MANCHESTER
1824

The University of Manchester

# *Bicentenary*
# IDENTITY GUIDELINES

*Making a difference*
**SINCE 1824**

**Identity enquiry contacts:**

Visual – design@manchester.ac.uk

Downloads – chorus.manchester.ac.uk/link/200

# *Using these guidelines post-2024*

In 2024 we celebrated our bicentenary: 200 years of making a difference.

And though our bicentenary year has ended, we encourage you, where appropriate, to continue using and referencing both our bicentenary narrative and visual identity.

Our straplines remain applicable (for example 'Pioneering discovery since 1824') as we move into our third century and wish to continue celebrating our remarkable 200-year-plus journey.

The design ribbons also remain available. However, the variation featuring '200 years' has been removed from the design set (as the University is now 200-plus) and any new designs reflecting on our bicentenary year should instead feature the 'bee' ribbon – .

# *Narrative*

# *Narrative*

Our narrative is the overarching storyline for the year, capturing what the bicentenary stands for – to be used to steer wider specific communications and content development.

It has been revised for use post-2024.

You can use it word for word, in full or in part, or adapt it to fit your own copy.

In 2024, The University of Manchester marked its bicentenary: 200 years of making a difference.

For two centuries we have collaborated, encouraged and inspired each other to spearhead change, address our planet's greatest challenges and make an impact on an international stage.

We carry on doing it today.

# *Straplines*

Our bicentenary straplines have been developed to identify and badge celebrations across each of the University's core goals and themes.

We have one overarching strapline and, because social responsibility runs through everything we do, it should be used when referring to the University as a whole, or an activity that spans multiple themes:

**Making a difference since 1824**
*Social responsibility*

Alternative options are based on the University's strategic goals and themes.

You might use these should they specifically relate to the focus of your content:

| | |
|---|---|
| **Creating communities since 1824**<br>*Our people, our values* | **Insight and innovation since 1824**<br>*Innovation* |
| **Pioneering discovery since 1824**<br>*Research and discovery* | **Proudly Mancunian since 1824**<br>*Civic engagement* |
| **Sharing our knowledge since 1824**<br>*Teaching and learning* | **Globally connected since 1824**<br>*Global influence* |

# *Presentations*

For anyone attending a conference, event or giving a speech, our narrative can be used – either as a slide or spoken – about our bicentenary.

## *200 years of The University of Manchester*

*In 2024, The University of Manchester marked its bicentenary: 200 years of making a difference.*

*For two centuries we have collaborated, encouraged and inspired each other to spearhead change, address our planet's greatest challenges and make an impact on an international stage.*

*We carry on doing it today.*

# Visual identity

# *Colour palette*

Our bicentenary is an opportunity to celebrate, and we want to reflect this by using gold as our main colour.

This can be supported by the University's purple, black and white when needed.

Please refer to the colour references to ensure consistency across all collateral.
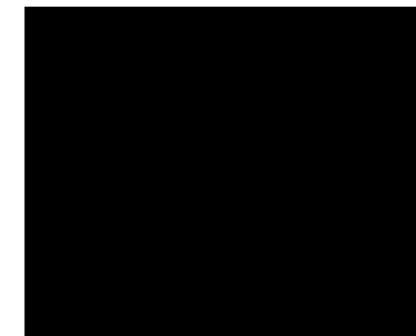
## Primary colour

**Bicentenary Gold**

| | |
|---|---|
| **CMYK** | 45,50,73,22 |
| **RGB** | 125,106,75 |
| **HEX** | #7D6B4A |
| **Pantone** | 872 |



**Bicentenary Gold Foil**

| | |
|---|---|
| **Foilco** | Vintage Gold 6144 |

## Secondary colours

**UoM Purple**

| | |
|---|---|
| **CMYK** | 72,100,0,0 |
| **RGB** | 109,0,157 |
| **HEX** | #660099 |
| **Pantone** | 2602 |

