UCLan London

Brand guidelines

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Our brand

Our brand is more than a logo, a name or a typeface; it is woven into the fabric of who we are and plays an essential role in telling the world what we stand for. It is made up of an extensive range of assets and content (including, but not limited to, our logo, fonts, photography, colour palette and tone of voice) which are published through various media. These guidelines outline the basic principles to enable you to utilise our brand effectively.

The strength of our brand relies on consistent implementation and creating positive perceptions and experiences meaning that every touchpoint and moment matters. As a result it is essential that our brand is safeguarded and consistently applied to ensure our professionalism and reputation is maintained.

Our brand narrative and tone of voice

Our brand narrative

Fact/functional positioning	The University of Lancashire is the international, multi-campus university tracing its roots back to 1828 and leading the way in modern learning today.
Emotional positioning	**We believe in helping people to seize every opportunity to flourish in education, at work and for life.**
Story development and proof	We're proud of our mission and we take it seriously. With our universal, second to none support, whatever your goal, together we'll make it happen. We're innovative by nature, offering more choices and creating more possibilities. Combining academic excellence and real-world teaching, we give our people the skills and experience industry needs. That's why our talented graduates are in such high demand across the world. Whoever you are, wherever you are in life, there's always a way.
Brand line	**Where opportunity creates success.**

Our brand line

Our brand line *'Where opportunity creates success'* can be used as a headline or to sit as a sign off.

When using the brand line as a sign off it should sit under the headline, be aligned to the left hand edge of the copy and sit anywhere on that axis. The brand line should be sized to visually match the sizing of 'UCLan London' in the logo.

When using it as a headline it should align to the copy within the logo.

These approaches can be used in equal weighting on applications.

Keep in mind the purpose of the document and choose the best approach.





Words are branding too

Our tone of voice is as important to our identity as our visual look and feel. Each reinforces the other, creating brand consistency and longevity.

It is essential that we have a strong and distinct tone of voice which flows through all of our marketing and communications materials.

Expressing our brand with one voice
- makes us believable
- avoids confusion
- helps our audiences easily understand who we are and what we stand for

The more we apply our tone of voice, the more natural it will become
- verbally as well as written
- internal as well as external

It is essential to ensure that the content meets the needs of the right target audience. Be clear on who the audience is and what their intentions are when reading and what they are likely to do next. Keep the audience in mind at all times.

Be positive and reassuring - use positive and friendly language as this helps build a rapport and will reflect well on the University brand eg ‘We’re more than happy to help.’

Be professional when referring to professional aspects like accreditations or research; it’s important to use the correct terminology.

Our tone of voice

Our brand narrative epitomises our tone of voice.

It is **inspiring**, reflecting our innovative approach to education, research and the way we interact with our world.

It is **supportive**, focusing on how, by working together, our people can make the most of their opportunities.

It is **human**, shown by our simple language and friendly tone, which expresses the kind of people we are.

And it is **purposeful**, because we have always believed that everyone who has the ability to learn should be given the chance to do so.

When we communicate, our writing follows these four guiding principles. We talk to many and varied audiences, each with different needs. There are also times where a more formal tone is needed. So, these principles should be used flexibly. For instance, you may want to sound more purposeful with a business audience, and more inspiring and supportive when talking to prospective students.

Inspiring

Positive, motivating, enthusiastic, encouraging challenge, curious

The role of an inspiring piece of writing is to encourage an ongoing thought process beyond the original piece of communication, and to motivate the reader into action. Speak directly to your audience.

Get them thinking to encourage active engagement with what you are saying. Ask questions like ‘Have you ever thought…?’, ‘Did you know…?’, and ‘Do you want…?

Focus on the positive; start sentences and conversations with what’s possible, rather than what’s not.

Supportive

Respectful, tactful, enabling, helpful, trustworthy, understanding, nurturing, reassuring

We are known for our welcoming nature and this should be reflected in our writing. We want to make sure that everyone feels supported when studying or working at the University, or by partnering with us.

Use first and second person pronouns (I, we, you) to emphasise that we work with people to help them help themselves. Make sure you mix the pronouns – using just one makes the reader/writer relationship one-sided and unsupportive. Avoid command words and phrases like should, must and have to - this will only alienate readers and can be offensive to some.

We speak to a diverse range of people from a variety of different backgrounds and it’s important to communicate with sensitivity and respect at all times. So, write as you would like to be spoken to.

Human

Clear, accessible language, concise, authentic, genuine, real

We pride ourselves on our Lancashire spirit, which is friendly and straightforward – our writing should reflect this, being clear and accessible to everyone. This approach is especially helpful to many of our audiences that don't have English as a first language.

Use everyday words that everyone understands, writing in a personable manner, as if you are face-to-face with one person. But don't be flippant, or use clichés, idioms or slang. Avoid jargon or complicated terminology and don't use words that have a different meaning in common use than they do in a specific field.

Circumlocution (using more words when less are fine) will distance you from your reader, making genuine connection more difficult. So, say 'to', not 'in order to' etc.

Remember, written communication is always between two human beings – a reader and a writer.

Purposeful

Determined, independent, leading, focused, practical, dedicated, professional

Since our foundation we have believed passionately in our purpose.

This is best expressed by writing with clarity and confidence, using the active voice, and keeping copy concise and focused. If five words will do the job of ten, without sounding arrogant, use them.

Avoid similes or metaphors - these muddy your message. We are a modern university fit for the modern world, so speak its language without waffling, being verbose or using overly technical language.

Be definitive. State facts and avoid non-committal phrases like 'we aim to' or 'our goal is'. Start with a positive view or fact, then qualify.

Write with yours, and your reader's goal in mind; what do they need to know and what do you want them to do next? And always ask yourself, is this copy really needed?

Tips for becoming a better brand writer

Reading whatever is put in front of us is hard wired into our brains.

Try not to read this sentence and you'll see the point.

If we're compelled to read and decipher words, we can use that compulsion to help us become better writers. Because, before you can be a good writer, you need to be a good reader.

Being a good reader isn't about speed, either of reading itself or your comprehension of the words. Nor is it about knowing every minutiae of grammar and punctuation (although it is important).

Reading as a writer is about gathering a broad reference toolkit that you can use in your own writing. Read widely across different fields, genres and media. Analyse what you read – are the messages clear; what does the author want you to think, feel and do next; do you get a sense of a sincere person behind the words, or of a corporate entity protecting its interests? Review your own writing in the same way or ask a colleague for a fresh opinion.

Use plain English

English is not always the first language of those we are talking to.

We should use plain English wherever possible so that our communications and the information we provide is accessible to everyone. Our audiences are many and varied and we have more technical conversations with some than others. But we should still aim to write clear, to the point communications using everyday language. By using straightforward, short sentences and uncomplicated words.

Use plain English

Writing in plain English has a few golden rules:

- Write as if you are having a face to face conversation with your reader.
- Don't refer to the University as a third person organisation. Wherever possible say 'we' and 'us'.
- Speak in the first person plural:
  Check out our range of courses
  Find out why we'll be the perfect choice
  You can visit us for help and advice
- Use language your reader will understand.
- Use the active voice. 'David took the test, not 'the test was taken by David'.
- Don't be afraid to use contractions like 'we're', 'we've', etc. This helps create a more personable, approachable writing tone.
- Avoid using buzzwords, jargon and complex language. Using business or course jargon can alienate audiences and make the content unclear.
- Keep sentences short – 15-25 words is ideal.
- Avoid being 'down with the kids' at all costs - including slang and culture specific references.
- Avoid negative language which can detract from the outcome you're aiming for. Use positive language and express benefits rather than negatives. For example, instead of 'It's not too late' use 'There's still time'.
- Avoid cliches or OTT language - using cliches or OTT language like ' this is the best course ever' or 'you're guaranteed to be satisfied' can appear unprofessional, naive and opens up avenues for criticism, so it's best avoided.
- Don't repeat yourself.
- Avoid switching tenses - when writing copy it's important to stay in the same tense, otherwise the copy can become jarring and difficult to understand.
- Avoid tautologies. Keep to your subject – don't waffle.
- Only use technical terminology where you really have to and only once to explain the term.
- Don't use pompous, overly formal or long words if there's a shorter, more human alternative (use 'buy' instead of 'purchase', 'help' instead of 'assist', 'about' instead of 'approximately' and 'like' instead of 'such as').
- Don't use words that have a different meaning in common use to the specific subject in which you are writing. For instance, pizzas and post are 'delivered', not abstract concepts like improvements (which are carried out or made), or priorities (which are set, agreed or had). See further examples at the end of this section.
- Avoid using metaphors – they do not say what you actually mean and lead to slower comprehension of your content. With all of these words you can generally replace them by breaking the term into what you're actually doing. Be open and specific.
- Avoid circumlocution. This adds to your word count and takes longer to make your point. It can also sound overly formal, even officious.

