

Guidelines and how to use the arrow device

v4

March 2017

St Mary's
University
Twickenham
London



These brand guidelines have been produced to ensure all St Mary's communication materials are professional and consistent.

In order for any visual identity to be successful, it must be used consistently, which means that it's down to all of us. Taking the time to understand these basic guidelines will help to get it right.

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Our logo

Our logo has been carefully designed. Do not typeset the logotype or change the size and space between the logotype and crest.

The logotype and crest can only be separated on marketing materials when placed inside an arrow device.

Schools/Centres logos

Specific logos for Schools, Centres and Professional Services are available to download on StaffNet – Marketing & Communications. Follow the link from St Mary's branding and Visual Identity shown in the left hand menu. If you cannot find what you are looking for or have an additional requirement please contact the Head of Marketing (x 4083).



St Mary's
University
Twickenham
London

Greyscale



St Mary's
University
Twickenham
London

White



St Mary's
University
Twickenham
London

Schools/Centres logos



St Mary's
University
Twickenham
London

School of Arts
& Humanities



St Mary's
University
Twickenham
London

Centre for Coaching



All logos are available in the following formats:

EPS

Pantone

Greyscale

CMYK

White

JPG

CMYK

Greyscale

RGB

Logotype only

St Mary's
University
Twickenham
London

Please note: Only use when not possible to recreate crest or when crest not clearly visible – eg embroidery on clothing.

Logotype only (restricted space)

St Mary's University Twickenham London

Please note: Only use when there is very restricted space – eg on small promotional items such as pens etc.

Colour coat of arms (crest)

The full colour university coat of arms (crest) is both an official mark of authorisation and an icon for selected branding and communication uses. Its use is strictly regulated to ensure its value is not diluted. Use of the full colour coat of arms can only be with permission from the Vice-Chancellor's office and the Head of Marketing & Communications.

The full colour coat of arms is used on:

- Degree certificates
- High level corporate literature produced for the Vice-Chancellor
- Ceremonial occasions
- Corporate events
- High level marketing material produced by the Marketing Department (eg undergrad prospectus)
- Website

- Permanent boundary and campus signs. Please see the Campus Signs guidelines available on StaffNet – Marketing & Communications, follow the link from St Mary's branding and Visual Identity.

Requests to use the coat of arms must be submitted for approval to the Head of Marketing & Communications in advance.

Where possible the colour coat of arms should be used on a white background, or if necessary, a dark blue background as shown right.



St Mary's
University
Twickenham
London

Recommended colour usage



Minimum recommended size



Our colour palette

By using our colour palette we will create a strong and unique look.

The top row shows our primary colour palette. The second two rows show the supporting colour palette. See the visuals in these guidelines for how best to use the colours.

Colour specifications

Always use the correct colour specifications for the appropriate media.

RGB and HTML colour specifications are for on-screen/web use only.

Gold

Gold is used for premium and level 1 communications. It can be used as gold foil or as a special Pantone colour and should be used sparingly.



Dark blue

Pantone 302

CMYK 100/48/12/58

RGB 0/59/92

HTML 003B5C



Cyan

Pantone Process Cyan

CMYK 100/0/0/0

RGB 0/158/224

HTML 009EE0



Light blue

Pantone 2905

CMYK 40/15/0/0

RGB 141/200/232

HTML 8DC8E8



Medium blue

Pantone 3015

CMYK 100/35/3/21

RGB 0/98/155

HTML 00629B



Gold

Pantone 873

or gold foil only



Red

Pantone 485

CMYK 0/100/91/0

RGB 216/30/5

HTML d81e05



Light green

Pantone 368

CMYK 65/0/100/0

RGB 90/191/33

HTML 5bbf21



Purple

Pantone 2612

CMYK 49/78/0/0

RGB 124/43/131

HTML 7c2b83



Blue grey

Pantone 549

CMYK 56/8/9/21

RGB 107/164/184

HTML 6ba4b8



Charcoal

Pantone 433

CMYK 0/0/0/90

RGB 51/51/51

HTML 333333



Orange

Pantone 144

CMYK 0/50/100/0

RGB 226/140/5

HTML e28c05



Green

Pantone 356

CMYK 91/4/100/25

RGB 0/122/51

HTML 007a33



Pink violet

Pantone 7446

CMYK 50/46/0/0

RGB 137/134/202

HTML 8986ca



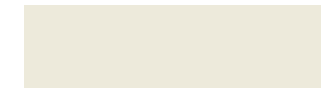
Yellow

Pantone 108

CMYK 0/13/79/0

RGB 255/239/111

HTML ffe66f



Light tan

Pantone 9100

CMYK 10/5/11/0

RGB 228/228/207

HTML e4e4cf

Our website colour palette

The colours shown right are used on the website and are based on the main colour palette and the coat of arms.



Dark blue

HTML 003B5C



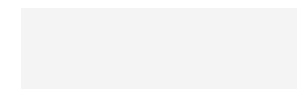
Cyan

HTML 009EE0



Dark grey

HTML 333333



White

HTML FFFFFFFF

Light grey

HTML F4F4F4



**Studying at St Mary's
overview**

HTML 00629B



Student life

HTML A7007C



Student support

HTML 5A003D



News

HTML 4A8849



International

HTML 339999



Events

HTML 23A17C



**Business and
community**

HTML 4C874B



Research

HTML BD834D

Our typeface

Our corporate typeface is Helvetica Neue. Always use this font wherever possible to ensure consistency across all printed and digital communications.

Where Helvetica Neue is unavailable, use Arial. (With the exception of Level 1 Marketing Material that strictly uses Helvetica Neue.)

Website font

Lato is used for headings:
Merriweather is used for text.

These fonts are to be used only for the website and have been chosen for accessibility.

45 Helvetica Neue Light
55 Helvetica Neue Roman
65 Helvetica Neue Medium
75 Helvetica Neue Bold

Do's

The size of type will vary depending on the application but do keep the number of different sizes on a page to a minimum – preferably no more than two or three.

As a general rule, text should be left aligned, ragged right.

Don'ts

Don't use capital letters. We read individual words or phrases partly by recognising their shape.

Don't use different sizes of text in a phrase.

Don't distort type, use typographic effects, centre type, use outlines on type or drop shadows, set headlines in italics.

Please refer to our style guide.

Stationery Letterhead

Size:

A4

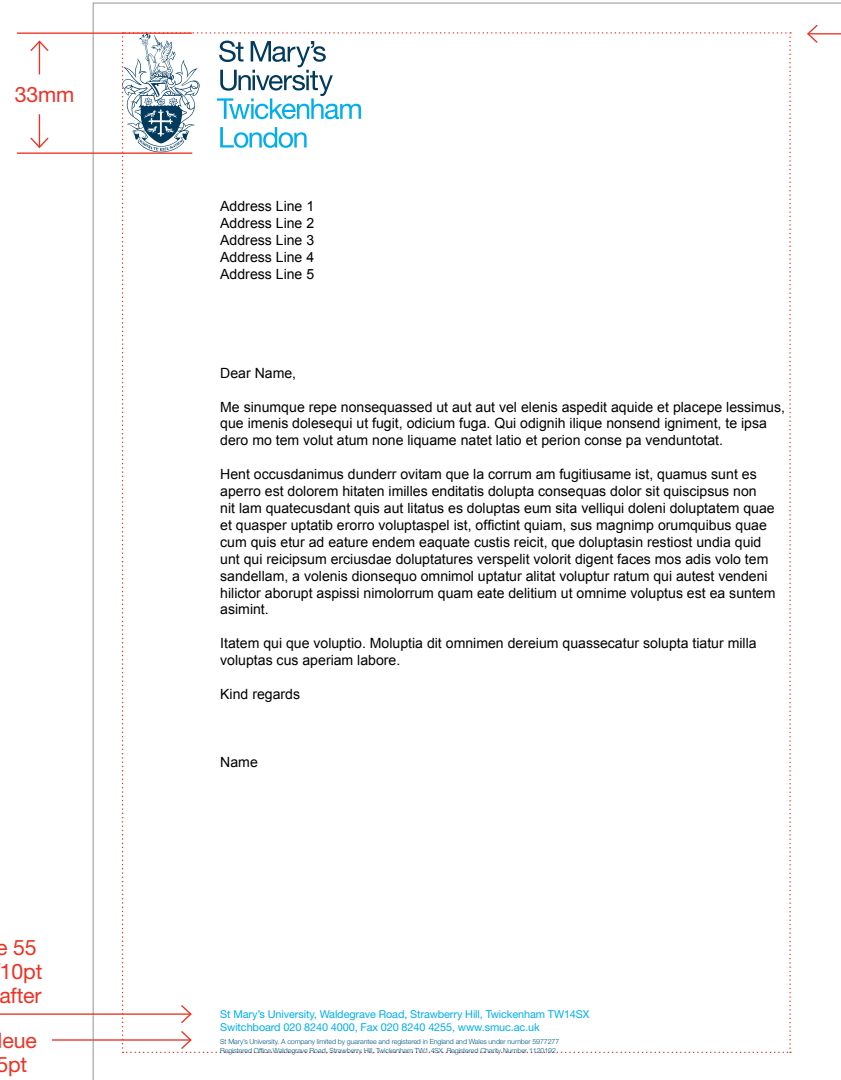
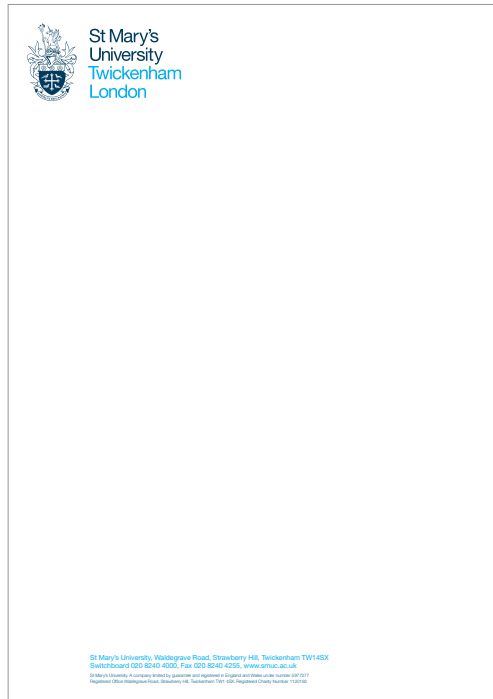
Colours:

