

# We are Citizens of Change

Quick guide  
to becoming a  
Citizen of Change

Are you ready?

## OUR BRAND

# We are Citizens of Change

Diverse in our make-up and united in our ambition, we are Citizens of Change. We create, share and apply knowledge through education and research to change the world. We hold a TEF silver for our commitment to learning, and our students excel through our research-inspired education. We are in the top 25 of UK universities targeted by leading employers and 95% of our students are employed or in further study six months after graduating. We deliver world-changing research to improve and enrich lives. Strengths include space, archaeology, diabetes, cardiovascular and respiratory health, with 75% of our research recognised internationally.

Founded almost 100 years ago in the aftermath of the Great War, as the only living memorial and one of a handful Universities of Sanctuary. We are located in the UK's most ethnically diverse city, we are home to a family of 18,000 students, 4,000 staff from over 110 countries, and an ever-growing alumni community of 190,000. As we enter our second century we are continually transforming how our students and staff study, live and work, investing over £500 million in our vision for a dynamic urban campus. A leader in entrepreneurship, and a major industry partner, locally and globally, we foster and celebrate sustainable partnerships, most recently showcased in the £60 million venture that is Spark Park Leicester.

Our motto 'Ut Vitam Habeant (so that they may have life) drives us to build better futures as we ensure a continued spirit of generosity and collective social conscience as Citizens of Change.

## The proposition



**We are  
Citizens  
of Change**

**Diverse in our makeup and united in ambition – we pursue excellence in knowledge and learning to transform our community, our world and beyond.**

## OUR IDENTITY ELEMENTS

# Our pillars

### **Inclusive community**

Located in the UK's most ethnically diverse city, we are an open-armed institution made up of staff and students from over 100 countries. Our diversity goes far beyond ethnicity, celebrating knowledge and experiences from many perspectives. We believe what makes us different as individuals makes us stronger as a community.

### **Research with global impact**

Our world-class research is driven to further knowledge and to save, improve and enrich lives, both in Leicester and around the globe. Through a focus on excellence and a collaborative and interdisciplinary approach, our challenge-led research is shaping the way we understand this world and beyond.

### **Entrepreneurial spirit**

The world around us does not stand still. New challenges arise, crises occur, our reliance on technology grows. We stay ahead; embedding entrepreneurship in our approach to education – fostering sustainable partnerships and empowering our alumni to create far-reaching and lasting impact.

### **A research-inspired education**

The creators, discoverers and thought-leaders of tomorrow are not just built in the lecture theatre. Through research-inspired learning, real-world experience and teaching from those leading their fields, our tailored learning experience gives students the knowledge, confidence and connections to work and succeed anywhere in the world.

### **A heritage of kindness**

'Ut vitam habeant' (So that they may have life) has been our motto from the day we opened our doors in 1921. Built as a living memorial to those who lost their lives in WW1, we have always existed to improve lives. This spirit of generosity and collective social conscience still stands strong today – driving us to build better futures, in our local community and wider society – making our heritage as true today as it's always been.

## OUR IDENTITY ELEMENTS

# Our logo

Our logo's classic design has been simplified to create a bold, confident and modern logo. Our logo must appear on every communication we create. There are two options a white logo in a red bar and a red logo used out of the bar.

### Using the bar for top tier applications

For standard paper A sizes, the red bar should be 80% of the paper width.



Top tier applications consist of covers, website masthead, posters, banners, emailers, signage, merchandise external brand comms (partnerships).

### Logo out of the bar for lower tier applications



Lower tier applications consist of book spines / inner pages, website / email footers, small uses where heavy ink coverage would disrupt logo elements.

### Example of how to use a partner logo in the red bar



# How to use our logo

The logo should appear in the red bar or reversed out of the bar depending on the type of communication required and should not be modified.

### Unacceptable versions of the logo and the use of backgrounds



The logo must not be expanded or condensed from its standard proportions.



No elements of the logo should have their colours altered.



Do not place the logo over a background without the red bar



Ensure the logo has clear space around it



The logo should not be reproduced less than 30mm wide within the box.