Common mistakes in plain English

Say what you mean - avoid words which mean different things in different fields.

Agenda (unless it's for a meeting)

Advancing

Collaborate (use working with)

Combating

Commit/pledge (we need to be more specific - we're either doing something or we're not)

Countering

Deploy (unless it's military or software)

Dialogue (we speak to people)

Disincentivise (and incentivise)

Empower

Facilitate (instead, say something specific about how you're helping)

Focusing

Foster (unless it's children)

Impact (do not use this as a synonym for have an effect on, or influence)

Initiate

Key (unless it unlocks something. A subject/thing is not key - it's probably important)

Land (as a verb only use if you're talking about aircraft)

Leverage (unless in the financial sense)

Liaise

Overarching

Progress (as a verb - what are you actually doing?)

Promote (unless you're talking about an ad campaign or some other marketing promotion)

Robust

Requirements (say needs)

Slimming down (processes do not diet)

Streamline

Strengthening (unless it's strengthening bridges or other structures)

Tackling (unless it's rugby, football or some other sport)

Transforming (what are you actually doing to change it?)

Utilise

Common circumlocutionary phrases and better alternatives

Circumlocution	Correct
along the lines of…	like
a large number of…	many
as a consequence of…	because of
as to whether…	whether
at the conclusion of…	after
based on the fact that…	because
despite the fact that…	although
give consideration to…	consider
in spite of the fact that…	although
in the absence of…	without
it is often the case that…	often/usually
in the event that…	if
the great majority of…	most
in order to…	to

Examples of inappropriate metaphors

Drive (you can only drive vehicles, not schemes or people)

Drive out (unless it's cattle)

Going forward (it's unlikely we are giving travel directions)

In order to (superfluous - do not use it)

One-stop shop (we are a university, not a retail outlet)

Ring fencing

Further reading

For further examples of Triple-A guidance regarding content and copywriting, there are a variety of online resources you can refer to, including:

Gov.uk **Readability Guidelines Wiki** **The WCAG Overview**

For more detailed information on good writing style, see
The Guardian and Observer style guide

Plain English Campaign's A-Z of **alternative words** and **Drivel Defence**

Hemingway editor - a free online tool to help you make your writing simple and clear

Mark Forsyth and Lynne Truss write very accessible books explaining the simple rules of grammar and how to write eloquently and elegantly:

Forsyth, M. (2013) *The Elements of Eloquence*, Icon Books Ltd

Truss, L. (2003) *Eats, shoots & leaves,* 4th Estate

A

A Level / AS Level

Not hyphenated. Use an uppercase L.

Abbreviations

Try to avoid. Spell words out in full as far as possible. Say February instead of Feb, Tuesday instead of Tue. Some terms used within the University may not be understood by those outside it, especially by prospective students. So say postgraduate certificate instead of PGCert (apart from in course titles), professor instead of prof.

Accommodation

Note it is spelt with a double 'c' and double 'm'.

Acronyms

When you use an acronym, write out the phrase or title in full the first time it appears, followed by the acronym in brackets. After that, you can use the acronym on its own, eg National Student Survey (NSS), Research Excellence Framework (REF), Students' Union (SU). Exceptions to this rule are acronyms which are better known than what they stand for, such as BBC, GCSE, NATO or the NHS.

Adviser/advisor

The spelling 'adviser' is preferred.

Affect or effect?

Affect is most commonly used as a verb meaning 'to act on or produce a change in someone or something', as in 'Even a small adjustment can affect [change] the outcome of the experiment.' Effect is most commonly used as a noun meaning 'a result or consequence', as in 'His words had the intended effect [result].'

Alumni

Don't capitalise the word 'alumni' unless referring to the Alumni Network. Remember that 'alumni' is plural and so it's incorrect to say 'You are now an alumni of the University.' The male singular is 'alumnus' and the female singular is 'alumna'. 'Alumni' is the gender-neutral plural and the male plural. 'Alumnae' refers to a group of females. Please be mindful of sensitivity towards gender in any alumni communications. The words alumnus, alumna and alumnae are rather formal/archaic and should generally be avoided. These words are derived from Latin, which uses masculine and feminine words. English is more neutral and so it may be better to use 'graduate' instead of alumnus/alumna for the singular, and graduates/alumni for the plural.

Ampersand (&)

In running text, avoid using the ampersand and use the word 'and' instead. This applies to School and Faculty names, eg the School of Pharmacy and Biomedical Sciences. The ampersand may be used in course titles, eg Religion, Culture & Society.

And/or

Try to use one or the other. Alternatively, rewrite the sentence. The same applies to his/her.

Apostrophes

Apostrophes indicate either possession (eg 'the Vice-Chancellor's car', 'journalists' pay') or the omission of one or more letters (eg 'It's a lovely day today'). There is no apostrophe in the possessive 'its' (eg: 'Virtue is its own reward'). Never use an apostrophe to form a plural, even with numbers and letters:

- 1990s – not 1990's
- Three As at A Level – not three A's at A Level
- CDs and DVDs – not CD's and DVD's

Asterisks*

Sometimes used in running text to refer the reader to an important footnote. The practice does not lend itself to writing for the web, where the footnote in question may not be immediately apparent. Use sparingly and only if absolutely necessary.

B

Bachelor's degree

Lower case, with an apostrophe (eg 'John is studying a bachelor's degree in art' or 'We offer a range of bachelor's courses at the University'). When referring to a specific course you should spell it out in full and use a capital B ('John holds a Bachelor of Fine Art degree' or 'Study our Bachelor of Science degrees').

Bullet points

A bullet point list should be preceded by a descriptive sentence and colon. Try to keep bullet points very brief, with no capital letter at the start and no punctuation.

For example:

No picnic is complete without:

- sandwiches
- pies
- cakes

When bullet points consist of whole sentences they should begin with a capital letter and end with a full stop.

For example:

- The University has enjoyed huge success in recent years.

- In 2022-23 the Center for World University Rankings (CWUR) named us one of the top 7% of universities in the world.
- In 2022 we were awarded the maximum 5 Stars (Excellent) in the QS Stars rating system for Teaching, Employability, Internationalisation, Facilities and Inclusiveness.
- We were shortlisted in five categories at the Times Higher Education (THE) Awards 2022.

C

Campus

Use an uppercase 'C' when referring to our Preston Campus, Burnley Campus etc. but use a lowercase 'c' when discussing 'the campus' in general. 'Campus Masterplan' should always use uppercase 'C' and 'M'. Use uppercase 'M' when referring to the Masterplan.

Capital letters

Proper nouns, official titles and course titles use initial capitals when written in full, eg BA (Hons) History. When you refer to such titles in running text or use a word such as history in a generic sense, don't use an initial capital: 'Applicants must have studied history at A Level'. The word 'programme' is not capitalised unless it is part of a full course title: 'Honours Degree Programme in Computer Science. This programme covers units in...'

