



Our Brand Guidelines

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Welcome

Introduction

This brand guidelines document has been created to help us provide consistency in our communications. It's important we have a clear set of rules in place that will help us to manage our brand more efficiently and effectively.

This document will explain the branding policy for this new exciting educational 'hub' in the Borders. It will define when and to whom the Scottish Borders Campus is to be marketed and how this will complement and enhance Borders College and Heriot-Watt University marketing communications. It is important to note that the Scottish Borders Campus brand will not

replace the Borders College or Heriot-Watt University brands but solely exists to promote the destination in Galashiels. Separate guidelines relating to the Borders College and Heriot-Watt University brands can be found at borderscollege.ac.uk and hw.ac.uk respectively.

Key stakeholders that will engage with the Scottish Borders Campus will have specific needs. This new Campus provides key benefits that meet these needs. Within this document the benefits delivered by the Campus are outlined together with the key messages that are required to communicate our vision to our many stakeholders.

Our goal in developing these new guidelines is to ensure our brand goes from strength to strength playing a vital role in the future success of the Scottish Borders Campus.

Our Brand

Brand Vision

The Scottish Borders Campus is a unique place that offers unrivalled excellence in education. We will become the preferred choice for those in the Borders considering education, knowledge or learning enhancement. We will strive to help people grow to be the best that they can be delivering sustainable growth in the Borders and beyond.

We should always refer to our new facilities as the Scottish Borders Campus not SBC. We should always refer to the Scottish Borders Campus as a co-located concept, never a merger or a coming together of two institutions.

