



The University of Manchester

The University of Manchester

# Brand framework

August 2022

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# Introduction

One of the key themes in *Our future* is global influence. We aim to be in the top 25 universities globally, attracting high-quality staff and students from across the world and undertaking research of global standing and impact. Our brand is strong, but in an increasingly competitive and international sector, we need a framework for our brand that will allow us to communicate coherently and grow our reputation for excellence.

Following the 2004 merger that led to the creation of The University of Manchester, a new visual identity, including a new logo and colour scheme, was introduced. This is now firmly established, recognised and understood by our range of audiences.

Since then, content development and campaign activity have significantly increased, and are delivered by devolved teams across the institution.

Our visual identity is as consistent and coherent as you could reasonably expect from an organisation of our scale and diversity, but we lack an organising philosophy showing how our brand, sub-brands, organisational units,

partnerships, campaigns and other significant public-facing activities can fit together and complement each other in a brand hierarchy.

Consequently, we commissioned a University-wide review to better understand how we currently project The University of Manchester brand through our marketing, communications and campaign activities.

As a result of this, we have developed a new brand framework that defines different categories of our visual identity to better represent and manage our diverse range of marketing communications requirements.

This document introduces the brand framework and six new visual identities with guidance for their use.

# About the framework

This framework has been developed in collaboration and consultation with key stakeholders to ensure it is suitable and adaptable for the wide range of applications and scenarios in which our visual identity needs to be used.

As part of the review process, we undertook a range of interviews and focus groups with key stakeholders from across the University. We looked at how the visual identity is used and applied across the breadth of University activities – from student recruitment to research communications, cultural institutions and more.

We found that while the current visual identity was well received and used relatively consistently, there's a need for certain parts of the University to have a more distinctive look and feel, dependent on the audience and market context.

We heard that while the primary requirement is a visual identity that's simple and easy to understand and needs little skill and resource to use effectively, some teams have dedicated marketing and design functions that want to use the identity in more creative and flexible ways.

We also discovered that the scale and diversity of the University often means it's difficult for the things we do that are truly distinctive and a core part of our DNA to really stand out.

Therefore, the brand framework has been developed to provide flexible but complementary versions of our visual identity to accommodate these needs.

# About these guidelines

At this stage, these guidelines are intended to provide an overview and initial guidance on how the identity can be used – not to provide comprehensive direction for every possible use case and application.

For detailed guidance on how to use the different elements of The University of Manchester identity, please refer to our [visual identity guidelines](#).

Further work is needed to fully define the identities and brand assets in the framework – we will continue to add relevant examples as they are finalised.

# Introducing the framework

There are six different visual identities that can be used to represent  
The University of Manchester brand.

## 01 Standard identity

Monolithic identity applied consistently to all internal entities required for the successful operation of the institution.

## 02 Standard plus identity

Monolithic identity plus unique identifier applied consistently to specific University entities that have a need to communicate or identify themselves to specific external audiences.

## 03 Enhanced identity

More flexible versions of the standard plus identity (enhanced with additional creative assets) for entities with the resources and expertise to develop and manage them.

## Introducing the framework

### 04 Strategic identity

A more differentiated identity intended to highlight (a limited number of) areas of strategic importance to the University. Used primarily as a communication vehicle rather than to badge specific units.

### 05 Endorsed identity

An endorsed University identity for entities targeting non-teaching or research audiences that need to thrive in a competitive marketplace.

### 06 Partner identity

Used for strategic partnerships with third parties.

# 01 Standard identity

Monolithic identity applied consistently to all internal entities required for the successful operation of the institution.



## Role and use

We know that for most applications and for many colleagues creating communications and branded assets across the University, all that's required is a simple visual identity that's easy and efficient to use consistently and effectively.

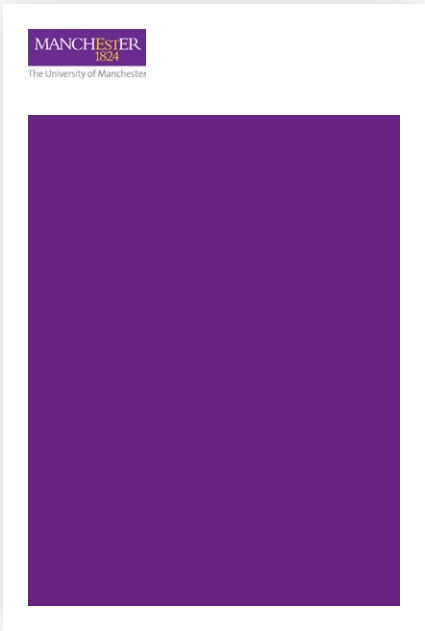
Therefore, the standard identity has been developed so that any fully owned University asset, team, division, function, programme, project and unit, should be able to create professional and consistently branded communications without too much effort.

