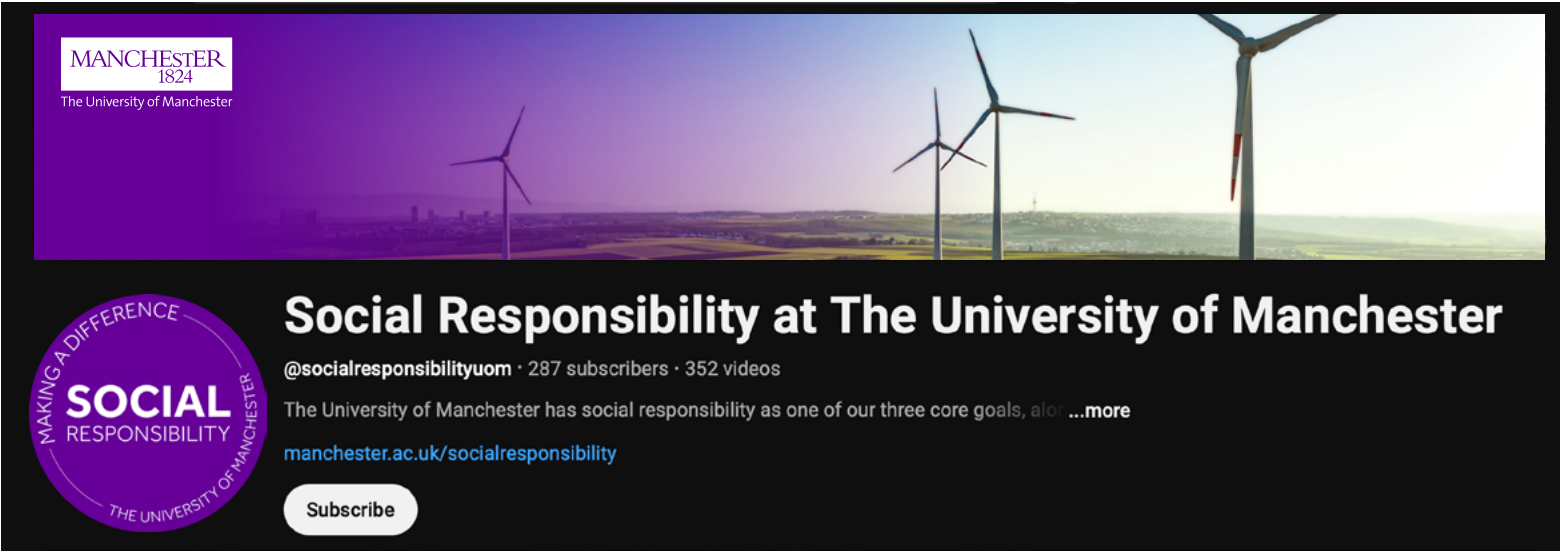


Landscape



DIGITAL ASSETS

Youtube/video



DIGITAL ASSETS

Animation


The 'Making a Difference' animation highlights the different facets of social responsibility at the University.

It is available to download [here](#) in both square and landscape formats.




DIGITAL ASSETS

Web banner



Social Responsibility


Search


AboutPrioritiesSDGsPublic engagementCivic engagementNewsEventsGet involved

Social responsibility

Making a difference to the social and environmental wellbeing of our communities


Find out more






Our priorities

Our work is organised under five strategic priorities for social responsibility.


[Explore strategic priorities](#)



Public engagement

Inclusively involving the public in our work.

[Explore public engagement](#)



Civic engagement

Advancing wellbeing and prosperity in Manchester.