www.scottishborderscampus.ac.uk



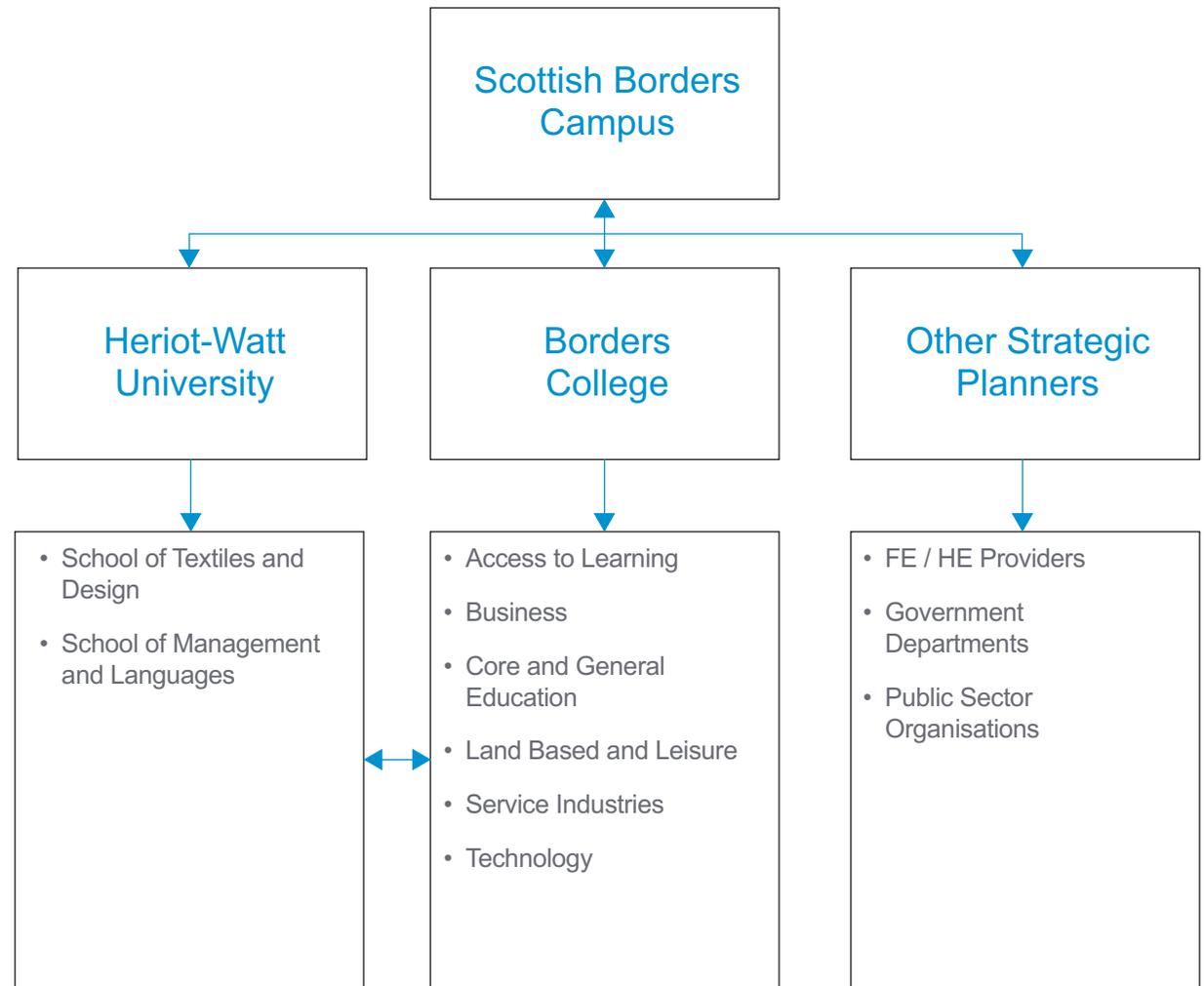
Our Brand

Brand Architecture

The branding model developed for the Scottish Borders Campus is based upon an endorsed strategy.

In much the same way as a shopping mall (such as the Gyle in Edinburgh or the Metro Centre in Gateshead), the Campus acts as a destination brand and is used to endorse the Borders College and Heriot-Watt University brands. The Campus brand as a destination is identified with a service – in this case, the provision of facilities that are used to deliver education, knowledge and learning enhancement.