## Visual identity principles

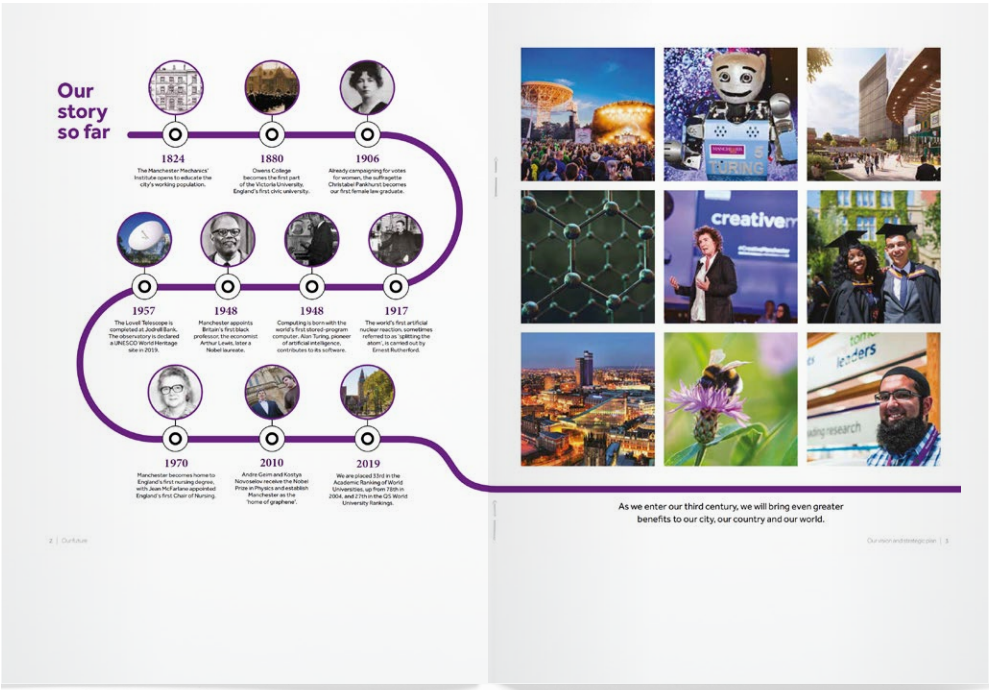
- This identity uses the basic core elements, including our logo, typefaces, and colour palette, that should be used and applied consistently as per the visual identity guidelines.
- Imagery and photography can be added and should be created to the specification in the relevant guidelines.
- The University of Manchester logo should be used on or with all applications. No other sub-logos should be created.
- The names of teams, units and functions should be written using the standard typeface. They should never be locked up with The University of Manchester logo.



01 Standard identity

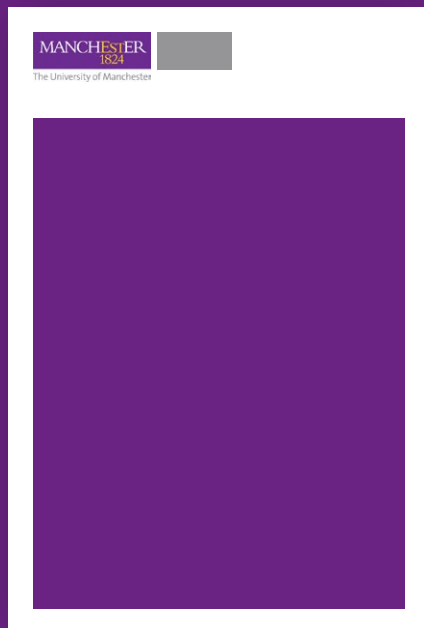


Examples



## 02 Standard plus identity

Monolithic identity plus unique identifier applied consistently to specific University entities that have a need to communicate or identify themselves to specific external audiences.



