Brand Essentials
Making us all look good

Chapter 5:
Welcome Campaign
Welcome Campaign | Toolkit

This document is designed to guide staff on the best use of the design elements used in our new Welcome Campaign.

The campaign revolves around a single, simple design element – a speech bubble, the significance of which is to portray a spoken ‘Welcome’. The connection to a spoken welcome has a friendly, warm message.

As well as the verbal connection the speech bubble is designed to be simple and eye-catching, appearing in a variety of colours to separate areas/departments and to function outwardly to visiting parties.

The following pages will show how the speech bubble design element should be used for maximum effect across a variety of print and digital media.

All design assets are available in a variety of file formats for use in print and online, eg banners, posters, flyers, presentations, email, badges and other advertising and way finding materials.

The samples shown here are the primary and secondary design elements and should be used when welcoming members of the public, new students and returning students. Additionally the Welcome design element can be applied to any correspondence with new members of staff.

The primary design element stands as a general ‘Welcome’ to all types of visitors and staff whereas the secondary design element stands as a more specific message for example at events where assisting staff and visitors interact.
Why use these guides?

The importance and significance of the University’s brand is explained in our Brand Chapter. These guides and this toolkit will help you express our brand and convey the University, its key strengths and reputation, to the best advantage.

As an extension of the University’s main brand, the ‘Welcome’ campaign embraces colours and fonts from the existing corporate logo chapter. The following chapters are designed to help you present a consistent, coherent and clear image that will support and enhance the ‘Welcome’ concept.
The Welcome Campaign Design Elements

The main design element is made up of the Corporate University blue (PMS 282) and red (PMS 199). Other colour variations are assigned to Postgraduate, Undergraduate, Online Distance Learning and International cohort and are made up of colours from the University’s ‘Brights’ palette. We have coloured both the bubble and ‘Welcome’ elements where the colours have been chosen to compliment each other together e.g. the yellow and blue of International. In all instances the reverse version will be the same design element in white on a coloured background. For the area design elements (i.e., Main, PG, UG, International and Online) we use the main bubble colour as the background with the design element in white on top. Other, as yet, unassigned area logos will feature a colour bubble but in all cases a blue ‘Welcome’
The Welcome Campaign Design Elements

The design elements below are made up of the rest of the colours in the University’s ‘Brights’ and ‘Muted’ palettes. These will be made available to the University departments who require them and can be downloaded alongside all the other design assets for the Welcome campaign. In all instances the ‘Welcome’ element remains in the University’s dark blue colour (PMS 282)
The Welcome Campaign Design Elements
Component parts

**PRIMARY DESIGN ELEMENT & SECONDARY DESIGN ELEMENT**
The bubble consists of two or three elements:
1. Bubble  
   Colours: PMS 282 & PMS 199  
   Font: Swiss Heavy  
2. 'Welcome' text  
3. 'Here to Help' text  

The ‘Bubble’ and ‘Welcome’ elements make up the main design element (A) and will be used for all initial front-facing, large format advertising. Essentially, acting as the introduction to the campaign.

The secondary ‘Here to Help’ element (B) is added for use at events when staff interact with visitors. Additionally, with the speech bubble design element gathering more recognition with the campaign we can use it to carry its own messages.

**THIRD ITERATION**
The bubble consists of three elements:
1. Bubble  
   Colours: PMS 282 & PMS 199  
   Font: Swiss Heavy  
2. 'Welcome Back' text  
3. 'Here to Help' text  

The ‘Bubble’ and ‘Welcome Back’ elements (C) make up a design element aimed at returning students with the ‘Here to Help’ element (D) is added for use at events when staff interact with visitors.

A. B. C. D.
The Welcome Campaign Design Elements
Secondary design element

These design elements appear with the ‘Here to Help’ tag line – for use at events where assisting staff can be identified as helpers and guide visitors to where they need to go. eg help desks, get connected and Student support offices. As with the primary design elements we have coloured both the bubble and ‘Welcome’ elements where the colours have been chosen to compliment each other together eg the yellow and blue of International. The same reverse rule as the primary design element will apply.

