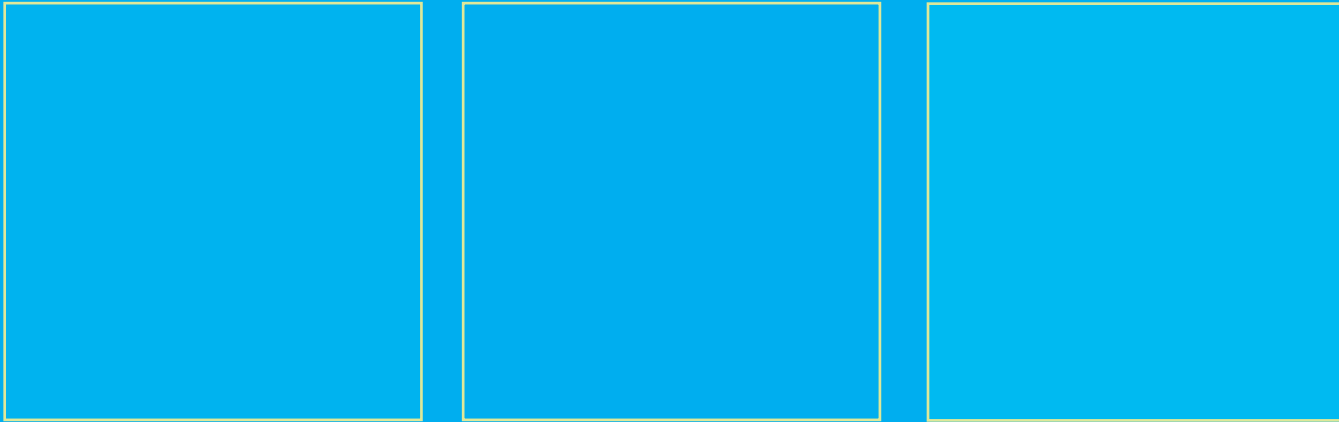


dream 

plan 

achieve 

# LJMU corporate design guidelines



## Liverpool John Moores University is a contemporary university and proud of it...

...we aim to give people the opportunity to maximise their potential in an environment that is stimulating challenging and exciting but also caring and supportive, that promotes a sense of whole person development.

Courses are designed to balance academic content with practical experience, geared towards securing motivating and rewarding employment.

The aim of all printed materials is to reinforce these values. The following pages set out a number of guidelines that should be employed to ensure.

consistency of approach

clear LJMU branding

clear faculty branding



## our name

Liverpool John Moores University must be abbreviated as LJMU. Never split the words and never use an abbreviation within the name such as:

**John Moores University, Liverpool** ✘

**Liverpool JM University** ✘

# our corporate identity

Our corporate identity is a registered trademark and is one of the key elements that gives the university its identity. The corporate identity is made up of three components, the liver bird, the word Liverpool and LJMU; these should never be split. This represents our official logo; it must never be distorted or altered, or be positioned at an angle.



**X** Do not separate the namestyle from the logo



**X** Do not separate the logo from the namestyle



**X** Do not position the logo at an angle



**X** Do not reposition the symbol



**X** Do not modify any components



**X** Do not create artificial faculty/school logos



✓ Square black logo with 50% black keyline



✓ Square reversed black logo with 50% black keyline



✓ Square Pantone 281 reversed logo with 70% Pantone 382 keyline or its CMYK equivalent

There are two styles for the university logo. A square badge and a rectangle. They have been developed for specific uses.

## logo for publications/leaflets

**On printed materials the square should always be positioned top right.**

**This logo is used on publications/leaflets, powerpoint presentations, stationery and display stands.**

Relative to sponsors, and when LJMU is the lead partner the LJMU logo should be dominant, taking the top right corner with other logos positioned smaller and below.



