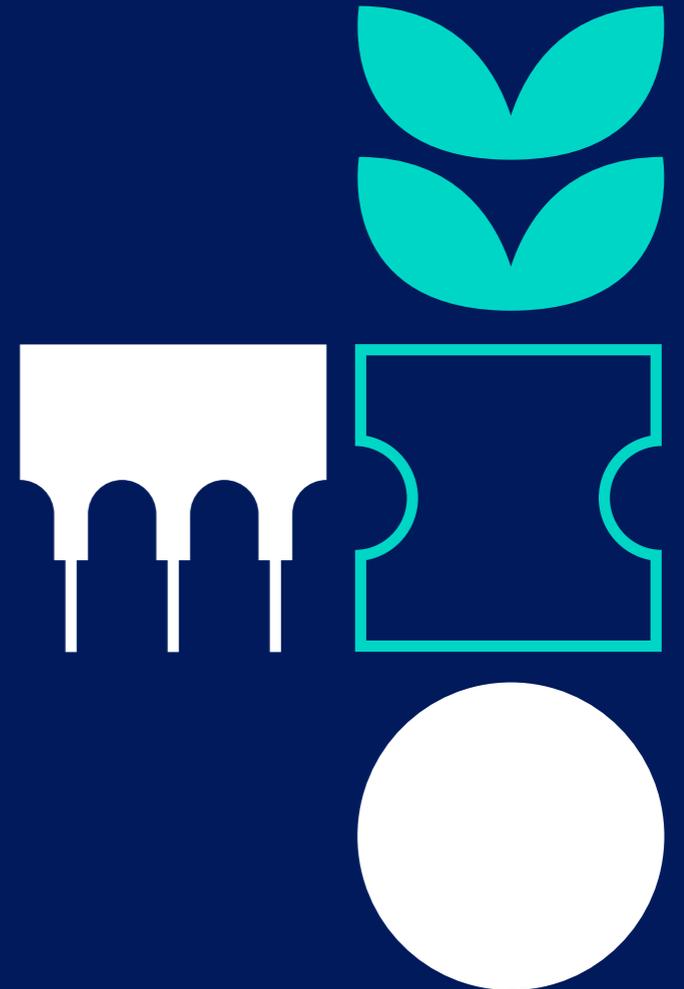


BRAND GUIDELINES

FOR PARTNER INSTITUTIONS



LJMU TOGETHER – MAKING A DIFFERENCE

Our city and our university stand tall together. We have grown from the confident, ambitious origins of Liverpool and have a shared history built on working hard, caring about supporting people and communities and being proud of who we are.

We have a distinct place in this lively city with our warm, friendly and open people. We share a spirit of adventure with a community striving to make a difference and put something back.

Our staff, students and alumni are the beating heart of this university, with an impact that goes beyond academic, economic and social measures. It can be seen in our physical footprint around the city, our global connections and how often you will meet someone who has been transformed by a connection with our university and has helped transform the lives of others.

Making a difference is what a university should be about. It is what we are about. It is who we are. It is Liverpool John Moores University.

Brand Marque

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.



**LIVERPOOL
JOHN MOORES
UNIVERSITY**

Brand Marque

The brand marque exists in multiple colourways to give flexibility and diversity. These versions can be seen opposite with their paired colours from the palette, 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.

The LJMU logo is a registered trademark and is available by request only. Please email the LJMU Brand Manager g.scott@ljmu.ac.uk with details of how and where the logo will be used and what format you require (eps, jpeg, png)

Our Name

The full name 'Liverpool John Moores University' or abbreviated 'LJMU' are the only two name formats that should be used across any documents or publications, both printed and digital.



Brand Marque

To protect the integrity and legibility of our brand marque, we recommend leaving a clear area around the marque.

This clear area is defined using the 'L' from the marque and no other design elements should impede on this exclusion zone.

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



Brand Marque

Minimum size will help you understand at which point the marque becomes illegible. Minimum sizes have been provided for both print and digital. The size of the Liver Bird badge of the marque has also been considered. When using the full tab marque the minimum size applies to the marque and the tab will be more than the sizes provided.