Schools at the University use initial capitals (eg 'the School of Nursing and Midwifery', 'Our School has an excellent reputation…') but if you're referring to schools in general there's no need to use a capital letter ('Most universities are divided into academic departments known as schools').

When you refer to the University of Lancashire as 'the University' use an initial capital ('The University will be closed for Christmas'). When referring to a university or the university sector in general use lowercase ('Open Days help students to make an informed decision about which university they would like to attend').

In general, using lots of capital letters throughout your text makes it more difficult to read. If in doubt, it's usually better to opt for lowercase.

Center for World University Rankings (CWUR)

The CWUR is based in the United Arab Emirates. Its name uses the American spelling 'Center'.

City centre

Never use capital letters when referring to the city centre or the city of Preston.

Clearing

Use a capital C when referring to our Clearing activities in any marketing materials.

Complement/compliment

To complement means to make complete or supply what is lacking ('Tomato sauce is the perfect complement to fish and chips'). Compliment can be used as a noun or verb, and means to praise someone or something ('Compliments to the chef'). Something given away for free is complimentary ('Complimentary hot drinks are available').

Contact details

For telephone numbers, put a space between the regional code and the rest of the number (eg 01772 892400). If the information is likely to be relevant to an overseas audience then you are advised to include the full international number (eg +44 (0)1772 892400). There is no need to include the +44 prefix on UK-based materials. Internal telephone numbers should be used only if absolutely necessary on materials which are visible to an external audience. In general it's best to restrict their use to content on the Staff Intranet (eg 'Contact ext. 2400').

Course titles

We write out a course title as follows: BA (Hons) History. Note there is a space between BA and (Hons). Only full course titles are capped up, eg BA (Hons) Fashion Design. When mentioning course titles ensure that the name exactly matches that on our course webpages. General mentions of subjects are always lowercase (eg 'Interested in studying fashion?', 'All our sports courses involve…')

D

Dates and times

For specific dates, use the format ‘Monday 31 December’ as opposed to ‘Monday, December 31st.’ Only include the year if it’s necessary for the benefit of the audience. On social media you may opt to shorten the day/date to Mon 31 Dec to minimise the characters used.

For times, use the 12-hour clock and am/pm, not the 24-hour clock (‘Doors will open at 6pm’.) Use full stops instead of colons as separators (‘Refreshments will be available from 7.30pm’). Use 9am instead of 9.00am or 9:00am. Note there is no space between the number and am or pm.

To avoid confusion between 12am and 12pm, write 12 noon and 12 midnight, with a space after the number. Put a space between the hyphen/en dash connecting two times (eg ‘The event runs from 9am – 9.30am’).

If some or all of your audience is based outside the UK (for instance if you’re hosting a live online lecture) then you should state the time in relation to Greenwich Mean Time (GMT) or British Summer Time (BST). For example ‘Our virtual event will start at 9am (GMT).’ Use local time for events taking place in another country.

Degree Apprenticeships

Use capital D and A. When talking about apprenticeships in general there’s no need to use capital letters.

Degree class

First, 2:1, 2:2, 3rd. Never use 1st. Use a capital when referring to a First, but lowercase initial for first-class degree. Never use first degree, as this can be confused with an undergraduate degree: She was awarded a First in biology. He was awarded a 2:1 in English. She was awarded a first-class degree in art.

Doctor

Write ‘doctor’ when talking about the profession but abbreviate to ‘Dr’ (without a full stop) when used in a person’s title.

E

eg

Don’t use any full stops. Put a comma before: ‘We offer part-time courses in a range of subjects, eg computer science, cybersecurity, software engineering.’ Where possible try to avoid using eg altogether. Use ‘for example’ or a similar phrase instead.

Em dash / en dash

See **Hyphen**

Email

No hyphen. If an email address comes at the end of a sentence don’t follow it with a full stop – you don’t want readers to think the full stop is part of the address. Put email addresses and web links in bold in any marketing materials. All letters in email addresses should be lowercase.

Exclamation marks

Do not use exclamation marks unless you absolutely have to. It’s estimated that 99% of exclamation marks are completely unnecessary! Never use multiple exclamation marks!!! (See what we did there?)

F

Full-time

Use a hyphen: ‘Most of our students study full-time.’

Freshers / Freshers’ Week

Refers to the programme of events organised by the Students’ Union at the start of term as part of the student induction process. The apostrophe is placed after the ‘s’ to show belonging to more than one person but it depends on the context (for example, if you are saying ‘Come along to Freshers’ there would be no apostrophe but if you are saying ‘Check out our Freshers’ events’ you would need the apostrophe). The term ‘fresher’ refers to a first-year student at a university, so don’t use it for events which are also open to returning students.

The programme of induction activities organised by the University should be described as ‘Welcome’. ‘Freshers’ should only apply to events organised and run by the Students’ Union.

G

Government

Use a lower case ‘g’ and treat as singular: ‘The government has announced…’

Graduate

Use lowercase ‘g’ for graduate: ‘Many of our graduates secure jobs overseas.’

Graduation

When referring to the official celebratory events at the University say Graduation / Graduation Ceremony with a capital G. No capital letters are required when writing about graduation ceremonies in general.

H

Halls

Use lowercase ‘h’ when referring to student accommodation as halls / halls of residence.

Has/have

Use ‘has’ when referring to single entities. For example: ‘The University has announced…’, ‘The School of Engineering and Computing has announced…’, ‘The External Relations Team has…’

Only use ‘have’ for plurals. For example: ‘The University and NASA have announced…’, ‘External Relations and the People Team have worked together…’

Hashtags

Hashtags (#) should always use capital letters for the start of words, for example:

#UCLanOpenDay

#UCLanFunFriday

#TheUCLanExperience

#MotivationalMonday

Headings and titles

For page headings, headlines and sub-headings use an initial capital for the first word only. Never use all capital letters. We would write the headline ‘Fees and funding’, not ‘Fees And Funding’ or ‘FEES AND FUNDING’.

For book, film, and journal article titles, only use initial capitals (except for small words such as in, at, of, the) where they are included within the title. Book, film and journal article titles in body copy should be italicised. For example: *A Brief History of Time; Down and Out in Paris and London; How to Win Friends and Influence People*.

When writing assignments or academic journal articles, colleagues and students are advised to follow the referencing guidelines provided by the University and other bodies.

Human Resources

Refer to ‘the People Team’ instead of ‘the Human Resources Team’ (former name).

Hyphen (-)

A hyphen is used to connect two words. Common hyphenated terms include: award-winning, co-operate, co-ordinate, cutting-edge, drop-in, e-learning, en-suite, first-class, full-time study, in-between, long-standing, long-term, part-time study, Pro Vice-Chancellor, real-life, real-world learning, state-of-the-art, short-term, Top-up degree, Vice-Chancellor, Wi-Fi.

The following terms should not be hyphenated: A Level, AS Level, breathtaking, email, groundbreaking, lifelong, multicultural, multimedia, multinational, multidisciplinary, ongoing, online, postdoctorate, postgraduate, pro bono, undergraduate, webpage, website, wellbeing.

Sometimes the en dash (–) and the wider em dash (—) may be used instead of a hyphen.

The en dash is normally used to show a range of numbers (‘After 12–15 seconds the rocket will break the sound barrier’ or ‘The population of the island is believed to be somewhere between 2,000–3,000). But our preference is to use a hyphen and put a space in-between the values (‘The population of the island is believed to be somewhere between 2,000 - 3,000’).

The em dash (—) is used to create a pause in a sentence, often to provide supplementary information to the reader. There are no spaces in-between the em dash and the surrounding text. For example: ‘My sister—who is six years younger than me—will be starting university next year.’

I

International students

Do not capitalise. Say ‘our international students’ rather than ‘our International Students’.

-ise or -ize?