- **MAIN**
  - PMS 282
  - PMS 199

- **POSTGRADUATE**
  - PMS 3025
  - PMS 368

- **UNDERGRADUATE**
  - PMS 130
  - PMS 3025

- **INTERNATIONAL**
  - PMS 368
  - PMS 199

- **ONLINE DISTANCE LEARNING**
  - PMS 3025
  - PMS 368
The Welcome Campaign Design Elements
Secondary design

This is an example of where the design element is positioned off-page. The examples show the design element bleeding off the top and right edges in the Poster sample and just over the right edge in the Banner sample. It can simply serve as a different way to use the design element on top of photography – a design alternative for larger format work like posters and banners.

Importantly the word ‘Welcome’ should always be fully visible on the page, not too close to the edge.

To achieve this, the slightly altered design element below is used with ‘Welcome’ sitting further left within the speech bubble.
The Welcome Campaign Design Elements
Positioning of the University design element with the Welcome design element

The University design element should always be present on Welcome materials. Either of the three university corporate logos could be used and in either 2 colour, black, white or corporate blue. Again consistency of the use of the word welcome needs to be addressed here.
The Welcome Campaign Primary Design Element

Minimum size

The minimum size at which any design element should appear is determined by the size of the ‘Here to Help’ text. Being the smallest text element of the design element we know that if this remains readable then so will the rest of the design element.

Therefore the minimum size the design element should appear (including ‘Welcome’ and ‘Here to Help’) is 30mm in height.

Minimum size showing just the “Welcome” text is 27mm in height.

Please note:

• some pages in this guide feature design elements used below the minimum size as outlined opposite. This is for illustrative purposes only in order to show multiple examples within a single page.

• that the University logo cannot be smaller than 30mm when positioned with these design elements.
The Welcome Campaign Primary Design Element
Clear space

An area of clear space around the design element should be maintained at all times. This space is equal to the height of two letter ‘W’s from the word ‘Welcome’ in the middle.
The Welcome Campaign Templates
PowerPoint

The PowerPoint templates should be clean and simple with:

1. A striking front page.

2. A general page that carries either a tag line or a header relevant to the page content. Use of graphic element to pull out featured text.

3. A back page with design element, sign-off and any other details eg contacts. This page shows how a message can be used in the bubble.

Edinburgh has created global citizens since 1583
The Welcome Campaign Templates
PowerPoint – alternate cover and general pages

Some more options for the PowerPoint template suite. These reflect the signage options later in the Brand Guides.
The Welcome Campaign Templates
Pop-up bannerstand
The Welcome Campaign Templates
Poster layouts
The Welcome Campaign Templates
Pre-print signage and templates

Each example shows the colour-coded approach to signage.

These designs can be pre-printed/photocopied. Colleagues can create their own signage materials using PowerPoint for example and overprint to the pre-printed/photocopied versions.

The text should be in Arial font. We should adhere to disability friendly guidelines for signage and Arial is an ideal font to use for clarity. Use sentence case and use the space to the best advantage. In other words, make the signage message fit the space while still leaving enough space around the design elements.

An A4 sign with two or three words should sit comfortably at around 80 point size. If the message has more information please adjust size accordingly to fit neatly.
The Welcome Campaign Templates
Online Adverts

Below are some online banner examples.

Check all of our Welcome Events in 2015
www.ed.ac.uk/new-students

Postgraduate Welcome Event
15th September 2015
www.ed.ac.uk/new-students

School of Divinity
Undergraduate Welcome Day
10th September 2015
www.ed.ac.uk/new-students

International Welcome Day
13 September 2015
www.ed.ac.uk/new-students
The University uses dotmailer to create dynamic email campaigns/newsletters. dotmailer is a versatile ‘drag and drop’ type programme allowing the user to create effective visual email layouts without needing any html coding knowledge. We have created some basic banners to head up the campaign projects.

The sample to the right shows a clean, two column style layout with pre-prepared header. Other available elements include the thin, green strip (available in different colours) as a background for holding a second header or sentence. Finally there is a footer with the University charity status line.

The available files are all set to 600 pixels in width as per guidance from dotmailer.
The Welcome Campaign Templates
App Icon Design

The Welcome Campaign will have an Application (App) and below is icon to be used when advertising the App.