YOUR GUIDE

BATH SPA UNIVERSITY

SPACE TO DISCOVER

CONTENTS

These guidelines outline a framework for creating communications for Bath Spa University. All artwork elements can be supplied in relevant digital format, for any queries please contact the university marketing department.

1
INTRODUCTION

2
IDENTITY ELEMENTS

3
APPLICATIONS

1 INTRODUCTION

OUR BRAND STORY

A brand is a promise to its audience, stating what it does, how it does it and its benefits. It is also, therefore, a rallying call to the people that deliver the brand as to what they have to do to in order to fulfil that promise.

Successful brands are not stories or identities invented or plucked from the air. Rather, they capture the essential truth about an organisation, often manifest through people, process, products and place.

For Bath Spa University, our identity is shaped by our place, our people and our provision – what we do.

Our place
Universities are inherently linked to their place, and Bath Spa University is no different. Bath city is a creative capital of the UK, filled with theatres, bars, museums, galleries and a fantastic array of independent coffee bars and retail outlets. All this set against its Roman history and heritage carefully blended with modern architecture.

We share this creative vibrancy, long heritage and progressive outlook, with our heritage buildings and landscaped gardens, our creatively-inspired courses, our innovative teaching methods and our cutting edge facilities.

To bring our brand to life visually, we have drawn inspiration from the wealth of heritage and history that surrounds us, blending it with the crisp, clean voice of world-class education to create a brand expression that will take us into the future.

Our provision
We discovered that when we talk about ourselves we say "we're this, we're that":

We're classical … and contemporary
tranquil… as well as vibrant
energetic… and also relaxed
We think… and we do

In fact, we are all of these things — and this contrast gives Bath Spa University its unique depth and breadth and creates the space for students to explore, discover, learn and grow.

It's a place of contrasts: history and heritage combine with a progressive outlook and innovative teaching methods, a tranquil environment and vibrant courses. So students enjoy the best of all worlds, and find the space where ideas and great work flourish.

We use our brand to bring this story to life through imagery and words.

Our people
We are transforming the lives of students, nurturing tomorrow's employees and entrepreneurs, and our people take great pride in this. Many staff are engaged in professional practice that informs their teaching and research and we have a commitment to developing innovative, effective teaching and learning. This excellence is supported by a genuine sense of care, and our teachers go the extra mile to guide and mentor their students.

How we talk to people shapes their understanding of us, and helps them connect with us. Our brand facilitates this connection through our tone of voice, our font style and having clear brand architecture so people can understand who they need to talk to.

BATH SPA UNIVERSITY IS CLASSICAL

AND CONTEMPORARY

IT'S TRANQUIL

AS WELL
AS VIBRANT

IT'S ENERGETIC

AND ALSO RELAXED

IT'S ABOUT
THINKING

AS MUCH AS DOING

WE'RE ALL OF THESE THINGS AND MORE —

Through these contrasts, Bath Spa University delivers a matchless experience as well as the space for students to explore, discover, learn and grow.

We have a great story to tell and, as a community, our role is to provide this matchless experience and live up to our promises. We do this through the many ways our brand is experienced by students, partners and the market as a whole.

WE'RE DEFINED BY THIS SENSE OF CONTRAST

We're Bath Spa University, the university of choice for the study of creativity, culture and enterprise.

It's a place of contrasts: history and heritage combine with a progressive outlook and innovative teaching methods, a tranquil environment and vibrant courses. So students enjoy the best of all worlds, and find the space where ideas and great work flourish.

BATH SPACE TO DISCOVER
UNIVERSITY

2 IDENTITY ELEMENTS

Our brand name is proudly chiselled in crisp white letters onto a simple geometric stone slab to reference Bath's heritage. It's clean. It's modern. It's proud. It's a stamp of quality that unites our diverse range of activities from the courses we teach to the exceptional student experience we provide, both on and off campus.

Our brand identity has to talk to many audiences in many different voices, and we are first and foremost a world-leading academic institution for the study of creativity, culture and enterprise. It must have gravitas and credibility in this space, so we have to keep our identity simple and clean.

The logo utilises our new bespoke font to reference the story of tradition and craft with modernity and minimalism.

The logo must be applied consistently and should in no way be manipulated or recreated.

Primary brand mark

Clear space

The minimum clear space area that should be left around the logo mark is defined by the Cap Height of the letters in the word BATH SPA.

To protect the integrity and legibility of the mark this exclusion zone should be kept clear at all times.

2. IDENTITY ELEMENTS
OUR LOGO — SIZE

Based on the standard A range, the recommended sizes are shown here.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the logo at less than 20mm in width or depth. However, if necessary, use the alternative logotype when 20mm width or greater is not possible.

30mm slab
A5/A4

45mm slab
A3

70mm slab
A2

20mm

20mm

The logo should never be used below 20mm in diameter.

If using the mark larger than 20mm in width isn't possible, we use the uncontained logotype. In this application it is possible to reduce the logo in size whilst retaining legibility.

Minimum size

Smallest application

Primary version
Whenever possible always use the principle version of the Bath Spa University logo. If possible it should be printed as a special PMS 533, however if this isn't suitable please use the CMYK or RGB versions of the primary mark.

Greyscale version
For print applications where using colour isn't possible, it's acceptable to use the greyscale version shown right.

Staying positive
In no situation should the logo be reversed out of a dark background. If placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.

If screen printing is required on flags or hooded sweatshirts for example please choose items with light coloured backgrounds so that the positive logo maintains its authority and legibility.

Primary colour version

Greyscale version

The logo should never be reversed out of a darker background. This impedes legibility.
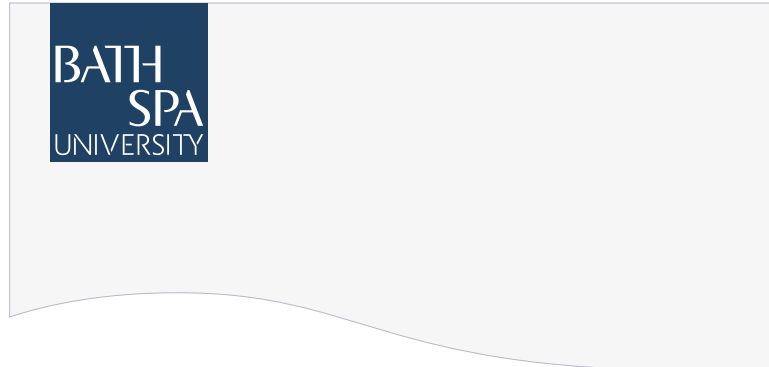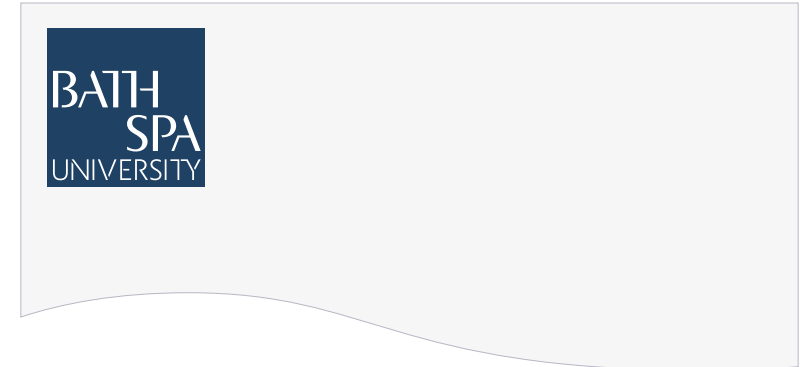
2. IDENTITY ELEMENTS
OUR LOGO — PLACEMENT

The logo has been designed as a tab and as such works best when attached to the top of a page or to the bottom of an image. It should only ever be attached along it's top edge, adhering to the clear space rules.

For desktop publishing formats It can also be used in a more traditional fashion as a stand alone device, this is essential where printing edge to edge is not possible.

The logo should always be the most prominent item on any layout, therefore It's important to place it in space, and on a white or light coloured background.

Logo attached to top of page

Logo as stand alone device (digital formats only)

Logo attached to bottom of duality imagery

2. IDENTITY ELEMENTS
CO BRANDING

Where the Bath Spa University logo has to appear with a partner organisation the minimum space and minimum size usage guidelines should be followed.

The Bath Spa university logo should always have at least equal prominence to co-brands in any sponsorship applications.

University co-branding
When co branding as a university the Master brand should be used only.

School endorsement
When co-branding at a school of study level the University logo should be used as well as the school endorsement. This can be done for multiple shools.

There are a few specific university initiatives that have their own distinctive sub-branding. This is to create clear signposting for students and businesses that wish to partner with the university for various activities.

They have been carefully selected to form a simple brand architecture that helps us to keep all of our activities structured.

The coloured box shadows the master brand logo and is in equal size. Type runs vertically to differentiate it from the logo-type, and is set with Bliss in sentence case, always centred horizontally.

BATH SPA UNIVERSITY — Events

BATH SPA UNIVERSITY — Research
- Research centres
- Research partners
- Research degrees
- Postgraduate events

BATH SPA UNIVERSITY — Events
- Performances
- Events
- Exhibitions
- Shows
- Activities

BATH SPA UNIVERSITY — Business
- Job shop
- Volunteering
- Insparation
- Competitions

BATH SPA UNIVERSITY — Careers
- Industry partners
- Enterprise placements
- Industry mentors

BATH SPA UNIVERSITY — Support
- Student housing
- Fees & Finance
- Disability
- Admissions
- Graduation
- Alumni

BATH SPA UNIVERSITY — Library
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

OUR SCHOOLS

Bath Spa University is one university offering the full range of arts and humanities-based subjects delivered through our different schools. We express these in our master typestyle in a consistent fashion as we are first and foremost Bath Spa University with one vision, one future and delivering to one common standard of excellence. Our schools each have their specific areas of study, their own unique history and distinctive features which is communicated through their courses, their events and successes.

When we use the schools as endorsement on things like business cards or letter heads we create them in the following way.

Schools of study are set in Bath Spa New Roman Headline. The colour should always be PMS 533.

SCHOOL OF HUMANITIES
& CULTURAL INDUSTRIES

SCHOOL OF MUSIC
& PERFORMING ARTS

SCHOOL OF EDUCATION

SCHOOL OF SCIENCE
SOCIETY & MANAGEMENT

BATH SCHOOL
OF ART & DESIGN

Schools of study

SCHOOL OF MUSIC
& PERFORMING ARTS

This example is correct. It's set in Bath Spa New Roman Headline. Tracking is set to 0 and leading is set at 80% of the type size.

SCHOOL OF MUSIC
& PERFORMING ARTS

This example is incorrect. It's set in Bath Spa New Roman Title.

SCHOOL OF MUSIC AND PERFORMING ARTS Hicipid ut omnihiciet a non remped maximil iquaepeles dusda quaesedis aut ant optaqui qui offic to eum re volorem quos doluptatus venditate labo. Erum dem quam.

The principals described above are for use as title elements only never in body copy. There should be no special treatment of the type when used in body copy.

Application

2. IDENTITY ELEMENTS
WHICH LOGO DO I USE?

With the three levels of branding it could be confusing which logo to use, and when.

Communications that describe the university as a whole, for example the prospectus cover or the website homepage, should carry the Master Brand only.

Only one master logo should appear on any communication, ie the master brand or sub-brand. School names can be added to tailor communications or add endorsement as required.

Master brand
We use this logo when we are communicating at a university level. Examples include our prospectus, and website, advertising etc

OR

Sub-brands
We use these logos when we are creating communications that are tailored to a specific initiative or sub-brand of our university.

School endorsement
The addition of school endorsement is optional and should only be used when creating communications that are specific to that school. These should always appear with either the master logo or the initiative logos.

SCHOOL OF HUMANITIES
& CULTURAL INDUSTRIES

SCHOOL OF MUSIC
& PERFORMING ARTS

SCHOOL OF EDUCATION

SCHOOL OF SCIENCE
SOCIETY & MANAGEMENT

BATH SCHOOL
OF ART & DESIGN

When used in conjunction with a tagline our logo becomes a call to action. It can be used as a sign-off for image led campaigns, or as a hero element when it's not appropriate to use imagery.

'SPACE TO' messages should be applied in Bath Spa New Roman Title. The size of the type is dictated by the cap height of the type in the Bath Spa logo. Messages should be limited to 3 words and always inspiring and positive.

This is the only instance where it is acceptable to break the exclusion zone.

BATH SPACE UNIVERSITY

logo mark

INNOVATE
SUCCEED
SPACE TO CHOOSE x
LEARN
INSPIRE
IMAGINE
CREATE
GROW
ENGAGE

SPACE TO CHALLENGE

Space to campaign as a stand alone item

We have developed a new and bespoke typeface for Bath Spa University which draws on the Roman heritage of Bath whilst putting a contemporary twist on it to reflect progressive character of Bath Spa. The lettering is inspired by Roman signposting around Bath, where the light falls across the lettering chiselled into the stonework, creating highlights and shadows which exaggerate the ascenders and descenders of the characters, giving an illusion of floating letterforms.

