Visual identity guide

Getting the most out of the new visual identity

Last updated December 2019

DRAFT
This guide aims to provide you with all the necessary information, templates and tips needed to work with the new visual identity.

**Why a new visual identity?**

The library visual identity has been developed in line with the University branding to provide a consistent, clean and professional image across all publications whether online, printed or in the physical library buildings. It allows the library to have its own style/theme whilst still embracing the main branding of the University.

**When to use the visual identity**

The visual identity should be applied to all online and printed publications, except in certain circumstances where it may not be necessary, such as social media campaigns or themed events.

**What’s included?**

- Colour palette for the University Library as a service as well as colours for each individual site and sub-service
- Fonts
- “Explore the possibilities” is the tagline which is included by default on the range of templates available
- Range of templates in varying layouts and file formats for both printed and online publications
- Suite of icons for specific services, policies, facilities or key information
Colour palettes

Newcastle University Library
Main colour
RGB - 0, 168, 225
CMYK - 73, 13, 2, 0
Darker comp. colour
RGB - 0, 44, 95
CMYK - 100, 73, 10, 48
Lighter comp. colour
RGB - 163, 218, 232
CMYK - 35, 0, 6, 0

Philip Robinson Library
Main colour
RGB - 198, 12, 48
CMYK - 3, 100, 78, 13
Darker comp. colour
RGB - 141, 27, 61
CMYK - 30, 98, 56, 28
Lighter comp. colour
RGB - 212, 97, 121
CMYK - 7, 80, 33, 0

Walton Library
Main colour
RGB - 0, 174, 172
CMYK - 77, 7, 38, 0
Darker comp. colour
RGB - 0, 80, 92
CMYK - 100, 12, 28, 59
Lighter comp. colour
RGB - 160, 214, 210
CMYK - 36, 0, 14, 0

Law Library
Main colour
RGB - 127, 127, 127
CMYK - 52, 43, 43, 8
Darker comp. colour
RGB - 0, 0, 0
CMYK - 75, 68, 67, 90
Lighter comp. colour
RGB - 192, 192, 192
CMYK - 25, 20, 20, 0
Marjorie Robinson Library Rooms
Main colour
RGB - 255, 182, 18
CMYK - 0, 30, 95, 0
Darker comp. colour
RGB - 235, 98, 45
CMYK - 0, 76, 100, 0
Lighter comp. colour
RGB - 248, 228, 152
CMYK - 0, 5, 35, 0

Special Collections
Main colour
RGB - 198, 12, 48
CMYK - 3, 100, 78, 13
Darker comp. colour
RGB - 141, 27, 61
CMYK - 30, 98, 56, 28
Lighter comp. colour
RGB - 212, 97, 121
CMYK - 7, 80, 33, 0

Writing Development Centre
Main colour
RGB - 0, 174, 172
CMYK - 77, 7, 38, 0
Darker comp. colour
RGB - 0, 80, 92
CMYK - 100, 12, 28, 59
Lighter comp. colour
RGB - 160, 214, 210
CMYK - 36, 0, 14, 0

Print Services
Main colour
RGB - 127, 127, 127
CMYK - 52, 43, 43, 8
Darker comp. colour
RGB - 0, 0, 0
CMYK - 75, 68, 67, 90
Lighter comp. colour
RGB - 192, 192, 192
CMYK - 25, 20, 20, 0
Which colour palette should I be using?
Here's some examples:

- Self-guided tour booklet for the Philip Robinson Library
  Use the Philip Robinson Library palette

- PowerPoint presentation on how to use Library Search
  Use the main University Library palette

- List of services/resources for Writing Development Centre - Use the main Writing Development Centre palette

- Popup banner about the Library to be used at outside events
  Use the main University Library palette

Further guidelines on using the colours

- Text and headings usually work best in either the main or darker complementary colour
- The lighter complementary colour may often work well as block backgrounds for text you may wish emphasise
- Complementary colours, by design, should only be used together with the main colour
- Colour palettes should never be mixed, e.g. using the University Library main blue, combined with the Philip Robinson darker complementary red
- White text should not be used on any of the lighter complementary colours
Say hello to your new font, Derailed.

This is what I look like as plain old Derailed.

But I can also go heavier, as Derailed Bold.

Or even heavier as Derailed Extra Bold.

