



# Brand Manual

Presenting a consistent and coherent brand for Keele Gateway

**February 2021**

version 1.0

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# Our Brand

These guidelines describe the visual and verbal elements that represent Keele University's Keele Gateway corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our University. These guidelines reflect our commitment to quality, consistency and style.

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## Our visual identity (VI)

The Keele Gateway brand, including the logo, name, colours and identifying elements, are our most valuable marketing assets. The 'logo' is the combination of the University's core brand colours, shield and typography, helping prospective partners associate Keele Gateway with the wider University brand.

The visual identity reflects our quest to provide spaces where organisations can connect with us and have the freedom to be creative and innovative.

The simplistic and clean look of our new VI reflects the innovative values that we hold and services and facilities available that enable businesses to grow. The VI is inviting, vibrant, assertive and clear.

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## Our name

We have changed our name from Business Gateway to Keele Gateway, in order to align ourselves closer to the overarching Keele brand. By placing 'Keele' in the name of the refreshed Keele Gateway, it allows organisations to instantly recognise, identify and connect where the support comes from.

Removing 'Business' from the name also helps to indicate that our services of support extend far beyond just businesses. We connect with charities, not-for profits, students and graduates as well as a number of other partner organisations.

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# Logos & usage

## Primary logo

Our logo is the key building block of the Keele Gateway identity, the primary visual element that identifies us and holds all values of the brand. The primary logo is made up of fixed elements that should never be changed in any way.



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## Usage

The primary Keele Gateway logo must be used in all instances when representing the Keele Gateway. This applies regardless of projects and services which sit under the umbrella of Keele Gateway. No project should present its own individual identity through a logo and should always sit underneath the wider Keele Gateway brand.

There may be instances where the logo must sit alongside other logos for compliance and or funding reasons, such as projects funded via the European Regional Development Fund (ERDF). On these occasions both logos should be represented on the page in equal size and proportion.

When marketing to an audience that has a wider reach than Keele Gateway offer, such as external presentations or large-scale events, presentations should lead with the Keele University brand with the Keele Gateway as a sub brand.

If you are unsure or require further advice, please contact the Keele Gateway's

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## Logo colour palette

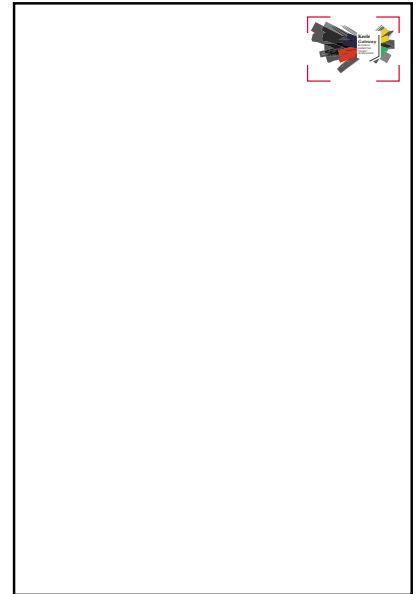
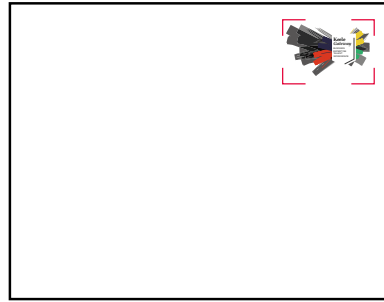
There are 4 core colours which form the basis of the Keele Gateway logo and which purposely correlate with Keele's central brand.

The colour breakdowns, shown below, are specific to uncoated paper.



## Positioning

The logo naturally sits better right aligned so where possible this positioning should always be used for consistency across our literature.



## Look and feel

The primary logo wherever possible should be displayed on a white background. There should be ample space between the logo and other artwork elements to keep a minimalistic look with accompanying sub-text and pictures. In keeping with the VI of a simplistic and clean look and feel that is easy to read, it is important that images or promotional items do not appear 'crowded' or 'busy' - please see example below.

There may be the odd occasion whereby this isn't possible, and more flexibility is required. For further advice please contact the Keele Gateway's

A promotional graphic for Keele Gateway Science &amp; Innovation Park. It features a large photograph of a modern, multi-level atrium with a high ceiling, large windows, and people walking on stairs. Overlaid on the right side of the image is a dark blue rectangular box containing the text 'LOOKING TO GROW YOUR BUSINESS?' in large, white, bold, sans-serif capital letters. Below this box, the text 'Join over 50 growing businesses on Keele's Science &amp; Innovation Park' is written in a smaller, white, sans-serif font. At the bottom right, the website 'keele.ac.uk/gateway' is displayed in a white, sans-serif font. In the top right corner of the graphic, the Keele Gateway logo is positioned, consisting of a stylized graphic of three overlapping shapes (red, yellow, and green) and the text 'Keele Gateway BUSINESS EXPERTISE TALENT WORKSPACE'.