Dark blue

Cyan



Indesign template available.



Margins
Top, bottom, left: 8mm
Right: 18mm

Helvetica Neue 55
Roman, 8.5pt/10pt
1.5mm space after

45 Helvetica Neue
Light, 5.5pt/6.5pt

← 35 mm →

Stationery Compliment slip

Size:
210mm x 100mm

Colours:
Dark blue
Cyan



Indesign template available.



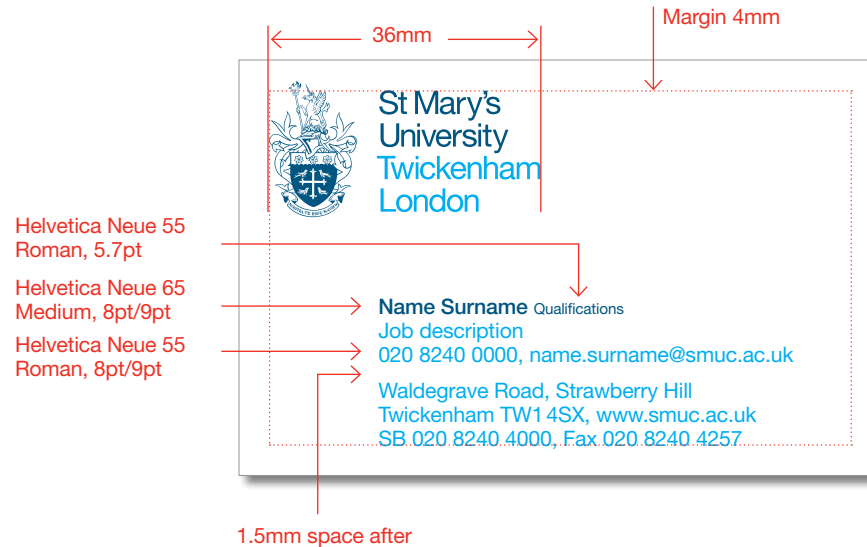
Stationery Business cards

Size:
85mm x 55mm

Colours:
Dark blue
Cyan



Indesign template available.



If an additional logo is required, it can be placed in this area. The logo should be a single colour version in cyan and must be smaller than the St Mary's logo.



Example (original size)

Stationery

Letterhead with colour coat of arms

Size:

A4

Colours:

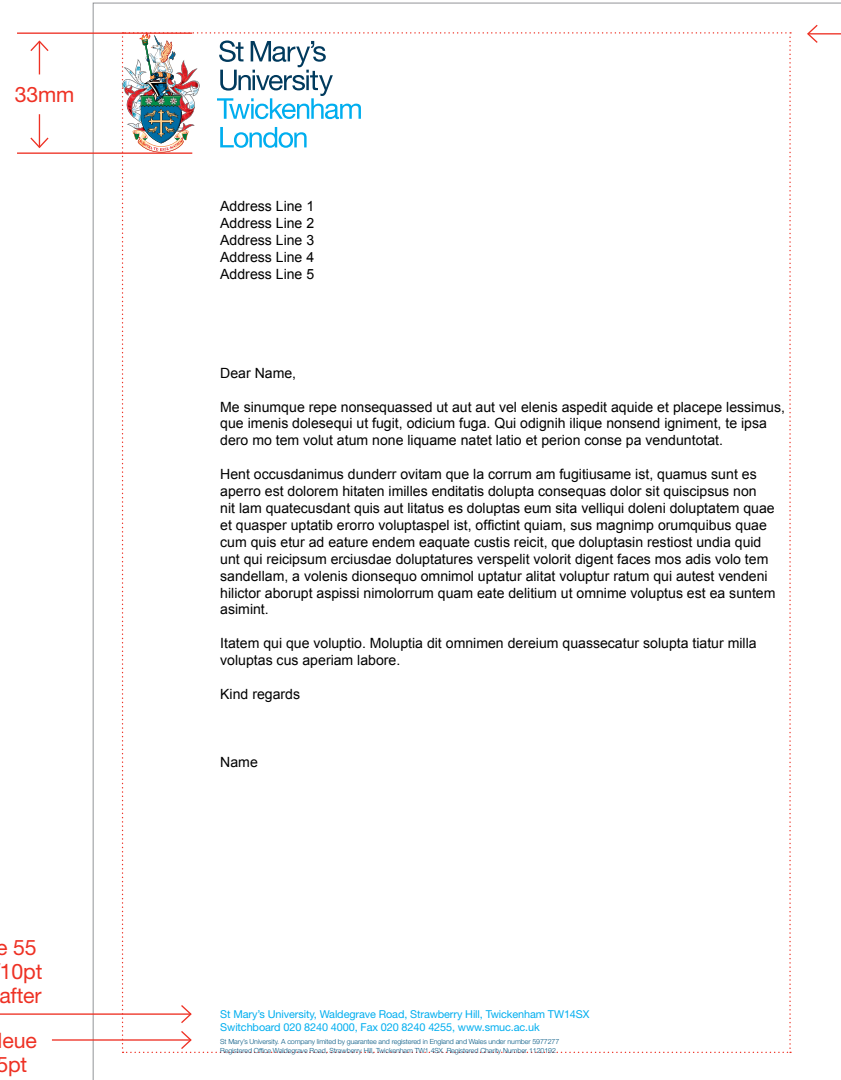
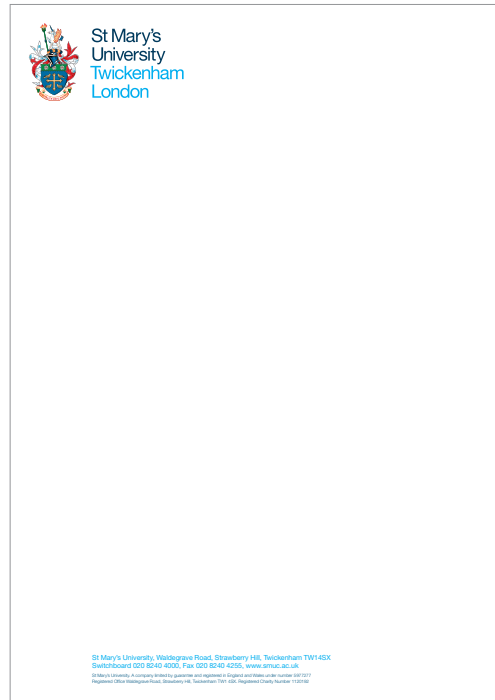
Dark blue

Cyan



Indesign template available.

