INTRODUCTION

It is important that all materials produced by the University follow the brand guidelines, not only in terms of the key messages as previously outlined, but also in terms of the logo, the use of imagery, colours, typeface, etc. This ensures that all University communications, whether online or offline, are consistent.

All recruitment marketing and advertising communications should be produced in conjunction with the Recruitment and Marketing Unit and all printed and web recruitment materials in conjunction with the Publishing Office. Communications and campaigns aimed at current students may use the ‘brand lite’ style when advised by the Design & Print Centre. For communications aimed at stakeholders other than potential students or current students, the Corporate Communications team can provide support.

These teams have specialist staff who can provide assistance to you and can ensure that you are aware of wider University initiatives so that campaigns and communications can be coordinated and reinforced. It also ensures that the University gets the best value for money from its initiatives and investments.

**Style and use of images**

Our imagery is shot in natural light and in a realistic and spontaneous style. We avoid face-to-camera portraits, staged or unnatural situations or people looking very ‘smiley’, especially in academic scenarios.

Our images must not be manipulate or distort in any way. This includes changing the shape of image from the standard square or rectangle, overlaying text onto images, creating cut-out, collaged or blended imagery, using keylines around images or rounding the corners of picture boxes.

If you have suggestions or requirements for imagery, please contact us, email kentbrand@kent.ac.uk

*For advice on the selection of images appropriate for your needs, please contact design_studio@kent.ac.uk*

The brand guidelines can be found at www.kent.ac.uk/brand