

Discover your strength.





Welcome to our new
brand identity style guide,
created to help tell our
story and communicate
our point of difference
in a more engaging and
consistent way.

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Discover your strength.

Discover what you're made of.

Wherever you are in life, ARU will help you unlock what's inside, giving you the power to create and embrace new opportunities. Uncover your strengths, find your purpose and be ready to make an impact.

Start here. Continue anywhere.

Why we exist

We exist to help
individuals unlock
their potential and
find their purpose.

What we offer

ARU gives you the opportunity to explore who you are and discover your strengths.

We provide an active, applied education that empowers you to find your purpose and gain the knowledge, skills and experience to achieve your ambitions.

How the brand acts and interacts

Open

We embrace fresh ideas and different perspectives, always curious about what's possible and excited to explore what's next.

Empowering

We champion your ambition and encourage you to chase your dreams, we're there to support and motivate you every step of your journey.

Spirited

We focus our energy and enthusiasm where it matters, ensuring our positivity always shines brightly.

2. Brand assets

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Our logo



Our master logo

Our logo is taken from the elements that make up our historic crest. Combining the iconic heron of Anglia with the heraldic crown in a modern, elegant emblem gazing with confidence into the future.

Herons symbolise self-reliance and inner strength, the perfect symbol for the ARU community.

Our lowercase wordmark is friendly, open and approachable.



Our logo variants

Our master logo comes in various formats, each designed to best serve different dimensions to maximise size and impact.

Format variants



Horizontal



Portrait



Small space portrait



Extreme format

Our logo with descriptor lock-up

Alongside our master logo we also have a template for locking up an extra descriptor to our wordmark.

This can be used in situations when we need to leverage the existing equity in the full name, Anglia Ruskin University, at launch and in externally facing comms, such as out of home advertising.

This can also be used for brand architecture when labelling campuses, schools or research institutes.

Always seek guidance from the ARU Brand Team before creating lock-ups.

Logo with full name lock-up



For launch and externally facing comms

Logo architecture for campuses/
schools/research institutes



Heron supergraphic

Where appropriate, the heron emblem can be split from the wordmark for maximum impact. This should be reserved for situations where the viewer is already aware of ARU, such as on campus, in merchandise or where the name appears in text.

The heron can be cropped into, as long as it is still clearly recognisable.

Supergraphic



Merchandise



App icon

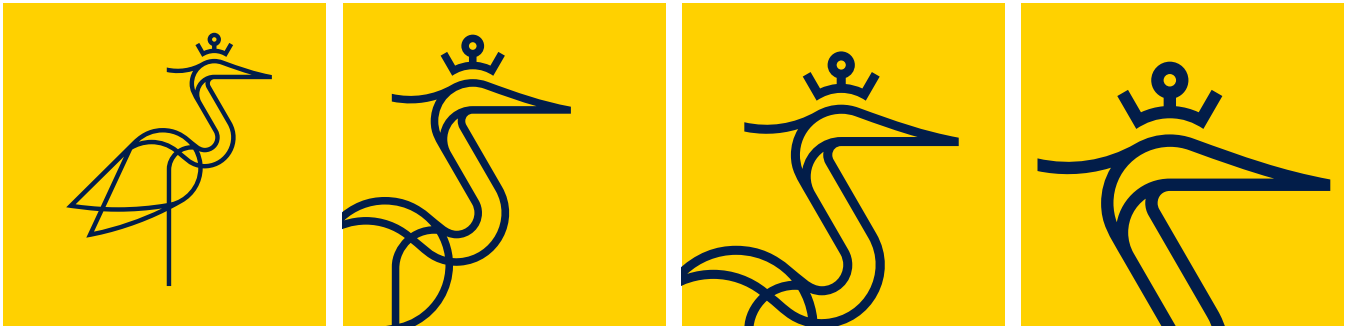


Cropping the heron

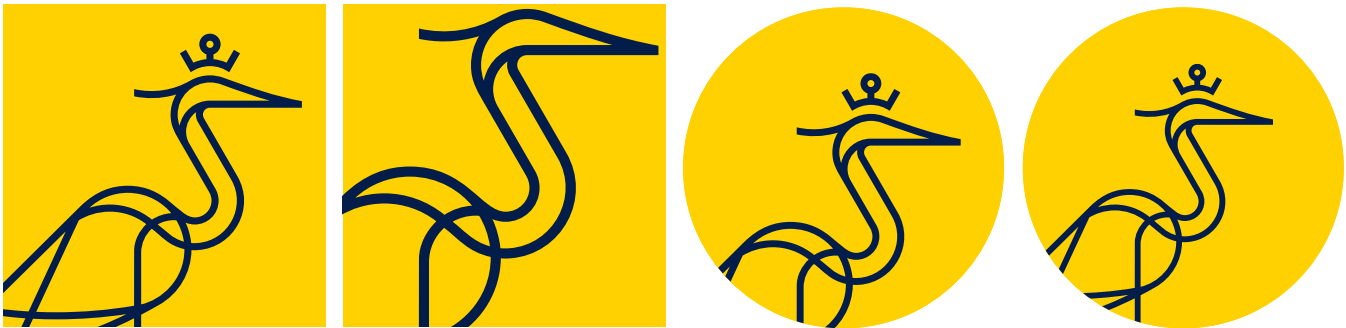
When cropping the heron, always keep the head and crown as the distinct focus.

Avoid crops which feel too busy, or do not result in smooth curves or line endings.

✔ Like this



✘ Not this



Master logo animation

This 2-second animation is designed to be used as a sign-off or endframe for brand communications.



1. Starting on a flat blue background, the heron starts to draw in from extremities.



2. Heron outlines continue to draw in and connect.



3. Heron form becomes clear.



4. As soon as the heron finishes being drawn the wordmark begins to fade in.



5. Once the wordmark reaches full opacity the crown appears.



6. End on the full logo.

Heron reveal animation

This 10-second animation is designed to be used as a reveal for the heron and our new, initialised name.



1. Starting on a flat blue background, a curve draws in.



2. Hard cut as the wings draw in...



3. ...and curve to form the outline of the body.



4. Hard cut to abstract curves blending to outline the neck.



5. The head draws in working backward from the tip of the beak.



6. And lastly the head feather appears.



7. Zoom out as the word mark fades in.



8. The descriptor wipes in left to right.



9. And finally the crown appears.

Our typography

Aa
|
Zz

Our typography

Our typography is bold and distinctive, and showcases our open, empowering and spirited brand principles.

ARU Raisonne, our headline typeface is affable and idiosyncratic. Use it big and bold for headlines and pull-out text to demonstrate our confidence and character.

For consistency we only use a single weight for headlines, DemiBold.

