



University of  
**Nottingham**  
UK | CHINA | MALAYSIA

# University of Nottingham Ningbo China

Brand guidelines

**This brand book provides guidelines and tools for using our visual brand. It outlines the building blocks of the brand architecture, the visual identity, and contains sample applications to illustrate our look and feel.**

**Our brand is what people think about us, which represents our core values and unique identifiers. It is our most valuable intangible asset and defines not only what we are, but also who we are and why we are doing it. Cohesive and thoughtful use of this document will help us strengthen our brand and reputation as a university for the future.**

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# 1

## Brand overview

The University of Nottingham was founded on the vision and philanthropic spirit of Jesse Boot who, in 1928, donated the land that is now University Park. The vision of a university devoted to discovery, enterprise and the advancement of the human condition, combined with his lifelong commitment to improving health and wellbeing, remains intrinsic to the culture of the university today and will continue to underpin our future purpose.

In 2004, the University of Nottingham Ningbo China was established with the approval of the Ministry of Education, becoming China's first Sino-foreign cooperative university with an independent campus and independent legal person status. The university pursues the mission of illuminating a future qualified pathway by nurturing globally connected innovative talents actively committed to China. The establishment of the university has pioneered the integration of Chinese higher education with worldwide high-quality higher education resources and reinvented the ways of globalization for Chinese education.

As the first Sino-foreign university established in China, the university provides unmatched quality of education and growth platforms with a strong international and local foundation for great minds of the future.

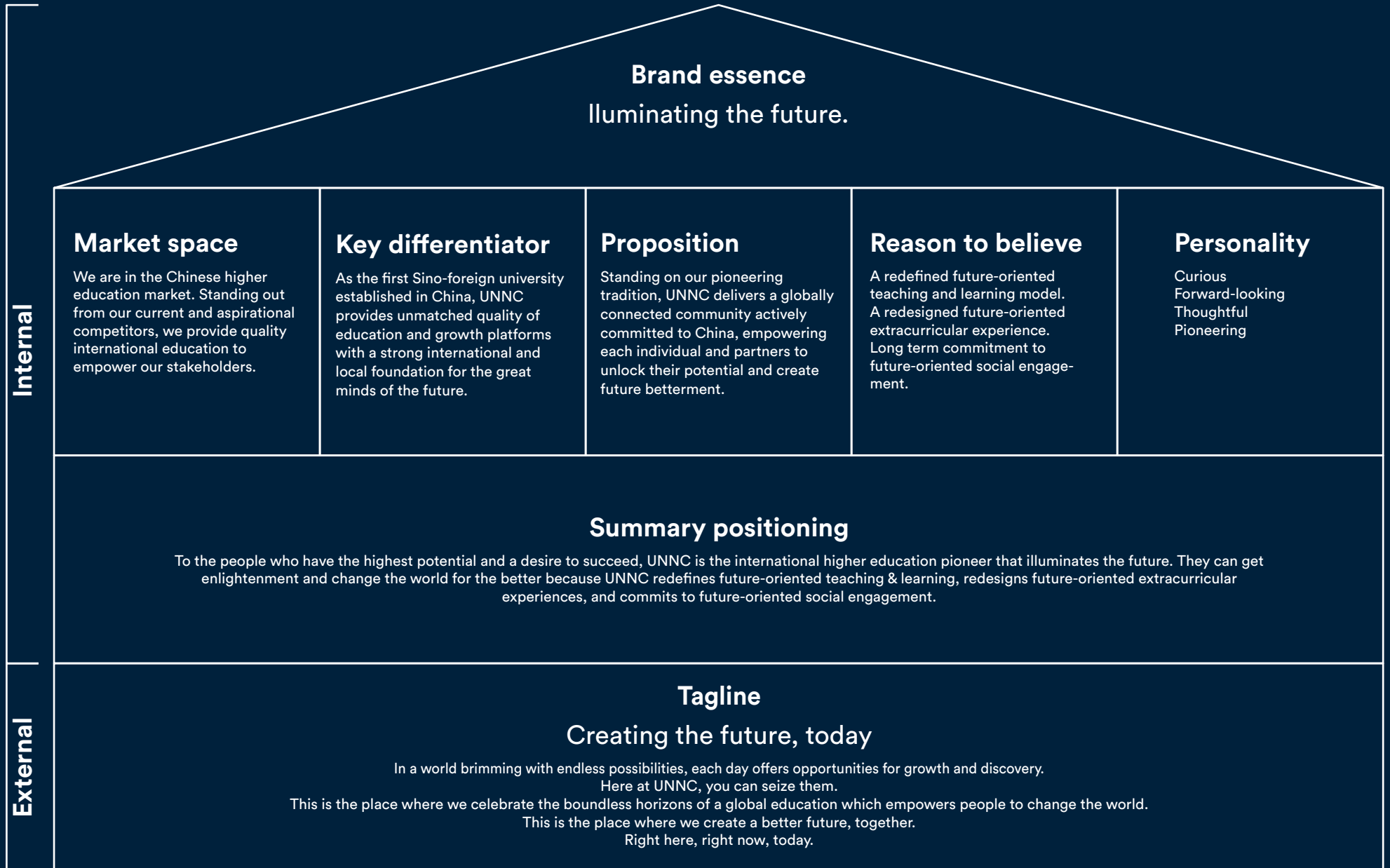
The university sets up majors and disciplines by the brand guiding principles of the University of Nottingham and makes an extension that meets China local needs.



- Undergraduate(UG) and Postgraduate(PG) degree education
- Research and knowledge exchange
- Innovation and entrepreneurship
- Global culture exchange
- Customised training for continuous professional development









# 2

## Visual identity

**Our look is innovative, inclusive and inspiring. We want to make people think. We want them to see our content and connect those thoughts to the University of Nottingham.**

**Using our logos, colours, fonts and shapes in a consistent way helps to make us instantly recognisable around the world.**

**And with creative illustration and striking photography we can illuminate curious minds and impart our global reach.**

## 2.1 Name

When using an acronym, make sure to spell it out in full the first time it is mentioned in any communications.

To enhance the brand recognition of the University of Nottingham Ningbo China, we should try to avoid using the acronym UNNC in external communication. Only use it in certain designs or where space is limited. Do not use the acronym the first time it is mentioned.

Full name:

**University of Nottingham**  
**Ningbo China**  
**宁波诺丁汉大学**

Abbreviated name:

**UNNC**  
**宁诺**

## 2.2 Logos

**Our logo represents our heritage. It gives us an identity and separates us from other institutions. We need to take good care of it – respecting it, protecting it and making sure we use it in just the right way.**

# Logo

The master logo is made up of three essential elements: the castle square, logotype and location line.



# Logo variations

Our logo and name are protected trademarks, so must not be altered.

For digital assets, the Nottingham Blue logo should be the first choice logo.

For printed materials, the gradient version should be the first choice logo.

If printing in single colour, use either Nottingham Blue or black.

The white out version of the logo should be used when legibility is an issue with either the Nottingham Blue or gradient logo.

The black version of the logo should only be used if you are printing in black and white.

There are also versions of each colour logo without the location line, for use at small sizes. Specific guidance on when you use the version without this line can be found in logo sizes for print and logo sizes for digital.

The brand team will need to approve any other logo format in any other context than the above examples (such as a different version of the logo within a campaign).

Digital



Print



## Exclusion zone

To make sure our logo stands out, it's important to give it space to breathe. The exclusion zone – the empty space around the logo – is 50% of the depth of the castle square.

X		<b>University of Nottingham</b> UK   CHINA   MALAYSIA	
0.5X	X		

## Logo transparency

The logo should primarily be used with the castle filled in, to ensure it is always legible and recognisable.

However, in some designs it may be beneficial to punch through the castle and allow image or colour to show through. The following examples show how to do this successfully, but any instance of this must be approved by the brand team before sending to print or posting online.

When placing the punched through logo you should ensure there is enough contrast to see the castle, otherwise the full version of the logo (without transparency) should be used. If necessary you could edit the shot behind to ensure there is sufficient contrast.



## Logo transparency – what not to do

Here are some visual examples of what not to do when using the updated transparent logo.

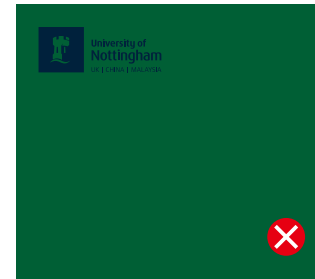
1. Do ensure there is sufficient contrast between the castle and the background
2. Do ensure there is enough contrast between the overall logo and background
3. Do ensure text is legible
4. Do keep the logo transparent. Don't fill in the castle with any colour, let the background show through



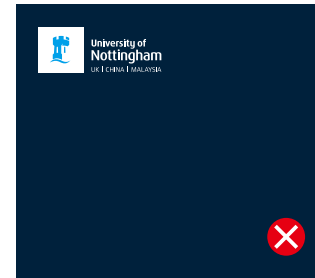
1



3



2



4





The standard logo position is top left, with the exclusion zone applied. The exclusion zone is a minimum zone only and you can increase this if visually it works better with the design.

Just one or a few of the sides of the exclusion zone can be increased, if this works better with the design.



# Text alignment

When aligning text to sit with the logo, use the centre point of the castle square.

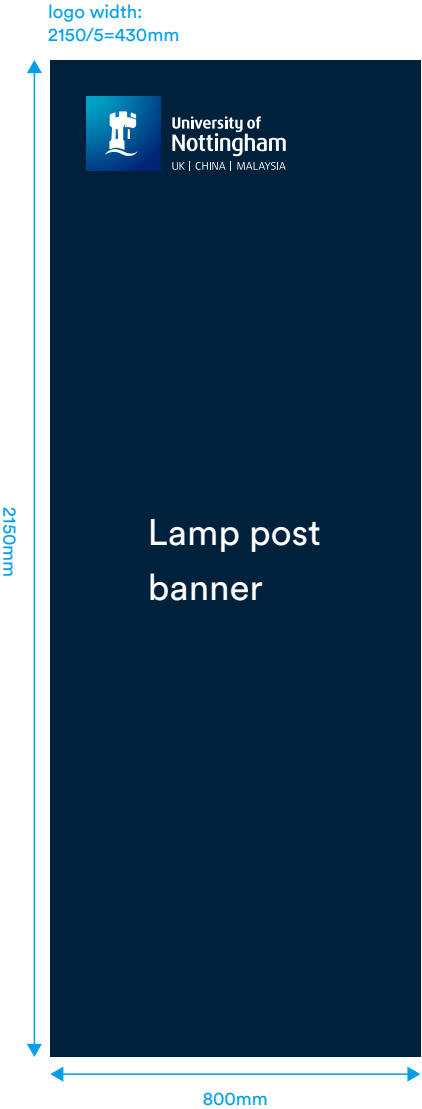
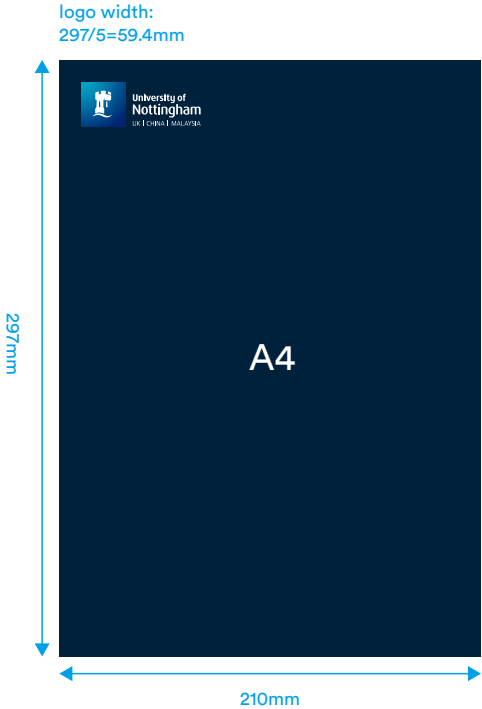
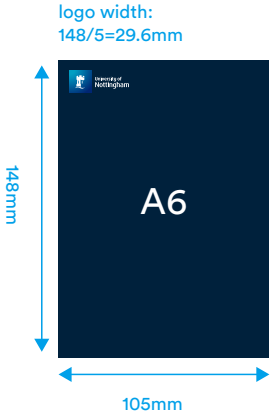
Use this as guidance only, as aligning the text to the centre point of the castle square will not work for every design. If implementing the alignment makes the design look unbalanced, then the text should be arranged in a way that works within the design.