[Explore civic engagement](#)

NARRATIVE

VISUAL IDENTITY

ACCESSIBILITY

EXAMPLES

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DIGITAL ASSETS

Powerpoint presentation



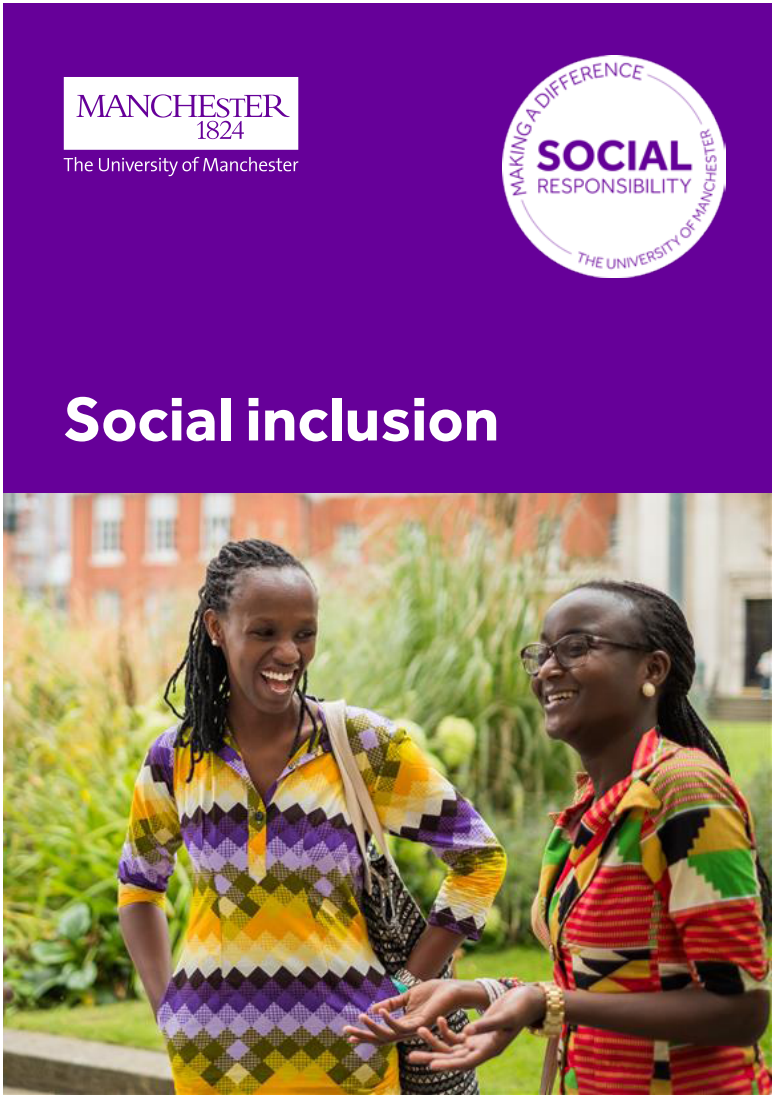
PRINTED ASSETS

Pull-up banner



PRINTED ASSETS

A5 leaflet



A4 poster



PRINTED ASSETS

Newsletter or brochure



University creates thousands of jobs

A new report has revealed the amazing impact our University has had on the economy and the lives of people across the region and beyond.

With more than 40,000 students and 10,000 staff, we are one of the biggest employers in the region, generating significant spending power to impact on the regional economy.

But more than that, our unique goal of social responsibility – committing us to making a difference to the social and economic well-being of our communities through our teaching, research and public events and activities – is bearing remarkable fruit.

As part of the recent launch of our new social responsibility, engagement campaign an independent report was commissioned called 'Measuring the Difference: the Economic and Social Impact of The University of Manchester' by the Office for Social Responsibility. This showed:

- Our University helped to create and support more than 21,000 new jobs in the last financial year.
- Of these 18,000 of them were in Manchester, representing 6% of new employment across the city.
- In partnership with a number of employers and training providers, we also helped to take more than 1,000 unemployed people into full-time work through our unique project, The Works, creating £16 million of economic value last year.
- Student volunteers on one programme alone, the Manchester Leadership Programme, contributed £266,000 of economic value to the city region, through working in a variety of organisations across the city.
- We enjoyed a turnover of £807 million in 2011/12 – more than Manchester United, Manchester City and Manchester Airport combined. As a non-profit making organisation, all of the University's income goes to support its educational and research mission.
- Total output generated by University amounted to £1.9 billion and our contribution to Britain's GDP in 2011/12 totalled £1.05 billion.
- The Manchester Museum and Whitworth Art Gallery visits alone generated nearly £12 million of socially-modified economic value through its visitor programmes.
- We achieved the fastest growth in School Governors of any University in the UK, contributing £0.75 million in value from staff time volunteered.

