



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

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

design@anglia.ac.uk
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

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

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

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

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

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.

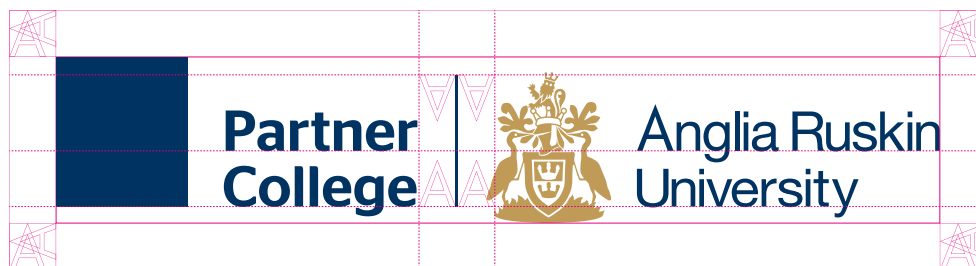
There's one golden rule: Never tamper with the Anglia Ruskin University logo on the right-hand side of the lock-up or the Partner logo on the left.

- 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

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 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:

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