PROJECTING OUR DISTINCTIVENESS/
BRAND IDENTITY

May 2018
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PROJECTING AND PRESERVING OUR DISTINCTIVENESS

All universities have their own identity and character. As the competition in higher education intensifies, so too does the need for each university to define what it is that makes it distinctive.

What makes Kent unique is a combination of many factors: an unrivalled mix of academic, cultural and social experience; our growing international reputation for research and teaching; and the global study and research opportunities through our work with other leading institutions and businesses. Above all, it is our position as the UK’s European university, geographically at the gateway to continental Europe, our curriculum which provides opportunity for study with a European focus and study abroad placements underpinned by our centres at Brussels, Paris, Athens and Rome, and the diversity of our staff and student body.

Encouraging excellent staff and students to continue to choose Kent is not just a question of explaining who and what we are in words alone. According to a recent HEFCE review into information provided to prospective students, applicants commonly choose a university on the basis of whether or not it 'feels right'. A conscious effort has therefore to be made also to define and disseminate a distinctive – and recognisable – identity for our University that is associated with the characteristics of the institution that we are.

An important element of recognition is in the consistent use of our logo and the font, style and colours that we use and the tone of voice when we write. It is also important that we have, and convey, a shared story of who we are, what we do, and why, with a vision of what we hope to achieve. Our identity has to be conveyed uniformly at every point of contact with those who interface with the University, whether in the prospectus, on the web, social media, presentations, advertising, communications or merchandise. The more consistently, and more widely, we display a distinctive identity the greater we build awareness of Kent as a university with a special character.

A great deal of research has gone into the elements that define this identity. These are set out in the following guidelines, which have been approved by the Brand Strategy Group, which I chair on behalf of the Vice-Chancellor. Much of the detail might seem prescriptive but it is defined in this way for those who are responsible for technical matters. Some may find the language rebarbative, I make no apology for this; if we are to continue to thrive, we need not only to be distinctive but be seen to be distinctive. It is therefore essential that all staff follow these guidelines in communications of whatever kind, through whatever medium. Adhering to the guidelines will reinforce our distinctiveness and raise our profile within the competitive environment in which we operate.

David Nightingale
Senior Deputy Vice-Chancellor

KEY CONTACTS

It is important that all materials produced by the University follow these guidelines, not only in terms of key messages, 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.

This brochure outlines what you need to know and who you need to contact to produce any type of communications. For the most up-to-date information, please see www.kent.ac.uk/brand

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 and developed in conjunction with Corporate Communications. For communications aimed at stakeholders, including 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 co-ordinated and reinforced. It also ensures that the University gets the best value for money from its initiatives and investments.

In order to ensure you receive the correct advice and assistance, please contact our professional teams on: kentbrand@kent.ac.uk
The current University brand was established in February 2010, after extensive research with current students, stakeholders and our target audiences, and wide consultation across the institution with both academic schools and professional service departments.

Qualitative research group sessions were conducted with current undergraduate and postgraduate students (home and international) both at Canterbury and Medway, and with potential undergraduate and postgraduate students in both London and the south-east. In-depth interviews were conducted with our other target audiences: alumni, employers and the business community.

Previously, the mainstay of our brand was the overall message of ‘Open minds, broad horizons’, which encapsulated the international outlook of the University and our accessible, friendly and open environment. The current brand was developed in support of the University’s strategy to position itself as a top 20, research-led institution. It was developed to support greater emphasis on a challenging academic environment and the attraction of students with stronger academic qualifications, without losing those characteristics that made Kent attractive to students previously.

The brand concept

This concept of brand was built on three central ambitions:
• to create impact internationally
• to provide an inspiring student experience
• to enhance our reputation for innovation.

The University’s tagline of ‘The UK’s European university’ is a unique selling point and through this USP, we communicate a distinct sense of place in terms of geography as well as demonstrating the value of our European locations, partnerships and programmes. Many of our programmes have specific European opportunities and, in our research, these ‘real’ European opportunities appealed to our target audiences and reinforced the view of Kent as an international institution.

Our research demonstrated that ratings and credentials based on high-quality teaching also appealed, showing that league table positions and teaching awards were of great importance. Access to academics and individual attention was also vital, along with the fundamentals of good facilities and accommodation.

The institutional brand proposition

From the research, an overall brand proposition was created that:
• Kent offers the best of all worlds – socially, culturally but, above all, academically
• the University has a growing international reputation for its research and teaching.
• Our academics share a passion and talent for inspiring students, reflected in our consistent achievement of excellent ratings for our teaching, course quality and student experience
• our students and staff have world-class study and research opportunities through our collaborations with other leading institutions and businesses
• Kent’s unique position at the gateway to Europe and our centres in Brussels, Paris, Athens and Rome underpin our international focus.

Target audience propositions

We also have specific brand propositions/positions for each of our target audiences: undergraduate students, postgraduate students, international students, alumni, business and employers.

Undergraduate

• Students join a university respected across the world, with an exceptional reputation for its quality of teaching.
• All our programmes teach our students the ability to think for themselves and are relevant to the real world.
• Our undergraduates benefit from access to our European network, opening up a world of opportunities personally and professionally.

Postgraduate

• Students receive focused individual attention, leadership and guidance from academics who are experts in their field.
• Our student-to-staff ratio allows for individual feedback on student work and the opportunity to be part of the academic team.
• We have an ‘open door’ policy so students can drop in to discuss their work with tutors when they need to.
• Kent has specially designed, dedicated spaces for postgraduates, ensuring they have access to the facilities they need to focus on academic pursuits.
• Our international links allow postgraduates to access a rich network, providing personal and professional opportunities on a global scale.

International

• Students join a university respected across the world, with an exceptional reputation for its quality of teaching.
• With roots in Canterbury and our position at the gateway to Europe, Kent offers the perfect balance of British culture and international diversity.
• Our friendly environment and cosmopolitan student population makes Kent the ideal place to make friends and connections in the UK and across the world.

Alumni

• Kent offers a lifelong professional and personal network that reaches across the world.
• The positive experience of studying at Kent means former students have a lasting bond with the University and there are alumni groups across the world.

Business

• Kent is committed to transferring the intellectual wealth, skills and knowledge held by the University’s academic and research centres into the work environment.
• Our flexible and forward-thinking approach to collaboration underpins our valuable relationships with private and public-sector organisations.
• Closer ties to business help to stimulate new areas of research, vital to future enterprise.

Employers

• Kent has an enterprising and global outlook that we instil in our students.
• We ensure that all of our graduates have a broad knowledge and refreshing attitude.
• Our approach means that Kent graduates are able to quickly adapt to a professional working environment, optimising their intellectual skills and knowledge.

Use of the brand

Our brand helps us to communicate our distinctiveness and our visual identity is a tool (our logo, font, style) to establish brand recognition. To achieve good recognition, we must apply our identity consistently at every point of contact with our stakeholders, whether in the prospectus, on the web, social media, presentations, advertising, communications or merchandise. The more consistently and more widely we display our brand, the greater we build awareness of Kent and its distinctive features to stakeholders and prospective students.

The key messages and themes, outlined above, must run through all our communications, whether in print or online.
UNIVERSITY THE UK'S EUROPEAN UNIVERSITY

‘The UK's European university’ tagline is a major pillar of our identity and distinctiveness, and this unique selling point is used throughout our communications and marketing materials.

Our tagline helps to reinforce our status as a progressive and international university, and is based on the following key attributes:

• the proximity of our UK campuses to mainland Europe, which is easily accessible via Eurostar, the Channel ports and local airports
• centres in Brussels, Paris, Athens and Rome
• research into all aspects of European society and culture
• collaborative partnerships with prestigious European institutions
• a high proportion of European students and staff
• undergraduate and postgraduate programmes with a European focus
• a wealth of European exchange programmes
• a tradition of knowledge creation and dissemination that accords with Canterbury, our original location, as a City of Knowledge.

The tradition of knowledge and learning

From its origins, and the establishment of the Church in Canterbury in 597, the city has long been a seat of learning and a location for the exchange and dissemination of knowledge.

Canterbury was the starting point for the Via Francigena, or the Lombard Way, the major pilgrimage route to Rome in the Middle Ages. This route passed through England, France, Switzerland and Italy via abbeys and monasteries – the centres of learning in medieval times. Through this route, the information superhighway of its time, knowledge was exchanged, and ideas and culture were communicated to the known world.

Canterbury itself was a pilgrimage site and the destination of the well-known Pilgrims’ Way, which linked Canterbury to London via Rochester.

The University prides itself on the leading role it plays in the creation and dissemination of knowledge. Since our establishment in Canterbury, we have extended our centres for learning throughout the county and Europe to include Medway, Tonbridge, Belgium, Paris, Rome and Athens. We also have further partnerships with over 100 prestigious universities throughout Europe and many more worldwide.

Where the world meets Europe

As an established research-intensive university, Kent acts as a gateway to Europe for students from the UK and across the world. With 149 countries represented in our student body and 41% of our teaching and research staff from outside the UK, Kent celebrates intellectual and cultural diversity with a commitment to educate its students to be the global citizens of tomorrow.

Our strong links with top-ranking mainland European institutions, our exchange partnerships with prestigious worldwide institutions, our UK locations close to the European mainland and postgraduate centres within Europe reinforce Kent’s position as a progressive, dynamic and European university.

Our proximity to airports, the Channel ports and the Eurostar terminals at Ashford and Ebbsfleet make it quick and easy to travel to Paris, Brussels and Lille. As a result, we attract a high percentage of students from the European Union. In addition, our centres provide bases within continental Europe for specialist postgraduate study.

