

From Manchester for the world
Our strategy to 2035

Identity Guidelines

Designed to complement The University of Manchester brand guidelines



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01 Written word

Writing about the strategy

What it is

This guidance covers the language and style to use when creating marketing, communications and engagement content for the University’s strategy to 2035, *From Manchester for the world*. It has been developed in line with the University’s main house style and should be followed alongside our visual identity guidelines.

Strategy title

1. Write the full strategy name using upper case initials for the first and second word and lower-case initials for the remaining words. The title should appear in italics:

From Manchester for the world

In cases where further context is required and space allows, use *From Manchester for the world*, our strategy to 2035 or our strategy to 2035, *From Manchester for the world*.

The full strategy title (*From Manchester for the world*) should be used across all external marketing and communications materials like presentations, website pages and video titles.
2. Where possible, always use the full name in the first instance and then subsequent references can be shortened to:

our strategy to 2035 **or** Manchester 2035
3. In cases where space doesn’t allow for the full strategy name or using it would interrupt the content style or format, please use the shortened versions (point 2).

Example

In October 2025, we launched our new strategic plan, *From Manchester for the world*.

Our strategy to 2035 sets out the five big leaps that will drive us further, faster and become the university Manchester needs to be in the next decade.

Manchester 2035

The year-long consultation process to develop the strategy in collaboration with colleagues, students, alumni and partners, was called Manchester 2035.

We’re mindful that this title has significant brand power and has been socialised in the community, so have accounted for its use as a shorthand reference to the strategy that should ideally be used for internal communications only (Strategy title, point 2).

Foundations

References to ‘foundations’ as a collective and the individual foundations themselves should appear in sentence case, unless they are being used at the beginning of a sentence:

Example

Our foundations give our ambition context and meaning, grounding our future in what makes us distinctive. They are:

- Outstanding teaching and research
- Values-led and socially responsible
- Of Manchester and for the world
- Organised for success: one university
- A place where you matter

Leaps

References to ‘leaps’ as a collective and the individual leaps themselves should appear in sentence case, unless they are being used at the beginning of a sentence:

Example

Developed with our community, our leaps are the driving force to go further and faster, building a future only Manchester can imagine. They are:

- Flexible, personalised and digitally enabled learning
- Accelerating the path from research excellence to impact
- A powerhouse of innovation
- The university to partner with
- Digital inside and out

URLs

If you are using a website call to action in your communications and marketing activity, please make sure that it is presented in an accessible way.

- QR codes – should appear with a meaningful instruction that makes the website destination clear. Example: Scan for our strategy to 2035
- Shortened URL – can be written as manchester.ac.uk/2035



02

Graphic device



Our primary device

What it is

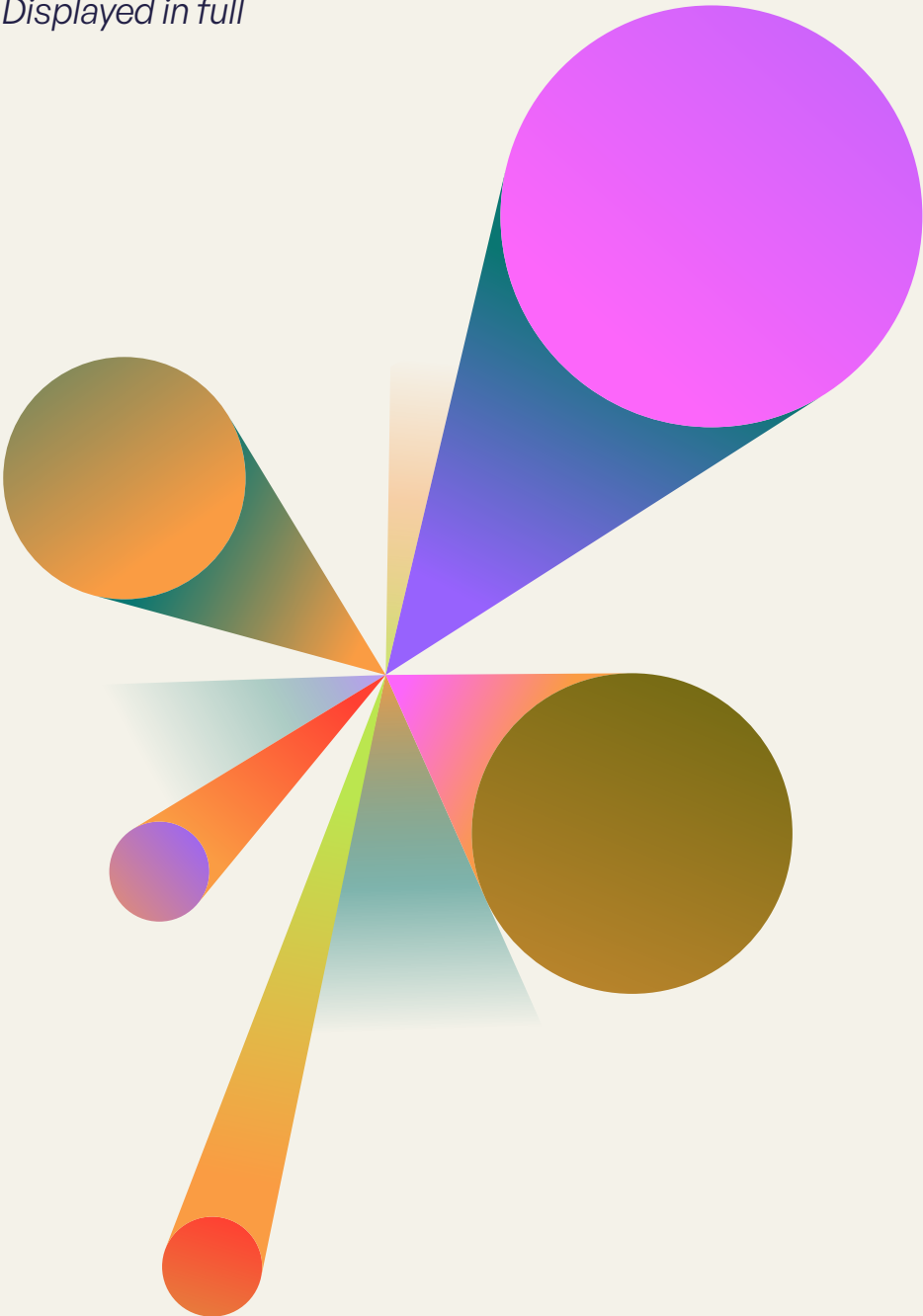
Our primary graphic device is the full-colour starburst with five main arms, each representing a leap in our strategy to 2035. Its colours, gradients and opacities create a bold visual symbol full of momentum, perspective and impact.

