



**Harper Adams
University**



Keele
UNIVERSITY

Harper & Keele

VETERINARY SCHOOL

Brand Regulations

Combining Excellence
October 2018



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Combined Excellence

Welcome

The Partnership between Keele and Harper Adams Universities takes advantage of the combined academic excellence of both parties.

Keele contributes its expertise in life sciences and medicine, whilst Harper Adams has a history of working in the rural, veterinary nursing and animal sciences fields.



Professional & Unified



Our Brand

These brand regulations will help you to understand how to communicate this innovative partnership creatively, clearly and consistently to a range of stakeholders.

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

Our brand includes the logo, name, colours and identifying elements and are our most valuable marketing assets.



Dynamic and Innovative

Brand Position

Our brand is made up of two key elements: Combined Excellence, which is our key benefit and unique experience to our students.

Two Campuses with One Vision

Our Veterinary School will draw upon expertise in Life Sciences and our highly regarded Medical School as well as Harper Adams' long-established record in delivering programmes in the veterinary field, agriculture and animal sciences.

Our Mission

Developing a Veterinary School which produces highly-skilled and adaptable graduates, who are well equipped to deal with the challenging and rapidly changing landscape of the modern veterinary profession.

Our Values

Combined Excellence
Innovative
Unique
Dynamic
Future Focussed
Professional

Our Brand Overview

What we talk about

Distinctive
The Best of Both

What we convey

Professional & Unified

What we show

Fun, Innovative Teaching, Unique Learning Experience

How we talk

Confident, Unified, Clear, Ambitious and Energetic

What we call ourselves

Harper & Keele Veterinary School

Tagline

Combined Excellence

The best of both worlds

Harper & Keele

VETERINARY SCHOOL

Our Logo

Our 'logo' is built upon joint values using a combination of both University names. This identifies us as a unified identity.

Typefaces have been carefully chosen to emphasise our brand expression which is unique. The synergy between the typefaces creates a balanced yet modern logo.

The balance between words have been carefully designed to ensure that the attention is drawn to 'Harper & Keele' whilst ensuring the 'Veterinary School' qualification is clear and visible.

Primary Logo Lock-up

The primary logo is made up of fixed elements that should never be changed in any way.

Please refer to page 18 regarding our fonts.



Stacked Logo lock-up

For exceptional use only where the primary logo format cannot be made to fit

It is recognised that occasionally the logo may be used in an association where this format is difficult to use. For example on social media. If this is the case please use our stacked version or contact Keele University's Creative Services Team for advice.



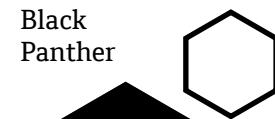
Harper & Keele

VETERINARY SCHOOL

Logo Colour

Our 'logo' primary colour is black or white. It can also be utilised when using special materials and print finishes (metallics, textured or coloured papers etc).

When using this application the reproduction should always be 100% solid with no tints or opacities – 100% black, 100% white.



Black
Panther

Black
Coated
CO | MO | YO | K100
RO | GO | BO
HTML #3c3c3b

Harper & Keele
VETERINARY SCHOOL

Harper & Keele
VETERINARY SCHOOL

Colour Contrast

It is important that our logo stands out. To enable this you must use the best contrast between the logo and the colour of the background.

On any darker backgrounds the white logo must be used and on lighter coloured backgrounds the black version of the logo must be used. When applying the logo over an image you must select a clear space and use the appropriate version. This is to maximise contrast, legibility and to ensure the logo stands out from the crowd on any media.

You will find our colour system on page 24 of this guide.



Keep it clear

It is important that the logo appears clear and without clutter and interference from any other graphic elements such as type, other logos or imagery.

To work out the clearspace take the height of our ampersand (&). If you are uncertain simply leave 10mm clear space around the entire logo.



Logo Offences

To maintain integrity and promote brand consistency please do not distort, interfere or rearrange elements of our logo.

Here are some examples of what to do and not to do with our logo.

 Don't stretch our logo!

Harper & Keele
VETERINARY SCHOOL

 Don't squash our logo!

Harper & Keele
VETERINARY SCHOOL

 Don't switch the words around in our logo!

Keele & Harper
VETERINARY SCHOOL

 Don't alter our logo colour

Harper & Keele
VETERINARY SCHOOL

 Don't change the font sizes within our logo

Harper & Keele
VETERINARY SCHOOL

 Don't turn or twist our logo!

