



University Alliance Style Guide

Our narrative

We are Britain's universities for cities and regions. We believe in making the difference across everything we do.

We are committed to providing the high quality teaching that is critical to creating the world's future leaders and problem solvers. We excel in preparing students for a career in industry and the professions.

In the fast evolving world we live in, the knowledge we create makes a real difference. We are passionate about the world-class research we develop and support.

We are leaders in our cities and regions. Our on-going commitment to the development of our local communities helps them thrive and grow.

We understand our role in a changing economy and we pride ourselves on our work with employers as well as our links, connections and partnerships with industry and the professions. We believe these are connections that count.

We are locally-rooted and globally-connected. We are active in the global marketplace, recognising that - now more than ever - collaborating with partners across the world is essential.



Our Mission

We aspire to make the difference to our cities and regions through everything we do. We use our collective experience of providing high quality teaching and research with real world impact to shape higher education and research policy for the benefit of our students, businesses and civic partners. We will innovate together, learn from each other and support every member to transform lives and deliver growth.

Strategic objectives

Champion our strengths

We will create a strong brand that reflects our strengths. This will be reinforced by developing strategic alliances with appropriate UK organisations and similar university groupings overseas.

Shape policy

We will maintain excellent links with decision-makers in Government and Parliament. We will work together to establish robust, evidence-based positions and use these to influence the policy debate.

Collaborate

We will facilitate collective activity focusing on areas that showcase our strengths and support our policy arguments.

Values

- We are passionate about what we do and ambitious to achieve excellence across our mission.
- We are open-minded and entrepreneurial – willing to consider new ideas, to work with partners and to innovate.
- We provide opportunity for all, embrace diversity and work openly, honestly and constructively for the good of UK higher education.

Introduction to using our brand

University Alliance has a distinctive brand. Our brand narrative above sets out who we are. How we use this brand is also important. We are:

- Professional
- Positive
- Constructive
- Collaborative

These attributes describe both the way we work and what we deliver. We aim for consistency in the way we approach and present our work.

Our brand strategy is about increasing our visibility and credibility at the same time. Our brand permeates through our behaviour; our whole approach to what we do; our written and spoken word; our online and offline presence; and our events.

Text to describe University Alliance

Where it does not make sense to use the full narrative, the following text should be used (for example, introductory paragraphs in briefings, letters etc.

University Alliance brings together 19 universities with a common mission to make the difference to their cities and regions. We use our experience of providing high quality teaching and research with real world impact to shape higher education and research policy for the benefit of our students, businesses and civic partners. We innovate together, learn from each other and support every member to transform lives and deliver growth.

Press releases should use the boilerplate 'Britain's universities for cities and regions'. For example, "Maddalaine Ansell, Chief Executive of University Alliance, Britain's universities for cities and regions, said....".

Logo

Our primary logo is below - this should be used wherever possible. A black & white, grayscale and smaller versions are available (only to be used when necessary). Logos are saved in Google Drive / UA shared docs / Comms / Branding / UA Brand / 2015 logos



Colours

Our colour palette reflects all of our attributes, in particular it relates to us being both professional and positive. You can also find the colour codes below. Be consistent with your use of colour throughout a document (e.g. keep headings the same colour throughout).

Primary palette



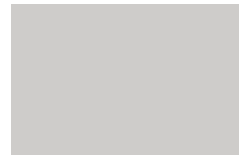
Web #336699
R51 G102 B153



Web #333333
R51 G51 B51



Web #999999
R153 G153 B153



Web #CCCCCC
R204 G204 B204

Secondary palette



Web #f3d27e
R243 G210 B126



Web #95d3bf
R150 G211 B192



Web #669a99
R102 G154 B154



Web #f16667
R241 G102 B103

Fonts and formatting

Our font is Avenir. Use Avenir Medium for headings and Avenir Light for body text. body text. Use 11 point typeface for body text, 14 for main headings and 12 for sub-headings.

