Introduction

This toolkit is designed to guide staff and external agencies in the best use of the design elements in our new Drawn to Edinburgh campaign. The first part of the toolkit is for use with print communications and the second part for use with digital communications, as well as large format print. The toolkit is designed to evolve over time as usage increases.

This toolkit should be consulted in conjunction with the University of Edinburgh brand guidelines. Together, these guides will help you to express our brand, the University’s essence and its key strengths and reputation, to best advantage, while supporting the Drawn to Edinburgh concept.

All design elements are available as templates in a variety of formats for use with both print and digital communications.

The campaign rationale

What draws you to Edinburgh?

For some it’s the University’s top 50 global ranking, for others it’s our world-leading research and teaching, and for many, it’s the city of Edinburgh itself.

Thousands of undergraduate (UG) and postgraduate (PG) students from across the globe are drawn to Edinburgh to study every year – in fact, more than 35,000 in 2016.

The Drawn to Edinburgh campaign celebrates the diversity of the University, what it offers and the reputation it enjoys.

The campaign revolves around a key concept and statement: ‘Drawn to Edinburgh,’ with the letter U in the word Edinburgh highlighted in different ways to accentuate that this campaign is about what draws you to Edinburgh.
Design elements

The marque – alignment

The generic campaign marque (shown right) and the three variations (see page 5) each highlight one key reason why the target student audience may be drawn to Edinburgh. Illustration, supported by photography as required, is used throughout the campaign to provide a further visual tie-in to the ‘drawn’ concept.

The Drawn to Edinburgh campaign marque described in this toolkit should be present on any recruitment materials that are being produced for recruiting students for the 2017/18 academic year to help support the University’s recruitment campaign. This will ensure a strong, consistent style in all our recruitment marketing.

The copy within the marque can be positioned underneath or aligned to the right-hand side, as shown right.

The marque – vertically aligned

Drawn to EDINBURGH by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk

The marque – horizontally aligned

Drawn to EDINBURGH by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk
Chapter 9: Drawn to Edinburgh Campaign
www.ed.ac.uk/brand

The marque – four versions

The generic copy and secondary variations

The generic campaign marque (1) and the three variations (2–4) each highlight one key reason why students may be Drawn to Edinburgh.

The generic marque can be used when recruiting all potential student groups. When specifically recruiting UG, PGR or PGT students, a further variation of the marque has been supplied for each audience, based on the specific drivers which market insight has shown are most likely to draw these groups to Edinburgh.

Availability

The artwork shown is available to anyone in the University to use as part of their UG / PG recruitment campaigns.

- The content and layout of the Drawn to Edinburgh marque cannot be changed, however, if you have a specific USP for your school or subject area that market insight has shown appeals to your target audience, please contact Communications and Marketing to discuss having this new marque created for you in the campaign style.

- The Drawn to Edinburgh campaign artwork will be available to download from www.ed.ac.uk/brand.

1. The generic marque

Drawn to Edinburgh by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk

2. For use with UG recruitment campaigns

Drawn to Edinburgh by our world-class city

You are in good company. Our 23,000-strong undergraduate community call Edinburgh home. Learn more at www.ed.ac.uk

3. For use with PGR recruitment campaigns

Drawn to Edinburgh by our world-leading research

You are in good company. Our 4,500-strong postgraduate research community is changing the world, one discovery at a time. Learn more at www.ed.ac.uk

4. For use with PGT recruitment campaigns

Drawn to Edinburgh by our worldwide reputation with employers

You are in good company. Our 7,000-strong postgraduate taught community are a step ahead on the global career ladder. Learn more at www.ed.ac.uk
The marque – colour variations

- The marque will be available in two-colour or single colour format.
- The two-colour format always uses 282 blue as the main colour and an additional contrasting colour to highlight the letter U in the word Edinburgh.
- When using the marque in single colour format, the marque can be in black or white. When using the white marque, you can choose a background colour from the list shown bottom right.
- You can download the marques in all of the colour options at www.ed.ac.uk/brand.
- See page 8 for the full Drawn to Edinburgh colour palette.

The two-colour marque

Drawn to EDINBURGH by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk

The single colour marque – black

Drawn to EDINBURGH by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk

The single colour marque – white

Drawn to EDINBURGH by our world-class university

You are in good company. More than 35,000 of the world’s brightest minds study here. Learn more at www.ed.ac.uk

The white marque – background colour palette

- Black 2425 207 3025 7475
- 282 3135 226 3435 391
The marque – print sizes and placement

The marque should always be:

• placed on the back page of your communication to ensure that the University of Edinburgh corporate logo can be displayed on the front and is the more prominent of the two;
• aligned to the left margin;
• surrounded by clear space that is at least the width of the letter U in Edinburgh as shown in examples A and B below.

Marque widths for

A5: 45mm
A4: 63mm
A3: 88mm
Fonts and colour palettes

Swiss font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The marque and its variations are produced using the Swiss font and will be available for you to download. All copy used alongside the marque should be Swiss, if Swiss is not available, Arial should be used.

You can use any of the following colours from the University of Edinburgh’s main, bright and muted colour palettes in your Drawn to Edinburgh campaign communications.
Illustrations

Illustration (or drawing) is central to the Drawn to Edinburgh campaign identity, providing a strong link between the Drawn to Edinburgh campaign copy and visuals.

A bank of original illustrations owned by the University has been curated and will be updated over time to include illustrations specific to each school, for use with Drawn to Edinburgh campaign communications. If there isn’t an appropriate illustration, we recommend using a generic illustration of the University or the city from the image bank.

Guidance for using illustrations

• The main visual element for any printed student recruitment material should be an illustration.