Study programmes

Given our strong links with Europe, Kent provides an impressive range of programmes with a European focus. Most academic subjects offer opportunities either to study or to work in Europe, which allows students to benefit from our long-standing partnerships with top-ranking European institutions, many of which are the number one university in their country. We are a key player in the Erasmus student exchange programme, with the second highest percentage of students studying under the scheme of any multi-faculty UK university. We were also one of the first universities in the UK to receive the E-quality label for our European exchange programmes.

Kent was also the first UK university to introduce the European Diploma Supplement, a document to ensure the mutual recognition of European degrees. We also use the European Credit Transfer and Accumulation System (ECTS) in all of our degrees.

Some of our programmes offer dual UK and European qualifications, enabling students to earn a degree from Kent as well as a degree from one of our partner universities.

European staff and students

Kent gives both students and staff a truly European experience. On our campuses in the UK, there are students from every EU country; around 11% of our students and 20% of our teaching staff are from the European mainland. The University community cultivates global citizenship; students and staff that are prepared to be engaged and responsible citizens of a global society, with an understanding of various cultures, attitudes and approaches.

European partnerships

Kent collaborates with other European universities in producing innovative research funded by the EU, including projects within the Framework Programme.

A range of European programmes are on offer. The University plays a leading role in the European Commission's Erasmus Mundus programme, which facilitates scholarships and academic co-operation between Europe and the rest of the world.

In 2010, Kent was granted funding under the highly competitive Erasmus Mundus Joint Doctoral scheme. Kent is also the only university in the UK to be involved in two other Erasmus Mundus projects: LiSUM, linking ten universities from the EU and ten from China; and the Lotus Project, which promotes co-operation between European and Southeast Asian universities. We are also a member of the Santander Group, a network of European universities with the aim of establishing special academic, cultural and socio-economic ties between institutions.
TONE OF VOICE

Our tone of voice is the way we write and speak to our different audiences; it is what we say and, more importantly, how we say it. From brochures to advertisements, speeches to tweets, a consistent tone of voice will build, reinforce and strengthen our distinctive identity.

We communicate with a diverse range of audiences and each audience may receive different information. However, to be authentic and credible, we need to be consistent in our tone of voice. We need to communicate in a clear, concise and honest way.

Our tone of voice is grounded in the values of our brand and reflects our position as a leading UK university, and our unique selling point (USP) as ‘The UK’s European university’. It is influenced by our achievements and future goals, and supported by the key messages that run through our communications.

Key messages
Although we speak to a variety of audiences, the key messages that we convey within our communications remain consistent and are a vital part of our brand. These key messages can be found within the printed marketing materials and online. These messages are then expanded and reinforced with evidence-based information to convey our identity, values and achievements within our marketing materials.

Our key messages are:

**ACADEMIC EXCELLENCE**

**INSPIRATIONAL TEACHING**

**SUPERB STUDENT EXPERIENCE**

**A GLOBAL OUTLOOK**

**A SUCCESSFUL FUTURE**

**WORLD-LEADING RESEARCH**

**STRONG ACADEMIC COMMUNITY**

Examples from our prospectuses

**Academic excellence**
Kent is one of the UK’s leading universities. All of our academic schools produce world-class research, and Kent is rated as internationally excellent, leading the way in many fields of study.

**Inspirational teaching**
Kent is renowned for its teaching style; our academics have an outstanding ability to pass on their passion for study and debate. Our academic staff are approachable and accessible and, through direct contact with them, you are intellectually challenged and encouraged to broaden your horizons.

**Superb student experience**
Our campuses provide stunning locations for your studies and offer first-class academic and social facilities.

**A global outlook**
 Kent has well-established links and partnerships across the world and is known as the UK’s European university. Our international reputation means that we attract a high proportion of students from overseas; in 2013/14, 27% of our students came from countries outside the UK.

**A successful future**
Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job.

**World-class research**
Kent’s excellent research performance positions us as one of the UK’s leading universities. Our 19 academic schools engage in research of international and world-class standing.

**Strong academic community**
A thriving intellectual community of students and staff is fundamental to Kent’s position as a research-intensive university. Our students benefit from a rich and stimulating research culture where they are able to work alongside expert staff.

For full examples of the key messages from the splash pages in the prospectuses, through to subject brochures, can be found at www.kent.ac.uk/brand

We use key words to guide and define our tone of voice. These are then used to craft and shape our key messages (see examples right).

These key words are:

**INTELLIGENT**

**GENUINE**

**ENGAGING**

**INSPIRING**

**PASSIONATE**

**CONFIDENT**

**Intelligent**
Speak from a viewpoint that respects the reader, is appropriate for that reader, is not dumbed down, patronising or lacking in substance. At the same time, the language is easy to understand, without the use of complicated terminology or jargon.

**Genuine**
Ensure that what is being said is sincere, honest and consistent. Don’t make claims that cannot be backed up by clear evidence.

**Engaging**
Copy should be active and involve the reader. That’s why we use ‘you’ as much as possible rather than ‘students’. Be welcoming and inclusive with your language.
Audience straplines

We have straplines for three of our specific audiences, all of which were designed to project our distinctive identity and support our brand and written to reflect our tone of voice. These straplines can guide you as you write for your undergraduate and postgraduate audiences.

Straplines can be an effective way to convey high-level messages. If you would like to develop a strapline for a particular use, please contact the Publishing Office for advice and assistance.

The straplines, which are used in all major communications, can be found below.

Undergraduate strapline

A PLACE TO INSPIRE / AN APPROACH TO CHALLENGE

Postgraduate strapline

WITH PASSION AND FOCUS / YOU CAN ACHIEVE ANYTHING

50th anniversary strapline

PRIDE IN OUR PAST / INSPIRING YOUR FUTURE

Editorial guidance

The Publishing Office

The Publishing Office ensures that published materials, whether in print or on the web, are editorially correct: use the right tone of voice for our target audiences; adhere to house style; contain the correct key messages for the University and are on-brand each and every time. We work with you to ensure that your information, as well as general information, is presented to potential students in a clear and consistent way.

We provide advice and expertise in producing professional publications for new and existing products across the University. All the work the Publishing Office does – everything from advice to editorial work, proofing and print buying/management – is free of charge.

To contact the Publishing Office, email publishingoffice@kent.ac.uk

Writing for publications

We can work with you on your copy and give you guidelines on how to produce workable text, but here are some tips to get you thinking.

• Read the Kent style guide before starting. See p6 or online at www.kent.ac.uk/brand for details.

• Remember who you are talking to. What’s important to them? What would excite or help them? How much time do they have to read this? Bear in mind that you know what you are writing about, whereas the reader may be discovering this information for the first time.

• Use the present rather than the future tense. Write “You have the opportunity…” rather than “You will have the opportunity”. Similarly, avoid the passive tense where possible and use ‘you’ rather than ‘the student’. Say ‘We (or you) analyse’ rather than ‘the programme analyses’. Be human.

• Keep your language as direct, clear (and confident) as possible. Avoid mentioning the ‘aim’ or ‘objective’ in module or programme information, using ‘vague’ words such as ‘approximately’ and ‘about’, long sentences with numerous sub-clauses and archaic terms such as ‘amongst’ (use among), ‘whilst’ (use while), ‘thus’, ‘hitherto’ and ‘nonetheless’.

• Ensure your copy covers what your readers want to know and not just what you want to tell them.

Remember you have a team of professionals in the Publishing Office who can help you; we are used to reworking and crafting copy as necessary to ensure it is correct, on-brand and ready for publication in print or online.

Tips for writing for the web

• Digital content is not the same as print content. People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.

• Structure. When structuring your work, think of an inverted pyramid: the most important information first, the broader base of detail later.

• Language is most powerful when used economically, and that’s doubly true online. Write in bite-size packages and only include one idea in each paragraph.

• Legibility. It’s hard to read off a screen – it’s 25% slower than print. Help your reader. Don’t go crazy with bolding, italicising and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

• Credibility. There are no excuses for poor spelling and grammar – it seriously undermines the credibility of your message. Sloppy spelling will not make you look serious or professional. It could even make your communications appear fraudulent. Make the dictionary your best friend; we use the Oxford English Dictionary, which you can access online through the Library (www.kent.ac.uk/library/resources/reference).

• Avoid ambiguity. Your writing should do what it says.

• Searchability. Write to be found. What words would people type into Google to find you? Use those words in your copy, but don’t overuse the same phrase to the detriment of the writing.

• Accessibility. Don’t exclude visually impaired or blind readers. Don’t let your copy rely heavily on imagery, and make sure you use image ‘alt’ tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully.

• Personality. Even when writing for digital media, you can still find ways to infuse even the most restrained copy with the correct tone of voice and personality.

www.kent.ac.uk/brand
KENwäsis its own house style, which details how we write and present certain parts of the language within our communications, for example, we refer to ourselves as ‘University of Kent’ or ‘Kent’, not ‘Kent University’ or ‘UoK’. It is important that all our communications, whether in print or online, follow ‘Kent style’ to ensure consistency and continuity at all times.

The style guide is included here but this is a changing document as new things are added or refined, so it is useful to check the online version as necessary. Kent’s editorial style guide can be found at www.kent.ac.uk/brand

Abbreviations
- Do not use full stops in abbreviations and use spaces between initials: BBC, US, mph, eg. 4am, lbw, No 10, P J O’Rourke, W H Smith.
- Spell out less well-known abbreviations on first mention, with abbreviation in brackets for later use; it is not necessary to spell out well-known ones, such as EU, UN, US, BBC, CIA, FBI.
- Use all caps only if the abbreviation is pronounced as the individual letters; eg the BBC, ICI, VAT; otherwise spell out as a proper title, eg Unison, Erasmus.
- Do not use contractions such as aren’t, can’t, couldn’t, hasn’t, don’t, I’m, it’s, there’s and what’s if you are writing formally, but you can use them when quoting speech or writing more informally.
- Do not abbreviate ‘professor’.