Raleway is our secondary, more functional typeface. It features a few of the same quirks as Raisonne, but is simpler and more legible. Use it to support Raisonne for all body copy and less dynamic typography.

Both typefaces have extensive OpenType stylistic alternatives, such as lining vs old style numerals, ampersands and ligatures. Explore these when appropriate to add extra interest and intrigue to your designs.

Headline typeface — ARU Raisonne

AaBbCc

DemiBold AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,?!@#\$\$%^&*()

Secondary typeface — Raleway

Bold AaBbCcDdEe 1234567890
Regular AaBbCcDdEe 1234567890
Light AaBbCcDdEe 1234567890

Typography usage

Key takeaways

ARU Raisonne Demibold

- Use large and with confidence
- Set leading around 120% of type size
- Full stops after headlines
-

Raleway

- Use for body copy and functional text
- Bold – subheads
- Regular – body copy
- Light – use sparingly for additional content



Our colour

Our brand palette

Our colour is one of our key differentiators, use it confidently and consistently to build awareness and equity.

Our brand palette consists of rich blue and accent yellow, our core colours to be used across all applications.

Our colours are accessible to WCAG AAA standard when used together, so can be used on all formats and at all sizes.

Key takeaways

- These are our brand colours
- Use them with confidence throughout communications
- Ensure you are using the appropriate colour values for the format. Wherever possible, in print use the PMS values
- Use our brand colours in whichever proportions are appropriate to the application

Please note: These colour breakdowns follow the Pantone conversion but are submitted without a full media test.



Accent yellow PMS 109C

CMYK 0-20-100-0
RGB 255-209-0
HEX #FFD100

Rich blue PMS 2768C

CMYK 100-90-13-60
RGB 7-29-73
HEX #071D49

Our information palette

Our information palette is designed to be used in very exceptional circumstances where we need additional colours. These are not brand-defining colours.

Usage should be limited to infographics and iconography only, and never be used for large areas of colour, typography or colour coding.

Our functional colours are accessible to at least WCAG AA standard when used with white.

Key takeaways

- Only for use in iconography or infographics, and some specific applications in digital
- For accessibility, only use in combination with a white background/white text
- Never allow the information palette to detract from our core brand palette

Please note: These colour breakdowns follow the Pantone conversion but are submitted without a full media test.

Orange
PMS 173C

CMYK 0-82-94-2
RGB 207-69-32
HEX #CF4520

Red
PMS 1945C

CMYK 5-100-55-28
RGB 166-9-61
HEX #A6093D

Purple
PMS 2597C

CMYK 80-99-0-0
RGB 92-6-140
HEX #5C068C

Cyan
PMS 3005C

CMYK 100-31-0-0
RGB 0-119-200
HEX #0077C8

Teal
PMS 3282C

CMYK 100-4-56-8
RGB 0-133-120
HEX #008578

Our icons



Our icons

Our icons are simple and easily comprehensible used to aid navigation and understanding.

Take inspiration from the form of our heron emblem when selecting icons from stock providers. Look for simple, keyline forms and ease of recognition. Line endings should be squared off.

The options opposite are all taken from iStock. Recommended illustrators when browsing for icons are:

- Vladislav Popov (shown)
- Rambo182
- Victor
- FingerMedium

Where possible keep our icons in our core brand blue or yellow, but when necessary our icons can be also be used in our functional palette for additional standout.

Key takeaways

- Simple keyline style
- Instantly understandable
- Squared off line endings
- Can appear in either the brand palette or functional palette

Food and drink



Campus life



Get in touch



Health and fitness



Tips on stock icons

Some simple and easy tweaks to stock icons help them feel a part of our look and feel, and ensure consistency across the brand.

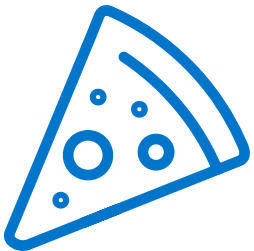
When downloading stock icons, always try to find ones that are still supplied with an editable stroke, rather than an outlined shape, so that line endings and line weights can be easily adjusted.

From – iStock

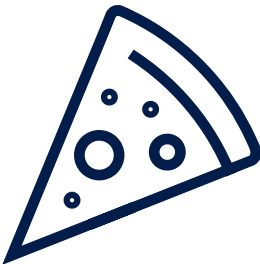
Issues

To – ARU

Improvements



- Rounded join at tip
- Rounded line endings on crust



- Mitred joint
- Square line ending



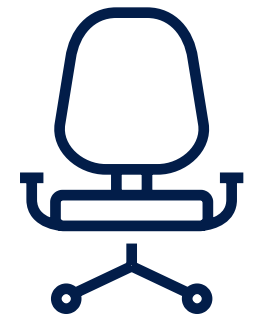
- Rounded line endings



- Square line endings



- Rounded line endings
- Too complicated



- Square line ending on armrests
- Removal of one wheel to simplify



- Rounded line endings
- Curved joins
- Not perfect circles



- Square line endings
- Sharp corners
- Perfect circles

Things to avoid

Stock icons



SYNERGISTIC SKILLS



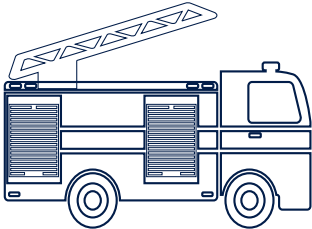
Where possible avoid abstract themes that require a description



Icons with perspective



Filled-in icons



Detailed images with multiple stroke weights



Hand rendered iconography



Busy scenes

UI icons

These icons are created for use as navigation within screen interfaces and digital experiences.

They follow the same stylistic form as our other icons, but are much simpler for use at small sizes.

- Key takeaways**
- Simple keyline style
 - Instantly understandable
 - Squared off line endings
 - Sharp corners
 - Can appear in either the brand palette or information palette

Functional icons

Tick	Cross/close	Expand	Minimise	Chevron	Dropdown	Error
✓	✕	+	—	➤	▼	!
⓪✓	⓪✕	⓪+	⓪—	⓪➤	⓪▼	⓪!
①✓	②✕	③+	④—	⑤➤	⑥▼	⑦!

Our infographics



Our infographics

Our infographics are designed to make complex data accessible and easier to understand.