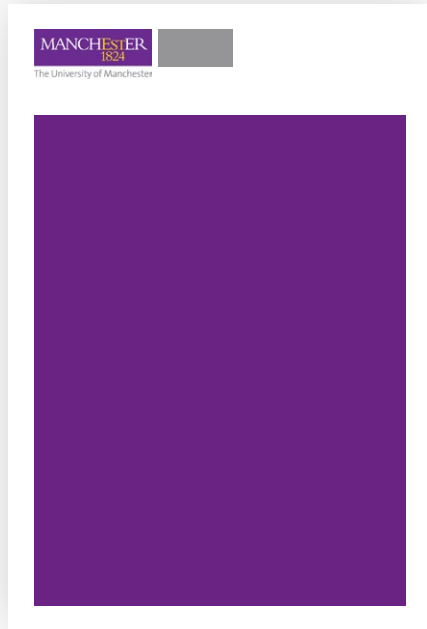
### Role and use

The standard plus identity is almost identical to the standard identity, with one small, but important difference – the addition of the unit name used as a lock-up alongside the University logo. However, this is to be used sparingly and is only for significant University units (such as Schools and research institutes) with a need to highlight and identify themselves with a specific external audience.

### Visual identity principles

- This identity uses the same basic principles outlined in the standard identity.
- It includes the same basic core elements, including logo, typefaces, and colour palette, that should be used and applied consistently as per the visual identity guidelines.
- However, the standard plus identity should include the unit name locked up alongside the University logo to identify it.

## 02 Standard plus identity

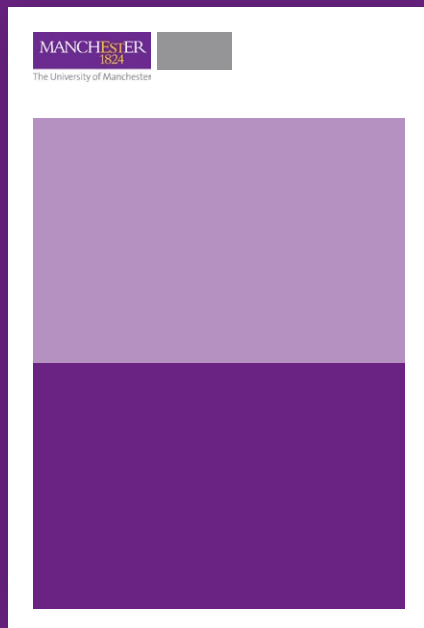


## Examples

Examples of standard plus identity are in development and will be added to the framework once they are finalised.

## 03 Enhanced identity

More flexible versions of the standard plus identity (enhanced with additional creative assets) for entities with the resources and expertise to develop and manage them.



### Role and use

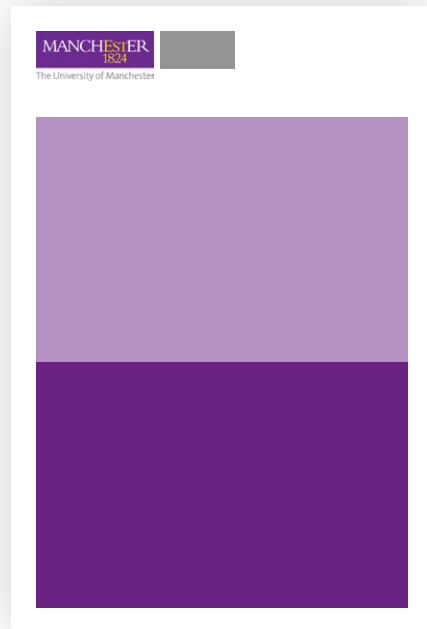
The enhanced identity has been developed to allow certain units or entities within the University to develop more flexible and tailored communications and campaigns, to support their specific objectives and target specific audiences. To use this identity, the unit or entity should have the appropriate skills and resources to develop and manage the enhanced identity effectively.

This identity should only be used for units or entities that will continue to exist and be active for a significant period of time. The enhanced identity is not intended to be used for short-term campaigns or initiatives.

### Visual identity principles

- The enhanced identity uses the basic core elements, including logo, typefaces, and colour palette, that should be used and applied consistently as per the visual identity guidelines.
- The University of Manchester logo and locked up unit name should be used on all applications that use the enhanced identity.
- Specific guidelines must be developed for an enhanced identity and will need to be approved by the Communications and Marketing Leadership Team.

