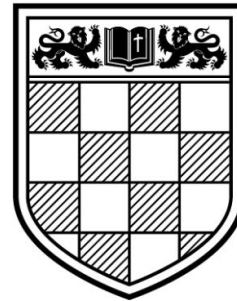


Brand Guidelines



UNIVERSITY OF
WINCHESTER
CENTRE FOR ENTERPRISE
DESIGN AND INNOVATION

The Brand

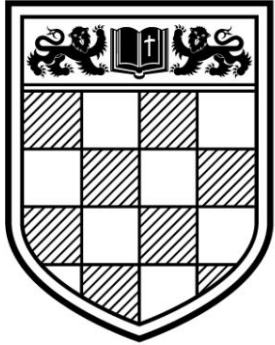
This is an individual project that has been asked to follow a pacific criteria from the brief. I am to provide a clear understanding for the Winchester CEDI Marketing Material to help support the 3D printing hub, networking events and training hub. This information will be used to teach people that are interested in this industry and that have experience of 3D printing as well as students.

For this individual project I have been asked to create posters, leaflets, business cards and other forms of advertising to help promote the CEDI Marketing Material. This will allow the public and students to know more about what's available regarding the 3D printing, networking and training hub.

Its important that the work that I produce has a clear understanding and that it can help people learn more about the types of equipment and resources that are on offer. As this project is about promoting and advertising its important that it's represented through the Winchester branding. This is to ensure that the same style is presented as its part of the university of Winchester facility.

The aim for this project is to educate and inform students about the CEDI Marketing Material as well as the website that they have and the two CEDI hubs that they are launching. A “How to” section will need to be included to help explain the CEDI department and the 3D printers.

Logos



UNIVERSITY OF
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DESIGN AND INNOVATION

Banner Logo 1.1



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DESIGN AND INNOVATION

The main logo is the Banner Logo (1.1)

Use this logo colour format as much as possible

Each of these logo designs have a boarder around them. This is to make sure that no text or images or graphics can enter the box at any time and that the layout fits safely. This is the official logo from Winchester University which can't be changed or adjusted in any way.



UNIVERSITY OF
WINCHESTER

Banner Logo 1.2

Square Logo 1.1

Colour Scheme for logo

Primary Colours

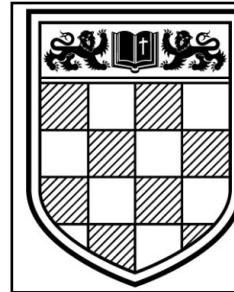


030101



FFFFFF

RGB HEX Codes



UNIVERSITY OF
WINCHESTER

CENTRE FOR ENTERPRISE
DESIGN AND INNOVATION

These are the main primary colours that I will be using for the CEDI Marketing Material Project logo. I have made sure to take inspiration from the University of Winchester branding style and have been instructed that this is the only logo that I am able to use for the brand guidelines.

Colour Scheme for marketing

These are the main colours that I will be using for the CEDI Marketing Material. These will be used to promote and advertise CEDI along with the University of Winchester. I have made sure to take inspiration from the University of Winchester branding style for the colours.