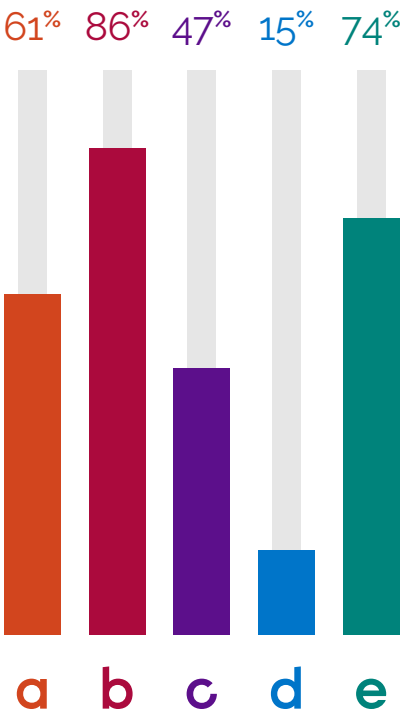
Infographics can use our functional palette to aid understanding. A 10% black can be used for additional background architecture within infographics, but should never be used elsewhere.

To maintain accessibility, make sure text is placed on a white background, and where possible avoid using colour alone to differentiate categories.

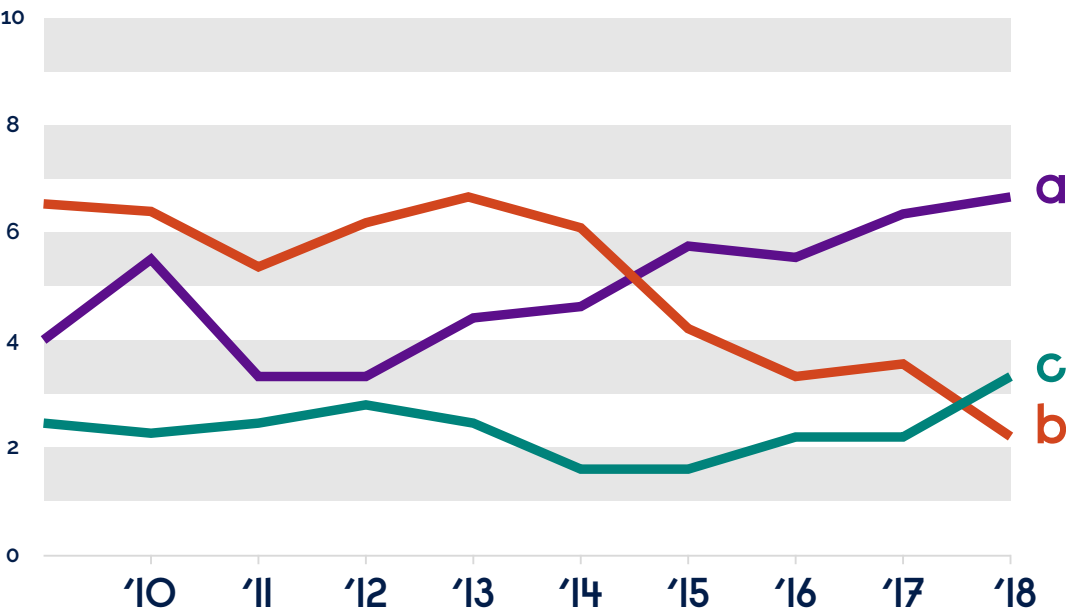
Key takeaways

- Bold use of colour
- Include clear legends and labels
- Ensure information is easy to understand

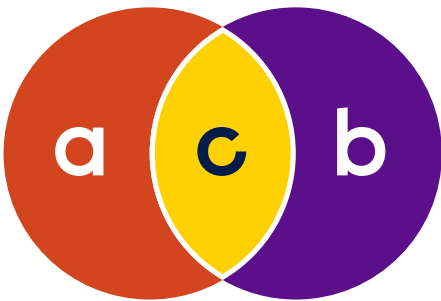
Bar chart



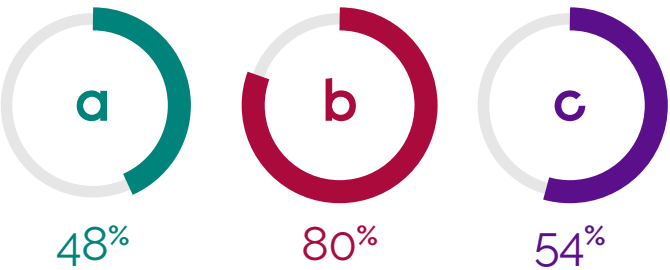
Line chart



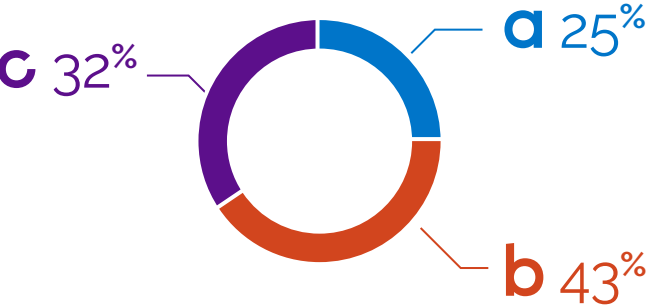
Venn diagram



Doughnut chart



Doughnut chart with legend



Our photography



Our photography

We have two types of photography – portraiture and action shots.

Portraiture leads our content and celebrates the quiet moments of self-actualisation that ARU helps students to achieve. It should hero individual students in a setting appropriate to their story.

Action photography explains the student's journey of discovery to their current state. These images focus on active moments of collaboration and work.

Portraiture



Action



Portraiture

Portraiture heroes our individual students, alumni and faculty with authenticity and vibrancy. These should be static shots with a single subject.

Focus on capturing genuine moments of emotion, allowing the subject's personality to come through. There is no right or wrong emotional response, as long as the subject is happy to be photographed. Some people may look more awkward on camera, others more confident; always try to capture the subject's character.

Art direction

- Ensure the subject is the sole focus in the shot
- The background should be slightly out of focus
- Allow plenty of space around the subject for content
- Natural lighting

Styling

- Look for bright, interesting backgrounds, with a clean area around the subject
- Subjects should be dressed in their own clothes, however they feel comfortable, but without visible logos or loud/clashing patterns



Action

Action photography captures students, alumni and faculty working, collaborating and actively participating in their environment.

Action shots should feature small groups of people working together, or individuals interacting with someone off camera.

These should be candid shots that don't feel posed for the camera. As with our portraiture, try and capture authentic moments of emotion.