How to use it

Use the graphic device at a larger scale to create visual impact. It can be rotated to suit the composition or cropped so it feels like it’s bursting in or moving beyond the frame. This adds energy and variety to the design.

Graphic device

Ex. 1
Digital device 01
Displayed in full



Ex. 2
Digital device 01
Scaled and rotated



Our secondary devices

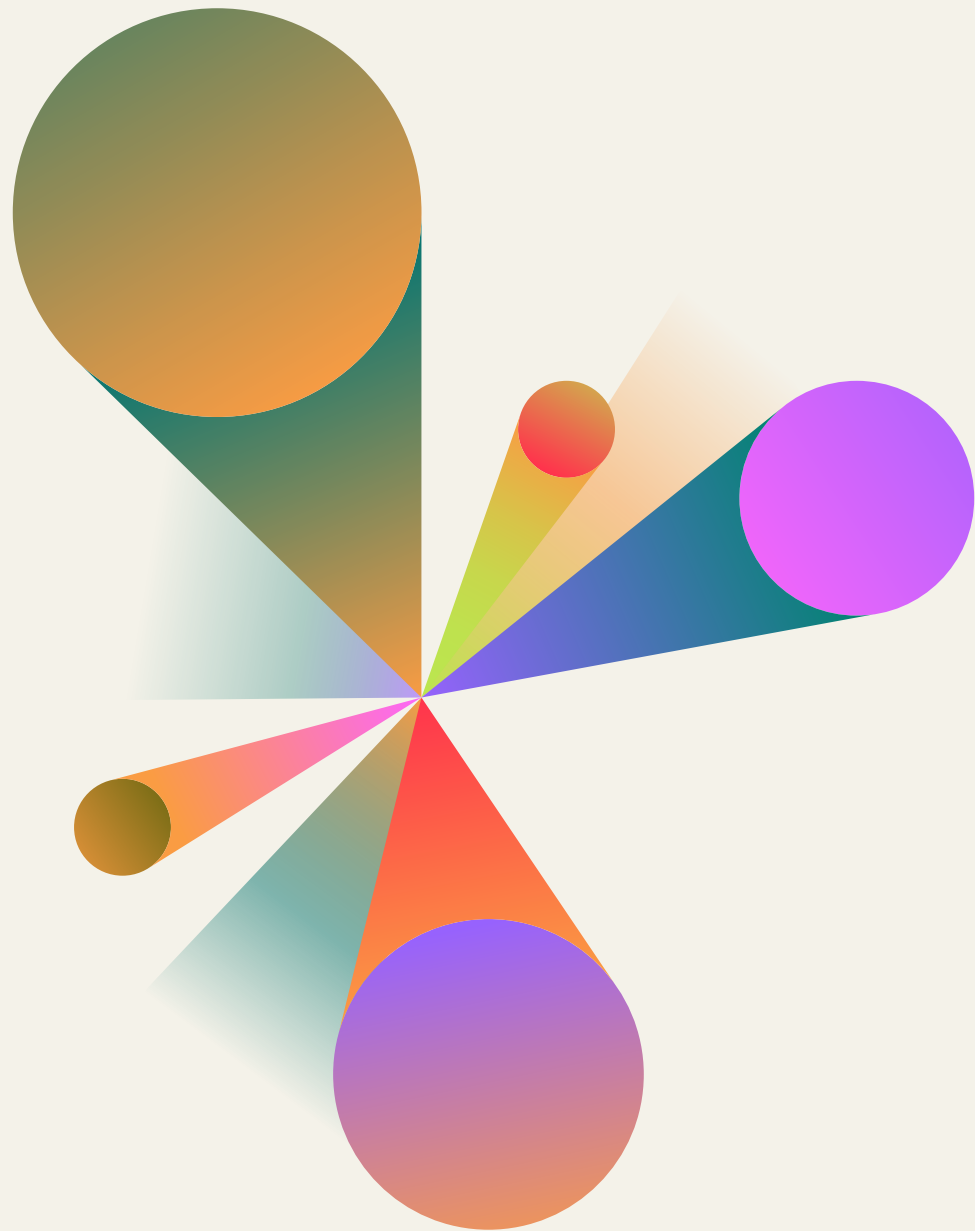
What it is

In addition to our primary device, we have a set of three devices with varying rotation, positioning and depth.

How to use it

Use a secondary device for any circumstance that requires further variation, especially for times when the whole device is on display. These devices can be used at any rotation or scale to maintain a feeling of flexibility and variety.

