

Liverpool John Moores University **Sport**  
Brand Guidelines 2021

**LJMU SPORT**



LJMU Sport uses three logos within its brand: -

**LJMU SPORT** (primary logo)

**TEAM LJMU** (secondary logo) with team or club strapline

**ACTIVE LJMU** for non-competitive sport.

The following pages demonstrate how to correctly use each logo in order to communicate the brand effectively.

At the heart of our brand identity is our brand marque. Featuring the Liver Bird it serves as a reminder that we are integrated into the fabric of Liverpool – the world-famous city we call home.

Where possible, the vector versions of the logos supplied should be used to ensure crisp representation and scalability at all times.

# LJMU SPORT



Where possible, the full colour version of the logo should be used.

The brand marque exists in multiple colourways to give flexibility and diversity. These versions can be seen opposite, this is to ensure usability and accessibility. There is also a mono marque which can be used when the print application does not allow for colour.

If the background can't accommodate the full colour then there are three alternative formats available for use:

- Alternate version - Pantone 281
- Mono
- Reversed

LJMU Sport logo



Full Colour



Alternate version - Pantone 281



Reversed



Mono



Our brand is flexible and adaptable for different formats and designs and the positioning of the marque reflects this.

It can sit in top left or top right of an application, however there will be instances where the marque needs to sit central, for example on web banners, this is permitted if the primary placement can't be utilised.

**This rule will not always work for unusual formats, in this instance, the designers' judgement should be used.**

LJMU SPORT



LJMU SPORT



It is important the logo is clearly visible when used.

The **minimum size** the logo should be displayed at is 20mm width, to allow the text to be 7.5pt.

20mm



LJMU SPORT



In order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided. To protect the integrity and legibility of our brand marque, we recommend leaving a clear area around the marque.

The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least a third of the height of the logo should surround the logo. This is a minimum requirement.

This rule is not to help define margins and is purely to aid legibility. Margins should be judged on a format by format basis.



# TEAM LJM U



Team Name

Team LJM U is used for JMSU sport teams.

This logo positions the name of the club/ team below the main marque on this logo.

As with the LJM U Sport Logo, where possible, the full colour version of this logo should be used.

The brand marque exists in multiple colourways to give flexibility and diversity. These versions can be seen opposite, this is to ensure usability and accessibility. There is also a mono marque which can be used when the print application does not allow for colour.

If the background can't accommodate the full colour then there are three alternative formats available for use:

- Alternate version - Pantone 281
- Mono
- Reversed

'JMSU' branding will be applied over two lines to the sleeve of the sports kits (see kit examples on page 21)

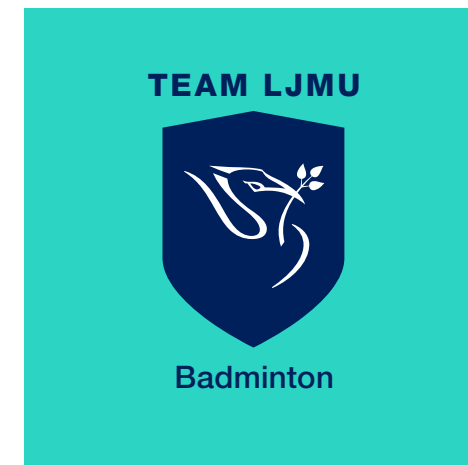
Team LJM U logo



Full Colour



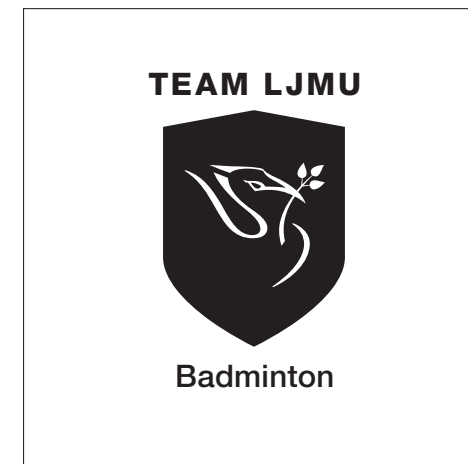
Alternate version - Pantone 281



Reversed



Mono



It is important the logo is clearly visible when used.

The **minimum size** the logo should be displayed at is 20mm width, to allow the text to be 7.5pt.



As with the LJM U Sport logo, in order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided. To protect the integrity and legibility of our brand marque, we recommend leaving a clear area around the marque.

The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least a third of the height of the logo should surround the logo. This is a minimum requirement.