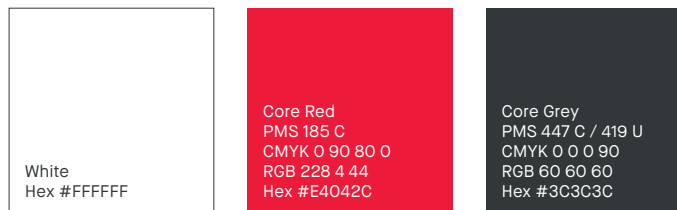
## COMMUNICATION ELEMENTS

# The brand in practice

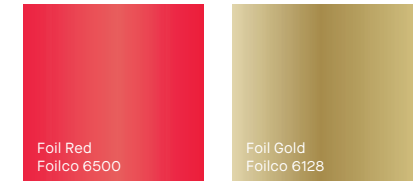
### Core palette

Our colour palette splits into four areas, core brand, primary, brights and supporting darks. Our core brand colours consist of an energised masthead red, balanced with white space and supported by a deep grey for body text and mono iconography. Our primary colours are confident and bold, and used for headings and large text.

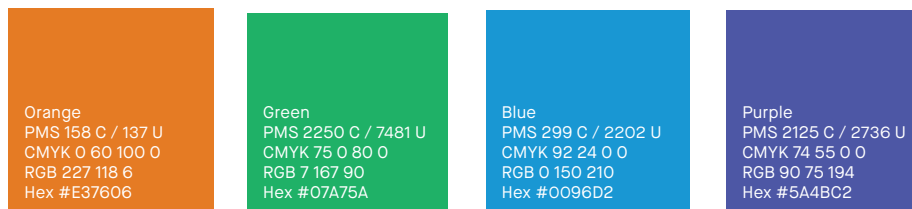
#### Core colours



#### Foils

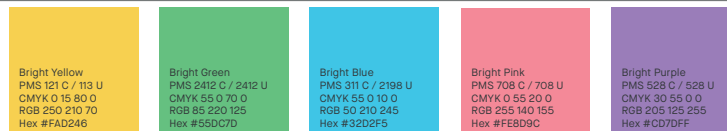


#### Core palette

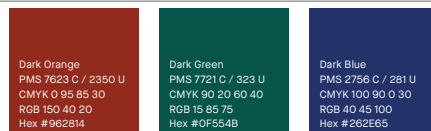


### Supporting palette

#### Brights



#### Darks – to be confirmed



#### Neutrals – to be confirmed

Our brights bring vibrancy and energy into illustrated assets and charts, while Supporting Darks aid warmth and sophistication, used as backdrops for contrasting text and in information design assets.

## OUR IDENTITY ELEMENTS

# Typography

Our primary typeface is **Maison Neue**, a sans serif font and we use it in Book and Demi. It is a highly legible font and has a friendly, elegant appearance.

**For system fonts** substitute Maison Neue for Arial Bold and Regular for headlines and body.

Our secondary typeface is **Tiempos Headline**, a serif font and we use it in Medium and Regular. A contemporary serif striking a balance between practicality and elegance.

**For system fonts** Substitute Tiempos Headline for Georgia Regular for sub headings.

**All headlines are written in maison neue, book or demi in sentence case.**

**Sub headings are written in Tiempos Headline, medium and regular and in sentence case and use the core grey colour where possible.**

Standfirst is set in Tiempos Headline Light.

Body copy is set in Maison Neue Book and no smaller than 8.5 pt.