Accents
- Include accents on all words where appropriate.

Ampersands
- Avoid ‘&’ and use ‘and’, with the exception of the following departments:
  Design & Print Centre
  Kent Innovation & Enterprise
  Classical & Archaeological Studies.

Apostrophes/quotation marks
- Use single apostrophes for quotes, and double apostrophes for quotes within quotes (except for ‘pull quotes’ within the layout of a document).
- Use curly apostrophes, although on the web straight apostrophes are acceptable.
- Do include the possessive apostrophes in degrees, eg a Bachelor’s degree, a Master’s degree.

Bullet points
- When a bullet-point list is part of a sentence, end the final point with a full stop. For non-grammatical lists isolated from text, there is no need to use full stop.

Capitalisation
- Capitalise all proper nouns, that is, names of specific people, organisations, places, events, etc. Do not capitalise common nouns (a general class of people, organisations, places, events, etc).
- For university, school, faculty, capitalise if referring to a specific university, school or faculty even if abbreviated, such as ‘the University’ when specifically referring to the University of Kent (as it is part of a proper title). Note that ‘the UK’s European university’ uses a lower-case u as this is a comparison to all UK universities.
- Put headings in sentence case, that is, do not capitalise the first word of each noun, eg, ‘Top ten style guidelines’ and not ‘Top Ten Style Guidelines’. The exception here is when a proper noun or named title is in the heading.
- Do not use block capitals in text.
- See also ‘Titles’ below.

Commas
- Use after abbreviations where they start with a capital, such as: Tel: Fax: Email:
- For a list, begin with a colon and separate items with a semi-colon. However, this is not necessary if the list is given in a series of bullet points.

Commas
- Avoid the Oxford comma, that is, the comma preceding ‘and’ at the end of a list. However, if this causes confusion within a sentence, leave it in (usually where an item in a list includes the word ‘and’ such as ‘fish and chips’ or the list occurs in the middle of a sentence).

Date and time
- Use the 24-hour clock, as in 16.14.
- Do not use punctuation between the day, month or year, dates should appear as Wednesday 1 January 2020.
- 1000 BC, the first century, the tenth century (but hyphenate when date is used as an adjective, such as ‘a tenth-century manuscript’), 11th century, 12th century, 1790s, 1930s, 1990s, 1865-90 (in a range, do not use spaces either side of a dash).
- Capitalise names of widely recognised epochs in anthropology, archaeology, geology and history: the Bronze Age, the Dark Ages, the Middle Ages, the Renaissance, the Victorian era, the Enlightenment, the Third Reich, the First World War, Crimean/Boar/Vietnam War; or periods named after specific dynasties or people: eg the Tudors, Elizabethan. But use lower case for more general terminology: eg medieval, baroque.
- See also ‘Numbers’.

Full stops
- Do not use full stops after initials or abbreviations.
- Do not use full stops in degrees.
- Use only one space after full stops in text.
- For ellipses, use three full stops, no space…

Grammar – quick guide
- Use ‘an’ only if the ‘h’ is silent: an hour, an heir, an honourable woman, an honest man; but a hero, a hotel, a historian.
- Please take note in the distinction between the following commonly confused words:
  - affect is a verb; effect is a noun (the exception is ‘to effect change’)
  - dependent is an adjective; dependant is a noun.
  - disinterested means objective; uninterested means lacking in interest
  - licence is a verb; licence is a noun
  - practise is a verb; practice is a noun
  - stationary means not moving; stationery means office/writing material.

Hyphenation
- Use where one word qualifies the next: eg decision-making process, long-lost friend, and where syllables are connected by identical vowels, eg co-operation.
- Specific examples: south-east Kent, south-easterly direction, word-processing software, non-linear, Vice-Chancellor.
- Exceptions:
  - Always hyphenate ‘full-time’ and ‘part-time’.
  - Do not hyphenate any words ending in ‘-ly’, eg nicely made cake.
- Other exceptions include: first class degree, A levels, microorganism, healthcare, Southeast Asia, website, workload, word processor.

Language
- Use UK English.
- Avoid ‘z’ spelling, use ‘ise’ not ‘ize’.
- Use ‘while’ not ‘whilst’, ‘among’ not ‘amongst’.

Language (tone)
- Disability
  - Use positive language about disability, avoiding outdated terms that stereotype or stigmatise.
  - Terms to avoid, with acceptable alternatives in brackets, include:
    - victim of, crippled by, suffering from, afflicted by (person who has, person with)
    - wheelchair bound, in a wheelchair (wheelchair user)
    - invalid (disabled person)
- mental handicap, backward, retarded, slow (person with a learning disability)
  - the disabled, the handicapped, the blind, the deaf (disabled people, blind people, deaf people)
  - deaf and dumb (a person who is deaf and speech-impaired, or a person who is hearing and speech-impaired)
  - spastic (a person with cerebral palsy)
  - stammerer (a person with a speech impairment).

- Diseases
  Don’t use a disease as a descriptive adjective in connection with an individual; eg, don’t say: ‘He is a diabetic’, but rather ‘He has diabetes’. One acceptable variation is survivor of, as in ‘She is a survivor of cancer’; it should be applied only to individuals who are overcoming severely debilitating or life-threatening diseases.

- Gender
  The University uses non-discriminatory language and expects all written and verbal material to be given in a non-gender specific manner.
  Avoid the use of ‘man’ when referring to a person.
  Use he/she instead of he.
  Avoid terms which imply gender stereotyping in work, eg ‘cleaning lady’, ‘best man for the job’.

- Racial terminology
  Do not use ‘ethnic’ to mean black or Asian people.
  In a UK sense, they are an ethnic minority but in a world sense, white people are an ethnic minority.
  The words black and Asian should not be used but in a world sense, white people are an ethnic minority.
  Do not use ‘ethnic’ to mean black or Asian people. In a UK sense, they are an ethnic minority.

- Distinct areas use capitals: Black Country, East Anglia, Lake District, Midlands, Peak District, West Country; the West, but areas defined by compass points are lower case: north, south-east, the south-west.

- Developing countries is preferred over Third World.

- Numbers
  - Use words for one to ten, numerals for 11 upwards, percentages and money: first, second, third … spell out up to ninth, then 10th, 21st, millionth.
    Always spell out a number if at the beginning of a sentence, eg Eleven years ago.
  - Use %, except when the number is written out in full: ten per cent.
  - Money: £40 not £40.00, £10 million.
  - Telephone numbers: 01227 764000, 020 7749 4400, +44 (0)1227 764000. No hyphens.

- Plurals
  - For plurals, or words ending in ‘s’, do not add an extra ‘s’ after apostrophe, such as Dickens’ work; cats’ eyes, etc.

- Titles (media)
  - For titles of books, films, television and radio shows, capitalise first word of nouns and put in italics: Great Expectations, Brief Encounter, Ten O’Clock News.
  - Do not italicise institutions. The National Student Survey is not a publication, as opposed to The Guardian University Guide.
  - For titles of chapters, articles, individual episodes, place within apostrophes.

- Titles (people)
  - When referring to a specific person, capitalise the title, such as Professor Joe M Bloggs.
  - If not referring to a specific individual, use lower case, such as ‘a group of professors’.
  - Do not use Mr/Mrs/Miss/Ms in titles.
  - Post-nominal letters and qualifications can be up to one line’s worth in length.

- Titles (places)
  - The form of titles for the University are as follows:
    - University of Kent (note ‘the’ is not capitalised as part of the title) or Kent (short form)
    - University of Kent, Brussel.
    - University of Kent, Paris
    - University of Kent, Tonbridge.
  - Do not abbreviate these titles, such as UoK, UK or UKM.
  - We are ‘the UK’s European university’, that is, lower case on the university here as this is comparison to all UK universities. For universities in general, use lower-case u.

- Web addresses
  - Wherever possible, do not include http:// in web addresses, start at www. However, there are certain web addresses that do not use the www prefix so check if unsure.
  - Use the minimum required address; remove the end slash, remove index.htm or index.html wherever possible, as browsers add these by default.
  - When ending a sentence with a web or email address, do not put a full stop.
  - Avoid putting the web address in the middle of a paragraph.
  - Do not underline web addresses.
  - Examples: www.kent.ac.uk
    www.kent.ac.uk/arts (not www.kent.ac.uk/arts/).

Word reference list – common terms
- 2:1; 2:2
- accommodation
- adviser
- A level
- amid (not amongst)
- alumnus (male, singular); alumna (female, singular); alumni (male or mixed group, plural);
  - alumnae (female, plural)
- BA (Hons)
- Bachelor’s degree
- Bible; biblical
- Canterbury Cathedral
- common sense (noun); commonsense (adjective)
- communism; Communist Party
- convenor
- co-operative
- coursework
- Deputy Pro-Vice-Chancellor
- e-commerce
- E. coli
- email; e-marketing
- Erasmus
- DLit; DLit; DPhil; Dr
- full-time
- handbook; handout
- health care (noun); healthcare (adjective);
- licence (noun); license (verb)
- Master’s degree
- MA; MArch; MDrama; MEng; MPhys
- medieval
- microorganisms
- online
- Park Wood
- part-time
- per cent
- PhD
- policyholder; policymaker; policymaking
- postgraduate
- post-war
- practice (noun); practise (verb)
- pre-Master’s
- Professor (named person, never abbreviate);
  - professor (as a general term)
- Pro-Chancellor; Pro-Vice-Chancellor
- Revd
- Senior Deputy Vice-Chancellor
- Senior Lecturer (specific person); senior lecturer (general term)
- undergraduate
- University of Kent (short form: Kent); University of Kent, Brussels; University of Kent, Paris;
  - University of Kent, Tonbridge
- an upper second; an upper-second class degree
- Vice-Chancellor
- web page; website
- wheelchair
- while (not whilst)
- worldwide
- X-ray
USE OF THE LOGO

A University logo must appear on all communications, whether print or online. For the majority of items, we use the ‘master’ version without the tagline, ‘The UK’s European university’. The tagline is then placed elsewhere on the item.