Harper & Keele
VETERINARY SCHOOL

 Don't remove or rearrange elements of our logo

Keele & Harper

 Do keep our logo exactly how it is!

Harper & Keele
VETERINARY SCHOOL

Love Type

Font Guidance

Words don't just hold meaning they communicate in their own form and ensure consistency across all our communications. Our brand typefaces are Cordale Serif and Gotham Sans.

Our primary font reinforces our uniqueness with its authoritative tone and has distinctive serifs.

Our secondary font is clean, versatile and has a wide range of weights within its font-family.

Use weight and colour to draw emphasis on type.

Primary Font

Cordale

Dalton Maag Ltd was founded in 1991 in London, providing typeface design, font engineering and font support services for corporate clients and branding agencies. All Dalton Maag fonts are finely crafted. This font is available to sync using Adobe Typekit.

Serif

Secondary Font

Gotham

Sans

Designed by American type designer Tobias Frere-Jones in 2000. Gotham is a family of widely used geometric sans-serifs. The letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century.



Primary Font

Cordale Regular/ Regular Italic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ @£%&
abcd *abcd* 12345678

Cordale Bold/Bold Italic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ @£%&
abcd *abcd* 12345678

Secondary Font

Gotham Book/ Book Italic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ @£%&
abcd *abcd* 12345678

Gotham Bold/Bold Italic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ @£%&
abcd *abcd* 12345678

Also available is

Gotham Light *Italic*
Gotham Medium *Italic*
Gotham Black *Italic*
Gotham Ultra *Italic*

Gotham Narrow Light *Italic*
Gotham Narrow Book *Italic*
Gotham Narrow Medium *Italic*
Gotham Narrow Bold *Italic*

The Power of Colour



Colour System

Colour is one of the most powerful and essential parts of a brand and should be used to help communicate a style being conveyed. It evokes emotion and expresses personality without saying a word.

With our strong colour palette you will be able to maintain a consistent style across any design and that will contribute to the overall look of our brand identity.

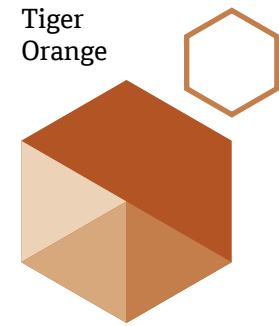
Our primary palette is rich in colour and energetic whereas our secondary palette has a natural and well established tone. Both palette's have been created so that they can be used harmoniously together.

There are no predetermined colours for departments or areas within the Veterinary School.

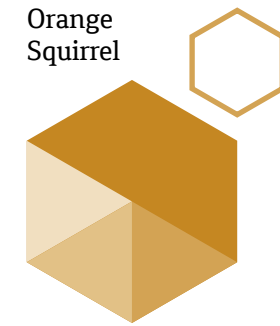
Primary Rich and Energetic Colours

The colours reflect the exciting and vibrant nature of Harper & Keele Veterinary School.

These colour guides are based on coated papers.



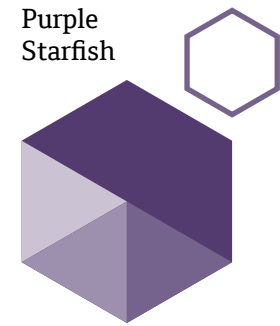
Tiger Orange
Pantone 7580
 Coated
 C0 | M77 | Y97 | K15
 R207 | G77 | B18
 HTML #cf4d12



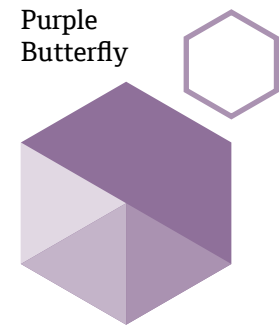
Orange Squirrel
Pantone 7565
 Coated
 C0 | M53 | Y98 | K11
 R222 | G129 | B2
 HTML #de8102



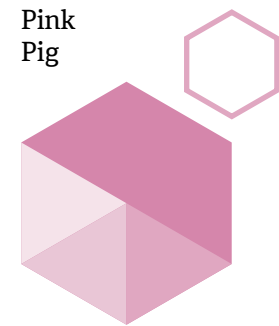
Canary Yellow
Pantone 7409
 Coated
 C0 | M31 | Y100 | K0
 R251 | G184 | B0
 HTML #ffb800



