

# STELLIFY

TOOLKIT

About .....02

Relationships .....03

Campaign marque.....05

Typography .....08

Colours .....09

Strapline..... 10

Definition..... 11

Starburst..... 12

Constellations ..... 13

Circles ..... 14

Photography ..... 15

**Welcome to the identity guidelines for The University of Manchester’s Stellify campaign.**

**The University is committed to giving its students the opportunities to do more and be more. We call it Stellify.**

Through Stellify, we focus on the real-world impact of what we do. This includes everything from social justice, ethical leadership and community action to global connections and multicultural perspectives. Combined with interdisciplinary opportunities and collaborations, it all comes together to create valuable and diverse opportunities for our students.

Each individual's Stellify path will be unique. It all depends on what they want to do, what they want to know and what they discover along the way.

Stellify presents five points of action. Taking part in these alongside a degree can truly enhance knowledge and experience.

- Embrace learning without boundaries
- Understand the issues that matter
- Make a difference
- Step up and lead
- Look to the future

**The relationship** between Stellify and The University of Manchester is important. Stellify is a campaign identity that is secondary to the University's brand. Its association with the University must always be clear.

**The full-colour version** of the University of Manchester logo must be used.

**Positioning, placement and sizing** of the University logo must adhere to the University of Manchester brand guidelines.

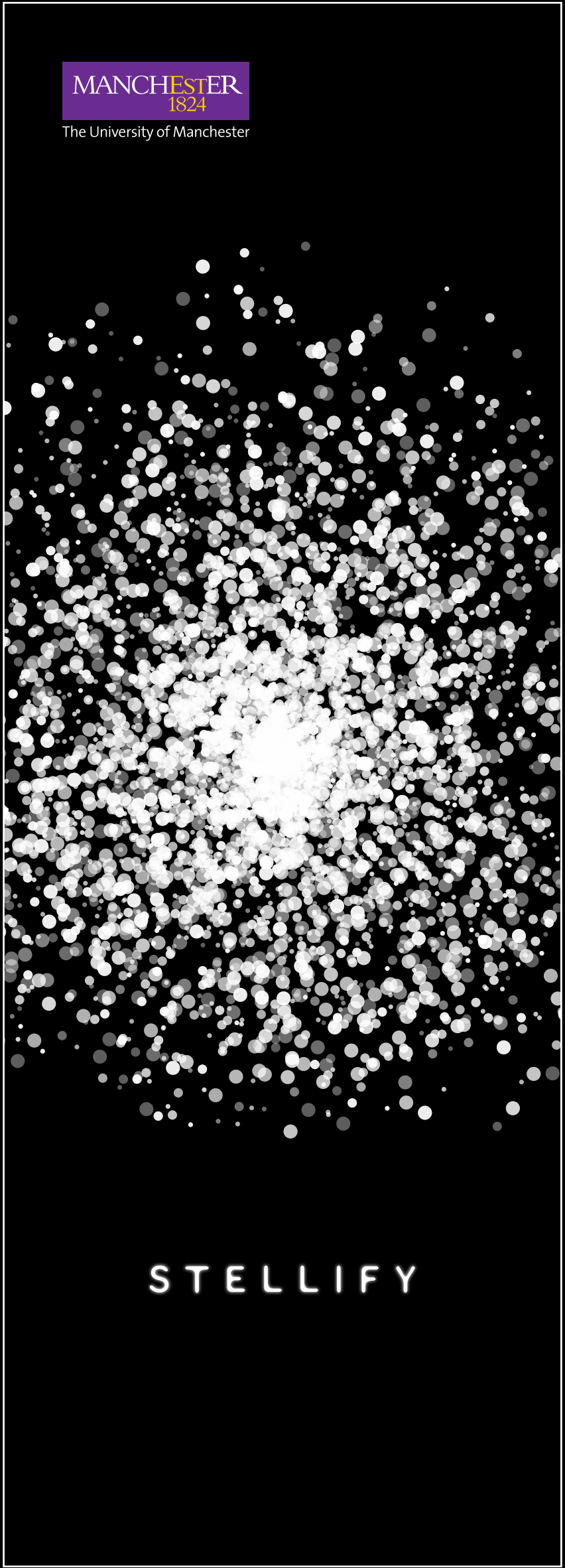


STELLIFY

**The relationship** between the Stellify marque and the University of Manchester logo is dependent on the individual dimensions of the collateral they are to appear on.