✓ Permissible logos must be situated below the LJMU logo



✓ Rectangular black logo with 50% black keyline



✓ Rectangular reversed black logo with 50% black keyline

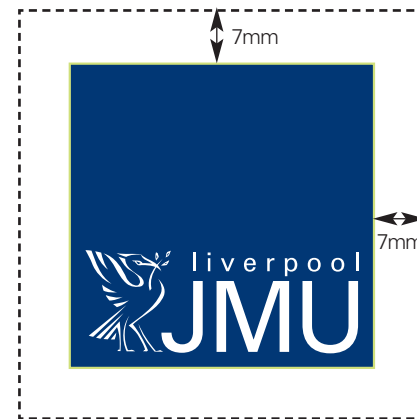
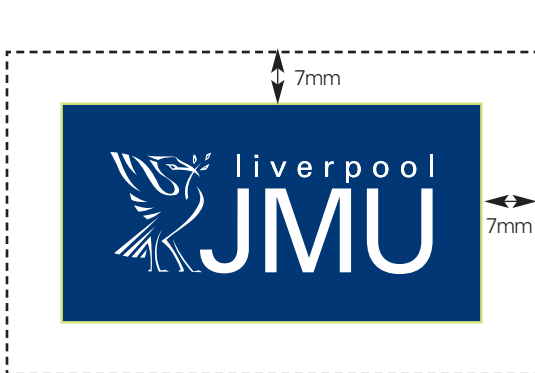


✓ Rectangular Pantone 281 reversed logo with 70% Pantone 382 keyline or its CMYK equivalent

The rectangular logo is only to be used on business cards, corporate/recruitment/course advertising, badges, merchandise/clothing.

## clear space and the logo

Give the logo enough room to be seen clearly wherever it appears. No other text or other visual elements should appear within this space.



## the size of the logo

Try to avoid reproduction smaller than 25mm in height for the square format logo.



Try to avoid reproduction smaller than 18mm in height for the rectangular format logo.



When using the rectangular ID, the logo should be positioned in the centre with space around it to the width of the 'J' in LJMU.



## crest: use of

Please note the university crest is only to be used in formal documentation such as certificates and at graduation. **The artwork for the crest is not available for general use.**



# examples of placing the logo



# typeface

## Professionally set and designed Printed Material for external purposes

Our corporate typefaces are **Univers** and **GillSans**.  
Univers and GillSans should be used in all printed material.

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Univers 55

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

GillSans

The faculty name must be displayed as below with the correct weight of typeface  
**Faculty of Health and Applied Social Sciences**

