


Brand Guidelines

Coventry University is one of the UK's top universities, with an ever increasing global presence.

With offices in China, Singapore, Dubai, Kenya, Nigeria and Pakistan, and world leading research and academic partners on every continent, our students are gaining life changing experiences all over the world, making Coventry a truly global university.



To stand out against our competitors, and for our students, staff and partners to truly understand who the university group of companies are, what we stand for and believe in, we need to present a consistent professional image at all times. This is achieved through our branding.

It's important that our branding is used correctly and cohesively, whether you're visiting the campus, or are based internationally or internally, our branding reflects our position as one of the UK's leading universities.

History

Established in 1843 as the Coventry College of Design, we've been educating students for over 175 years. With our heritage in manufacturing, engineering and the arts, our passion for educating students extends to health and life sciences and business and law.

Size

With over 50,000 learners currently studying one of our degrees worldwide, working in collaboration with over 70 partner institutions in over 30 countries, and with offices in Dubai and Singapore, we are a truly global university.

Impact

We make an impact in everything we do. Across our research centres we aim to make an impact in our local and global communities. We develop sustainable partnerships and support our communities.

Reach

We have a global reach, with offices and partnerships around the globe.

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Logotype

Our logo

Our logo is a visual representation of who we are and what we stand for. It must always be used correctly. It must not be altered or modified in anyway.

Elements of our logo

Wordmark – that has been specifically drawn.

Phoenix symbol – this has been created for the university.

The phoenix must always appear next to the wordmark in the set position.

Exclusion zone

The minimum amount of space that should appear around the logo is called the exclusion zone.

The exclusion zone is determined by the height of the capital 'U' in the wordmark.

Minimum size

To make sure the logo is readable it should always be produced above 6.5mm height.

The master logo should not be reproduced below **6.5mm** height.

Primary logo



6.5mm

Logotype

Coventry University London and Wrocław

Additional logos may not be created. Digital artwork of permitted logos are available from **brand@coventry.ac.uk**.

Exclusion zone

The minimum amount of space that should appear around the logo is called the exclusion zone.

The exclusion zone is determined by the height of the capital 'U' in the wordmark.

Minimum size

To make sure the logo is readable it should always be produced above 6.5mm height.

The master logo should not be reproduced below **6.5mm** height.

Online logo artwork for sub-brands

A series of horizontal logos have been specially created for online use.

Size guide for online use (height)

	Max	Min
Master logo	65px	50px

The web logo must not be reproduced smaller than the minimum size specified.

Primary logos



Logotype

Other parts of Coventry University

Coventry University Enterprises Limited is the organisation we use to run much of our commercial, income-generating and business-partnership work.

This subsidiary uses the Coventry University logo with the words Enterprises Limited at a set distance from the logo.

Externally facing areas

A restricted number of externally facing areas of the university are allocated an extended logo where their name appears to the left of the university logo. The externally facing area and university logo are separated by a fixed sized and distanced line.

Research Centres

Research logos have the words 'Research Centre' with the centre name set below. This is positioned a set distance from a specific sized line separating the Research Centre name from the logo

Specific product areas

For some product areas, e.g. The Protection Service, approval has been given to use the name at a set distance under the logo. See example opposite.



The National School of
Education and Teaching



Research Centre
Intelligent Healthcare



Logotype

Internal service departments of the university

Internal departments within the university can use a specific lock up with the team name to the left of a set sized and distanced line.

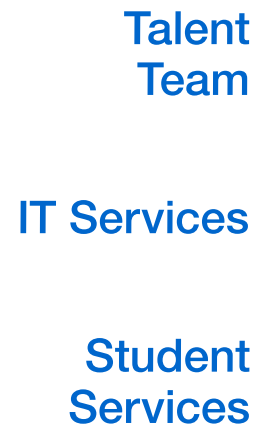
Only a restricted number of areas can include clarifying text that give more information on the aims of the department when space permits, set at a specified distance from the sized line.

The minimum distance between the lock up below and the Coventry University logo should be no less than the Coventry University logo at the appropriate size for the material it is being used on.