# Logo sizes for print

To determine the logo width for a printed asset, divide the longest edge of the printed asset by five.

The minimum size for the full logo is 35mm. At less than 35mm, remove the UK, China and Malaysia location line.



logo width: <35mm



# Logo sizes for digital

When the logo is used at under 45px in height, remove the UK, China and Malaysia location line.

When using the castle square as a favicon, this should be 32 pixels in height.

When applying the logo to a digital ad with multiple frames, this must feature on the first and/or last frame.

logo height: <45px



### Logo sizes, digital ads

Digital advert size (pixels)	Logo height (pixels)
Leaderboard - 728 x 90	45
Half MPU - 300 x 600	50
Skyscraper - 120 x 600	30 (location line removed)
MPU - 300 x 250	50
Favicon	32 (castle only)

### Logo sizes, screens/online

Screen width (pixels)	Logo height (pixels)
767 and below (for example mobile)	50
768 - 1200 (for example iPad/laptop)	80
1200 and above (for example desktop)	130

## Logo use in video

Video use is the only instance the logo can be used centrally.

The logo should always be included in the outro.

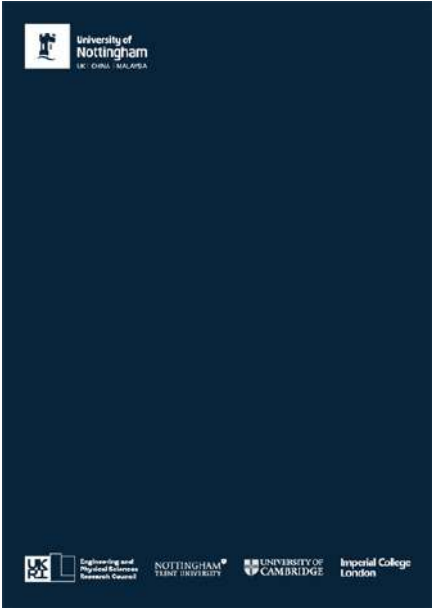
Sometimes videos are tailored to fit different platforms, and you'll need to adapt the logo's position.



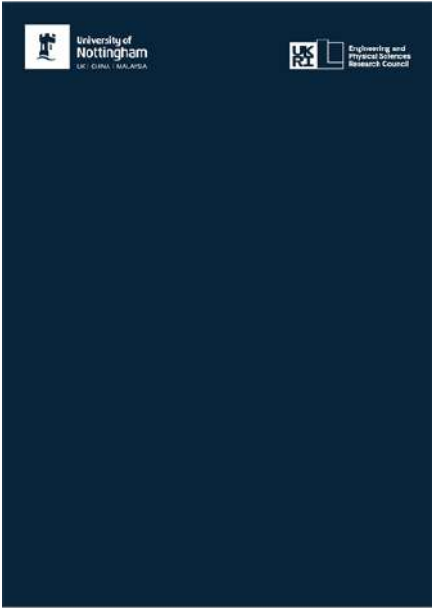
# Partnerships

**1. In print and digital – when University of Nottingham is the lead partner**

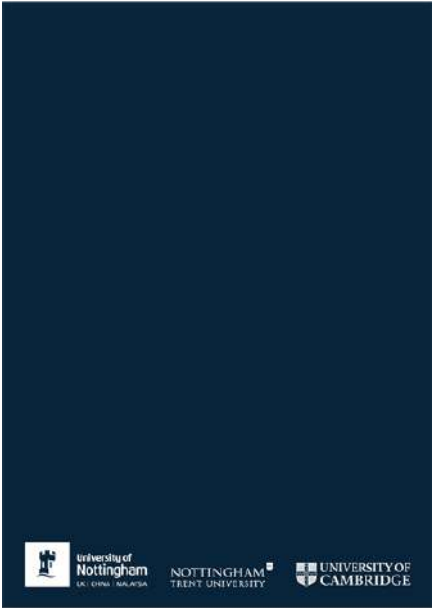
When using third-party logos in print and digital (apart from in video), follow the guidance on logo size and position to get the correct set up for the asset and then place the third-party logos in a row along the bottom of the asset. If necessary the logos can be stacked in two or more rows.



1



2



3

**2. In print and digital – when University of Nottingham is one of two equal partners**

When using third-party logos in print and digital (apart from in video), follow the guidance on logo size and position to get the correct set up for the asset and then place the third-party logo top right of the asset.

**3. In print and digital – when University of Nottingham is one of several equal partners**

When using third-party logos in print and digital (apart from in video), follow the guidance on logo size to get the correct set up for the asset, but place this bottom left rather than top left, with the equal partners listed in a row alongside. If necessary the logos can be stacked in two or more rows.

When using third-party logos in video when the University of Nottingham is the lead partner, place the other organisations' logos below the university logo. If you need to display more than three third-party logos, fade out the original logos and replace with a new set. Keep the University of Nottingham logo in the same position.

When using third-party logos in videos when the University of Nottingham is an equal partner, place the other organisations' logos alongside the university logo in a line or grid.



## 2.3

### Colour

**Colour is an important part of who we are. Used wisely and creatively, our palette can have a positive impact, help people to recognise us and make our content more effective.**



Nottingham Blue is the key colour for the university and should feature on all assets. The deep, rich colour helps the university to be recognisable and it's also associated with trust and respect.

Black is no longer part of the Nottingham palette and Nottingham Blue should be used as a replacement (this includes body copy).

There are five approved tints that can also be used for variety and to assist legibility. HEX codes have been provided for each tint, and these should be used when creating digital artwork, rather than using opacity.

You must ensure you use the correct colour output (RGB for digital and CMYK for print) for the asset and its usage.

**Nottingham Blue**  
C100 M79 Y47 K56  
R16 G38 B59  
#10263B  
PMS 539 C

<b>80%</b> C80 M63 Y38 K45 #405162	<b>60%</b> C60 M47 Y28 K37 #707D89	<b>40%</b> C40 M32 Y19 K22 #9FA8B1	<b>20%</b> C20 M16 Y9 K11 #CFD4D8	<b>5%</b> C5 M4 Y2 K3 #F3F4F5
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# Supporting palette

Our supporting colours are accents. They add warmth and vibrancy and can elevate designs. Inspired by the University of Nottingham campus, key brand messages and the city of Nottingham, nine colours build up the palette to complement our primary Nottingham Blue.

The palette should be used sparingly, with a maximum of two supporting colours in any one asset.

Where colour is used within an asset, Nottingham Blue needs to be visually dominant and the supporting palette should be less than half of the make-up of colour within the asset.

Supporting colours can and should be used for campaigns and initiatives, to help audience recognition and aid navigation.

You must ensure you use the correct colour output for the asset and its usage (RGB for digital and CMYK for print), as values have been created to keep the most vibrancy in print and the best colour representation across digital channels.

Each colour has five tints that can also be used for variety and to assist legibility. HEX codes have been provided for each tint, and these should be used when creating digital artwork, rather than using opacity.



<b>Jubilee Red</b>	80%: #C74958
C19 M98 Y80 K10	60%: #D57782
R185 G28 B46	40%: #E3A4AB
HEX #B91C2E	20%: #F1D2D5
	5%: #FCF4F5



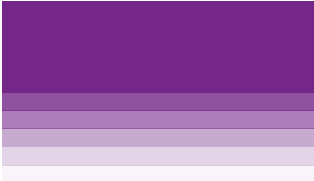
<b>Mandarin Orange</b>	80%: #FA9A3A
C0 M58 Y95 K0	60%: #FBB36B
R249 G129 B9	40%: #FDCD9D
HEX #F98109	20%: #FEE6CE
	5%: #FFF9F3



<b>Rebel's Gold</b>	80%: #E5C338
C14 M27 Y97 K3	60%: #EBD26A
R222 G180 B6	40%: #F2E19B
HEX #DEB406	20%: #F8F0CD
	5%: #FDFBF3



<b>Pioneering Pink</b>	80%: #DF5C89
C9 M91 Y31 K0	60%: #E785A7
R215 G51 B108	40%: #EFADC4
HEX #D7336C	20%: #F7D6E2
	5%: #FDF5F8



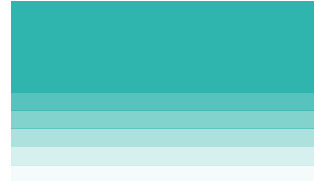
<b>Civic Purple</b>	80%: #94579D
C65 M94 Y2 K0	60%: #AF81B6
R121 G45 B133	40%: #C9ABCE
HEX #792D85	20%: #E4D5E7
	5%: #F8F5F9



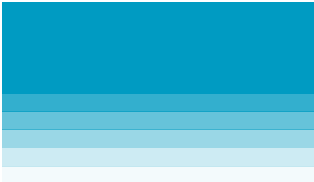
<b>Forest Green</b>	80%: #337F5E
C91 M35 Y90 K31	60%: #669F86
R0 G95 B54	40%: #99BFAF
HEX #005F36	20%: #CCDFD7
	5%: #F2F7F5



<b>Bramley Apple</b>	80%: #A9DD33
C50 M0 Y100 K0	60%: #BEE666
R147 G213 B0	40%: #D4EE99
HEX #93D500	20%: #E9F7CC
	5%: #FAFDF2



<b>Trent Turquoise</b>	80%: #5FC3C0
C70 M2 Y37 K0	60%: #87D2D0
R55 G180 B176	40%: #AFE1DF
HEX #37B4B0	20%: #D7F0EF
	5%: #F5FBFB