Univers 55

Univers 55 Bold

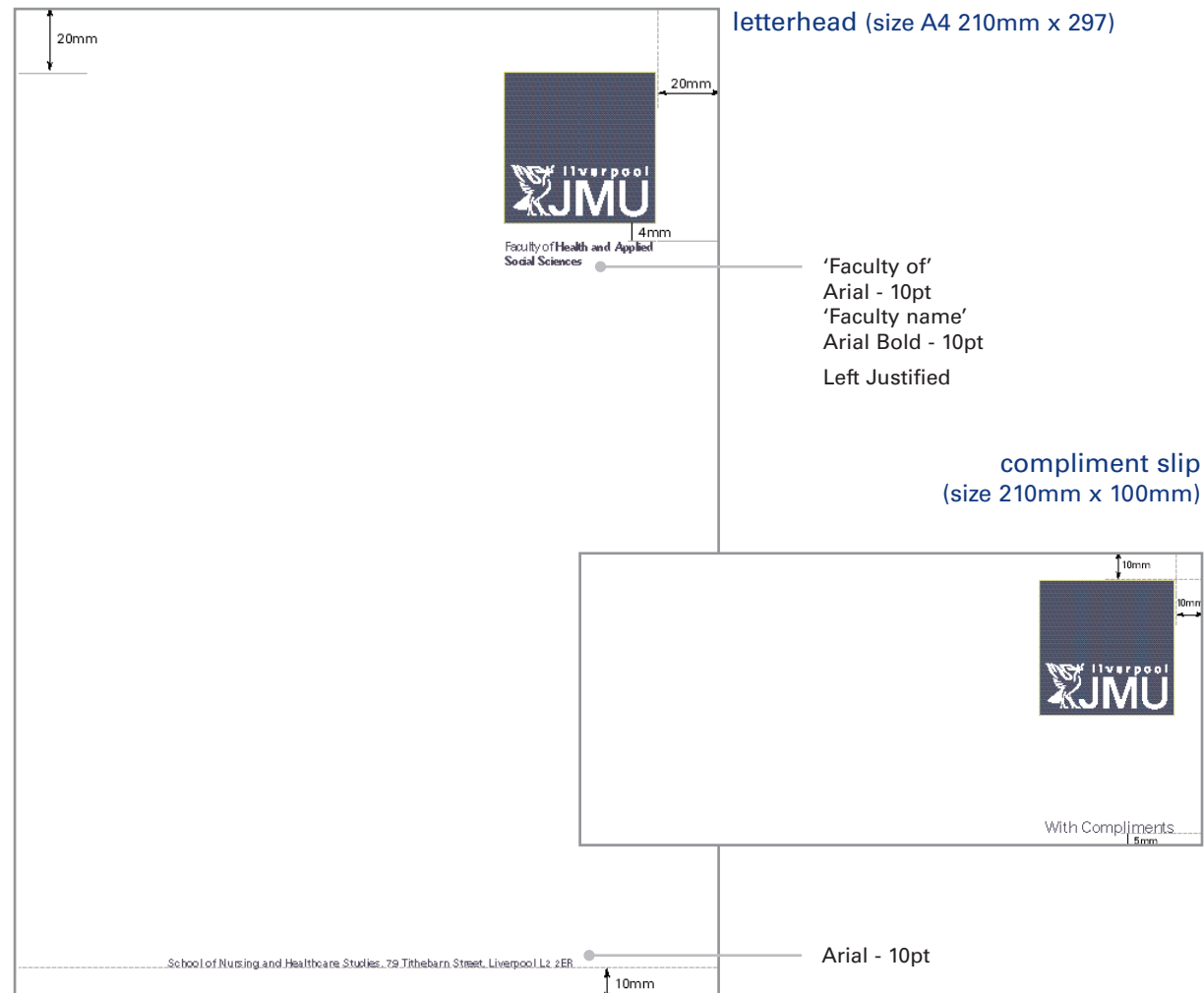
## Web and Internal Material

Univers is not a standard font on all PCs. **Arial** is the default font on LJMU servers and should be used for all internal documents and documents sent as attachments via email.

The LJMU website uses **Verdana** for all body text.