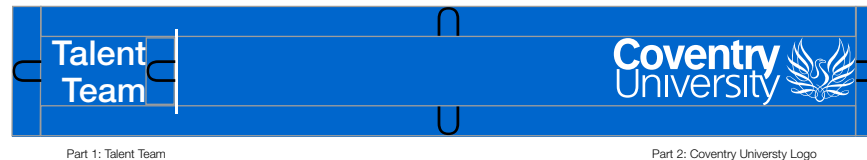
Other teams

There are some instances where departments need externally facing materials or equipment e.g. The Protection Service. The Coventry University logo may be used with the team/department name but must be set out of the exclusion zone set for the university logo.

If you need to use the Coventry University logo with your team/department name, please contact brand.me@coventry.ac.uk.



Two part lock up



Part 1: Talent Team

Part 2: Coventry University Logo

Minimum distance



Minimum distance is the width of the Coventry University logo

The distance between is based on the placement of part 1 and part 2 in opposite corners of the marketing material or the minimum distance U.

Logotype

Using the logo

Standard size guide

Preferred master logo sizes for standard paper formats.

1/3 A4	15mm
A6	9mm
A5	13mm
A4	15mm
A3	20mm

All measurements are from the top to the bottom of the phoenix.

Minimum size

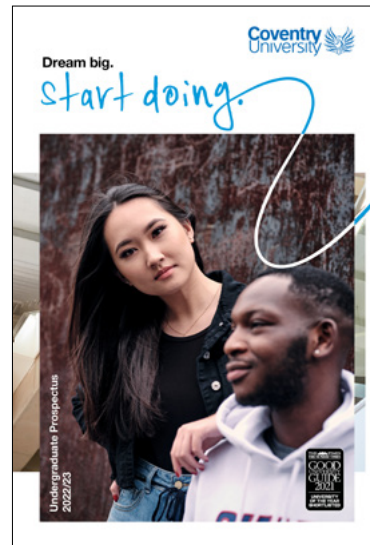
The master logo should not be reproduced below **6.5mm** height.

Size guide for online use (height)

	Max	Min
Master logo	65px	50px

The web logo must not be reproduced smaller than the minimum size specified.

UG Prospectus



School brochures



Pull-up banners



Plasma screen



Logotype

Incorrect use of the logo

Please see examples shown on the right.

Variations of the logo

Black version and white version

You must always use the logo in the default corporate colour - Pantone 300 (blue), the only exception is when visibility is an issue. You can then use the black or white version as detailed.

Please see examples shown on the right.



Don't enclose the logo within a shape.

Don't place anything within the exclusion zone.

Always use the primary logo in corporate blue, black or white.

Trademark and brand protection

The university logo and sub-brand logos are registered trademarks and must not be reproduced without the permission of Coventry University.

When using the university logo or sub-brand logos in any context, everyone should follow the visual identity guidelines. This includes use on publications, websites, electronic communications and merchandise.

No organisation should use our logo or name without permission. Where a partnership or third party agreement exists, the visual identity guidelines must be supplied and referred to when agreeing how the university's name and/or logo should be used. Please note that third parties should not be permitted to use the university's name and/or logo without an appropriate agreement being in place.

For guidance please get in touch.



Colour palette

Our colour palette is a key part of our visual identity and must be used consistently to maximise brand recognition. Our primary corporate colour palette consists of blue, black and grey.

Corporate blue should be used with black, grey and teal being used as accent colours alongside it.



Coventry University London

Corporate purple should be used with black and grey.



Typography

Consistent use of typography produces clear structure and hierarchy and helps to maintain visual consistency.

The corporate typeface is Helvetica Neue LT Std for print and video and Roboto/Arial for Web and Stationery.

If you need help about typography, please contact brand.me@coventry.ac.uk.

All type should be ranged left, and upper and lower case wherever possible.

Media channel	Font
Print	Helvetica Neue LT Std
Web	Roboto/Arial
Video	Helvetica Neue LT Std
Stationery	Arial

Helvetica Neue LT Std Light 45

Light Italic 46

Helvetica Neue LT Std Roman 55

Italic 56

Helvetica Neue LT Std Medium 65

Medium Italic 66

Helvetica Neue LT Std Bold 75

Bold Italic 76

Helvetica Neue LT Std Heavy 85

Heavy Italic 86

Helvetica Neue LT Std Black 95

Black Italic 96

Helvetica Neue LT Std

Writing guides

Our tone of voice gives us an opportunity to express what makes us different, to truly stand out from the crowd.

We reflect our brand personality through what we say and how we say it.