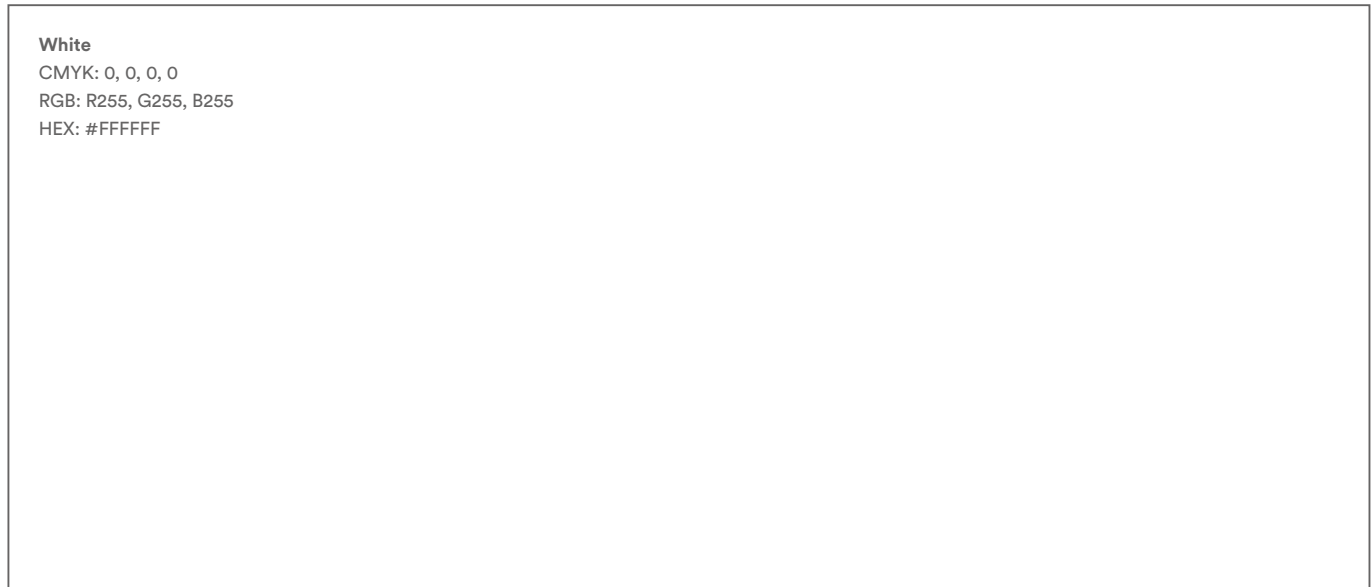
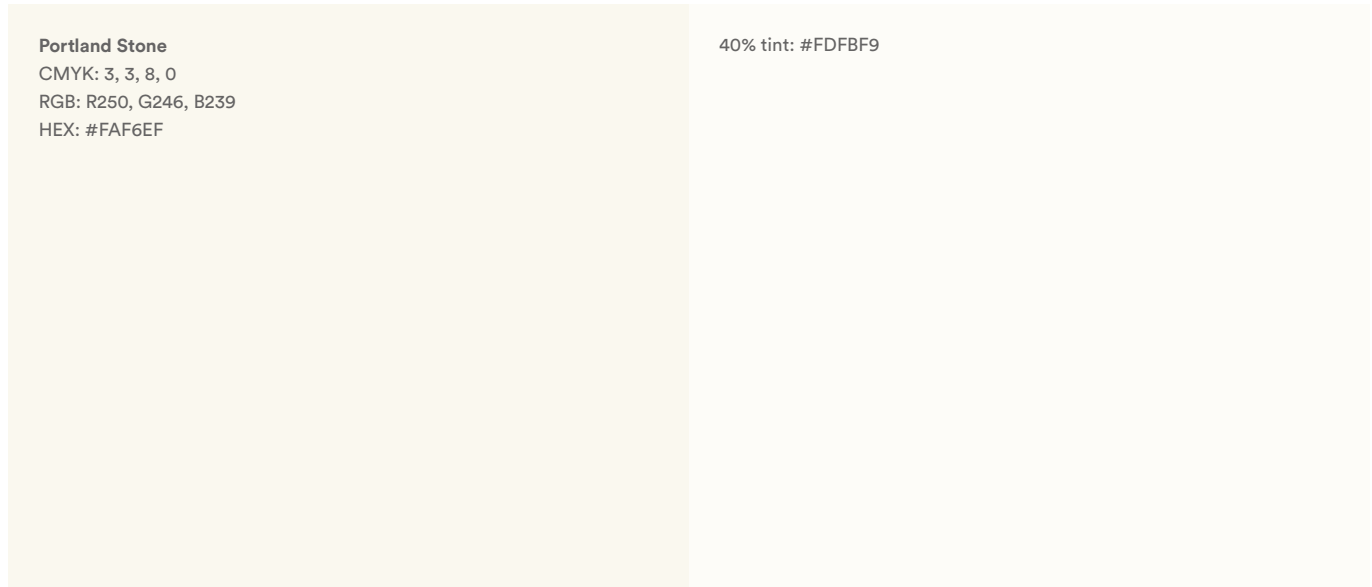


<b>Malaysia Sky Blue</b>	80%: #33AFCD
C80 M18 Y18 K0	60%: #66C3DA
R0 G155 B193	40%: #99D7E6
HEX #009BC1	20%: #CCEBF3
	5%: #F2FAFC

To accompany Nottingham Blue and the supporting palette, a small neutral palette can be used. This is made up of a light/warm grey and white.

These can be used on all designs where appropriate, and do not count towards the maximum two supporting colours per design and are permitted to make up over half of the designed asset, as these would be best used for text (white only) or backgrounds.

Portland Stone has a 40% tint available to create more accessible designs, more information on this can be found within the 'digital backgrounds' section.



# Recommended groupings

Here are some recommended palettes featuring a maximum of two supporting colours, however these are just recommendations and not rules. As explained in the 'supporting palette' section, a maximum of two supporting colours should be used in any design/asset, and Nottingham Blue should be the key colour.

Supporting colours should be used as accents, for example in illustrations, icons and calls-to-actions.



Nottingham Blue  
Malaysia Sky Blue



Nottingham Blue  
Jubilee Red



Nottingham Blue  
Pioneering Pink



Nottingham Blue  
Bramley apple



Nottingham Blue  
Trent Turquoise  
Forest Green



Nottingham Blue  
Trent Turquoise  
Civic Purple



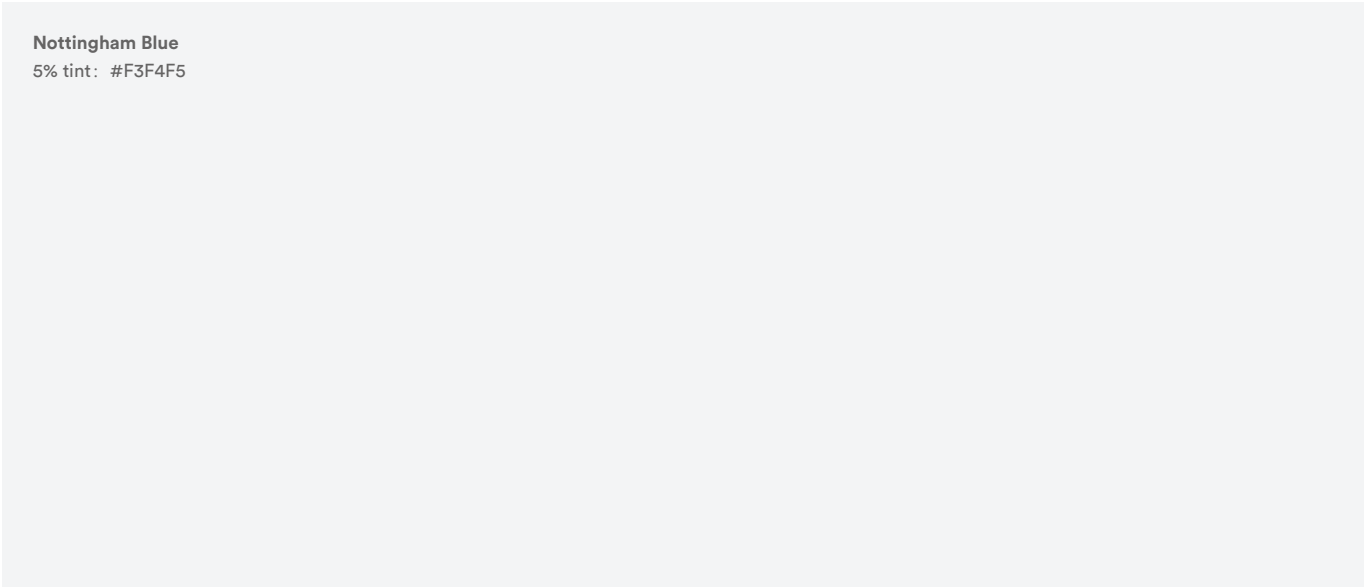
Nottingham Blue  
Forest Green  
Rebel's Gold



Nottingham Blue  
Rebel's Gold  
Pioneering Pink

Using white as a background for digital applications can be difficult to read. You should instead use either a 5% tint of Nottingham Blue or a 40% tint of Portland Stone to create more accessible designs.

**Nottingham Blue**  
5% tint: #F3F4F5



**Portland Stone**  
40% tint: #FDFBF9



When using colour, you should always make sure you're complying with accessibility guidelines.

### Colour contrasts

We follow the Web Content Accessibility Guidelines (WCAG) produced by the World Wide Web Consortium.

This handy colour contrast grid will help you check you're meeting accessibility standards when combining colours from our palettes.

You can access the full colour contrast grid or click on the image of the grid on the right.

Please also be aware of and check for combinations of colours that are suitable for those with Colour Vision Deficiency (otherwise known as colour blindness), before finalising colours to be used. The Colour Blind Awareness website has some useful advice on this.

### Colour and text

We also use the WCAG when combining colour and text to ensure that everyone can read our content clearly. We prefer AAA compliance, but will accept AA.

▪ AAA compliance requires a contrast ratio of 7:1 for small text (12-17px) and 4.5:1 for larger text (18px and over)

▪ AA compliance requires a contrast ratio of 4.5:1 for small text (12-17px) and 3:1 for large text (18px and over)

Our colour accessibility chart shows the different colour combinations that work and the ones to avoid.

To help identify accessibility issues with web assets and text you can use WAVE, a free chrome extension.

Background \ Text	Nottingham Blue #10263B	White #FFFFFF
Nottingham Blue #10263B		Nottingham AAA 15.4
80% Nottingham Blue #405162	Nottingham DNP 1.8	Nottingham AAA 8.1
60% Nottingham Blue #707D89	Nottingham AA18 3.6	Nottingham AA18 4.2
40% Nottingham Blue #9FA8B1	Nottingham AA 6.3	Nottingham DNP 2.4
20% Nottingham Blue #CFD4D8	Nottingham AAA 10	Nottingham DNP 1.4
5% Nottingham Blue #F3F4F5	Nottingham AAA 14	Nottingham DNP 1.1
Portland Stone #FAF6EF	Nottingham AAA 14.3	Nottingham DNP 1
40% Portland Stone #FDFBF9	Nottingham AAA 14.9	Nottingham DNP 1

## 2.4 Fonts

**The shape and form of our letters and words moulds people's perception of who we are.**

**Using fonts consistently strengthens our identity and makes our messages stand out on the page and the screen.**

Our sans serif font is Circular. The range of weights make it a flexible font and allows for more consistency across all assets produced for the university.

## Licence

Contact the brand team to request the font files if you believe you will use the primary font regularly. If a license is available, they'll get you set up. Or, if you're a third-party supplier, you will need to buy Circular from lineto.com.

For emails, PowerPoint presentations and other Microsoft packages, it's fine to use our system font substitutes, which you'll find below.

## Chinese

Use HarmonyOS Sans as the Circular equivalent when writing in Chinese. If you need access to HarmonyOS Sans, please contact brand team for the font files for the font files.

Circular

# Creating the

Light

Book

Medium

# future, today.

Bold

Black

HarmonyOS Sans

# 创造未来，就在现在

Light

Regular

Medium

Bold

Black



Our serif font is Lora.

Lora is a Google font and can be freely downloaded via Google fonts.

For emails, PowerPoint presentations and other Microsoft packages, it's fine to use our system font substitutes, which you'll find below.

Use Source Han Serif as the Lora equivalent when writing in Chinese. It is available to download from Adobe.

Lora

Creating the  
future, today.

Regular

Bold

Source Han Serif

创造未来, 就在现在

Regular

Bold

If there is an instance in that you need to visually recreate handwriting, the font Segoe Script Regular should be used.

This should only be used as an illustrative device, in small amounts and never for body copy.

If you need access to Segoe, please contact brand team for the font files.

*Creating the*

Segoe Regular

*future, today.*

Segoe Bold

## System font substitutes - English

If it's not possible to get a font licence, or to use Circular or Lora, you can use the following system font substitutes:

1.

### **Circular Black and Bold :**

Arial Bold

Arial Bold Italic

2.

### **Circular Book and Light :**

Arial Regular

Arial Italic

3.

### **Lora Bold :**

Georgia Bold

Georgia Bold Italic

4.

### **Lora Regular :**

Georgia Regular

Georgia Italic

1

# Arial Bold / *Bold Italic*

Arial Bold

Arial Bold Italic

2

# Arial Regular / *Italic*

Arial Regular

Arial Italic

3

# Georgia Bold / *Bold Italic*

Georgia Bold

Georgia Bold Italic

4

# Georgia Regular / *Italic*

Georgia Regular

Georgia Italic

## System font substitutes - Chinese

If it's not possible to get a font licence, you can use the following system font substitutes:

1.  
**HarmonyOS Sans Regular:**  
Microsoft YaHei Regular  
**HarmonyOS Sans Bold:**  
Microsoft YaHei Bold
2.  
**Source Han Serif Regular:**  
Songti SC Regular  
**Source Han Serif Bold:**  
Songti SC Black

1

微软雅黑 / 微软雅黑

Microsoft YaHei Regular

Microsoft YaHei Bold

2

宋体 / 宋体

Songti SC Regular

Songti SC Black

## Casing and hierarchy examples

Sentence case should be used as default for all text.