The Stellify marque should **always** appear larger than the University of Manchester logo when used on Stellify lead print collateral.

The University logo must adhere to the University of Manchester brand guidelines.



This is the **Stellify campaign marque**.  
It must appear on all Stellify collateral.

A full-bleed black background must **always**  
be used.

**Do not** simply put the Stellify campaign marque  
in a black box.

There is a black version of the Stellify logo for  
use on white backgrounds, but use of this is  
strictly limited to when the white logo will not  
be legible against the background.

1. Static version

This marque is to be used for  
all printed collateral, including  
publications, posters, flyers,  
advertising and merchandise.

This marque is also to be used  
for any online communications,  
including the website, advertising  
banners and e-newsletters.

NB. This logo is also available in black,  
however, its use should be limited  
(eg in a logo soup.)

2. Animated version(s)

The animations of the marque  
are for use on screen, when extra  
impact is needed. Examples of  
this might include presentations,  
campaign films, screen savers  
and digital screens on campus.

Download the assets

1.



2.



The graphic marque has been created as an illustrator symbol, which means **the glow** around the letters always remains proportional. It makes scaling much more straightforward.

The letters are vector but the glow is a raster effect. Always test before printing to check you are happy with the quality.

**Do not** edit the symbol to change the glow.

**Do not** create a version without the glow.

### Exception to the rule

The static marque obeys all of the rules. The animated version bends them.

Feel free to play around with how the word animates on screen, perhaps changing the intensity of the blur to create a pulsing effect. Vary this effect as you see fit, but make sure that the overall execution is strong.

STELLIFY ✓

STELLIFY ✗

STELLIFY ✗



When using the marque alongside others and on materials relating to other campaigns, it is important to ensure it is legible at all times.

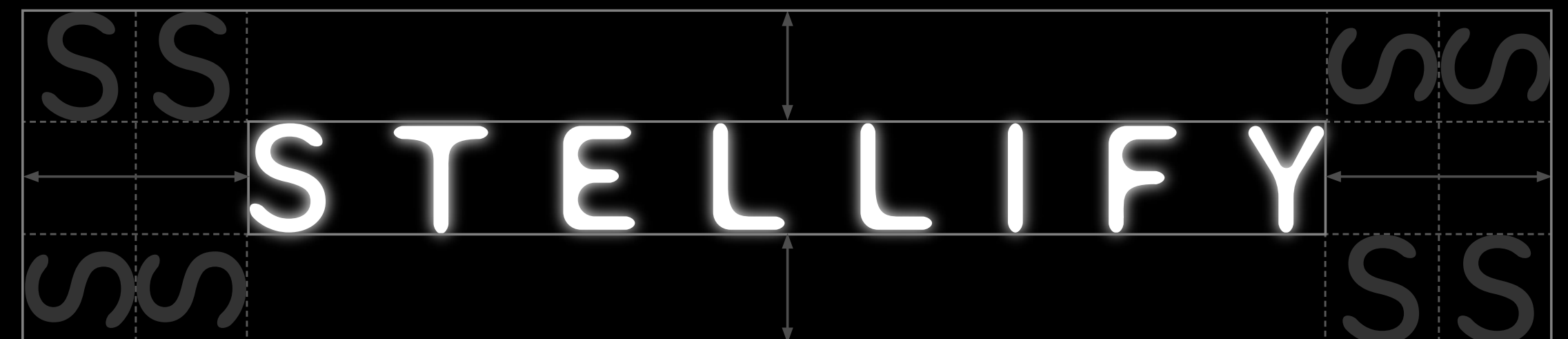
The marque should never be used any smaller than 25mm across. In relation to the University logo, the Stellify marque should always be wider horizontally as it is a lot shorter vertically.

A black version of the logo exists for use on white or pale backgrounds, with the white version being used on black or dark backgrounds.

**Do not** use the white marque on pale backgrounds unless doing so deviates stylistically from the overall design of the document.

**Do not** use the black marque on dark backgrounds.

When used with other logos, it is important to ensure there is enough space around the marque – equivalent to 1x the proportional height of the 'S' in Stellify vertically and 2x the height of the 'S' in Stellify horizontally.