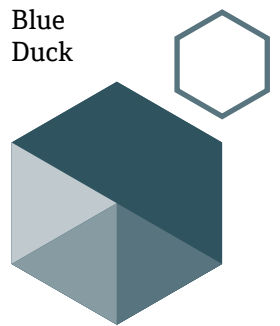
Purple Starfish
Pantone 668
 Coated
 C70 | M77 | Y7 | K23
 R90 | G65 | B124
 HTML #5a417c



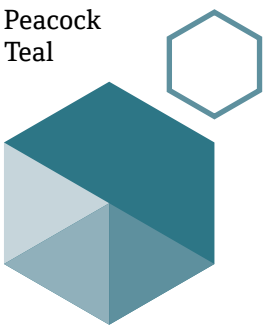
Purple Butterfly
Pantone 7661
 Coated
 C47 | M60 | Y12 | K0
 R154 | G116 | B164
 HTML #9a74a4



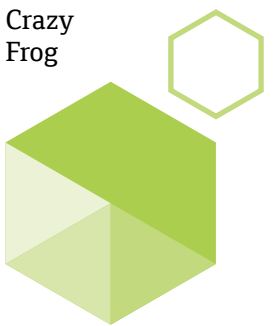
Pink Pig
Pantone 231
 Coated
 C3 | M60 | Y0 | K0
 R235 | G134 | B182
 HTML #eb86b6



Blue Duck
Pantone 5473
 Coated
 C86 | M20 | Y32 | K51
 R0 | G91 | B103
 HTML #005b67



Peacock Teal
Pantone 7474
 Coated
 C96 | M9 | Y32 | K29
 R0 | G119 | B136
 HTML #007788



Crazy Frog
Pantone 2300
 Coated
 C40 | M0 | Y89 | K0
 R175 | G203 | B58
 HTML #afcb3a

Secondary Natural and Established Colours

The colours reflect the legacy and heritage of both institutions bring to Harper & Keele Veterinary School.

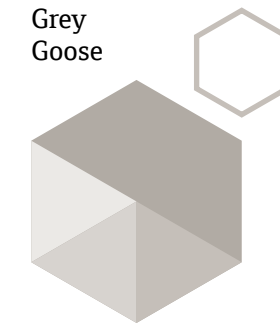
These colour guides are based on coated papers.



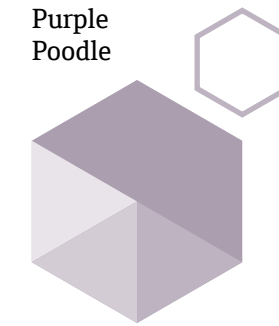
Dove Gray
Pantone 429
 Coated
 C21 | M11 | Y9 | K23
 R175 | G182 | B189
 HTML #afb6bd



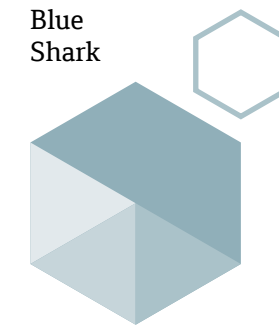
Cashmere Sheep
Pantone 7527
 Coated
 C3 | M4 | Y14 | K8
 R235 | G230 | B214
 HTML #ebe6d6



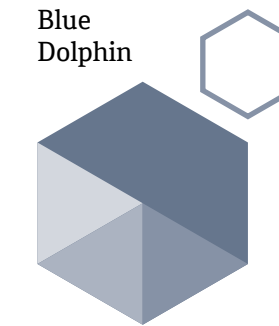
Grey Goose
Pantone Warm Gray 4
 Coated
 C11 | M13 | Y15 | K27
 R185 | G178 | B174
 HTML #b9b2ae



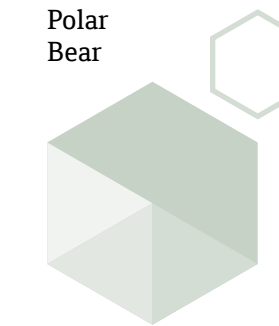
Purple Poodle
Pantone 7660
 Coated
 C37 | M37 | Y17 | K0
 R174 | G162 | B185
 HTML #aea2b9