Uppercase should be avoided in large amounts, as it isn't particularly accessible.

Circular and Lora can be combined in documents, for example Circular can be used for headings and subheadings and Lora for body copy and vice versa.

Circular Light works best for headings and subheadings, rather than for body copy.

The examples on this page are recommendations, rather than rules.

Circular Black

# Heading

Circular Bold

## Subheading

Circular Book

University of Nottingham Ningbo China (UNNC) was the first Sino-foreign university to open its doors in China. Established in 2004, with the full approval of the Chinese Ministry of Education, we are run by the University of Nottingham in partnership with Zhejiang Wanli Education Group, a key player in the education sector in China.

Circular light

# Heading

Circular light

## Subheading

Lora Regular

University of Nottingham Ningbo China (UNNC) was the first Sino-foreign university to open its doors in China. Established in 2004, with the full approval of the Chinese Ministry of Education, we are run by the University of Nottingham in partnership with Zhejiang Wanli Education Group, a key player in the education sector in China.

Lora Bold

# Heading

Lora Bold

## Subheading

Lora Regular

University of Nottingham Ningbo China (UNNC) was the first Sino-foreign university to open its doors in China. Established in 2004, with the full approval of the Chinese Ministry of Education, we are run by the University of Nottingham in partnership with Zhejiang Wanli Education Group, a key player in the education sector in China.

Lora Bold

# Heading

Lora Bold

## Subheading

Circular Book

University of Nottingham Ningbo China (UNNC) was the first Sino-foreign university to open its doors in China. Established in 2004, with the full approval of the Chinese Ministry of Education, we are run by the University of Nottingham in partnership with Zhejiang Wanli Education Group, a key player in the education sector in China.

In unconventional application ,  
“UNNC” is developed as a  
graphic design rather than a  
corporate identity, there is no  
restriction on how these letters  
or words are presented.

But such a designed graphic of  
“UNNC” cannot replace or use as  
the official university combina-  
tion logo in any kind of university  
communication. When the  
design is applied, a university  
logo shall also be included.



## 2.5

### Photography and video

**We follow four principles to ensure our imagery, whether photography, video, animation or illustration, communicates our values and our personality:**

#### **1. Global:**

**Reflect the global nature of our community, connections and locations. Look for imagery from around the world, with a mix of colours, textures and stylistic influences to breathe life and energy into our content.**

#### **2. Authentic:**

**Tell a real story or capture a moment that shows students, staff and researchers actively engaged in an activity.**

#### **3. Dynamic:**

**Show the vibrancy and diversity of life at the university. Find images that convey a sense of wonder, discovery, enjoyment, achievement and passion.**

#### **4. Diverse:**

**Celebrate the diverse nature of what we do and the people who study and work here. Choose imagery that shows the depth and breadth of university life, from the beauty and scale of our campuses, to our world-class facilities and the pioneering work of our researchers.**

## Putting ordinary in its place

Whether you're capturing students or the campus, try and challenge convention by shooting through objects or from different angles to create more engaging compositions, or capturing movement with a long exposure to communicate excitement.





## This is the place

Show how the campus is somewhere that adapts to each individual student's needs and personality. It's a distinctive feature, so let's show it off by highlighting bold shapes, modern architecture, heritage features and green spaces.



## Paint the world

Colour is an important part of who we are. Our palette can have a positive impact, help people to recognise us and make our content more effective. So when shooting or selecting imagery, aim to incorporate one or more of the brand colours.

This can be done post production, editing the colour of items of clothing or background elements. Do not change the colour of anything that would not normally be a different colour, such as people's hair or lab equipment.



## Take your place

Give a glimpse and welcome the audience into life at Nottingham with natural, unposed people shots.



## Text over image – foreground blur

Create a blurred foreground to create space to hold text, without a need for block colour layering. This can be useful when creating assets where space is limited. It can also be useful on assets such as covers or leaflets.

You must ensure colour contrast accessibility requirements are met when layering text, meaning the colour contrast between image and text is high enough. To help identify accessibility issues with web assets and text you can use WAVE, a free chrome extension.

Also ensure that if the text can't remain as live text, that it is either tagged correctly (alt-tags) or that the understanding of the image isn't diminished, and it's explained elsewhere. For example, on social media text over an image is fine, so long as it is also explained in the caption.

Copy should be limited to a few words, rather than sentences or body copy.



## Image treatment

Our version of greyscale.

A gradient map using Nottingham Blue and Portland Stone can be applied to create a sophisticated, on brand image treatment. This can also help when layering text over imagery as it reduces colour in a shot.

This should only be created using a gradient map in Photoshop and not created in any other way as the effect will not be the same.

If using within a video, use the effect 'tint' to create the style.

If using text over a digital image, you should take appropriate actions to ensure this is accessible. See the guidance within the text over image - foreground blur section.



## 2.6

### Coat of arms

Our coat of arms was officially granted on 15 April 1948 and is a unique symbol and an important part of our history.

Our coat of arms is strictly reserved for ceremonial and official use such as university degree certificates, graduation and entrance gates to campus.



## 2.7

### Illustration

**Our illustration style helps us to convey ideas in a clear and inviting way. Illustrations add a human angle to our content and our designs. They can help when photography is not appropriate or possible. They're also useful for representing conceptual ideas. And they add a layer of personality to our identity. The below guidance sets out our illustration principles to help designers create bespoke illustrations for the university.**

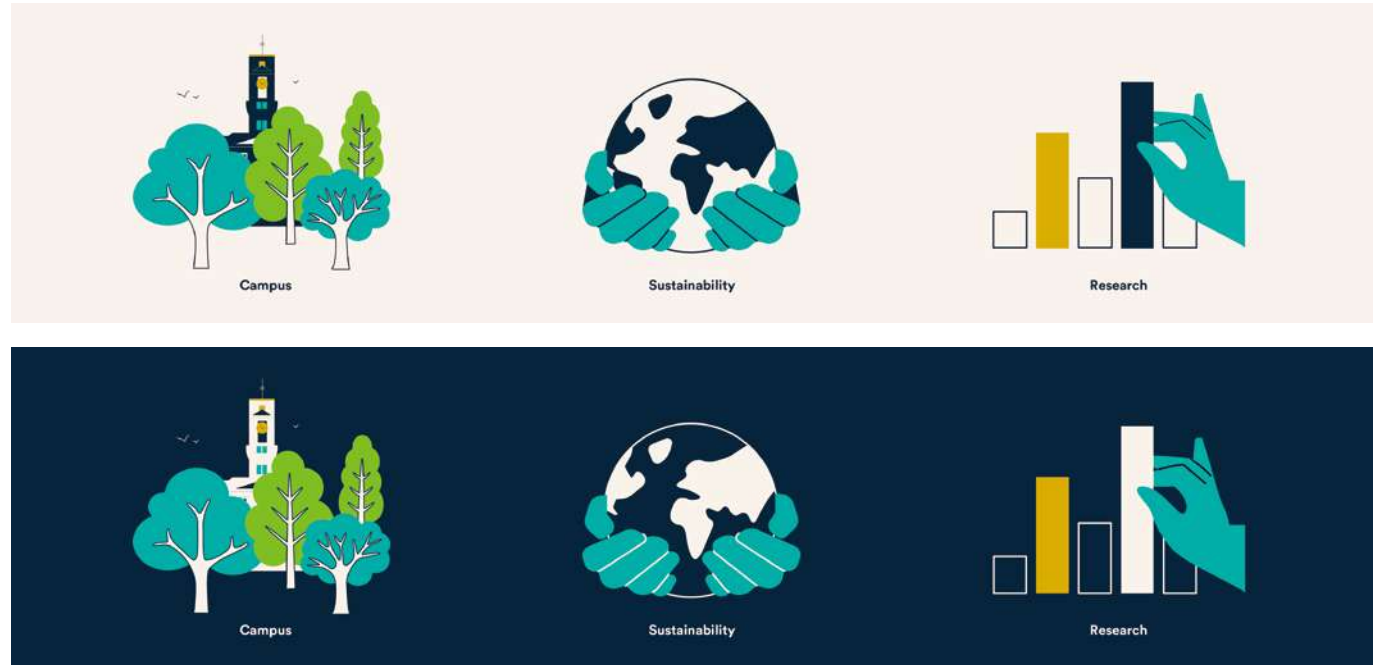
**Our illustrative style is clean, simple and sophisticated. Hands can be included to add more personality, a playful edge and inclusive feel, without the need to focus heavily on people.**

## Illustration – Colour

Use Nottingham Blue and a maximum of three colours from the secondary palette. Colours should be flat, with no gradients or soft shading.

As per the main colour guidance, where colour is used within an asset, Nottingham Blue needs to be visually dominant and the supporting palette should be less than half of the make-up of colour within the asset.

Please also be aware of and check for colour contrasts and combinations of colours that are suitable for those with Colour Vision Deficiency (otherwise known as colour blindness), before finalising colours to be used. The Colour Blind Awareness website has some useful advice on this.





## Illustration – Scale

Be playful with scale, exaggerating the size of certain elements of illustrations, where appropriate.



## Illustration – Detail and outlines

Simplicity trumps complexity. Illustrations should be simple, with just enough detail to make the illustration clear.

A combination of outlines and solid shapes should be used. When using outlines ensure these are consistent in weight and visually match the examples on this page.



If illustrating people, ensure a diverse representation. Diverse skin tones can be represented with either realistic skin tones or tints of the palette. Realistic skin tones can be used in addition to the main three colour restriction. Avoid obviously gendered imagery, to avoid reinforcing gender stereotypes.



## 2.8

### Shapes

**We've called this page Shapes, but really it's all about squares. Squares are simple, neat and flexible. They also reflect the castle square of our logo, which helps people to recognise us straight away.**



The square device is not a mandatory element of the brand identity, but is a tool that can be used to add layers of interest and/or create hierarchy when needed.

The device can be used in the following ways:

- As a background element to break up solid colour
- As a solid colour to house text over images, ensuring accessibility
- Interwoven into photography
- To pull out a headline or quote
- As a container for photograph