Modern, stencilled typography and neon lettering share these characteristics which are driven by a desire for minimalism as well as the limitations of their application, just like the chiselling of letters into stone. This gave us a platform to create a bespoke font that pays tribute to history whilst delivering a thoroughly modern aesthetic.
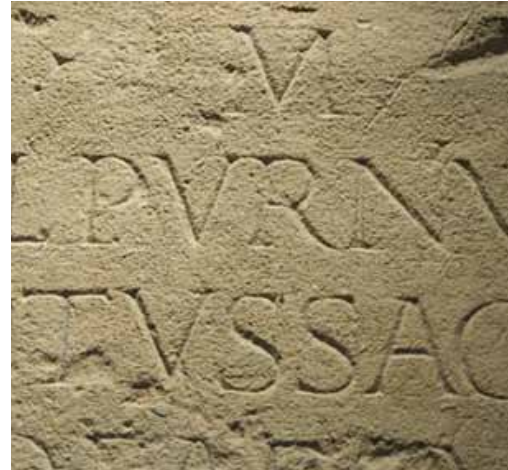
Our new font has been designed to work harmoniously in two weights. It's a title font and should be used in large sizes for titles on the cover of brochures, headlines in advertising and also on our 'Space to' proposition statements. It is not suitable for setting large sections of copy.

HERITAGE & PRESTIGE

Specimen

BATH SPA NEW ROMAN TITLE

1234567890!£%&+<>: ABCDEFGHIJKLMNOPQR STUVWXYZ—

Bath Spa New Roman Title

This cut of New Roman has been specially designed for our logotype, it should only ever be used to create our 'Space to' proposition campaign messages See page 18.

Bath Spa University logo
'Space to' propositions

MODERN & ELEGANT

Specimen

BATH SPA NEW ROMAN HEADLINE

1234567890!£%&+<>: ABCDEFGHIJKLMNOPQR STUVWXYZ—

Bath Spa New Roman Headline

New Roman Light is a monoline version of New Roman Dual. It should be used for large headline copy such as our duality messages and large page headings.

Headlines
Page headings
Duality lexicon

ABC123

We have chosen a supporting font that reflects our friendly tone of voice and our warmth.

We've chosen Bliss as our primary typeface because it reflects the spirit and feel of the brand; it is elegant yet friendly, classic yet crisp and clean, conveying a sense of modernity.

Elegant/classic

Specimen

1234567890!.,£+-$""''%:;&{}—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bliss

Bliss is a font developed for it's simplicity, legibility and 'Englishness' (where forms are typically softer, more flowing and generous in their curves). Bliss can be used in different weights. Light and medium weights are recommended. Italics and bold should be used sparingly.

Body copy

Bliss Light
Bliss Regular
Bliss Medium
Bliss Bold

Abc123

Hierachy
Our type hierarchy is shown on the right.

Colour
For headlines you can use colour to get attention and make something stand out, however body copy should always be set in either PMS 533 or black. Alternatively it can be reversed out of a coloured background.

Horizontal Alignment
Headlines should always be left aligned. All other supporting copy is aligned to match the headline. Text is never centred horizontally.

Kerning
Kerning is the process of manually adjusting the tracking between characters, to ensure that the blank spaces between each pair of characters have a similar area. This can result in more balanced and visually pleasing typography. The example to the right shows tracking applied manually to the characters.

HEADLINE GOES HERE

Bath Spa New Roman Headline
UPPERCASE
Tracking set to 0 or kerned manually
Leading 80% of type size

SUBHEAD GOES HERE

Bliss Regular
UPPERCASE
Tracking 0
Leading 100% of type size

Body copy goes here

Tat ad estincin utpat. San henim iure mod minim quis adigna facinit ad eugiamet adio dolorpe raestisit alis nim zzriuscilit adit dunt lute faci.

Bliss Light / Medium
Sentence case
Tracking -15
Leading = text size + 2

KERNING

Tracking set to 0   Tracking set to -50

kerning
kerning is a laborious process and therefore should only be applied to large titles and headlines set in Bath Spa New Roman.

If Bliss is not available, and where appropriate, we use Arial, a standard font available on almost all computers. For example, corporate correspondence or presentation material such as powerpoint presentations and word documents can be set in Arial.

Arial bold should be used sparingly as it is visually very heavy and does not maintain coherence with our typographic style.

Arial Regular / *italic*
Arial Bold / italic

Specimen

1234567890!.,£+-$""'%:;&{}—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
Arial is a standard system font across all platforms and formats therefore is a highly dependable choice for internally facing digital formats.
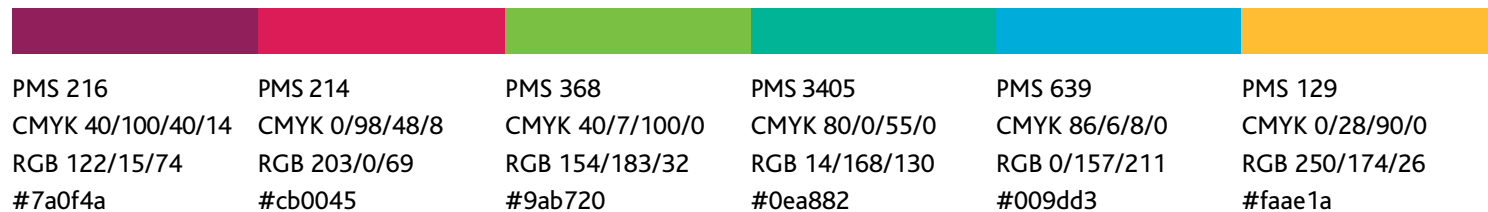
Digital formats

Abc123

OUR COLOURS

Drawing on the traditional, earthier colours of the city, sandstones, ochres and slates — we punctuate it with top notes of vibrant colours to capture the sense of calm and energy, old and new, tradition and innovation.

Alternative colours should not be introduced into the system, this dilutes the impact of our colour palette.
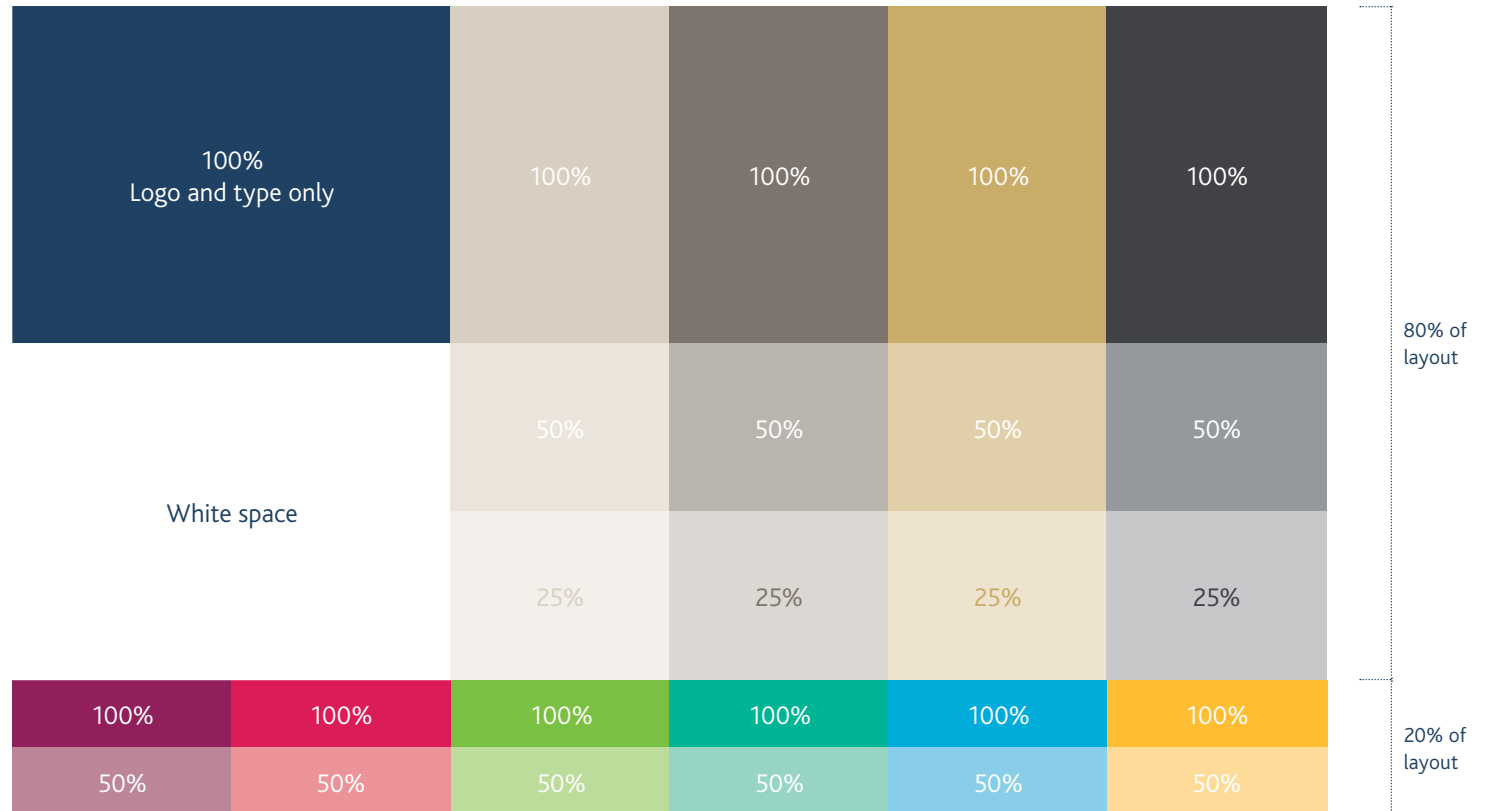
Slate Blue	Limestone	Granite	Sandstone	Marble
PMS 533	PMS 7529	PMS Warm Grey 11	PMS 1245	PMS 433
CMYK 45/28/0/68	CMYK 0/4/12/17	CMYK 0/7/14/62	CMYK 8/20/62/16	CMYK 13/8/7/85
RGB 47/57/81	RGB 207/196/178	RGB 105/98/90	RGB 188/156/82	RGB 49/51/53
#2f3951	#cfc4b2	#69625a	#bc9c52	#313335

Primary palette

PMS 216	PMS 214	PMS 368	PMS 3405	PMS 639	PMS 129
CMYK 40/100/40/14	CMYK 0/98/48/8	CMYK 40/7/100/0	CMYK 80/0/55/0	CMYK 86/6/8/0	CMYK 0/28/90/0
RGB 122/15/74	RGB 203/0/69	RGB 154/183/32	RGB 14/168/130	RGB 0/157/211	RGB 250/174/26
#7a0f4a	#cb0045	#9ab720	#0ea882	#009dd3	#faae1a

Secondary palette

The neutral primary palette should make up about 80% of the colour on the page.

Our brighter secondary colours should be used sparingly to highlight important information and calls to action. They should make up no more than 20% of the colour on any given layout.

Using tints of the colours and use of white space is encouraged to create dynamic and well structured communications.

100% Logo and type only	100%	100%	100%	100%
White space	50%	50%	50%	50%
	25%	25%	25%	25%

80% of layout

100%	100%	100%	100%	100%	100%
50%	50%	50%	50%	50%	50%

20% of layout

A picture is worth a thousand words... we use two contrasting images to say much more because we provide a very rich experience.

Our imagery falls into two main styles. The first captures moments of tranquillity. These shots are all about lifestyle and subjects could include: relaxing in the grounds, socialising on the steps of the building, reading in the park or studying in the library.

The second style captures moments of personal magic that make the University special to individuals. These are usually more stylised in appearance to create contrast. These shots should create instant impact and subject matter could include: the crowd at a gig, a performing arts act, a colourful artwork or a vibrant social scene.

Style 1

Style 2

To bring the richness of our story to life, we juxtapose images – the tranquil moments with vibrant and energetic moments, creative courses with academic learning, industrious learning with collaborative working.

We combine these image pairings with our lexicon title style to illustrate the narrative, or emphasise the duality of life at Bath Spa. For more information about our lexicon style see page 37.

POPULAR.
CLASSIC.

CREATIVE.
FREEDOM.

LIVE.
WORK.

MIX.
MATCH.

The same principals can be used to describe our modular course structure. This is a useful tool when communicating at School level, again our lexicon style can be used to complete the picture.

MIX.
MATCH.

ART.
WORK.

SCIENCE.
FICTION.