The **Effra family** is The University of Manchester’s corporate typeface.

Stellify uses Effra as its primary typeface.  
Effra must be the only typeface used.  
If this is not possible Open Sans must be used.

Refer to the **University brand site** on font sizes and legibility.

1. The Effra family

The Effra family comes in three different weights: light, regular and bold.

Regular is Stellify’s default choice.

Bold can be used to highlight specific information.

Light is more appropriate on larger documents for big blocks of text as it offers a degree of variety and aids readability.

2. Headlines

Where appropriate, set headlines and short statements as UPPERCASE, using Effra regular, and change the kerning value to 3 0 0. Make sure you always check the spacing (especially on larger collateral) as it might need adjusting.

Where kerning values cannot be adjusted, such as in emails and online, headlines should be displayed in full capitals.

3. Adlines

When a more distinctive approach is required, and when short statements are the main focus, try increasing the leading of the copy.

The leading should be double the figure of the font size. As a visual guide the gap should be equal to double the X height of the letters.

Depending on the length of the words it may also be appropriate to stack the statement, or perhaps to centre the type.

1.

Aa

abcdefghijklmnopqrstuvwxyz

2.

HEADLINE EXAMPLE

3.

HOW

WILL

YOU

CHANGE

THE

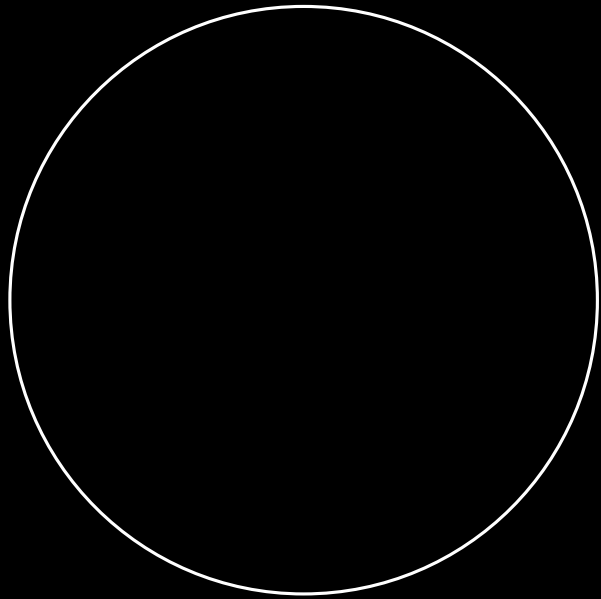
WORLD?



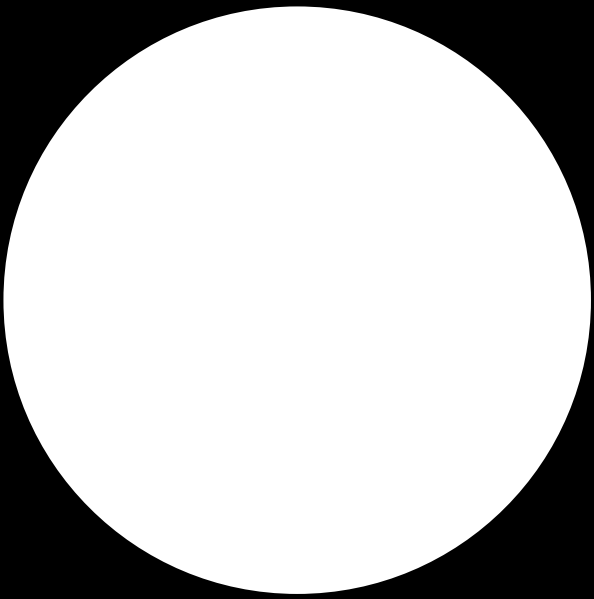
You may have noticed that Stellify is primarily a black and white campaign identity.

Despite the limited palette there is still the opportunity to be creative.

- Experiment with **opacity**.
- Try out some feather, blur and glow **effects**.
- Use **photography** to add colour.
- Get playful with the **graphic devices** to add interest to artwork.



0 / 0 / 0 / 1 0 0  
0 / 0 / 0  
# 0 0 0 0 0 0



0 / 0 / 0 / 0  
2 5 5 / 2 5 5 / 2 5 5  
# F F F F F F

This is Stellify's **strapline**.