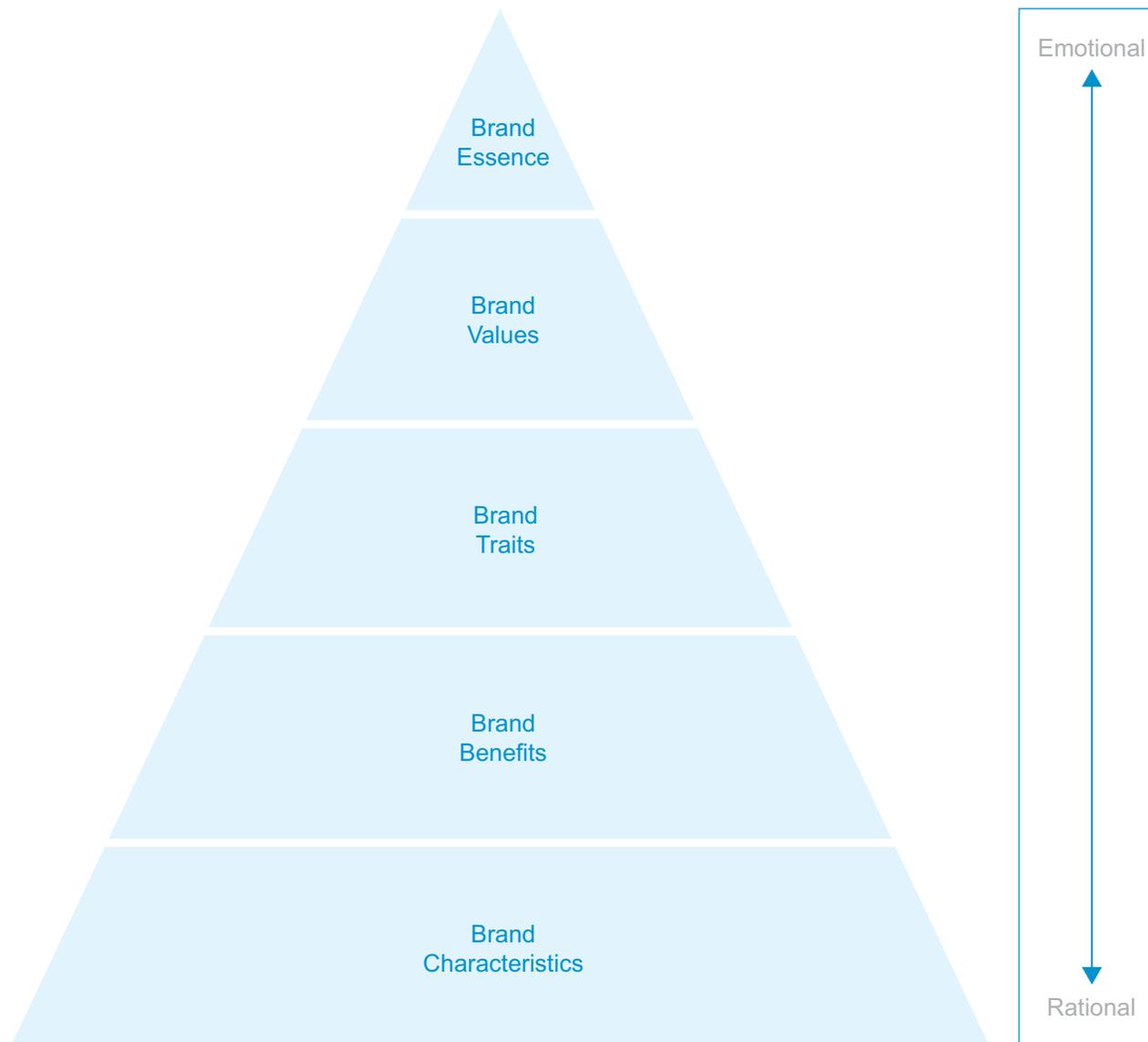
The organising structure of the relationship between the Campus brand and the partner brands is shown:



Our Brand

Brand Pyramid

Building the Scottish Borders Campus brand is about developing a rich and relevant personality. The brand's personality has both a head and a heart – rational and emotional attributes. The Scottish Borders Campus brand pyramid has been developed to describe the relationship that the brand has with its stakeholders and the benefits it provides.



Our Brand

Brand Pyramid

The pyramid sums up the features and benefits offered by the brand and what it means to its target audiences. Getting to the very heart of what the brand is all about – its very essence making it relevant to all stakeholders.

Brand Essence

Inspiring Growth

Brand Values

Confidence; Enrichment; Empowerment; Participation; Progression; Grounded; Dynamic; Fresh; Exciting; Confident; Vibrant; Open and Accessible; Caring

Brand Traits

Confident; Rejuvenated; Valued; Protected; Secure; Pride; Positive; Broadened Outlook; Involved; Empowered; Sustainable

Brand Benefits

Industry

• One-stop-shop for training • Recruitment • Research

Community

• Innovative centre of excellence • Access to all • Enhanced knowledge

Post-school Students

• Strong student support network • Modern learning environment • Enhanced student lifestyle and social scene
• Accessibility to HE provision – more courses

Parents

• 'Safe' environment for learning • Support and nurture talent to develop potential
• Improved employability

Staff

• Enhanced working environment • Infrastructural support • Be part of a solution at the forefront of education

Brand Characteristics

Specialist HE function; Centralised facilities; One-stop-shop; Strong links to school; High quality education provision; Strong student support network; Friendly approachable environment; Seamless infrastructure

Our Brand

Brand Positioning Statement

This is a strategic statement for internal use only and is not designed for use as a public pronouncement of any kind. It should be used as the blueprint which all other activity should follow, from the creative expression of the brand identity to the future investment strategy for the Scottish Borders Campus.