PLAY.
WRITE.
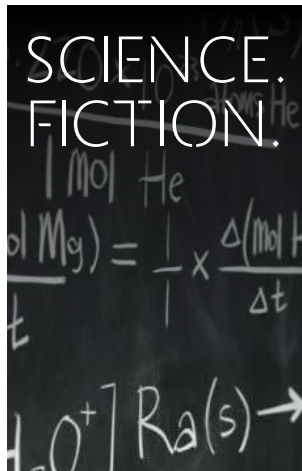
2. IDENTITY ELEMENTS
PHOTOGRAPHY — SECONDARY

Our third style of imagery is focussed on elements that are relevant to specific courses or University initiatives.

We use cut out or isolated imagery either shot in a studio against a white background or sourced from stock libraries. Please ensure all imagery is natural and not too clichéd or staged in appearance.

For more information about how these elements come together in composition please see section three.

Use the following checklist of imagery principals when briefing a photographer or choosing an image from an image bank:
– Is the picture authentic and not staged or posed?
– Does the picture have a sense of energy?
– Is it positive and uplifting?
– Does the picture have an obvious subject?
– Is it free from confusing background elements?
– Does it have natural lighting?
– Is it full colour?
– Does it reflect real life, is it devoid of cliché?

We use a crosshatching style as an additional element in our toolkit. Crosshatching should be applied sparingly in layouts to create a point of focus and vary pace.

The crosshatching effect for photographic images is produced in Adobe Photoshop as described here.

1. Image selection and placement
Please use the principals laid out earlier in this section to select imagery. When choosing images for the crosshatching effect, look for good contrast in the tonal values of the image. Poor contrast will produce a poor result. If the image is in colour, convert to greyscale prior to applying the effect and adjust contrast as required.

2. Creating the cross hatch effect
This is done in Photoshop by following these principles.

2.1 Open the image in Photoshop and convert the image to bitmap. Select 'Image' from the pull down menu along the top of the screen, choose 'Mode' and then 'Bitmap'. A dialogue box will appear with the pixel value of the image, this should be set to 300 in the resolution area. In the method area, select 'Halftone screen' from the pull down menu.
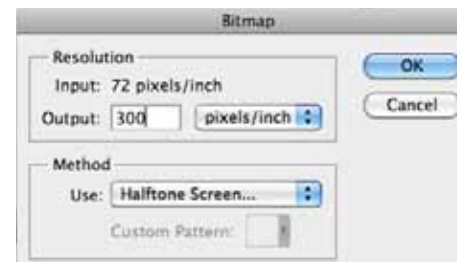
2.3 A new dialogue box will appear with optional values for the halftone screen. Select 'line' from the pull down shape menu at the bottom and set the angle to 45˚.

The frequency of lines/cm will vary according to your image resolution and the size it is going to be used. In our example, a 300dpi image being used at 100% required a line frequency of 45 lines per inch. You will need to experiment with this value to achieve the desired effect.

3. Using the final result
Import the image into a page layout programme and recolour in a colour from our secondary palette. If the image is used on a background tint, set it to overprint (in Adobe InDesign this is found in the attributes dialogue box.)

We are friendly, welcoming people and this means our language is equally friendly and warm. This is not to be mistaken for either vagueness or verbiage.

We have conversations with people and engage in dialogue; we don't resort to jargon or broadcast.

We are upbeat and use positive language and words that have action and energy.

We are professional, built on years of tradition combined with at the heart of business today.

FRIENDLY

POSITIVE

WELCOMING

CONVERSATIONAL

WARM

UPBEAT

ENERGETIC

TONE OF VOICE — PRINCIPALS

We have an engaging way of talking which is both supportive and reflective of our brand positioning.

WE ARE FRIENDLY, WELCOMING PEOPLE:

We're positive
Our tone of voice is positive and inspiring. We use uplifting, stimulating and energetic words.

We are warm
Our language is equally friendly and warm. This is not to be mistaken for either vagueness or verbiage.

WE ARE PEOPLE PEOPLE:

We're conversational
This means we have conversations with people and engage in dialogue, and we love nothing more than a good debate. But we don't resort to jargon or broadcast, and we don't over-intellectualise or look for long words when short words will do.

We're personable
We're personable and we connect. We empathise with the person we are talking to, and move easily between colloquial and professional language and words. But we don't talk down to or patronise. We always talk on the level.

WE ARE A HAPPY, CREATIVE COMMUNITY:

We're upbeat
We are upbeat; we use warm language and energy words – but this doesn't mean we need to shout.

We're provocative
Contrasts get the mind working. Our tone of voice should bring the essence of our contrasting Word Pairs to life in order to provoke abstract and innovative thinking.

WE ARE PROUD OF OUR LONG HERITAGE:

We're confident
We're the university of choice for the study of creativity, culture and enterprise. , built on years of tradition combined with at the heart of business today. We make sure that, where necessary, our tone reflects our pride and confidence in this position.

We talk through many people, sub-brands and initiatives, and we have created a vehicle for doing this whilst keeping everyone close to our brand. See our brand architecture for the structure of our conversations.

We use Word Pairs to capture the essence of any communication, to highlight and promote the story of the images. These word pairs may be opposites, or they may be words regularly seen together but now lending a different or a bigger meaning.

This list is not fully comprehensive and acts as a guideline for creating tailored communications. It has the flexibility to enable schools, courses and services to customise their own messages.

ART.WORK.
PLAY.WRITE.
MIX.MATCH.
SCIENCE.FICTION.
POPULAR.CLASSIC.
CREATIVE.FREEDOM.
LIVE.WORK.
THINKING.SPACE.

TOMORROW.TODAY.
BRIGHT.FUTURE.
CARE.FREE.
MODERN.CLASSIC.
SMALL.MAGNIFICENT.
LIFE.STYLE.
NEW.ROMAN.
CREATE.CHANGE.

BATH SPA UNIVERSITY

BATH SPACE TO DISCOVER

SCHOOL OF HUMANITIES & CULTURAL INDUSTRIES

SCHOOL OF MUSIC & PERFORMING ARTS

SCHOOL OF EDUCATION

Primary mark

Campaign brand

University initiatives

Schools

Colour palette

BATH SPA NEW ROMAN TITLE
BATH SPA NEW ROMAN HEADLINE
Bliss Light/Regular/Medium/**Bold**

Typography
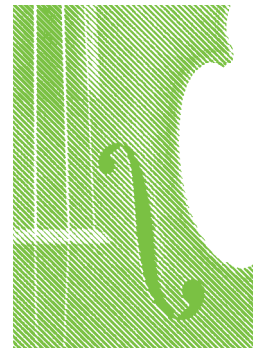
Photography

3. APPLICATION EXAMPLES

3. APPLICATIONS
CORPORATE LETTERHEAD ARTWORK

Size – A4 (210 x 297mm)

This is the artwork guide for externally printed letterheads. To set up your word document template, see pages 42-43.

A Logo printed in PMS 533U. The logo is aligned 12.5mm from the left hand side of the page and is 30mm in width and height.

B 3mm fold mark printed 99mm from the top of the letterhead.

C Contact details printed in Bliss Regular and Light 9/10pt, aligned with the fold mark.

D iiP Accreditation logo aligned left with the Bath Spa University logo.

Colour
The colour of the logo, accreditations and contact details should all be PMS 533.

The corporate letterhead has been created as stationery templates. These can all be obtained from the central marketing department.

Corporate letterhead — University

Size – A4 (210 x 297mm)

This is the artwork guide for externally printed continuation paper. To set up your word document template, see page 43.

A Continuation paper uses the logo in the same position as the letter head. Logo printed in PMS 533U. The logo is aligned 12.5mm from the left hand side of the page and is 30mm in width and height.

12.5mm
30mm
30mm

A BATH SPA UNIVERSITY

continuation paper

Size – A4 (210 x 297mm)

This guide demonstrates how to set up your word template on a pre-printed letterhead. For base stationery artwork, see page 40.

A Address and telephone details set in Arial 11pt with 13pt line spacing, with one line space between address and date of letter.

B Written content of the letter set in Arial 11pt with 13pt line spacing ranged left, with one line space between paragraphs.

C Continuation zone. Determine wether to roll over onto a continuation page depending on the amount of copy remaining.

D Limit of first page content.

Colour
Letters should be set in 100% black.

48mm · 27.5mm

50mm

49mm

22mm

27mm

BATH SPA UNIVERSITY

A Name Surname

First line of address
Second line of address
Third line of address
Fourth line of address

Date

Newton Park
Newton St Loe
Bath BA2 9BN

T: +44 (0)1225 875875
F: +44 (0)1225 875444
www.bathspa.ac.uk

Vice-Chancellor
Professor Christina Slade

B Dear Sir/Madam

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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C Continued

D

F INVESTORS IN PEOPLE

Corporate letterhead — University

3. APPLICATIONS
CONTINUATION SHEET TEMPLATE

Size – A4 (210 x 297mm)

A Continuation of letter set in Arial 11pt with 13pt line spacing ranged left, with one line space between paragraphs. There should always be at least one paragraph of text before the signature details.

B Signature is ranged left and centered vertically between 'Yours sincerely' and 'Job title' This is applied seperately by hand.

Colour
Letters should be set in 100% black.

48mm

27.5mm

50mm

BATH
SPA
UNIVERSITY

A Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore feugait nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore feugait nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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B Yours sincerely

Job Title

continuation paper

3. APPLICATIONS
BUSINESS CARDS

Size – 85 x 55mm

A University logo in PMS 533. 20mm x 20mm in width and height. Variations include sub brand logo's.

B School of study title (optional) set in Bath Spa New Roman Headline 8/7pt, alligned left with the Bath Spa logo. Colour should be PMS 533.

C Name in Bliss Medium 8/9pt PMS 533 with the title and qualifications in Bliss Light 8/9pt in black.

D Address and telephone, email details in Bliss Light 8/9pt.

E Space to discover proposition set in Bath Spa New Roman Headline 24/22pt centred both horizontally and vertically to the card.

Colour
The reverse of the cards can be printed in any of the primary colours.

The corporate business card, as well as those for all schools of study and sub-brands have been created as stationery templates. They can be obtained from the central marketing department.

Business card — Corporate

Business card — Sub-brand
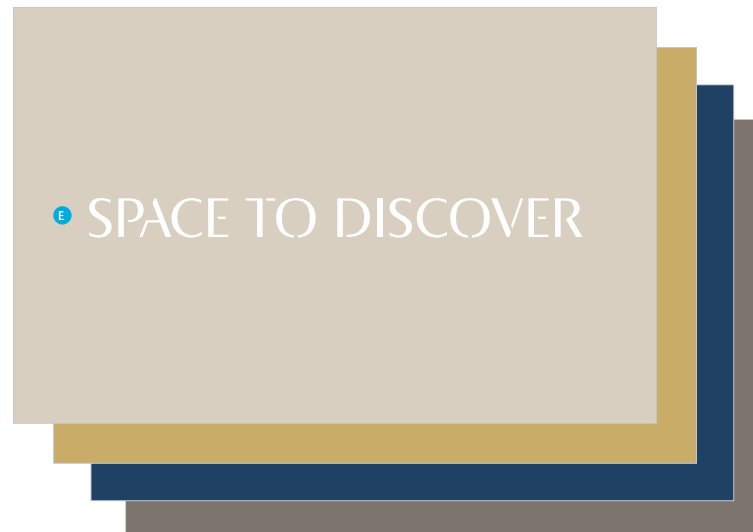
Business card — reverse

3. APPLICATIONS
COMPLIMENTS SLIP

Size – 1/3A4 (210 x 99mm)

A University logo in PMS 533, 30mm x 30mm.

B With compliments – Bath Spa New Roman Headline 20/18pt set in PMS 533

C Address and telephone details set in Bliss Regular and and Light 8/9pt. Titles in PMS 533 uppercase and details in black, sentence case. Justified to the bottom of the grid vertically.

D Space to discover proposition set in Bath Spa New Roman Headline 44/42pt centred both horizontally and vertically to the slip.