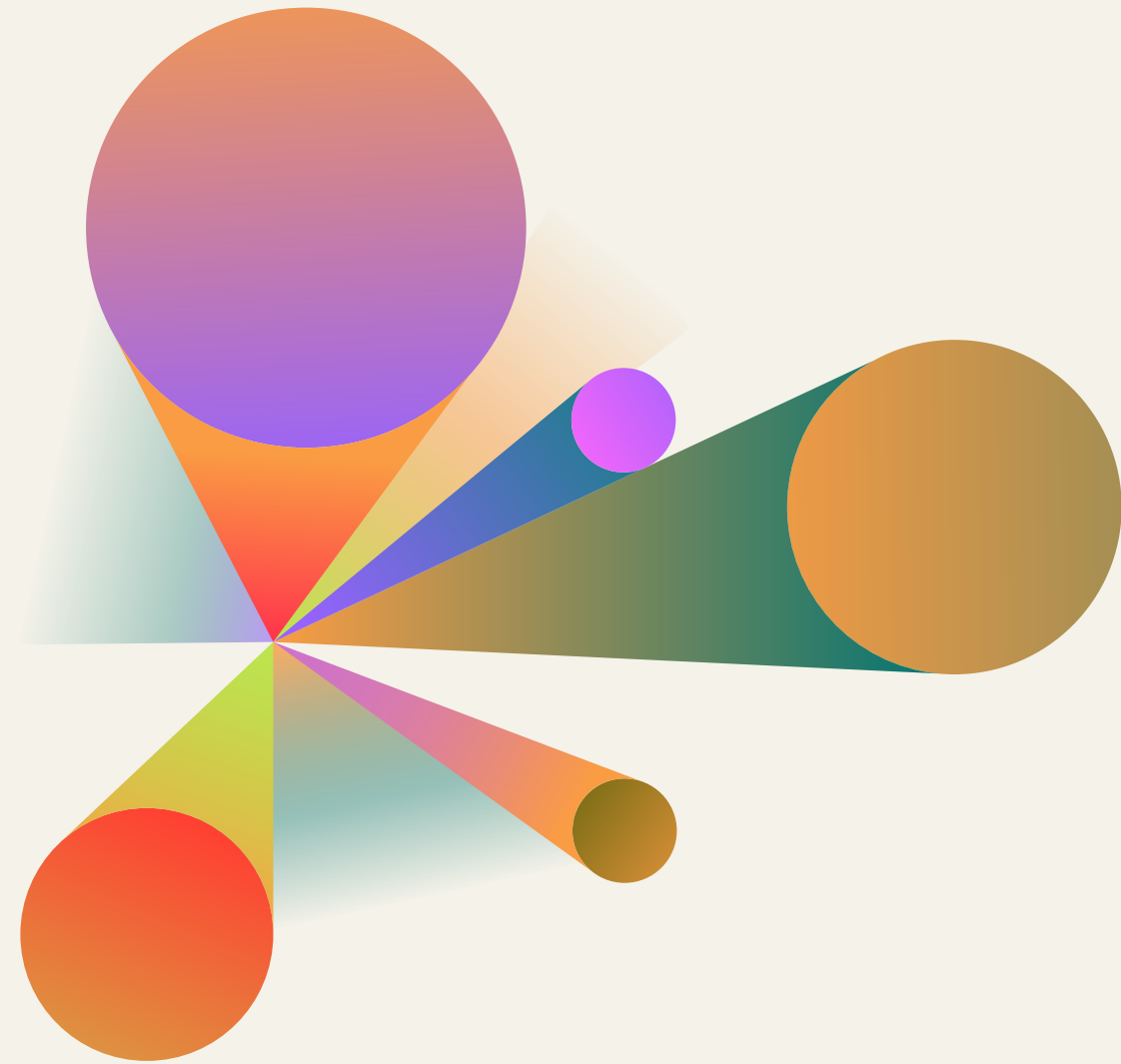
Ex. 1
Digital device 02
Displayed in full



Ex. 2
Digital device 03
Displayed in full



Ex. 3
Digital device 04
Displayed in full





03

Signifier 

Signifier

What it is?

The signifier is our core brand marque, providing a consistent anchor for the campaign. It’s a single-colour, flat version of the starburst, with no gradients or opacity. Each of the five arms represents one of the leaps in our strategy to 2035.