# stationery

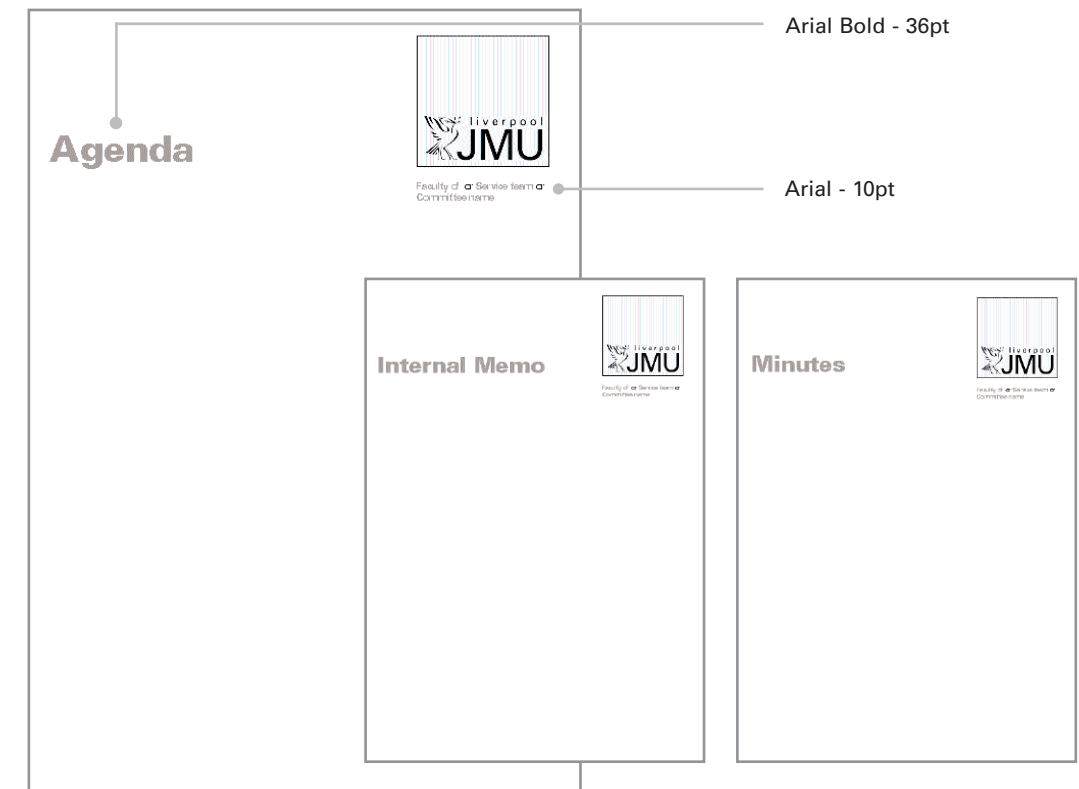
Layout for Faculty and Service Teams should be as follows...



# memos, agendas, minutes - internal use

The corporate identity has been devised to provide the university with a contemporary trademarked logo which is easy to use across a range of materials. For internal documents use the white square logo (as shown) with 50% black keyline this will minimise ink saturation.

Layouts should be as below with the identity clearly positioned on the top right hand corner of the first sheet.



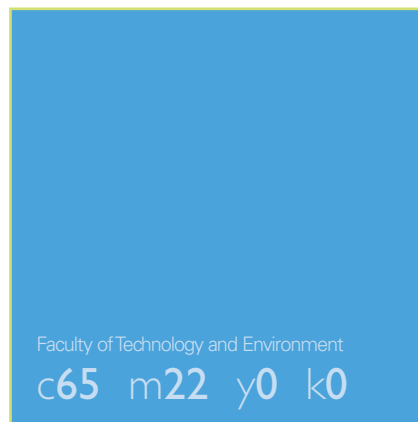
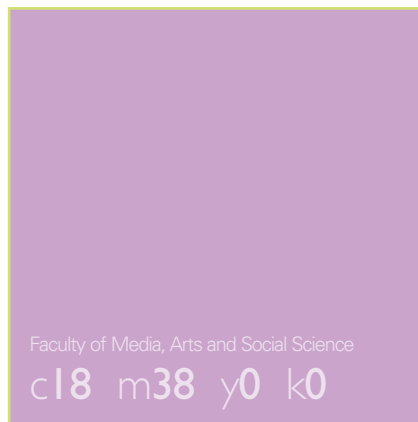
# paper specification for printed materials

The design of our printed materials and the quality of their production is a major expression of our corporate values.

The stock that should always be used is **Challenger Offset** which is an uncoated paper. On smaller print runs when items are printed digitally use Duo paper.

examples  
of typical  
sizes ►  
(not to scale)





## colours

Colour is used to communicate the contemporary nature of the university. LJMU will use a palette of colours within its communications that are in tune with contemporary style. Each faculty has its own colour.

By definition, these will evolve with time, but will be restricted to an agreed spectrum for each time period issued by corporate communications. The tone of colour selected is intended to avoid fashionable tones, so as to promote longevity of use.

**NO OTHER COLOURS SHOULD BE USED FOR FACULTIES OR SCHOOLS.**

The corporate colour is Blue Pantone 281, and this can be used in conjunction with the faculty colour.