## OUR IDENTITY ELEMENTS

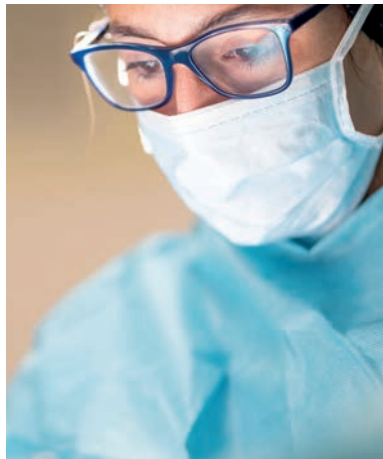
# Photography

### Brand imagery: Overview

1. Citizens of Change



2. Citizens



3. Campus life



4. Subject / research



5. Places

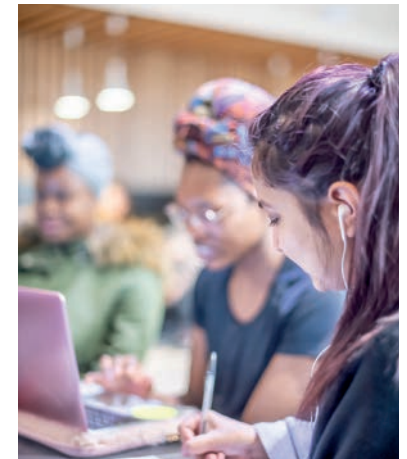




## OUR IDENTITY ELEMENTS

# Photography

Brand imagery: Campus life

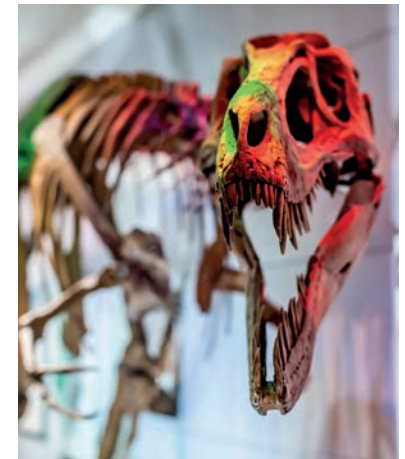
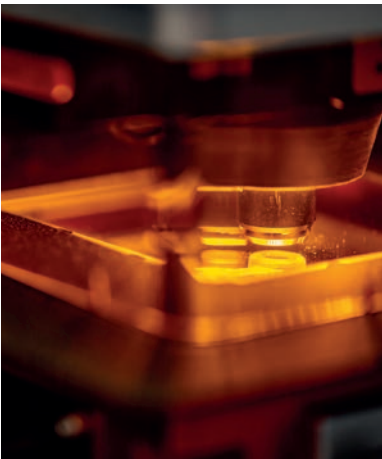


- People enjoying life at Leicester.
- Natural engagements, warmth.
- Not posed, reportage.

## OUR IDENTITY ELEMENTS

# Photography

Brand imagery: Research subjects



- Dramatic reportage photography with a sense of events unfolding.
- Clean, striking still life photography with a clear focus and intriguing subject matter.
- Clear focus, dramatic composition, thought-provoking subject matter.

## OUR IDENTITY ELEMENTS

# Photography

### Brand imagery: Places



- How we show UoL's buildings, environments and facilities in their best light.
- Inspiring, place-making, pulling out character and personality of the places.

## OUR IDENTITY ELEMENTS

# Our tone of voice

Everything we write and say shows the world who we are. Our words convey our unique personality and let everyone know that we are:

**Diverse in our make-up and united in our ambition – we pursue excellence in knowledge and learning to transform our communities, the world and beyond.**  
**We are Citizens of Change.**

### **Citizens of Change**

We craft our words using four key principles – we are inspiring, inclusive, confident and unexpected.  
When you're writing for the University of Leicester, be:

#### **Inspiring**

We use an active voice to uplift our readers.

#### **Inclusive**

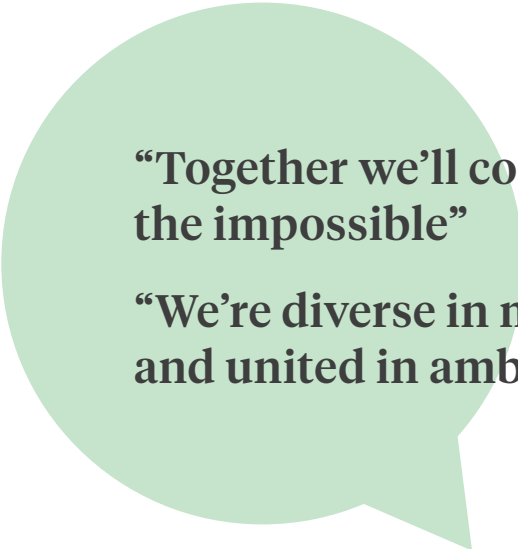
We speak encouragingly to be clear that our arms are open.