Stellify has a number of key messages but only one strapline.

The strapline is a statement that sums up the Stellify mission.

**Use** it alongside the campaign marque.

**Use** it as a key message on campaign materials.

D O M O R E B E M O R E

**Styling**

The strapline follows the 'headline style' – regular weight UPPERCASE with a kerning value of 3 0 0 . As before, make sure you always check the spacing (especially on larger collateral) as it might need adjusting.

**Use** Effra Regular.

**Do not** use Effra Bold.

**Do not** use Effra Light.

This is Stellify's **definition**.

The definition is the literal meaning of Stellify.

**Do not** use as a key message.

STEL • LI • FY ( V E R B )

To change, or be changed,  
into a star

Limited usage

Not everyone will know what Stellify means, but that's part of its charm. Let people discover it for themselves – that's the Stellify way.

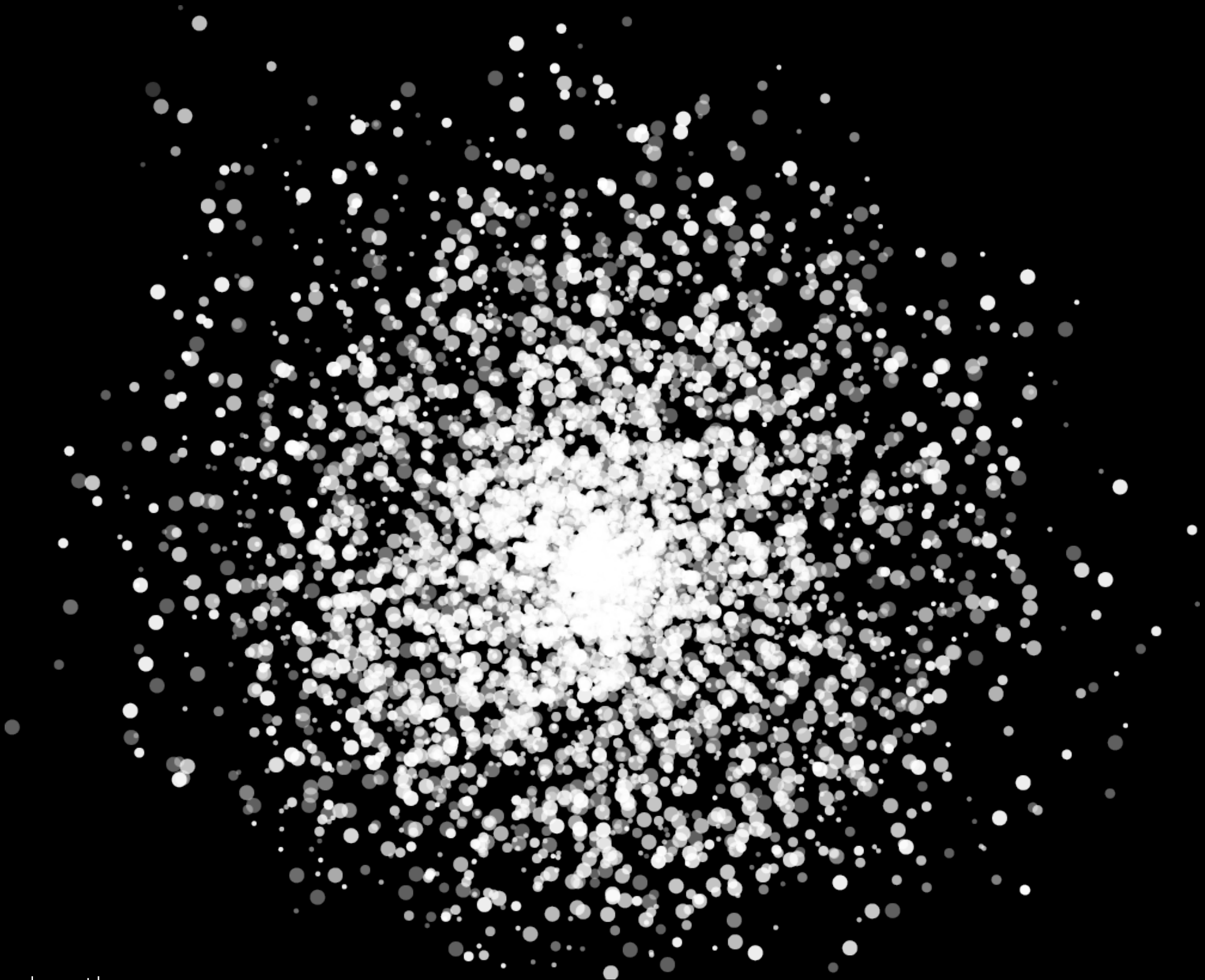
For example, use the definition on off-campus communications where there is an opportunity to tell more of a complete story (eg website, presentations or brochures).