**Black**

| | |
|---|---|
| **CMYK** | 0,0,0,100 |
| **RGB** | 0,0,0 |
| **HEX** | #000000 |
| **Pantone** | Black |
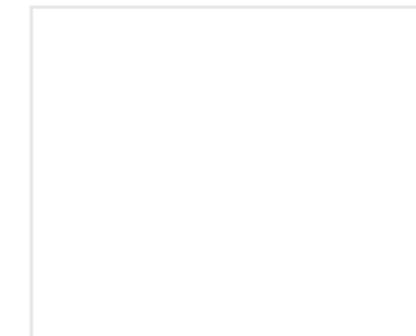
**White**

| | |
|---|---|
| **CMYK** | 0,0,0,0 |
| **RGB** | 255,255,255 |
| **HEX** | #FFFFFF |
| **Pantone** | White |

## *Typeface*

Effra and Minion Pro are the Univerty's corporate fonts, which we will continue to use across all of our bicentenary assets. Both fonts are available in a variety of weights, allowing them to be very flexible.

**Please note:** These fonts are automatically available for users who have access to Adobe Creative Cloud. We have limited licences for Effra CC and Minion Pro that can be installed on your machine for those working on design materials without an Adobe subscription. They are not for Word files, PowerPoint presentations or web design.

To request the fonts please contact IT Services.

**Contact IT Services**

# Aa
## Effra

Effra is a sans-serif typeface 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.*

# *Aa*
## *Minion Pro (Italic)*

Minion Pro (Italic) is a serif typeface that offers classic, yet uncomplicated characters in both upper and lower case. It can also be used for both headings and body copy.

# Ribbon

These ribbons are designed to elegantly elevate our straplines. The primary ribbon features the overarching bicentenary strapline 'Making a difference since 1824'.

The ribbon will mainly be used in the bicentenary gold and white colour way. It is also available in purple, black and white. The alternative colour options can be used when the ribbon needs more contrast against the background.

**Download files**

Primary ribbon



*Making a difference*
**SINCE 1824**

Colour variations



*Making a difference*
**SINCE 1824**



*Making a difference*
**SINCE 1824**



*Making a difference*
**SINCE 1824**

# Ribbon strapline variations

As well as the primary ribbon, there are six additional ribbons that feature straplines related to the University's core goals and themes, as outlined on page 5.

We recommend using the strapline that best aligns with your activity or project theme.

The ribbon is also available in several style variations, which can be seen on the following page.

**Download files**

Ribbon strapline variations

*Globally connected*
**SINCE 1824**

*Sharing our knowledge*
**SINCE 1824**

*Creating communities*
**SINCE 1824**

*Insight and innovation*
**SINCE 1824**

*Pioneering discovery*
**SINCE 1824**

*Proudly Mancunian*
**SINCE 1824**

Colour options

Each of the ribbons above is also available in purple, black and white.

## *Ribbon style variations*

The ribbon is also available in a centred composition, allowing it to suit most formats.

It is available for each strapline.

**Download files**

Ribbon style variation

Centred



Making a difference | SINCE 1824

Colour options

Each of the ribbons on this page is also available in purple, black and white.

## *Ribbon size and space*

The ribbon needs to be seen clearly and have the appropriate impact. The exclusion zone refers to the minimum space we recommend around the ribbon.

The exclusion zone is measured by taking half of the height of the ribbon 'x' and using 'x' as a guide around the ribbon to mark out the area.

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

Exclusion zone
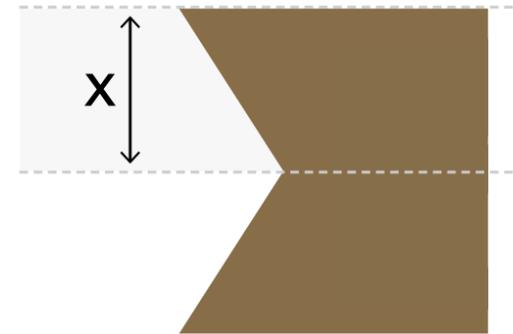


Minimum size

Minimum size for print 50mm wide.
Minimum size for digital 150 pixels wide.

## *Ribbon placement*

The University of Manchester logo is always placed in the top left corner. To complement this and allow both it and the ribbon space to breathe, the ribbon should always be placed in the bottom right corner.