There are numerous words which can be spelt in multiple ways. For words like familiarise/familiarize, organise/organize, standardise/standardize etc. please opt for the -ise’ spelling rather than -ize. However, where an organisation uses the ‘z’ spelling in its name, use that (eg World Health Organization).

Italics

Avoid if possible. Over-use of italics can make text difficult to read for some people. Try not to use italics for emphasis. However, they may be used to highlight certain foreign words (‘The Danish concept of *hygge* refers to…’) or titles (‘Steven Spielberg’s directorial debut, *The Sugarland Express*, was released in 1974.’).

L

Library

When referring to the University's Library, the 'L' should be uppercase.

M

Master/master's degrees

When writing the word in a full course title it is Master in English Literature, eg 'Rachel holds a Master of Fine Art'. It is lowercased with an apostrophe when writing the word in all other situations, eg 'Alison is studying a master's course' or 'We offer a range of master's degrees at the University.'

MBBS

When referring to our flagship medicine course, there is no space between MB and BS. It is all one acronym, without a space. MBBS stands for Bachelor of Medicine and Bachelor of Surgery.

N

National Student Survey (NSS)

Spell it out in full the first time it's mentioned and include the acronym in brackets: 'From next Monday we will be inviting final year students to complete the National Student Survey (NSS).' You can then refer to the 'NSS' for subsequent mentions. Note that you shouldn't write 'NSS Survey' as this would mean 'National Student Survey Survey.'

North West

When referring to the North West region, it should always be written as two words with capital N and W and is never hyphenated. When giving directions use lowercase ('Ribchester is 10 miles to the north west of Preston').

Numbers

In text you should write the numbers zero to nine in words. From 10 onwards the number(s) should be written in figures. Spell the number out in full when it appears at the beginning of a sentence: 'Eighty years ago, this country was at war.'

Other exceptions are numbers that have technical significance, or where writing the number in numerals would help it stand out for quick comprehension. This is particularly the case with percentages ('The survey found that only 7% of cats preferred the supermarket brand'), money ('We have invested £200m in our campus…'), times, ratios or academic grades. Use numerals in tables, charts and graphs.

When referring to the academic year use Year 1, Year 2. Where a number from one to nine is part of a phrase or title that you didn't create, stick with the convention (Key Stage 2).

For larger numbers, use the following formats: 2,000; 100,000; £1 million; £100 million; 1 million; 1 billion. You may prefer to shorten the word 'million' to 'm' in running text, with no space between the number and the letter ('We have invested £10m in upgrading our online infrastructure.')

O

Open Days / Offer Holder Days

Use uppercase letters when referring to our events.

P

Part-time

Use a hyphen: 'Many mature students opt to study part-time.'

People Team

Do not use the team's former name, Human Resources.

Percent (%)

Use numerals and percent symbols instead of spelling out the words in full. This helps to make statistical information easier to digest for the reader. Say 9% instead of nine percent. The only exception is where the statistic appears at the start of a sentence. In this case you should write 'Seventy percent of students…'

Don't confuse percentages with percentage points. A change from 20% to 25% is a rise of 5 percentage points (spell 'percentage points' in full). This is not the same as a 5% increase (a change from 20% to 25% is a 25% increase!).

PhD

The 'h' should be lower case.
Stands for Doctor of Philosophy.

Plain English

Aim to be as clear and concise as possible in your writing. Keep your audience in mind at all times. Using plain English does not mean you are 'dumbing down' your text. You're simply delivering your message in the clearest way possible. Don't forget that often you are writing for a wide multinational audience and English may not be the first language of many of your readers. Avoid idioms, jargon or metaphors, which may obscure what you are trying to say.

Postgraduate

Should be written as one word, not hyphenated. Not PostGraduate or Post Graduate. Never use PG unless it appears in a course title (eg PGDip Publishing). Should be lowercase when used in a sentence (eg 'Our postgraduate courses…')

Practice/practise

The noun is spelt with a 'c'; the verb has an 's': 'He's a practising lawyer running his own practice.'

Pro Vice-Chancellor

There is no hyphen between 'Pro' and 'Vice' but the 'Vice-Chancellor' part requires one.

Professor

Always write out the word in full. Never abbreviate it to 'Prof.' Use a capital P when used as part of an individual title ('Professor Joe Smith joined the University two months ago…') but use lowercase when talking about professors in general ('You will be taught by expert professors'). Also see **Abbreviations**.

Program / programme

Use 'programme' for academic programmes, event programmes, research programmes and television programmes. We use a programming language to program a computer or create a computer program.

Q

QR codes

Should be avoided unless they serve an essential purpose. Use web links instead. There may be a small number of cases where QR codes are acceptable (eg certain interactive resources).

Qualifications

When referring to specific qualifications and awards, please capitalise as follows:

A Levels
AS Levels
bachelor's degrees
BTECs
Degree Apprenticeships
direct entry
foundation degrees
foundation entry
foundation year
GCSEs
Higher Apprenticeships
master's degrees
PhDs
postgraduate certificates
postgraduate diplomas
Return to Study entry programmes
T Levels
Top-up degrees

Refer to 'apprenticeships' when talking about them in general but capitalise Higher Apprenticeships and Degree Apprenticeships.

Course titles and qualifications should be abbreviated and capitalised when spelt out in full: 'Study our BA (Hons) Journalism degree' but use lower case when referring to the subjects in general: 'We offer postgraduate certificates and diplomas in journalism as well as full master's degrees'.

Quotation marks

Use single quote marks to highlight or emphasise particular words or phrases.

Example: The term 'Vice-Chancellor' always requires a hyphen.

Use double quote marks when providing a direct quote from a person or organisation. The quote should be preceded by a colon.

Example:

The Vice-Chancellor said: "I look forward to working with our new partners."

QS Stars

A rating system published by Quacquarelli Symonds. It evaluates universities on several criteria, allowing institutions to highlight particular areas of excellence. It is a ratings system, not a rankings system, and should not be confused with the **QS World University Rankings**. The 'S' at the beginning of 'Stars' should be capitalised. Use the number rather than the word when advertising results (eg 'We were awarded 5 Stars overall.')

QS World University Rankings

An annual publication of university rankings by Quacquarelli Symonds. Not to be confused with the **QS Stars** rating system.

R

Ranges (numerical)

State 'children aged 12–16' or 'children aged from 12 to 16', not 'children aged from 12–16.'

S

Schools

Schools at the University use initial capitals (eg 'the School of Nursing and Midwifery', 'Our School has an excellent reputation…'). Don't use ampersands (&) in their names. If you're referring to schools in general there's no need to use a capital letter ('Most universities are divided into academic departments known as schools').

Seasons

The seasons are common nouns, not proper nouns, so they are not usually capitalised. They should be capitalised when they are the first word of a sentence or in titles.

For example, 'I finish my course in the summer'.

Semester

Use Semester 1, Semester 2 etc.

Social media

Ensure that the names of the various social media platforms that UCLan has a presence on are written correctly. This also applies to the social media handles that students and others are asked to follow to keep up with the latest news and events.

Name	Social media handle
Facebook	@OfficialUCLan
Instagram	@UCLanUni
TikTok	@UCLanUni
Twitter	@UCLan
YouTube	@UCLanUni

See also **Hashtags**

For more information visit Social media - UCLan

Students' Union

Students' Union always has an apostrophe at the end of the word 'students'. It can be shortened to SU after it's first mentioned. Note that the Students' Union is run independently from the University, so avoid writing about it as if it is a department of the University.

T

Team names

Names of teams at the University should use capitals: Course Enquiries Team, External Relations Team, People Team. Use lowercase when referring to 'the team' or teams in general.

Times – See **Dates and times**

U

UCLan

Use uppercase ‘UCL’ and lowercase ‘an’.

If writing for an external audience you should write out the full name of the University in full and put the acronym in brackets before subsequently referring to us as ‘UCLan’:

‘The University of Lancashire (UCLan) is one of the largest universities in the UK…’

University of Lancashire

Use a lower case ‘t’ in ‘the’ when referring to ‘the University of Lancashire.’