This can only be printed/
produced with permission
from the Head of Marketing.



Margins
Top, bottom, left: 8mm
Right: 18mm

Helvetica Neue 55
Roman, 8.5pt/10pt
1.5mm space after

45 Helvetica Neue
Light, 5.5pt/6.5pt

← 35 mm →

Stationery

Compliment slip with colour coat of arms

Size:
210mm x 100mm

Colours:
Dark blue
Cyan



Indesign template available.

This can only be printed/
produced with permission
from the Head of Marketing.



Stationery

Business cards with colour coat of arms

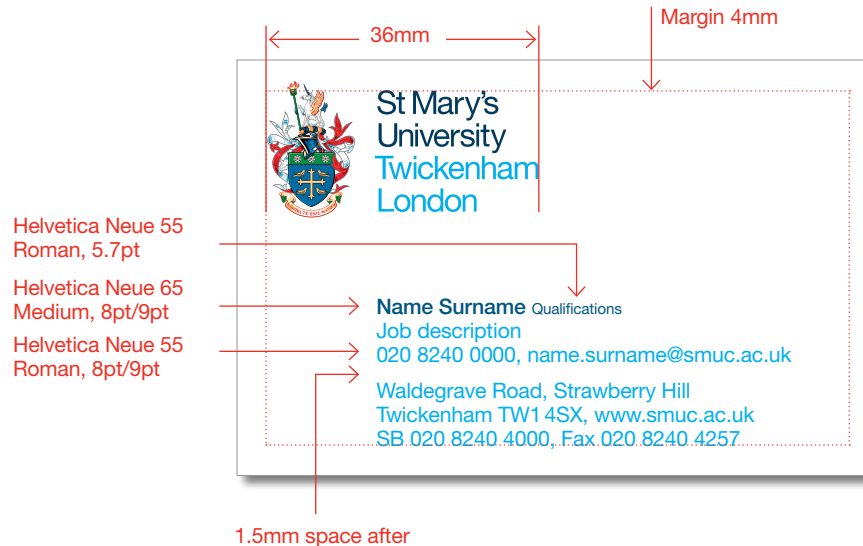
Size:
85mm x 55mm

Colours:
Dark blue
Cyan



Indesign template available.

This can only be printed/
produced with permission
from the Head of Marketing.



If an additional logo is required, it can be placed in this area. The logo should be a single colour version in cyan and must be smaller than the St Mary's logo.



Example (original size)

Email signatures

To retain consistency throughout the University we recommend to use standardised email signatures.

Typeface:
Helvetica/Arial 12pt

Colour:
Black

Standard, single colour version

Utem. Atquibero blbbore praecotiorum est et aceperum volupta aliquam quis atuempos corem volupta non re eos queaera qui quis Utem. Atquibero blbbore praecotiorum est et aceperum volupta aliquam quis atuempos corem volupta non eos queaera qui quis

Regards/Best Wishes
Name

–

Name
Job Title
Telephone number

School/Service
St Mary's University
Waldegrave Road
Twickenham
London
TW1 4SX
www.smuc.ac.uk



The Disclaimer is automatically included on the bottom of every external email.

Disclaimer

This email may contain privileged, proprietary, or otherwise private information and is intended solely for the individual to whom it is addressed. If you are not the intended recipient, we are sorry that you have received this email in error. Please note that any use, dissemination, forwarding, printing, or copying is strictly prohibited. Please contact the sender, do not open any attachments, and delete the email immediately. Any views and opinions are those of the individual sender and not necessarily those of St Mary's University Twickenham London. Please rely on your own virus checker. No responsibility is taken by the sender for any damage rising out of any virus infection. We reserve the right to monitor e-mail messages passing through our network as permitted under UK law.

Colour version – to be used by Senior Management Team only

Utem. Atquibero blbbore praecotiorum est et aceperum volupta aliquam quis atuempos corem volupta non re eos queaera qui quis Utem. Atquibero blbbore praecotiorum est et aceperum volupta aliquam quis atuempos corem volupta non eos queaera qui quis

Regards/Best Wishes
Name

–

Name
Job Title
Telephone number

School/Service
St Mary's University
Waldegrave Road
Twickenham
London
TW1 4SX
www.smuc.ac.uk



Disclaimer

This email may contain privileged, proprietary, or otherwise private information and is intended solely for the individual to whom it is addressed. If you are not the intended recipient, we are sorry that you have received this email in error. Please note that any use, dissemination, forwarding, printing, or copying is strictly prohibited. Please contact the sender, do not open any attachments, and delete the email immediately. Any views and opinions are those of the individual sender and not necessarily those of St Mary's University Twickenham London. Please rely on your own virus checker. No responsibility is taken by the sender for any damage rising out of any virus infection. We reserve the right to monitor e-mail messages passing through our network as permitted under UK law.

Internal documents

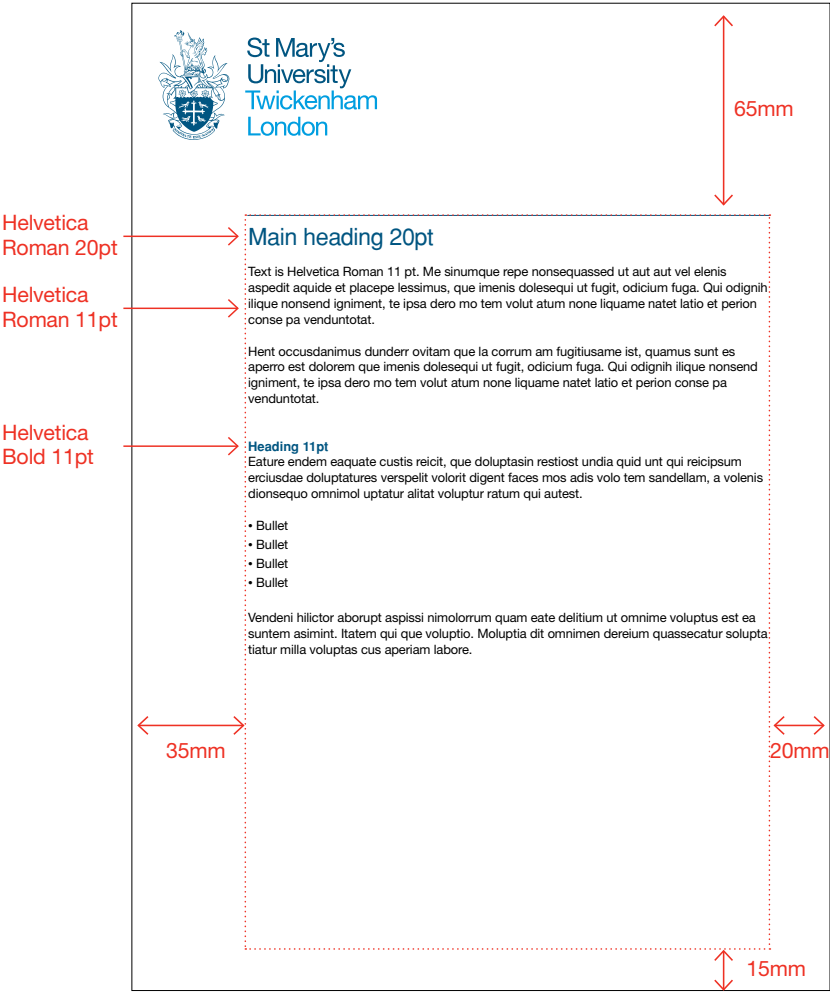
Internal document templates (colour and greyscale) have been created, as shown on the right. For photocopying purposes use the greyscale version. To maintain the value of the full colour coat of arms it should never be used on internal documents; the single colour is the only approved option.

Make sure all text is left aligned, ragged right.