Art direction

- Ensure the people are the primary focus in the shot
- Slightly closer crops than portraiture
- The background should be slightly out of focus
- Natural lighting
- Include extras in the background for context

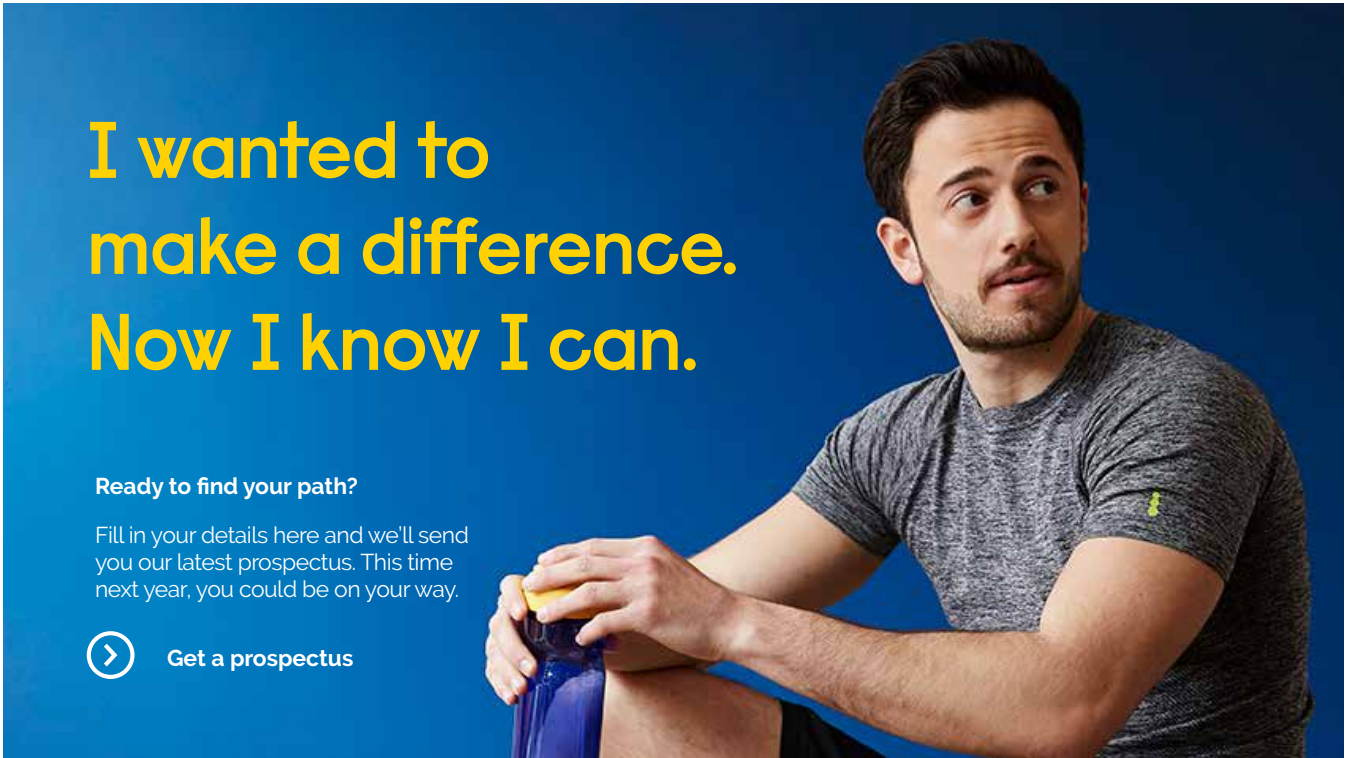
Styling

- Look for interesting locations relevant to their story
- Subjects should be dressed in their own clothes, however they feel comfortable, but without visible logos or loud/clashing patterns



Photography usage

When commissioning photography or choosing images, make sure you have enough clear space within the image to add a prominent headline, subhead and our logo.



Casting

When casting for photoshoots, celebrate the broad diversity of the ARU community. Maintain a balance of current students, alumni and faculty and reflect a balance of ages, ethnicities, genders and abilities.

Select subjects with an interesting story of self-development that can be told in supporting copy in conjunction to the photography. These stories do not have to be grand monetary successes, rather small moments of personal fulfillment.

For example:

- “I wanted to make a difference, now I know I can.”
- “I know what I’m made of. Time to show the world.”
- “This is what I’m meant to do.”



Updating our existing images

Here are some tips on how to take our existing library of images, and subtly update them using Photoshop to match our new style, which is characterised by rich colour and deep contrast.

Tips

- Start with an image that is compositionally simple, and has a background with a single dominant colour
- Increase the saturation slightly, to add more colour intensity
- Create a subtle S-curve in the curves adjustment to add more tonal contrast
- Remove any large or distracting objects from the background

Existing



Updated



3. Tone of voice

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Why do we need a tone of voice?

Language isn't just about sharing facts. It's also about connection.

A distinct tone of voice carries our personality and spirit. It tells people who we are – what we're like and what we believe in.

Alongside visual branding, our voice builds a sense of belonging, pride and enjoyment everyone can share. When visual design isn't there (for example on audio channels), our voice can stand on its own.

This guide will show you how to write in our tone of voice, bringing the ARU spirit and purpose to life in a consistent way, while adapting to different audiences and situations. So we can be the voice that brings us together as a community.

A voice with a purpose

At ARU, we're here for a reason. And that's to help you 'Discover your strength'.

This purpose has different facets to it. Something that comes through in our tone of voice. We bring this out using our brand principles, 'open', 'empowering' and 'spirited', translated into experience through language.

Our principles
These come through in everything we write.

Open

Reflecting a breadth of perspectives and possibilities.

Empowering

Giving you the tools you need to set your path and lead the way.

Spirited

Focusing on what matters with energy, optimism, warmth and pride.

Open

We embrace fresh ideas and different perspectives, always curious about what's possible and excited to explore what's next.

Our Open quality creates a sense of exploration, inspiration and possibilities – for everyone.

Communicates:

- Innovation
- Inclusion
- Sustainability



Like this

Which course?

Let’s do this.

Discover what you’re made of.



Not this

Choose a course.

You need to do this.

Get ahead at ARU.

Open

Think:
Inviting, inclusive, welcoming, free, broad horizons, blank canvas, infinite possibilities

Steer clear of:
Excluding, prescriptive, dictatorial, restrictive, narrow, absolute, assumptions

How to get it right

So many possibilities
What do you think?
Make yourself at home

Use questions to open readers' minds:
'What's next?' 'Where will you go?'

Embrace inclusive language:
'All' 'Everyone' 'us/we'

Be collective:
'Let's do this' 'Join in' 'Together'

Use verbs of discovery:
'Find out' 'Explore' 'Take a look' 'Discover'

Be open-ended:
'Perhaps you'll...' 'You might even...' 'You could...' 'Your future is...'

Empowering

We champion your ambition and encourage you to chase your dreams, we're there to support and motivate you every step of your journey.

Our Empowering quality instills self-belief, encourages action and feels transformative.

Communicates:

- Resilience
- Inclusion
- Sustainability

 Like this

 Not this

Wherever you want to go, there's a campus to get you there.

See our campuses.

Do more than just learn – live your future.

Learn from the best at ARU.