## 03 Enhanced identity



## Examples



**MANCHESTER 1824**  
The University of Manchester

**Policy@Manchester**  
@UoMPolicy

### Labour Party Conference

Policy@Manchester is hosting a number of expert panels offering expertise and evidence on pressing policy topics. All events are located outside the conference secure zones, so everybody is welcome to come and take part in what will no doubt be a series of lively debates.



For up to date details and further information visit:  
[www.policy.manchester.ac.uk/activities/party-conferences](http://www.policy.manchester.ac.uk/activities/party-conferences)

The poster has a solid magenta background. At the top left is the University of Manchester logo. At the top right is the 'Policy@Manchester' logo with the Twitter handle '@UoMPolicy'. The main title 'Labour Party Conference' is in white. Below it is a paragraph of white text. At the bottom is an illustration of six stylized people in various colors (blue, yellow, purple, orange) standing and talking, with speech bubbles above them containing symbols like three dots, a quote mark, a Twitter bird, an exclamation mark, and a hamburger menu. At the very bottom is a line of white text providing a website link.

**MANCHESTER 1824**  
The University of Manchester

The University of Manchester  
**Equality, Diversity and Inclusion (EDI) Strategy** 2021-2025

The poster features a background illustration of a diverse crowd of people in various colors. At the top left is the University of Manchester logo. On the right side, there is a black rectangular box containing the text 'The University of Manchester' in white, followed by 'Equality, Diversity and Inclusion (EDI) Strategy' in a large, bold, white font, and '2021-2025' in a smaller white font.



# 04 Strategic identity

A more differentiated identity intended to highlight a limited number of areas of strategic importance to the University. Used primarily as a communication vehicle rather than to badge specific organisational units.



## Role and use

It's often difficult for the truly differentiated areas of what we do to stand out.

These might include aspects of our student marketing and recruitment activity, research beacons, campaigns or social responsibility initiatives that are strategically important to the objectives, themes and vision outlined in *Our future*.

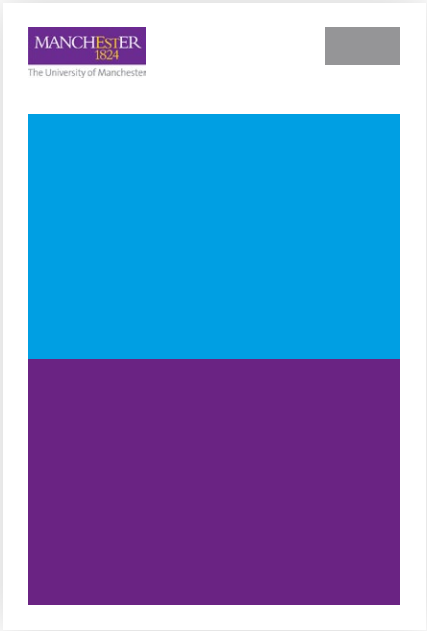
Therefore, we've introduced a new category of visual identity – strategic identity – intended to highlight and promote specific areas of strategic importance and help create distinctiveness.

These identities will be of a limited number and defined and approved centrally. They will be used primarily as a communications vehicle rather than to badge specific units and will become the focus for major campaign and engagement activity.

## Visual identity principles

- All strategic identities should be developed independently but with a clear link to The University of Manchester identity.
- They will be more distinctive than enhanced identities but will still include some of the basic core brand elements.
- They will be created professionally and developed to a centrally approved brief.

04 Strategic identity

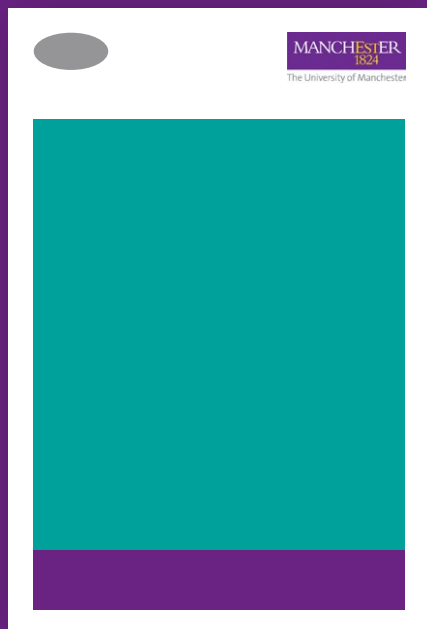


Examples



## 05 Endorsed identity

An endorsed University identity for entities targeting non-teaching or research audiences that need to thrive in a competitive marketplace.