In introducing this new range of colours we have demonstrated how the Blue Pantone 281 works with the range of contemporary colours by sitting alongside a vivid green (Pantone 382). This is to establish our style and identity for the University.

**NOTE:** These pantone references will convert when reproduced in electronic format - hexadecimal values will be updated to these styleguides along with web templates in the next version.

# corporate branding

Our corporate definition based around the words...  
**dream... plan... achieve**

This is our 'hook' it enables us to describe the essential nature of LJMU in short simple terms.

- **dream...** we encourage you to dream; to be brave enough to imagine what you could be...
- **plan...** we encourage you to make a realistic plan; to map out a clear path...
- **achieve...** we encourage you to achieve your dream; to see your plan through.

This can be applied to all of our communications as a way of expressing the opportunities available at LJMU for staff, students and for all of our audiences.

Dream, plan, achieve must always be used with the accompanying icons to reinforce our visual style. The boxed graph design is a device for providing space around text or as a means of presenting headline information or images. It should be used as square format only and the dream, plan, achieve icons should only be used in a horizontal format - never a vertical design.

dream 

plan 

achieve 



# visual identity for **WoW**<sup>TM</sup>

WoW<sup>TM</sup> is LJMU's new skills training programme equipping students with essential skills for the World of Work.

How it is written:

- **WoW**<sup>TM</sup> - when referring to the skills programme in body copy
- **WOW** - when used as a headline in advertising and promotional material

In both cases it must be accompanied by the term 'World of Work' to qualify the WOW acronym.

The visual identity for WoW<sup>TM</sup> is the 'WOW Star'. The contemporary 'star' image provides high visual impact and reinforces the 'WOW' statement.

**WoW**<sup>TM</sup>/**WoW** is a registered trademark of Liverpool John Moores University.



## photography/imagery...

... must be contemporary to reflect the University's personality. Images will be both literal and metaphorical, they must aim to be impactful and thought provoking, and should capture the essence of accompanying text.

## text...

... should be minimised wherever possible in a concise and informative manner. Headlines should be used to capture attention and communicate the core message.

Text and photography/imagery will change in the spirit of continuous improvement and to maintain a contemporary feel.

stand out  
from the crowd

we encourage our students to think **creatively** about their future - that's why our highly skilled graduates are the rising stars of enterprise across the world

Studying here will give you the skills and experience you'll need to get a job with good career prospects or establish your own business after you graduate.

Our Student Enterprise Project, funded by the European Social Fund, supports entrepreneurial students and recent graduates by providing sound business advice and giving them access to a wide range of contacts and mentors.

## advertising

All courses/open days etc. that need to be advertised in relevant publications must be processed through Corporate Communications.

Corporate Communications handle the production of the advert from the initial booking to production of the necessary artwork. This service is provided completely free of charge and by designing the artwork centrally it ensures that all adverts adhere to our corporate style and we are able to take advantage of central discounts. Whenever required the advert can be designed to a brief as long as it falls within university style guidelines. The artwork, which normally needs to be supplied to specific mechanical requirements, is forwarded to the publisher once approval has been received from the Faculty/team.

**exciting opportunity for new graduates**

**Trainee Public Health Analyst (One year placement)**  
Funded place on the Postgraduate Diploma in Public Health (Analysis)  
Funded placement in a PCT or other health setting, salary circa £16,000

We are looking for enthusiastic, committed individuals with a first degree in any discipline and an interest in health, who would like to develop skills as a public health analyst. No previous knowledge or experience of health required.

During this year, you will be provided with opportunities to apply theory to your work as a population health analyst.

Programme starts end March 2008  
Closing date: 25th February 2008  
Anticipated dates for interviews: 3rd March 2008.

There are two parts to the programme, which is fully funded by NHS North West, the strategic health authority for the north west of England. You will undertake the Sokrates postgraduate diploma in Public Health (Analysis), and will be placed as a trainee population health analyst in an appropriate health setting such as a local Primary Care Trust for a year.

