



**BITESIZE
BRILLIANCE**

**A POCKET GUIDE TO
USING THE UEA BRAND**

OUR ETHOS

WE ARE UNCONVENTIONALLY BRILLIANT

From our pioneering teaching methods, the unique opportunities we offer our students, our curious and motivated academics, to the inspiring successes of our alumni.

At the forefront of research – in fields as diverse as climate change, social work, creative writing, international development, and food science – we're proud to be in the UK Top 15 (The Times and Sunday Times Good University Guide 2018 and the Complete University Guide 2019).

And we think unconventionally too. Whether that's the breakthrough teaching in our classrooms, or the innovative buildings we design – we always lead the way.

**TOGETHER, WE HELP OUR STUDENTS ACHIEVE
UNCONVENTIONALLY BRILLIANT FUTURES.**

OUR IDENTITY ELEMENTS

OUR LOGO

Our logo's classic design is bold, confident, and complements our modern visual identity. The logo must appear on every communication we create.

Primary logo



Horizontal logo – for when space doesn't allow for the primary logo



Core logo extension – for departments



Visit <https://assetbank.uea.ac.uk> to download master variants of our logo.

LOGO DO'S & DONT'S

The logo should appear in black or white, whichever is in higher contrast to the background. The glint should always appear in one of our brand colours, not black, unless for monochrome use.



Ensure the logo has 'clearspace' around it.



The logo always sits in the corner of a document.



More detailed guidance on the brand can be found in the full guidelines. To access, visit <https://assetbank.uea.ac.uk>

OUR IDENTITY ELEMENTS

COLOUR PALETTE

All of the below colours can be used as lead background colours, or as highlights to pull out a call to action or key pieces of information.



BLACK
RGB: 0/0/0
CMYK: 0/0/0/100



UEA GREY
RGB: 90/90/95
CMYK: 0/0/0/70



UEA LIGHT GREY
RGB: 150/150/155
CMYK: 0/0/0/40



UEA CYAN
RGB: 0/174/239
CMYK: 100/0/0/0
PANTONE: 2995



UEA MAGENTA
RGB: 236/0/140
CMYK: 0/100/0/0
PANTONE: 226



UEA ORANGE
RGB: 250/166/26
CMYK: 0/40/100/0
PANTONE: 130



UEA GREEN
RGB: 141/198/63
CMYK: 50/0/100/0
PANTONE: 369



UEA PURPLE
RGB: 127/64/152
CMYK: 60/90/0/0
PANTONE: 2613



Communications usually use black and white with one accent colour at any time.

TYPOGRAPHY

Our typeface is **Brandon Text** and we use it in Black, Bold, Medium, Regular and Regular Italic weights. It's functional, friendly and flexible.

Using the brand online? Substitute Brandon Text Regular for Arial for all body copy.

ALL HEADLINES ARE WRITTEN IN CAPITALS, IN BRANDON TEXT BLACK

Standfirst copy and testimonials/quotes are set in sentence case, in Brandon Text Medium

And body copy is set in Brandon Text Regular, no smaller than 8.5pt

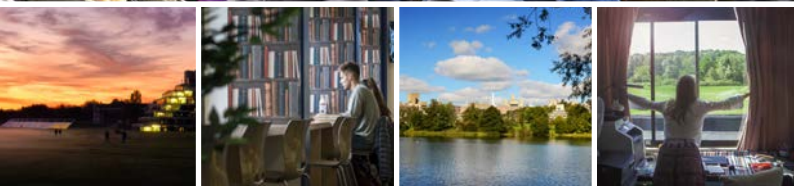


To get a copy of the Brandon Text font family, please contact itservicedesk@uea.ac.uk

OUR IDENTITY ELEMENTS

PHOTOGRAPHY

Our photography captures real students and staff at UEA and provides a glimpse into their everyday environment, working, studying and socialising, plus the energy and excitement of our unconventionally brilliant campus.



Visit <https://assetbank.uea.ac.uk> to access our approved image library.

tone of voice

Everything we write and say about UEA should convey our unique brand proposition:

AT UEA I CAN BE UNCONVENTIONALLY BRILLIANT.

And our three clear principles:

BE CONFIDENT. BE YOURSELF. DO DIFFERENT.

We do this through a distinct house-writing style and our unique tone of voice.

The way we speak depends upon our audience; a brochure targeting senior academics will be written differently to a communication for prospective students.

Always consider your audience and remember that we flex our tone and content when we speak to different people, for example; undergraduates, postgraduates or our younger audience.

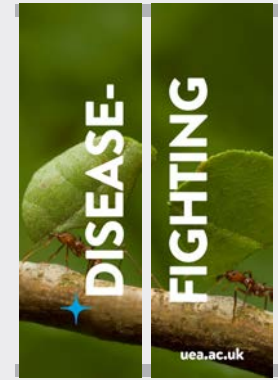


You can find out more about these tonal and content shifts in the full guidelines, found at <https://assetbank.uea.ac.uk>

COMMUNICATION EXAMPLES

THE BRAND IN PRACTICE

Online or offline, internal or external, the UEA brand should be consistent in the way it looks and sounds. Below are just a few examples of the brand in use.



If you're unsure about how to use these brand guidelines or if you have any questions, please contact brand@uea.ac.uk or publications@uea.ac.uk



Any questions?

*Please contact **brand@uea.ac.uk**
or **publications@uea.ac.uk***

<https://assetbank.uea.ac.uk>