This is the Stellify Starburst.

It plays a starring role in the campaign identity.

Use it in its entirety or crop into it to add interest to your artwork.

**Do not** create your own starburst.



**Primary version**

This is the version that should be used on all printed collateral. It is available as an Illustrator file and a PNG.

Stick to PNGs for presentations but use the original vector for any printed material.

**Animated version**

There is an animated version of the starburst for digital use. It has been created as an infinite looping sequence and is available as both a high-quality movie file and a compressed GIF.

**Unified version**

A single-colour unified-path version has also been created. This should only be used when a cut-out of this shape is required (for example on vinyl doors or windows where you may wish for people to see through the starburst).

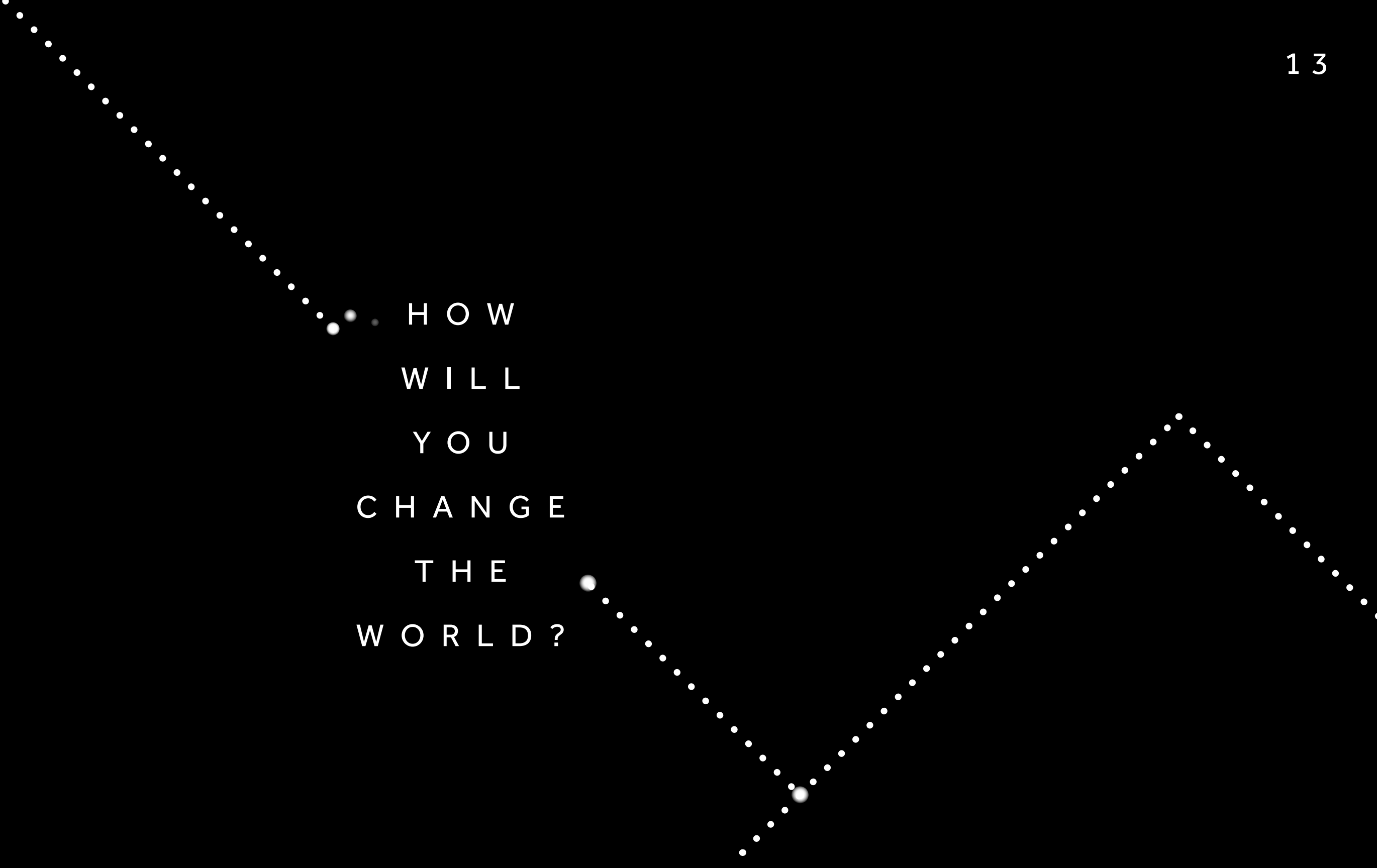
[Download the assets](#)