In writing refer to the University as singular (‘The University is… / UCLan is…’ rather than ‘The University are… / UCLan are…’).

In many cases it’s preferable to write ‘The University is…’ or ‘We are…’ instead of ‘UCLan is…’ The latter should be used more frequently in less formal communications to convey a friendly, approachable tone.

When referring specifically to the University in running text you should capitalise the U: ‘In recent times the University has invested around £200m in upgrading its Preston Campus.’

When talking about universities or university life in general, do not capitalise the ‘u’: ‘A student’s first day at university can be both exhilarating and daunting…’

Undergraduate

Undergraduate is one word, not hyphenated, and referred to as lowercase ‘u’:

‘Our undergraduate courses…’

V

Vice-Chancellor

Vice-Chancellor is hyphenated with capital V and C.

W

Web links

When using web links in printed or digital materials you should make use of short links which include only one forward slash. You should also remove the prefix ‘www’ from any web links provided. For example:

uclan.ac.uk/accommodation

uclan.ac.uk/study

To request a shortened web link please contact the Web Team using this Redirection Requests form.

Welcome

The programme of activities organised by the University at the start of term as part of the student induction process is known as Welcome. Use a capital ‘W’. Don’t use ‘Welcome Week’ as the events span more than seven days. Only use the term ‘Freshers’ Week’ when referring to events organised by or involving the Students’ Union.

Wi-Fi

Use uppercase W, F and a hyphen.

Y

Years

Use Year 1, Year 2, rather than year one, year two, but third year, not Third Year.

Similarly, use Semester 1, Semester 2 etc.

Our logo

How we've created our logo

We show ourselves as an international forward-looking university leading the way in modern learning, enabling our people to flourish, by taking inspiration from our crest.

Creating a contemporary and unique marque drawn from distinct elements that come together to hero the spirit of opportunity the University of Lancashire offers all its people.

Shaping an innovative and modern visual language that is uniquely placed to tell our story to the world.

University crest



Chosen elements



A place to flourish at the heart of Lancashire

We can trace our roots back to 1828

University motto 'from the earth to the sun' unpacks the spirit of opportunity for all

Learning and knowledge

Academic excellence and proudly Prestonian

Our primary logo

The UCLan London logo consists of an emblem and a wordmark. Our logo should appear on all print and digital collateral produced.

Our primary logo can sit on white.

The primary logo files will be shared directly with suppliers through the Marketing Team. Please email brand@uclan.ac.uk with the supplier's details and the nature of the request. Marketing will then liaise with the supplier and provide the necessary artwork files and sign off the artwork.



Our reverse primary logo

The UCLan London logo consists of an emblem and a wordmark. Our logo should appear on all print and digital collateral produced.

Use the reverse primary logo when using a red or blue or slate background.





The University crest

The use of the University crest is restricted to very formal communications. It is predominantly used by the Vice-Chancellor's office and for prestigious occasions, such as graduations.

For any other information relating the University crest, please contact brand@uclan.ac.uk

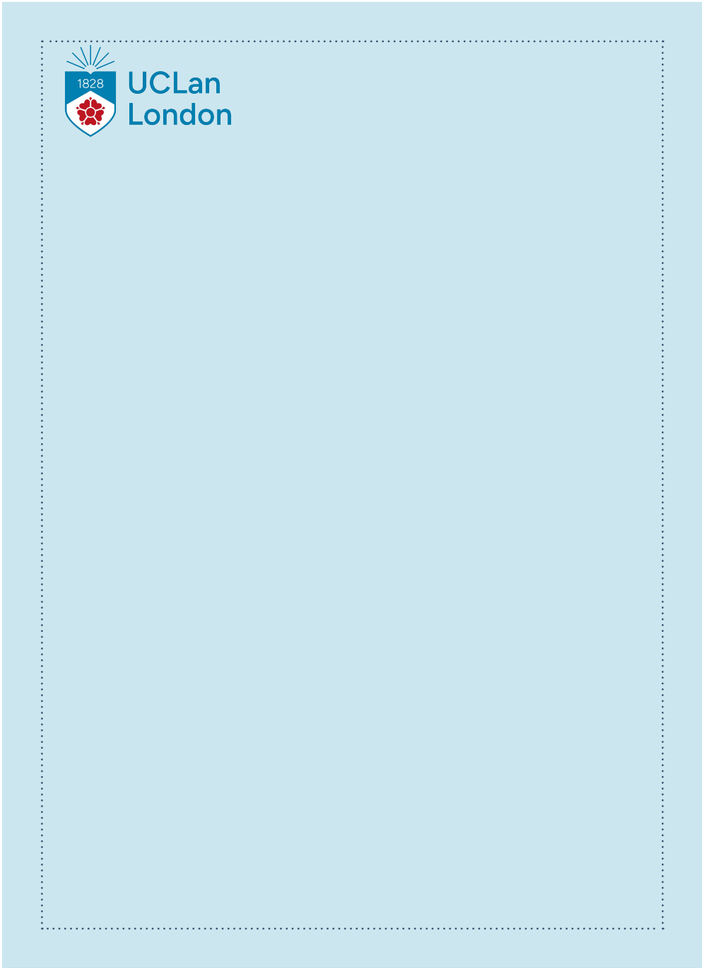


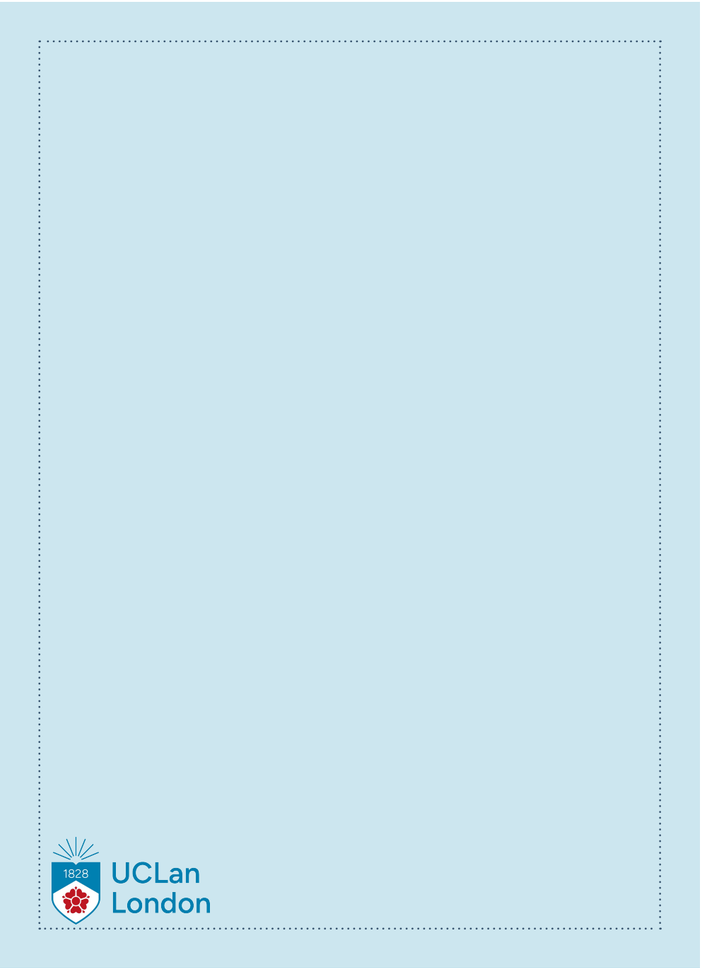
Positioning

Our logo should always be positioned in one of the four corners. Position the logo in the most suitable area for the design.

In circumstances when the space saver logo is used, position it to the most appropriate area.

Contact brand@uclan.ac.uk for further advice if unsure on best positioning.