**For further information and an application form, contact:-**  
Sokrates Programme Administrator,  
Centre for Public Health  
Liverpool John Moores University  
Castle House, North Street  
Liverpool L3 2AY  
Tel: 0151 231 4398  
email sokrates@ljmu.ac.uk

**dream plan achieve**

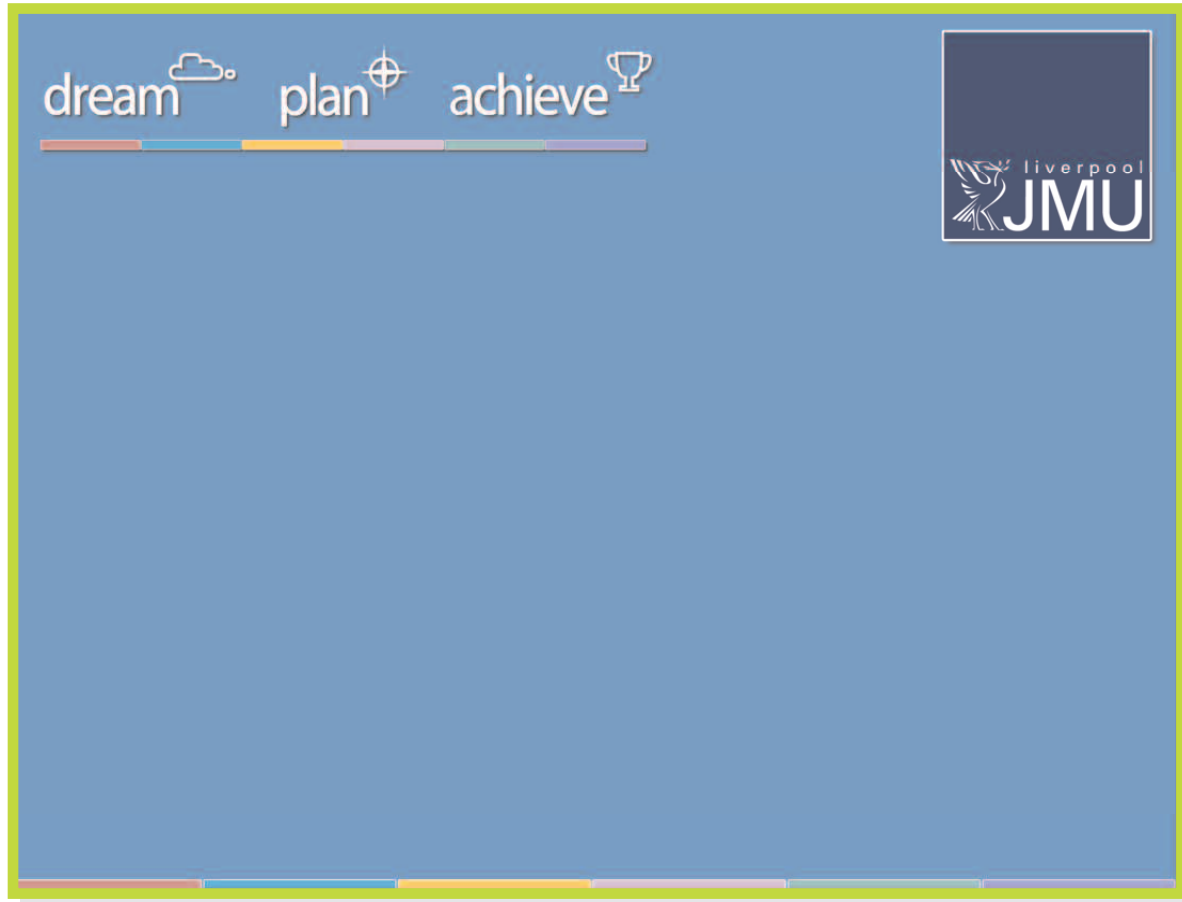
Liverpool John Moores University,  
Faculty of Education, Community and Leisure

24/24 in-house quality inspection • specialist accommodation for food studies • specialist lecturers at the top of their fields • innovative team, their research in food and nutrition informs their teaching

LJMU offers teaching degrees at both undergraduate and postgraduate levels in Design and Technology. Undergraduate degrees that can lead directly to our PGCE in Food and Textiles Technology (Secondary) teaching programme are Home Economics (Food Design and Technology) and Food and Nutrition.