The height of the ribbon should at least match the height of the solid block in the logo. And in layouts where the ribbon is the feature, discretion can be made to increase the size of the ribbon.
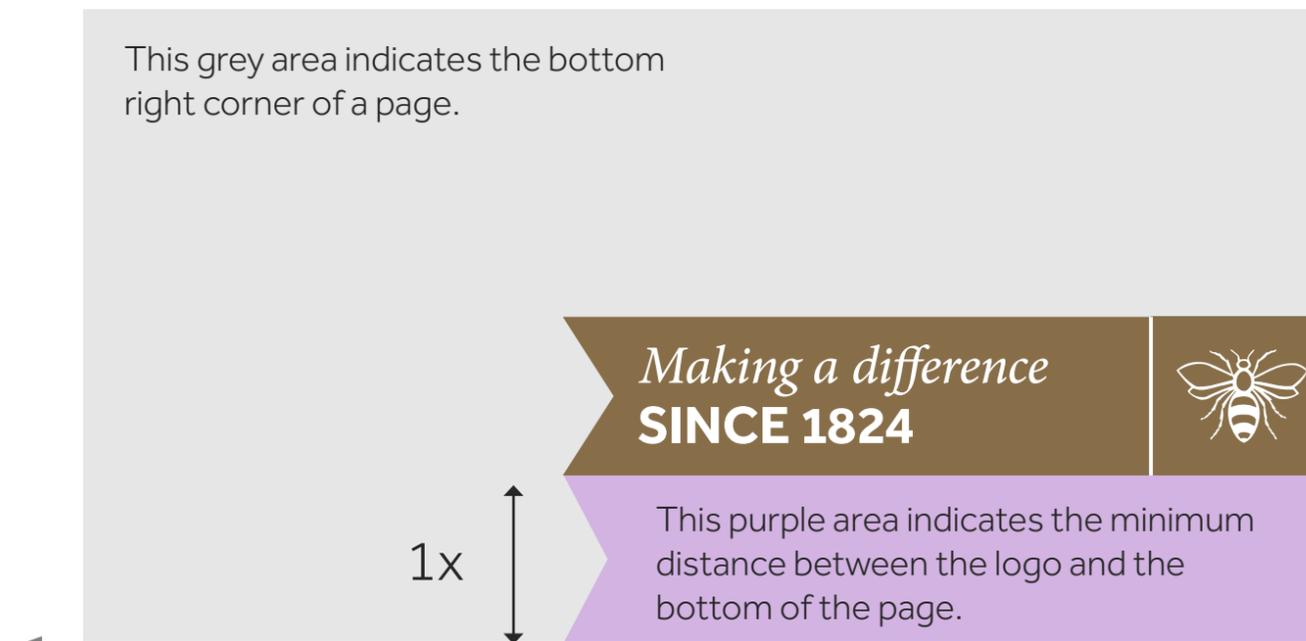
The ribbon with a flat edge on the right should always be aligned to the right-hand side of the page.

Use the height of the ribbon to measure how far it should sit above the bottom edge of the page. It should be 1x this measurement above the bottom edge.

Height of the logo and ribbon should match



Distance from page edges

This grey area indicates the bottom right corner of a page.

1x

This purple area indicates the minimum distance between the logo and the bottom of the page.

Example layout

## Ribbon rules

The ribbon works best when used correctly. Please follow the guidance on this page to ensure consistency is maintained across all collateral.

There are numerous ways in which the ribbon could be misrepresented; this page shows a handful of these.

## Please **do not** create the following:

Add effects

Change the fonts

Add a gradient

Rotate

Outline the logo

Change the layout

Crop

Change or add colours

Distort or warp

# *The bicentenary bee*

The bicentenary bee graphic can be used on bicentenary collateral as a supporting feature.

It has a refined and simple design, different to that of the University's standard bee.

It's available in the four bicentenary colours.
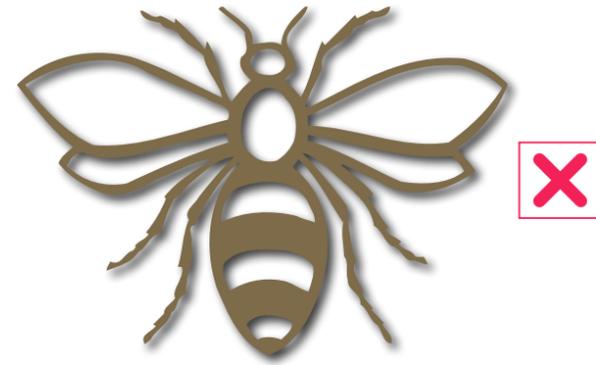
**Download files**