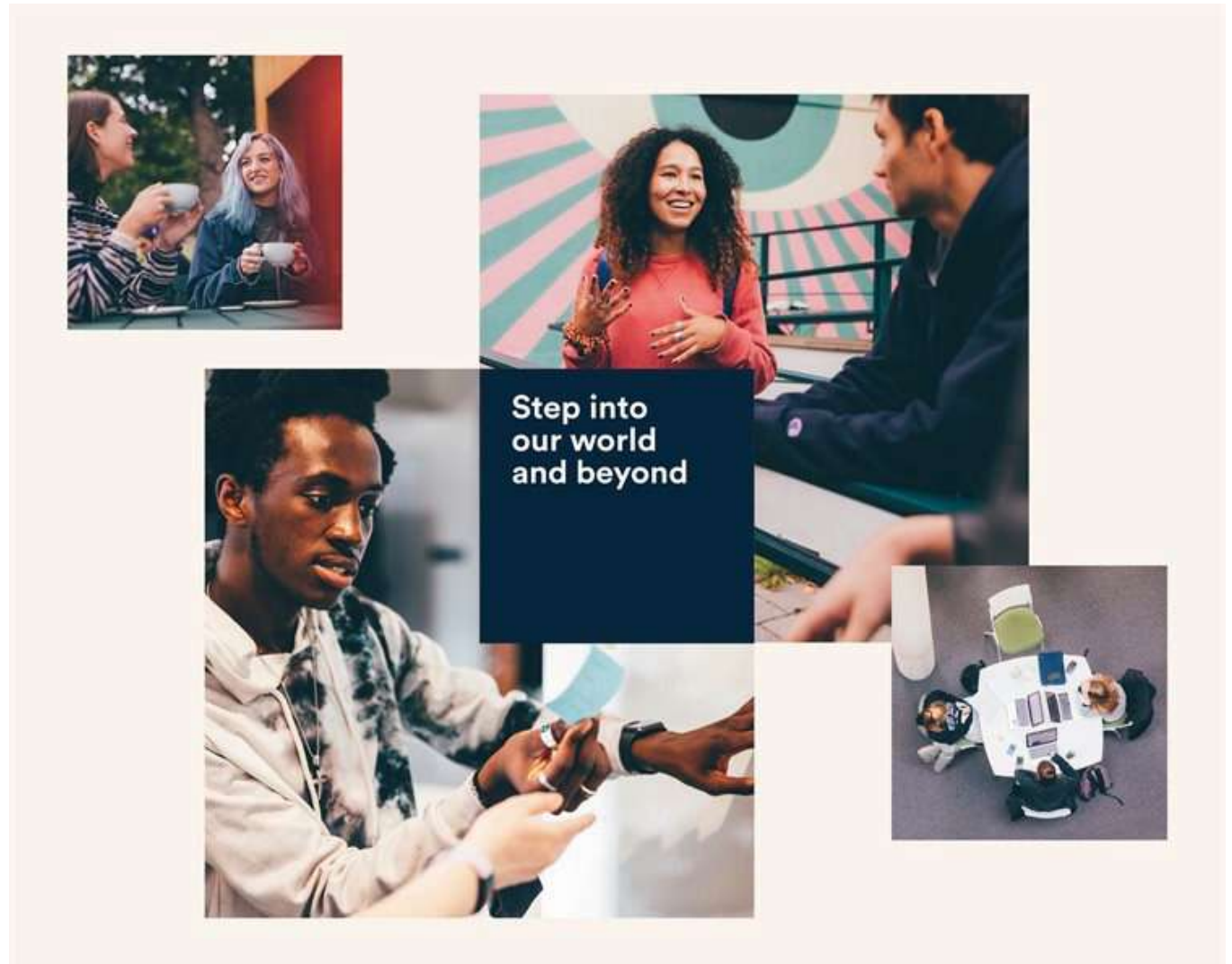


## Square photography montage

Montages can be created by layering squares in a variety of scales.

If montages include two squares at the same scale, overlapped at a central point, this central square should be a solid colour, to avoid creating overly complex layers of imagery.

This method can be used creatively on a variety of formats.



## Outlined square line weight

To ensure the outlined square always appears consistent, line weights have been set based on the size of the asset. This is however just a guide and you should ensure visually the square is in line with the examples shown on this page.

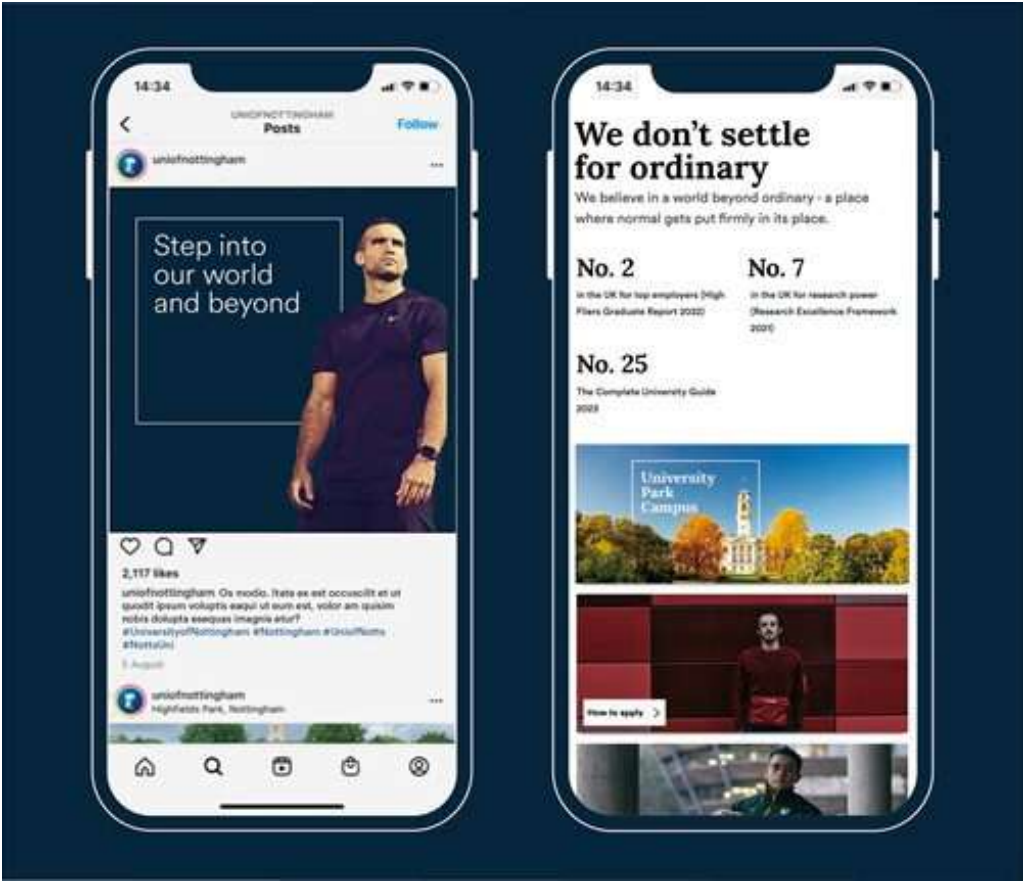
### Print

Paper size	Line weight (pt)
A0 and above	7
A1 to A2	4.5
A3 to A4	3
A5	1.5
A6 and below	1

### Digital

Asset	Line weight (pt)
Display ads	1.5
Instagram posts (1080 x 1080px)	3
Twitter posts (1600 x 900px)	3





## 2.9

### Tables and charts

**Showing complex information in a table or a chart makes it more eye-catching and easier to understand and digest. It can also help people to see patterns and trends. It adds colour to the data, if you will.**

**The following design principles will help you when creating your own bespoke tables and charts.**

1. Here are a few examples of some great tables used in printed materials:

2. Here is an example of a table used on the university website:

**Figure 7**

	2016 £000's	2015 £000's
Value one	1234	1234
Value two	123	123
Value three	12	12
Value four	1	1
Value five	1234	1234
Value six	123	123
Value seven	12	12
Value eight	1	1
	12,345	12,345

**Figure 8**  
Teacher training courses

PGCE School Direct (tuition fee) Primary						
1 year	n/a	6.5 (6.0)	£9,250**	n/a		2:2 (or international equivalent) and GCSE English language, mathematics and science, C or above; plus at least 10 days of work experience in a UK primary school.
PGCE Secondary Education* (English, geography, history, mathematics, modern languages, science: biology, science: chemistry, science: physics)						
1 year	n/a	6.5 (6.0)	£9,250	\$15,885		2:2 (or international equivalent) or relevant professional qualification, with 50% of the degree typically in the chosen teaching discipline; plus GCSE English and mathematics, C or above.
PGCE School Direct (tuition fee) Secondary* (check website for up to date list of subjects available)						
1 year	n/a	6.5 (6.0)	£9,250**	n/a		

**All students**  
UCAS: Various\*

- UK/EU – 4-5 years full time\*\*  
International – 1 year
- A BBB, plus 5 GCSEs B or above, including maths, with biology and chemistry (or double science/core and applied science/science and additional science), plus English, C or above
- IB 30
- University Park Campus
- 40
- Interview not usually required

\* UK/EU: CGFO (4 years), CFGO (5 years). International applicants can apply through UCAS using code CFGZ, or make a direct application to the University  
\*\* Four years for BSc, five years for MScI

1

- Campuses
- Getting here
- Key dates
- Facilities
- Facts and figures**
- Student Statistics
- Fees and finances explained
- Accolades
- Office for Students (OFS)
- [League tables](#)
- Teaching quality
- Corporate documents
- Research excellence
- History
- Vice-Chancellor
- University structure
- Government Relations

Different league tables measure different influences on the University's rankings among UK and world universities.

The figures below are drawn from a representative sample of the tables produced by various ranking organisations.

"World Rankings" reflect Nottingham's position among all universities globally; UK rankings are specific to the UK.



**General Academic Rankings**

	UK Ranking	World ranking (if available)
QS World University Rankings 2021	18*	99
ShanghaiRanking Academic Ranking of World Universities 2019	9-16	101-150
The Complete University Guide 2021	20	
The Guardian University Guide 2021	38	
The Times and The Sunday Times Good University Guide 2020	21	
The Times Higher Education World University Rankings 2021	19	158

\*QS does not provide a UK-only figure; this is our position among other UK Universities listed in their global table.

# Charts

1.

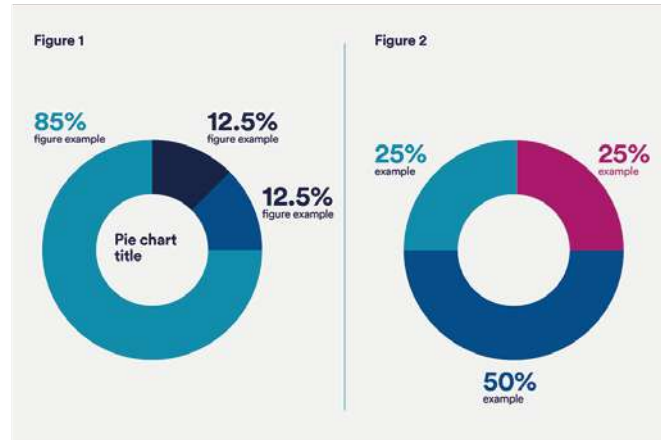
Ring/pie charts are good for making percentages easy to grasp at a glance.

2 .

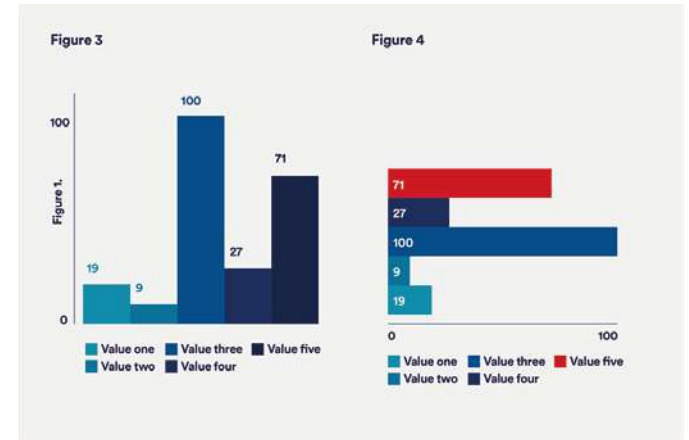
Bar charts are useful for comparing totals and showing changes over time.

3 .

Point charts are good for displaying more complex data and can also show changes over time.

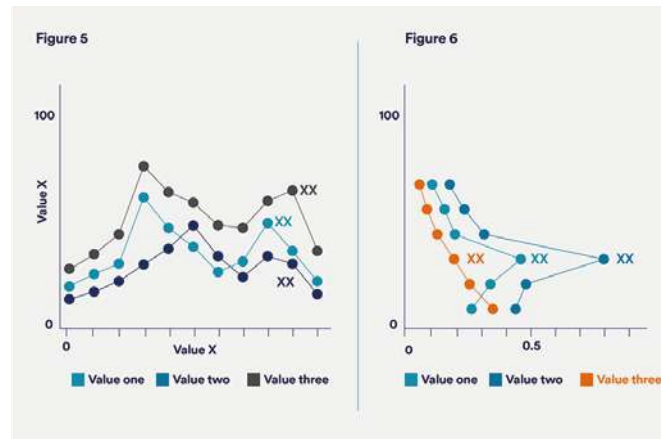


1



2

We allow more than two secondary colours to be used on charts as it distinguishes the data, but this is an exception only.



3

# 3

## Communications

The unified design platform provides a design framework for all applications, ensuring consistency in Nottingham's brand communication and a professional brand image.