- A suitable version of the logo can be downloaded at www.kent.ac.uk/brand. This area is password protected so you will need to login with your Kent ID.
- Never try to recreate the logo. Always use the logo provided.
- The logo must not be altered or manipulated in any way. Do not distort or angle the logo. Do not change the colour, typeface or proportions of the logo. Do not replace the tagline with other text.
- The logo should only be reproduced in Kent blue, black or reversed white out of a colour or suitable image (see examples opposite).
- The logo should always be clear and visible. The logo should never be placed onto a background that makes it difficult to read.
- The logo should never be reproduced smaller than the specified minimum size (see opposite) or it will be difficult to read or become lost on the page.
- There must be an ‘exclusion zone’ around the logo. This varies depending on which logo is being used (see opposite). Ensure no text or images encroach into this space and detract from the logo.
- Please note: the lower case ‘u’ in the tagline, ‘The UK’s European university’ is the correct usage.
- Any alternate tagline must be approved by the Brand Strategy Group.
- Only those who are formally in partnership with Kent via an official Memorandum of Understanding may use the University of Kent logo, and only after explicit approval by the Brand Strategy Group (see Third Party and Partnerships p22).

Master logo – vertical version
This is the version of the logo that is used most frequently. It is used on printed items where there is space to use the tagline (The UK’s European university) separately and for online items such as adverts.

Master logo with tagline – horizontal version
Use of the horizontal version of the logo is limited to specific applications, for example: Powerpoint presentations, horizontal banners, forms and merchandise. Use of this version of the master logo must be approved by the Design & Print Centre.

Master logo with tagline – vertical version

Master logo with tagline – web version

Exclusion zone
The exclusion zone around this version of the logo is equal to the height of the capital ‘U’ from University.

University of Kent / Projecting our distinctiveness
Logo placement

The preferred position for the master and sub-brand logo is top right on any given format. The secondary position is bottom right.

The logo should be horizontally aligned to the right-hand margin.

In specified circumstances, only the logo may be used top left on a layout, for example, on our website and forms.

Logo colourways

- Colour version on white background
- Black version on white background
- White version on Kent Blue/or other approved background colour
- White version for use in instances when a colour logo cannot be used

Examples of incorrect logo usage

- Do not place the master logo on an image which makes it illegible
- Do not replace the tagline with any other information such as web addresses
- Do not angle, tilt or add affects
- Never create your own sub-brand
- Do not distort or squash the master logo
SUB-BRANDS

A sub-brand is where a section of an organisation uses its name alongside the main organisation’s identity. Some sub-brands already exist within the University; these include certain centres, schools and service departments.

- All requests for new sub-brands must be directed to the Brand Strategy Group, email kentbrand@kent.ac.uk
  Never create a sub-brand without prior approval of the Brand Strategy Group.

- Sub-brand logos must be created by the Design & Print Centre. Any new sub-brands will be typographic only, no new graphic devices will be created.

- Any new sub-brand must use the main logo with the title set in full to the right of the logo (see below).

- Non-academic support departments are not allowed a sub-brand and should use the main University logo.

- Sub-brands must be used with the same principles as the main University logo (see pp8-9).

- Like the master logo, sub-brands should only be in one colour (corporate blue or black) and used on approved backgrounds (see p8).

- Always use the sub-brand artwork provided to you and do not alter or manipulate it in any way. Do not distort or angle the sub-brand. Do not change the colour, typeface or proportions of the sub-brand.

Examples of sub-brands

University of Kent
School of Arts

University of Kent
School of Engineering and Digital Arts

University of Kent
Centre of Research and Education in Forensic Psychology (CORE-FP)

University of Kent
School of Physical Sciences

University of Kent
Centre for English and World Languages

University of Kent
Kent Crime and Justice Centre (KCJC)
The approved University type families are Century Schoolbook and Arial MT. These should be used for ALL communications, including letters and emails. If Century Schoolbook or Arial MT are not available (for example in Microsoft Office applications) then substitute Century Schoolbook with Century or Times and Arial MT with Arial.

- Century Schoolbook is used for main headings (these must be set in capitals for a bold and confident feel), standfirsts, introductory copy and quotations.
- Arial MT Bold is used for subheadings. Arial MT Bold may also be used for headings and subheadings within tables, charts and diagrams, though sparingly.
- Arial MT Light is used for body copy, text within tables, charts and diagrams.
- Only use the approved fonts. You should use these as the default fonts on your system.
- All headings and body copy should be ranged left, not fully justified. Do not centre headings or sentences. Do not vary the size of the text too much.
- Do not underline headings or subheadings.

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Century Schoolbook Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial MT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial MT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial MT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Example of the typography in use
COLOURS

The University has both a primary colour (Kent Blue) and sets of colours for specific communications, both online and offline. The University Design & Print Centre ensures that the appropriate colour palette is used in communications and that it is reproduced correctly.

All of our communications are designed using plenty of white space. This makes sure that text and information are clear and easy to read, and is also a distinctive element of our look and feel.

For further information on the use of our colour sets, please contact the Design & Print Centre via email: design_studio@kent.ac.uk

Primary colour

The primary colour (Kent Blue) is Pantone® 294. The various technical specifications for this colour can be found below.

<table>
<thead>
<tr>
<th>Kent Blue</th>
<th>C100 M55 Y0 K55</th>
<th>PMS 540</th>
<th>Hex #05345C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

Colour sets

There are specific colour sets used for corporate (including alumni and business), undergraduate, postgraduate and part-time student communications. By using these specific sets, there is a consistency to the University’s materials.

Please note, colour sets must not be mixed.

The various technical specifications for the colour sets can be found below.

Primary generic corporate

<table>
<thead>
<tr>
<th>C100 M55 Y0 K55</th>
<th>PMS 540</th>
<th>Hex #05345C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

Undergraduate

<table>
<thead>
<tr>
<th>C100 M55 Y0 K55</th>
<th>PMS 540</th>
<th>Hex #05345C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C42 M27 Y7 K0</td>
<td>PMS 535</td>
<td>Hex #9ca1bd</td>
</tr>
</tbody>
</table>

Postgraduate

<table>
<thead>
<tr>
<th>C0 M100 Y61 K43</th>
<th>PMS 202</th>
<th>Hex #671115</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

Part-time

<table>
<thead>
<tr>
<th>C79 M0 Y100 K75</th>
<th>PMS 350</th>
<th>Hex #133520</th>
</tr>
</thead>
<tbody>
<tr>
<td>C10 M0 Y49 K28</td>
<td>PMS 5777</td>
<td>Hex #345235</td>
</tr>
</tbody>
</table>

Additional colour sets

These are used for items that do not fall into one of the above categories. The ‘brand lite’ materials, which are for current students, use these colour sets (see p21).

<table>
<thead>
<tr>
<th>C100 M55 Y0 K55</th>
<th>PMS 540</th>
<th>Hex #05345C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C67 M0 Y12 K2</td>
<td>PMS 631</td>
<td>Hex #2ABED9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C0 M100 Y61 K43</th>
<th>PMS 202</th>
<th>Hex #671115</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M75 Y75 K0</td>
<td>PMS 7417</td>
<td>Hex #DE5433</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C79 M0 Y100 K75</th>
<th>PMS 350</th>
<th>Hex #133520</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C79 M0 Y100 K75</th>
<th>PMS 350</th>
<th>Hex #133520</th>
</tr>
</thead>
<tbody>
<tr>
<td>C42 M40 Y18 K12</td>
<td>PMS 511</td>
<td>Hex #0a6b9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C16 M0 Y31 K82</th>
<th>PMS 447</th>
<th>Hex #3F3F38</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C79 M0 Y100 K75</th>
<th>PMS 350</th>
<th>Hex #133520</th>
</tr>
</thead>
<tbody>
<tr>
<td>C23 M0 Y100 K17</td>
<td>PMS 583</td>
<td>Hex #AFBD20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C60 M100 Y45 K30</th>
<th>PMS 511</th>
<th>Hex #5E2750</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M26 Y100 K26</td>
<td>PMS 125</td>
<td>Hex #937227</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C16 M0 Y31 K82</th>
<th>PMS 447</th>
<th>Hex #3F3F38</th>
</tr>
</thead>
<tbody>
<tr>
<td>C17 M0 Y9 K36</td>
<td>PMS 5497</td>
<td>Hex #F5F5F5</td>
</tr>
<tr>
<td>C0 M5 Y10 K28</td>
<td>PMS Warm Gray 5</td>
<td>Hex #F5F5F5</td>
</tr>
</tbody>
</table>
FORWARD SLASH

The forward slash is a graphic device that is used as a separator in specific text areas in our communications and to highlight key information.