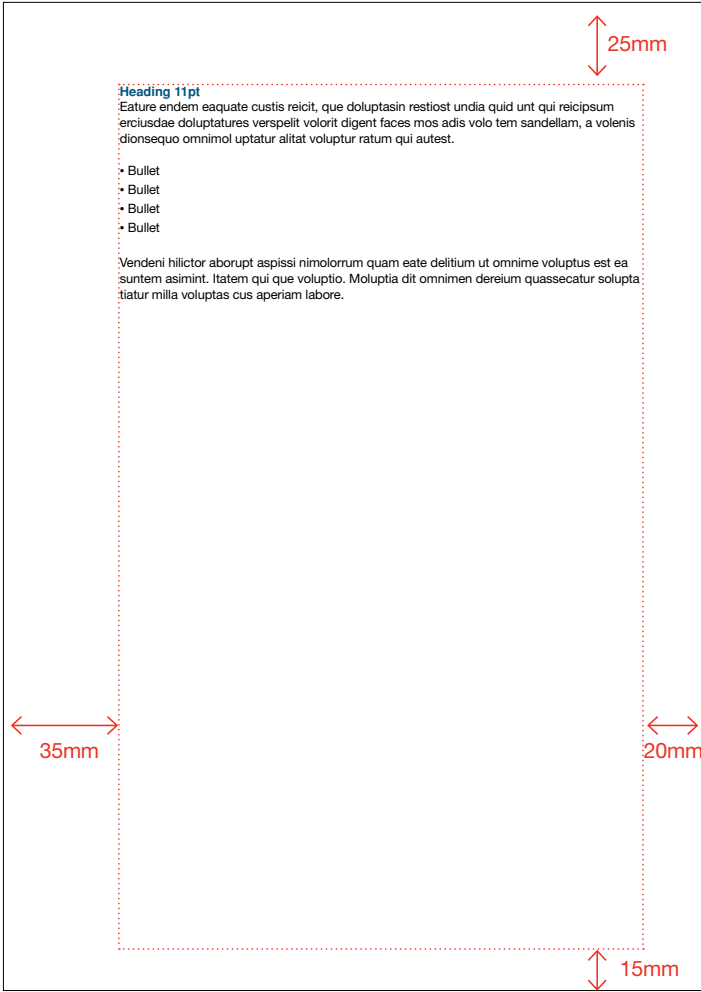
More details about type can be found on page 6.



Word templates for internal documents are available from the Marketing Department.



First page template (colour)



Continuation page template (colour)

Signage

Logotype is always placed in the top left corner. Type is lined up as shown.

Make sure the type is legible from the distance it is to be seen.

Guidelines for signs are available on StaffNet – Marketing & Communications, follow the link from St Mary's Branding and Visual Identity.



Line type up with logotype



Permanent on campus internal and external directional signs are produced by the Marketing Department and maintained by Estates & Facilities. If you need an area of the campus signed or resigned please contact Estates & Facilities in the first instance.

Templates for temporary signs are available on StaffNet as above.



Line type up with logotype



Use this type of arrow to ensure maximum visibility.

Marketing material

Overview levels

Premium

These are the highest level communication materials and can only be produced with permission from the Marketing Department. They include:

- Degree certificates
- High level corporate literature produced for the Vice-Chancellor
- Ceremonial occasions
- High level marketing material produced by the Marketing Dept.



Level 1

These are top level communication materials such as:

- Mini guides
- Annual reports
- Adverts

Level 1 communication materials should have the highest production values.



Level 2

Level 2 communication materials include:

- Generic St Mary's publications
- Newsletters
- Course leaflets
- School publications

The rules are based on Level 1 but give you more flexibility.



Level 3

Level 3 communication materials are basic publications such as:

- Schools-related publications
- Flyers
- Posters
- Non-external materials

This level will give you maximum flexibility.



Arrow device

Creating the arrow

All St Mary's marketing material use the new arrow device.

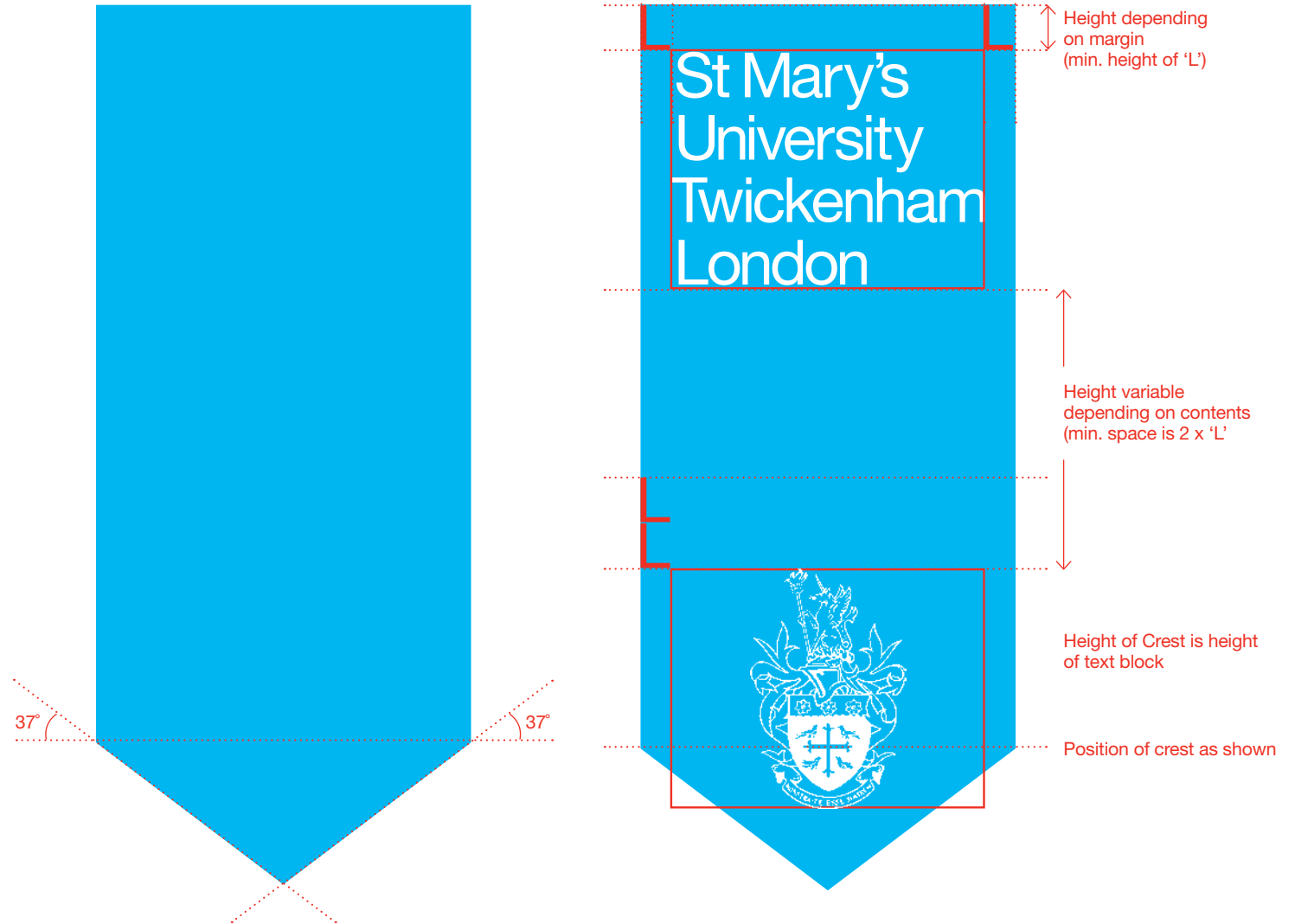
1. Create arrow using angle of 37° .
2. Place logotype inside the arrow – leave space of M on both sides.
3. Use height of logotype to create size of crest as shown on right.

The St Mary's logotype and crest are always white.



Eps file of arrow is available.

The height can be adjusted if required.



Arrow device

Standard arrow: size

The size of the standard arrow depends on whether there is copy inside or not.

No copy inside arrow	
Document size	Arrow width
A2	75mm
A3	55mm
A4	45mm
A5	35mm
DL	30mm
A6	30mm



Arrow available as eps and jpg.

Transparent arrow available as png file.

Copy inside arrow	
Document size	Arrow width
A2	100mm
A3	65mm
A4	50mm
A5	45mm
DL	40mm
A6	35mm



Arrow available as eps.

The height can be adjusted if required.