## 3.1

### Administrative office system

**We should follow the guidelines of visual identity. The complete, precise and standardized format of application project design can ensure consistency in brand communication and reflect our brand philosophy.**

# Business card

## Size

90 × 54

## Colour

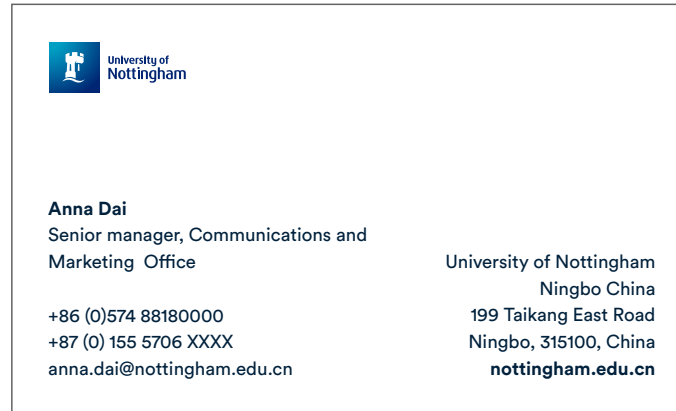
Nottingham Blue

## Font

HarmonyOS Sans Bold  
HarmonyOS Sans Regular,  
Circular Bold  
Circular Regular

## Paper

250g Virgin paper



Front



Back

## Size

210 × 297

## Colour

Nottingham Blue


Nottingham Blue 60%

## Font

Microsoft YaHei Regular,

Arial Bold

Arial Regular

 <b>University of Nottingham</b> <small>UK   CHINA   MALAYSIA</small>	<b>Faculty/School/Department</b> University of Nottingham Ningbo China 199 Taikang East Road Ningbo, 315100, China 宁波诺丁汉大学 中国浙江省宁波市泰康东路199号, 315100
	+86 (0)574 8818 0000 xxx@nottingham.edu.cn
01 Jan 20XX	
<b>Recipient's name</b> Recipient's department Address 1 Address 2 City County Postcode	
Begin your letter here	
	<a href="http://nottingham.edu.cn/xxxxxxx">nottingham.edu.cn/xxxxxxx</a>



# Envelope

## Size

220 × 110

## Colour

Nottingham Blue

## Font

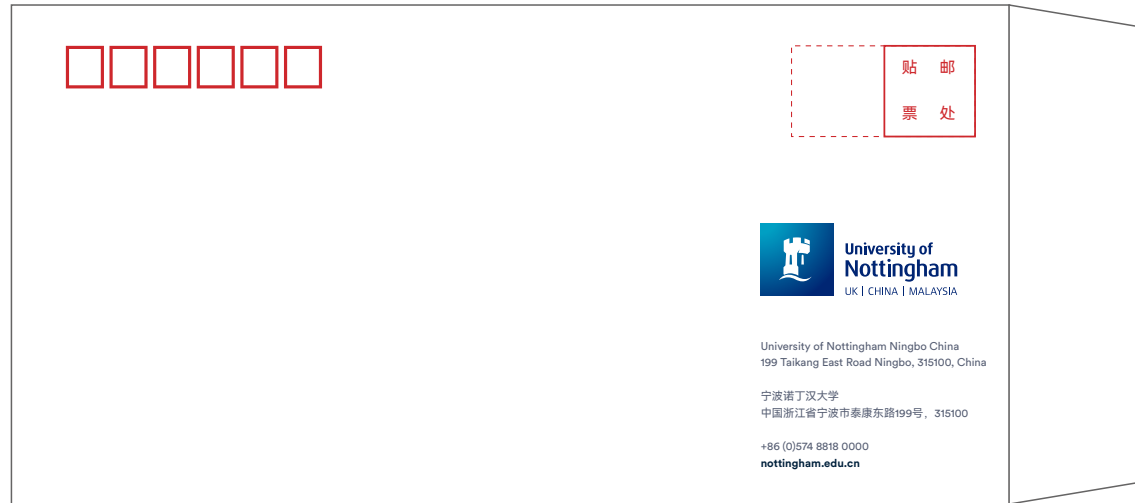
HarmonyOS Sans Regular,

Circular Bold

Circular Book

## Paper

120g Simili paper



# International envelope

## Size

220 × 110

## Colour

Nottingham Blue

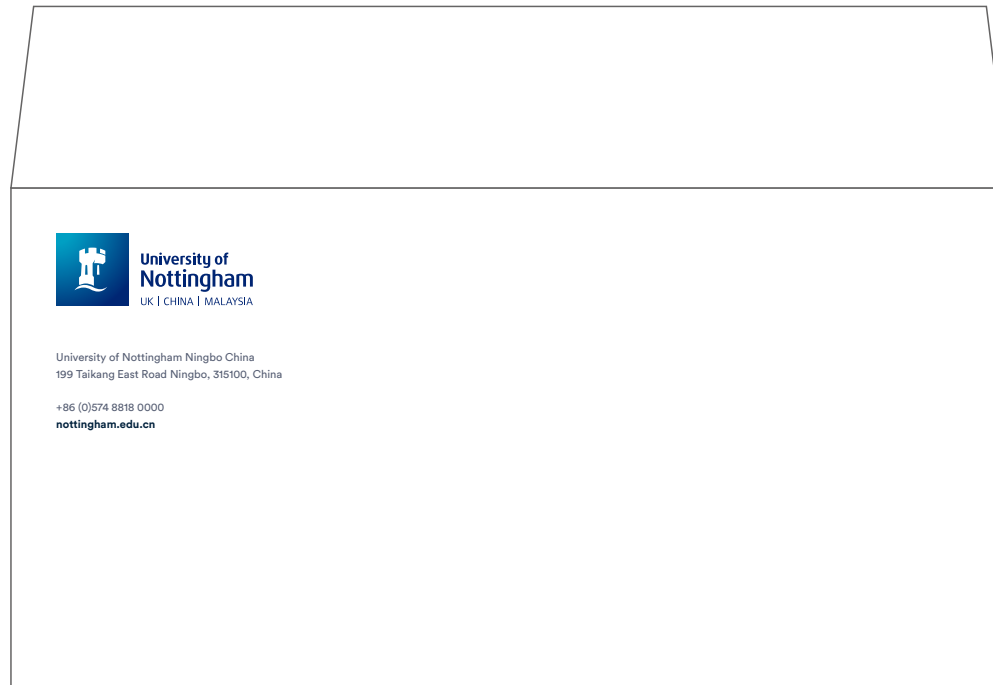
## Font

Circular Bold

Circular Book

## Paper

120g Simili paper



# Agenda template

## Size

210 × 297


## Colour

Nottingham Blue

## Font

Arial Bold

Arial Regular


	<b>University of Nottingham</b> <small>UK   CHINA   MALAYSIA</small>	<h1>Agenda</h1>
<b>[Insert meeting title]</b>		
[Insert meeting day, date, time and location]		
<b>Present</b>		
[Name]	[Role]	[Initials]
<b>Apologies</b>		
[Name]	[Role]	[Initials]
<hr/>		
<b>Agenda</b>		
No.	Agenda Item	Action owner/s
[Date of next meeting]		

# Minutes template

**Size**  
210 x 297

**Colour**  
Nottingham Blue

**Font**  
Arial Bold  
Arial Regular

	<b>University of Nottingham</b> <small>UK   CHINA   MALAYSIA</small>	<h1>Minutes</h1>
<b>[Insert meeting title]</b>		
[Insert meeting day, date, time and location]		
<b>Present</b>		
[Name]	[Role]	[Initials]
<b>Apologies</b>		
[Name]	[Role]	[Initials]
<hr/>		
<b>Minutes</b>		
No.	Agenda Item	Action owner/s
[Date of next meeting]		
	[Role]	[Initials]

## Size

210 × 297

## Colour

Nottingham Blue

## Font

Arial Regular

The image shows a report template layout within a rectangular border. At the top left is the University of Nottingham logo, which consists of a stylized castle tower icon next to the text 'University of Nottingham' and 'UK | CHINA | MALAYSIA' below it. To the right of the logo, the word 'Report' is written in a large, dark blue font. Below the logo and 'Report' is the main title 'Document title here' in a large, dark blue font, followed by a sub-heading 'Sub-heading here' in a smaller, dark blue font. Below the sub-heading is a line of placeholder text: '[Insert author name] [All text throughout the document must be left aligned]'. This is followed by another line of placeholder text: '[Insert date]'. Below that are three heading levels: 'Heading 1' with the text 'Text here should be Arial 11 (normal)', 'Heading 2' with the text 'Text here should be Arial 11 (normal)', and 'Heading 3' with the text 'Text here should be Arial 11 (normal)'. Below the heading 3 text is a numbered list with three items: '1. List Item 1', '2. List Item 2', and '3. List Item 3'. Below the numbered list is a bulleted list with three items: 'Bullet 1', 'Bullet 2', and 'Bullet 3'.

# Certificate

## Size

210 × 297

## Colour


Nottingham Blue

Malaysia Sky Blue

## Font

Arial Bold

Arial Regular



The certificate template features a light blue dotted background. In the top left corner is the University of Nottingham logo, which includes a blue shield with a white castle tower and the text 'University of Nottingham' and 'UK | CHINA | MALAYSIA'. To the right of the logo, the word 'Certificate' is written in a large, bold, blue font. Below the logo and title, the text 'Thanks, introduction to certificate or award description, to:' is followed by a horizontal blue line. Underneath the line, the text 'For participation and contribution to:' is followed by a large, dark blue rectangular box containing the white text 'Add title of award or project and reduce text point size to fit'. At the bottom of the certificate, there are three horizontal blue lines, each followed by the text 'Name of signatory' and 'Role underneath' in a small font. Below these lines, the text 'Date format example: 25 September 2023' and 'Department, for example: Faculty of XXXXX' is displayed.