We want to ensure that what we say is engaging to our students, staff, partners and stakeholders by using a consistent tone of voice, enhancing our brand style.

Who are we?

It's important to think about who the university would be if it was a person. Friendly, knowledgeable and professional.

- **Professional** – keep language simple and easy to understand.
- **Clear** – use fewer words.
- **Timely** – respond now.
- **Listen** – take time to listen.

We're clear, professional and friendly in what we say and how we act. We're inclusive when we talk and take time to listen.

Our rules

Use the first person

Use the first person, it's more personal and friendly.

We want to talk directly to our students, staff, partners and stakeholders, not about them.

Examples

- You will be able to use our facilities.
- We have staff from different industry backgrounds giving you transferrable skills.

What makes us stand out?

Be specific about what makes us different. Don't be vague. Don't use vague information; use stats, facts and figures to back up what you're saying.

Example

- You will have access to a Moot room, that only students on our law courses will have access to.

Don't waffle

You need to keep the reader's attention.

We are clear in what we say, we don't overcomplicate or use unnecessary words.

One tone of voice

We have different audiences who we want to tell different things, however, we talk to them all using the same tone of voice.

We are a leader in education, we have expertise and knowledge that we want to share.

Examples

- We want to say hi to all the new freshers on campus.
- Welcome to all freshers this week.

Focus on your opening

Think about the benefits vs. features in order to capture the reader's attention. To encourage them to carry on reading, you have to capture their attention in the first two sentences.

Say what we aim to do, not what we want to do

Avoid cliches

State-of-the-art
World-class
Excellence
Cutting-edge
Research-led

Writing guides

Writing for your audience

Before you write, think about the following:

Who are you talking to?

- Is it young millennials?
- A business audience?
- Academic staff?
- Or all three?

What level of knowledge do they have?

- Will they be familiar with what you're talking about?
- Will it be new to many readers?

What's important to them?

- Is what you're saying likely to be interesting, exciting or helpful?

How will they be reading it?

- Will it be in print?
- Are they likely to be skimming quickly on their phone?

Use these questions to focus and refine your language and content.

Does what you've written sound right for your audience?

- Read it aloud – if they were sitting in front of you, would it engage them? If not, have another go.

Writing for different channels

Social media

On social media, you're being seen, read and responded to live. Twitter, Snapchat and Facebook are among the most immediate ways to speak with your audience, so voice and tone have instant impact.

Here are a few tips to keep in mind for social channels.

- **Be brief and bright.** Social feeds are noisy spaces and people are scanning through quickly. Brevity and authenticity (and a sprinkling of playfulness if it feels right) will get you noticed and admired.
- **Bring a personal touch** where appropriate, e.g. by using people's names. Remember the tone guidelines: friendly, warm. It's the university's voice, but it should sound like there's a human on the other end.
- **Your multimedia content has tone, too** – whether images, GIFs or video – so make sure what you're writing gels with what you're sharing.
- **Hashtags are powerful for engagement** and can add a subtext or undercurrent to your message, which can make (or break) its tone. Check who's using a hashtag – and how – and use your best judgement.
- **Encourage conversation.** Ask questions, use polls (as long as they're not inviting trouble), share memories and stories. Crucially, respond when people engage. It shows that we're listening.

- **Emojis are a language in their own right.** They accentuate the tone of your message by bringing warmth and charm, but can also ruin it if overused or if you choose an inappropriate one.
- **Beware of overt attempts to be funny.** It's not what audiences expect from the university, and often backfires. Gentle humour and wit, on the other hand, can work well.
- **Use upper and lower case.** Using upper and lower case instead of capitals means it's easier to read and the tone is clear.

Writing guides

Writing for print

Words in print are likely to be encountered by readers in a different way from web copy. A prospectus or magazine article might be kept and studied, while a flyer or banner will need a bold and impactful line to quickly capture someone's attention.