Director of Social Responsibility, Julian Skyrme, said: "Many staff and external partners have been astonished by the scale of our social and economic impact evidenced in this report."

"It provides an independent baseline across a selection of different areas that rigorously measures the positive impact we are creating in the regional economy and in wider society."

Associate Vice-President for Social Responsibility, Professor Aneez Esmail, agreed: "The data in this report not only demonstrates the significant social and economic impact we have created, it also points to ways we can further refine, prioritise and measure our impact through our wider range of social responsibility programmes."

To see the report visit: www.socialresponsibility.manchester.ac.uk/includes/uploads/Impact_Report_10CT.pdf

News

Top economist appointed Professor

One of the UK's leading economists is to become a Professor here at Manchester.

Diane Coyle OBE, Vice Chair of the BBC Trust and a former Economics Editor of The Independent newspaper, will take on the part-time role in September.

The bestselling author was formerly a regular presenter on BBC Radio 4's Analysis.

A Harvard PhD graduate, she runs the consultancy Enlightenment Economics. She is also currently a member of the ESRC Research Committee, was a member of the Migration Advisory Committee, the Browne Review of higher education funding and on the Competition Commission.

She will teach undergraduates, give a public lecture each year and work with academic colleagues and policy makers.

Her interests are competition policy, network markets, the economics of new technologies and globalisation.

She said: "It's a privilege for me to have this opportunity to teach undergraduates at Manchester, and I hope to offer them a distinctive perspective on economics from somebody who has been involved in the world of public policy as well as research and writing. Economics is particularly exciting and important when it engages with real world events, and I'm looking forward to debates with students as well as my new colleagues."



The Study – for researchers young and old

Manchester Museum has been awarded £200,000 from the DCMS/Wolfson Museum and Galleries Improvement Fund to undertake extensive renovations to one of its historic galleries.

The Study – as the new space will be known – will revitalise the entire third floor of the Museum's Grade II* '1885 Building', the original Museum building designed by Alfred Waterhouse.

Opening in March 2015, the gallery will encourage all visitors, regardless of age or experience, to think of themselves as potential researchers, in an intriguing and stimulating environment which is as welcoming to an inquisitive child as to an adult researcher.

It will involve extensive restoration of original Waterhouse design features to evoke the historic ambience of the nineteenth century gallery and encompass three separate areas: a temporary exhibitions space using the Museum's collection to showcase our cutting-edge research; a research activity area providing 'hands-on' experiences; and an expanded Collections Study Centre, with improved facilities for in-depth research.

Director of Manchester Museum Nick Merriman said: "At Manchester Museum we believe that research is for everyone. The funding for our new gallery will allow us to make more of our wonderful collection accessible and to create a beautiful environment to inspire researchers of all kinds – from curious children to world class."

Find your green guru

The University has launched Living Lab – a website that helps our colleagues and students find like-minded people when they are about to embark on an environmental sustainability or social responsibility project.

With a campus covering some 85 hectares, the University today faces similar challenges to that of a rapidly developing small town. So in July 2013, a Living Lab workshop brought together more than 40 key players who looked at project ideas addressing issues such as reducing carbon, sustainable procurement, environmental design and behaviour change.

This network of people and projects has now been turned into a searchable website – described as "a University LinkedIn for sustainability and social responsibility" – with 250 keywords that, when typed in, lead you to others who could help you.

It also hosts case studies of successful collaborations, provides live opportunities to work with the Estates Directorate and gives information on how to propose and advance your projects.

Funded by the University of Manchester Research Institute and the Higher Education Innovation Fund, the team comprises Lead Researcher



(L-R) Living Lab Team: James Evans, Ross Jones, Lucy Millard and Andrew Karvonen

Dr Ross Jones, Principal Investigators Dr James Evans and Dr Andrew Karvonen and Research Associate Lucy Millard.

You can follow all the latest news @ULLManchester or visit <http://www.universitylivinglab.org>

MERCHANDISE

The University logo will need to appear alongside the 'Making a Difference' identifier on all merchandise.



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