It is used:
• in our pullout/fact boxes within publications (fig 1)
• in straplines on brochures, posters and adverts (fig 2)
• to highlight key information on posters and adverts (fig 3)
• in the splash pages within publications (fig 4).

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• to highlight key information on posters and adverts (fig 3)
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Our use of imagery is distinct to our brand and reflects our key messages. There are three styles and, wherever they are used, the images should reinforce the words on the page and vice versa. This ensures we convey the right messages and have consistency in our communications.

Our three distinct styles of imagery are:
• reportage of Kent people
• real-world reportage
• University life and environment.

• A selection of suitable images is available for download. We have a large repository of images in our library that are available to view. Please see www.kent.ac.uk/brand

• Some of the real-world reportage images are purchased under licence and cannot be accessed from our library. If you wish to use any of these, please email kentbrand@kent.ac.uk

• We also regularly update our supply of images through photoshoots with approved photographers onsite, as well as purchasing appropriate stock images throughout the year.

• Images should be used confidently, use one larger image to provide impact, don’t use multiple small 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.

• When working with any of our images, you must not manipulate or distort them 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. See examples right.

• Ensure the imagery you use is sensitive to other cultures and social norms.

• Never use clipart or wordart.

• We do not use illustrations/drawings, except where depicting works of art.

• If you require a specific photoshoot of an event or situations please contact kentbrand@kent.ac.uk to arrange for an approved photographer.

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

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

Examples of incorrect use of imagery

Do not create cut-out imagery

Do not collage, montage or blend imagery

Do not overlay text onto images

Do not use keylines around images or rounded corners on picture boxes
Enrolment Management Services produces a range of recruitment and marketing materials for undergraduate, postgraduate and international students.

Among other publications, these include the undergraduate and postgraduate prospectuses; part-time study brochure; International Student Guide; Guide for Parents of International Students; all undergraduate subject brochures, postgraduate brochures for schools; a range of topic-specific leaflets, such as scholarships, funding, accommodation, go abroad, foundation programmes; undergraduate and postgraduate offer packs; Getting Started at Kent; Fast Facts booklet; campus maps; postcards; programme flyers; standard letters; and a range of online and e-communications.

The following pages show examples of the brand in use. All of our materials are designed using plenty of white space. This makes sure that the text is clear and easy to read, and is also a distinctive element of our look and feel.

- The Recruitment and Marketing team can provide guidance and practical assistance in planning and implementing your marketing campaigns. This includes advice on:
  - how to plan your campaign
  - how to make the most of social media
  - writing effective marketing copy
  - booking media space to ensure you benefit from the University’s buying power and receive the best value for money.

- All recruitment and marketing materials must be produced in conjunction with the Publishing Office and the Design & Print Centre. The Publishing Office can provide advice and expertise in producing materials from initial concepts through to print production, ensuring materials are of the quality the University expects and are produced cost effectively.

- Kent’s editorial style guide can be found on p6 and online at www.kent.ac.uk/brand

- Contact Kentbrand@kent.ac.uk for information on producing promotional materials.
Online advertising

All online advertising must be produced in conjunction with the Recruitment and Marketing Unit and the Design & Print Centre. Contact kentbrand@kent.ac.uk

In addition to the extensive range of printed materials, an increasing amount of advertising is published online using third party websites. Digital adverts can take several forms and are commonly referred to as banners (short and wide), skyscrapers (tall and thin) and MPUs (square); they can also be static or animated.

There are often very specific technical specifications that need to be met. The Recruitment and Marketing Unit can advise on the best use of copy, images, logos and call to action as these need to be considered alongside the intended destination URL.

Web advertisements

- **Politics and International Relations at Kent**
- **Award-winning Law Clinic**
- **January and September Admissions Open Evening 13 November 5-7PM**
STAFF RECRUITMENT

All staff recruitment materials must comply with the Kent brand, whether online or in print. This applies to all materials, ranging from the candidate pack to job description and advertisement.

All standard information at institutional level must be agreed and regularly updated in consultation with Corporate Communications. Key messages must be reflected in all copy.

Recruitment materials relating to executive-level posts must be discussed with Corporate Communications at the start of the recruitment process.

Recruitment agencies

Any agency appointed to recruit staff on behalf of the University must be given a copy of the brand guidelines and liaise with the Design & Print Centre to ensure compliance. It is the responsibility of HR to ensure this happens.
STAKEHOLDER COMMUNICATIONS

The University is a complex organisation and communicates with a wide range of stakeholders, including current students, staff, alumni, businesses and the public. The Kent brand should be applied to all communications activities which promote, reflect and reinforce our key messages.

Corporate Communications
Primary responsibility for much of this activity lies with Corporate Communications. In addition to producing publications for external corporate audiences, and current staff and students, the department also runs public-facing campaigns which reflect the impact of the University economically and culturally, as well as the impact of its research activities. In addition, it undertakes external campaigns which reinforce EMS recruitment activities as well as supporting internal student experience communications.

Current students
Corporate Communications leads on communications to support the Kent student experience, using the more informal, ‘brand lite’ version of the Kent brand. This predominantly uses the additional colour sets, with single or multiple images and should be used when communicating with current students wherever possible.

- All brand lite marketing materials must be produced by the Design & Print Centre, email: design_studio@kent.ac.uk
- Brand lite must not be used to communicate with potential students

Alumni communications
Like current students, our alumni have a specific version of the brand. This is not ‘brand lite’, but more serious and suitable for a wider age range, and reflects the esteem and prestige bestowed upon an alumnus of Kent. This design uses the University coat of arms in a particular manner and never in full. More importantly, the tone of voice should reflect the gravitas we ascribe to University graduates.

- Any communication with alumni must be produced in conjunction with the Alumni Relations Team. Contact alumni@kent.ac.uk
STAYING SAFE

Off campus

Be

Stay safe, keep an eye on the

www.kent.ac.uk/student

ENHANCING YOUR LEARNING RESOURCES

- There are even more PC rooms and study areas around the campus to help you study whenever you want.
- Extra facilities to support your learning through the Delta Hub.

www.kent.ac.uk/graduateschool

STUDENT AMBASSADOR GUIDE

Be transformed, be a student ambassador.

www.kent.ac.uk/brand
THIRD PARTY, CO-BRANDING AND PARTNERSHIPS

The University, by its very nature and in accordance with its vision, aims and mission, has numerous partnerships with external organisations. These range from research affiliations to commercial contracts and can take a variety of formats.

This section concerns itself with formal agreements where a presence, either web or publication or normally both, is required. In such cases, there will be a formal agreement between the two parties, either via a formal contract or an inter-institutional agreement such as a Memorandum of Agreement/Understanding.

As befits the University’s standing, agreements should be with partners that enhance our position. Advice and guidance about how to secure and formalise partnerships are available from a number of offices such as Research Services, Innovation and Enterprise, Corporate Communications and the Academic Registry (if you need advice as to which office is best for your needs, contact kentbrand@kent.ac.uk).

Where the University’s logo is to be used by an external organisation, there is a requirement that a formal agreement has been agreed at institutional level recognised by the Brand Strategy Group.

These guidelines are primarily aimed at organisations or groups which might need or wish to use the University of Kent logo on their own materials, including, but not limited to:

- conferences which University staff organise alongside colleagues from other universities or which are held on our campuses
- franchise or partnership arrangements with colleges and schools, including internationally
- research reports or websites in which we are a partner alongside other universities or organisations
- events or campaigns which the University sponsors or otherwise supports
- other educational establishments or commercial organisations with whom we have contracts or memorandums of understanding.

There are two main options: where we are endorsed/accredited by a third party or are the lead partner (within the University brand) OR co-branding/advertising and University as sponsor/accreditor.

The process

1. Contact kentbrand@kent.ac.uk with details about your requirements, including the relationship between the external organisation and the University, and we will help establish which approach is most appropriate for your purpose. We recommend a minimum of five working days to undertake this.

2. These guidelines governing the use and display of our brand should be followed in whichever medium you are using.

3. Send us a copy to approve to ensure that the guidelines have been followed. We reserve the right to withdraw the use of the Kent identity if our brand is not used within the specified guidelines.

University as the lead partner

Where the University of Kent is the lead partner on a project, the University brand and style should prevail. The partner’s logo should be positioned along the bottom of an application, preferably in the lower right corner. The exact size, position and colour of a sponsor’s logo is subject to negotiation on a case-by-case basis.

Where there is more than one sponsor, the logos should always be positioned starting from the right side. In this case, designs will normally be provided by the Design & Print Centre.

Co-branding

INTRODUCTION TO CHILD DEVELOPMENT

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The University of Kent in Brussels School of International Studies offers postgraduate programmes taught by world-leading academics and professionals at The Center for European Policy Studies, a unique internship opportunity.

Visit our website to learn more about how we can support you.

brand@kent.ac.uk or protestudy@kent.ac.uk

ALL FOR THE TEAM

Team Kent: Sports champions for 17 consecutive years.

#ProudtoBeKent
Co-branding
For joint ventures or partnerships where the University is an equal, we should seek to maximise our presence by offering to undertake design work and to utilise our key brand elements. In such cases, there should be equal balance between the co-branded logos. If the co-brand design is led by another organisation, only the logo should be used endorsed/sponsored/or given accreditation to University. Similarly, where the University of Kent has University endorsed by a third party University as sponsor University as participant at external event University as sponsor endorsed/sponsored/or given accreditation to another organisation, the sponsor's logo is subject to negotiation on a case-by-case basis.

University endorsed by a third party
Where the University of Kent is endorsed, sponsored or accredited by another organisation, the sponsor's logo or other logos should be positioned along the bottom of an application, preferably towards the lower right corner. The exact size, position and colour of a sponsor's logo is subject to negotiation on a case-by-case basis.