Blue Shark
Pantone 5493
 Coated
 C47 | M4 | Y16 | K16
 R129 | G180 | B191
 HTML #81b4bf



Blue Dolphin
Pantone 5415
 Coated
 C56 | M24 | Y11 | K34
 R93 | G128 | B153
 HTML #5d8099



Polar Bear
Pantone 5585
 Coated
 C23 | M3 | Y19 | K8
 R196 | G124 | B204
 HTML #c4d6cc



Blue Parrot
Pantone 550
 Coated
 C42 | M7 | Y8 | K8
 R150 | G194 | B215
 HTML #96c2d7



Insect Green
Pantone 5807
 Coated
 C11 | M3 | Y25 | K3
 R229 | G231 | B202
 HTML #e5e7ca



Capturing a Moment



Photography

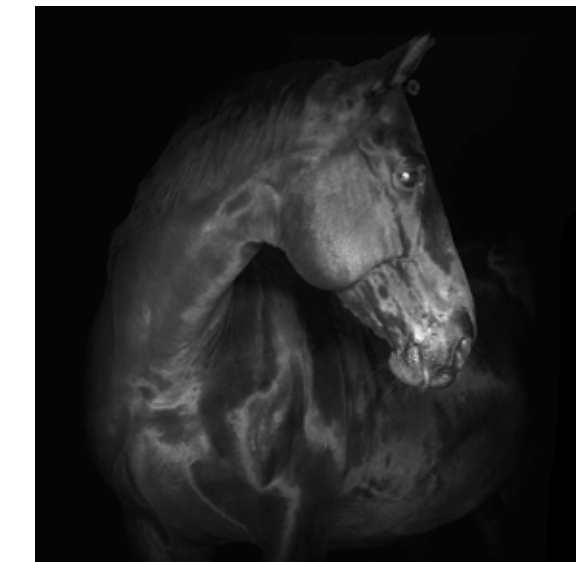
Photography is all about capturing a moment in time. Our style relies upon spontaneous candid moments photographed as they happen.

It could be the moment you delivered a calf while on a work placement, or love and passion for animals on show, work in our cutting edge facilities on site, or engaged students in a teaching laboratory.

Using a long zoom while capturing moments is a perfect way to help your subjects so they appear relaxed and natural. Ensure images have the correct lighting and are not over exposed or under exposed.