Example of how the bicentenary bee can be used as a supporting feature.
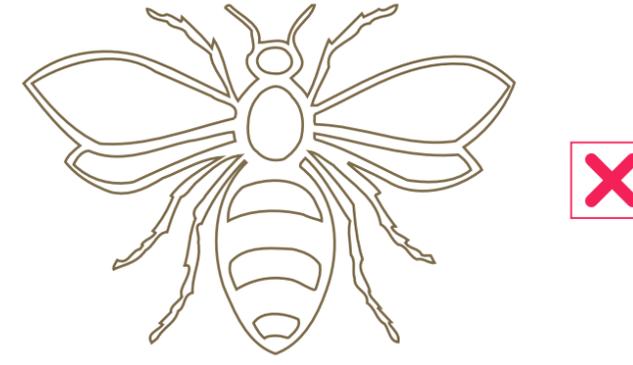
## The bicentenary bee rules

As with the ribbon, the bicentenary bee works best when used correctly. Please follow the guidance on this page to ensure consistency is maintained across all collateral.

# Please **do not** create the following:

Add effects



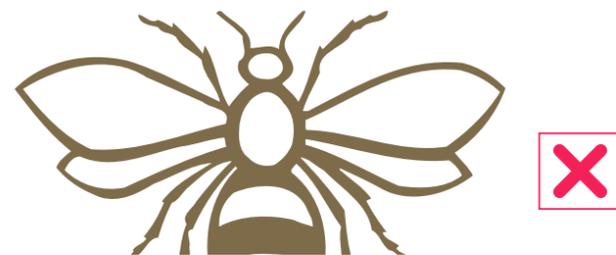Outline the bee



Add a gradient



Rotate



Change or add colours



Distort or warp



Crop

# *Imagery*

We encourage use of the University's original imagery, celebrating our architecture and people.

Where possible, it is advised that stock imagery is not used on bicentenary collateral.

University-owned imagery taken throughout the bicentenary year has been added to the University's asset management system and is available for download in the 'Bicentenary' folder.