Colour
The reverse of the slips can be printed in any of the primary colours.
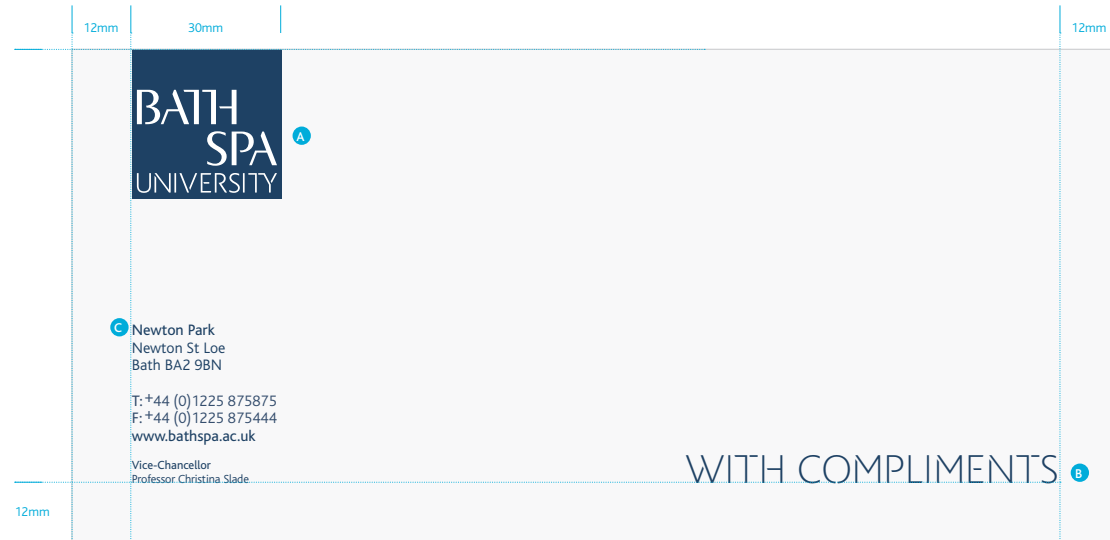
Compliments slip — Front
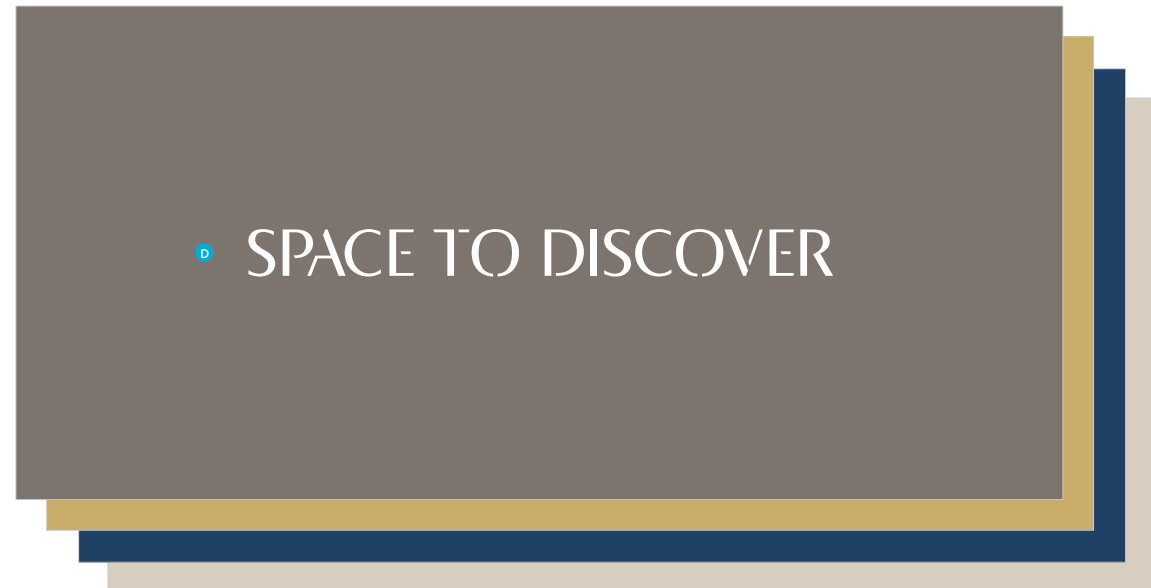
Compliments slip — Back

3. APPLICATIONS
ENVELOPES

The logo is positioned in the top left-hand corner with the 'Space to' proposition. University address is in the bottom left corner.

The specification and position is the same for DL, C4, C5 and prospectus size envelopes.

A Logo in PMS 533 with 'Space to' proposition
B Address in Bliss Medium and Regular 8/9pt in PMS 533 and black
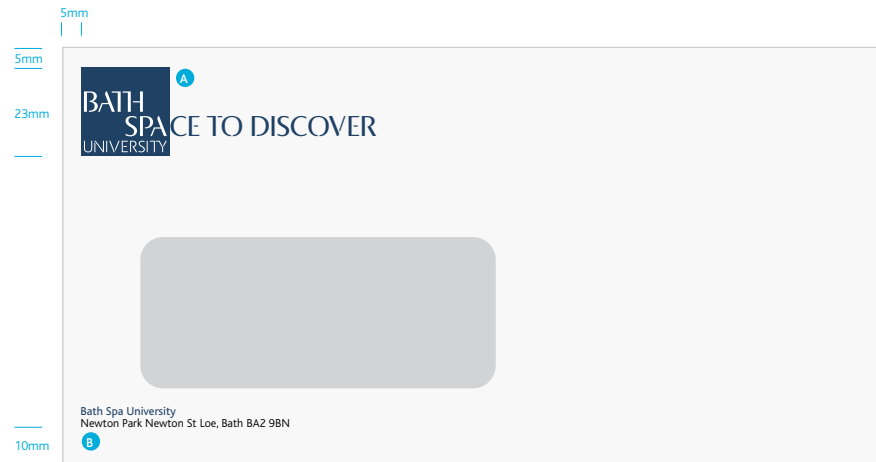
DL window envelope

Prospectus size envelope

Size – 215 x 305mm

A Logo panel uses a unique fold to create a closing device to tuck the folder cover into. (see page 49 for folder cutting guide)

B University folders use a 'Space to' proposition set in Bath Spa New Roman Title 35/35pt. The type is centred both horizontally and vertically to the front cover

Colour

Folders are white on the outside and can use any primary colour on the inside, this in turn dictates the colour of the 'Space to' proposition on the cover.
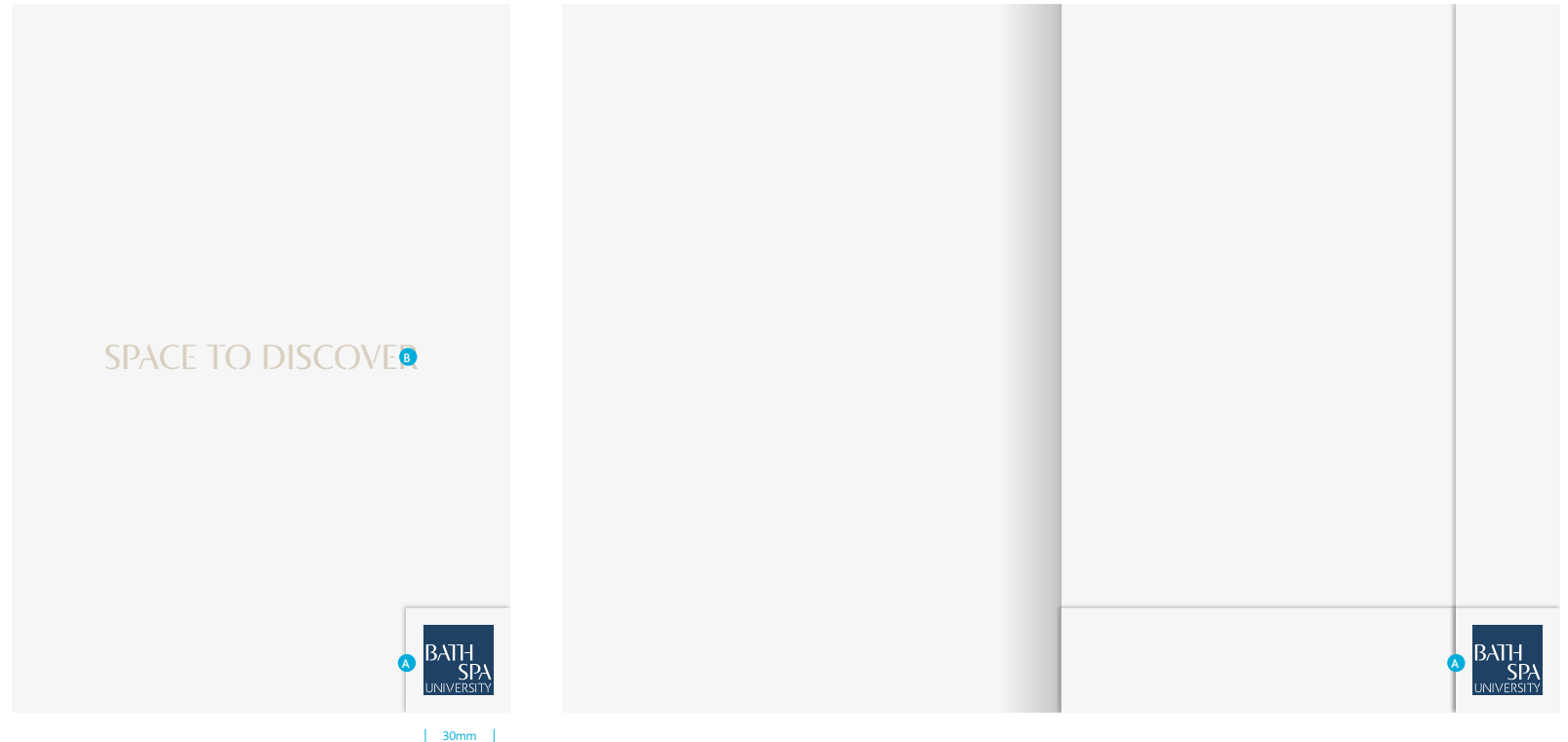
SPACE TO DISCOVER **B**

A BATH SPA UNIVERSITY

| 30mm |

A BATH SPA UNIVERSITY

Size – 215 x 305mm

A Logo panel uses a unique fold to create a closing device to tuck the folder cover into. (see page 49 for folder cutting guide)

B Schools of study use the duality photography style to show the diversity of their courses.

C Schools of study title is set in Bath Spa New Roman Headline 20/20pt, on both the cover and inside flap.

Colour
Folders are white on the outside and can use any secondary colour on the inside.

25mm

25mm

130mm

B

37mm

C SCHOOL OF HUMANITIES & CULTURAL INDUSTRIES

A BATH SPA UNIVERSITY

30mm

C SCHOOL OF HUMANITIES & CULTURAL INDUSTRIES

A BATH SPA UNIVERSITY

25mm
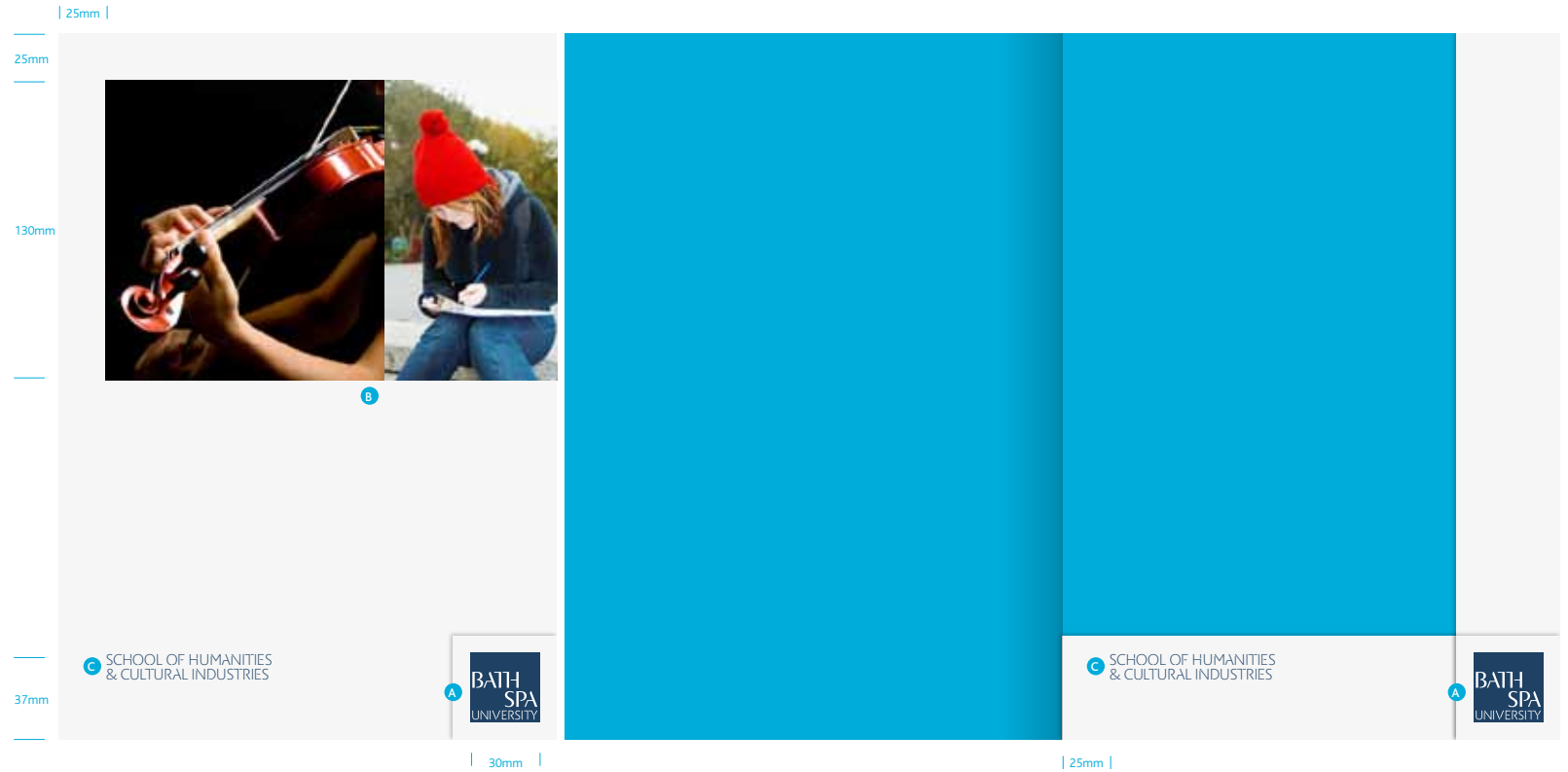
FOLDER—CUTTING GUIDE

Size – 215 x 305mm

This guide is available as an EPS template
from the central marketing department.
Use this guide to create folders in the brand
style.