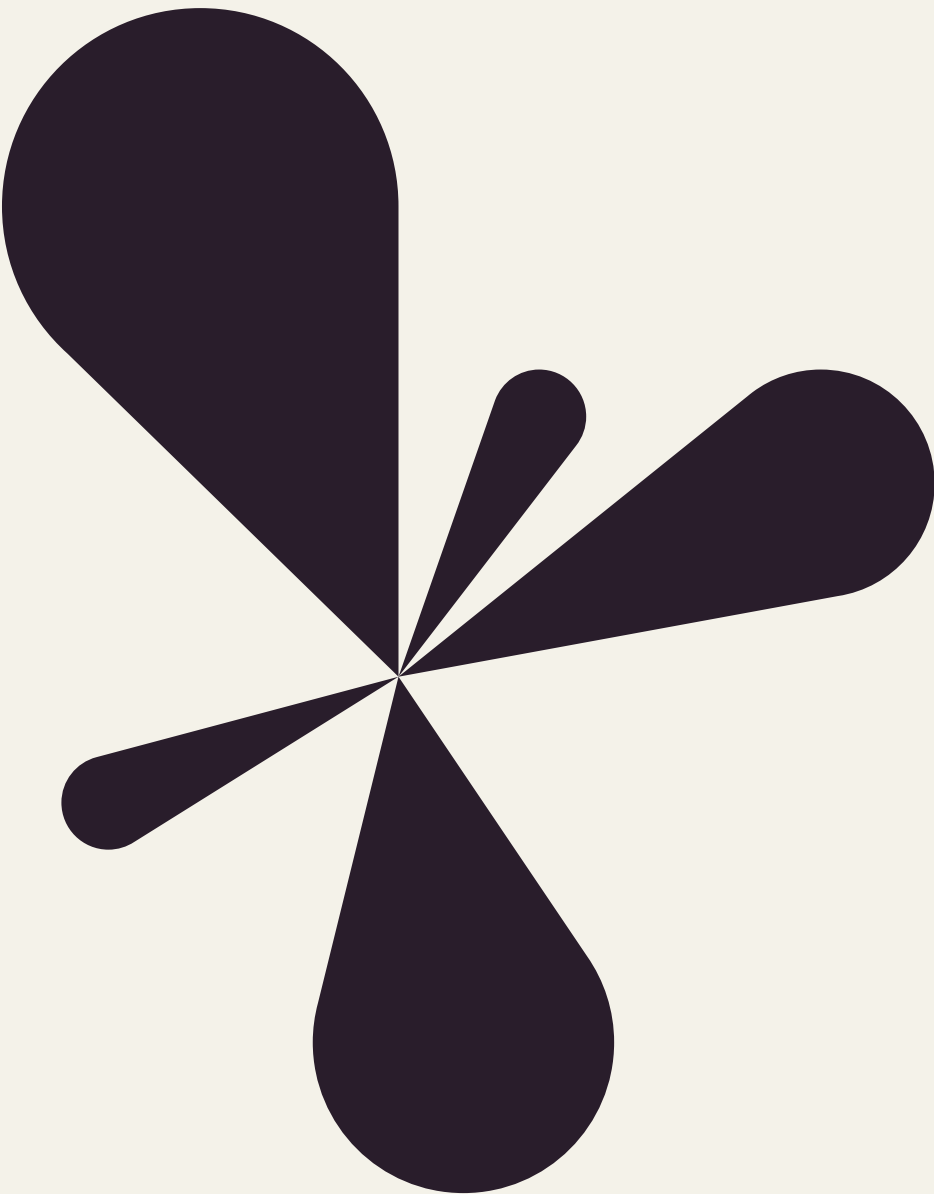
How to use it?

The signifier can sit either top right or bottom left of a layout, alongside The University of Manchester logo at the same height (see Ex. 2). Follow [University logo](#) guidance for exclusion zones.

Keep the scale modest. It should never take up more than 30% of the composition’s width or height. For larger impact, use the full graphic device instead.