• Community Nutrition • Food and Nutrition • Home Economics (Food Design and Technology) • PGCE Food and Textiles Technology QTS • Primary and Secondary Education Design and Technology QTS • PGCE Design and Technology QTS

want to know more? t: 0151 231 5090  
e: recruitment@ljmu.ac.uk w: www.ljmu.ac.uk



## powerpoint

The generic PowerPoint template is available on the LJMU website. The template incorporates the LJMU square logo, the Dream Plan Achieve icons, a pale blue background and finished with a thin strip of the faculty colours.



## merchandise

LJMU is a modern, forward thinking university and its merchandise reflects this. Consequently a range of striped merchandise has been developed incorporating the colours of the University.

All merchandise carries the blue square LJMU logo unless space is limited – in this case the rectangle logo can be used. The merchandise is produced in the corporate colours - blue, white or green.

# editorial guide for corporate publications and the LJMU website

## Headings and sub-headings

Headings are in lower case, correctly punctuated but no full stop at the end. The same applies for sub-headings, which should ideally be no longer than one sentence. In exceptional cases where sub-headings exceed one sentence, there should be a full stop after all sentences apart from the final one.

## Pull outs

Pull outs from the text are displayed in boxes. Text in boxes should be in lower case, with no full stop at the end.

## Exceptions to the lower case rule

LJMU is always given in upper case

Proper nouns (e.g. Liverpool, Dr Smith) should be given an initial capital letter in headings or pull outs

## Prospectus – special conventions

Information about award/mode/UCAS code is presented in a box. Each piece of information is preceded by >> and normal sentence case applies in this box. Similarly, entry requirements are displayed in boxes and this should be presented in normal sentence case with normal punctuation. The header for this box is given in lower case.

Please see a copy of the current prospectus for clarification.

# punctuation

Never use a full stop after an email address or url

Do not use commas at the end of lines in addresses

Where possible, try to avoid the use of & and !

When separating items with / do not put spaces before or after the /. apples/oranges.

A full stop at the end of a quotation goes inside the quote marks if the material quoted is a complete sentence, outside if it is not. **He said: "I enjoyed my time at LJMU."** But **He described his time at LJMU as "very enjoyable"**.

# upper case/lower case

Government – use capital G only in the phrase **the Government**, meaning the present government. Otherwise, use lower case – government policy, a future Labour government etc.

University – similarly use the capital U when referring to **the University**.

North West – use capitals only in the phrase **the North West**. Otherwise, use lower case – in the north west of England, travel in a north westerly direction.



# plurals

Where you are referring to an abbreviated word in the plural form, do not use an apostrophe before the 's'. **DVDs.**

# lists

In a simple list, separate each item with a comma, but do not put a comma before 'and'. **Sentences contain nouns, adjectives and verbs.**

In lists that include sets of items, putting a comma before 'and' may help to clarify the meaning. **The Faculty is home to the School of Applied Social and Community Studies, Nursing and Primary Care Practice, and the Centre for Public Health.**

## Bullet point list

- use a lower case letter at the beginning of each one (unless the word requires an initial capital letter )
- do not punctuate at the end of each point
- if a bullet point contains more than one sentence, punctuate correctly, but do not put a full stop at the end of the final sentence

why LJMU 2

Enjoy great career prospects with our 'world of work' programme

**business leaders back LJMU**

Senior business leaders in regional and international companies are working closely with LJMU to identify the higher 'world of work' or 'WOW' skills that will give our students a competitive edge when it comes to entering the professional career ladder.