Be yourself. Find your crowd. And get the most out of living at ARU.

Student housing provides plenty of opportunities to make friends and get involved.

Empowering

Think:
Inspiring, instills confidence, devolves responsibility, allows agency, equal footing, yours for the taking

Steer clear of:
Belittling, patronising, overbearing, obscure, assuming superiority, overfamiliar

How to get it right

You’re in charge
Make your mark
We’ve got you

- Lift up and encourage:**
'You'll be able to', 'You can...' 'You'll find...'
- Keep it clear, specific and accessible:**
Not obscure, vague or too clever
- Be action-oriented:**
Use the active voice with clear next steps and action points
- Messages of transformation:**
Use subtle wordplay to show a shift 'I wanted to make a difference, now I know I can'
- Use verbs of agency:**
'Build', 'create', 'forge', 'be', 'make' – especially at the beginning of sentences

Spirited

We focus our energy and enthusiasm where it matters, ensuring our positivity always shine brightly.

Our Spirited quality lifts our messages with warmth, positivity and a ‘can-do’ attitude that supports Open and Empowering.

Communicates:
Entrepreneurial
Innovative

 Like this

 Not this

Open Day – you in?

Meet us at an Open Day.

Welcome home.

Accommodation at ARU.

Something we love.

An activity that students enjoy.

Spirited

Think:
Spark, fire, drive, passion, personality, infectious energy, excitement, humour where appropriate

Steer clear of:
Dull, robotic, formal, routine, going through the motions, flat

How to get it right

Let’s get to it
I’m in
It all starts here

Use verbs and phrases of feeling:
'Be part of' rather than 'Take part', 'Join in' rather than 'Come along to', 'We love' rather than 'People enjoy'

Conversational touches:
Be conversational where it feels appropriate but don't be overfamiliar or slangy

Vary sentence length:
Combine short, sharp phrases with longer sentences to bring energy and pep

Use verbal colour and surprise:
'Get a taste of' rather than 'Try', 'Book your spot' rather than 'Register now'

Quotes and stories

Our people and their experiences are some of the most powerful advocates for our brand. We use their quotes and stories to bring our values to the forefront in an authentic way.

Our first person quotes and stories should always support our brand promise 'Discover your strength'. This means choosing quotes that show Transformation, Purpose and where appropriate, Belonging.

Transformation

It helped me be more powerful, have more strength and be more creative.
I came out of my shell. ARU has done that.
I wouldn't be at this point if I hadn't come here.

Purpose

It's helped me discover my passion. And it's helping me reach my vision.
I was studying subjects while practicing them at the same time.
I want to be a vocal teacher so I can help people with their passions.

Belonging

It's like coming home.
It's so inclusive and welcoming.
They inspired me to grow and keep going.
It's the confidence they have in you.

Flexing the tone

Our tone of voice has to work hard. To talk to different audiences. To deliver different messages. To flex for different formats. And to help us live our values.

Inclusion. Resilience. Sustainability. These are the values that lie at the heart of everything ARU does.

To deliver these values and communicate all facets of 'Discover your Strength', our messages have to move between a few worlds.

Individual

The value we bring each person

Collective

The value we bring to the world around us

Exploring

The way we help people discover their strength

Belonging

The inclusive nature at the heart of ARU

To meet these different messages, we bring certain tones to the forefront while the others play a supporting role.

Champion: Empowering
Support with: Open and Spirited

If you have the dream and the drive, there's nothing to stop you. How far you go is up to you, but ARU will be there to help you make it happen. Ready to unlock your potential? Let's get to it.

Use to: Encourage and inspire

Individual

Champion: Open & Empowering
Support with: Spirited

At ARU, belonging starts with being yourself. Whatever your story, whatever your start, make yourself at home and find your future here.

Use to: Show inclusivity and build resilience

Exploring

Champion: Open
Support with: Spirited and Empowering

Good things happen when we work together. For us. For our communities. For the world. Ready to be part of something big?

Use to: Show possibility and celebrate change

Collective

Champion: Open & Spirited
Support with: Empowering

Fresh perspectives. Diverse stories. New experiences. These are the things that turn a campus into a community. Together we're building a bright future. You in?

Use to: Promote inclusivity and sustainability

Belonging

How it all comes together

– Student life proposition



Open & Empowering: Exploratory verbs reinforce the bold message.

Empowering: Shows the shift and supports the idea of transformation and discovery.

Discover your purpose

The things you’ve always wanted to do and the things you never thought you could. It starts here.

Spirited: Short and punchy ending brings energy and an open feeling of possibility.



Being a student at ARU

Students at ARU are part of a vibrant community. With opportunities to develop skills and meet new people, it’s a place where people belong.

Champion transformation: The focus is too heavily on belonging and not enough on individual transformation.

Lacks energy and purpose: Overly prescriptive and descriptive. Avoid using ARU in headlines – the reader is already in our world.

Feels passive: The opening is impersonal and repetitive. Lack of personal pronouns creates a disconnection between the reader and the brand.

How it all comes together

– Course description



Architecture, construction and survey

Ready to leave your mark on the landscape? Get the experience and exposure to do just that. Our accredited courses are designed for visionary individuals to learn the broad skill sets needed by the industry.

Open: Starting with a question puts the reader in the right mindset and creates an energy of possibility.

Empowering: Short, punchy sentences and action-oriented verbs bring a 'can-do' feeling.



Architecture, construction and survey

We have a wide-range of architecture, construction surveying degrees to suit all ambitions. Most accredited by professional bodies, our degrees provide the necessary skills and knowledge to pursue a career in architecture.

Stilted language: Lacks energy and excitement with neutral, overly formal language.

Impersonal: Feels removed from the reader, creating a barrier that alienates rather than empowers.

How it all comes together

– Activities' description



Up your game

Open and Spirited: Short and punchy statements with active verbs create energy. Benefit-led with a focus on individual transformation.

Empowering: Inclusive language creates a welcoming sense of belonging.

Get moving. Make friends. Challenge yourself. Sport at ARU is about more than the game. Whether you're a newbie or a seasoned pro, there's a place for you on the team.



Sport at ARU

There's a wide range of sporting activities available at ARU. With first-rate sporting facilities, train and play with your fellow students and be part of team recognised for their excellence.

Formal language: Overly descriptive, neutral language lacks energy, excitement and benefit.

Feels exclusive: The focus is on the excellence of ARU, not the benefit to the students that take part.

How it all comes together

– Social media post



Open and Spirited: Opening with an inspiring question engages the reader and gets them on our level.

Empowering: Inclusive language and benefit-led messages reassure the reader with a clear CTA.

@ARU Ready to meet your future self? Join us at our next Open Day on 27 April to get a feel for ARU life. Sign up today [LINK]



@ARU Register for our next Open Day on 27 April. We're looking forward to meeting you!