Impactful Imagery

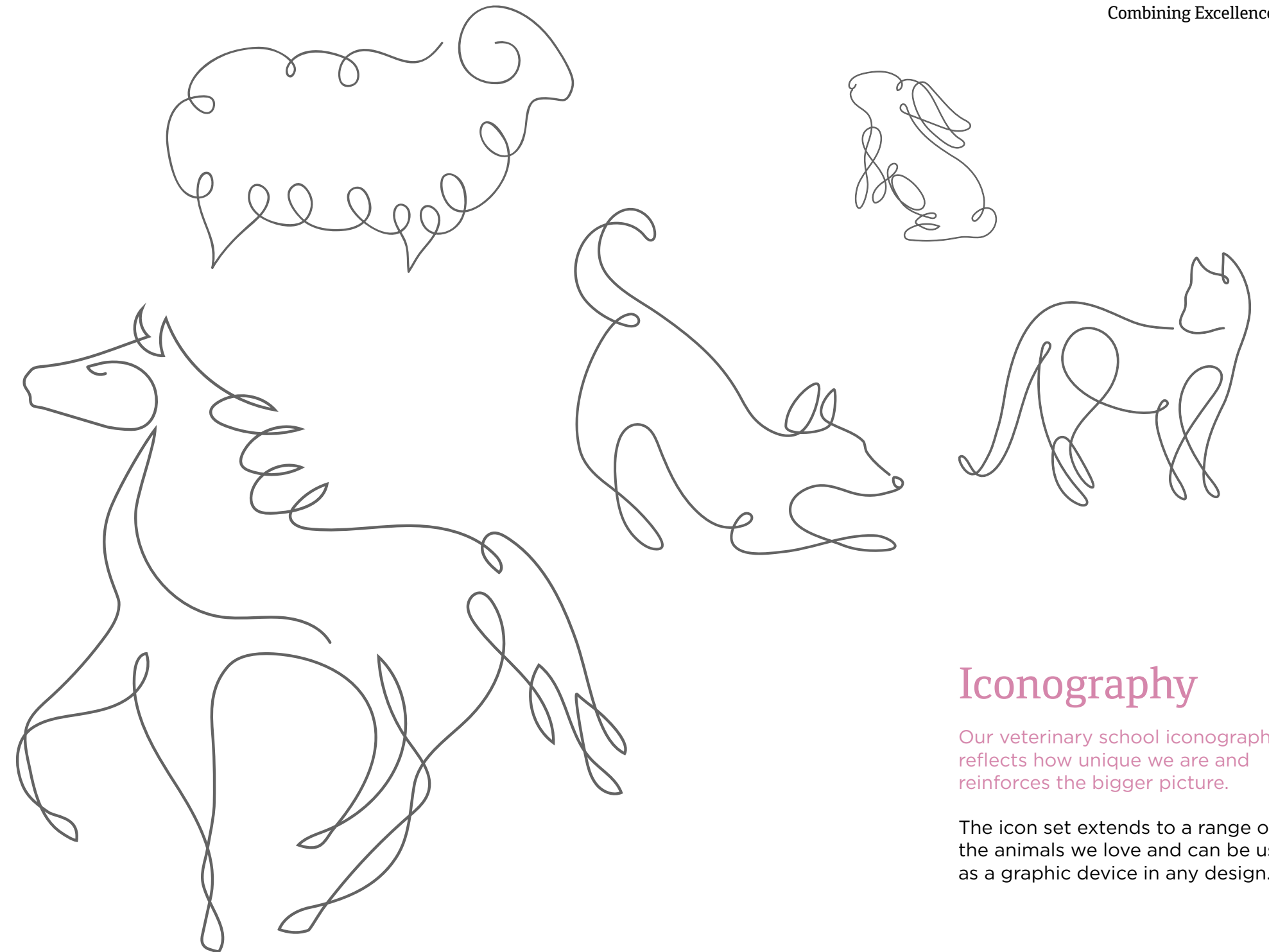
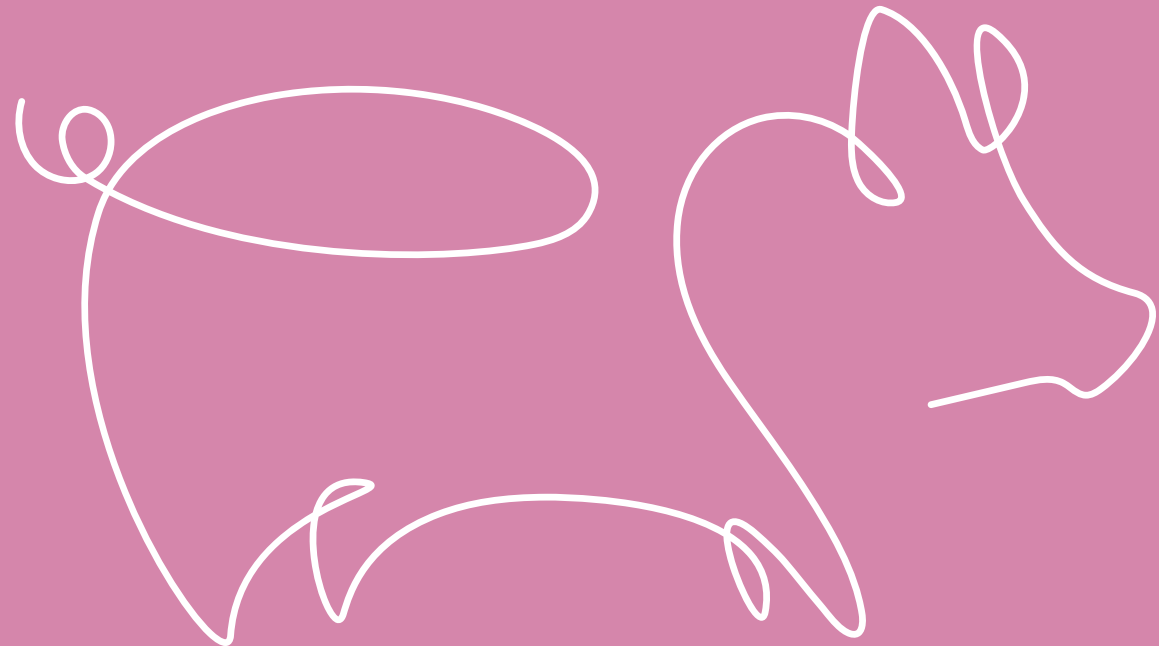


Photography

Iconic images like these examples can be used but only for high profile and impactful materials.