WINCHESTER PALETTE

WINCHESTER
PURPLE



C63 M96 Y32 K20
R99 G32 B84
HTML 632054
PANTONE 2622

WINCHESTER
RED



C41 M86 Y51 K29
R247 G193 B17
HTML F7C111
PANTONE 208

WINCHESTER
GREEN



C74 M32 Y43 K16
R37 G116 B120
HTML 257478
PANTONE 5483

WINCHESTER
YELLOW



C03 M25 Y95 K00
R247 G193 B17
HTML F7C111
PANTONE 108

WINCHESTER
OAT



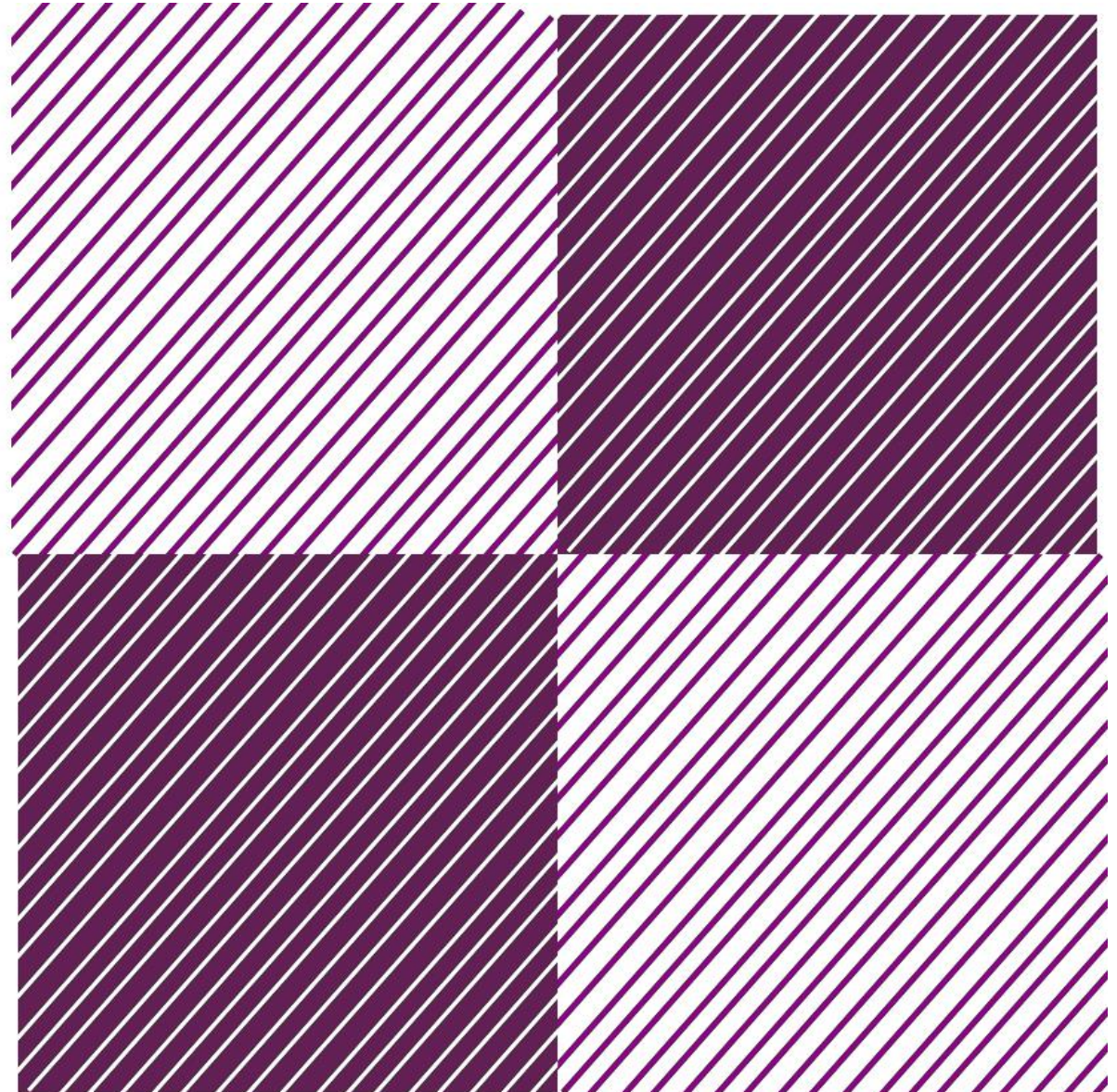
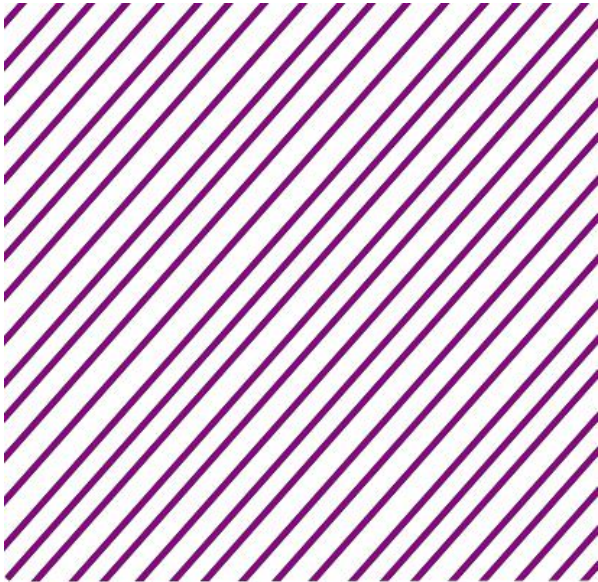
C30 M22 Y43 K0
R192 G188 B155
HTML C0BC9B
PANTONE 4545