# Notice template - landscape

## Size

297 x 210

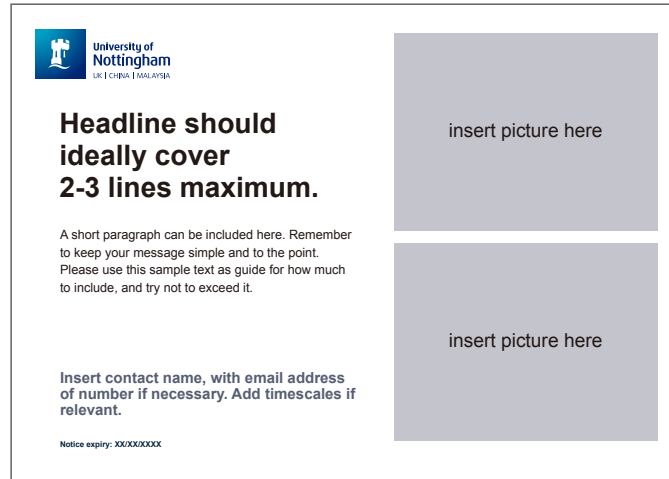
## Colour

Nottingham Blue

## Font

Arial Bold

Arial Regular



University of Nottingham  
UK | CHINA | MALAYSIA

**Headline should ideally cover 2-3 lines maximum.**

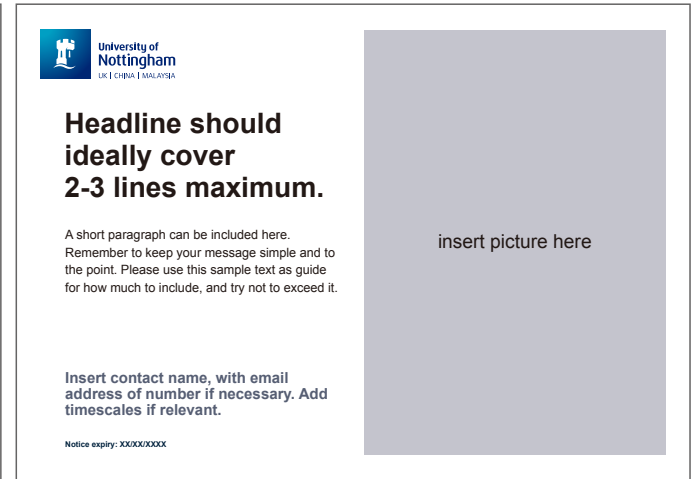
insert picture here

insert picture here

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXXXXX



University of Nottingham  
UK | CHINA | SINGAPORE

**Headline should ideally cover 2-3 lines maximum.**

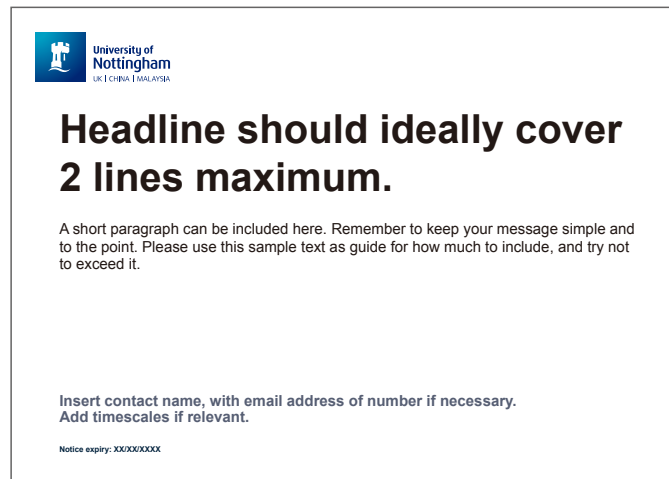
insert picture here

insert picture here

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXXXXX



University of Nottingham  
UK | CHINA | MALAYSIA

**Headline should ideally cover 2 lines maximum.**

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXXXXX

# Notice template - portrait

## Size

210 x 297

## Colour

Nottingham Blue

## Font

Arial Bold

Arial Regular

**University of Nottingham**  
UNIVERSITY OF NOTTINGHAM

**Headline should ideally cover 1-2 lines maximum.**

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXX/XXXX

insert picture here

**University of Nottingham**  
UNIVERSITY OF NOTTINGHAM

**Headline should ideally cover 1-2 lines maximum.**

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXX/XXXX

insert picture here

insert picture here

insert picture here

**University of Nottingham**  
UNIVERSITY OF NOTTINGHAM

**Headline should ideally cover 2-3 lines maximum.**

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXX/XXXX

**University of Nottingham**  
UNIVERSITY OF NOTTINGHAM

**Headline should ideally cover 2-3 lines maximum.**

A short paragraph can be included here. Remember to keep your message simple and to the point. Please use this sample text as guide for how much to include, and try not to exceed it.

- insert up five bullet points here, remember to keep them simple and to the point. they must all fit inside this text box.

Insert contact name, with email address of number if necessary. Add timescales if relevant.

Notice expiry: XXXXX/XXXX

Unit: mm  
25%



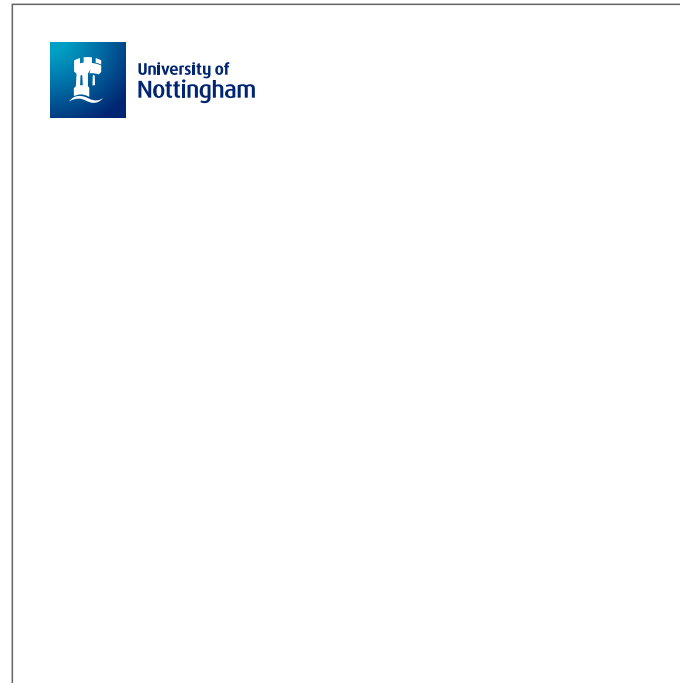
# Sticky note

## Size

90 × 90

## Paper

80g Simili paper



Size

310 × 220

Colour

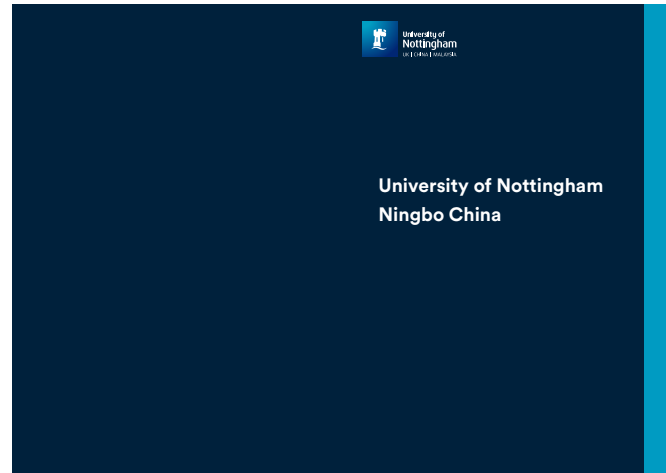
Nottingham Blue

Font

Circular Bold

Material

250g Virgin paper



Form a



Form b



# ID card case

## Size

76 × 110

## Colour

Nottingham Blue

## Material

Eco-friendly leather material



# Nameplate

## Size

220 x 110

## Colour

Nottingham Blue

## Font

HarmonyOS Sans Bold

Circular Bold

## Paper

157g Coated paper

## Material

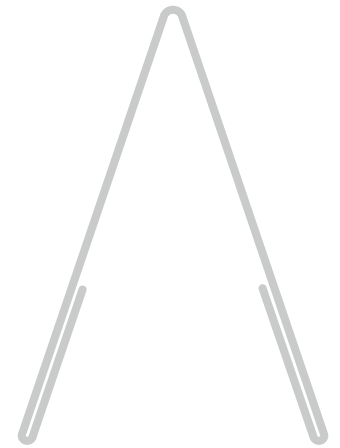
Acrylic



Form a



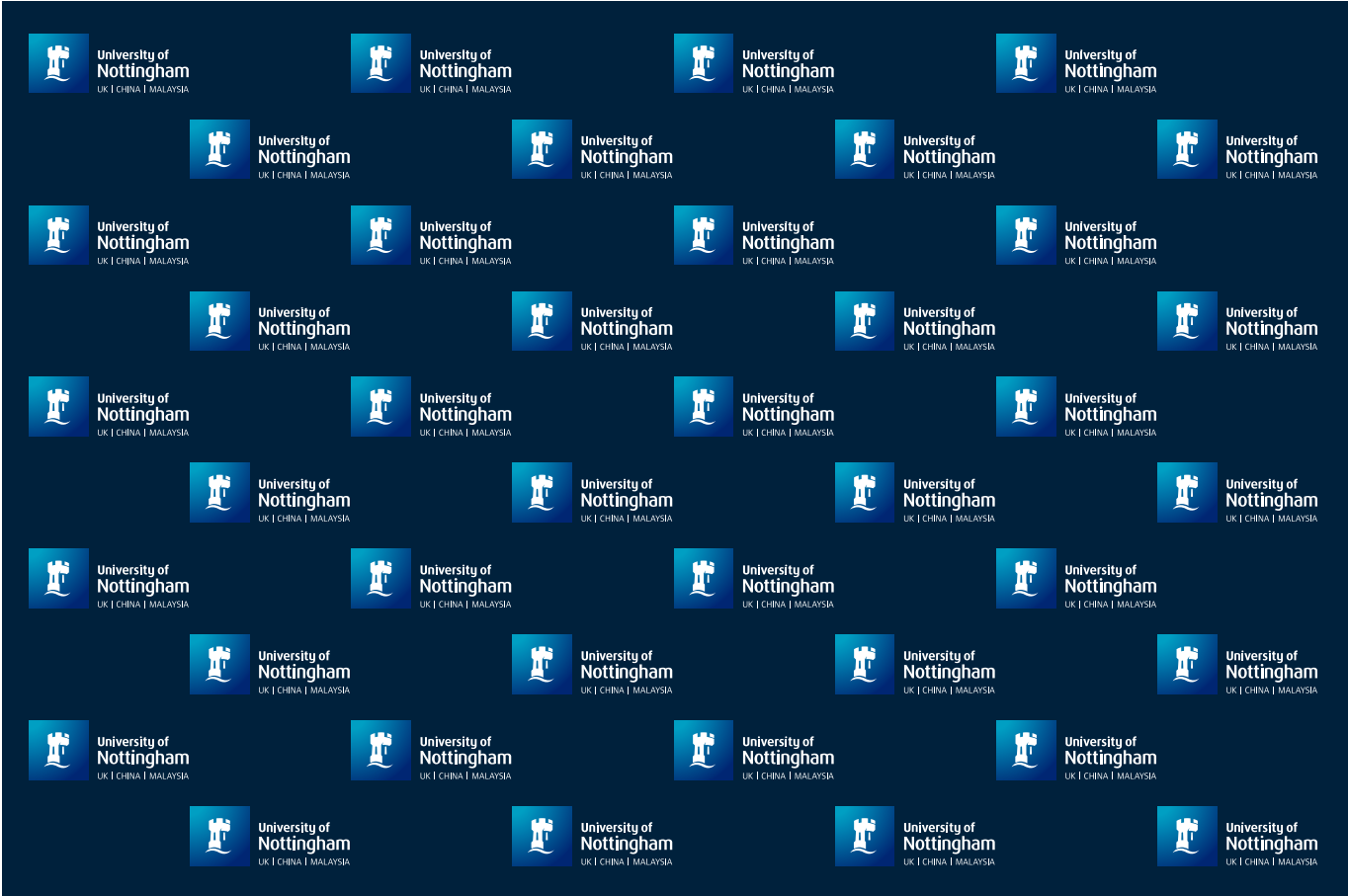
Form b



Size  
3000 x 2000

Scale according to the actual  
application

Colour  
Nottingham Blue



## **3.2 Digital communication system**

**Digital space communication expands the boundaries of traditional interactive space and enriches brand touch points. The digital communication system provides a design framework for all online application displays, ensuring consistency in brand communication.**

## Font

Microsoft YaHei Regular

Arial- Regular

### **Anna Dai Professor**

Department/School/Faculty  
University of Nottingham Ningbo China  
199 Taikang East Road Ningbo, 315100, china  
宁波诺丁汉大学  
中国浙江省宁波市泰康东路199号, 315100

+86 (0) 574 8818 0000 | [nottingham.edu.cn](http://nottingham.edu.cn)



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[nottingham.edu.cn/cn/utilities/qrcodes/official-public-wechat-account.aspx](http://nottingham.edu.cn/cn/utilities/qrcodes/official-public-wechat-account.aspx)

[vk.com/uonzingbochina](https://vk.com/uonzingbochina)

# PowerPoint template

## Size

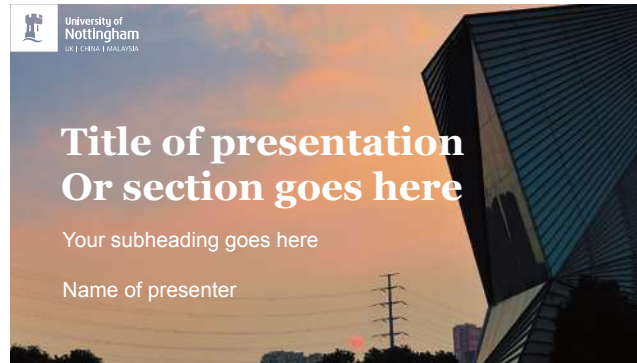
338.7 × 190.5

## Colour

Nottingham Blue

## Font

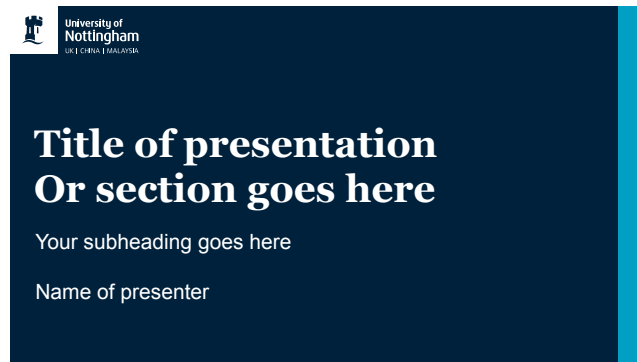
Georgia



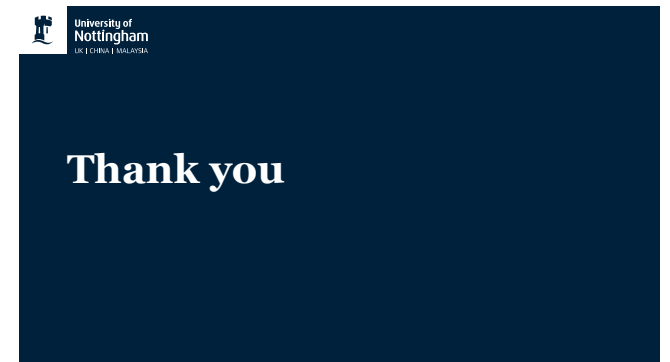
Cover - 1



Cover - 2



Cover - 3



Back cover

Unit: mm

25%



# Banner

## Size

1.

