



Anglia Ruskin  
University

# Together with us

This is **the start** of a new chapter,  
which is always an exciting place to be.

# Shape futures **with us**

## **About us**

We're an innovative university, with a reach across the globe. Every year, 36,000 students from 177 countries gain qualifications with us in four continents. Our partners' say we have a refreshing, can-do attitude.

We know that, by working together with like-minded organisations, we can shape even more futures. Today, we team up with more than 30 institutions, regionally, nationally and globally, who share our values.

Our research partnerships span the world, encompassing diverse contributors. And our six Research Institutes bring together specialist partners to make a genuine difference, from saving lives through pioneering surgery to conserving our precious natural resources.

ARU is a place where collaboration, research and scholarship informs everything we do; where ideas are made real, and we're delighted you're part of it.

## **Our brands**

A partnership is all about communication and mutual support, and we want to make sure we work together seamlessly. Together we can create a compelling proposition by maintaining the integrity of both our brands.

To help you, we have created a Partners' Pack, which includes:

- ARU brand guidelines and logo usage
- Our Tone of Voice guidelines
- Our Key messages
- Some pre-designed posters and other marketing materials.

When creating materials that specifically market ARU or our courses, we would expect you to fully use our brand identity, tone of voice and key messages.

However, in some instances, where the materials are less ARU specific, it may be a case of simply using our logo correctly in partnership with your brand.

Remember, we are here to help.

Final sign-off will be required prior to use, and is an important part of the process to comply with accreditation requirements. Please contact our Pro Vice Chancellor, Corporate Marketing & International Development Services:

**[chris.chang@anglia.ac.uk](mailto:chris.chang@anglia.ac.uk)**

If you have any questions or require any advice please get in touch:

**[design@anglia.ac.uk](mailto:design@anglia.ac.uk)**  
**[anglia.ac.uk/brand](http://anglia.ac.uk/brand)**

# ARU

*in numbers*

## 5 Faculties

Arts, Law & Social Sciences  
Health, Social Care and Education  
Lord Ashcroft International Business School  
Medical Science  
Science & Technology



## 36,000

**students across the globe**

one of the largest universities in the East of England



## 12,000

**Postgraduate students**



## 90,000

**active alumni**  
in 159 countries across the globe

## 6

## Research Institutes

Anglia Ruskin Information Technology Institute  
Cultures of the Digital Economy Research Institute  
Global Sustainability Institute  
Institute for International Management Practice  
Postgraduate Medical Institute  
Veterans and Families Institute

Many of our researchers are recognised as  
**leaders in their respective fields**



## 2,000

organisations come to us annually for support, from start-ups to corporations

## MedTech Campus



will provide one of the world's largest health innovation spaces for companies, create 12,500 jobs and boost the medical technology sector by £1.2bn



We have invested

## £122m

over the last 5 years in state of the art facilities and will be investing £98m over the next 5 years

# For the **first time**

- We have a joined-up approach to how we look, feel and sound across our many different touchpoints.
- We can each appeal to our particular audiences, while all coming from the same place.
- We can confidently be us in every communication we produce.

# Scratch beneath the surface and there's some **solid thinking**

## **Our new brand:**

- Reflects decades of being a university, months of research and conversations with over 50 key audiences, staff and other stakeholders.
- Unites our communications, which have grown fragmented in parts.
- Paints a picture of where we are today – we've come a long way in a short space of time and are rightly proud of that fact.
- Captures what makes us unique.

# Take a look behind our brand and you'll see why **we're different**

Anglia Ruskin University is like no other higher education institution. That's a bold statement, but we have plenty of substance to back this up.

## **Half-a-dozen facts and figures about us**

- Our roots date back to 1858 (when John Ruskin opened the Cambridge School of Art), but we'll always be more interested in people's futures.
- While our head is brimming with ambition, our feet are firmly in the real world. The research we conduct makes a difference – from conserving precious water to saving lives through ground-breaking keyhole vascular surgery – with 12 of our research areas rated as world leading\*.
- From day one we help our students work towards a career so they can graduate with confidence.
- We support around 2000 businesses and organisations a year, so that they can grow quicker and compete harder. Our industry links are strong.
- We train tomorrow's engineers, surgeons, nurses, midwives, social workers, lawyers and more.
- We're a lead partner in the Anglia Ruskin MedTech Campus. This will be one of the world's largest health innovation spaces, creating 12,500 jobs and boosting the UK's medical technology sector by some £1.2billion.