**Request access to Chorus**

**Log in to Chorus**
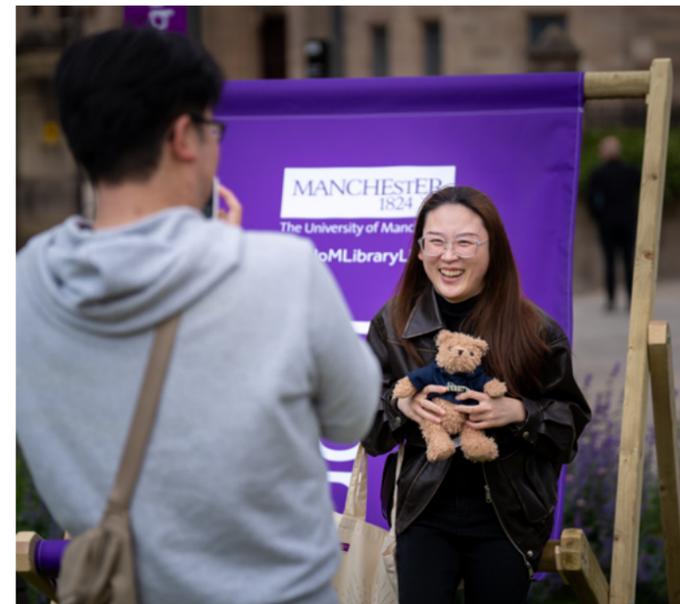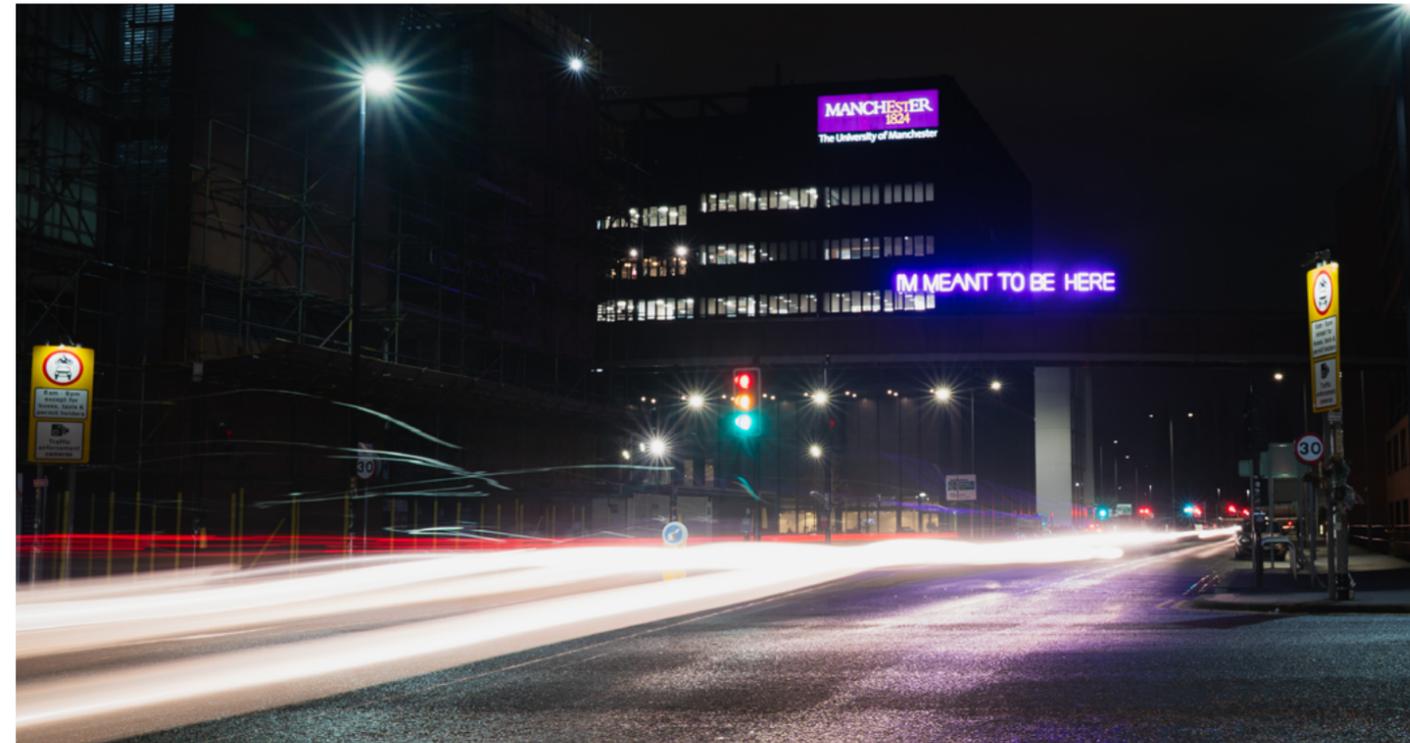
# *Accessibility and inclusion*

**Any piece of communication needs to be accessible and inclusive.**

**Format:**
Designing for the intended user is essential. Not only will this make it easier for the user to engage with the piece, it will ensure the piece is more accessible and, therefore, more inclusive.

**Colour:**
Our University colours are not 'colour contrast accessible' by default, therefore it is essential you consider how colours are used. For instance, yellow text on a white background will be difficult to see.

**Representation:**
We have a diverse community at the University, so it is important we best represent everyone, and don't misrepresent anyone. Consider people when choosing imagery and ask yourself, have we been representative?

Checklist

| FONTS | COLOURS | IMAGERY | LAYOUT |
|---|---|---|---|
| Clear<br><br>Legible size<br><br>Legible on background colour | Legible contrast throughout<br><br>Correct values used for digital or print outputs | Represents our diverse community<br><br>Labelled with alt text<br><br>Text used rather than an image of text, where possible | Designed for user experience<br><br>Clear readability<br><br>PDFs passed through the Adobe Acrobat accessibility checker |

## Accessibility

**Overlaying text on an image**

When placing text over an image, add a layer of colour to allow it to be read clearly. We advise using the University purple at 85% opacity.



# 200 YEARS
*of Manchester thinking*

# Downloads

The following bicentenary downloads are available on Chorus.

**Download files**



Powerpoint slide example