University as sponsor
Similarly, where the University of Kent has endorsed/sponsored/or given accreditation to another organisation, only the logo should be used in combination with the appropriate agreed wording to clearly show the relationship between Kent and the sponsored organisation. Generally, the position of the logo in sponsorship applications is agreed on a case-by-case basis, with the sponsored organisation. The preferred position for the logo is the lower right of the application in full colour where possible. If this position is occupied, use the lower left.

Endorsement wording and acceptable descriptions are:
• An initiative of
• In association with
• Sponsored by
• In partnership with
• A part of

The choice of descriptive wording should be agreed on a case-by-case basis. The wording should be typeset in Arial MT. The logo should always provide sufficient contrast with the background colour or image to be clearly visible.

Those third parties commissioned by the University to work on projects within the University brand should refer to these guidelines.

Also see p27 (Online partnerships).
With over 40 million page views a year, the University’s website is a crucial element of our communication – it is a powerful channel for marketing our success and building the positive perception of our brand internationally.

Our vision – one voice focused on user needs

As the University’s online space and global prominence increases, we must present a unified web presence that communicates an integrated service and with a clear message – we are all the University of Kent, the UK’s European university.

As well as asserting a unified brand, we need to deliver excellent content crafted around the needs of our users. Where our brand represents online content, a satisfying user experience should be associated. See user experience principles, p28.

A drive for consistency

To provide a cohesive identity, all sites must be visually associated with the design elements which define our online look.

Consistency helps protect the brand and improves the user experience – when content is organised and predictable, users can interpret information more quickly.

As a part of the University’s overall visual identity standards, all University sites (sites where the University is the key stakeholder) must comply with the guidelines.

All University sites will be integrated into the University template.

Aims of our University template

The main aim of the University template is to take away the guesswork so that you can focus on what truly adds value – relevant and interesting user-centred content. Other benefits include:

• a clear united voice and integrated service
• efficiency in development and design
• easier maintenance
• improved user experience through consistency and simplicity
• accessibility and robustness through standards compliance.

Sites using the University template

We are evolving the University template with a lighter, fresher feel where content adapts across devices.
The University template
All University sites must use the University template.

University sites are any sites where the University is the primary stakeholder:
- central and service sites
- departments
- schools
- commercial services
- initiatives/activities where the University is a primary partner.

Header
A consistent element which provides global navigation on all pages.

Section name
The name of the website representing a section of the University website.

Banner image
Uses a single photographic image as per the styles of imagery in these guidelines (see p14).

Banner text
This is an optional area which contains a University key message.

Local navigation
Left-hand navigation and a breadcrumb trail orientates the user within the site’s hierarchy of content. A full-width home page will not have a left-hand navigation.

Contact details
Department name with address and telephone number.

Footer
A consistent element providing associated bodies, subsidiary links and contact details.

Content
This is the section of the page in which content will be developed:
- every page should have a simple level 1 heading
- content should be concise, simple and uncluttered
- write using Plain English. See Writing for the web (see p29)
- hyperlinks must contain the keyword to the content it is linking
- content must be structured – lower level headings nested within higher level headings
- the page can have a right-hand column for contextual information
- images must contain alt text.

Web address
All sites will be hosted by the University (www.kent.ac.uk). Sites will have a URL kent.ac.uk/site-name-folder in lowercase.

For short site names, the site name folder should contain the word of the site name with multiple words separated by a dash. For long site names, an acronym is suitable.

Web applications
Where web applications are directly associated with our website and present content to external audiences as an integrated part of the website, the application should use our University template. It should feel like a seamless journey when users are navigating around the site.

A light version of the brand can be used when:
- technical restrictions do not allow content to be customised
- it has specific purpose not directly integrated as part of the core website
- it would better support the user/or business process.

The light version includes using the logo in the top left-hand corner of the application and styling the content so that it feels Kent-like (see p26). Before web applications are procured, adherence to our accessibility standards must be validated by the supplier. We aim to achieve WCAG 2.0 Level AA standard.
ONLINE COMMUNICATIONS (CONT)

Visual language
The visual language of the site is themed using the styles and modules (frequently called snippets).

Modules can help you add supporting content and organise your information.

A colour set (defining banner, heading and module colours) for your site can be chosen based on our brand colour sets (see p12).

Development of content must be based on our user experience principles (see p28).

Evolution – looking forward
While the overall look of the website has remained the same for some time, layout, design and structure needs to be refreshed in line with this fast-changing medium. Quality of design is an indicator of credibility.

We are evolving our visual language to help us progress. This is to:
- reflect our tone of voice (see p4) consistently and resonate with the design aesthetic of offline material where suitable
- focus on putting content first
- assist us in realising our user experience principles in content development
- improve accessibility
- provide cohesion and consistency in tone of voice and layout across the site
- be adaptable across different screens and devices.

A multi-screen, multi-device design
Users’ needs are changing rapidly, especially in the exponential growth of mobile devices. Users expect content to be available on any of their devices.

We are evolving the overall design towards a cleaner, lighter and more spacious feel.

These factors generate a sense of quality, and help put content first which is crafted around our users’ needs.

What makes a site feel Kent-like?
Although we will be refreshing our visual language, the character of a Kent site comes about from a repetition of design elements, which are always present. These are:

Typography
Main headings use Century Schoolbook, a strong and dependable font. Using capitals for the section name gives a bold and confident feel.

Body text uses Arial, a practical, simple web sans-serif font. Hyperlinks are blue (#1F4F82) and have a soft underline (#D4D4D4) which highlights to blue on hover.

Colour
Spots of colour are interspersed with generous white space. This provides vibrancy and sophistication.

Colour is used on headings within the content. Softer, harmonious colours (usually a lower opacity of the main colour) helps provide panels of contextual information, but do not overpower the content.

Our colours (see p12) along with a generous amount of white space, create a genuine and intelligent tone, allowing us to engage with our users but not shout.

Design elements
Simple and modular in shape, There is a practicality and functionality implied in the design. We are a confident and challenging institution – we are not overly fussy.

Images
A powerful element, imagery truly brings our visual language alive. Image styles (see p14) bring about the feel of the site. Meaningful, quality images online are crucial to a professional presentation.

Grids and layout
Grid structure and repetition provide rhythm and familiarity in layouts. Keeping it simple helps users to easily understand hierarchy and priority of content. Spaciousness eases focus on content and avoids congestion.
Commercial services

This represents sites for University business areas, targeted at markets other than higher education where the site needs to compete in the private sector. However, every part of the website should promote our reputation as a quality institution.

The University template should be used in the first instance (see p24). If a different site would benefit its need to compete in the private sector, our representation must be prominent and explicit – contact kentbrand@kent.ac.uk.

Our logo should be used in the header of the site in a primary position. The tagline can be omitted.

Online content must reflect professionalism of the University – our University character must be represented in the design of the content. See what makes a site feel Kent-like (see p26).

Third parties – Partnerships/ collaborations

This represents online content where the University is a partner in support of a project, centre or initiative (also see p22).

Official partners

A partner will only be considered official when a Memorandum of Understanding exists between the partner and the University. Only approved partners can use our logo.

Where the resources and funding are primarily provided by the University, the University is considered the primary partner.

The University brand must assert itself in sponsorships and partnerships.

Primary partner

If the University is a primary partner, the University template should be used.

Partner logos can be added in a subsidiary position at the bottom right of banner image area.

Joint partnership

If a project, centre or initiative is shared jointly – the University becomes a joint partner.

We should offer to provide our University template for the creation of online content.

If a different site is needed to represent a joint partnership, our representation must be prominent and explicit.

Our logo should be used in the header of the site in a primary position. The tagline can be omitted.

Online content must reflect professionalism of the University – our University character must be represented in the design of the content. See what makes a site feel Kent-like (see p26).

See guidelines for preparing our logo for third parties (see p22).

Web address

Sites where the University is the primary sponsor will be hosted by the University.

Sites which have an equal partnership should strive to be hosted by the University (www.kent.ac.uk).

Sites hosted by the University will have a web address format as per the University template (see p24).

If a new domain is required for the partnership, it must be purchased through Corporate Communications. Email: kentbrand@kent.ac.uk
ONLINE COMMUNICATIONS (CONT)

Third parties – external companies and agencies

External companies, agencies and partners are not allowed to use the University logo without an agreed Memorandum of Understanding. This will agree terms of use and timings.

The logo must be presented with accurate reference to the University’s association within the content. Third-party content must be professionally presented.

Requests must be made through kentbrand@kent.ac.uk (also see p22).

Preparing our logo for third parties

The logo must:

- link to the University website (www.kent.ac.uk).
- be bold and proud among other partners or content, being no smaller than 90 pixels across where tagline or sub-brand is omitted
- be crisp, clear and legible using the correct online colour value (#003882) and exclusion zone. (Use one of our prepared web logos at www.kent.ac.uk/brand).

Minimum size for the logo used in a partnership capacity with tagline or sub-brand omitted is 90 pixels across.

When a tagline or sub-brand is used, the minimum width of University of Kent block must be 104px. This is to accommodate legibility of the sub-brand text which must scale in proportion.

User experience principles

Underlying our strategy to develop engaging content is that we must put our users at the centre of all the content we create online following these principles:

1 Focus on user needs
- Research user needs through means such as analytics, personas, interviews, competitive analysis and user testing.

2 Inspire
- Make students and staff feel proud and delighted by professional content.
- Uphold that we are a progressive and confident institution through innovation.