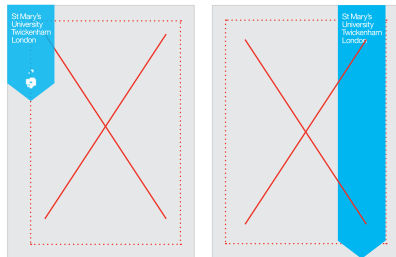


Arrow device

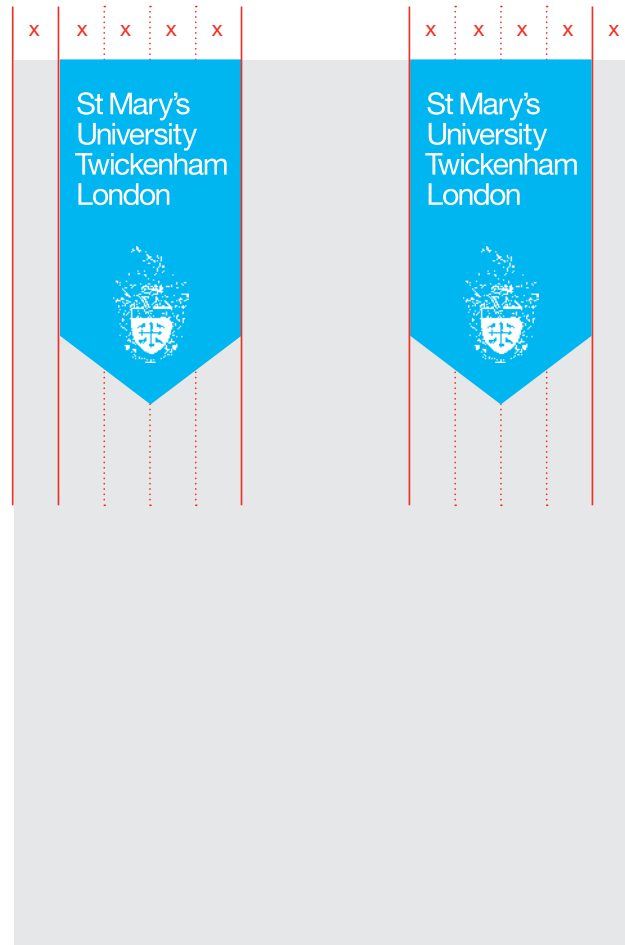
Standard arrow: position

The standard arrow sits either top right or left. Position away from the edge is a 1/4 of the width of the arrow as shown on the right.

Exception are Level 1 publications that can adjust the position of the arrow to fit within the margins of the document.



Don't position arrow too close to the edge or extend it all the way to the bottom of the page.



Level 1 publications: Position of the arrow can be adjusted to fit the margins of the document.

Arrow device

Type position inside the arrow

If placing type inside the arrow always keep the space below the logotype and above the crest clear – as shown on the right.

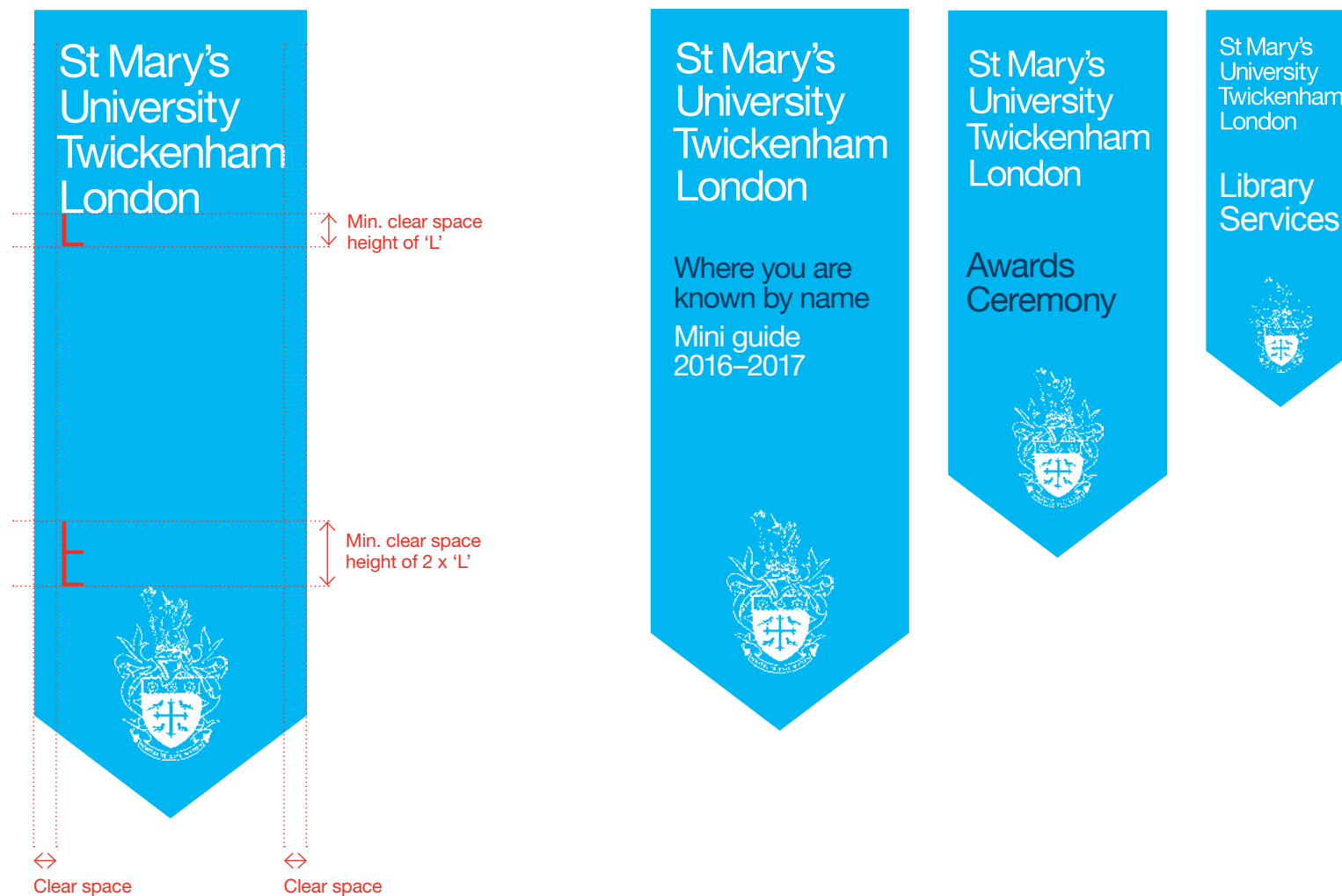
Typography within the arrow is specified in the different levels.

These principles also apply when using the colour coat of arms.



Eps file of arrow is available.

The height can be adjusted if required.



Arrow device

Endorsement arrow

This is the minimum size arrow (30mm width). This arrow is not transparent and always sits top right or left. Position away from the edge is a 1/3 of the width of the arrow as shown on the right.

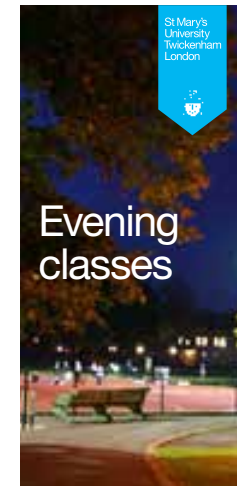
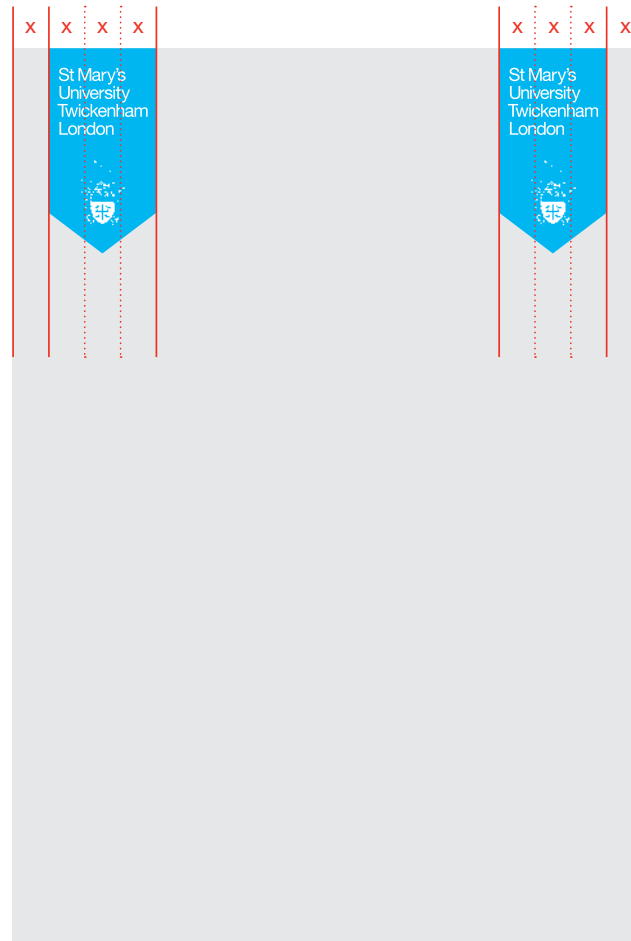
There is never any type inside the endorsement arrow.