Document formatting templates

Templates for letters and other documents can be found in Comms / Branding / 3. Templates

Avenir Medium 14 for headings
abcdefghijklmnopqrstuvwxy^z1234567890

Avenir Medium 12 for sub-headings
abcdefghijklmnopqrstuvwxy^z1234567890

Avenir Light 11 for body
abcdefghijklmnopqrstuvwxy^z1234567890

Writing guide

Tone and best practice

We write a lot of content as an organisation. The key rule is to keep sentences short and simple. If you are struggling with the structure of a sentence or a particular word, chances are it is too complex. Try writing it another way. Write in an appropriate way for different channels (e.g. blog vs. speech vs. report).

When producing content for University Alliance it is important to adopt an appropriate tone. Remember that the University Alliance tone is always constructive and solutions-based. University Alliance is the sensible and trusted voice of the sector. This should be reflected in all of our output.

We use a combination of the Universities UK and Guardian style guides together with our own developed over time. A few that come up a lot are:

Our universities can be referred to as 'Alliance universities' rather than 'institutions'.

- University Alliance (not 'the Alliance' or 'UA')
- Alliance universities
- Vice-Chancellor
- Pro Vice-Chancellor
- Write out numbers up to and including ten and use numerals for numbers from 11 onwards.
- %
- E.g. and i.e.
- Avoid spurious accuracy (e.g. rather than 22,345 say over 22,000)
- £12m and £12bn
- Part-time
- Regions should be lower-case. For example north-west, south-west and north of England
- postgraduate

Using images

Images are a great way of getting a message across. We use a lot of images in our publications, online and in presentations. We tend to use photographs where possible. However, illustrations, particular vector illustrations, can also be used. Definitely *no clip art!*

Sourcing images

Images of Alliance institutions are available on the google drive (Comms / Photos & Images / New Image Library 2015 for web and print).

If you are sourcing other images from the web use images that are under 'creative commons' licenses, as these usually allow free-use on the proviso that the owner of the image is attributed. Tip: to search for Creative Commons images on Flickr select 'The Commons' rather than 'Everyone's photos' in the search options.

We do have an account with iStock Photos to purchase hi-res photos for use in publications.

When choosing an image 300 dpi is the preferred size for use in print. 72 dpi for web usage is recommended.

File formats

There are various file formats that can be used for pictures and logos. Depending on what is being produced (web or print), the following should be used:

EPS – is considered the best choice for logos, and other graphics, for print

JPEG / PNG – is a bitmap file format used specifically for photos.

GIF – is a low resolution graphics format used primarily on the internet. Not to be used for print.

TIFF – is a bitmap file format used as an alternative for high resolution printing.

Publications

We have three different types of publications: narrative booklets, reports and briefings.

Narrative booklets



These are easy-to-digest, short publications. They generally pull together case studies and stories to help get our messages across. They are text-light, image-heavy documents. A good example is the *Real world impact* booklet.

These are smaller booklets and are the most 'designed' of our outputs. The cover has the UA logo, the title and strapline and a relevant image(s). They also make creative use of our palette. They are approachable in feel; they do not use alienating policy language but instead tell their story using case studies, think-pieces and stories. They should be visually appealing by being bold, colourful and making use of imagery.

A case study per member is preferable. All member logos should feature in the publication, either all together on the back or inside cover, or throughout the publication alongside case studies.

Reports



These are longer research publications. They demonstrate the evidence-base behind what we are saying using lots of data, graphs and tables. For example the *Evolve. Connect. Succeed.* report.

These are more structured than the narrative publications and have a uniform look and feel. To reflect the more serious and evidence-focussed nature of these publications colour and imagery is used sparingly. One colour is to be selected for the theme and used throughout, whilst the body text should always be black. The selected theme colour should be used on the front cover and on headings only.

Any graphs, tables or charts used should comply with the style guidelines.

Briefings

These are shorter, quick turnaround pieces on a specific issue. These are 'no-frills', smaller documents for quick turnaround. Their tone is formal and accessible, making use of bullet points and sub-headings whilst also containing informative paragraphs. Our usual typeface, spacing and paragraph rules apply.

Presentations

We give a lot of presentations. They can generally be grouped into two types: Introduction / overview presentations; and detailed policy presentations.

For presentations that are used as an introduction or overview of who we are or a specific projects the key is to keep them simple. Use lots of images and not too many words. House fonts and colours should be used throughout.

The basic Introduction to University Alliance presentation can be found in the Comms / Presentations folder. This can be used as a base for creating other presentations (just copy and paste a slide to use the formatting and image size).



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