Sometimes though, subtle works best - I’m Derailed Light.
Fonts

The visual identity font is Derailed which is available in a number of different weights.

How to use font weights

• Derailed Regular should be used as the main paragraph text
• Derailed Bold or Extra Bold can be used for headings or to emphasise text within a paragraph
• Derailed Light can also be used where suitable, for example to be more subtle

Please note, Derailed Bold (and others) are different fonts. It is not recommended to simply apply ‘Bold’ to the Derailed Regular font, instead, switch fonts to Derailed Bold.

These fonts are preinstalled on all University student and staff machines operating Windows 10.
Icons

A suite of icons has been developed to relate to specific services, facilities, policies or key pieces of information.

How to use the visual identity icons

• The icons can be used to complement text, label or title
• Each icon is available in each of the main colour palettes
• Standard black and white versions are also available
• They can be used on a plain/transparent background or with a circular background.
The things we do here make a difference out there.

Find out more at ncl.ac.uk/from From Newcastle. For the world.
University branding

The University logo

The university logo should be included at least once on all publications (even if it’s just the front cover).

Brand guidelines are available online at: [newcastle.sharepoint.com](http://newcastle.sharepoint.com) listed under Marketing in Top Tasks.

Versions of the university logo are available in the relevant folders on the staff ‘G/T drive’ (see page 29):

- Full colour red/blue logo
- Black only
- White only

Other logos

The Customer Service Excellence logo should also be used, if space, wherever possible. A range of other commonly used logos are available within the same folders.

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University Library. Explore the possibilities.
Left – booklet template
Right – Notice template
Bottom – Presentation template

Out of Order
We apologise for any inconvenience. This problem has been reported and will be fixed as soon as possible.

Welcome to my fantastic presentation
December 2019
Visual identity templates

A range of templates in a variety of formats to help you easily work with the visual identity.

No need to start from scratch!

The templates have been developed to make it easier for you to design publications in the new visual identity. They are available in a range of styles, layouts and file formats in each of the colour palettes.

The following pages show examples of each of the templates along with usage tips and guidelines.

Each of these are available on the staff ‘G drive’ (see page 29 for more information):

G:\Marketing and Communication\Visual Identity
School of Psychology

Library Activity Report and Action Plan 2019-20

Example of the Booklet template
Booklet template

This template can be used to produce a portrait booklet in a range of sizes.

- High-impact/visual front and back covers
- Template is in PowerPoint format
- Can be printed or digitally delivered
- Full-page photography can be used throughout to space out the document and add visual effect

If the booklet is to be printed it is important to ensure that the total number of pages is a multiple of four. This ensures no blank pages are left at the end of the printed document. The first page should be the front cover and last page should be the back cover.
Document template

This template may be more suited to larger or longer textual content, such as an instruction sheet, or where there is less need for the inclusion of imagery.

• Better suited to large amounts of text
• Provides a large editable content area
• Should be printed in black and white unless absolutely necessary to be in colour
• Template in Word format

Useful tip: When copying and pasting in text from other sources (such as old templates or web pages), if the new visual identity format is not automatically applied, try instead choosing 'paste special' and selecting 'unformatted text'.
Notice template

Use this template for signs that do not require a large amount of text, for example:

- A “Welcome” event sign
- “Out of order”
- Today’s opening hours

The templates are available in a range of colours, orientations and sizes (A5, A4 and A3).

Examples:

Out of Order

We apologise for any inconvenience. This problem has been reported and will be fixed as soon as possible.

The Library is open until 9pm tonight

The service desk is open until 7:30pm.

Please remember to bring your student card if you leave the building even for a short period of time.
Presentation template

This template is ideal for delivering presentations relating to the library.

• High impact visual opening slide
• Set options available to choose from (or use your own)
• Minimal main slide templates allow maximum space for your content
• Optional generic closing slide showing Library Help and contact details

Example:

*Image of a presentation slide with the heading "Welcome to my fantastic presentation" and the text "December 2019"*

What will we cover

• Why our Visual Identity needed updating
• What the Marketing and Communications group have done
• When you might choose not to use the VI
• What support, advice and help is available
#5 – Banner template

The example shows a promotional banner in the visual identity style. A basic template has been provided as an option. They can be produced by Print Services as a canvas rollup/down banner or a hard polyboard.

If you require more information on banners or would like one produced please speak to Print Services.

More templates?