3 Resources wherever you are
- Design around context of the user in a multi-screen, multi-device world.

4 Design for inclusivity
- By default, digital services should be open, accessible and culturally engaging to all.

5 Keep content simple

6 Keep it efficient
- Lean and agile development helps reduce waste
- Content should consistent, unified and maintainable, and add value.
- Services must be robust and standards compliant.

User-centred design process

We are not building websites for ourselves or our managers, but for intended users. Our assumptions must be tested.

This process helps you focus on your users. At every phase, the needs of the user are consulted and direct the design process, which is progressed in an interactive way.

Discovery phase

Understand the business and user needs. What are you trying to solve? What is the strategy? What are your expected outcomes and how will you measure them? Look at competition, analytics and personas.

Alpha phase

If you are satisfied that online content is required to meet certain needs, begin experimenting with different ideas. Investigate personas. Explore basic solutions through sketching and wireframing. Ask users for their feedback and be prepared to rethink your ideas.
Beta phase
Once you have validated a best approach, then begin building your site and develop technical solutions. Do user testing wherever possible to help inform the design and keep the solution on track.

Live
Test and monitor your content. Act on feedback. Carry on improving and optimising. Measure your outcome.

Understanding your users
Understanding your users is vital to successful online content. Put in the effort to gather evidence to base your content on.
- Analytics can show you where users click, where they are coming from and going to.
- Search terms can help reveal what the most needed content is.
- Interviewing and talking to people will help you get to know your audience – ask them what they need. Show them your design assumptions and ask them how they can be improved.

Navigation
- Keep navigation simple; less is more, think
- Keep contextual information within the body area.
- Use subsites sparingly, preferably avoid them as they add complexity and may confuse the mental model of your content.
- Use short, descriptive, meaningful text in links. Avoid ambiguous text such as ‘Click here’.

Images
Imagery is a key element is the visual aesthetic of our brand – it adds vibrancy, gives the feel of Kent and visually communicates our messages. The style of imagery must follow our guidelines (see p14).
- Use correct permission rights, do not use copyrighted images.
- Faces provide an empathetic connection online.
- Use .gif, .png or .jpg formats.
- Keep video accessible, provide a text transcript or captioning.
- Use plain English.

Video
Video must follow our video brand guidelines (see p31).
- Time is a premium online. Keep videos short, punchy and to the point.
- Make sure images have alternative text.

Writing for the web
Good online content comes from knowing your audience and understanding the University’s messages (see p4). Online editorial content must follow our tone of voice and the Kent style guide (see p6). There are tips for writing for the web on p5, but the key elements for writing for the web can be summarised as follows:
- It is a premium online. Keep videos short, punchy and to the point.
- Use effective links
- Use relative sizes for text and tables
- Use strong colour contrast of text on backgrounds
- Use form fields must use labels
- Do not use tables for layout

Accessibility
The University is committed to providing accessible content for websites and applications. We aim to achieve WCAG 2.0 AA standard and test with users of varied disability types and assistive devices.

Accessibility tips:
- Use simple, logical layouts with clear hierarchy
- Use HTML tags for their intended purpose
- Use relative sizes for text and tables
- Use strong colour contrast of text on backgrounds
- Use form fields must use labels
- Do not use tables for layout

Make it easy to scan – put important information first
- Break up text with bulleted lists.
- Use sub-headed sections with simple, punchy headings.
- Use only one of heading 1 on a page; this improves search engine optimisation (SEO).
- Structure content in a logical order (nested headings).

Use effective links
- Use short, descriptive, meaningful text in links.
- Avoid ambiguous text such as ‘Click here’.
- Never use an image representing text as a link.
- Provide transcripts and/or captions for videos
- Do not use deprecated tags such as <b>.

Copyrighted images.
- Don’t try to enlarge a smaller image as this creates a pixelated (distorted) appearance to the image.
- Use .gif, .png or .jpg formats.
- Do not exceed 72dpi resolution.

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- Do not use tables for layout
- Do not use deprecated tags such as <b>.

Don’t use text on textured backgrounds
- Do not use tables for layout
- Don’t rely on colour to convey information.

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- Use correct permission rights, do not use copyrighted images.
- Never use wordart or clipart.
- Faces provide an empathetic connection online.
- Images should be resized from originals only.
- Do not try to enlarge a smaller image as this creates a pixelated (distorted) appearance to the image.
- You should add a description of the image using alt tags (in Dreamweaver, you add this to ‘Alt’ box) so people with text-only readers can relate to the information presented and understand its context.

Images
- Use .gif, .png or .jpg formats.
- Do not exceed 72dpi resolution.
- Never distort image, especially facial shots.
- Give images impact by letting them fill the width of body content area.
- Simple subject matter is more impactful, especially for smaller images.

Video
- Volume is a premium online. Keep videos short, punchy and to the point.
- Use a standard aspect ratio 16:9.
- Don’t squash videos into small areas. Let them fill the width of the body content area.
- Keep video accessible, provide a text transcript or captioning.
- Videos must never auto start.
- Videos must never use flickering content.

Writing for the web
- Keep navigation simple; less is more, think
- Use short sentences and paragraphs.
- Keep it simple. Less is more on the web; be brutal and only create content that is needed
- Get to the point. Keep content concise, simple and focused
- Use plain English
- Use sub-headed sections with simple, punchy headings.
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Navigation
- Keep navigation simple; less is more, think
- Keep contextual information within the body area.
- Use short, descriptive, meaningful text in links. Avoid ambiguous text such as ‘Click here’.
- Never use an image representing text as a link.
- Avoid placing links next to each other.
- Do not overuse links in text as this creates a cluttered look.
- Links should not open in a new window.
- When linking to a document, indicate the file type and size of the document ‘Institutional Plan (PDF 1MB)’.

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- Volume is a premium online. Keep videos short, punchy and to the point.
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- Don’t rely on colour to convey information.
SOCIAL MEDIA

Social media has become a very important communication tool for the University. All our social media channels need to follow the same rigorous systems and procedures as our other communications.

Naming your official channel

Your channel name should ideally reflect your group/school or department name as well as the name of University. Eg ‘University of Kent School of History’ or for Twitter’s 140 character limit, ‘UniKentHistory’.

When referring to the University, please avoid ‘Kent University’, ‘UoK’ or ‘UofK’ and try to use the following in order of preference:
1. ‘University of Kent’
2. ‘UniKent’
3. ‘Kent’ if pushed for space and Kent is already a key word in the name of your organisational unit – be careful about possible confusion with Kent State University in America or the County of Kent
4. ‘UKC’, ‘UKW’, ‘UKB’, ‘UKP’ etc only if you really mean specifically one campus.

Styling your channel

Logo avatars
You may use the University logo or an approved sub-brand logo as defined in these guidelines (see p8). Please contact the Design & Print Centre if you need your logo to be a different size or shape from the approved version. Do not create the logo or sub-brand yourself. Approved smaller versions and reworkings for channels such as Twitter can be made available.

Photographic avatars
If you prefer to use a photographic avatar, please refer to the images section of this document on p14. In addition, please make sure that the chosen photo is clearly relevant to your identity or the chosen theme of the channel and unlikely to be confused with other channels.

Colours
When styling your channel, refer to the house-style colour palettes on p12.

Further information
• General use of images – see the images section of this brochure on p14. It is understood that lower quality photography that captures an event or a moment may be appropriate to your channel but please use high-quality materials where possible.
• We have a large repository of images in our library that are available to view. Please see www.kent.ac.uk/brand
• General use of video – see the video section of this document on p31.
• General advice on how to set up Facebook and Twitter pages and guidelines for staff use of social media can be found at: www.kent.ac.uk/brand

Examples of logo/photographic avatars
With video growing in importance, the effectiveness of the University of Kent's identity and the recognition of the brand are dependent on maintaining a standard for video and web communications. It is important for all videos relating to the University of Kent to communicate the brand both visually and conceptually.

Video can be a very compelling way to reach your audience but, like any medium you use, it needs to reflect the brand. To sum up:

- advance the Kent brand by establishing brand standards as they apply to digital video content, including typeface, colour palette etc
- ensure the quality of digital video content reflects Kent’s status as a top 20, research-led university
- ensure delivery specifications conform to the appropriate technical specifications for archiving, distributing, and broadcasting/streaming digital media
- protect the University from undue liability and/or legal action that may arise from the production and distribution of digital video.

Branding and identity management

- Keep your video short; never more than three minutes.
- Top and tail each video with Kent branding (see example below). These are available at www.kent.ac.uk/brand
- Each video should be clearly identified with the University of Kent logo (static or animated) during the opening and closing shot.
- The video should still follow the overall guidelines in terms of any fonts and colours used. See p12.
- Ensure that there are influences of the Kent brand throughout the film, eg signage and background, teeshirts, hoodies. Think ‘product placement’.
- The logo must be used as defined in these guidelines (see p8). Do not create your own version of the logo. Do not animate the logo.
- For further information on copyright, see www.jiscdigitalmedia.ac.uk/guide/copyright-an-overview

Namings conventions

- When producing a capture for a member of staff use their first and last name.
- Use a full, formal title. If the title is lengthy, use your judgement to keep title to a reasonable, readable length.
- If the member of staff has more than one title, use the most appropriate for the intended audience.
- Always check the legibility and clarity of your fonts at the final output resolution.

Video quality

- Video output is to be well lit; avoid any darkness on-screen that creates difficulty seeing the subject.
- All shots need to be clearly focused and well framed.
- Any graphics being used must be professional, appropriate and necessary to convey the message.
- Subjects should be clearly audible. Choose environments and position microphones in order to avoid background noise.