30 mm



15 mm



85 px



45 px

In partnership logo version

In partnership with



Pantone 281

In partnership with



Mono

In partnership with



White reversed on colour background

X - Incorrect use

Do not rearrange logo components



Do not stretch or squash the logo



Do not change the colour of the logo



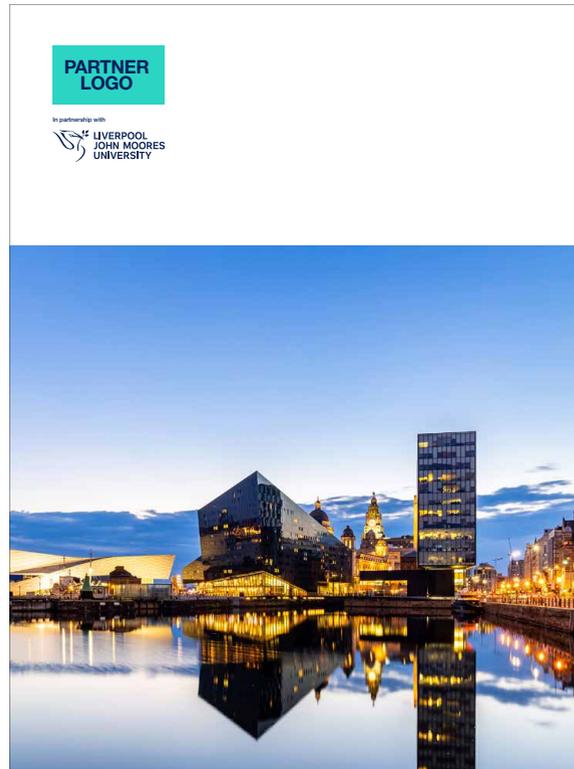
Do not adapt the logo or change the font of the text inside the logo



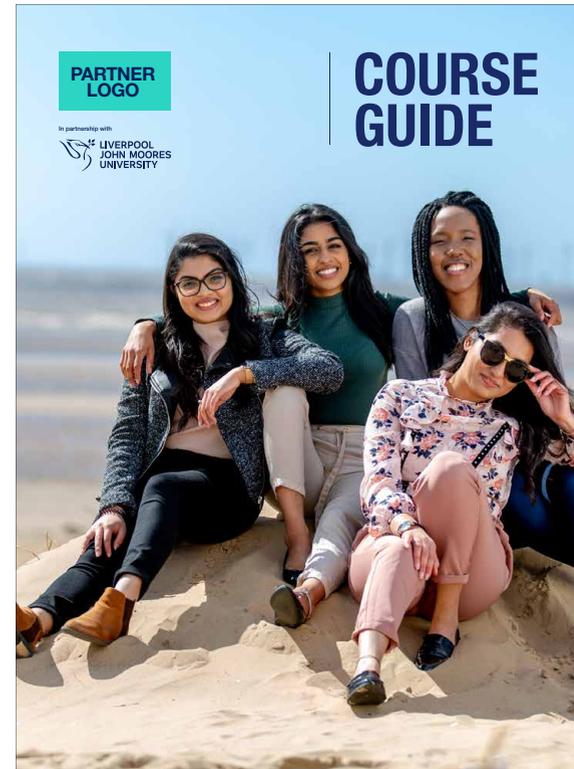
LJMU Logo usage examples

Please include the LJMU logo on your printed material – some example layouts below
For legibility avoid complex pictures behind logo.

281 blue



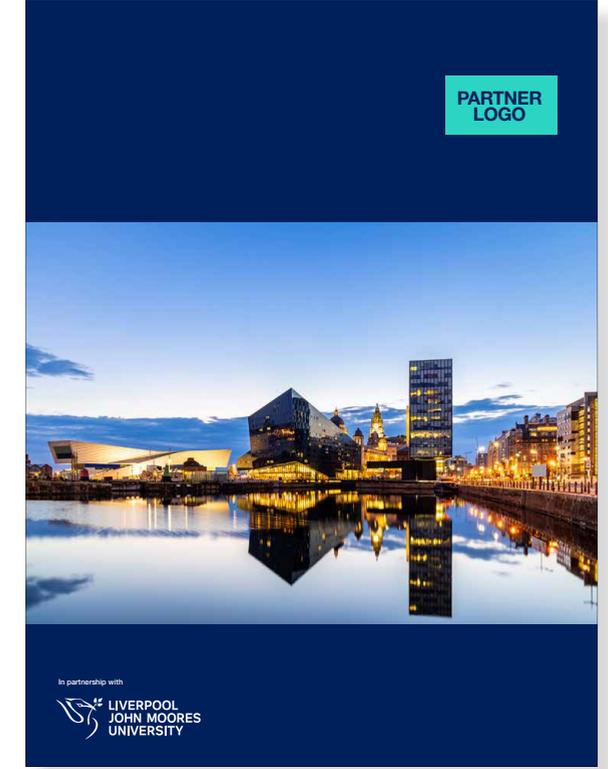
Over non-complex image



Side by side with Partner logo



Reversed



Website Usage

Please include the LJMU logo on the relevant page(s) of your website. The blue version of the LJMU logo is used on web pages.



Colour

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.

Deep Blue

PANTONE 281c
CMYK 100 78 0 57
RGB 0 32 91
HEX 00205B

Liver Green

PANTONE 3255c
CMYK 58 0 30 0
RGB 44 213 196
HEX 2CD5C4

Steel Grey

80% Black

Light Blue

PANTONE 649c
CMYK 11 3 0 0
RGB 219 226 233
HEX DBE2E9

Pure White

100% White

Typography

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

For queries regarding the advertising of Collaborative Provision programmes,
please contact Academic Registry at collaborativeprovision@ljmu.ac.uk

For queries regarding brand or design please contact our
Design Studio Manager, Geoff Scott, g.scott@ljmu.ac.uk