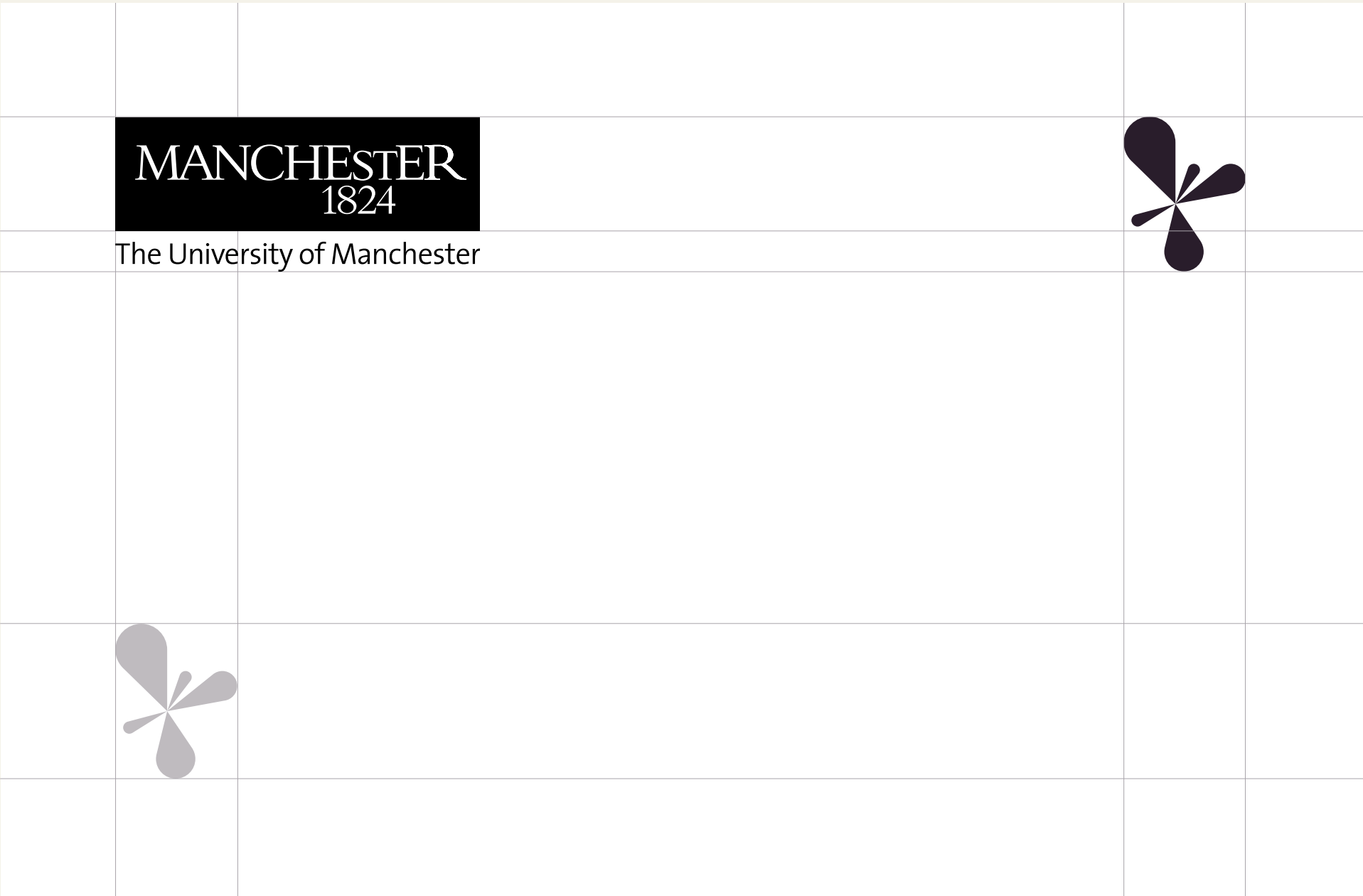
Ex. 1

Strategy signifier digital - Charcoal
Displayed in full



Ex. 2

Signifier placement alongside the University logo
Displayed in full



04

Typography



Our fonts

We use General Sans for all communications. It's clean, flexible and digital-first, helping us create a modern, accessible tone of voice. Use SemiBold for headlines with tight tracking for impact, and Regular for body text with generous leading for easy reading.

You can download General Sans from [Fontshare](#).

Headline

General Sans SemiBold
Leading: 100-110%
Tracking: -10

Paragraph

General Sans Regular
Leading: 140-150%
Tracking: 0

Title formatting

Our title ‘From Manchester for the world’ captures the ambition of the project - rooted in place, reaching outward. It speaks to the University’s global impact, while staying proudly grounded in Manchester.

The title can sit over two or three lines, depending on the format and space available.

Typesetting our title

From Manchester is always set in General Sans SemiBold, -10 tracking.

for the world is always set in General Sans Regular, -10 tracking.

Our strategy to 2035

The ‘Our strategy to 2035’ line acts as a supporting sub-tagline. It anchors the work in a clear timeline and reinforces the long-term, strategic nature of the project.

Our tagline can sit within a gradient holding shape or as a simple text line for flexibility. There are two gradient versions in the toolkit to choose from, as well as ‘mono’ charcoal and white.

Ex. 1

Tagline stacked

From
Manchester
for the world

Ex. 2

Tagline horizontal

From Manchester
for the world

Ex. 3

Our strategy to 2035 (Text only)

Our strategy to 2035

Ex. 4

Our strategy to 2035 (Colour ‘01’ underline)

Our strategy to 2035

Ex. 5

Our strategy to 2035 (Mono)

Our strategy to 2035



05

Colours

Digital use

This is a digital-first palette designed to balance energy and clarity with a sense of exploration and optimism.

For accessibility, always set text in Charcoal (#291D2B) or White (FFFFFF). The combinations indicated by the dot in the lower left corner of each colour meet WCAG AA for large text.

Text over solid colour should be used sparingly. Prioritise high-contrast combinations like White on dark colours or Charcoal on light backgrounds for better readability and accessibility.

Charcoal
R41 G29 B43
#291D2B

Ivory Paper
R244 G242 B233
#F4F2E9

Dusty Rose Beige
R213 G191 B190
#D5BFBE

Crimson
R255 G51 B76
#FF334C

Burnt Orange
R249 G89 B33
#F95921

Apricot
R250 G156 B67
#FA9C43

Olive
R115 G106 B19
#736A13

Lime
R187 G230 B79
#BBE64F

Emerald Green
R29 G189 B102
#1DBD66

Deep Teal
R9 G118 B113
#097671

Steel Blue
R55 G99 B158
#37639E

Periwinkle
R151 G98 B253
#9762FD

UoM Purple
R109 G0 B157
#660099

Hot Pink
R252 G102 B250
#FC66FA

- Charcoal text meets WCAG AA for large text
- White text meets WCAG AA for large text

Print use

Refer to this palette for any print requirements. Colour values have been refined specifically to best reflect their digital counterparts, therefore **it is essential these values are used exactly, and never converted automatically from the digital palette.**

For accessibility, always set text in Charcoal (C70, M80, Y55, K70) or White (C0 M0 Y0 K0). The combinations indicated by the dot in the lower left corner of each colour meet WCAG AA for large text.

To avoid misalignment when printing fineprint, text can be set in black (C0, Y0, M0, K100).

Text over solid colour should be used sparingly. Prioritise high-contrast combinations like White on dark colours or Charcoal on light backgrounds for better readability and accessibility.

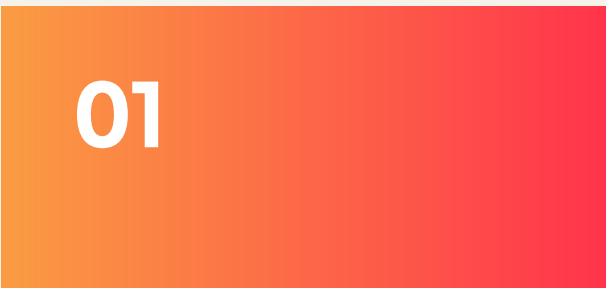
Charcoal C70 M80 Y55 K70 ●	Ivory Paper C5 M5 Y10 K0 ●	Dusty Rose C15 M23 Y18 K0 ●	Crimson C0 M96 Y70 K0	Burnt Orange C0 M80 Y96 K0	Apricot C0 M45 Y82 K0	Olive C50 M44 Y100 K25 ○
Lime C30 M0 Y84 K0 ●	Emerald Green C74 M0 Y82 K0	Deep Teal C87 M34 Y55 K13 ○	Steel Blue C85 M63 Y12 K0 ○	Periwinkle C50 M50 Y0 K0	UoM Purple C72 M100 Y0 K0 ○	Hot Pink C0 M80 Y0 K0

- Charcoal text meets WCAG AA for large text
- White text meets WCAG AA for large text

Note: these are guides to roughly determine whether the contrast of certain colour combinations complies with the relevant standards before production. It must be noted however, that the actual contrast in the end product can greatly diverge from the calculated outcome due to lighting and materials properties different from those assumed to be standard here. Depending on the relevance of compliance with specific standards, a standardised measurement under real-life conditions may be necessary.