### Role and use

There are some organisational units that are part of the University but undertake activity or operate in markets that are not traditionally associated with our core teaching and research activities.

There is often limited benefit to these units carrying the University brand in full. It's usually more important that they can connect directly and effectively with their audiences, who are often non-University related.

Therefore, an identity that is specifically created for the organisational unit, but is clearly endorsed by the University, should be used.

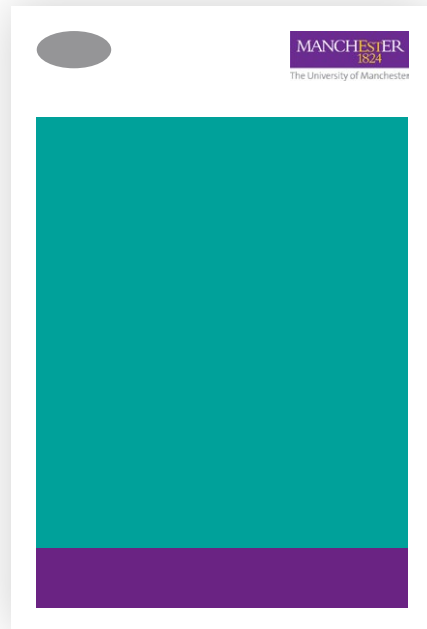
It is still important that we make it clear to everyone that these organisational units are part of The University of Manchester family. They may have their own logo, but they will also be endorsed by the University. This is achieved by using the approved University of Manchester logo endorsement lock-ups on all applications and communications.

### Visual identity principles

- Endorsed identities should be independent, with a professionally created brand identity system, tailored to market need and audience.
- They should have their own specific visual identity guidelines.
- They should be clearly endorsed with The University of Manchester logo appearing on all communications and assets.



## 05 Endorsed identity



## Examples

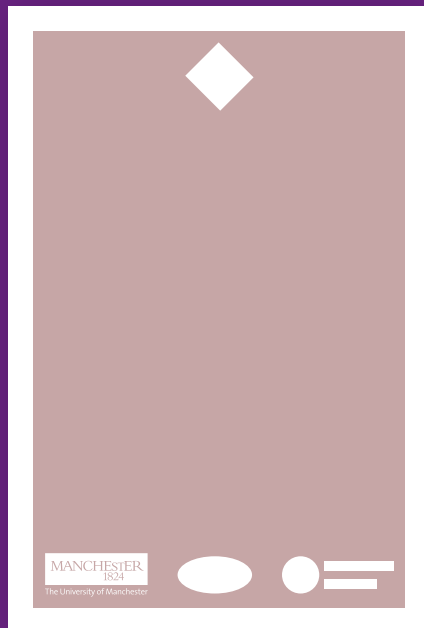


[www.jodrellbank.net](http://www.jodrellbank.net)



## 06 Partner identity

Strategic partnerships  
with third parties.



### Role and use

We're a University that prides itself on our collaborations and partnerships – they are crucial to our success. But the nature of these partnerships varies, and therefore the way we use our visual identity needs to be flexible too.

In some partnerships, we are the strategic lead. In others, we're one of several equal partners. It may be that there are occasions where we only provide a component part or play a supporting role.

Sometimes the partnerships require co-branding – where our logo and visual identity need to appear alongside the brands of others. And sometimes these partnerships are joint initiatives that require their own independent brand.

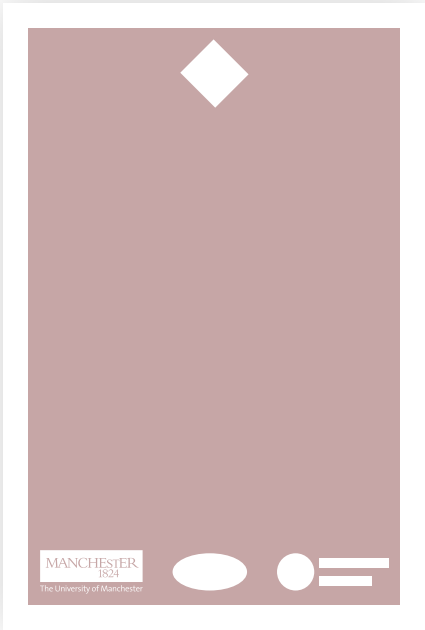
Whatever the type of partnership, it's important that our role and involvement is recognised and acknowledged appropriately. This means several different types of partner brand solutions are required.