#### **Confident**

We communicate assertively to show our expertise.

#### **Unexpected**

We express ourselves boldly with strong language.



**“Together we’ll confront  
the impossible”**

**“We’re diverse in makeup,  
and united in ambition”**

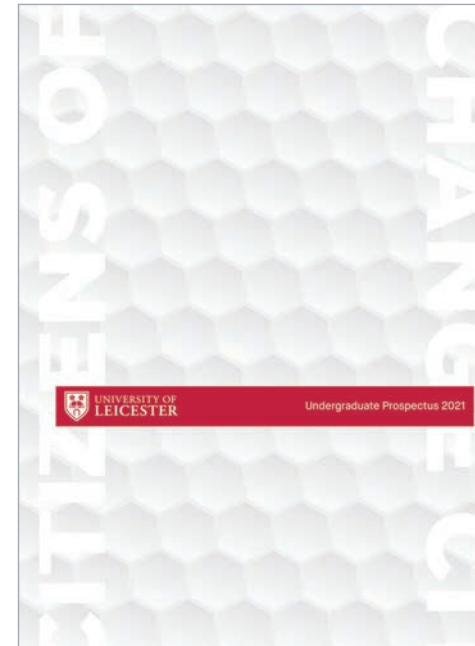


## COMMUNICATION ELEMENTS

# The brand in practice

For all communication the UoL brand should be consistent in the way it looks and sounds. Below are just a few examples of the brand currently in use.

UCAS Stand



Prospectus



Social – Instagram

The Citizen (staff)



The Citizen (students)



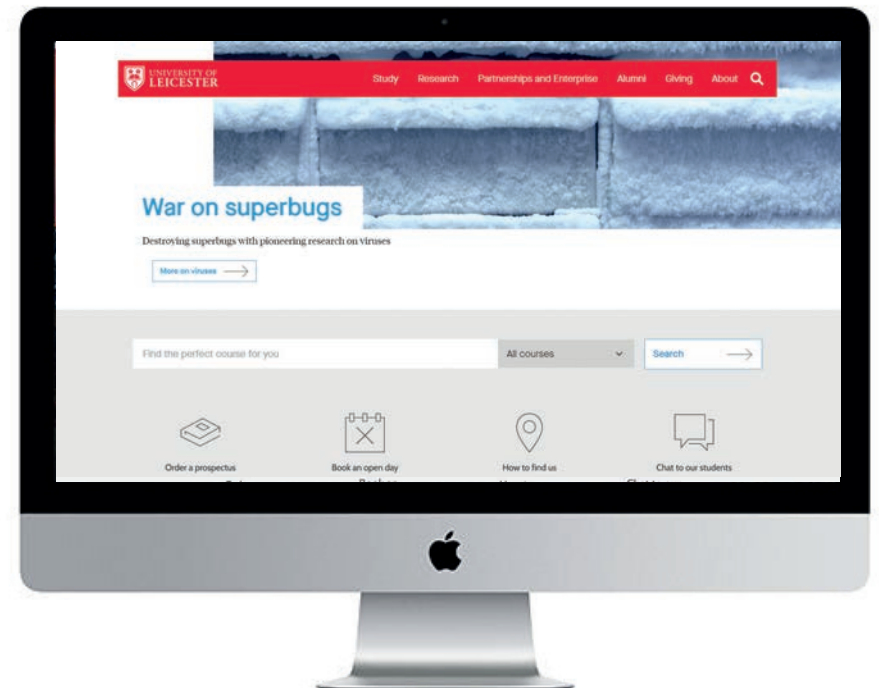
Banner



T shirts



Web home page



Video



Email headers



**University of Leicester**

University Road, Leicester, LE1 7RH, UK

**t:** +44 (0)116 252 2674

**w:** [www.le.ac.uk](http://www.le.ac.uk)