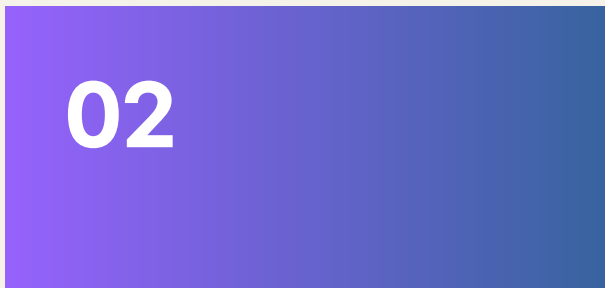
Our leaps gradients

To maintain differentiation, each leap has it’s own defined colour scheme and gradient. Please refer to the guide for colour values to use.



Orange

Flexible, personalised, and digitally enabled learning



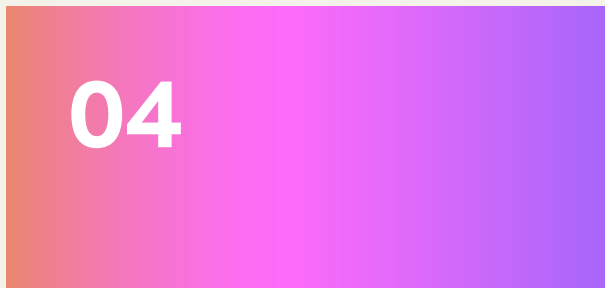
Blue

Accelerating the path from research excellence to impact



Green

A powerhouse of innovation



Purple

The university to partner with



Deep Teal

Digital inside and out

 **Apricot**

 **Periwinkle**

 **Deep Teal**

 **Apricot**

 **Steel Blue**

 **Crimson**

 **Steel Blue**

 **Lime**

 **Hot Pink**

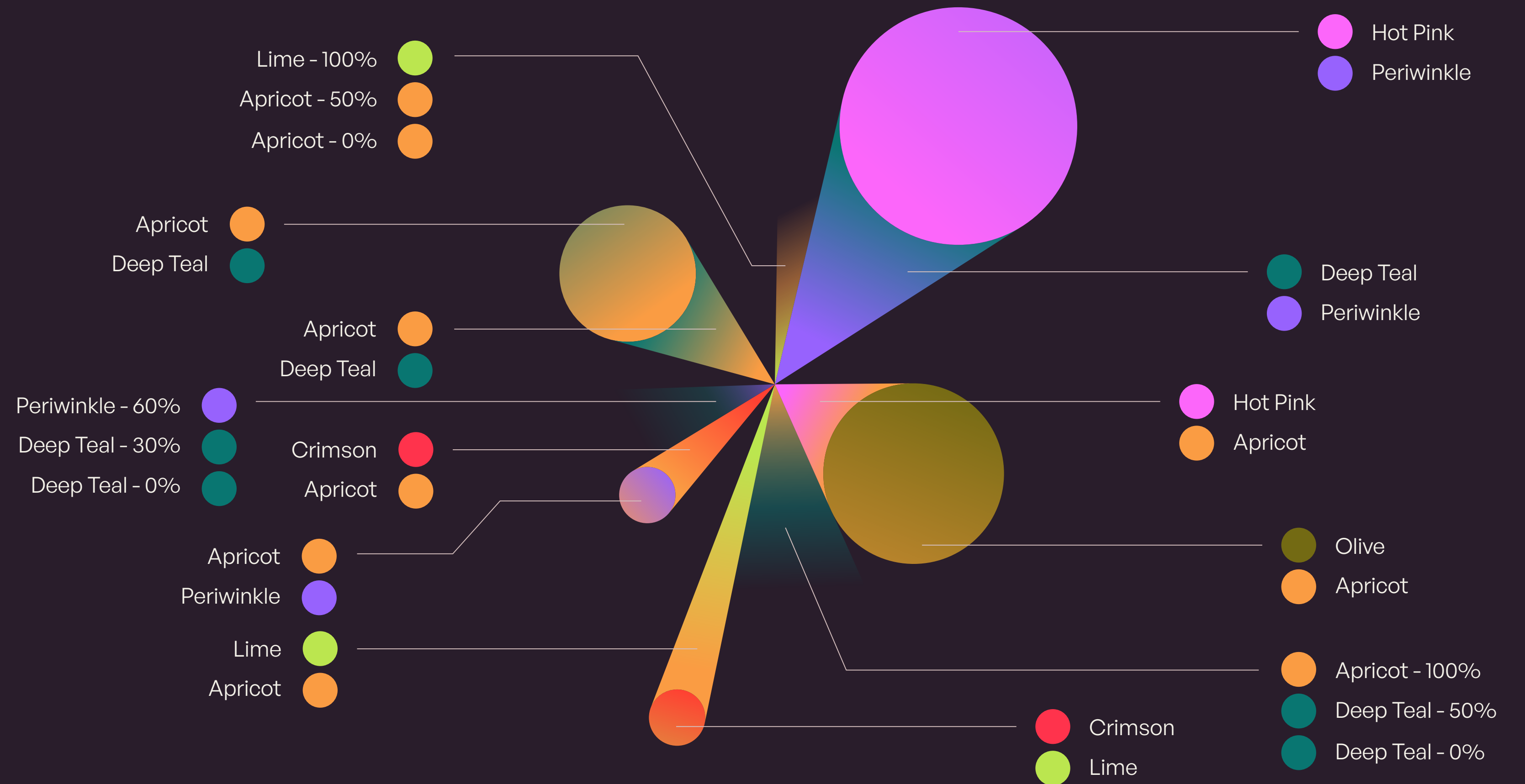
 **Deep Teal**
(85% Tint)

 **Periwinkle**

Our graphic device gradient breakdown

Our graphic device is made up of a range of gradients as displayed on this page. This guide is for information only, please do not recreate any graphic devices or their gradients.