\* Research Excellence Framework (REF) 2014

# We've got a single-minded direction: **realising ambitions together**

For our students, the businesses we support and our many education and commercial partners, we collaborate to deliver tangible results. Together, we make positive change happen in the real world at a remarkable pace. In this respect alone, we're unlike many other institutions. As a modern university with the right mindset, we've seen what's possible to achieve in a short space of time.

## **Did you know?**

- 36,000 students choose to study with us every year across the globe.
- Our graduate prospects are among the best in the country – with 9 out of 10 starting their career or further study within the first six months\*.
- Our courses are rated among the most intellectually stimulating in the country, our lecturers among the most enthusiastic and interesting, and our students among the most confident.\*\*
- We were named the UK Entrepreneurial University of the Year at the *Times Higher Education* (THE) Awards 2014.
- We were the first university to get a Customer Service Excellence Award.
- Our Student Services Team was rated the UK's best (*Times Higher Education* Awards).
- Businesses come back to us for support.
- We run multi-million Euro, EU-funded programmes in our region, helping researchers, businesses and organisations get on.
- The Anglia Ruskin MedTech Campus was launched at the House of Commons. It continues to receive national and local government backing.

\* Graduates working or in further study  
(Destinations of Leavers from Higher Education Institutions, 2012/13).

\*\* National Student Survey 2014.

# Our brand personality makes us **unique**

## **We're ambitious**

We want the best for our students, the businesses we support, our various partners and ourselves. Our positive, can-do attitude helps us realise these ambitions.

## **We're collaborative**

We work with people. We build successful partnerships. By collaborating, we make the difference.

## **We're imaginative**

Our mind is open to new ideas and approaches.

## **We're approachable**

Our University is open to people from all walks of life. Ability should be the only discriminator.

Our Key Messages document is available for download:

**[anglia.ac.uk/brand](https://anglia.ac.uk/brand)**

Our brand personality  
captures our values and  
also **sets us apart...**





Bring our vision and values together with a strong visual and written identity and we start to stand out as a brand...

## You'll notice our headlines - Stag family

The Stag family typeface is a key element of our visual identity. As you'll see, it features across our wide-ranging communications, in a number of different weights. For headlines, we use Stag.

human,  
welcoming,  
confident

## For main body copy, we use

Stag Sans

## We've got a vibrant palette of colours across our University...

### Tier 1 Top line:

#### ARU Blue

CMYK: 100c 71m 10y 47k  
SPOT: 654C  
RGB: 0 51 102  
HEX: 003366

#### ARU Bright Blue

CMYK: 67c 1m 0y 0k  
SPOT: 298C  
RGB: 65 182 230  
HEX: 41B6E6

#### ARU Red

CMYK: 0c 100m 100y 0k  
SPOT: 0  
RGB: 0  
HEX: 0

#### ARU Gold

CMYK: 9c 29m 66y 24k  
SPOT: 465C  
RGB: 176 138 66  
HEX: B08A42

ARU  
Metallic Gold  
PMS: 871

### Tier 2 Education:

#### ARU EDUCATION PURPLE

CMYK: 73c 100m 0y 0k  
SPOT: 526C  
RGB: R-112 G-47 B-138  
HEX: 702F8A

#### ARU UNDERGRAD GREEN

CMYK: 27c 0m 100y 3k  
SPOT: 390C  
RGB: R-181 G-189 B-0  
HEX: B5BD00

#### ARU POSTGRAD VIOLET

CMYK: 40c 29m 0y 0k  
SPOT: 2716C  
RGB: R-159 G-174 B-229  
HEX: 9FAEES

#### Arts, Law & Social Sciences

##### ARU ALSS YELLOW

CMYK: 0c 32m 87y 0k  
SPOT: 143C  
RGB: R-241 G-180 B-52  
HEX: F1B434

#### Health, Social Care & Education

##### ARU HSCE LIGHT BLUE

CMYK: 81c 1m 0y 0k  
SPOT: 2995C  
RGB: R-0 G-169 B-224  
HEX: 00A9E0

#### Medical Sciences

##### ARU MS RED

CMYK: 0c 100m 50y 0k  
SPOT: 206C  
RGB: R-206 G-0 B-55  
HEX: CE0037

#### Science & Technology

##### ARU ST TURQUOISE

CMYK: 76c 0m 38y 0k  
SPOT: 3262C  
RGB: R-0 G-191 B-179  
HEX: 00BFB3

#### Lord Ashcroft International Business School

##### ARU LAIBS STEEL

CMYK: 31c 8m 6y 11k  
SPOT: 5435C  
RGB: R-166 G-187 B-200  
HEX: A6BBC8

...which have been carefully assigned, so that every facet can stand out.