• This illustration can be sourced from the University image bank, www.ed.ac.uk/brand, or you can use any other illustration that is relevant and appropriate to your subject, school or service, as long as you have the appropriate right to use this image in your printed communication. The University also has an account for images at istockphoto.com. Please contact Communications and Marketing (CAM) for details if you would like to use it to source an illustration.

• The illustration design element should wrap over the central fold to the back of your printed communication where possible. For examples of and exceptions to this rule, see page 13.

• You should always ensure that the University of Edinburgh corporate logo is used appropriately on the front cover.

• It is recommended that you colour all illustrations in a similar style, using the colours from the University’s palette highlighted in this toolkit, for background tints, line stroke and secondary colours to ensure brand consistency. The hand-drawn line stroke element should always be coloured in blue 282.

Please note:

• The cover illustration on the UG Prospectus 2017 is restricted. Please contact CAM for further information.

• CAM is not responsible for purchasing or obtaining rights for illustrations unless there has been a prior agreement.

Examples of original illustrations

Examples of illustrations after Drawn to Edinburgh branding elements have been applied
Photography

In addition to illustration, photography can also be used as a secondary design element in printed Drawn to Edinburgh communications. A bank of original photography owned by the University has been curated and will be updated over time to include more photography specific to each school.

Guidance for using photography

• The main visual element for any printed student recruitment material should be an illustration, with photography used as a supporting element when the illustration is not deemed specific enough to your subject area, school or service.

• The photography chosen should be of a reportage style and should portray people, places and objects relevant to your subject area, school or service.

• The photographic element should wrap over the central fold to the back of the printed communication. See page 13 for examples.

• You should always ensure that the University of Edinburgh corporate logo is used appropriately on the front cover.

• Photography can be sourced from the University’s image bank: images.ed.ac.uk. The University also has an account for images at istockphoto.com. Please contact Communications and Marketing (CAM) for details if you would like to use it to source a photographic image.

Please note: CAM is not responsible for purchasing or obtaining rights for photographic images unless there has been a prior agreement.
Using illustration and photography
Guidance for the three different styles

The following three pages show the three styles in which illustration or illustration and photography can be used as part of Drawn to Edinburgh printed campaign material. The examples shown are for an A5 brochure. All templates are available to download from: www.ed.ac.uk/brand

Style 1
The illustration selected for the front cover should relate to the faculty or course. The illustration should wrap over the central fold to the back cover.

Example of an A5 brochure

Front and back cover

Front cover
Using illustration and photography
Guidance for the three different styles

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**Style 2**

The illustration selected for the front cover should relate to the faculty or course. In this case, the illustration does not need to wrap over the central fold to the back cover. Instead, a band of photographic images specific to the subject area, school or service should be introduced above the footer, and should wrap round from the front to the back cover.

Example of an A5 brochure

Front and back cover

Front cover
Using illustration and photography
Guidance for the three different styles

Style 3
Where an illustration relating directly to the faculty or programme is not available, a generic illustration of the city or University should be selected from the illustration image bank. This may or may not wrap over the central fold to the back cover depending on the size and format of the illustration.

In addition, a band of photographic images specific to the subject area, school or service, should be introduced above the footer, and should wrap from the front to the back cover.

Example of an A5 brochure

Front and back cover

Front cover
Using illustration and photography
Guidance for the three different styles

Styles 1–3
Styles 1–3 apply on a double-sided leaflet as per the brochure examples shown previously. However, instead of images and photography wrapping around the front cover to the back cover, they wrap round from the front to the back page in a similar manner.

Example of a double-sided A4 leaflet

Style 1, front
Style 1, back
Style 2
Style 3
Powerpoint presentations

PowerPoint presentations should include:

- a front page incorporating the generic illustration that is included in the template. The front page should also include the corporate logo in the footer;
- a general page format that carries a main header relevant to the page content;
- a final page format which includes the relevant Drawn to Edinburgh marque in the footer.

All templates are available to download from: www.ed.ac.uk/brand
Roller/Pull-up banners

Many areas already have roller/pull-up banners and we recommend that these continue to be used if still relevant and appropriate.

If you feel there is a need to supplement or support the Drawn to Edinburgh campaign, here are our recommended suggestions.

Using a generic illustration and photography or a bespoke illustration:

• Ensure that the corporate or appropriate logo is used on the top band.
• The bottom band is for the Drawn to Edinburgh Campaign marque.
• If using a generic illustration, we recommend using a band of three photographic images underneath.

The template artwork will be available to download from: www.ed.ac.uk/brand
The marque illustrations

Guidance for using illustrations

When communications are produced for use online or at a large scale in print an illustrative element can be used within the letter U in the word Edinburgh.

The laurel illustration can be used to emphasise the University’s world-class reputation (as in the generic Drawn to Edinburgh marque) and the ladder to highlight our worldwide reputation with employers (as in the PGT/employability marque).

Use illustrations when they can be easily recognised and help convey the message relating to the marque.

Don’t use the illustration in small-scale animations, where the message is unclear.

The Drawn to Edinburgh campaign artwork is available to download from www.ed.ac.uk/brand.
Animated GIFs

Guidance for designing GIFs

When designing GIFs, follow the colour styles shown on previous pages using tinted coloured backgrounds. The GIFs should use a balance of illustration and photography to convey your message, and feature both the University logo and Drawn to Edinburgh marque. The illustrations should be clear and recognisable.

Use a balance of photography and illustration to convey your message.

The Drawn to Edinburgh campaign artwork is available to download from www.ed.ac.uk/brand.

Only the text can be amended in the GIF templates provided.
HTML newsletter

Guidance for designing a newsletter

HTML newsletters should use the Drawn to Edinburgh elements: illustration, photography, marque.

Please use a mixture of illustration and photography to represent your messages. The Drawn to Edinburgh marque should be placed subtly at the foot of the email.