All graphic device assets can be found in our toolkit.



06

Photography



Our photography style

Our photography feels dynamic, energetic and full of purpose. We use exaggerated angles to bring fresh perspective and make each image feel unique. Subjects are captured mid-action or in moments of focus, helping to tell real, human stories.

Our photography always includes a diverse range of people, backgrounds and experiences.



Our foundations photography

These images represent our five core foundations. Each photo is grounded, authentic and people-first, showing the real spaces and individuals behind the strategy.

Foundation 1
Outstanding teaching and research
Img: UOM5769-Edit.jpg



Foundation 2
Values-led and socially responsible
Img: UOM5350.jpg



Foundation 3
Of Manchester and for the world
Img: UOM4591-Edit-2.jpg



Foundation 4
Organised for success: one university
Img: _DRU7827-Edit-2.jpg



Foundation 5
A place where you matter
Img: UOM6013.jpg



Our leaps photography

These images reflect the leaps - bold, forward-looking moves that define where we’re going next. Each shot uses lighting, angles and focus to create a sense of innovation and energy.

Leap 1
Flexible, personalised and digitally enabled learning
Img: UOM4158.jpg



Leap 2
Research excellence to impact
Img: UOM6729.jpg



Leap 3
A powerhouse of innovation
Img: UOM9482-Edit.jpg



Leap 4
The university to partner with
Img: UOM3258-Edit.jpg



Leap 5
Digital inside and out
Img: UOM2434.jpg



Our photography styled

Images are housed in custom angled shapes to create a sense of depth and perspective. Each one is layered with cropped bursts of the graphic device, adding energy, motion and visual rhythm.





07 Design in action

Exhibition design



Core message banners

Campaign awareness banners with core information, leading with the graphic device visual.



Content rich banners

Content rich banners with softer colours and backgrounds to reduce visual noise and increase legibility.

MANCHESTER
1824
The University of Manchester

From Manchester for the world

We were **born** as the first modern civic university; an answer to the demands of the industrial age.

Today, we're facing increasingly complex challenges that demand we reimagine what it means **to** be a civic university for the 21st century.

Our strategy to 2035 sets out how every member of our community can play a part in creating the university we need to be by 2035.

Together, with our city and region, we'll **create** ideas and opportunities that drive local growth and worldwide change.

Scan for our strategy to 2035

The journey so far

Our ambitions have been co-created with our colleagues, students, alumni and partners.

12,000+
people took part

20+
workshops and events

1
Ideas Lab

Thousands
of ideas shared online

These defined our Foundations (the core commitments that must be true in any future) and Leaps (the bold choices to go further, faster, setting us apart) that underpin our plan and what drive us forward, together.

Building on our foundations

We are ready to think bigger and do things differently – but we also need to get the fundamentals right. These foundations are our enduring strengths and areas to improve further, grounding our ambition and enabling the leaps ahead.

1 Outstanding teaching and research
Learning and discovery for a new world

2 Led by our values and socially responsible
Driven by purpose

3 Of Manchester and for the world
Driving local growth and worldwide change

4 Becoming one university
A shared way of working

5 A place where you matter
An inclusive university, every view counts

Scan for our strategy to 2035

Editorial

Content rich material should be designed with softer colours and backgrounds to reduce visual noise and increase legibility.

North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

Our North Star



The University of Manchester was born as an answer to a question posed amid the Industrial Revolution: what kind of new knowledge and citizens do we need for our city to thrive in a world undergoing profound change?

As we enter our third century, we stand at a similarly pivotal moment. Technological, geopolitical, economic and social revolutions are reshaping the world. What knowledge and skills does our age demand? What changes lie ahead?

Once again, we will define what it means to be a great civic university – this time, for the 21st century. *From Manchester, for the world* means working with our city and region deeply to develop the ideas and solutions our communities and the world urgently need. From splitting the atom, isolating graphene, challenging social norms, and building the first programmable computer, Manchester has always sought to lead.

We will focus our strengths on the areas where Manchester can make the greatest difference: for example advancing health and life sciences to drive inclusive growth and turning world-changing discoveries, from materials to digital technologies, into practical impact.

This includes harnessing our cultural institutions – the Whitworth, Manchester Museum, the John Rylands Library, and Jodrell Bank Discovery Centre – as engines of inclusion and creativity and building on our global leadership in social responsibility and widening participation.

Our deep-rooted sense of place is matched by global reach, through researchers, partners and alumni who share our purpose to improve lives, strengthen communities and tackle the world’s biggest challenges. What makes us distinctive is *how* we connect our research, students, partners and civic institutions locally and globally to achieve more together. Our role in helping to transform Manchester into one of the UK’s fastest-growing city regions shows what we can achieve when working in ways that reflect the diversity, ambition and radical spirit of our city.

By working more closely with employers, entrepreneurs, donors, alumni, civic leaders and cultural partners, we will help drive inclusive growth in our city and region – creating good jobs, in-demand skills, and supporting industries that reflect Manchester’s strengths. This blend of civic purpose and economic benefit is a distinctive contribution we can make to the future prosperity of the North and beyond.