This rule is not to help define margins and is purely to aid legibility. Margins should be judged on a format by format basis.





# ACTIVE LJMU



Active LJMU is used for recreational or non-competitive sport.

This logo positions the name of the sport below the main marque on this logo.

As with the LJMU Sport Logo, where possible, the full colour version of this logo should be used.

The brand marque exists in multiple colourways to give flexibility and diversity. These versions can be seen opposite, this is to ensure usability and accessibility. There is also a mono marque which can be used when the print application does not allow for colour.

If the background can't accommodate the full colour then there are three alternative formats available for use:

- Alternate version - Pantone 281
- Mono
- Reversed

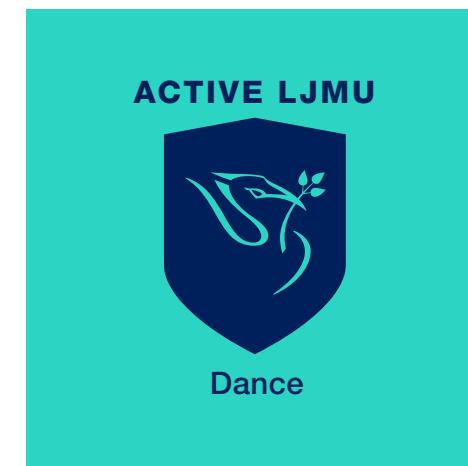
Active LJMU logo



Full Colour



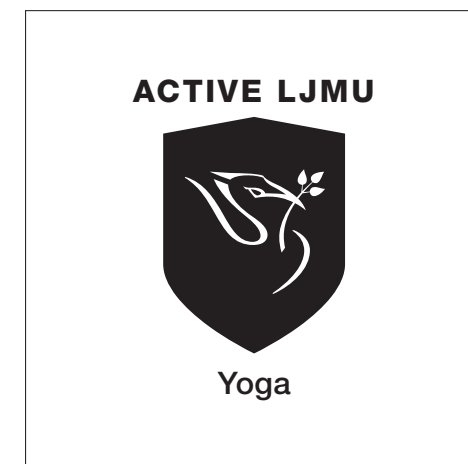
Alternate version - Pantone 281



Reversed



Mono



In order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided. To protect the integrity and legibility of our brand marque, we recommend leaving a clear area around the marque.

The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least a third of the height of the logo should surround the logo. This is a minimum requirement.

This rule is not to help define margins and is purely to aid legibility. Margins should be judged on a format by format basis.





Faculty or Academic schools will sit within the main University brand. The school name will be positioned underneath the LJMU logo and not exceed the width of the main marque. Longer school names can run over two or three lines.

The brand marque exists in multiple colourways to give flexibility and diversity. These versions can be seen opposite, this is to ensure usability and accessibility. There is also a mono marque which can be used when the print application does not allow for colour.

If the background can't accommodate the full colour then there are three alternative formats available for use:

- Alternate version - Pantone 281
- Mono
- Reversed

Faculty logo



White on dark background



Pantone 281 on light background



Mono



In order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided. To protect the integrity and legibility of our brand marque, we recommend leaving a clear area around the marque.

The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least half the height of the logo should surround the logo. This is a minimum requirement.

This rule is not to help define margins and is purely to aid legibility. Margins should be judged on a format by format basis.