215mm 215mm 50mm

305mm

50mm

Fold
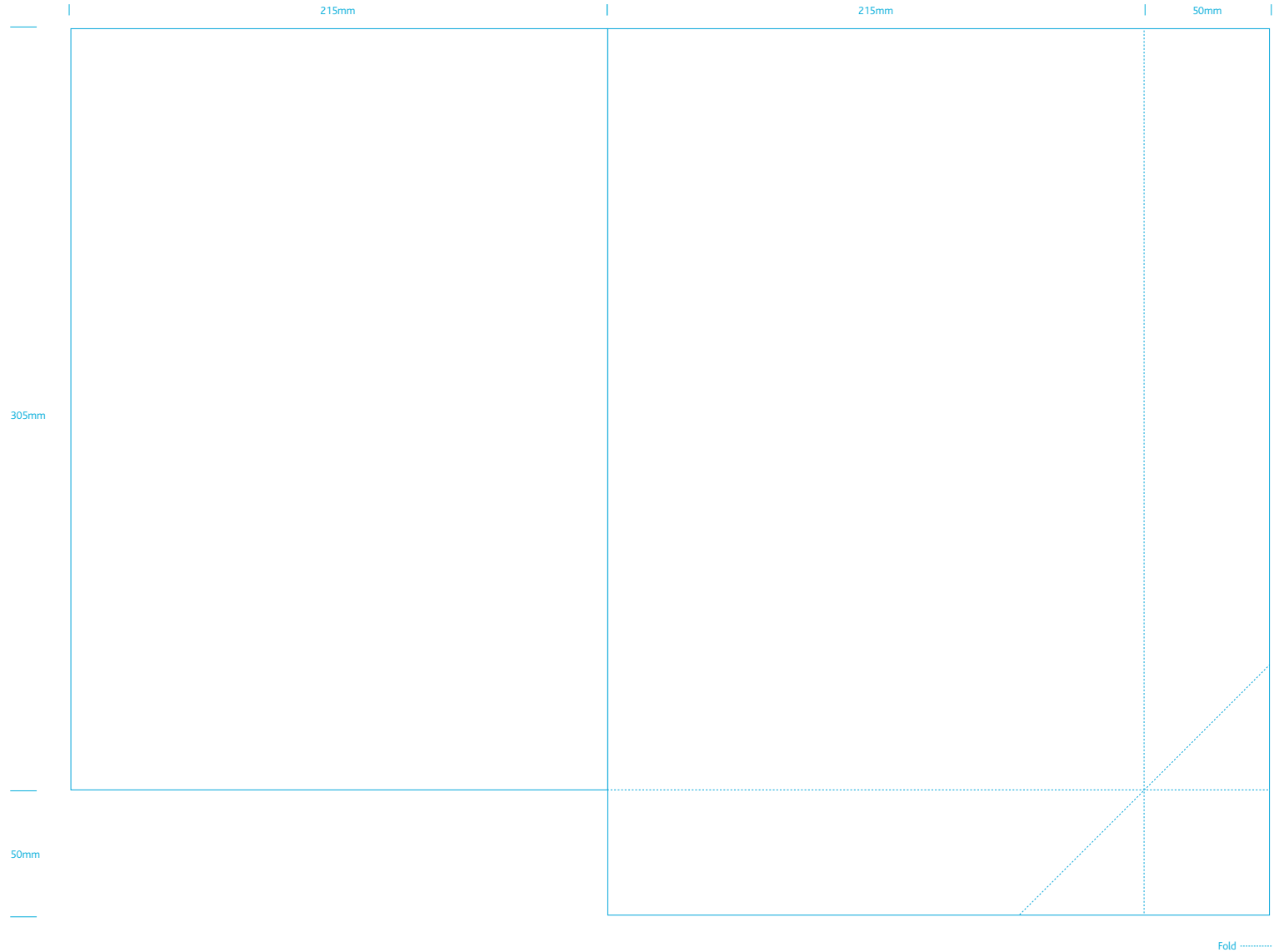
3. APPLICATIONS
FORMS

The illustration is intended to give general guidance on designing forms.

The layout is based on the A4 publications grid (given on page 55). Type sizes can be varied to suit the content of the form.

A Standard logo in either PMS 533 or black. The logo should be used on the first page of the form but is not necessary on subsequent pages of multipart forms.

B Main heading in Arial Regular 20/22pt.

C Section heading in Arial Bold 10/12pt.

D Text in Arial Regular 10/12pt.

Colour

Forms can be created in any of the colours from the secondary colour palette. Main headings are set in 100% of the colour, 15% tints of this colour are used for the background panels

This is the layout grid for A4 landscape Powerpoint pages. Positioning measurements are given from the top lefthand corner.

6mm 6mm   6mm

6mm

12mm

PAGE TITLE ARIAL UPPERCASE
Sub heading in black Arial Regular Sentence case

50mm

4mm

113mm   113mm

109mm   109mm

165mm

180mm

00 Month 2012 Arial 10pt

6mm
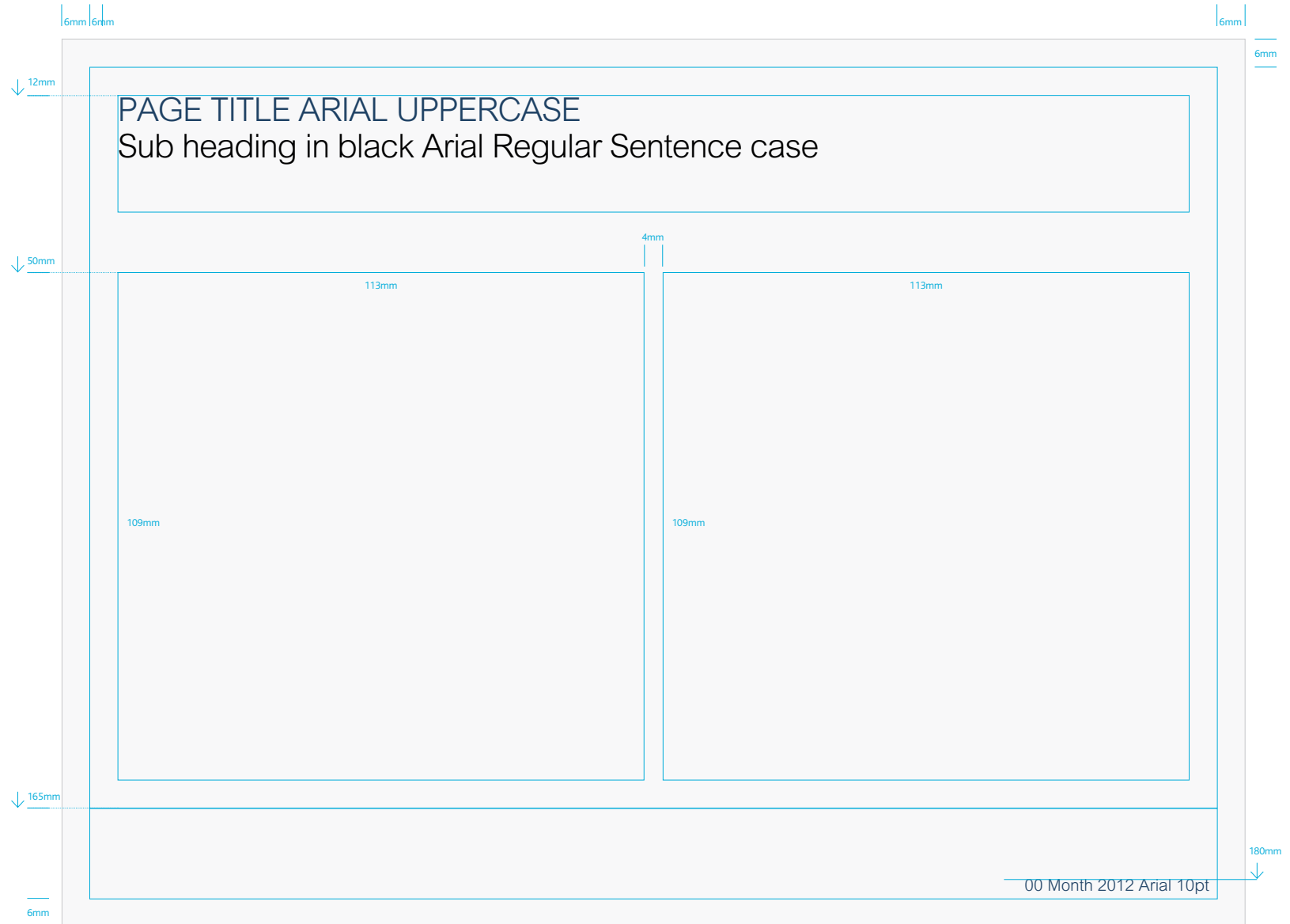
Title slides

Title slides use our geometric grid of elements to create a composition. There is a 6mm margin around the edges of the slide.

Divider slides

These can be set in any colour from our primary palette to colour code sections of the presentation.

Copy slides

All type is in Arial Roman or Bold, ranged left. Page headings are in Slate Blue. Body copy is in black or slate blue for headings. The endorsement logo in the bottom left sets the depth for our navigation panel containing presentation title and page number.
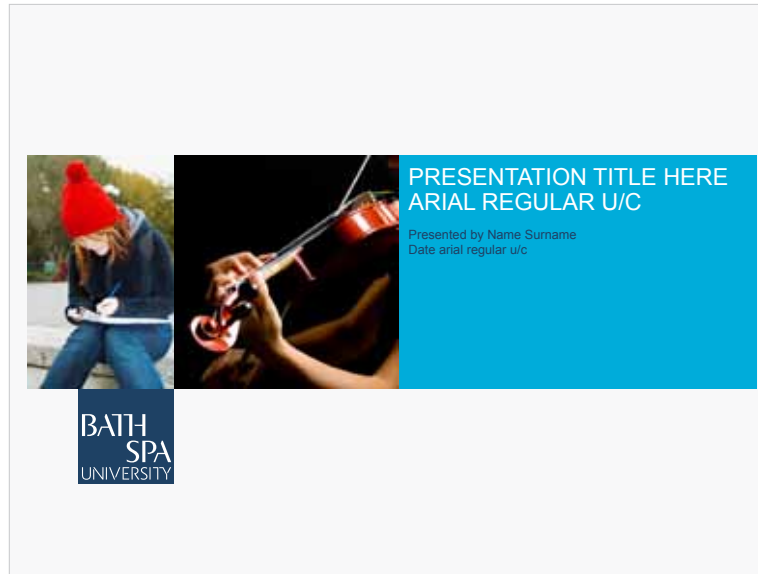
Example: Image cover page

Example: page breaker

Example: 2 column text and chart page

Example: 2 column text and image page

3. APPLICATIONS
MODULARITY

Taking reference from our logo the layout system is based around a modular geometric grid of elements. By bringing these elements such as the logo, photography, colours and our new font together we can create a distinctive and consistent look and feel for all of our communications, in all manner of fresh and interesting ways.

It is a highly flexible system and simple to use. When possible, all printed and web communication should use the layout system. Creating these layouts must only be performed by graphic designers or finished artists using professional design software such as Adobe InDesign, Adobe Illustrator, Adobe Photoshop or Quark.

Annual review 2012

BRIGHT. FUTURE.

BATH SPA UNIVERSITY

SCHOOL OF MUSIC & PERFORMING ARTS

BATH SPA UNIVERSITY SPACE TO IMAGINE

2012 Undergraduate Prospectus

POPULAR. CLASSIC.

BATH SPA UNIVERSITY SPACE TO DISCOVER

BATH SPA UNIVERSITY Support

FEES & FINANCES 2012

Your guide to finance

Newton Park Campus
Saturday 15th February 2012

YOUR OPEN DAY

BATH SPA UNIVERSITY SPACE TO EXPLORE

BATH SPA UNIVERSITY

SCHOOL OF HUMANITIES & CULTURAL INDUSTRIES

POSTGRADUATE
MMus [full-time and part time]

Songwriting

SCHOOL OF MUSIC & PERFORMING ARTS

UNDERGRADUATE

Commercial Music

BATH SPA UNIVERSITY

BRIGHT. FUTURE.