In response to feedback on the visual identity there may be a need for us to develop new templates or tweak existing ones. There may be instances where a template won’t do or simply isn’t necessary but you still want to use the visual identity style.

For example stationery for an open day or to promote a new service. In this scenario it is recommended where possible to refer to the fonts, colours and icons sections of this document and comply where possible with this guidance.
Don’t forget to take regular breaks and stay hydrated whilst studying.

Level 1
You can eat cold food and have covered drinks in YourSpace.

Level 2
You can hot and cold food & drink in the café.
In OpenSpace, you’re welcome to have cold food & covered drinks.

Levels 3 and 4
Only covered drinks are allowed.

Water fountains are available on Levels 2, 3 & 4

Example: a banner using elements of the visual identity
Some general tips for using the templates

• When starting a new publication always refer to the latest templates folder (don’t duplicate them to your own folders) - they may have changed since you last used them

• Try not to overlap elements of the visual identity with your content

• Don’t underestimate the power of ‘white space’ and spacing out your content so it’s not too close to the edge of the page, other content/images or the visual identity elements

• If including website addresses, consider removing the “http://” prefix, for example:
  • Shorter/good/friendlier - www.ncl.ac.uk/library
  • Longer/bad/unnecessary - http://www.ncl.ac.uk/library

• Consider using full page photography especially when using the presentation or booklet templates to add visual effect and space out your publication/presentation

Guide: Accessibility and our Visual Identity
Your guide to creating accessible content for our customers
libguides.ncl.ac.uk/accessibility

Guide: Marketing, Promotion and Feedback
libguides.ncl.ac.uk/libmarketing
Accessing the visual identity assets

Everything is available on the staff G drive, right here:
G:\Marketing and Communication\Visual Identity

Here you’ll find:
• This guide
• Fonts, icons, colour palettes
• University Logo and other useful logos (such as CSE)
• Templates and examples of use
• Links to the online guides

All of these folders are read-only – nothing can be saved in this folder nor can the template files be modified or overwritten in these folders.
Images and photography

The use of visuals in your publication or presentation can increase engagement, professionalism and improve the overall look and feel. There are many places you can go to find the right image to suit your needs.

University Photo Library - photolib.ncl.ac.uk

The university’s central repository for photography and marketing materials. Full-resolution downloads requires sign-up, or speak to Clare Stogden or Stephen Harding.

The ‘G drive’

G:\Marketing and Communication\Promotion\Promotional Photographs

G:\Marketing and Communication\Promotion\Social Media\Photographs-copyright cleared

On the web

- Collections Captured - Special Collection’s photo repository
- Pixabay.com - attribution-free photography (CC Zero Licenced)
- Bridgeman Images (accessible via Library Search) has a huge range of art related material, allowed for use in teaching/learning purposes
- Flickr.com/commons - images with varying types of usage licence
- Wikimedia - commons.wikimedia.org
- iStockPhoto.com - stock photography available to purchase
- Unsplash.com - copyright-free
General tips and guidance

Whilst adding photos or images can improve a design, if used incorrectly, they can have the opposite effect and look unprofessional.

• Don’t disproportionately stretch an image – keep the same aspect ratio - in most cases holding shift while resizing will prevent this
• Ensure your image is of a high enough quality or resolution
• Zoom in to 100% and check there is no pixilation
• Higher resolutions are required if your publication is going to be printed – doing a test print will show you if it’s suitable quality or not
• If adding text on top of an image (which can be used to good effect) ensure that all of the text is readable with enough contrast

Copyright and help finding images

For more information on copyright and finding and using images visit the Images guide at libguides.ncl.ac.uk/images.
BAD examples

- Above – low quality / resolution image
- Right – disproportionately stretched

Good example (below)
Publishing and printing

Whether your document is to be printed or delivered via the web, once it is ready for public consumption we recommend:

• Saving as Adobe PDF (ensure you save as High Quality PDF if printing)
• This discourages unlawful editing and redistribution of your document
• It also ensures the correct display of layout and fonts

To save a document in Adobe PDF format simply choose ‘PDF’ from the dropdown box when saving via the ‘Save As’ box in any Microsoft Office application.

If printing large quantities in colour it is recommended to speak to the Marketing & Communications Group first.

Print Services

Based in the Philip Robinson Library, Print Services are able to print and produce your publications on a range of sizes and formats.

www.ncl.ac.uk/library/printservices