Tips

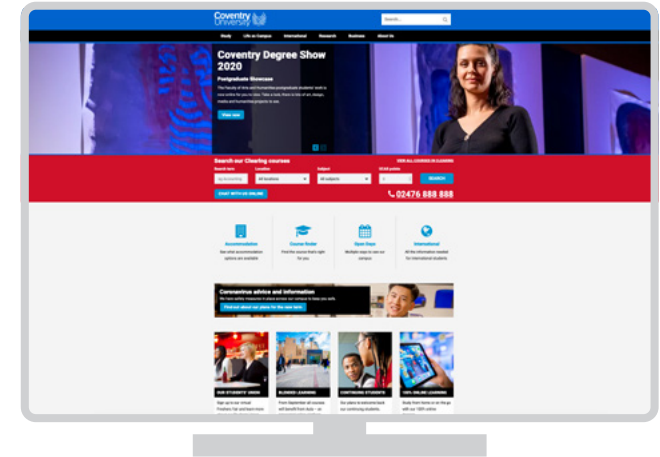
- **It's good practice to 'get to the point'** in any piece of writing, but with longer form print copy, you can often afford to invest a little more time – and personality – into getting there. Use a friendly tone to build rapport, and tease the reader with a hint of what's to come.
- **Writing slightly longer, well-crafted sentences** is also a chance to bring life and a narrative to your words. Don't be afraid to use anecdotes to spice up your copy – but tell them with warmth, confidence and purpose.
- **Headlines or taglines** on flyers, posters or articles need to capture the tone and essence of something in a short, snappy phrase. Aim for a confident, inclusive voice to draw your audience in.

Writing for the web

People read writing on their screen differently from on paper, which puts a particular demand on online copy and its tone. An email or webpage is more likely to be scanned quickly, and should be written with that in mind.

Tips

- **Get to the point.** Web readers don't have time to deconstruct sentences and clauses; they want to find what they're looking for quickly and easily. Helping them do this shows you respect their time and attention.
- **Reading ages are lower than you might expect.** For the web, it's eight years old, so use plain English and keep copy to digestible chunks. There are tools that can help you ensure that you're writing at the correct level for your audience - Hemingway app or Gunning Fog index.
- **Aim for everyday vocabulary and short sentences** (10 to 20 words). Writing economically helps you to sound human – and vice versa – and means your audience will read faster and understand more.
- **Friendliness and inclusivity are key.** Speak at our readers' level, and keep in mind that many of them will be non-native English speakers. Above all, avoid complicated language that muddies your meaning.
- **It's important to be concise,** but don't lose sight of the personality in your voice.
- **Read aloud what you've written.** Does it have the right pace and rhythm? The flow of your words can have a big impact on their tone.



House style

It's important that we all structure things in the same way and that we use the same punctuation, abbreviations and use of upper and lower case when we write. This ensures that our communications are consistent and strengthen our visual brand.

The table below shows the most common house style points you may need when writing.

Points	Explanation	Examples
Advice, advise	Use 'c' for the noun and 's' for the verb.	I advise you to take advice.
Ampersand	Use 'and' not '&' unless '&' is required as part of the recognised name of an organisation's name.	HM Revenue & Customs Marks & Spencer Nursing & Midwifery Council FBL and HLS are two of the faculties at Coventry University.
Bullet points	If the bullets are standalone sentences, use an initial capital for the first word and full stops.	Benefits: <ul style="list-style-type: none"> ▪ Dynamic lecture theatres, including one arranged 'in the round' where lecturers present from the centre of the audience. ▪ Classrooms and IT rooms set up for collaborative working, with group work spaces equipped with retractable computer screens.
	However, if the bullet points form a complete sentence following on from preceding text, do not use capitals.	To qualify for accommodation, you must: <ul style="list-style-type: none"> ▪ apply by the UCAS deadline ▪ make Coventry University your firm choice ▪ apply for accommodation by the given deadline.

House style

Points	Explanation	Examples
Contact details	Use 'T:' and 'E:' to prefix emboldened telephone and email addresses where they appear standalone. Telephone numbers should be grouped as follows, with the bracketed version used whenever there may be an EU or international audience.	T: 024 7765 2222/+44 (0) 24 7765 2222 E: studentenquiries@coventry.ac.uk
Dates	Dates should be written from the smallest to the largest component. Including the day is optional as required. Do not include 'th', 'st', 'nd' or 'rd' next to the date and avoid abbreviations such as Weds, Feb, etc. unless space is at a premium in adverts, tables, etc.	Wednesday, 3 May 2017
Faculty, faculty	Only use 'Faculty' with an initial capital when referring to the full title 'Faculty of Business and Law'. Use lower case when making a reference to 'the faculty'.	The faculty welcomes students from across the world. The Faculty of Health and Life Sciences
Master's degree	Ensure master's is written lower case, with the apostrophe in place.	The job role requires you to have a master's degree.