Colour palette

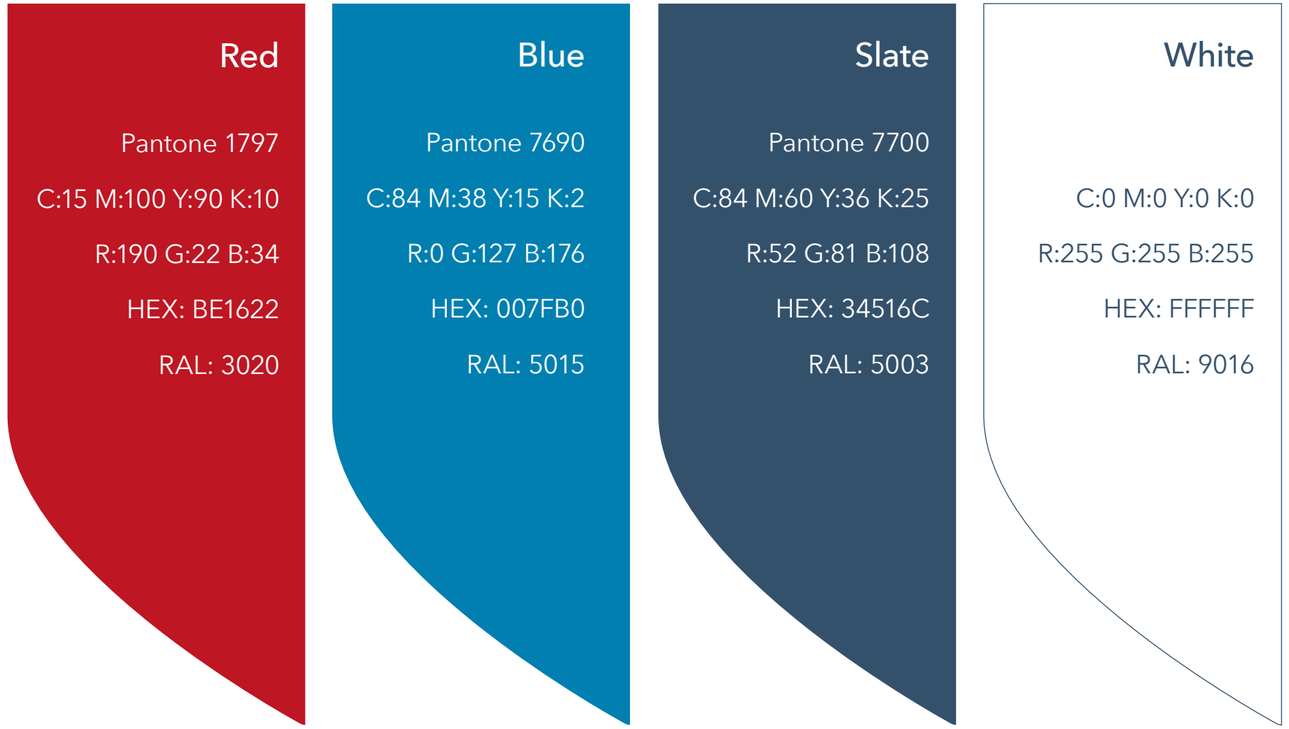
Primary colour palette

Our primary colour palette features red, blue and slate. Red is the lead colour, with blue and slate used in equal weighting of each other.

Typography generally should be in slate, with red and blue used to add emphasis in headings and captions.

When designing for web, keep in mind accessibility, so if unsure use the contrast checker to check this.

These colours have been chosen to be accessible when using white type on top. When using white as a background the other primary colours can be used for typography.



Full colour palette

Our secondary colour palette has drawn inspiration from our motto ‘from the earth to the sun’.

These colours should be used thoughtfully to help create interest and add variety. These colours should not be overused; they can be used for background floods, typography pull-outs or on charts and graphs.

Colour combinations in the same tonal range work best together. Blue and slate hues should be the lead colours, with green and orange hues being used as highlight colours. It is important not to overuse this palette, so please take a ‘less is more’ approach.

When designing web assets keep in mind accessibility, so if unsure use the contrast checker to check colour pairings.

For extra guidance on use of secondary colour palette contact brand@uclan.ac.uk

Red

Pantone 1797
C:15 M:100 Y:90 K:10
R:190 G:22 B:34
HEX: BE1622
RAL: 3020

Blue

Pantone 7690
C:84 M:38 Y:15 K:2
R:0 G:127 B:176
HEX: 007FB0
RAL: 5015

Slate

Pantone 7700
C:84 M:60 Y:36 K:25
R:52 G:81 B:108
HEX: 34516C
RAL: 5003

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: FFFFFF
RAL: 9016

Sunrise

Pantone 151
C:0 M:66 Y:100 K:0
R:244 G:119 B:33
HEX: F47721
RAL: 2008

Lake

Pantone 7689
C:80 M:24 Y:2 K:0
R:0 G:153 B:210
HEX: 0099D2
RAL: 5012

Light slate

Pantone 7697
C:68 M:42 Y:20 K:10
R:87 G:122 B:155
HEX: 577A9B
RAL: 5023

Forest

Pantone 342
C:90 M:33 Y:70 K:33
R:0 G:98 B:80
HEX: 006250
RAL: 6036

Gold

Pantone 7548
C:5 M:25 Y:100 K:0
R:242 G:190 B:26
HEX: F2BE1A
RAL: 1023

Sky

Pantone 298
C:60 M:10 Y:0 K:0
R:83 G:183 B:232
HEX: 53B7E8
RAL: n/a

Silver

Pantone 7544
C:43 M:30 Y:20 K:4
R:145 G:159 B:173
HEX: 919FAD
RAL: 7001

Grass

Pantone 7739
C:75 M:7 Y:90 K:0
R:51 G:153 B:51
HEX: 339933
RAL: 6037

Light sky

Pantone 291
C:33 M:5 Y:0 K:0
R:161 G:211 B:242
HEX: A1D3F2
RAL: n/a

Cloud

Pantone 537
C:21 M:15 Y:7 K:0
R:199 G:203 B:218
HEX: C7CBDA
RAL: n/a

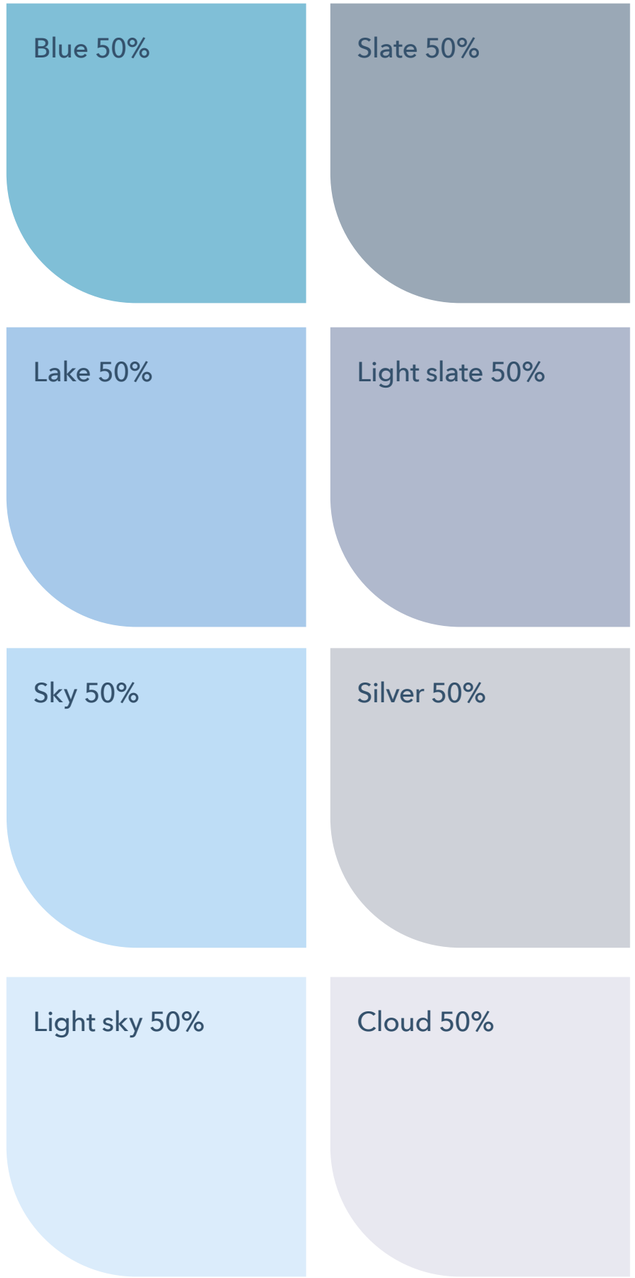
Olive

Pantone 367
C:44 M:0 Y:90 K:0
R:155 G:203 B:78
HEX: 9BCB4E
RAL: 6018

Using tints of colour

The blues and greys in the colour palette can be tinted to add extra flexibility if needed. They can be used for charts and tables.