Strategy to 20353

North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

We must close the gap between discovery and impact to get our research and teaching out into the world faster and more sustainably to make a positive difference. That means bringing our extraordinary range of disciplines together in new ways, becoming more collaborative, and working more creatively with our partners. We can only tackle climate change, the growing polarisation of our society, health and social inequalities, or harness the transformative power of technology, if we do so.

At the heart of this ambition is a world-leading student experience. We will build this around partner-enabled learning that connects every student with challenges in our city, our region and across the globe, and prepares them to become the leaders and citizens our world needs. This means applying their learning in practice, working across disciplines and developing the ability to have difficult conversations – respectfully and generously – with those with whom they profoundly disagree.

A necessary condition for our success is a deep commitment to academic freedom, freedom of speech, excellence, and inclusion. Our students and colleagues must be free to pursue questions wherever they lead and supported to do their best work in an environment that values equity, diversity, and belonging. And they must be supported by the systems, infrastructure and culture that enables them to do their best work.

Our students and colleagues must be free to pursue questions wherever they lead. And they must be supported by the systems, infrastructure and culture that enables them to do their best work.

This is our North Star: From Manchester for the world.



Strategy to 2035

North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

PROVIDE CLEARER, FASTER PATHWAYS TO COLLABORATE AND GROW IDEAS

- We will make it easier for people inside and outside the University to turn ideas into action – whether launching a new social or commercial venture, working with a business or community organisation, or developing a research partnership through clear routes for sponsored research, consultancy, licensing and co-development.
- Unit M, our new gateway to innovation, will welcome students, colleagues and partners, and lead the integration of our innovation assets. From expert advice and funding to place-making and industry connections, Unit M, working across the University, will help unlock our full range of skills and expertise for our local and global partners to turn ideas into action.

DRIVE INCLUSIVE GROWTH FOR THE REGION

- We will build stronger links with the people and places of Manchester – working with communities, civic partners and businesses to make sure innovation benefits the region. We want to help generate better jobs, more economic growth, improved healthcare and social services, and contribute to an even more dynamic cultural sector.

- We will focus on areas where we can have the greatest impact – from improving health to creating low-carbon technologies – and make it easier for social entrepreneurs and community partners to get involved.
- This means deepening how we work with Manchester City Council, Greater Manchester Combined Authority and others to grow the city’s innovation ecosystem and help to deliver regional projects such as Atom Valley, alongside partnerships in Rochdale, Tameside and Cumbria. Together, we will help shape Manchester’s newest innovation district. Sister, through our partnership with Brunwood SciTech – creating a hub for spin-outs, partners, students, colleagues and residents.
- Inclusive growth means sharing the benefits of our expertise more widely – through social entrepreneurship, new partnerships and work that responds directly to community needs. We will work closely with further education colleges and employers to create porous pathways and stackable credentials, ensuring innovation skills are accessible across Greater Manchester and beyond.



Strategy to 203517

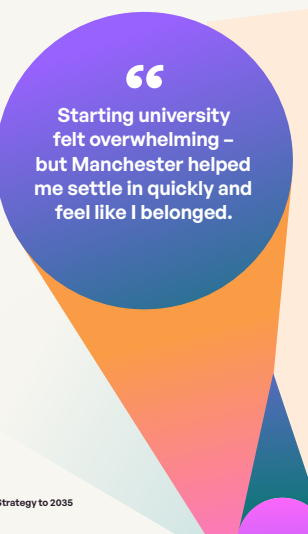
North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

What will 2035 feel like?

How will we know if our strategy is successful? By the positive impact we create and how quickly we deliver it. This means making real change visible in people’s lives. Here, we look ahead to what that might feel like for different members of our community in 2035.

MARIA CORDWELL
Chemical Engineering with Industrial Experience MEng Undergraduate student, on campus

- I’ve shaped my course around what matters to me – with flexible modules, projects that connect to real challenges and the chance to work with partner organisations facing issues I care about.
- I’ve had paid experience through the University’s ‘team as you learn’ scheme, and my advisor helps me connect what I’m doing now to what I want next.
- When I need support – academic, wellbeing or financial – it’s all joined up. I don’t have to tell my story twice to get the help I need.



Strategy to 203522

North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

ARJUN PATEL
Communications Manager Professional Services colleague – Directorate of Communications, Marketing and Student Recruitment

- Our systems work with us, not against us – from AI that handles repetitive tasks to workspaces and tools that flex to how we actually work.
- I’m part of cross-functional teams that have clear goals, space to experiment and leaders who back our suggestions for making things run better.
- What we say is heard, and what we learn is used to improve further. It feels like we’re building something together, purposefully and strategically, not just keeping things running.



Strategy to 203524

North StarShape the futureCo-creating our strategyFoundationsLeapsWhat will 2035 feel like?Delivering our strategy

SOPHIE NICHOLSON
Lecturer in Creative Writing Teaching colleague – Humanities

- Partner-enabled learning is built into my modules. We co-design briefs with employers, public bodies and community groups. Students earn credit, build a portfolio, and can take paid ‘team as you learn’ roles.
- My research and scholarship feed into my teaching, which means I’m able to make content relevant with a real-world focus and innovate how I teach and assess.
- The basics are better. A single front door joins up academic, wellbeing and financial support. Timetables make sense with protected project days. Flexible studios, labs and collaboration spaces are open when we need them.
- The infrastructure helps me teach. AI and digital services cut admin and make cross-disciplinary work simple. Workload and recognition frameworks protect time to innovate in the curriculum.



Strategy to 2035

08 Contact

Need support?

For questions, asset requests or design guidance,
please get in touch with the University Marketing teams:

design@manchester.ac.uk

content@manchester.ac.uk

This strategy sits within the University's broader
house style. For complete guidance on logo usage,
tone of voice, digital standards and more, please
refer to the University's official brand site:

[University Brand - StaffNet](#)

