Bicentenary

IDENTITY GUIDELINES

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General – bicentenary@manchester.ac.uk
Narrative – content@manchester.ac.uk
Visual – design@manchester.ac.uk
Downloads – chorus.manchester.ac.uk/link/200
Narrative

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Introduction

In 2024 we’re celebrating our bicentenary: 200 years of The University of Manchester.

There’s a lot to be proud of, to reflect upon – and to look forward to the discoveries, achievements and stories to come.

This guide is designed to help colleagues throughout the University – both in communications and marketing roles, and those wishing to support the bicentenary more generally – to join the celebrations in a unified yet flexible way.

We encourage you to use this guidance on bicentenary messaging and visual identity to develop your own content – and help spread word of our 200th anniversary.
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.

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 is marking its bicentenary.

It’s a year to celebrate 200 years of learning, innovation and research. 200 years of our incredible people and community. 200 years of global influence.

This will be an important time for our University. A time to reflect on the past. A time to recognise our key discoveries, pioneering ideas and world firsts. And a time to look forward to what our third century could bring.

We’re spearheading change, addressing our planet’s greatest challenges, and making a difference in our city, nation and beyond.

Our bicentenary year is packed with opportunities and events for everyone – staff, students, alumni, residents and our wider, global community. After all, it’s our people who make us what we are.

For two centuries, we have collaborated, encouraged and inspired each other to make an impact on an international stage. And we carry on doing it today.
In 2024, The University of Manchester is marking its bicentenary. It’s a time to reflect on the past. A time to recognise our key discoveries, world firsts and incredible people. And a time to look forward to what our third century could bring.
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:

<table>
<thead>
<tr>
<th>Creating communities since 1824</th>
<th>Insight and innovation since 1824</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our people, our values</td>
<td>Innovation</td>
</tr>
<tr>
<td>Pioneering discovery since 1824</td>
<td>Proudly Mancunian since 1824</td>
</tr>
<tr>
<td>Research and discovery</td>
<td>Civic engagement</td>
</tr>
<tr>
<td>Sharing our knowledge since 1824</td>
<td>Globally connected since 1824</td>
</tr>
<tr>
<td>Teaching and learning</td>
<td>Global influence</td>
</tr>
</tbody>
</table>
While straplines should be our go-to, there may be occasions when more informal messaging has a greater impact. After all, the bicentenary is an opportunity to have some fun, to show the lighter side of our personality.

The following can be used – for example – in social, internal, alumni and student-focused communications.

However, we must consider our audiences carefully, especially international audiences, and only use if we are sure they will understand references.

<table>
<thead>
<tr>
<th>200 years old. Let’s paint the town purple.</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 years. Purple reign.</td>
</tr>
<tr>
<td>200 years old. Roll out the purple carpet.</td>
</tr>
<tr>
<td>200 years. Be more purple.</td>
</tr>
</tbody>
</table>
Our bicentenary messaging is informed by our past, present and future.

We are built on our achievements and learnings from the past, positive about what we are doing now, and aspirational about what we will do in the future.

Below are examples of how we might use key messaging in our communications:

**Past**
For 200 years The University of Manchester has been pioneering, innovating and discovering. Shaping the world, changing the world, the first in the world.

**Present**
Building on 200 years of discoveries, we’re spearheading change, addressing our planet’s greatest challenges, and making a difference in our city, nation and beyond.

**Future**
We look forwards and outwards; our aspirations are limitless. We will continue to collaborate, encourage and influence – for the next 200 years and more.
**Tone of voice**

Our bicentenary communications follow the University’s existing tone of voice, but this is a huge milestone, a special event. We can ramp up the positive, but we also need to recognise that reflecting on our past is necessary to inform our future.

This doesn’t mean going over the top with superlatives and exclamation marks, but we can be joyful and cheerful.

The University’s existing tone of voice:

- **Influential**
- **Approachable**
- **Straight-talking**
- **Dynamic**

Three additions for our bicentenary:

- **Proud**
  We’re proud of our achievements – now is the time to mark the past 200 years and share our stories… past, present and future.

- **Reflective**
  Our past makes us what we are. We recognise and reflect on our history, with an emphasis on how we can learn from the past to inform our future.

- **Celebratory**
  We’re 200 – that’s something worth shouting about. For the bicentenary, there’s an opportunity to inject some fun and lightness to our communications.
Presentations

For anyone attending a conference, event or giving a speech, we have put together the following messaging to use – either as a slide or spoken – about our bicentenary.

200 years of The University of Manchester

In 2024, The University of Manchester is marking its bicentenary.

We’re celebrating 200 years of learning, innovation and research. 200 years of our incredible people and community. 200 years of global influence.

It’s an important time for our University. A time to reflect on the past. A time to recognise our key discoveries, world firsts and incredible people. And a time to look forward to what our third century could bring.