Stellify uses **dotted-line devices** to help with the flow of information across a variety of scales.

5pt is the **minimum weight** for dotted lines.

Adjust the weight of the line to suit your artwork.

NB. See 'campaign identity in use' section for examples.



Vertical and Horizontal lines

Vertical lines work well digitally to connect content and encourage scrolling.

Horizontal lines work well to add emphasis to statements or break up content.

Diagonal lines

You can also use diagonal lines, but be sure to keep it simple.

Diagonal lines can be used to create patterns similar to constellations. However, unlike constellation lines, Stellify diagonals must be perpendicular.

The detail

Line breaks can be used to frame content in an interesting way.

Blurred dots can be added along the line or at break points. Used sparingly, they can give your artwork a dynamic feel.

- InDesign
- Creating dotted lines in InDesign is simple. In the stroke panel, select 'dotted line' and choose a weight suitable for your artwork.

- Illustrator
- Dotted lines in Illustrator require a little more attention. Open the stroke panel and choose a weight. Select 'rounded cap + corner'. Then tick the dashed line box and enter a value of '0' in the first dash box. In the first gap box, enter a value that is double the weight of the stroke.

Stellify loves **circles**.

There are a couple of ways in which this particular shape can be executed.

The main rule is to **keep it simple**. Think about creating a cluster of circles to create an interesting liquefying effect at the bottom of larger-scale artwork.

NB. See 'campaign identity in use' section for examples.

### 1. Circle clusters

Use a variety of different-sized circles to create a more organic shape, then try overlaying and adding in some smaller circle shapes with different opacities too.

NB. The outlined illustration opposite shows how these clusters are constructed, with the resulting effect appearing below it.