Choose images carefully as they must still remain consistent in their chosen style and also follow other guidance within these brand regulations.

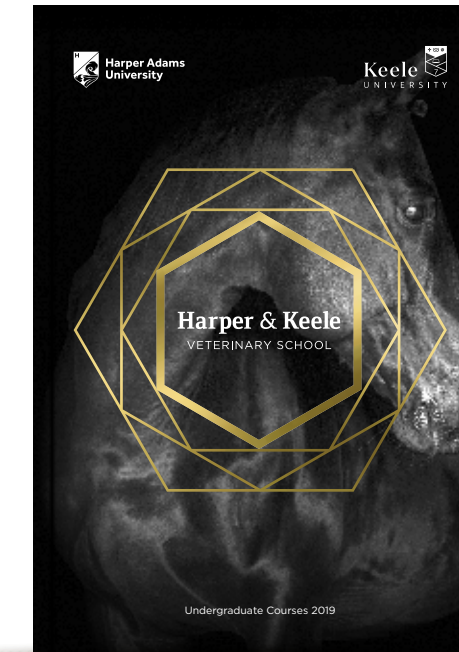
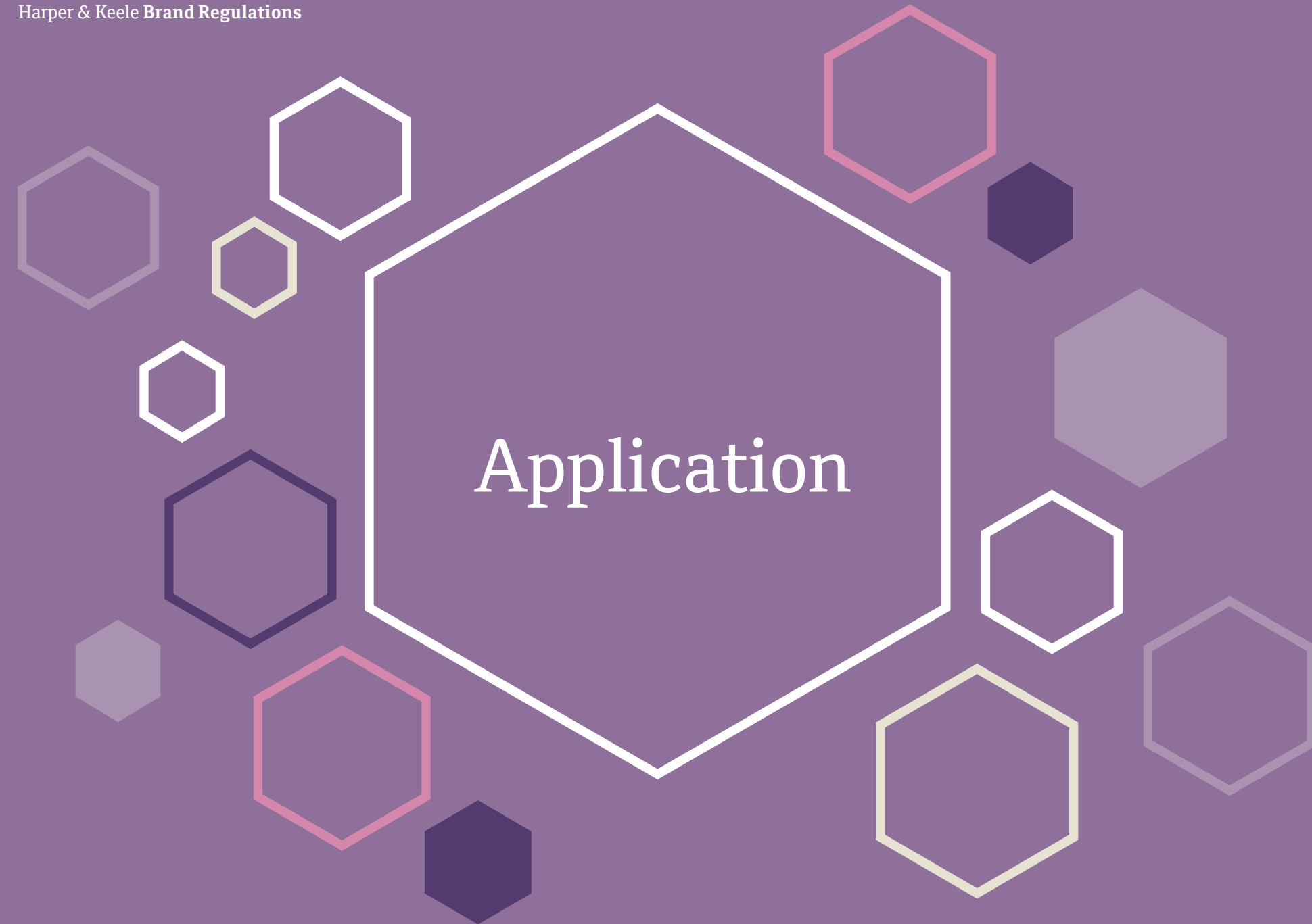
Make it Iconic