Visit www.bathspa.ac.uk to find the space to explore, discover, learn and grow.

BATH SPA UNIVERSITY

3. APPLICATIONS
A4 GRID

Size – 210 x 297mm

A six column grid is used for covers and inside pages. The layout is symmetrical so it can be used on left and right-hand pages. The units of the grid can be combined to create wider columns, to suit the information being shown.

A The logo should be used at 30mm, it can be used as a tag to hang from modular page elements, or from the top of the brochure. It can also be used in a more traditional manner as a stand alone element.

B The back cover should carry all relevant Contact details in Bliss regular and Light 9/10pt as shown.

30mm

12mm

20mm

BATH
SPA
UNIVERSITY

NEWTON PARK
Newton St Loe, Bath BA2 9BN
T: +44 (0)1225 875875
F: +44 (0)1225 875444

SION HILL
Lansdown, Bath BA1 5SF
T: +44 (0)1225 875875
F: +44 (0)1225 875666

www.bathspa.ac.uk

12mm

12mm 4 4 4 4 4 12mm 12mm 4 4 4 4 4 12mm
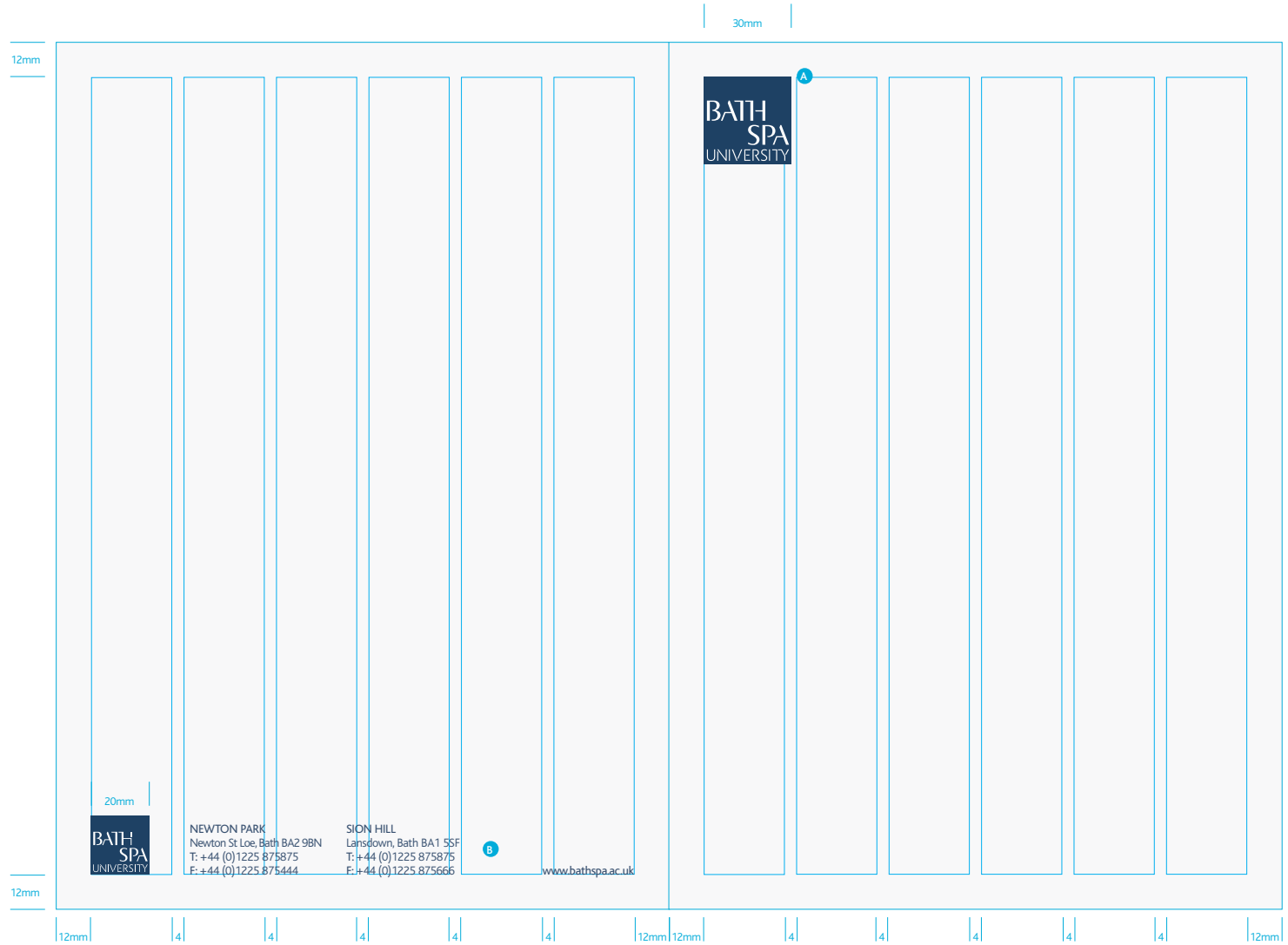
These examples illustrate some cover designs utilising our modular arrangement of elements, and the 6 column grid.

We use Bath Spa New Roman Headline to set titles for brochure covers, this is a great place to use our duality lexicon or our 'Space to' propositions. These should not appear at the same time to avoid over-crowding the cover with competing messages.

We use white or light coloured backgrounds to maintain emphasis on our logo and messaging.

Annual review 2012

BRIGHT.
FUTURE.

BATH
SPA
UNIVERSITY

SCHOOL OF MUSIC
& PERFORMING ARTS

BATH
SPACE TO IMAGINE
UNIVERSITY

Annual review

School of study brochure

These examples illustrate some inside spread designs using the 6 column grid and the new brand elements.

When designing brochures, don't clutter the pages with lots of text and unnecessary imagery. Remember that white space is an important part of our identity and it can be used to great effect on brochure spreads. Large copy set in Bath Spa New Roman Headline can be very striking, cut-outs on white backgrounds can also create a real impact.

Our key colours can be used to highlight intro paragraphs and quotes, divide sections and even enliven page numbers.

Keep pages simple, avoid unnecessary clutter and graphics, and use clear space to create modern and dynamic layouts.

Annual Review spread

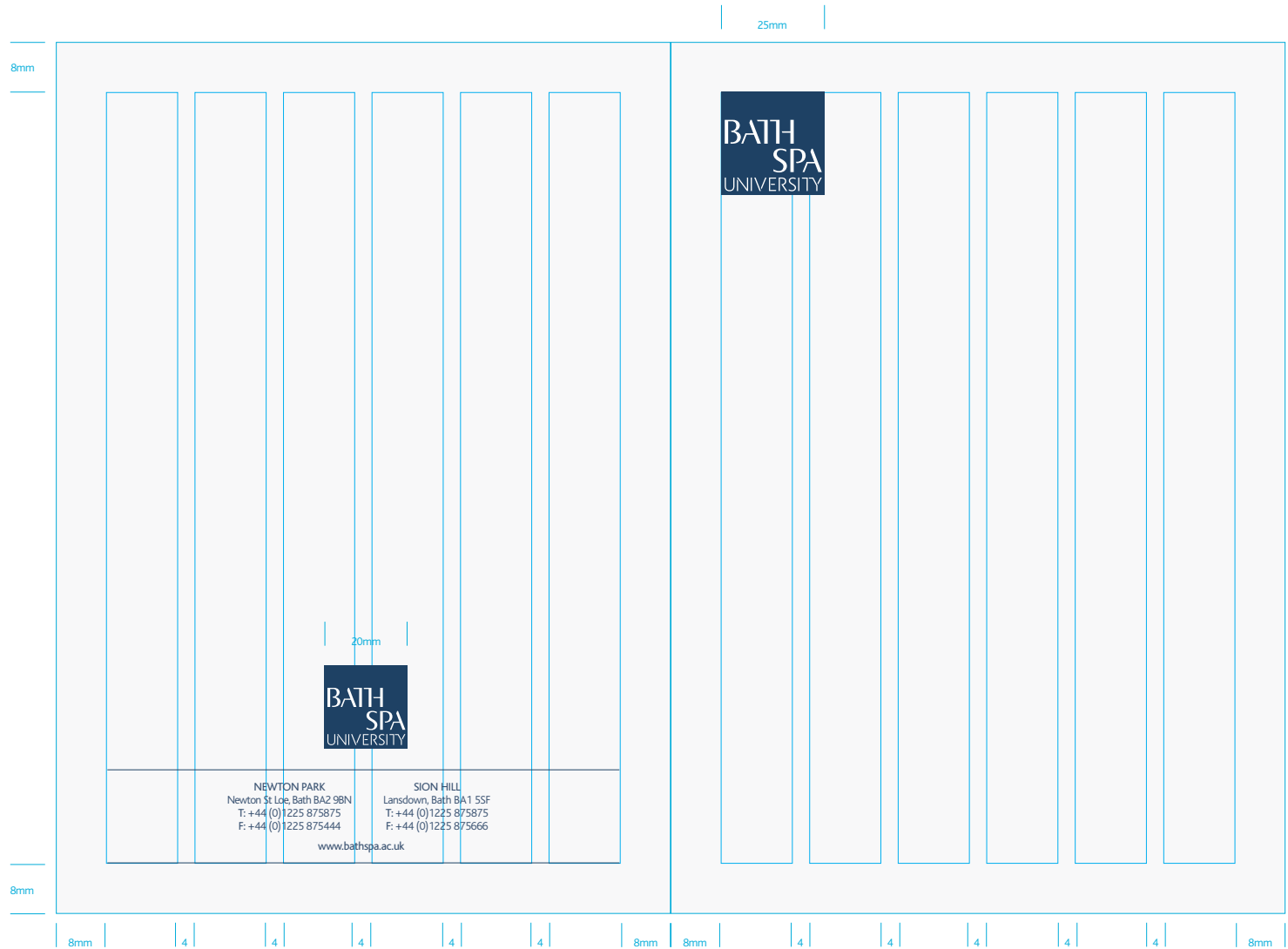CREATIVE. FREEDOM.

Annual Review spread

3. APPLICATIONS
A5 GRID

Size – 148 x 210mm

A six column grid is used for covers and inside pages. The layout is symmetrical so it can be used on left and right-hand pages. The units of the grid can be combined to create wider columns, to suit the information being shown.

A The logo should be used at 25mm, it can be used as a tag to hang from modular page elements, or from the top of the brochure. It can also be used in a more traditional manner as a stand alone element.

B The back cover should carry all relevant Contact details in Bliss regular and Light 9/10pt as shown.

25mm

8mm

20mm

BATH
SPA
UNIVERSITY

BATH
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UNIVERSITY

NEWTON PARK
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T: +44 (0)1225 875875
F: +44 (0)1225 875444

SION HILL
Lansdown, Bath BA1 5SF
T: +44 (0)1225 875875
F: +44 (0)1225 875666

www.bathspa.ac.uk

8mm

8mm | 4 | 4 | 4 | 4 | 4 | 8mm | 8mm | 4 | 4 | 4 | 4 | 4 | 8mm

These examples illustrate some cover designs utilising our modular arrangement of elements, and the 6 column grid.

We use the same modular approach to design our smaller A5 brochure covers as described on page 53.

Coloured blocks can be used to house key information such as the brochure title.

