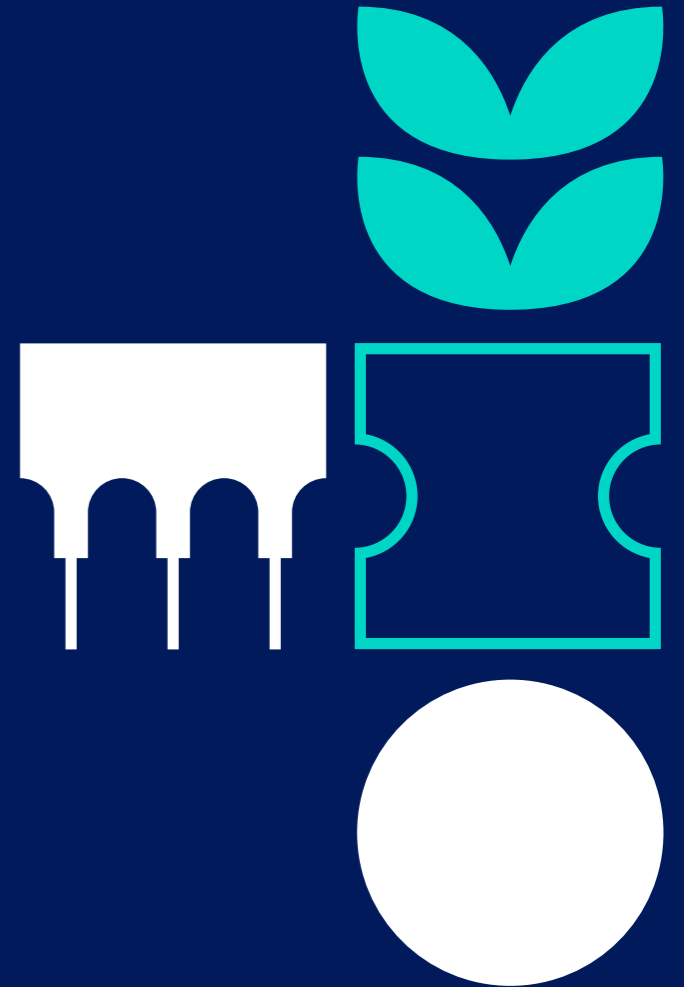


Sept 2020

# BRAND GUIDELINES

## LOGO AND COLOURS



## 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](mailto: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

Our brand is flexible and adaptable for different formats and designs and the positioning of the marque reflects this. It can sit in any corner 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.



## 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

## 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!@£\$%^&\*()\_+