Endorsement arrow sizes

Document size	Arrow width
A2	70mm
A3	50mm
A4, A5, DL, A6	30mm



Endorsement arrow available as eps and jpg.



Premium Overview

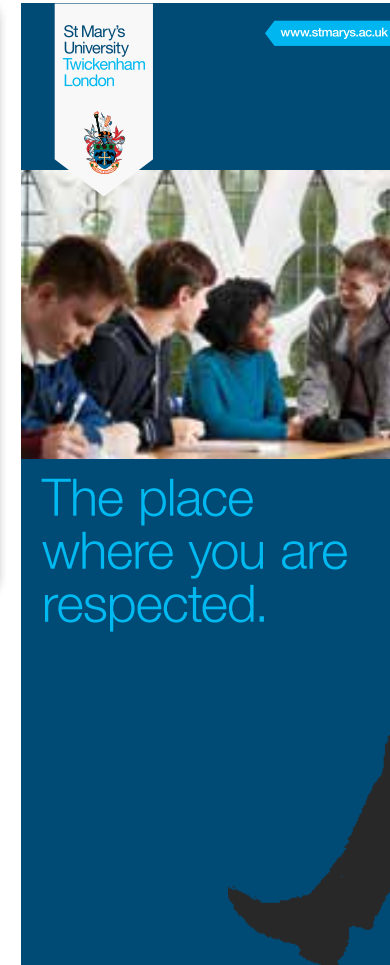
Premium communications are top level materials such as high level corporate documents, ceremonial materials etc.

Shown right are examples that give an overview of how it works.

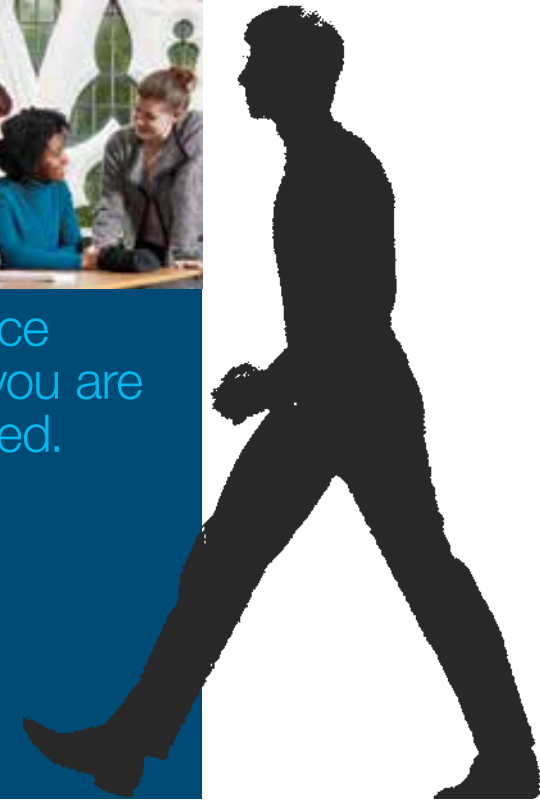
Premium communication materials should have the highest production values.

Premium rules:

- Standard arrow placed in top right or left corner
- Colour coat of arms always inside arrow
- Type inside arrow white or dark blue. For high level publications (eg prospectus) gold foil can be used
- Typeface Helvetica Neue 55 Roman
- Produced by Marketing Department



Exhibition stand



Level 1 Overview

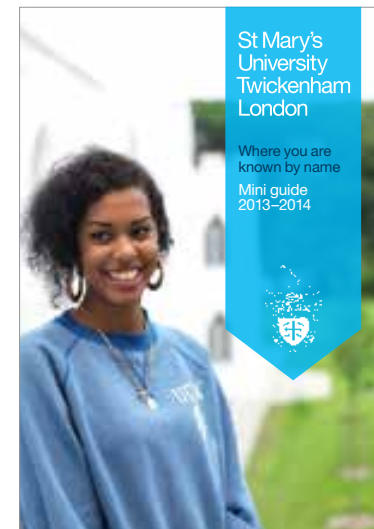
Level 1 are top level communication materials such as prospectuses, annual reports etc.

Shown right are examples that give an overview of how it works.

Level 1 communication materials should have the highest production values.

Level 1 rules:

- Standard arrow placed in top right or left corner
- Crest always inside arrow
- Type inside arrow white or dark blue
- Typeface Helvetica Neue 55 Roman



Level 1 Typography

Level 1 communication material always uses Helvetica Neue 55 Roman.

Inside the arrow

Typeface:
Helvetica Neue 55 Roman

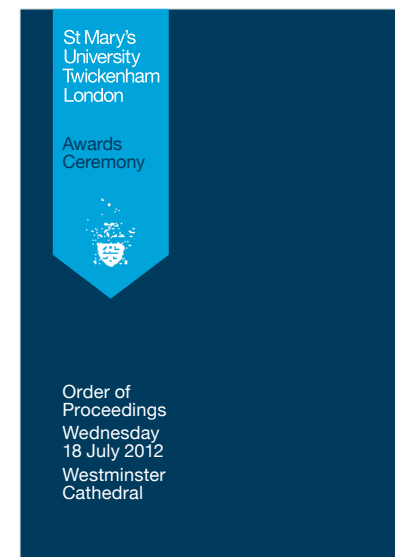
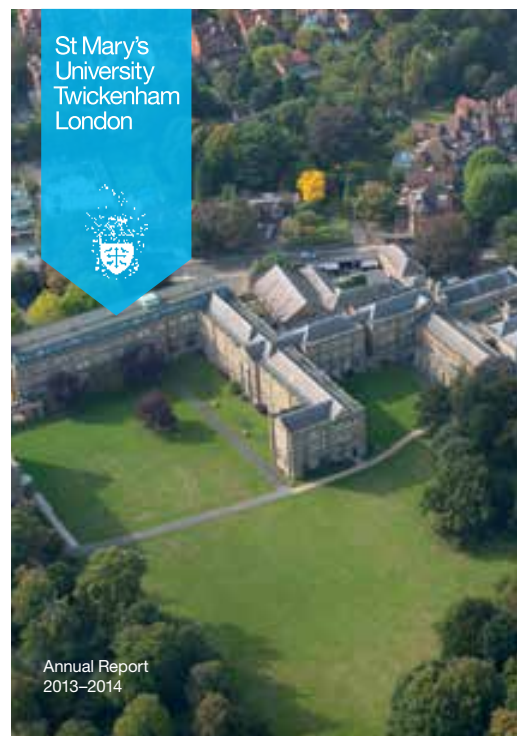
Type colour:
Dark blue
White

Outside the arrow

Only use type outside the arrow if the background has got clear space that ensures maximum legibility.

Typeface:
Helvetica Neue 55 Roman

Type colour:
Dark blue
White



Level 1

Colour: arrow and type

Arrow



Type



Over image

85% Cyan
85% Transparency

Over solid colour with border

85% Cyan
85% Transparency

Over solid colour with graphic elements

85% Cyan
85% Transparency

Over solid colour or white

85% Cyan
No transparency

Type inside arrow is always white or dark blue



Arrow colour

80% Cyan



Dark blue

CMYK 100/48/12/58

Pantone 302

Level 1

Other applications

In addition to the standard printed documents sizes the arrow can be used smaller or larger if required.

Endorsement arrow

This is the minimum size arrow (30mm width). This arrow is not transparent.

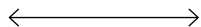
If a smaller size is required (eg for merchandising items) use the logotype/crest without the arrow.



Endorsement arrow available as eps.



Minimum size:
30mm



Less than 30mm:
Use logotype and
crest on their own
(colour options
available)



Exhibition stand

Be part of it

St Mary's University Twickenham London

Study at St Mary's College Twickenham in South West London—founded in 1850, we are respected as the oldest Catholic College with an excellent academic and student employment record, friendly atmosphere and student-centred approach. Find out more about our high quality flexible degrees, conferred by the University of Surrey.