Iconography

Our veterinary school iconography reflects how unique we are and reinforces the bigger picture.

The icon set extends to a range of the animals we love and can be used as a graphic device in any design.

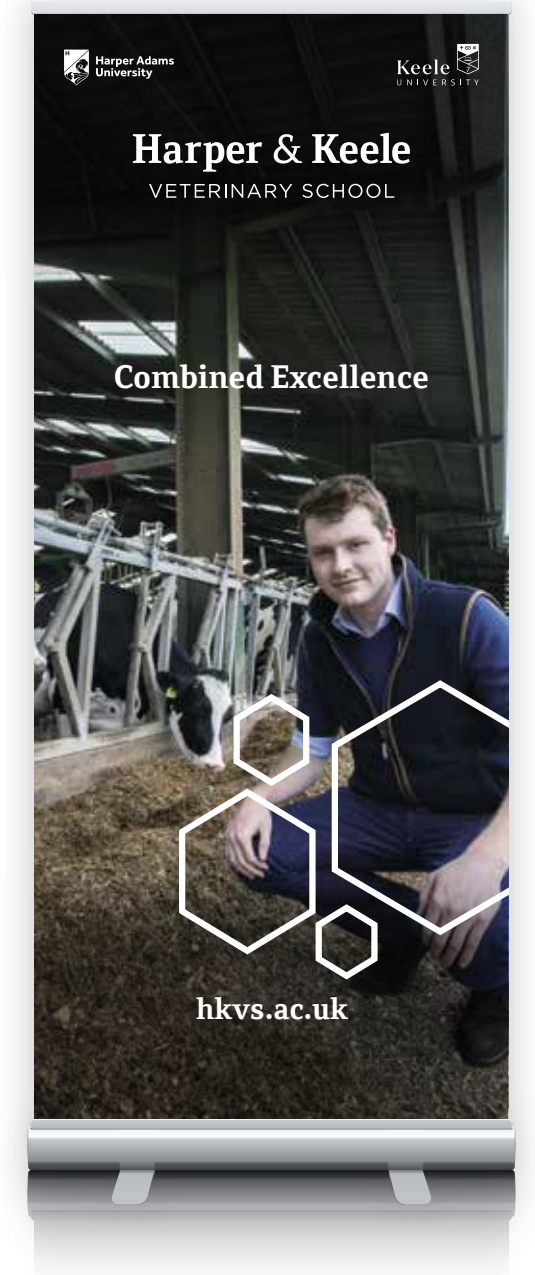
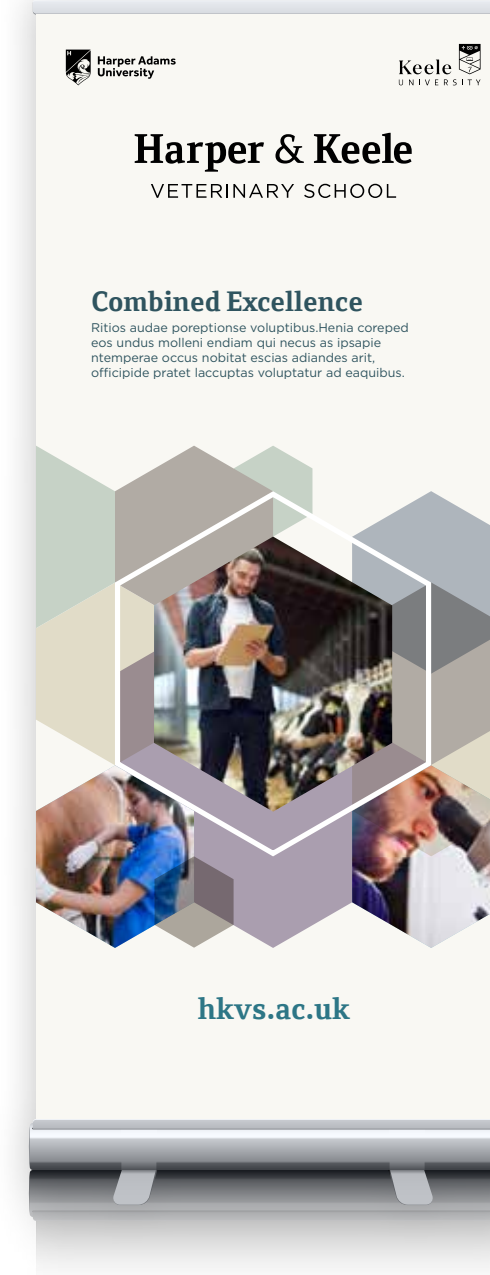
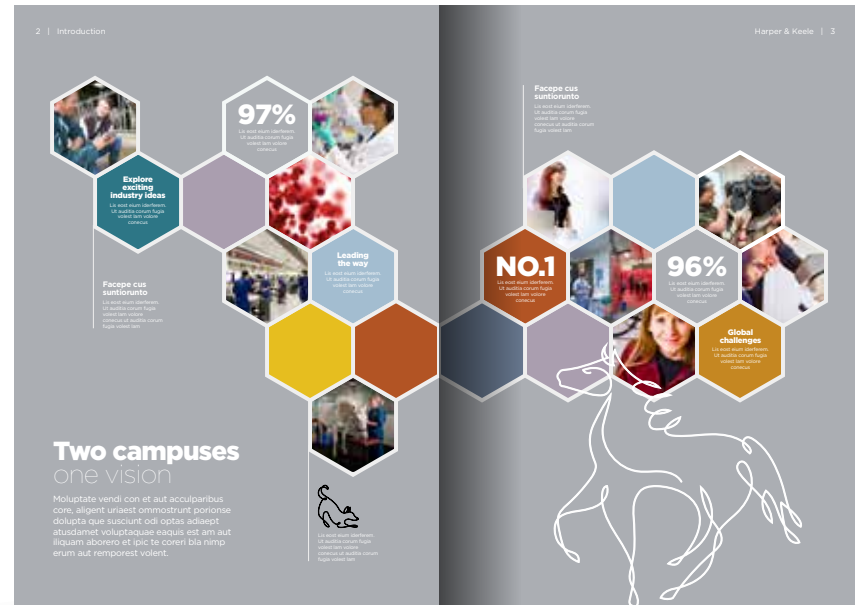
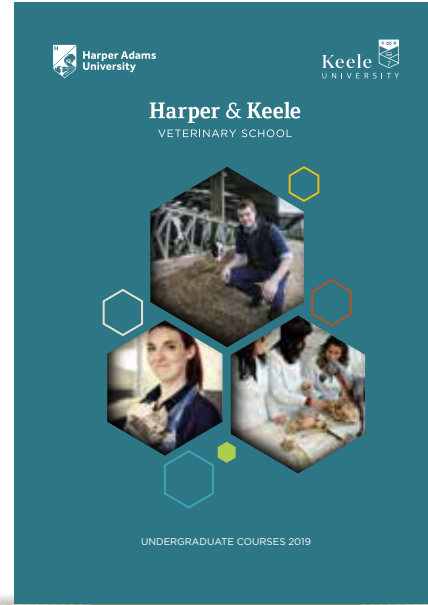


Graphic Style

The hexagon shape is an important graphic element of our visual style.

Our hexagon symbolises the unique unity we have and that our veterinary school is a hive of activity that is fascinating to our students.

It can be used dynamically in different forms, line weights, colours and sizes across various applications and contexts.





**Harper Adams
University**



Keele
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Get in touch

We're always happy to help.

Contact us at ?

hkvs.ac.uk/brand