## Our image style is distinctive too

We're busy building a bank of images, so check the library first before commissioning photography. Here are a few examples...



Our imagery is human, candid and real, capturing a moment when people are fulfilling their ambitions with ARU. The style is warm and welcoming, reflecting our friendly, unique place.

# Saying it with our tone of voice

How we sound (our tone of voice) is as important as the way we look (our visual identity). And both should sing in unison.

To help you write, commission and approve copy in our tone – that reflects our University – we have five pointers.

Key to this is writing it as we say it.

### 1 Sound human

People are drawn to people, not faceless institutions.

### 2 Sound inviting

We're more than plain human. We're welcoming, approachable, inclusive and open to collaboration.

### 3 Sound real

We're a grounded place, not an ivory tower.

This realness should rub off when we write. It reflects who we are. It's instantly engaging.

### 4 Sound confident

We can be proud of our achievements and certain about what we're promoting. We're after a relaxed, natural style that exudes confidence.

### 5 Sound positive

We should sprinkle our can-do attitude throughout our writing. It's like gold dust and gives us a distinct voice in a crowded marketplace.

Our full Tone of Voice, House Style and Key Message guides are available for download:

**[anglia.ac.uk/brand](https://anglia.ac.uk/brand)**

# Our brand architecture at a glance

## Here are our three tiers.

In a way, a university is rather like a town. Our brand hierarchy distils our complex organisation into three core areas, as shown. This structure is externally, rather than internally, minded; it doesn't – and shouldn't – adhere to 'corporate' divisions and departments unless that face makes sense to our audiences. For the greater good, we need to be disciplined here and stay within our tier or tiers to avoid fragmented communications.

Examples of our brand in action are available:  
**[anglia.ac.uk/brand](https://anglia.ac.uk/brand)**

### Education

ARU Purple

## Tier 1

### ARU Top-line

ARU Blue

ARU Gold

ARU Bright Blue

## Tier 2

### Research

ARU Dark Grey

## Tier 3

### Partnerships

ARU Black

Tier 1 is for communications where we speak from the University as a whole..

Tier 2 covers our three core areas:

- our world of Education
- our Commercial offering
- our Research Institutes, which often bridge the above areas.

Here, we flex our brand assets to engage our different audiences, creating communications that stand apart while being from the same stable.

## **Commercial**

**ARU Mid Blue**

Tier 3 is for stand-alone communications: our educational and commercial partnerships and one-off cases. Please do not create new Tier 3 communications without first checking (see Contact us at the back). More than likely, your communications will fall within Tier 1 or 2.

# Our logo

## Tier 1:

The Anglia Ruskin University logo should appear prominently on all Tier 1 communications. Wherever possible, please add the CMYK (four-colour version). Don't recreate our logo; use the master artwork files given here.

We have a preference for our logo to appear in the top left-hand corner of communications, but this is a general rule of thumb. For certain communications, a better place may suit. Speak to the Design and Delivery team for further guidance.

If you're unable to feature our CMYK logo (due to colours clashing or when printing in black and white only), use one of our MONO versions.

ARU\_Logo\_CMYK\_POS.eps



ARU\_Logo\_MONO\_POS.eps



ARU\_Logo\_CMYK\_NEG.eps



ARU\_Logo\_MONO\_NEG.eps



## Logo clear zone:

To protect our logo, we need to keep it clear of other graphic elements and type. Our clear zone rule helps here.

The clear zone around our logo is shown below; the magenta guides are for reference. Its measurement is based on the height of the 'A' from our logo.

No other graphic elements or type should ever encroach upon this zone.



## Tier 2 Education:

The Anglia Ruskin University logo should appear prominently on all Tier 2 Education communications. Wherever possible, please add the CMYK (four-colour version). Don't recreate our logo; use the master artwork files given here.

We have a preference for our logo to appear in the top left-hand corner of communications, but this is a general rule of thumb. For certain communications, a better place may suit. Speak to the Design and Delivery team for further guidance.

If you're unable to feature our CMYK logo (due to colours clashing or when printing in black and white only), use one of our MONO versions.