Full size banner

468x60

2.

Full size with navigation bar  
banner

329x72

3.

Half size banner

234x60

4.

Vertical banner

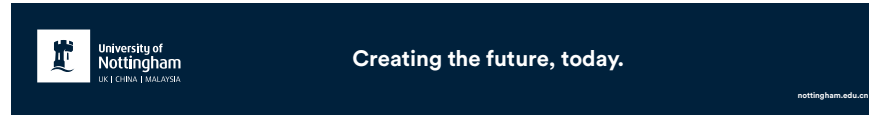
120x240

## Colour

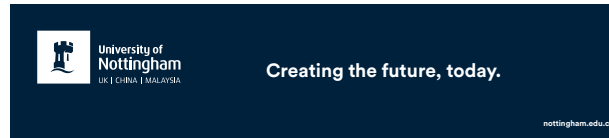
Nottingham Blue

## Font

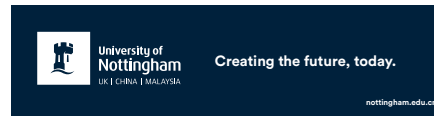
Circular - Bold



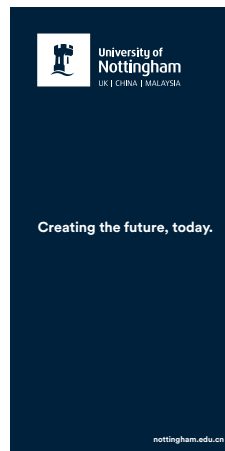
1



2



3



4



5

Unit: px

70%

# Wechat avatar

## Size

240 × 240

## Colour

Nottingham Blue



# Weibo avatar

## Size

180 × 180

## Colour

Nottingham Blue



# 4

## Voice and tone

Voice and tone is how we sound when we're speaking or writing.

Our voice is our unique personality. It's how we communicate our world beyond the ordinary and how people recognise us in our content - we should always sound like Nottingham.

Whereas our voice stays the same, our tone adapts to the context. It allows us to flex our words to make them appropriate for different situations.

## 4.1 Voice

**Our voice is inquisitive, warm, refined and spirited.**

We're endlessly curious and open-minded. We're eager and pioneering but not hurried or cavalier. We don't claim to have all the answers and we don't preach; we open up space for people to think.

# Inquisitive, never impatient.

## The correct example:

- How do we shape our world? Piece by piece. Step by step. With curious minds.
- Who were the people campaigning against apartheid in South Africa? Our historians are hoping to create a new chapter in local history by revealing the stories of activism that took place in and around Nottingham.

We're inclusive and welcoming to everybody, whoever and wherever they are. We invite people in and encourage conversation and collaboration. We're respectful and approachable. We have big ideas but we're human and we speak to others on a human level. We're proud of our students and our staff; we express this pride by glowing rather than cooing.

# Warm, never over-sentimental.

## The correct example:

- Everyone is welcome at Nottingham. We consider all applicants purely on the basis of their merits, abilities and potential, regardless of any other irrelevant distinction.
- Calling all final year students... Save the date for this year's Grad Ball!  
The curtain rises on Thursday 11 June, so get ready to step into the limelight, add a little ooh-la-la, and say au revoir to Nottingham in sensational style. You've earned it.

We're rigorous and scholarly: we appreciate evidence and precision. We value heritage, but we're not sticklers for tradition. We strive for simplicity, even when communicating complex ideas.

# Refined, never fussy.

## The correct example:

- Unlock your potential in a place of possibility and opportunity – where teaching excellence goes hand-in-hand with pioneering research.
- The cocoa market is divided into fine-flavour and bulk cocoa. Fine-flavour cocoa constitutes only 5% of the global market, but is growing all the time as more consumers come to realise how chocolate flavour is influenced by terroir, like fine wine.



We're creative and inventive.  
We're brave: not afraid to be challenging or to speak out in order to make a difference. We're dynamic and vibrant, with a passion for our work and our vision.

# Spirited, never abrasive.

## The correct example:

- Today is the International Day Against Homophobia, Biphobia and Transphobia. We value equity and do not tolerate bigotry of any kind. Our campus rainbow crossings are there to remind everyone of that. And we love them.
- Universities have already moved to online lectures. Now's the chance to really shake up how we deliver education.

## 4.2 Tone

**Our tone has two spectrums: from serious to playful, and from analytical to emotional. Where content sits on these scales depends on the context.**

**Certain types of content will gravitate to a particular point. For example, a scientific research paper will probably sit at the analytical and formal ends of the scales, whereas an Instagram story about freshers' week will probably be more playful and emotional.**

We want everyone in our community to feel welcome and appreciated for who they are. When this is the main aim, our tone should sit near the emotional end of the spectrum and somewhere between serious and playful.

# Welcoming and including.

## How to achieve this

- Include the context - don't assume prior knowledge or a level of expertise
- Use inclusive language
- Avoid acronyms and jargon
- Take care with pronouns

## The correct example:

This is a space to explore the challenges we'll need to tackle and the opportunities we should grasp. It's a place to prompt discussion and debate and to float ideas. We'd love you to join in – your thoughts and contributions are eagerly anticipated.

## The wrong example:

This is a space for our experts to identify the challenges we will need to tackle and the opportunities we should grasp, as well as to determine important topics for research. It is a place to provoke debate and to dissect arguments. It should be thought-provoking. Why not join the discussion?

Looking after our people and making them feel more confident is one of the ways we can unlock their potential. We want to give them unwavering reassurance and support. The right tone for this is more emotional than analytical, and is serious – but not formal.

# Reassuring and supporting.

## How to achieve this

- Write in the first person
- Use "you"
- Be specific, don't use vague or noncommittal language
- Keep sentences short

## The correct example:

Our mental health is just as important as our physical health. That's why we have professional counsellors, who will give you free, confidential psychological support. Whatever you're dealing with. Lots of students experience some form of mental health problem while at university. We're here to help.

## The wrong example:

Research shows that one in three students will experience mental health problems while they are studying at university. Pro-active information is provided about how students can take care of their own mental health and information is available about specialist services students can access if they feel they are struggling.

Taking the time – and the words – to celebrate the people around the world learning, collaborating, enabling, researching and sharing with us is important and we do it as often as we can.

Their diverse contributions make the university what it is. We want to make sure they know we're proud. But this isn't about us – it's about them.

# Celebrating achievement and endeavour.

## How to achieve this

- Be positive, passionate and generous
- Use superlatives
- Add an exclamation mark (but not two)
- Use emoji, carefully and sparingly, to reinforce - not replace - the words

## The correct example:

Our teachers are some of the brightest minds in their fields. Students often say that they feel lucky to learn from such brilliant people. We love celebrating them at our annual staff Oscars.

## The wrong example:

The University of Nottingham teaching staff are well qualified and are dedicated to the university. Students benefit from their wealth of experience. Our annual staff Oscars reward the best-performing.

When informing people is the name of the game, it's important to convey the message accurately, unambiguously and with the right amount of detail. Content designed to provide practical information tends towards the analytical and serious.

# Providing practical information.

## How to achieve this

- Use literal language, avoid metaphors and similes
- Don't use lots of adjectives and embellishments
- Don't be flippant
- Stick to the facts

## The correct example:

Our list of courses in Clearing for UK and EU students will be published in early August. Sign up to alerts to be the first to see which courses have places. You will be able to make an application from Thursday 13 August.

## The wrong example:

So the envelope didn't contain the results you were hoping for? Don't despair! All is not lost. You still have a chance to apply for a place on an undergraduate course through Clearing.

If you have applied via UCAS and are not holding a place, your UCAS Track status will say "You are in Clearing" or "Clearing has started". Stay calm and follow these simple steps...

We want to motivate people to act in lots of different ways. We never want to be pushy about it. When we're asking people to do something, we want to use a more emotional tone, without going off the scale. How playful or serious we are depends on the context.

# Encouraging action.

## How to achieve this

- Be polite
- Use clear language
- Avoid superlatives

## The correct example:

Your belief and backing makes a big difference. You help us make scholarships, student-led projects and life-changing medical research a reality at Nottingham. We want to change lives and change the world. And we can't do it on our own. If you can, please donate. We appreciate every pound.

## The wrong example:

With your help, Nottingham students from all backgrounds can achieve extraordinary things, in and out of the classroom. But talent needs a catalyst. This is your opportunity to give something back. We know you'll want to see future generations succeed. Give a gift and you can help make the incredible happen, every day.

In this context, we want to own our successes and achievements, but not brag. We want to be serious, but not take ourselves too seriously. We want to be modest, but avoid false modesty.

# Promoting the university and its work.

## How to achieve this

- Use descriptive words and phrases
- Use words that suggest humility: "pleased" and "honoured"
- Acknowledge the contributions of others

## The correct example:

Any student studying at Nottingham can be confident that they will be engaging with staff who are producing internationally excellent and often world-leading research.

## The wrong example:

Renowned for our unrivalled commitment to teaching and learning, we are routinely ranked in the top 100 of universities internationally. Recognised globally for high quality teaching and acclaimed for our life-changing research, the University of Nottingham truly is the most inspiring place to study and work.



# 5

## Style guide

**Our style guide helps us work together to create things that feel and sound like the University of Nottingham. When people recognise us in our work, the university comes to life in their hearts and minds.**

## 5.1

### List of style guide

Here you'll find tools, techniques and advice (and a few rules) to inject that University of Nottingham vibe into your words.

Here is a full list of our style guide entries.

<https://www.nottingham.ac.uk/brand/styleguide/>

- Abbreviations and acronyms
- Accents
- Alumni, alumna, alumnus
- Ampersands
- Apostrophes
- Assistive technology
- Bold, italics and underlining
- Brackets
- Building names
- Bullet points
- Capitalisation
- Chancellor
- Colons and semicolons
- Commas
- Contractions
- Covid-19
- Dashes and hyphens
- Dates
- Degrees
- Departments, divisions, faculties and schools
- Ellipsis
- Full stops, question marks and exclamation marks
- Grammar and style
- Images and multimedia content
- Inclusivity
- Latin and Greek words
- Links, web and email addresses
- Money
- Names and titles
- Numbers
- Ordinals
- Phone numbers and addresses
- Plain language
- Professors and fellows
- Punctuation
- Quotation marks
- Singular or plural
- Spelling
- Terminology and vocabulary
- Terms and semesters
- Time
- University of Nottingham
- Weights and measures

If you can't see what you're looking for, get in touch.

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