We also offer a range of PGCE and Postgraduate Programmes. For further information contact the Educational Liaison Team on 020 8240 2314 or email recruit@smuc.ac.uk

Programme areas include:	History	Professional & Creative Writing
Education/Context/Cultural Studies	English Studies	Psychology/Sociology
Design	Media Arts	Sports Rehabilitation
Education & Employment	Mathematics	Sport
English	Philosophy	Health & Exercise Science
Film & Television	Physical Education	Social Science
Geography	in the Community	Teaching BA (ITT) Primary
Human Biology	Physical Education BA (ITT)	Theology & Religious Studies
Health	BA (ITT)	Journalism
Nutrition & Exercise	Physical Theatre	

Walkegrave Road, Twickenham TW1 4SX www.smuc.ac.uk

Be more

St Mary's University Twickenham London

Study at St Mary's College Twickenham in South West London — founded in 1850, we are respected as the oldest Catholic College with an excellent academic and student employment record, friendly atmosphere and student-centred approach. Find out more about our high quality flexible degrees, conferred by the University of Surrey.

We also offer a range of PGCE and Postgraduate Programmes. For further information contact the Educational Liaison Team on 020 8240 2314 or email: recruit@smuc.ac.uk

Walkegrave Road, Twickenham TW1 4SX
www.smuc.ac.uk

Adverts
(If black and white the arrow can be used in black)



Bookmarks
(Arrow centered)

Level 2 Overview

Level 2 communication materials include generic St Mary's publications, newsletters, course leaflets, School publications etc.

The rules give you more flexibility than Level 1.

Shown right are examples that give an overview of how it works.

Level 2 rules:

- In addition to the standard arrow sizes the endorsement arrow can be used on covers/flyers eg see newsletter
- In most cases the arrow has no transparency
- Preferably use Helvetica Neue 55 Roman. You can use different weights if required or Arial



Level 2 Extra features

Here are some examples of the extra things you can do in Level 2.

In addition to the standard arrow sizes you can use the endorsement arrow on covers.



- Use of Endorsement arrow
- Use Helvetica Neue Light for Header.
- Use of Arial for body copy.



- Arrow no transparency
- Use of Arial



- Use of Arial

Level 2 Typography

Inside the arrow

Typeface:

Use Helvetica Neue 55 Roman if possible. Alternatively, you can use different weights of this typeface. If Helvetica is not available use Arial.

Type colour:

Dark blue
White

Outside the arrow

Only use type outside the arrow if the background has got clear space that ensures maximum legibility.

Typeface:

Use Helvetica Neue 55 Roman if possible. Alternatively, you can use different weights of this typeface. If Helvetica is not available use Arial.

Type colour:

Dark blue
White



Level 2

Arrow colour

In most cases the arrow has no transparency. However, when used on top of an image it can be used with transparency.

Arrow

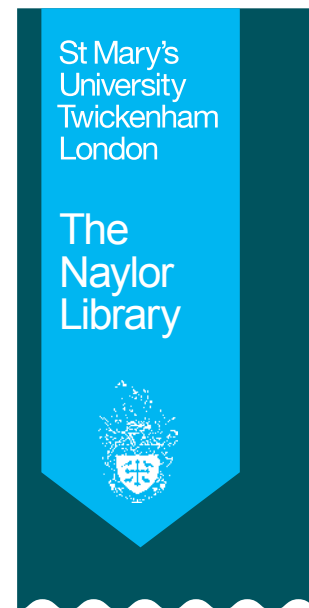


85% Cyan
No transparency

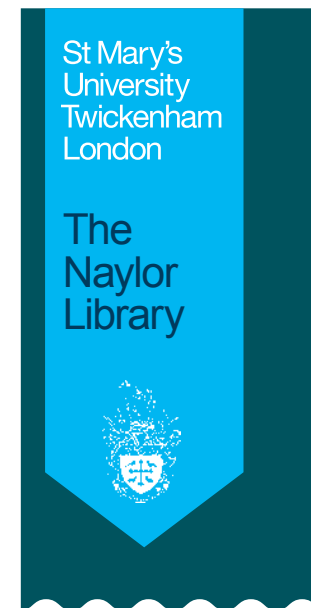


Optional
Over image
85% Cyan
85% Transparency

Type



Type inside arrow
is always white or
dark blue



Level 2

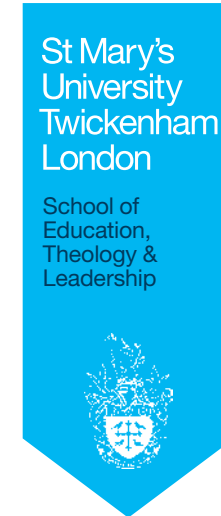
School publications

Arrow with School name only

When placing the School name inside the arrow make sure the names of the Schools are all the same size as shown on the right.



Eps and jpg file of arrow with School names is available.



Arrow with copy and School name

When using the School together with text inside the arrow make sure the names of the Schools are the same size as shown on the right.



Eps file of arrow with School names in white is available.



Level 2

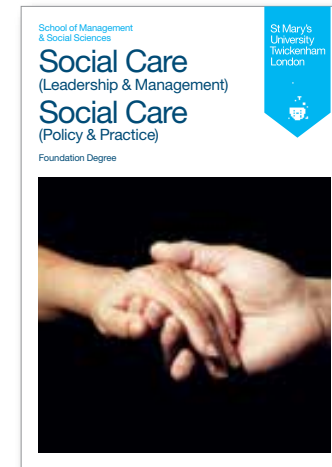
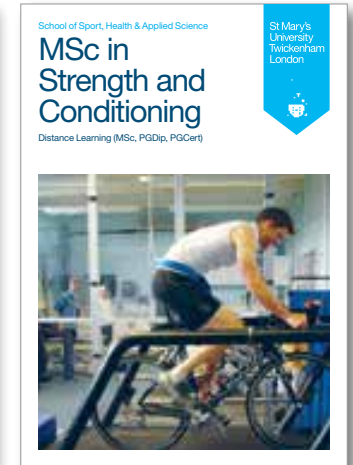
Course leaflets

Course leaflets should always use the same type sizes, placement of copy and image.

On the cover use 55 Helvetica Roman only.

Use the endorsement arrow.

The School name sits outside the text arrow in cyan.



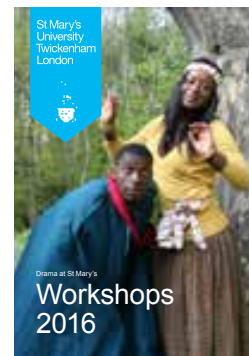
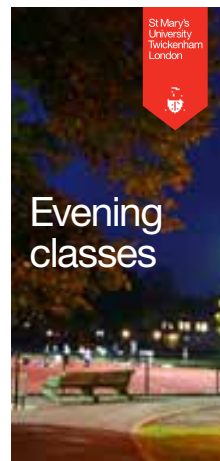
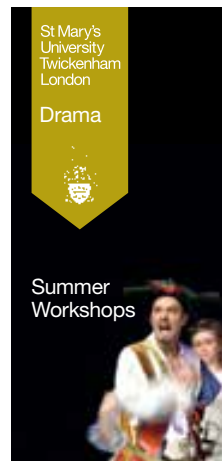
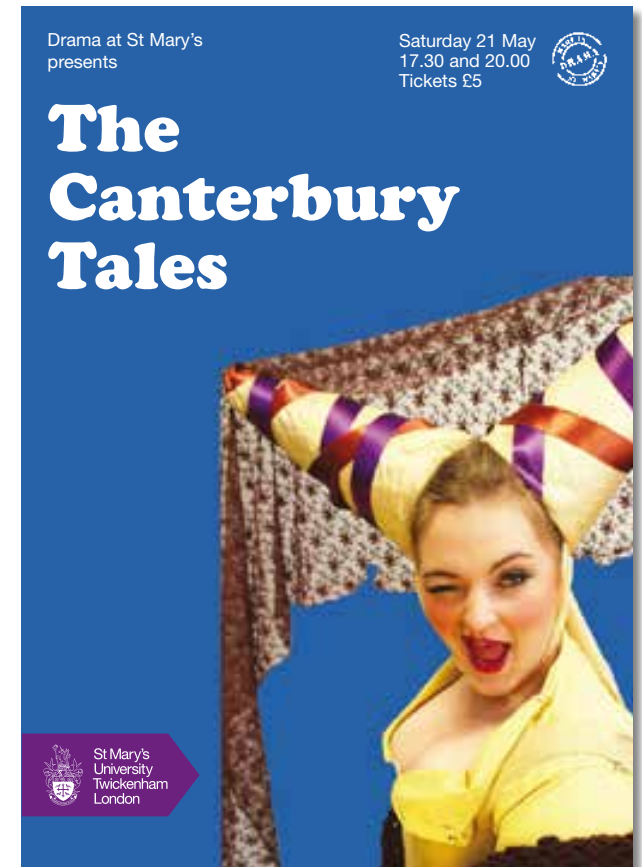
Level 3 Overview

Level 3 communication materials are basic publications such as Schools-related publications, flyers, poster and all internal materials.