ARU\_Logo\_CMYK\_POS.eps



Anglia Ruskin  
University

ARU\_Logo\_MONO\_POS.eps



Anglia Ruskin  
University

ARU\_Logo\_CMYK\_NEG.eps



Anglia Ruskin  
University

ARU\_Logo\_MONO\_NEG.eps



Anglia Ruskin  
University

Logo assets are available:

**[anglia.ac.uk/brand](https://anglia.ac.uk/brand)**

# Partner logo lock-ups

## Tier 3 Partnerships:

It's important we give equal weighting to partners leading wider initiatives. We've created 'dummy' master files – called Partnership Logo lock-ups – for this purpose. From these CMYK POSITIVE template files, you can easily create CMYK NEGATIVE logos and MONO POSITIVE and MONO NEGATIVE logos, if required.

### ARU\_College\_Lockup\_CMYK\_POS.ai



### ARU\_University\_Lockup\_CMYK\_POS.ai



### ARU\_Partner\_Lockup\_CMYK\_POS.ai



If you have any questions or potential issues with this approach, please contact us to discuss what options are available:

**[design@anglia.ac.uk](mailto:design@anglia.ac.uk)**

## Logo lock-up dos and don'ts

When creating new Partnership logo lock-ups, pay particular attention to the way the Partner logo balances visually with the Anglia Ruskin University logo. Our Adobe Illustrator CS6 template files are a useful visual guide, showing the correct size and balance.

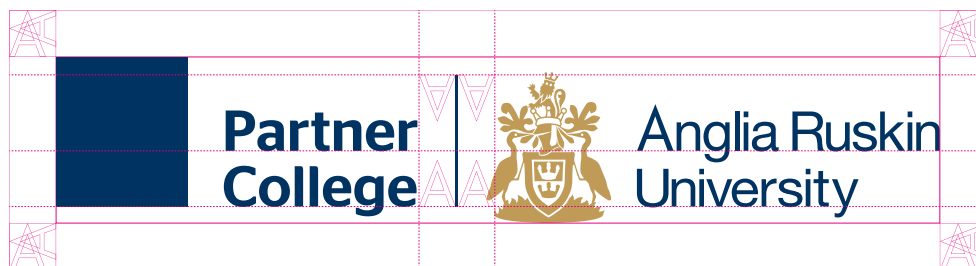
There's one golden rule: Never tamper with the Anglia Ruskin University logo on the right-hand side of the lock-up or the Partner logo on the left.

- Don't stretch the logos
- Don't skew the logos
- Don't re-colour the logos
- Don't outline the logos
- Don't add to the logos
- Don't re-draw the logos
- Don't apply the logos onto similar colours
- Don't rotate the logos
- Don't substitute the fonts in the logos
- Don't use the logos as a watermark
- Don't place the logos over a picture
- Do just use the master artwork files

## Logo lock-up clear zone

Avoid placing text or other graphic elements close to this lock-up by observing the clear zone - magenta guides, see below, for reference. Our clear zone measurement is based on the height of the 'A' from the Anglia Ruskin University logo. Other graphic elements and text should not encroach upon this clear zone.

### Clear zone



Logo assets are available:

**[anglia.ac.uk/brand](http://anglia.ac.uk/brand)**

# Shield marks:

## framing the statement

We've created our own speech marks which derive from the shield in our logo. We call them our Shield marks. We use these marks to frame headlines and statements that explain why our audiences should choose Anglia Ruskin University.

Our Shield marks should be used sparingly or their impact will dull.

We should make sure that the words inside the marks always support the statement: Why ARU

**Please contact [design@anglia.ac.uk](mailto:design@anglia.ac.uk) for assets and guidance**





It's where your  
ambitions  
become a  
reality

# We've got a system, rather than a straightjacket

We need to strike a balance between appealing to our various audiences and appearing as one to support our University and its ambitions.

Our University has a world of different audiences. We need to engage teachers, parents and guardians, a range of prospective and existing students, alumni, businesses, the community, the wider public, governments and numerous partners and other stakeholders.

At the same time, we must present a coherent face if we are to build further awareness of our University and cement our reputation. In short, it's essential that every piece of communication looks like it comes from the same place.

The answer to this is a clear, disciplined brand architecture – the building blocks we have developed will form this solid foundation for our brand allowing us flexibility to best engage with our different audiences.

Our brand will continue to evolve and adapt as we work with colleagues across our University on live projects, and we look forward to helping you create engaging, compelling and effective materials over the coming months, bringing our University's new brand to life.

Final sign-off will be required prior to use, and is an important part of the process to comply with accreditation requirements. Please contact our Pro Vice Chancellor, Corporate Marketing & International Development Services:

**[chris.chang@anglia.ac.uk](mailto:chris.chang@anglia.ac.uk)**

If you have any questions or require any advice please get in touch:

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**[anglia.ac.uk/brand](http://anglia.ac.uk/brand)**