- Lacks energy:** Too functional – there's no excitement or possibility.
- Too formal:** Formal language makes us feel removed from the reader. Use of exclamation mark makes the message feel forced.

Quick style notes

General style rules

- Always write in natural, conversational UK English.
- Avoid using idioms, colloquialisms and cultural references when speaking to international audiences.
- Avoid using exclamation marks.

Our name

- Our logo says 'a.r.u' but we always write ARU in body copy when referring to ourselves.
- We always refer to ourselves as ARU not Anglia Ruskin University.
- Avoid using 'ARU' in headlines.
- Where possible, let's refer to ourselves as 'we' or 'us' rather than ARU or the university.

Quotes

- For pull quotes in headlines, don't use quotation marks and cite the person's name and degree/status:

It's like coming home.
Dora Papadaki,
Popular Music BA

- For inline quotes that are part of sentence, we use a colon and double quotation marks:

Final-year Nursing student Hollie Lawrence, 21 said:
"As a student nurse, I feel like this innovation is really going to help me."

Dates and times

- Our date format is day, month and year: 22 April 2019. Never use 1st, 2nd and 23rd.
- For times of day, use the 24 hour clock, not the 12 hour: 11.30, 18.00.

4. Best practice

Out of home ads	56
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Advertising – 48 sheet

I see so many
changes in all
of us and they're
all good ones.



a.r.u. | Anglia Ruskin
University



Dora Papadaki
BA (Hons) Popular Music

Advertising

– digital 6 sheet



Frame 01



Frame 02



Frame 03



Frame 04



Frame 05

Digital ad

– various formats

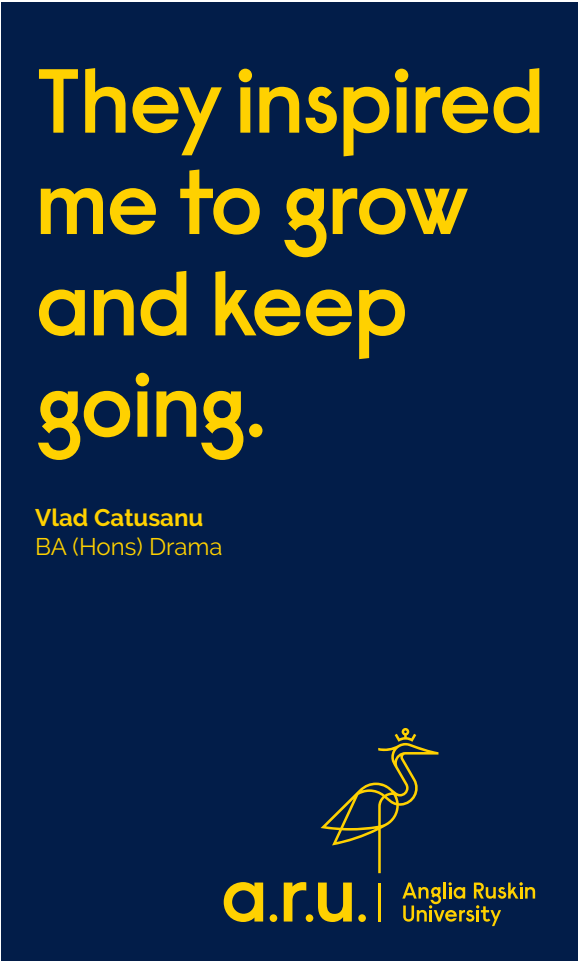
Story-based layouts



728 x 90px



300 x 250px



240 x 400px

Digital ad

– various formats

Image-based layouts.