The tints available to use on these colours are 50%.



Typography

Primary typeface

Avenir Next is our primary typeface and should be used whenever possible. It should be used for all typography, from headings to body copy. Italics can be used when needed but should be used sparingly – only to highlight the occasional word or sentence.

Avenir Next can be used in the weights shown.
All body copy should be in the slate. Primary and secondary colours can be used to pull out key pieces of information or headings to add variation to a document.

When choosing colours and weights for typography keep in mind accessibility.

Avenir Next Regular should be used for body copy whenever possible.

Avenir Next

Avenir Next Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Avenir Next Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Avenir Next Demi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Avenir Next Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Digital typeface

Montserrat should be used on the website and digital applications. Italics can be used when needed but should be used sparingly – only to highlight the occasional word or sentence.

Montserrat is a highly legible font and can be used in the weights shown, allowing for flexibility. Montserrat is a Google font and available to download **here**.

Keep in mind legibility when choosing the weight of the typeface.

Montserrat

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Montserrat SemiBold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().**

Montserrat Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().**

Montserrat ExtraBold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().**

Alternative desktop typeface

If Avenir Next is unavailable, Arial is the default typeface for desktop users. Please note that this font may also be called Avenir Next LT Pro.

A considerate internal typographic approach has been created to help ensure full compatibility across all platforms. Italics can be used when needed but should be used sparingly – only to highlight the occasional word or sentence.

It is suggested that colleagues use size 11 both in email signatures and as the main email font – instructions of how to change your email font can be found in the Outlook help tool. Also note that Arial Black, Arial Nova, and other Arial variations are not brand compliant.

Arial

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*().

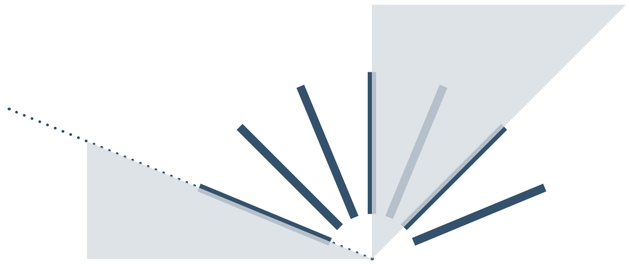
Graphic devices and imagery

Graphic devices

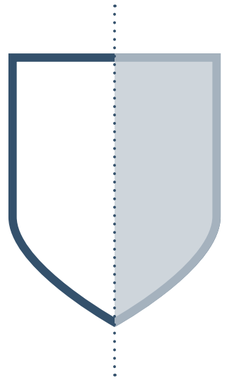
The visual identity system for the University of Lancashire has been influenced by the new logo, reflecting the crest and the sunrays/open book.

These graphic devices can be used as single elements to create interesting graphic applications, printed and digital. The shield should predominantly be used on all applications. The angle can be used as a supporting device, on advertising, inner spreads and covers.

Always use the elements thoughtfully and don't over complicate the designs. On documents that are copy heavy these elements should be used sparingly and aim for a clear information hierarchy. This will ensure all collateral has the right balance, pace and impact.



The angle

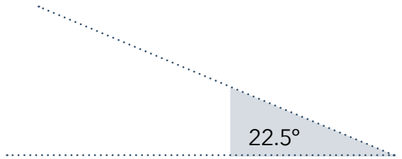


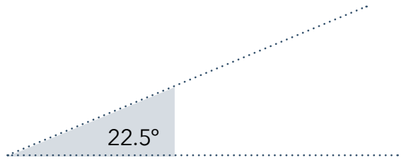
The shield

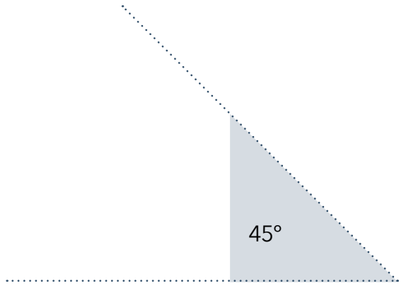
Graphic devices
The angles

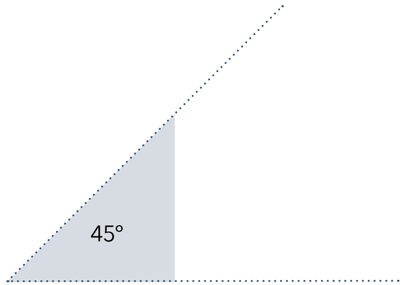
There are six graphic angled shapes available to use. These are formed from three angles of the sunrays/open book; 22.5°, 45° and 67.5°. They can then be reflected horizontally to create three more angled shapes.

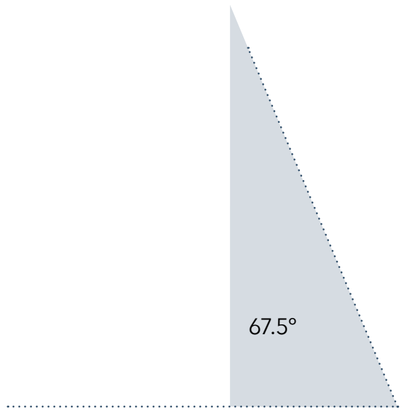
You should only use one angled shape at a time on an application or a page.

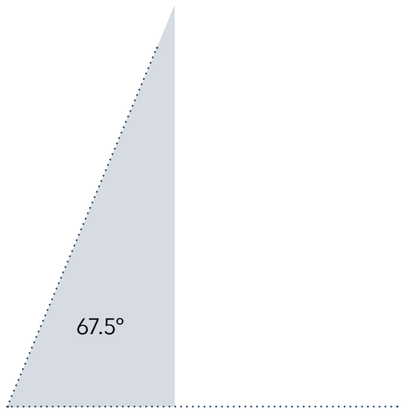












Graphic devices
The shield

Either half of the shield can be used as a graphic device. You should only use one shield shape at a time on an application or a page.

Always ensure the full width of the shield is shown but it can be cropped at any height and size.

Graphic devices

How to use

Only feature one shield shape or one angled shape per application or page. They can be in any of the primary colours, however, it is not advised to pair red and blue together on the same page.

The system has been developed so it can be used with and without imagery to ensure flexibility throughout the brand.

You can reflect both shapes vertically but do not reflect the shapes horizontally.

On occasion the shape can be multiplied to allow some of the image to show through.

Should more than one graphic device be required, this will be at the discretion of the Marketing Team.

Example layouts are provided on the next page.



Graphic devices

Overview



Using imagery with the graphic device

The graphic devices can be used to hold imagery. Always keep in mind the cropping of imagery when using the shapes. Avoid cutting people off at odd angles.

Imagery does not always have to be contained within the graphic devices. The graphic devices can be overlaid onto full bleed imagery creating an area that can be used to hold copy or colour.