### Visual identity principles

- When we work with partners, the way we use our visual identity alongside theirs depends on the nature and balance of the relationship.
- Where the University is the lead partner, the University brand and visual identity should be prominent. If the University is an equal or supporting partner, the logo and identity should be used in equal balance or in a subsidiary position.




06 Partner identity



Examples

MANCHESTER  
1824  
The University of Manchester

I·D MANCHESTER



**The University of Manchester invites you to join the online announcement of its chosen joint venture partner for ID Manchester at 10.30am on Thursday, 3 June.**

Professor Dame Nancy Rothwell, President and Vice-Chancellor of The University of Manchester, will reveal the successful partner and she will be joined at the event by senior representatives from the winning team.

There will be the opportunity to ask questions following the speeches.

Please register your details below and you will be sent a link to join the session on Wednesday, 2 June.

Register

CANCER RESEARCH UK

MANCHESTER CENTRE

CANCER RESEARCH UK CLINICAL ACADEMIC TRAINING PROGRAMME



**Clinical Research Training Fellowship**

**Project Title**  
INCREASED DETECTION SENSITIVITY AND MOLECULAR SUBTYPING OF SMALL CELL LUNG CANCER VIA CTDNA METHYLATION PROFILING

**Research Themes:** Small Cell Lung Cancer (SCLC), tumour heterogeneity, combating metastasis  
**Lead Supervisor:** Prof. Caroline Dive  
**Contact:** [director@cruk.manchester.ac.uk](mailto:director@cruk.manchester.ac.uk)  
**Co-Supervisor:** Prof. Fiona Blackhall, Dr Dominic Rothwell & Prof. Angeliki Malliri

**Application Deadline:** 26th November 2021  
**Project Start Date:** From April 2022

**Find out more:** <https://www.crukcentre.manchester.ac.uk/research-opportunities/>  
**For applications queries contact:** [MCRCtraining@manchester.ac.uk](mailto:MCRCtraining@manchester.ac.uk)

**Prof. Caroline Dive**

Interim Director of CRUK Manchester Institute,  
Director of CRUK MI Cancer Biomarker Centre

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# How to choose an identity

## The decision tree

We have created a decision tree to help provide additional direction and guidance on which identity should be used, dependent on the answers to the questions opposite.

There are four questions that we need to consider when deciding which identity is appropriate to use.

### 1 Who owns or manages the entity?

- Wholly owned or managed by The University of Manchester.
- One or more external organisation with the University as a partner.

### 2 Who is the audience?

- i. Internal.
- ii. Traditional external teaching and research community (students, funders, academics).
- iii. A non-core audience (required to compete in a non-teaching/research marketplace where The University of Manchester brand is less established or well-known).