Inspiring Growth

At all levels and across all boundaries, the Scottish Borders Campus ignites a passion to deliver success by achieving potential on an individual, organisational, social and economic basis.

Its aim is to inspire personal confidence, fulfilment, a willingness to achieve more (for yourself as well as others) and to awaken an unfearing confidence in the future – for the Borders and beyond.

Our Brand

Marketing Our Brand

The two current Campus partners, Borders College and Heriot-Watt University, have very different target audiences and as such have specific requirements that mean that they should continue to successfully engage with their respective markets.

Where there is cross over between the current two organisations the Campus brand should be prominent. This should be the case when communicating with staff or employees from both institutions (working at the Campus), industry partners and public sector Stakeholders.

Borders College Staff

- A working environment that has better fully supported facilities allowing them to focus on teaching
- A better learning environment for their students
- Share knowledge, skills and ideas with staff from other learning institutions
- Be part of a vibrant learning environment

Heriot-Watt University Staff

- Reassurances about the long-term future of the School of Textiles and Design and its promotion
- A working environment that has better fully supported facilities and will not effect their current working regime

Borders College Students

- New enhanced modern and fully supported facilities
- To be part of a larger, more varied and vibrant student body and social scene
- To have more access to HE education
- To be provided with as much support as they need in order to be successful in achieving their goals

Heriot-Watt University Students

- New enhanced modern and fully supported facilities
- Be part of a much larger, more varied and vibrant student body and social scene

Industry

- A one-stop-shop that meets their training, recruitment and research needs
- A local facility that can be used to enhance the current skill levels within a business
- Partnership with a learning institution that can develop courses relevant and appropriate to them so as to enhance their organisations
- Better equipped graduates that are prepared for work and can enhance their organisation
- A Campus that will deliver on its promises

Our Identity

Our Logo

The master logo should be used where possible, in preference of the white and mono versions.

The favoured use of the master Scottish Borders Campus logo is over a white or light photographic background. However, to ensure maximum legibility and impact, photographic backgrounds should be of an even tone and texture.

scottish
borders
campus



Our Identity

Alternate Colour Versions

Where the master logo is unsuitable for use, the white logo should be used in its place.

The favoured use of the white logo is over a flat colour or dark photographic background. However, to ensure maximum legibility and impact, photographic backgrounds should be of an even tone and texture.

The mono logo should only be used when both the master and white versions of the logo are unsuitable for use.

The mono logo should only be used on a white background.



Our Identity

Space and Size

To ensure maximum legibility, it is essential that the Scottish Borders Campus logo is never reproduced below the minimum size shown.

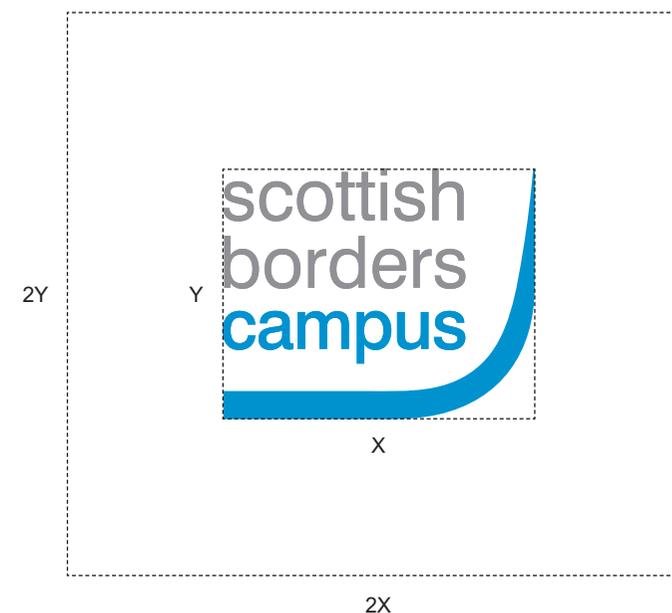
The logo should be placed at a minimum width of 30mm and, where possible, be placed at a larger size.