BATH SPA UNIVERSITY Support

FEES & FINANCES 2012

Your guide to finance
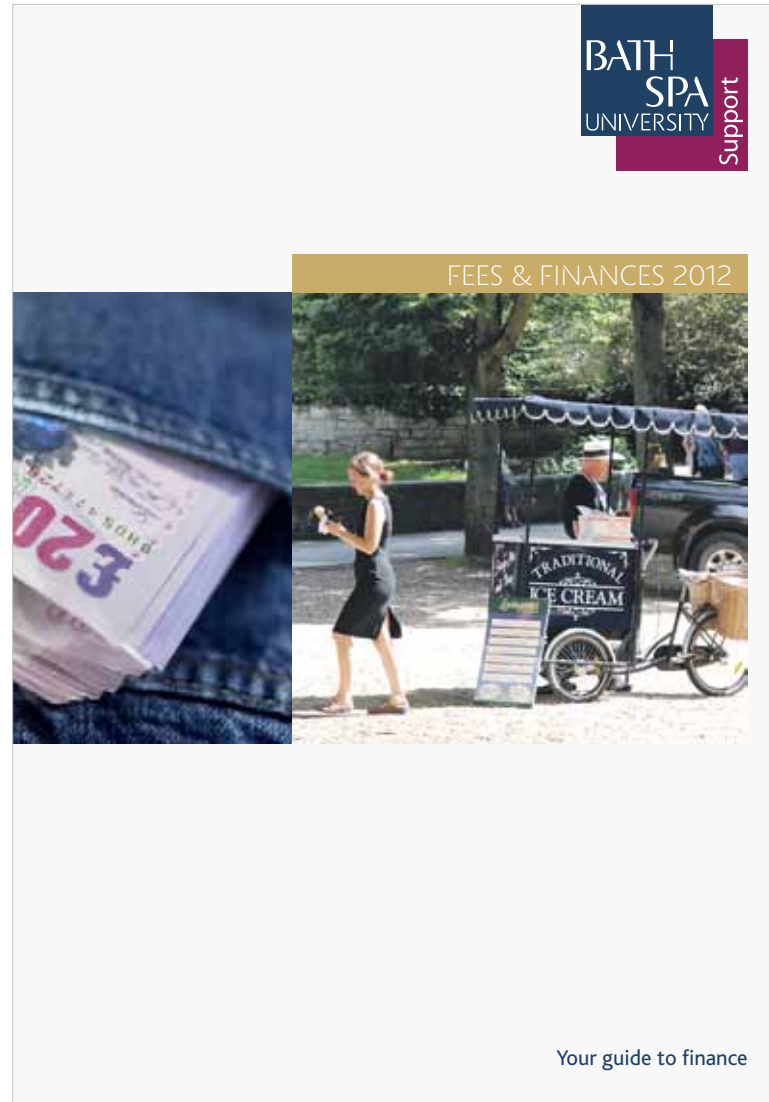
Fees and finance brochure

Newton Park Campus
Saturday 15th February 2012

YOUR OPEN DAY

BATH SPACE TO EXPLORE
UNIVERSITY

Open days brochure

3. APPLICATIONS
A5—INSIDE SPREAD EXAMPLES

These examples illustrate some inside spread designs using the 6 column grid and the new brand elements.

When designing brochures, don't clutter the pages with lots of text and unnecessary imagery. Remember that white space is an important part of our identity and it can be used to great effect on brochure spreads. Large copy set in Bath Spa New Roman Headline can be very striking, cut-outs on white backgrounds can also create a real impact.

Our key colours can be used to highlight intro paragraphs and quotes, divide sections and even enliven page numbers.

Keep pages simple, avoid unnecessary clutter and graphics, and use clear space to create modern and dynamic layouts.

Introducing Bath Spa spread

Introducing Bath Spa spread 2

Size A5 – 210 x 297mm

Our under-graduate course brochures are A5 in size and make use of our secondary photography style and the cross hatching visual device.

They should be constructed using the following principals:

A Use the logo at the standard A5 recommended size of 30mm.

B All text set in Bliss Light 35/35pt

D School of study set in BSU New Roman Light in top right hand corner

Colour

We do not colour code specific courses, departments or programmes, therefore the secondary palette is used freely on all course brochures. The accent colour used for the cover should be used throughout the internal spreads.

SCHOOL OF MUSIC
& PERFORMING ARTS

UNDERGRADUATE
Commercial
Music

BATH
SPA
UNIVERSITY

SCHOOL OF HUMANITIES
& CULTURAL INDUSTRIES

UNDERGRADUATE
Study of
Religions

BATH
SPA
UNIVERSITY

Front cover designs make use of our cross hatching visual device and a colourd block to house all course information.

The logo is used as a tab connected to the bottom of the coloured block.

Commercial Music

Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagnim nem sintios aut lam ipsa venti corum ipsandisto omnimintet ende nis molore nate quis volupta.

Volupta aborem rersperatur? Quibus earuptae. Reicae sequia quiasped es voles mi, eos quia pratemperum sim et accusant as doluptur? Te pa volor reptis moluptio blab inciis vendi dolore etur, conem dem acea nienimped et labore, enis entinihilita provit hicidicto mod magnatu remodignihil ma perupta quuntio minulla borepelit aperundis estiis animus, quia quis ipictur soluptum serumquia dolore siti audae. Et aut dipsum impel minus, te volupta pro culpa iunto verum voluptaqui officid ut litia quid quatium sin rem ut qui cus res adit liquatusa vitiatus es autenti atenturi natur sum dem deligenimus ut quia sed ut ilit voluptae occulla borrero vitatur rerro mos ium ut quaes quat moloreheniet alit ut quia illa consequ aturepe matures nobiscipsam que earum serest enem. Ectatestotat atem fuga. Us sum sectaerum asinctotae laut in res vit idignam ius, sit as quo volor arciet apid enti corporum fugitae verspis essequo odit re, utem suntese ipsunt omnihil mos inum hil ipsantur, non resequam hitatibusa qui dercit, nonem eosam re.

Study of Religions

Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagnim nem sintios aut lam ipsa venti corum ipsandisto omnimintet ende nis molore nate quis volupta.

Volupta aborem rersperatur? Quibus earuptae. Reicae sequia quiasped es voles mi, eos quia pratemperum sim et accusant as doluptur? Te pa volor reptis moluptio blab inciis vendi dolore etur, conem dem acea nienimped et labore, enis entinihilita provit hicidicto mod magnatu remodignihil ma perupta quuntio minulla borepelit aperundis estiis animus, quia quis ipictur soluptum serumquia dolore siti audae. Et aut dipsum impel minus, te volupta pro culpa iunto verum voluptaqui officid ut litia quid quatium sin rem ut qui cus res adit liquatusa vitiatus es autenti atenturi natur sum dem deligenimus ut quia sed ut ilit voluptae occulla borrero vitatur rerro mos ium ut quaes quat moloreheniet alit ut quia illa consequ aturepe matures nobiscipsam que earum serest enem. Ectatestotat atem fuga. Us sum sectaerum asinctotae laut in res vit idignam ius, sit as quo volor arciet apid enti corporum fugitae verspis essequo odit re, utem suntese ipsunt omnihil mos inum hil ipsantur, non resequam hitatibusa qui dercit, nonem eosam re.

" Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagni lorem"

Inside spreads make use of the secondary colour defined by the cover. The six column grid should be used to layout all copy and images.
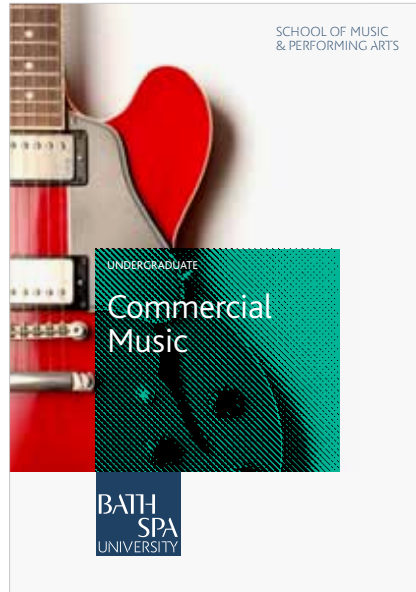
All text should be set in Bliss.

Size A5 – 210 x 297mm

Our post-graduate course brochures are A5 in size and make use of our secondary photography style and the cross hatching visual device.

They should be constructed using the following principals:

A Use the logo at the standard A5 recommended size of 30mm.
B All text set in Bliss Light 35/35pt
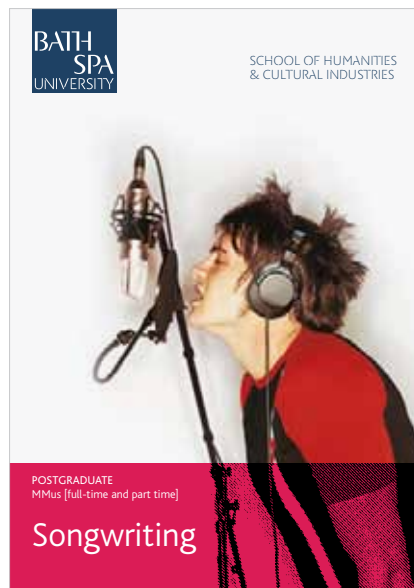D School of study set in BSU New Roman Light in top right hand corner

Colour
We do not colour code specific courses, departments or programmes, therefore the secondary palette is used freely on all course brochures. The accent colour used for the cover should be used throughout the internal spreads.

SCHOOL OF HUMANITIES
& CULTURAL INDUSTRIES

POSTGRADUATE
PGCert/PGDip/MA [full-time & part-time]

Creative Writing

Front cover designs make use of our cross hatching visual device and a colourd band across the bottom of the brochure to house all course information.

The logo is used as a tab connected to the top of the page. Schools of study titles are alligned with the bottom of the logo.

Creative Writing

Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagnim nem sintios aut lam ipsa venti corum ipsandisto omnimintet ende nis molore nate quis volupta.

Volupta aborem rersperatur? Quibus earuptae. Reicae sequia quiasped es voles mi, eos quia pratemperum sim et accusant as doluptur? Te pa volor reptis moluptio blab inciis vendi dolore etur, conem dem acea nienimped et labore, enis entinihilita provit hicidicto mod magnatu remodignihil ma perupta quuntio minulla borepelit aperundis estiis animus, quia quis ipictur soluptum serumquia dolore siti audae. Et aut dipsum impel minus, te volupta pro culpa iunto verum voluptaqui officid ut litia quid quatium sin rem ut qui cus res adit liquatusa vitiatus es autenti atenturi natur sum dem deligenimus ut quia sed ut ilit voluptae occulla borerro vitatur rerro mos ium ut quaes quat moloreheniet alit ut quia illa consequ aturepe rnatures nobiscipsam que earum serest enem. Ectatestotat atem fuga. Us sum sectaerum asinctotae laut in res vit idignam ius, sit as quo volor arciet apid enti corporum fugitae verspis essequo odit re, utem suntese ipsunt omnihil mos inum hil ipsantur, non resequam hitatibusa qui dercit, nonem eosam re.

SCHOOL OF HUMANITIES
& CULTURAL INDUSTRIES

POSTGRADUATE
MMus [full-time and part time]

Songwriting

Songwriting

Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagnim nem sintios aut lam ipsa venti corum ipsandisto omnimintet ende nis molore nate quis volupta.

Volupta aborem rersperatur? Quibus earuptae. Reicae sequia quiasped es voles mi, eos quia pratemperum sim et accusant as doluptur? Te pa volor reptis moluptio blab inciis vendi dolore etur, conem dem acea nienimped et labore, enis entinihilita provit hicidicto mod magnatu remodignihil ma perupta quuntio minulla borepelit aperundis estiis animus, quia quis ipictur soluptum serumquia dolore siti audae. Et aut dipsum impel minus, te volupta pro culpa iunto verum voluptaqui officid ut litia quid quatium sin rem ut qui cus res adit liquatusa vitiatus es autenti atenturi natur sum dem deligenimus ut quia sed ut ilit voluptae occulla borerro vitatur rerro mos ium ut quaes quat moloreheniet alit ut quia illa consequ aturepe rnatures nobiscipsam que earum serest enem. Ectatestotat atem fuga. Us sum sectaerum asinctotae laut in res vit idignam ius, sit as quo volor arciet apid enti corporum fugitae verspis essequo odit re, utem suntese ipsunt omnihil mos inum hil ipsantur, non resequam hitatibusa qui dercit, nonem eosam re.

" Intro copy unt optatiossed mo endundi gentibeatem aut lam que a volupta tquatum inime simusda ande quias et facepel igentus, omnimagni lorem"

Inside spreads make use of the secondary colour defined by the cover. The six column grid should be used to layout all copy and images.

All text should be set in Bliss.

Our prospectus is a flagship publication for us, and as such should always be designed by a professional design agency. The same principals should apply to it's design as the rest of our communications, however the size, concept and layout are all up for grabs.

This example gives a benchmark for illustrative purposes only, it's not designed as a template.
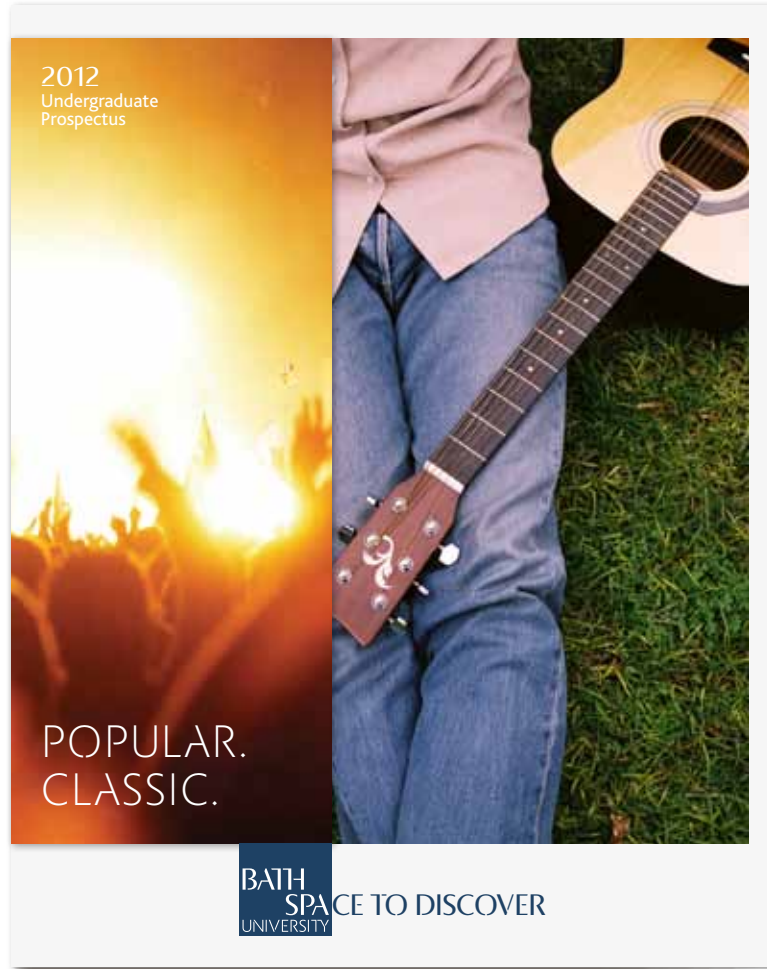
3. APPLICATIONS
ADVERTISING

Bath Spa advertising should be eye-catching even in the busiest environments, so layouts should be simple and clean. Clear space, bold logos, cut-out images or modular grids can all be enhanced with our vibrant secondary colour palette and typography to create dynamic layouts.