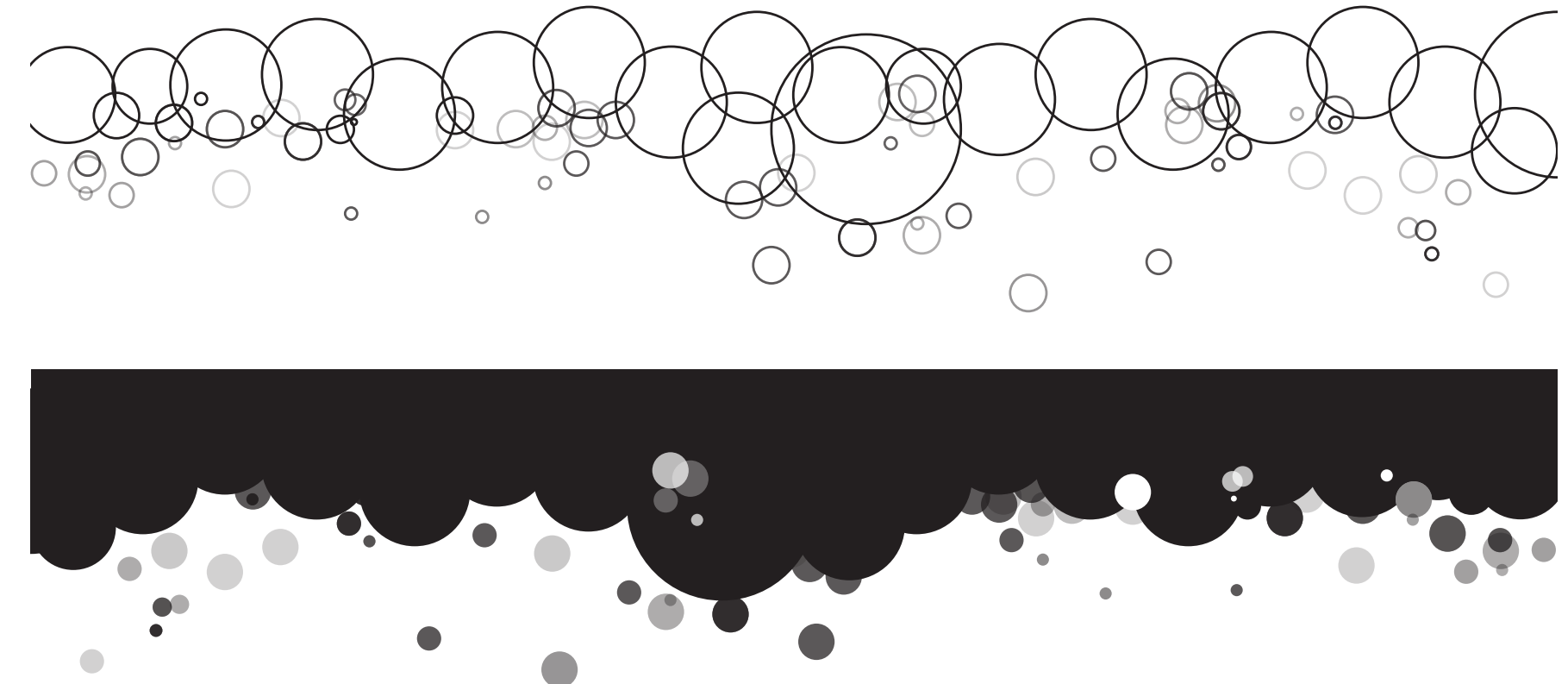
### 2. Circular image frames

Think about using circles to frame images. Use them as a device to focus on a person or an object.

**Use** them sparingly.

**Use** single circles only.

1.



2.





Stellify is primarily a simple graphic identity, but photography will play an important part in the evolution of the campaign.

Student selfies, professional documentary shots and purchased premium images can all be used to help boost campaign materials.

Such a variety of resources is great but it means the treatment and the style of each image type is crucial in order to create a cohesive look.



LEMN SISSAY

Reach for the top of the tree and you'll get to the first branch. But reach for the stars you'll get to the top of the tree.



SEB LEAPER

Graphene has the promise to end the global water crisis.



LEENA GADE

We were brought up with the belief that if you want to do something, you work hard, make your opportunities and you can do anything you want.

User-generated

The 'Stellify me' process on the website is a good illustration of how to manage imagery when quality cannot be guaranteed. By enforcing a black-and-white filter on the image uploads you take back an element of control and create something much more cohesive.

**Use** this approach when control of content is limited.

**Do not** apply this treatment to commissioned or premium stock photography.



ROSI SEXTON

Mathematics and Mixed Martial Arts - I do them both for the mental challenge



CHUKA UMUNNA

Our differences needn't divide us, but unity takes work.



TOBY JONES

You don't have to join in with the way people categorise you. You can just go off and do something new.



### Documentary

There will be plenty of opportunities to capture students in action – whether at events, challenges, or while volunteering.

Shots should be activity-focused, with people at the heart of them.

Subjects should be engaged in an activity, not looking directly at the camera.

### Treatment

Images work best if you desaturate the colour a little. It's more harmonious with the Stellify brand.

NB. images for illustration purposes only.





### Premium

Stellify is bigger than Manchester. The Stellify programme encourages students to think about the issues that affect us both locally and globally.

There are occasions when images speak louder than words. If selected carefully, premium stock images can help to highlight some of these global challenges.

These images show the bigger picture - use them when you need to inspire (eg advertising Ethical Grand Challenges or introducing the Stellify concept).

**Use them** to motivate not intimidate. Use them to prompt thought and invite further questions.

Use positive rather than negative images (eg aid being delivered rather than conflict).

**Do not** use these images in isolation (eg use alongside documentary-style images to add scale and ambition).