728 x 90px



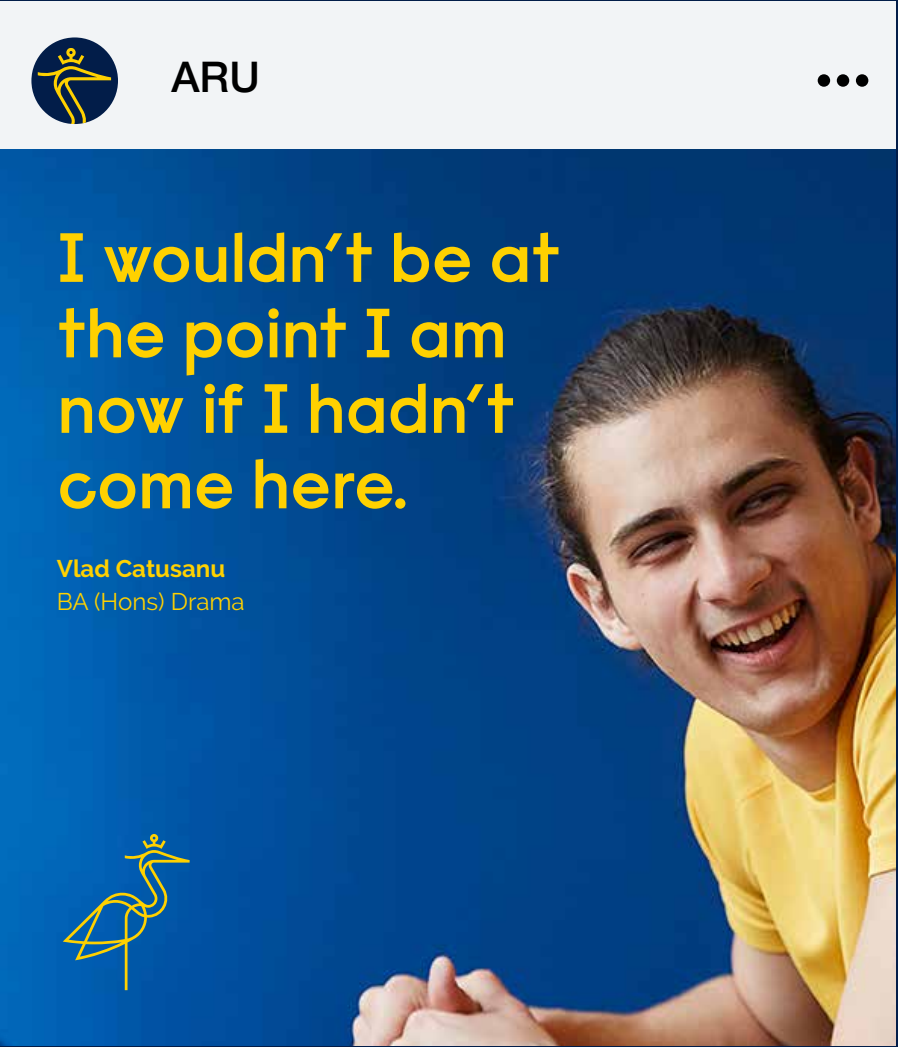
300 x 250px



240 x 400px

Social media

Instagram



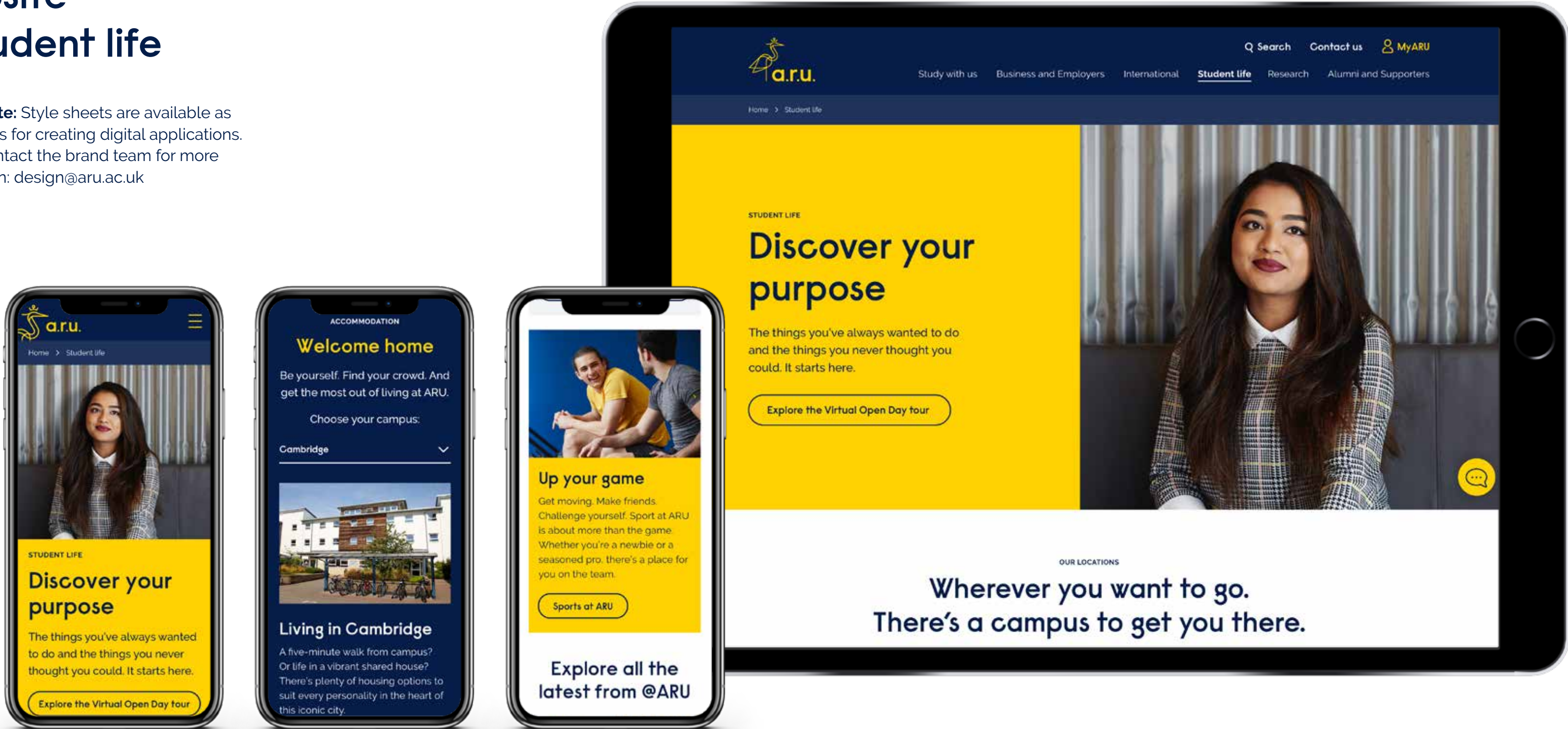
Facebook



Website

– student life

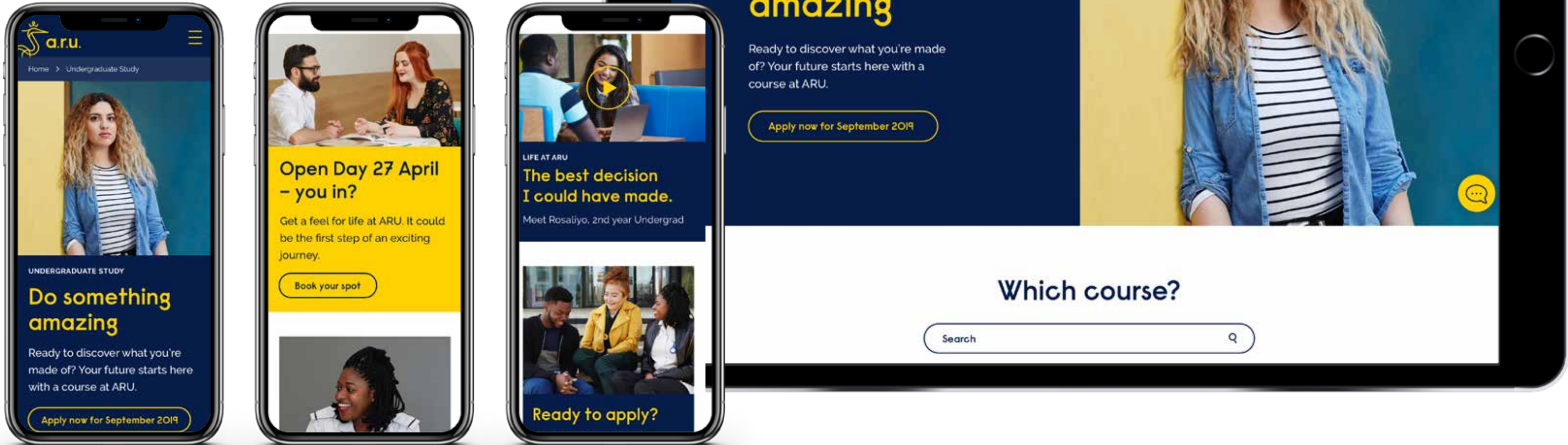
Please note: Style sheets are available as Sketch files for creating digital applications. Please contact the brand team for more information: design@aru.ac.uk