They can be in any of the primary colours, however do not pair blue and red together. They can be a solid colour or an overlay. If a coloured overlay is chosen and copy needs to be placed on it, ensure it is legible.

Use one shield shape or one angled shape per cover or spread.

University images should always be used where possible rather than stock images. Please email imagebank@uclan.ac.uk for access to Canto where we store all our images.







Imagery
Things to avoid

Always follow the guidance on photography and the visual system stated in these guidelines.

If ever unsure, contact brand@uclan.ac.uk



Avoid using red and blue together



Avoid rotating the shapes



Avoid awkward cropping of photography



Avoid layering photography

Further considerations

Social media guidance

At the University of Lancashire, we are fully committed to ensuring social media improves the way in which we communicate with both our internal and external audiences. There are numerous benefits and opportunities that social media can bring. However, there are also risks involved which can, at times, adversely affect both our staff, students, stakeholders and wider reputation of the University.

All social media channels operating under the University brand, must be approved by the Marketing team within External Relations prior to set up. This is to ensure that all University social media channels have a clear purpose and objectives which are not already fulfilled by an existing platform.

In most instances, colleagues will be asked to utilise existing platforms or channels appropriate for their intended audiences. Any service or colleagues who wish to establish a new social media presence, including blogs, must first submit an application to the Marketing team for approval.

Please read and consider the questions contained in the approval form prior to submission – which include guidance on generating engaging visual content, intended audiences and resources required to operate and maintain a successful social media presence. The approval form can be found via SharePoint along with further information and guidance.

If you are seeking to promote exciting news, an event or other initiative via existing social media channels operated by the University, you can do so by submitting a news request to socialmedia@uclan.ac.uk

Please include as much information as possible, including any videos, photos and interactive content you may have.

Website guidance

Leading on the University's external facing web presence we work closely with stakeholders across the University to maintain and develop our digital presence. The team are here to provide advice, support and guidance to colleagues on any aspect of the University website and are happy to assist in improving and updating the quality of online information we provide. However, it is the responsibility of individual teams to ensure that information relating to their area is as accurate and up to date as possible.

To submit updates to the University website, please email webco-ordinator@uclan.ac.uk

Paper stock

A good quality, bright white paper stock should be used. Ideally, bright white **Soporset** or an equivalent matte or uncoated stock if this isn't available.

Always avoid using a high gloss paper stock, as these don't best reflect the brand. For inner pages, ensure to not go below 140gsm to ensure there is no show-through.

Always perfect bind documents large documents, avoiding staples.

A matte varnish or spot UV can be used where appropriate to give a premium effect. Avoid foiling and embossing.

A Short Guide to Alt Text

What is alt text?

Alt text is a short piece of descriptive text which explains the content of an online image for the benefit of people who are unable to see it, eg due to a visual impairment. Alt text is found in HTML code. It features in webpages, e-newsletters and online publications.

The benefits of alt text:

- It helps to make website content accessible for people who are visually impaired. They often use 'screen reader' software which reads online content out loud. For any on-screen images the software will read out the alt text to the user.
- If an image fails to load properly then the alt text will appear on-screen in its place. This can happen when a hyperlink is broken or the site is experiencing technical issues.
- Failure to include alt text with your images can have a negative impact on a website's search engine optimisation (SEO) ranking.



What alt text looks like within HTML code:

<img src="pancakes.jpg" **alt="A stack of pancakes covered in honey and raspberries">**

Tips on writing good alt text:

- The primary function of alt text is to provide a short text explanation of an image for the benefit of users who are unable to see it. Moz.com advises: "If you can close your eyes, have someone read the alt text to you, and imagine a reasonably accurate version of the image, you're on the right track."
- Keep it short and specific. Most alt text will be a brief descriptive sentence of no more than 125 characters in length. Only include as much detail as the reader needs in order to understand the image in relation to the content surrounding it.
- Extra detail is only really needed in the very rare instances where the image conveys something above and beyond what is already explained in the accompanying text, eg if there is a visual pun, metaphor, parody, symbolism, etc.

Other things to note:

- Some images will be purely decorative, eg border designs and will not convey any essential information that a visual impaired person needs to know. In these instances you need to tell the 'screen reader' software to simply ignore the image. To do this simply leave the alt tags empty - but don't remove the alt tag altogether. The code will read **alt=" "** with no text inside the quote marks.
- For logos keep it simple ("UCLan logo" is fine).
- Where images are used as buttons, eg a "Submit Now" button, or social media buttons, you should briefly describe the *function* rather than the *visual* content. (So for a Twitter button the alt text should read "Visit our Twitter feed" rather than "Blue bird.")
- Your text should do the 'heavy lifting'. Avoid presenting complex graphs, charts, diagrams and infographics as images where possible. If this is unavoidable then you should either a) ensure that the main points of the graph/chart are explained somewhere within the body of the accompanying article, and/or b) briefly summarise the data in the alt text, eg "Pie chart showing the percentage of undergraduate and postgraduate students who attended the Careers Fair, showing 72% undergraduates and 28% postgraduates".

A short guide to alt text

- Tailor your alt text to your reader/ audience. It may be beneficial to provide slightly more detailed alt text for external audiences, eg for an image of Alston Observatory it may be fine to use the alt text "Alston Observatory" for a staff audience, but for prospective students you may write "Alston Observatory teaching facility, which includes a large telescope and planetarium."

Things to avoid:

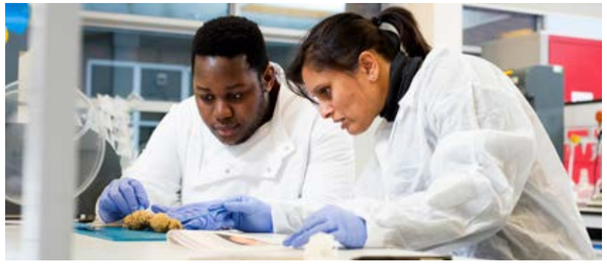
- Don't say "Image of…" / "Picture of…" in alt text.
- Avoid reference to arbitrary characteristics such as race, colour, nationality, religion, age, etc. unless it is integral to the content, meaning or purpose of the image, eg it would generally only be necessary to refer to "three elderly women" if the image depicted three residents of a care home for the elderly, but not for most other images depicting three individuals.
- Avoid making any assumptions about any individuals in an image, eg on a webpage about international students you should beware of describing the people in any accompanying image as "international students" unless you are 100% certain that they are international students and there is a valid reason for describing them as such.
- Exercise caution when referring to individuals in an image as "male" or "female". Don't make assumptions. In many cases the gender(s) of the people in the image will be arbitrary, and therefore you may not need to make reference to it at all. Although it may sometimes be useful/necessary to include reference to gender, eg a group of female university students attending an event designed to encourage women to pursue a career in science.

Other sources:

What is alt text? (Moz.com)

Image alt text: What it is, how to write it, and why it matters to SEO (Hubspot)

Examples of alt text:



Too brief: Two students in laboratory.

Probably too long: Two students, both seated and wearing lab coats and gloves, examine a small specimen of brain matter on the desk in front of them.

Better: Two students dissecting a brain inside the neuroscience laboratory.



Too brief: Students on campus.

Probably too long: Four smiling female students walking along together on campus on a sunny day, with trees hanging overhead.

Better: Four smiling students walking along together on campus.

Icons

Icons

Icons can be a helpful addition to a design, allowing complex information to become more digestible. They can be used on both print and digital applications. Don’t overload the page with them; keep it simple and informative.

Our icon style is a single line weight, allowing the icons to be as simple as possible whilst still being recognisable.

Icons can be in any of the primary colours, or white reversed out of the primary colours. They feature a mixture of curved and angled corners to reflect the shield device within the identity.



For further details on how the brand team can help please contact brand@uclan.ac.uk or visit our SharePoint pages.