In order to display the logo to its best effect and ensure maximum impact, an area of clear space surrounding the logo has been defined.

A minimum distance equivalent to the placed size of the logo must be kept completely clear of all other type and graphic elements.

It is preferable to maintain a larger area of clear space around the logo whenever possible.

www.scottishborderscampus.ac.uk

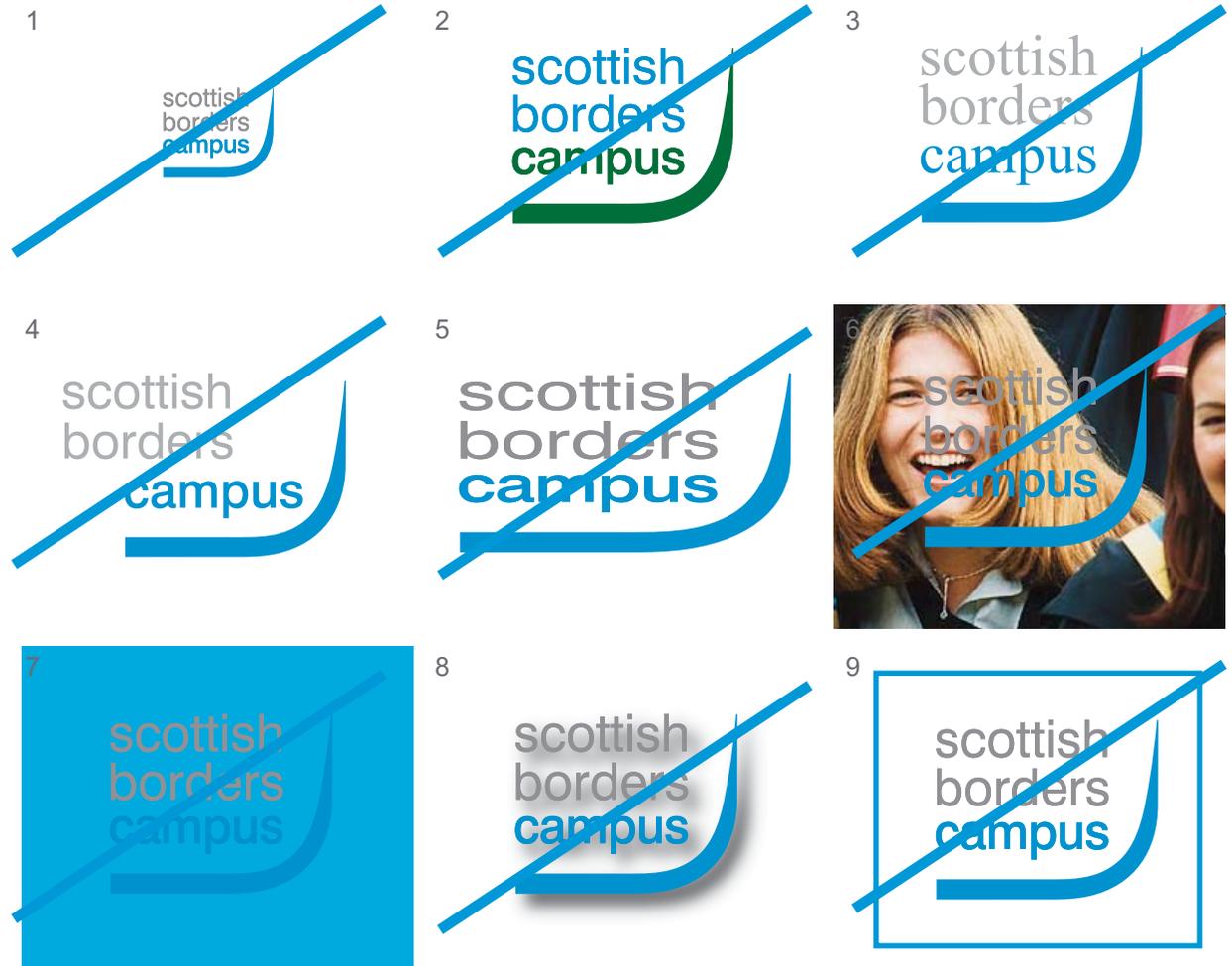


Our Identity

Logo Misuse

The following examples show misuse of the Scottish Borders Campus logo. The comments below explain nature of the misuse:

- 1 Placed below minimum size
- 2 Colour has been altered
- 3 Typeface has changed
- 4 Alignment has been altered
- 5 Placed out of proportion
- 6 Unsuitable background image
- 7 Unsuitable background for logo (the white logo should be used)
- 8 An effect has been applied
- 9 The logo has been placed in a frame



Our Identity

Dual Branding

When the Scottish Borders Campus logo is to be used with another logo, it should be the first logo placed from left.

When the Scottish Borders Campus logo is to be used with both the Borders College and Heriot-Watt University logos, it should be centred between them.

The logos should be placed at as similar a size as possible.

Please refer to the Heriot-Watt University and Borders College guidelines for information on their recommended logo placement. For full guidelines please contact www.hw.ac.uk/logoguide or enquiries@borderscollege.ac.uk

www.scottishborderscampus.ac.uk

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Our Typography

Our Primary Typeface

Arial is the primary typeface. It should be used where possible.

It is key that the typeface is used elegantly; care and attention must be inherent in the typographic detailing, grammar and punctuation.

To help maintain style and differentiate copy, a combination of type weights may be used. However, the Arial Regular weight should be most prominent.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Our Colour Palette

Colours

The Scottish Borders Campus colour palette consists of two main colours. These colours are Pantone® Process Blue and Pantone® Cool Gray 9.

These colours, used sparingly with white space, help to identify the Scottish Borders Campus immediately.

Black is also used to support the main colours, where appropriate.



CMYK
100 10 0 10

RGB
0 130 209



CMYK
0 1 0 51

RGB
145 145 149



CMYK
0 0 0 100

RGB
0 0 0

Our Image Style

Inspiring Growth

All imagery used for Scottish Borders Campus should reflect the chosen imagery style of 'Inspiring Growth'.

Photography should be bright and optimistic with natural lighting.

Student portraits should look natural and unposed.

A balance of student portraits, with some supplementary architectural and interior photography should be used.

For advice on imagery please contact enquiries@scottishborderscampus.ac.uk



Application Examples

Online

The Scottish Borders Campus master logo should be placed top left for web use, the first element to be read from the left.

Heading text should be Pantone® Process Blue, with Pantone® Cool Gray 9 for body copy, over a white background.

The framing device shown, can be utilised for housing imagery, being careful to avoid overuse.

The screenshot displays the Scottish Borders Campus website in a browser window. The browser's address bar shows the URL <http://www.scottishborderscampus.ac.uk/>. The website features a light blue background with a white content area. At the top left is the 'scottish borders campus' logo. To its right is a horizontal strip of four images: a woman in a yellow dress, a field of wheat, a group of students, and a person in a lab coat. Below the logo is a navigation menu with links: Home, Our Vision, News, Students, Location, and Contact us. A 'Latest news' section contains a blue header and a block of placeholder text. The main content area is titled 'Welcome' and contains several paragraphs of text. On the right side of the main content area is the slogan 'Be Inspired.' and the European Regional Development Fund logo. The footer includes copyright information, a list of accessibility standards (W3C XHTML 1.0, CSS, WAI-AAA WCAG 1.0), and links for Freedom of Information, Terms of use, Accessibility, and Sitemap. A 'Download our Brand Guidelines' button is also present.