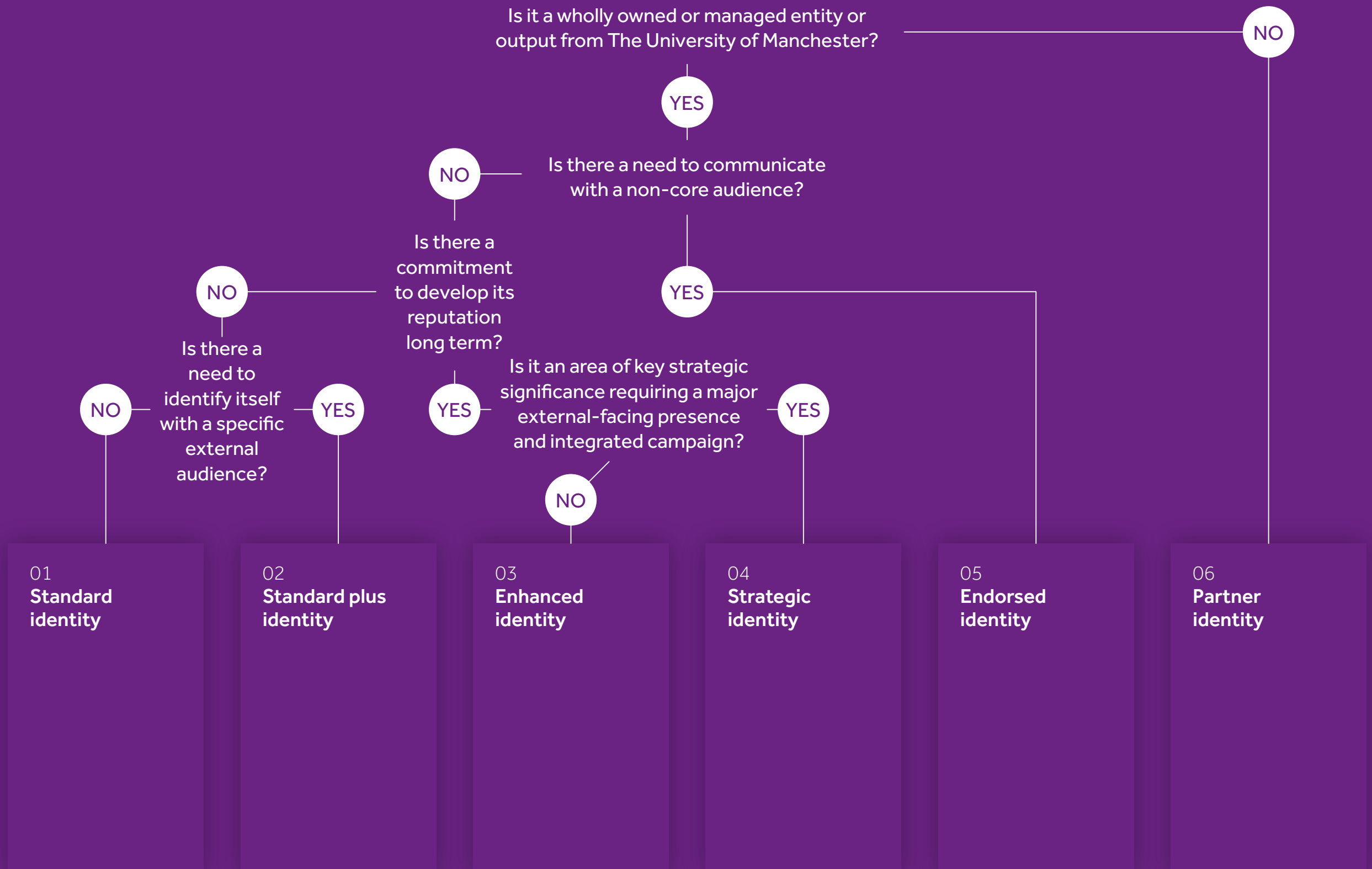
### 3 How long will the identity be used?

- There is value in, and commitment to build the reputation of the entity over a suitable timeframe.
- It is a temporary campaign or initiative.

### 4 Is it an area of key strategic significance requiring a major external-facing presence and integrated campaign?

- Yes – this is a significant, innovative venture that has been approved centrally as a major University campaign.
- No – this is a more focused set of activities that does not constitute a major campaign.

# Start



# How is the framework governed?

The brand framework and guidelines have been created to support colleagues and suppliers to make informed decisions about brand identities and how they are applied.

Some of these decisions will be straightforward, while others will need further discussion and input from University Marketing, the team responsible for managing and developing the framework.

The following scope, roles and responsibilities outline how we govern the use of the framework and guidelines, in order to ensure fairness, accountability and a transparent decision-making process.

## Scope

- i. Our brand framework and guidelines, and this supporting governance, have been approved by the Communications and Marketing Leadership Team to be the authoritative point of reference for The University of Manchester brand. They must be followed at all times to ensure a coherent identity and create communications in accordance with the University brand.
- ii. The framework and guidelines apply to all University-owned communications, marketing and student recruitment activity across all platforms, channels and media.

## Roles and responsibilities

- i. Our brand framework and guidelines are maintained by University Marketing, within the Directorate of Communications, Marketing and Student Recruitment.
- ii. Colleagues commencing new branding or visual identity projects should refer to the framework and guidelines

for information on the correct application of the University brand and visual identity.

- iii. Any queries should be addressed to the Design Manager ([design@manchester.ac.uk](mailto:design@manchester.ac.uk)) in the first instance.
- iv. In the event of a dispute, the Head of University Marketing will take a decision on how to interpret the framework and guidelines, in support of the integrity of the University brand.
- v. Colleagues can appeal this decision by requesting that the matter is referred to the Communications and Marketing Leadership Team for review. Their decision will be final.
- vi. The Communications and Marketing Leadership Team will review this governance and its effectiveness on a 12-monthly basis.

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Manchester  
M13 9PL

[www.staffnet.manchester.ac.uk/brand](http://www.staffnet.manchester.ac.uk/brand)  
Royal Charter Number RC000797  
0942 08.22