## Misrepresentation

The logo is our key recognition device. Misrepresenting the proportions, arrangement, colours or fonts is prohibited. Please take care to keep it as it is – even if it doesn't quite fit as you wish.

### Correct



### Incorrect



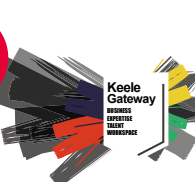
Incorrect proportions



Incorrect arrangement



Incorrect colour



Incorrect font style



### Shield usage

The shield must not be reproduced on its own without our type elements.

## Typography

Typography plays an important role in communicating an overall tone and quality, and consistency with our central overarching Keele brand. Careful use of typography reinforces our personality and ensures clarity and harmony in all of our communications.

### Palatino

Primary font

Palatino Regular/*Italic*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcd 12345678*

Palatino Bold/*Bold Italic*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcd 12345678*

### Gotham

Secondary font

Gotham Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcd 12345678*

Gotham Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
**abcd 12345678**

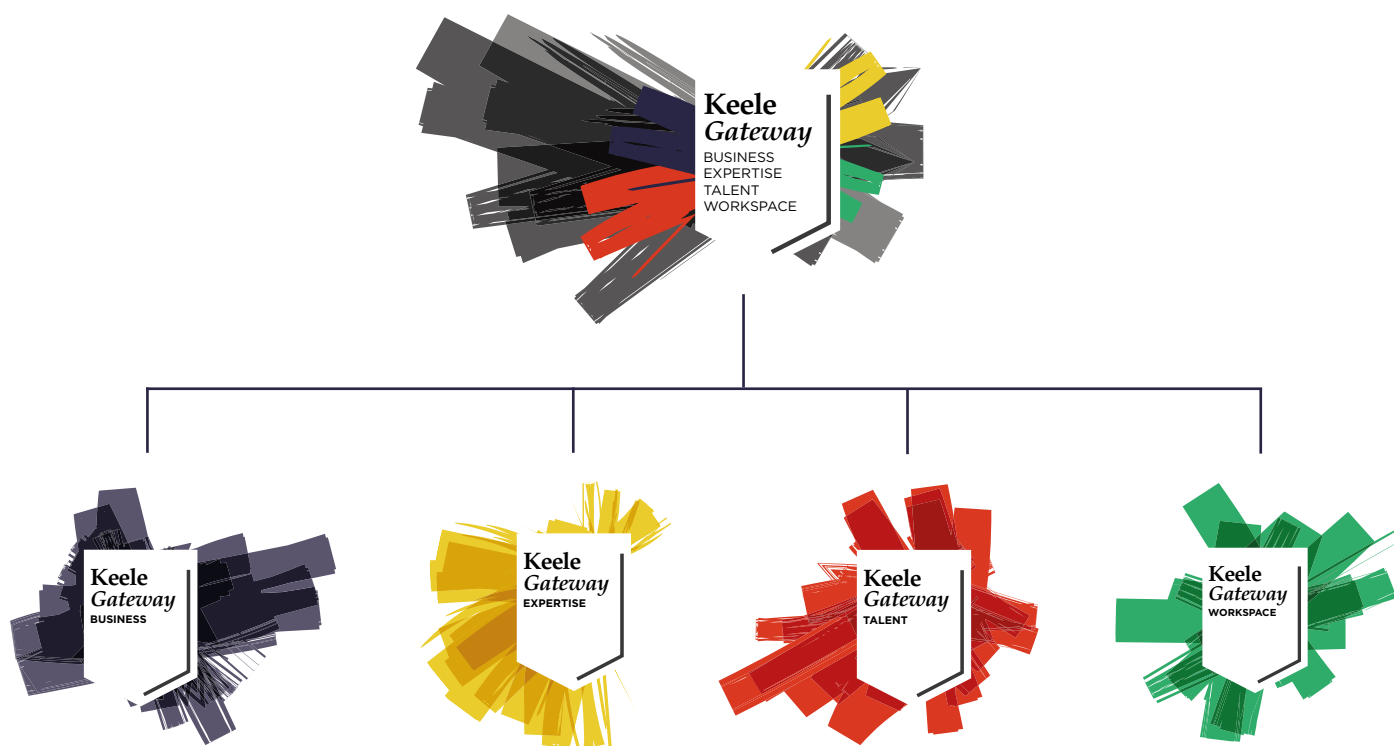
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# The four pillars

Keele Gateway provides a wealth of support and avenues to connect with our partners. To enable partners to easily navigate and understand these avenues, we have segmented the four areas of support into four pillars. This can best be seen on the Keele Gateway landing webpage:

Each pillar can be distinguished by colour and name within the shield, ensuring that all four pillars remain aligned to the Keele Gateway logo.