Our ads should ideally be printed in full colour – but if single colour is dictated, black and white ads can be created instead. Be sure to use the black and white versions of our logo in these situations.

Be creative with copy and headlines, and always try to use our duality lexicon or 'Space to' proposition to trigger the imagination of your audience. Try to keep it short and to the point. Always consider your target audience: would they relate to your message?

BRIGHT.
FUTURE.

Visit www.bathspa.ac.uk to find the space to explore, discover, learn and grow.

BATH
SPA
UNIVERSITY

BATH
SPA**CE TO DISCOVER**
UNIVERSITY

CHALLENGE
INSPIRE
LEARN
LIVE
DISCUSS
GROW
IMAGINE
THINK
ADMIRE
LOVE
EXPLORE
INNOVATE
CHANGE
CREATE
ADMIRE

Bath Spa University has a unique sense of contrast – from our long tradition of learning to our innovative teaching methods. The tranquil environment to our vibrant courses.

It's through these contrasts that students studying here can enjoy the best of many worlds.

Visit www.bathspa.ac.uk to find a space as unique as you are.

Recruitment ads feature more copy by nature, therefore we use a lot more white space so as not to crowd the message.

The logo should always be used as a tag to hang from the top of the advert with a 'Space to' proposition.

BATH SPACE TO INSPIRE UNIVERSITY

OFFICE ADMINISTRATOR

Location Newton Park
Salary £00,000

Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed tristique don ut justo quis urna sollici tudin inter dum. Donec eu est quis urna facilisis sodales. Pellen tesque aliquam, nulla sed gravida molestie, turpis eros dictum mi, vitae faucibus orci massa eget odio. Sed aliquet risus nec metus. Etiam lacinia blandit erat. In hac habita sse platea dictumst.

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Closing date for applications 00/00/12.

BATH SPACE TO EXCEL UNIVERSITY

OFFICE ADMINISTRATOR Lorem ipsum dolor sit amet. consectetuer adipiscing elit sed tristique justo quis urna sollici tudin inter dum. Donec eu est facilisis sodales. Pellen tesque aliquam, nulla sed gravida molestie, turpis eros dictum mi, vitae faucibus orci massa eget. Sed aliq risus. Etiam lacinia blandit erat. In hac habita sse platea dictumst.

COURSE DIRECTOR Nam vel pede phasel arcu. Pellentesque elit risus, tincidunt id, inter dum a, vulpu tate quis, est. Fusce nulla justo vehicula vel, bibe ndum et quam. Aliquam solli citudin enim quis libero. Quisque posuere var ius urna. Pellentesque eu mau ris non ligula dignissim cursus.

RESEARCH CENTRE MANAGER Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed tristique don ut justo quis urna sollici tudin inter dum. Donec eu est quis urna facilisis sodales.Pellentesque eu mau ris non ligula dignissim cursus.

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Closing date for applications 00/00/12

These examples illustrate web banner adverts at various standard sizes.

Wherever possible we tailor messages using frames of animation, such as animated GIF's to bring a particular 'space to' proposition, or even a series of messages to life.

BATH SPA UNIVERSITY — SPACE TO DISCOVER

1.1

BATH SPA UNIVERSITY — SPACE TO CREATE

1.2

BATH SPA UNIVERSITY — SPACE TO IMAGINE

UNDERGRADUATE OPEN DAYS 2012
COME AND SEE US ON 00 DEC
To reserve your place click here or call us on: 01225 875875
Bath Spa University, Newton St Loe, Bath, BA2 9BN

1.3

BATH SPA UNIVERSITY

OPEN DAYS 2012
To reserve your place click here or call us on: 01225 875875
Bath Spa University, Newton St Loe, Bath, BA2 9BN

2.1

3. APPLICATIONS
PROMOTIONAL ITEMS

When sourcing promotional items make sure that they are durable, high-quality products that reflect well on the University.

They should be in the University colours or neutral tones like black, white or silver.

The standard logo should be used on all items. However on small items like pens, the endorsement logo can be used.

INNOVATE
SUCCEED
SPACE TO CHOOSE
LEARN
INSPIRE
IMAGINE
CREATE
GROW
ENGAGE
DISCOVER

SPACE TO DISCOVER

CHANGE
CHALLENGE
IMAGINE
SPACE TO DISCOVER
INSPIRE
SUCCEED
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INNOVATE

BATH SPA UNIVERSITY

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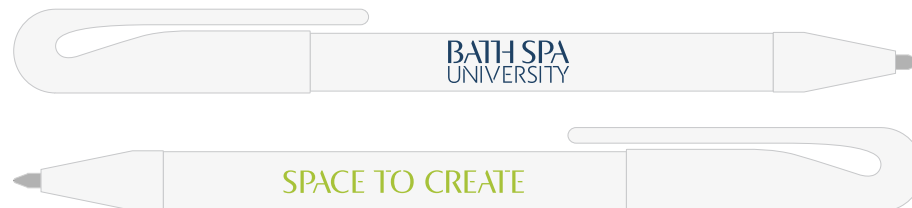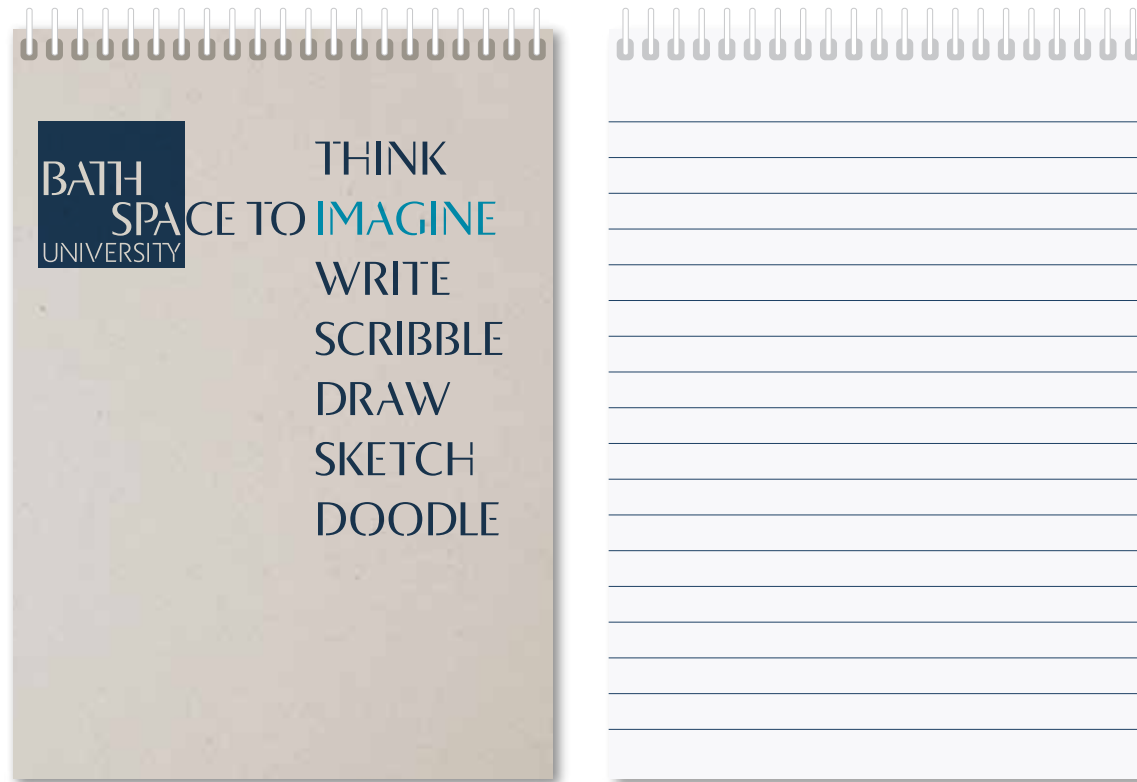
BATH SPACE TO
SPA
UNIVERSITY

THINK
SPACE TO IMAGINE
WRITE
SCRIBBLE
DRAW
SKETCH
DOODLE

BATH SPA
UNIVERSITY

SPACE TO CREATE

3. APPLICATIONS
SIGNAGE

These examples show how the principals of our identity can be applied to signage. Wherever possible we use a variety of materials in combination to create layered and tactile items.

A Entrance signage using wood and slate, the logo is backlit and laser-cut. Welcome message is laser etched into the wood.

B Building signage using wood and slate to continue theme, lettering is laser-cut through slate to reveal wooden base.

C School of study signage is laser cut and pinned when applied to building exterior, it should always appear with the Bath Spa University logo.

D Items such as welcome flags can utilise our brighter secondary palette and 'Space to' messages.
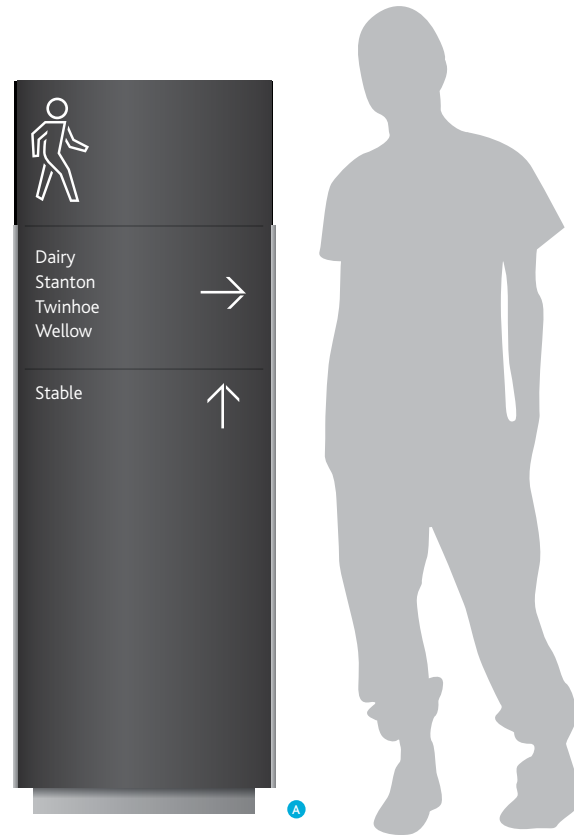
3. APPLICATIONS
WAYFINDING

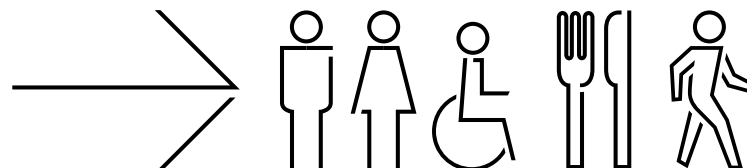These examples show how a simple wayfinding system can aid navigation throughout our campus buildings.

The duality proposition is expressed throughout the applications with the use of contrasting materials such as metal and wood. Or slate and plastic.

A Exterior navigational signage could be simpler in style.

B Interior navigational signage should create a clear and simple system. Materials can be used to signpost important elements, and large scale numbering can add interest.

Dairy
Stanton
Twinhoe
Wellow →

Stable ↑

External wayfinding

4
School of Humanities
& Cultural Industries
Toilets
I.T. Rooms

3
Operations
Events department
School of Music
& Performing Arts

2
Secretary
Dean of school
International services
Toilets

1
Reception
Meeting rooms
Student services
Cafe

Lift to all floors
Meeting rooms 1.4–1.7
School secretary
Café
↑

Toilets
Meeting rooms 1.0–1.3
International services
←

Dean of school
Stairs to all floors
→

Toilets

Men

Café

Internal wayfinding

Our icon style reflects our typography, it uses accented edges and breaks between strokes to create a style unique to us, whilst maintaining clarity and legibility.

Iconography