House style

Points	Explanation	Examples
Numbers	Spell out numbers from zero to nine. Use numerals for 10 and above. Use a comma when you reach four digits.	One nine 10 659 4,567
	When expressing millions and billions, use numerals in all cases. You can use the full word or 'm' or 'bn'.	4 million 56 billion 6m 4bn
	Spell out words for 'first', 'second' up to and including 'tenth', use numbers and 'st'/'nd'/'rd'/'th' for larger numbers.	First Ninth 52nd 100th
	Exceptions Spell out numbers when they appear at the beginning of a sentence.	Fifteen students attended the lecture.
	Use numerals for all numbers expressing percentages.	8% 61%
	Use numerals in tables and charts. Use numerals where required to ensure consistency in presentation of information that contains values above and below 10.	We offer 5-week, 10-week and 15-week Pre-sessional English courses.
	Use numerals for Year 1, Year 2, etc.	Year 1

House style

Points	Explanation	Examples
Practice, practise	Use 'c' for the noun, 's' for the verb. (If unsure whether you need a noun or a verb, substitute 'advice' and 'advise' in the same sentence. For instance, 'I need more advice' is correct, and 'I need more advise' is incorrect.)	You need more practice. You could practise more.
Principle, principal	'Principle' is a noun meaning 'a truth or general law'. 'Principal' is usually an adjective meaning 'main'.	The school principal notified students' parents... It is a fundamental principle in the modern world...
School, school	Only use 'School' with an initial capital when referring to the full title 'School of Life Sciences'. Use lower case when making a reference to 'the school'.	The school welcomes students from around the world. Welcome to the School of Humanities.
Subject areas	Subject areas and references to industry sectors, professions and possible career options should not be capitalised.	The university offers courses in civil engineering, forensic investigations, nursing, physiotherapy and economics.
Telephone numbers	Avoid publishing extension and mobile telephone numbers belonging to members of staff. Telephone numbers should be emboldened and grouped as follows, with the bracketed version used whenever there may be an international audience.	024 7765 2222 +44 (0)24 7765 2222 079 5551 2224 +44 (0)79 5551 2224

House style

Points	Explanation	Examples
Time	<p>Use the 12-hour clock.</p> <p>Use 'am' and 'pm' only once each when stating times.</p> <p>A hyphen, with no space, is to be used.</p>	<p>11am-5pm</p> <p>9-10am</p> <p>9.30-11am</p> <p>4-5.30pm</p> <p>2-3pm</p> <p>12 noon-1pm</p> <p>12 midnight-7am</p>
University, university	<p>Use 'University' with an initial capital when referring to Coventry University as a name in full. Use lower case in other instances.</p>	<p>Welcome to Coventry University.</p> <p>The decision to apply to the university is one of the most important decisions you will make.</p>

Photography

The way the university is portrayed in photography affects the way our audiences view us, it's part of our visual identity. Photography should always capture modern facilities and students engaged in their study activity.

Subject specific photography must clearly demonstrate the subject area visually.

If you want to commission photography you must use a university approved photographer.

Please see the photography guide on the staff portal MEA pages.

Contact brand.mea for more information.

Video

Video is a growing part of our visual identity, it helps to demonstrate our professional, friendly personality. It is important to follow the video guidelines when commissioning video to ensure that we represent the university in a consistent way.

Please see the staff portal MEA pages for full details.

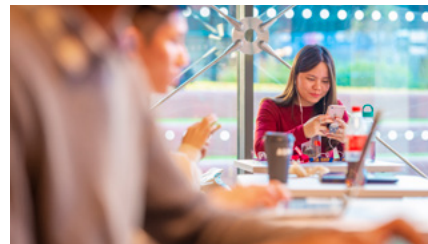
University life



Hero



University campus



Environment and facilities



Academic and learning



Research



Branded templates

To ensure we present a consistent image both internally and externally we use template documents. These are updated throughout the year, if and when things may change e.g. new accolades are announced.