The following is a brief description of the four pillars and their offerings:



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## Four pillar useage

Please note the usage of the four-pillar logos is solely for segmentation and navigation of the Keele Gateway offering. This is to be used in collaboration with the primary Keele Gateway logo – for example, to be used on the Keele Gateway social media accounts to ensure connection to the primary logo. Usage in genral should always refer to the primary logo and guidance on pages 3-5.

If you require further information on usage and access, please contact the Keele Gateway's

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## Four pillar offerings

The following is a brief description of the four pillars and their offerings:



### Business

All business support, services, events and business partnerships including access to:

- Specialist teams who understand business and universities
- Keele's talented students, expertise, faculties and networks
- Routes to significant investments from the New Keele Deal
- ERDF-funded programmes
- Knowledge Transfer Partnerships

### Expertise

Bringing together students, academics and researchers from across the University.

They serve as collaborative hubs that will also benefit businesses, organisations and the wider community. Access to University expertise can be made via some ERDF funded projects as well as through our Research Institutes.

Our Research Institutes include:

- Institute for Global Health
- Institute for Social Inclusion
- Institute for Sustainable Futures
- Institute for Innovation and Teaching Excellence

### Talent

With around 11,000 students and a diverse range of degree programmes on offer, Keele University develops talented students into some of the most employable graduates in the country.

Keele talent can connect businesses with:

- Apprentices
- Internships and placements
- Student and graduate enterprises
- Student knowledge exchange

### Workspace

Access to the 70-acre Keele University Science & Innovation Park - a business environment that provides an innovative research culture, combined with the University's specialist resources.

This includes:

- Office, lab and conference spaces
- Industry-leading business support and research
- Development plots with significant international links
- On site facilities including shops, cafes, gym, Marriott hotel and a Day Nursery

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# ERDF-funded programmes

European Regional Development Funded (ERDF) projects form some of our core offerings within Keele Gateway and the business pillar, giving eligible SMEs in Stoke-on-Trent and Staffordshire access to fully-funded support for growth.

When referring to these projects through the Keele Gateway, we strive for consistency in language across all platforms. The programmes are defined for marketing purposes, below:

## **The Smart Innovation Hub**

Keele's Science & Innovation Park Smart Innovation Hub offers business support opportunities for new businesses and entrepreneurs to thrive.

### **Research & Innovation Support programme**

Develop the products and services that will enable your company to grow.

Formerly known as Keele Research and Innovation Support Programme (KRISP)

### **Innovation Leadership programme**

Be equipped to lead your business through future challenges.

Formerly known as Mercia Centre for Innovation Leadership (MCIL)

## **Smart Energy Network Demonstrator**

Support the UK's drive towards a zero carbon future by collaborating with Keele to embed sustainability in all aspects of your business.

## **Business Bridge**

The development of novel healthcare and medical innovations has never been more in focus, and this programme has the networks and resources to help your business enter and develop into these markets.

## **Innovation Centre Seven (IC7) programme**

Enabling companies to develop and use advanced data analytics and digital technologies.

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## Programme funder logo usage

As mentioned on page 3 under usage there may be instances where the Keele Gateway logo must sit alongside other logos for compliance and or funding reasons depending on the programme being promoted.

On these occasions' logos should be represented on the page in equal size and proportion. For further guidance on specific logos use the links below:

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The following support programmes available within the Keele Gateway are receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020:

- The Mercia Centre for Innovation Leadership programme is delivered through the Keele University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691)
- The Keele Research and Innovation Support Programme is delivered through the Keele University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691)
- Smart Energy Network Demonstrator, this project is also receiving funds from the UK Government Department for Business, Energy and Industrial Strategy (BEIS) (Ref: 32R16P00706)
- Business Bridge (Ref: 32R18P02530)
- Innovation Centre Seven (IC7), this project is also receiving funds from the UK Government Getting Building Fund (Ref: 32R19P03785)

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit





If you want to produce any marketing materials or run any campaigns using the Keele Gateway brand, please get in touch with the Keele Gateway's Marketing and Communications team for support and guidance:

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