Level 3 will give you maximum flexibility.

Level 3 rules:

- Arrow can be any colour that allows white type to be legible
- Arrow is not transparent
- Horizontal arrow option
- Crest in arrow not essential if material is only for internal purposes
- Typeface Helvetica Neue or Arial
- Outside the arrow additional typefaces for posters and flyers are allowed



Level 3 Extra features

Here are some examples of the extra things you can do in Level 3.



- Use of Arial
- Use of horizontal arrow without crest
- Arrow can be any colour as long as white type is legible



- Use of Arial
- Arrow can be any colour as long as white type is legible



- Use of horizontal arrow
- Additional typeface used outside the arrow



- Use of endorsement arrow

Level 3 Typography

Inside the arrow

Typeface:

Use Helvetica Neue 55 Roman if possible. Alternatively, you can use different weights of this typeface. If Helvetica is not available use Arial.

Type colour:

White

Outside the arrow

Only use type outside the arrow if the background has got clear space that ensures maximum legibility.

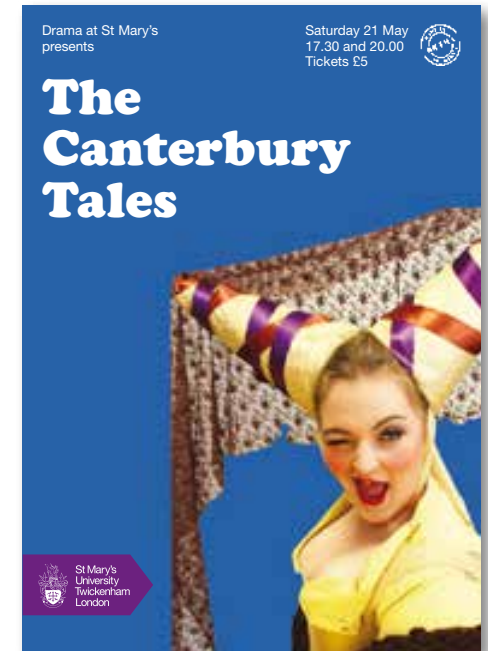
Typeface:

Use Helvetica Neue 55 Roman if possible. Alternatively, you can use different weights of this typeface. If Helvetica is not available use Arial.

Outside the arrow additional typefaces for posters and flyers are allowed.

Type colour:

Dark blue
White



Level 3

Horizontal arrow

The horizontal arrow can be used when the area at the top of a publication has no space for a vertical arrow.

Creating the horizontal arrow

1. Use the same logotype/crest relationship as shown on right.
2. Place inside the arrow using the M as a guide.
3. Centre the logotype vertically.



logotype and crest
centred vertically



Eps and jpg of horizontal arrow
is available.



The horizontal arrow can be any colour as long as the white logotype and crest are legible. The arrow is not transparent.

There is never any other copy inside this arrow.



Level 3

Horizontal arrow: size and position

The preferred position for the horizontal arrow is at the bottom.
Only use it at the top if the vertical arrow is not suitable.

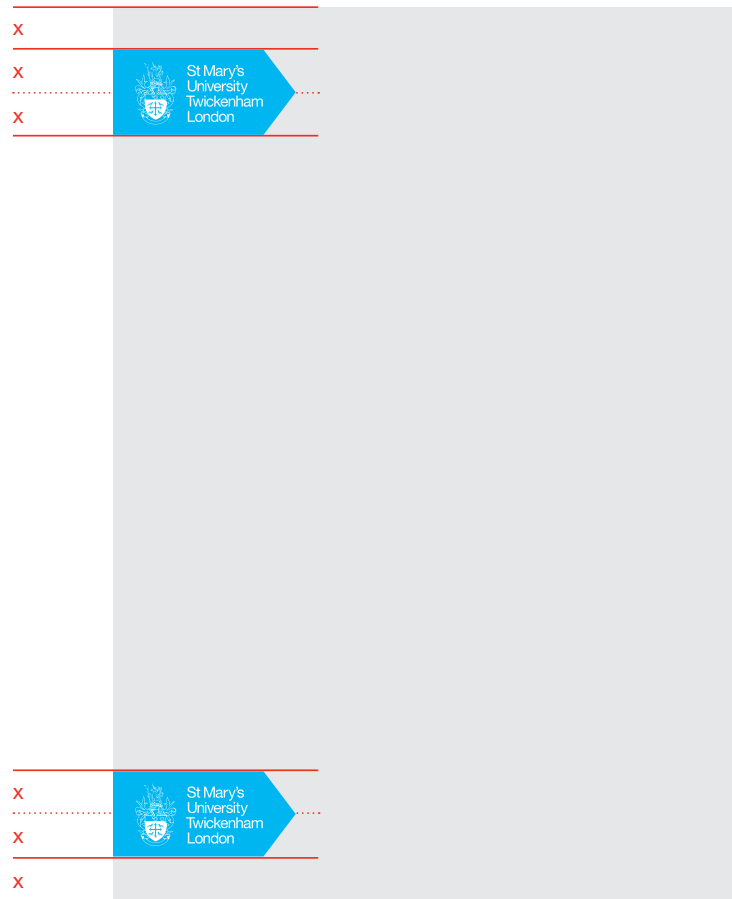
Position away from the edge is half the height of the arrow as shown on the right.

Horizontal arrow sizes

Document size	Arrow height
A2	60mm
A3	40mm
A4	30mm
A5, DL, A6	25mm



Eps and jpg of horizontal arrow is available.



Level 3 Posters

The poster examples below show how supporting logos and copy can be placed.



Supporting logos on background.



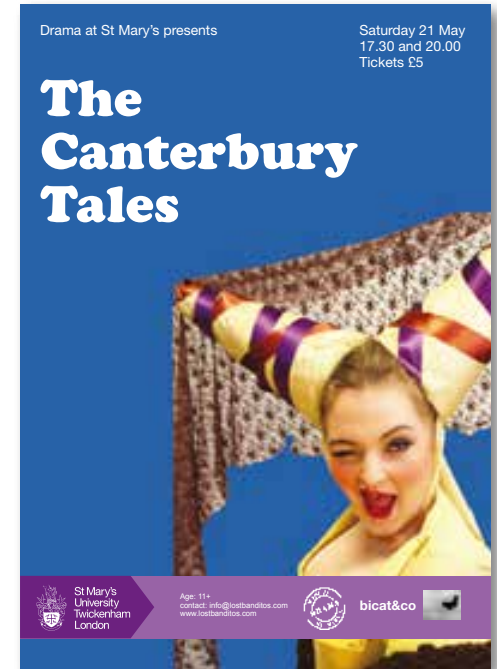
Supporting logos/copy contained in coloured strip.



The coloured strip is 70% of the arrow colour.



Supporting logo sits top right.



Supporting logos/copy contained in coloured strip.



St Mary's
University
Twickenham
London

St Mary's University Study Abroad promotional images



Aerial view.jpg



Campus image.jpg



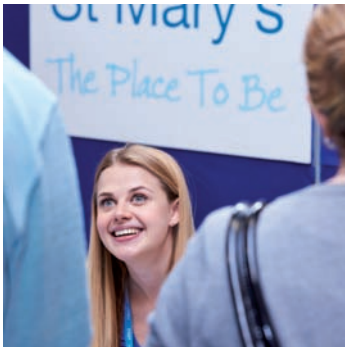
Cover image.jpg



Dolce Vita.jpg



Graduation ceremony.jpg



Open day.jpg



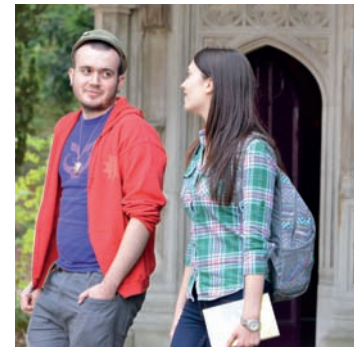
Outside the University chapel.jpg



Piazza.jpg



SM logo-crest 2012_RGB.jpg



Students and chapel in the woods.jpg



Students.jpg



Track image.jpg



University.jpg