Website

– undergraduate study

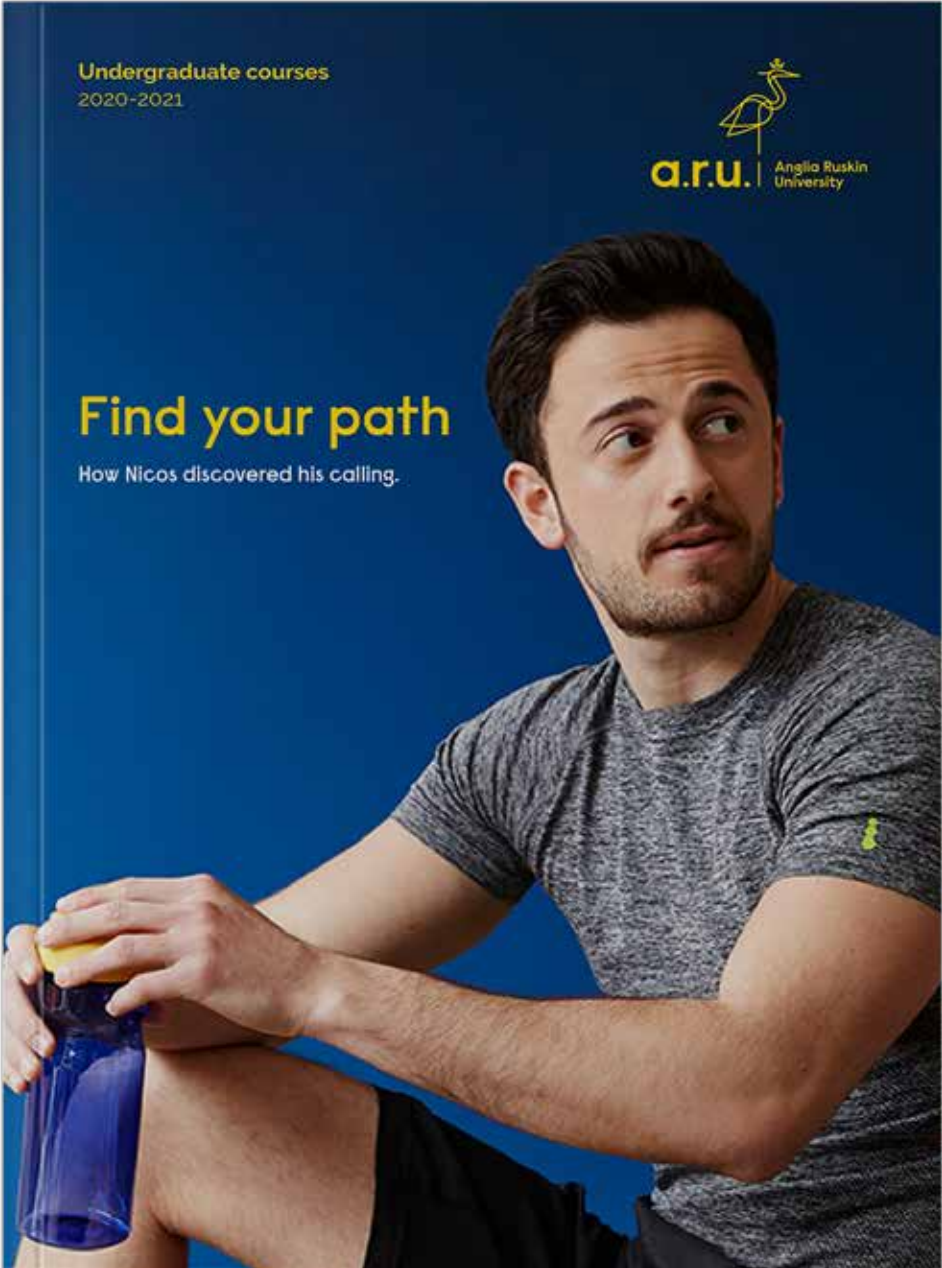
Please note: Style sheets are available as Sketch files for creating digital applications. Please contact the brand team for more information: design@aru.ac.uk



Prospectus



Undergraduate prospectus



Story-based editorial layout



Course spread

Postgraduate prospectus



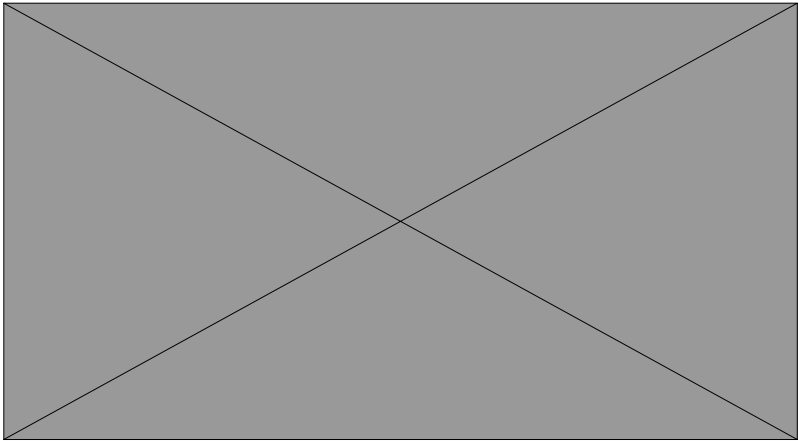
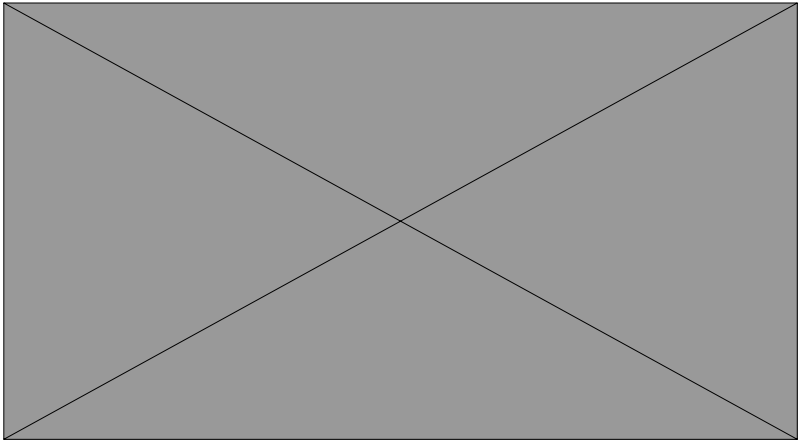
Table-based editorial layout

International prospectus



Text-based editorial layout

Business cards



All information on one side if doing one-sided printing, with the option of duplexing yellow card with hero logo on the reverse.



Launch ambassadors

Uniforms to be worn by student ambassadors during launch events, introducing the new name and descriptor logo lock-up.



Merchandise

More expressive versions of the logo to be used on student merchandise.



On-campus electric vehicle



Tote bags

Two-sided design with the logo on one side and a large headline on the other.



Merchandise



5. Contact

For any design queries relating to the ARU brand please contact:

design@anglia.ac.uk