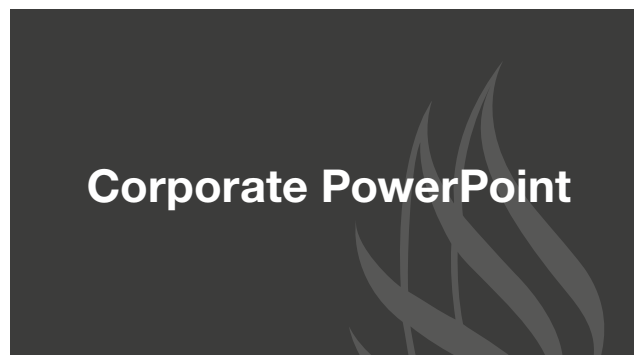
The most up-to-date templates can be found on the Staff Portal, MEA pages.

Guidelines and forms

You can find Coventry University current guidelines for:

- [Video](#)
- [Photography](#)
- [GDPR consent forms](#)
- [Location notices](#)

on the staff portal, MEA pages.



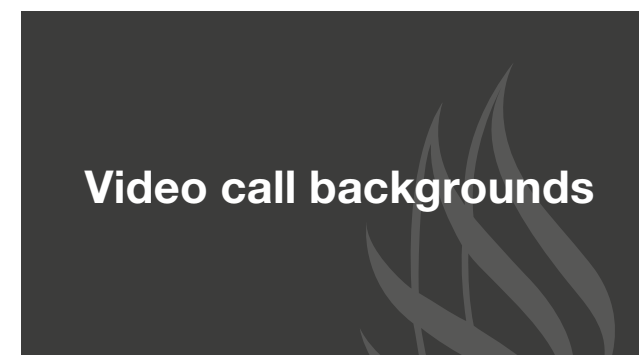
When preparing a presentation both inside the university or externally you must use the corporate PowerPoint document. This is updated regularly throughout the year when content changes. Please ensure you are using the most up-to-date version, by always referring to the staff portal MEA pages.



Standard A4 letter templates are available electronically.



The most up-to-date facts and stats about the university, for use in materials or publications can be found on the staff portal, MEA pages. This document is updated throughout the year when our accolades or stats change. Please ensure you use the most recent version.



As we use video calling more widely, it is important to reflect the correct image of the university both internally and externally. You should follow the video calls guidance when choosing to use an alternative background image.

Electronic signatures

Setting up your signature

There is a set email signature that should be used on all external signatures. Use Arial font set at a minimum of 11pt.

Restrictions

You must not include any other information your email signature. All outgoing emails have our most recent accolades attached to the end of the email. You do not need to add them yourself.

Updating your email signature

Email signature logos are updated annually. You must include the latest logo lockup – see opposite for 2020/21. The UK City of Culture logo sits alongside the logo for the educational institution you work for.

You should select the correct logo for your location and ‘copy and paste’ the artwork below into your Microsoft Outlook signature.

If you need help editing your email signature, please follow the instructions on the Microsoft Office support site at this [link](#).

Layout

You should follow the layout below:

Your job title | Your department or team
 Coventry University, Priory Street, Coventry, CV1 5FB
Working hours: your working hours e.g. 8am to 5pm



Current email signature logos for 2020/21



CU

The education arms of the Coventry University Higher Education Corporation consist of:

- Coventry University, with locations in Coventry, London, Poland (and remotely/online)
- CU with locations in Coventry, London (Dagenham and Greenwich), and Scarborough

Formerly known as Coventry University College, the CU name was created in 2016 to demonstrate a strong visual connection to Coventry University and remove any confusion around using the term college.

The phoenix symbol and the CU letters ensure the design clearly links to the overarching identity. The location of each CU campus is clearly identified as part of the logo.

As CU grows with the addition of further campuses, it's important that you refer to the individual campuses and what they offer or where needed refer to CU to describe the whole offer across all locations.

Within the university, the term across Coventry University Group is used extensively to describe the whole of the Coventry University Higher Education Corporation offer. For this reason the term CU Group should not be used as this could cause confusion amongst staff and students.

As a subsidiary of Coventry University, CU offers flexible part-time and full-time study options. Students can choose to study at one of three locations - Coventry, London (including both our Dagenham and Greenwich campuses) and Scarborough. Each location has its own logo as seen right.

The logo consists of the CU element with the location to the right with a coloured line at a set size and position. If you need any help or guidance, please contact brand.me@coventry.ac.uk.

Prospectus covers



If you have any questions regarding our
brand guidelines please contact Marketing and
External Affairs: brand.mea@coventry.ac.uk