These WOW skills cover areas such as project management, negotiation, strategic thinking, business ethics and sector expertise. Regardless of your specific career ambitions, these transferable skills will be invaluable when you're making the transition from university to the world of work.

No other university, either in the UK or internationally, offers you the chance to develop these WOW skills or gives you the opportunity to have your abilities verified through an employer-validated Skills Statement.

That's why we are confident that our students will be highly sought after by employers, once they graduate because they will have the knowledge, skills and experience required for success in today's highly competitive knowledge economy.

organisations on LJMU's advisory group

airbus  
BNFL  
british chambers of commerce

CBI  
ford europe  
ford international

GKN aerospace  
IoD  
littlewoods  
marks and spencer

Merrill Lynch  
oracle  
NHS  
pilkington

RICS  
shell international  
sony europe  
united utilities

"What LJMU is doing could make a huge difference to employers and students."  
Naomi Climer  
Vice President, Sony Europe

... if you want to enough you can achieve anything

dream

plan

achieve

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more than just a degree

**Personal tutor**  
As soon as you enrol at LJMU you will be assigned your own Personal Tutor. They are someone you can turn to if you're a busy academic or personal juggle, so don't be afraid to approach them with any queries that you may have. They will also give you regular feedback on how well you are progressing with your studies and encourage you to plan for your career development.

**Feedback and support**  
Personal Development Planning sessions will enable you to receive detailed feedback on how you are performing in each of the graduate skills. These sessions will usually be led by your Personal Tutor, possibly with support from one of the University's Skills Support Officers.

**E-portfolio**  
We have developed a new electronic or e-portfolio system to support you as you gather evidence on your work-related learning, experiences and skills development. Your e-portfolio will play a key role in your Personal Development Planning sessions and can incorporate documents, video clips, photos, staff comments, CVs and much more.

**Skills statement**  
Providing you fulfil specific criteria you will be able to graduate with a Skills Statement, demonstrating your competency in the eight graduate skills. This Statement will be awarded at graduation along with your degree certificate.

**For more information on the LJMU student experience, visit: www.ljmu.ac.uk**

LJMU's Sports Scholarship scheme combines our acclaimed sports science research expertise with targeted academic support

# spelling/punctuation of commonly used words and phrases

There may be many correct ways of expressing the same word or phrase. This document is simply setting out the way in which these words should be used in LJMU publications to ensure consistency across all our literature.

## Full time and part time

It is a full-time course  
The course can be studied full time or part time.

Use -isation rather than -ization

A Level  
IM Marsh  
LJMU  
Mr/Dr/Ms etc.  
no one

practice (noun), practise (verb)  
Professor (try to avoid abbreviating this to Prof). Capital P is used for the title Professor.  
Otherwise use lower case – **He is a university professor.**

Pro-Vice-Chancellor  
Vice-Chancellor  
online  
webpage  
website

## Degrees

BA  
BSc  
BEng  
MA  
MSc  
MPhil  
MRes  
MEnt  
PhD  
DipHE  
PGCert  
Masters degrees  
(as Masters is adjectival, there is no apostrophe)

## Abbreviations

i.e.  
e.g. (for example is preferable)  
etc.  
am (no space between the time and am - **6.00am**)  
pm (no space between the time and pm - **4.30pm**)  
Ext:  
Tel:  
Email:

# numbers, dates, times, money

Numbers one to ten should be written in full. For numbers beyond ten, use numerals **95; 1,001**.

Use commas to separate groups of thousands - **880,010**.

Use % rather than per cent

Dates should take the form 6 June 2008  
A range of years should be expressed in the form 2008-09

pm/am

midday

£100,000, £1 million, £2 billion (not £1m or £2bn)

## contact

For further information or for clarification on any of these issues, please contact the Corporate Communications Team - [g.scott@ljmu.ac.uk](mailto:g.scott@ljmu.ac.uk) or 0151 231 3400.

The Corporate style guides will be continually monitored and updated as the University style evolves.

Oct 2008. Corporate Communications.