We’re spearheading change, addressing our planet’s greatest challenges, and making a difference in our city, nation and beyond.

Our bicentenary year is packed with events for everyone – staff, students, alumni, residents and the wider community. After all, it’s our people who make us what we are.

How you can get involved

You can join in the celebrations by [insert own call(s) to action].

Find out more on our website: manchester.ac.uk/200
Press releases

The following bicentenary copy can be added to our press releases.

Notes to editors

In 2024, The University of Manchester is marking its bicentenary.

We’re celebrating 200 years of learning, innovation and research. 200 years of our incredible people and community. 200 years of global influence.

It’s an important time for our University. A time to reflect on the past. A time to recognise our key discoveries, world firsts and incredible people. And a time to look forward to what our third century could bring.

We’re spearheading change, addressing our planet’s greatest challenges, and making a difference in our city, nation and beyond.

Our bicentenary year is packed with events for everyone – head to our website to find out more: manchester.ac.uk/200
Case studies

Case studies are a great way to tell our stories – shining a spotlight on the discoveries, achievements and impact of our people over the past 200 years.

Case studies can be used in many formats, including blog and social media posts.

Here are some example questions to consider:

- What’s the story (in a sentence or two)?
- Why is it being highlighted in our bicentenary (past, present or future focus)?
- Who’s involved?
- What happened?
- What impact has it had? What difference did it make?
- Is there a link to future activity/impact/events? If so, what is it?
Social media posts

There are many ways we can bring the bicentenary into our social posts, and it’s here we can show our lighter, less formal side.

The central Social Media Team will be producing lots of content throughout the year, and we also encourage you to get involved – by sharing and creating posts of your own, using the hashtag #UoM200.

Feel free to use the guidance and assets within this toolkit to create your own social media posts and graphics, specific to your activity/message.

Here are some examples:

- **On this day…**
  What happened on this day over the past 200 years? A new discovery? A new building? A special occasion? This is a great (and pretty easy) way to create content for future posts.

- **Firsts**
  From our standout inventions that have changed the world, to a first meeting of two people at our University, the scope for ‘firsts’ is huge.

- **Student-curated**
  What are our students up to? How would they convey our bicentenary to their peers? What do they want to shine a spotlight on? Getting students to create content based on our bicentenary is a great way to reach others.

- **Announcements**
  Events, exhibitions, activities – if there’s something going on under the bicentenary ribbon, let’s tell people!
Visual identity

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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**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicentenary Gold</td>
<td>45,50,73,22</td>
<td>125,106,75</td>
<td>#7D6B4A</td>
<td>872</td>
</tr>
</tbody>
</table>

**Secondary colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>UoM Purple</td>
<td>72,100,0,0</td>
<td>109,0,157</td>
<td>#660099</td>
<td>2602</td>
</tr>
<tr>
<td>Black</td>
<td>0,0,0,100</td>
<td>0,0,0</td>
<td>#000000</td>
<td>Black</td>
</tr>
<tr>
<td>White</td>
<td>0,0,0,0</td>
<td>255,255,255</td>
<td>#FFFFFF</td>
<td>White</td>
</tr>
</tbody>
</table>

**Bicentenary Gold Foil**

Foilco Vintage Gold 6144
Typeface

Effra and Minion Pro are the University’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.

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.

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.

Primary ribbon

Making a difference
SINCE 1824

200 YEARS

Colour variations
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 6.

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.

Ribbon strapline variations

- **Globally connected**
  - SINCE 1824
  - 200 YEARS

- **Sharing our knowledge**
  - SINCE 1824
  - 200 YEARS

- **Creating communities**
  - SINCE 1824
  - 200 YEARS

- **Insight and innovation**
  - SINCE 1824
  - 200 YEARS

- **Pioneering discovery**
  - SINCE 1824
  - 200 YEARS

- **Proudly Mancunian**
  - SINCE 1824
  - 200 YEARS

Colour options

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

Option 1

Making a difference
SINCE 1824

Centred

Making a difference
SINCE 1824

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

[Image of ribbon with text]
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.
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.
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.

Example of how the bicentenary bee can be used as a supporting feature.
Please do not create the following:

- Add effects
- Outline the bee
- Add a gradient
- Rotate
- Change or add colours
- Distort or warp
- Crop
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.

The University has an asset management system with a variety of University-owned imagery to download, and we intend to add to our bicentenary photography throughout 2024.
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?
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.
Downloads

The following bicentenary downloads are available on Chorus. If you need guidance on anything not listed, please get in touch.

Download files

Presentation heading
Subheading

Powerpoint slide examples

Celebrating
200 YEARS

manchester.ac.uk/200

Email footer

Bicentenary identity guidelines