Diagonal Unit

Diagonal Unit

These are an important aspect of the University of Winchester brand guidelines.

This is the diagonal unit that forms part of the square which will be used in the marketing material and is also used in the creation of the logo that's provided by the university of Winchester. It can be used in many colours but only from the brand guideline colours.





Personas



These personas are people that I am creating the CEDI Marketing Material for. Its my responsibility to provide the user with the information that they need to learn about the new 3D printing hub, the networking events and training hub. I need to convince the user to go to the CEDI website and explore the new equipment and venue.



Jacob

Jacob is an 18 year old student how is interested in going to Winchester university.

He has a big passion for 3D objects and is very interested to find out more about the new 3D printing Hub.

He is looking forward to looking around the new venue and finding out more.



Sarah

Sarah is an 35 year old teacher that is interested in working at Winchester university.

She is interested in learning more about 3D printing is willing to do more teacher training in with the university.

She is very much looking forward to see the new equipment and venue at the university.

Layout Design

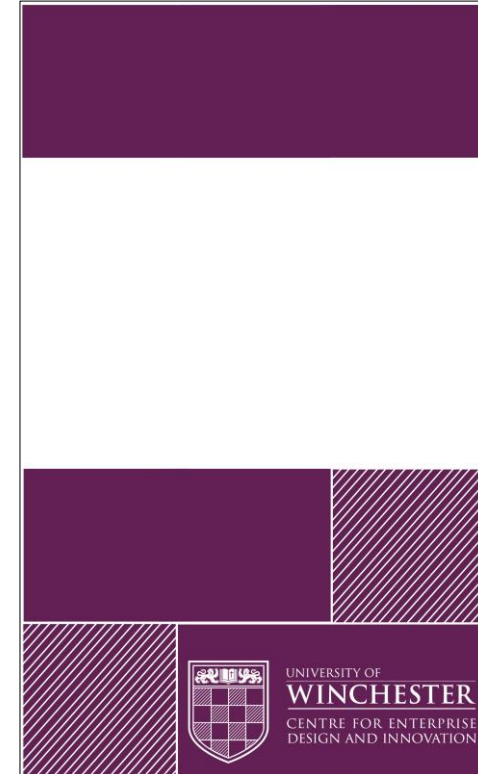


Layout Design

This is the layout design template that is to be used for this project. Theses will form as the advertising marital for the leaflet, poster and business card.

The colour scheme and design is inspirited by the University of Winchester brand style and pattern.

Each of the advertising materials included the logo as well as white space which is where text and images will be placed. Each of them having their own unique colour which represents what they will be used for.



Typography

Typography

These are the different typography styles that are included in the University of Winchester brand guidelines which will be used in this project.

SECONDARY
FONT

RALEWAY

Raleway font is our sans serif alternative which we use to compliment La Gioconda. It's a crisp and clear font that gives our brand a modern touch.

Raleway Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)

Raleway ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (!;@0123456789*%#£&)



The Brand

More Information

Its important that you follow these brand guidelines to ensure that everything is presented as a brand. The CEDI Marketing Material needs to have a clear identity and purpose. The client for this project wanted a wide range of advertising martials that they could use to promote their website and venue. This needed to follow a clear brand identity for the layout and how it links to the university of Winchester.