Permissions and copyright

- Ensure everyone in the video has given written consent to allow posting of the video online. You can download the ‘Photographic and audio-visual release consent form’ at www.kent.ac.uk/brand
- Music is a most complicated copyright issue. If you are using music in your video, either use copyright-free music or make sure that you are complying with all relevant copyright legislation.
- When using images from books, works of art or footage, make sure that all these are checked beforehand to avoid breaching any copyright laws.

YouTube

- Any video uploaded to the channel should:
  - be of high quality
  - be relevant to the University and our key audiences
  - add value
  - be branded
  - be no longer than three minutes (preferable)
  - feature students (preferable)
  - be accurate and timely.

It is your responsibility to remove any content that becomes out of date.

- Channel name. Set up your own YouTube channel using a preferred University of Kent label. For example, ‘University of Kent School of XYZ’. This should follow our social media branding guidelines at www.kent.ac.uk/brand

- Verification. You should verify your YouTube account at www.youtube.com/verify Verification does not cost anything and is very simple to do. It confers a number of advantages for your account, such as allowing you to choose a thumbnail image for your video.

- Publicity. Contact kentbrand@kent.ac.uk if you would like your channel listed on the University of Kent official YouTube channel.

YouTube video thumbnail images

- YouTube videos are displayed by default with an image selected automatically when you upload your video. You can alter this image in the video’s settings (assuming you have verified your account). You can select one of three images chosen by YouTube, or you can upload your own thumbnail. This is a good idea where you want your thumbnail to offer a clear impression of the story the video is telling, or where you want to give your video a very particular Kent brand.

- The image you choose should adhere to the University of Kent image brand guidelines, as well as YouTube’s thumbnail guidelines.

Further information

- Full guidelines for production and standards can be found at www.kent.ac.uk/brand
PRESENTATIONS

It is important that all our communications are on brand and this includes presentations for both internal and external audiences.

Powerpoint

- Powerpoint presentation templates are available from www.kent.ac.uk/brand. There are specific versions for undergraduate and postgraduate audiences. For other audiences, use the generic version.
- Always use the templates provided. Templates also contain notes on how to use the slide layouts and colour schemes pictured here.

Other media

- Presentations using other software (e.g., Prezi) must also follow the overall guidelines in terms of fonts and colours used. See pp11-12.
- The content of your presentation must be correct in terms of Kent style. Kent’s editorial style guide can be found on p6 and at www.kent.ac.uk/brand
- We have a large repository of images in our library that are available to view. Please see www.kent.ac.uk/brand
Consistency across all University stationery is paramount. Letterheads have been designed to set specifications which have been carefully considered. All letters written for University business must be written on a University letterhead.

- All stationery must be produced by the Design & Print Centre on the approved paper stock and to the approved colour standard. Contact: print_office@kent.ac.uk for further details and to order your stationery.
- Letterhead must not be created/printed on your own office printer.
- Do not create a sub-brand on the University letterhead.
- Letterhead is A4 in size and all text must be written in 11pt arial and in black only.
- The content of your letter must be correct in terms of Kent style. Kent’s editorial style guide can be found on p6 and at www.kent.ac.uk/brand

1. Window envelope position
2. Date
3. Recipient’s name and address
4. The greeting (‘Dear Mr Jones’, ‘Dear Bob’, or ‘Dear Sir/Madam’, as appropriate)
5. The subject (you may want to include a subject for your letter – this is often helpful to the recipient)
6. The main body of your letter:
   - should be ranged left, not justified
   - should be single-spaced
   - should have a line space between each paragraph.
7. The closing and your name and signature (after the body of text, your letter should end with an appropriate closing phrase such as ‘Yours sincerely’ or ‘Yours faithfully’)

Letterhead

Dear John Smith


Unmercici vorcatis salis adlaudabilis quadrupei, ut optimus besucius contain frugubul senexcum Pompeii, utemcapes faciles fermentsi gulosa syrtes, utem umbrae insecabit tabure, utem quadrapus nixequia besucius consucule. Penpecs matrimons paxacius divinis praemuni agricile. Quemparum cathedragh quadrupei, ut quadrapus vorcatis paxacius tabure, utem gulosa copulae consupsam contempore tabure, utem penticap_tuples consulas sante clorograph, utem saetosus syrtes consupsam Octavius. Quemparum sae praevius consulas paxacius tabure.

Utilitas agricile combier locati cathedraghs, utem optimus adlaudabilis apparatus bellis impartit syrtes, utem gulosa besucius.

Yours sincerely,

Anne Other
Vice-Chancellor
COMPLIMENT SLIPS AND BUSINESS CARDS

Consistency across all University stationery is paramount. Compliment slips and business cards have been designed to set specifications which have been carefully considered.

- All stationery must be produced by the Design & Print Centre on the approved paper stock and to the approved colour standard. Contact: print_office@kent.ac.uk for further details.
- Compliments slips and business cards must not be created/printed on your own office printer.

Compliments slips
- There are general University compliments slips, personalised slips and sub-branded slips. These are available to order via the Design & Print Centre, contact print_office@kent.ac.uk

Business cards
- Do not use Mr/Mrs/Miss/Ms in titles.
- Post-nominal letters and qualifications can be up to one line’s worth in length.
- With the exception of double-sided bilingual cards, all cards have ‘The UK’s European university’ plus locations on the reverse.
All operational forms must include the University logo and use the University’s approved typefaces. All operational forms should be produced by the Design & Print Centre. Please contact print_office@kent.ac.uk.
COAT OF ARMS

The value of the University’s coat of arms lies in its authority and its traditional appearance. The use is restricted to printed materials for Congregations, the Development and Alumni Relations office and the Vice-Chancellor’s office and associated merchandise.

Full coat of arms
This should only be used on:
• degree certificates
• merchandising and gift items (eg, T-shirts, sweatshirts, mugs).

When using the full coat of arms, do not use the University logo as well.

Exclusion zone
The exclusion zone around the coat of arms is the length of the word ‘Kent’ as it appears in the University title (see below).

Sections of the coat of arms
Use of sliced sections of the coat of arms is restricted to alumni/development materials. Slices should be printed in flat colour as shown and used sparingly.

• The coat of arms should always be clear into this space and detract from it, (see below)
• The use of sliced sections of the coat of arms is never to be used on publicity/recruitment material (eg prospectuses, leaflets, posters), or on web pages. In these cases the logo should be used, see p8.
• If you need clarification of when you can use the coat of arms, please contact kentbrand@kent.ac.uk
• Never use the full coat of arms and the logo on the same visual surface.

Examples

- Never try to redraw any component of the coat of arms. Always use the artwork as provided to you.
- The coat of arms must not be altered or manipulated in any way. Do not distort or angle the coat of arms.
- The coat of arms should always be clear and visible. It should never be placed onto a background that makes it difficult to read.
- There must be an ‘exclusion zone’ around the coat of arms. Ensure no text or images encroach into this space and detract from it, (see below)
The University produces a variety of promotional items. Our secondary colour palette can play a key role in making garments and other items feel more engaging.

- The master logo or sub-brand artwork should be used on merchandise.

- The University coat of arms is used sparingly and only by the University with appropriate permission from the Brand Strategy Group (www.kentbrand@kent.ac.uk). No external body may use or replicate the University coat of arms.

- The University has a recommended promotional gifts company called Wide Wave. We have a portal on the company’s site where you can view and order recommended products, which are produced according to our branding.

By using one company for all our merchandise we ensure consistency of our brand as the correct logos and colours will be used at all times. It also reduces the overall cost of branded merchandise for all schools and departments within the University.

Schools may purchase merchandise, using any approved sub-brand logos but greater savings are possible if the general Kent logo are used.

If you would like access to the Kent portal or have any questions, please email marketingoffice@kent.ac.uk
SIGNAGE

All new external and internal building signage must be set in upper and lower case Arial Reg, Med or Bold (see examples below). Schemes that differ from this must be approved by the Brand Strategy Group.

All way-finding and internal signage should comply with the University’s approved signage scheme. You can find out more at www.kent.ac.uk/estates/services/furniture.html

External primary – building name

Directional – way finding

Internal directional
In 2018/19, the University is celebrating the 20th anniversary of the opening of its first European Centre in Brussels. The Brussels School of International Studies is a key tenet of our European identity together with the centres in Paris, Rome and Athens so the ribbon and sub-brand below have been created to mark the occasion. For the twelve months from September 2018, promotional materials for the European centres can carry the sub-brand wherever appropriate.

• Never try to recreate the sub-brand. Always use the artwork provided to you.
• Always use the sub-brand artwork provided to you and do not alter or manipulate it in any way. Do not distort or angle the sub-brand. Do not change the colour, typeface or proportions of the sub-brand.
• The 20 years in Europe sub-brand must be used with the same principles as the main University logo (see p8 of the brand guidelines).
• To obtain a suitable version of the sub-brand, please contact the Design & Print Centre. Email: design_studio@kent.ac.uk

**Anniversary ribbon**

![Anniversary ribbon](image)

**Colour ways**

The logo and ribbon should only be reproduced in the colourways shown below.

![Colour version on white background](image)

![Black logo with colour ribbon on white background](image)

**European centre sub-brands**

The ribbon should be positioned to the left of the logo, the space between the ribbon and logo is the height of the capital ‘U’ from University.

![Brussels School of International Studies](image)

![Paris School of Arts and Culture](image)

![Rome School of Classical and Renaissance Studies](image)

![Athens](image)
Publications

Posters

Invitations

20 YEARS IN EUROPE
SUB-BRAND (CONT)