Application Examples

Print

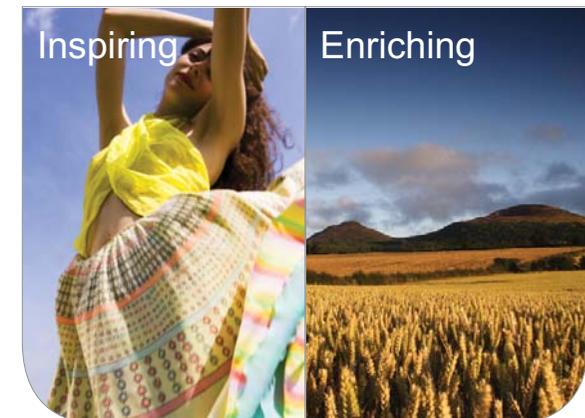
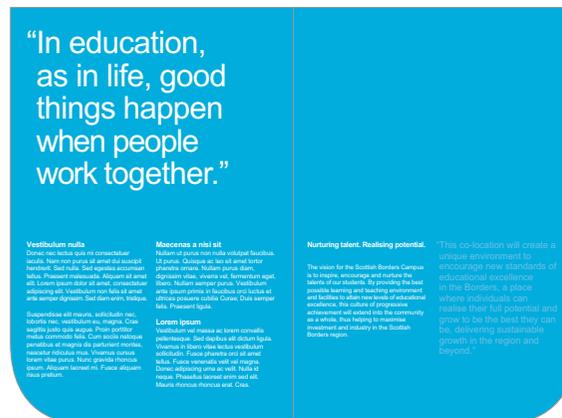
Layouts should be clean and uncluttered, making good use of white space. The colours Pantone® Process Blue, and Pantone® Cool Gray 9 should be used sparingly.

All imagery used for Scottish Borders Campus should reflect the chosen imagery style of 'Inspiring Growth'.

The framing device shown, can be utilised for housing imagery, being careful to avoid overuse.

Only the typeface Arial should be used, in a combination of Regular and Bold weights.

Where possible the curve of the logo should be replicated as a forme cut and not a graphic element.



Application Examples

Architectural Signage

The Scottish Borders Campus master logo should be placed in a prominent position when used for architectural signage.

Logos should not appear on other external signage. All copy should appear as upper case Arial cut out of stainless steel or aluminium.



Application Examples

Directional Signage

Headings should be set in Arial Bold in white on a Pantone® Process Blue background. All other typography should be set in Arial Regular in Pantone® Process Blue.

Workshops	
Clothing Technology 1	→
Clothing Technology 2	↑
Knit Production	→
Weave Production	→
Dye House	←
Yarn Production	↑
Digital Textiles	→

Application Examples

Uniform

The Scottish Borders Campus logo should be embroidered with white thread onto coloured polo shirts.

The shirts should be as close as possible to either Pantone® Process Blue or Pantone® Cool Gray 9.

The Scottish Borders Campus logo should be embroidered with thread as close as possible to Pantone® Process Blue and Pantone® Cool Gray 9 onto white polo shirts and light coloured clothing.



Application Examples

Name Badge

The text only version of the Scottish Borders Campus logo is to be used on name badges, where the master logo would be too large to use.

The text only logo should be printed Pantone® Process Blue, with all other type printed Pantone® Cool Gray 9 onto white badges.

scottish borders **campus**

Name Surname

Job Title, Department

Application Examples

Promotional Items

The text only version of the Scottish Borders Campus logo is to be used on small promotional items such as pens, where the master logo would be too large to use.

The text only logo should be printed Pantone® Process Blue and Pantone® Cool Gray 9 when printing on white items.

The text only logo should be printed white when printing on coloured items.



Contact Us

Guideline Queries

If you require any further help in applying these guidelines, please contact us by:

Email

enquiries@scottishborderscampus.ac.uk

Phone

08700 505152

Fax

01896 758179

Disclaimer of Liability

Scottish Borders Campus accordingly reserves the right without notice to vary the content of the information described in this publication and to modify as seems appropriate.

Charitable Status

Heriot-Watt University is a Charity registered in Scotland, SC000278.
Borders College is a Charity registered in Scotland, SC021180.

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