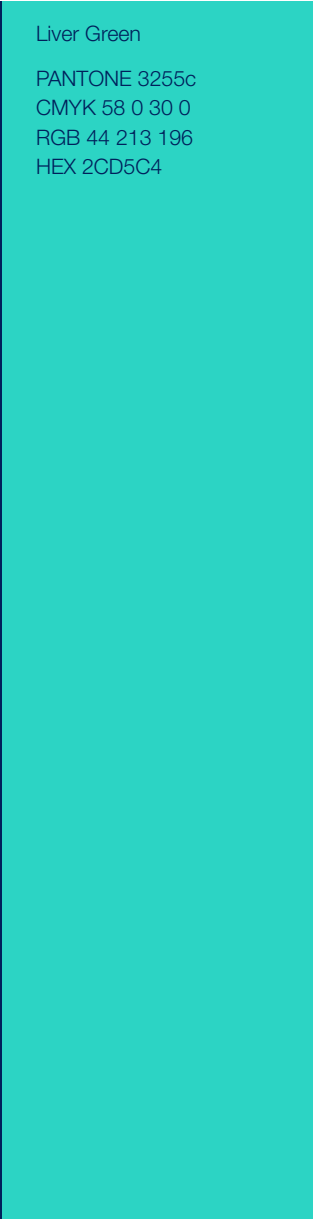

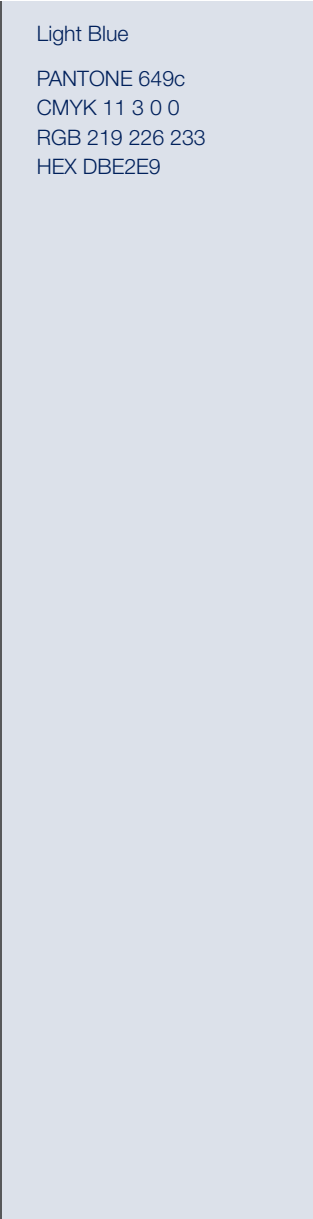
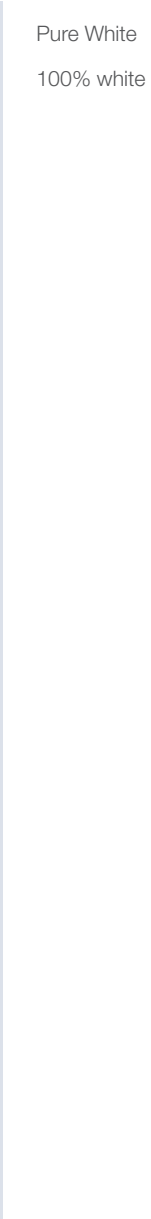


# COLOUR

Over the next few pages you'll be introduced to our corporate palette that will be used alongside the LJMU Sport, TEAM LJMU and Active LJMU colour palette.

Our corporate palette is inspired by our heritage and the city of Liverpool, utilising the authority of Deep Blue and introducing Liver Green which is inspired by the world famous Liver Bird that sits on top of the Royal Liver Building.

The Steel Grey, Light Blue and Pure White have been introduced to help give flexibility for broader communications. The corporate palette will be the foundation for all the subsequent palettes

 <p>Deep Blue PANTONE 281c CMYK 100 78 0 57 RGB 0 32 91 HEX 00205B</p>	 <p>Liver Green PANTONE 3255c CMYK 58 0 30 0 RGB 44 213 196 HEX 2CD5C4</p>	 <p>Steel Grey 80% Black</p>	 <p>Light Blue PANTONE 649c CMYK 11 3 0 0 RGB 219 226 233 HEX DBE2E9</p>	 <p>Pure White 100% white</p>
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# TYPOGRAPHY

This section introduces our brand typeface and the optional weights available

Helvetica Neue is our only typeface, however it's vast selection of weights mean that you can achieve variety and an ownable style through the use of typography.

Helvetica Neue Condensed Bold is the headline typeface, this should be throughout as a display typeface and should never be used within body copy. Helvetica Neue medium and light have been selected for supportive copy.

#### Font for internal use

Helvetica Neue is not available on LJMU-managed PCs, therefore please use **Calibri** as the core font.

**HELVETICA NEUE  
CONDENSED BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()\_+**

**Helvetica Neue Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()\_+**

Helvetica Neue Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()\_+

# APPLICATION

This section provides examples of the toolkit in practice to help you understand how best to use the brand on sports kit.

LJMU Sport Kit Example



Team LJMU Kit Example



Active LJMU Kit Example



Elite Sport Kit Example



Our distinctive brand marque can be used as a recognisable icon, allowing us to build a strong social media presence.

An avatar has been created for use on the University's social media sites. The avatar can be used in our Deep Blue or Liver Green colours.





A bespoke web page [ljmu.ac.uk/ljmusport](http://ljmu.ac.uk/ljmusport) provides all you need to know about LJMU Sport including access to the LJMU Sport brand guidelines and other assets.

