

UNIVERSITY of
STIRLING



BE
STIRLING

POSTGRADUATE CAMPAIGN GUIDELINES

BE THE DIFFERENCE

WELCOME TO OUR POSTGRADUATE CAMPAIGN GUIDELINES

They are intended to help you make efficient and creative choices when producing campaign materials.

Please take some time to read through them and see how all the elements come together.

Logos, graphic assets and templates are available via the Graphics and Print Team.

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Messaging

MOTIVATIONS

When creating campaign messaging it is important to understand the key motivations for why a prospective student may want to apply for postgraduate study.

Our messaging is driven by four key motivations:

- to change
- to improve
- to specialise
- to make a difference

WHY DOES SOMEONE CHOOSE TO DO A POSTGRADUATE DEGREE?

For a career *change*

To *improve* their career prospects

To *specialise* in a subject, improving skills and knowledge

To *make a difference* in a chosen field

KEY CAMPAIGN MESSAGE

The 'Be Stirling' campaign message has been created as an extension of our core brand message 'Be the difference'.

'Be Stirling' keeps our location at the forefront of campaign messaging, whilst presenting an emotive challenge for prospective students to realise their potential at our University.

'Be Stirling' can be used either as the primary message or, if this is not the case, it should be stacked above the 'Be the difference' sign off as shown on p21 of these guidelines.

When using 'Be Stirling' as the primary message, please use FS Maja Italic to ensure the University name stays true to the brand.

'Be' can also be used as a prefix to more targeted messaging relevant to a particular motivation.

BE
STIRLING

COPY COMPOSITION

The copy used in our communications should be constructed as per this generic example:

Key message

Be game-changing

Qualifying copy

Be a game-changer at Scotland's University for Sporting Excellence.

Supporting copy

If you're looking to boost your prospects, change career or make a difference in your chosen field, a postgraduate degree could help you reach your goals.

Call to action

stir.ac.uk/be-stirling

Sign off

Be Stirling. Be the difference.



Visual Style

PRIMARY COLOUR PALETTE

Heritage Green and Heritage Purple should be the two dominant colours used on any Postgraduate campaign materials.

Energy Green, Heritage Teal, Energy Sky and Tertiary Grey can be used to support them.

As well as using these colours to create bold, vibrant designs, please ensure you use lots of white space to create strong compositions and some breathing space in large printed documents such as prospectuses.

To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage. For example, white text on an Energy Green background – and vice versa – must not be used.

For digital applications, please refer to the colour adjusted values in our Digital Guidelines document available at stir.ac.uk/brandbank

HERITAGE GREEN
PANTONE 349
C90 M32 Y93 K24
R0 G105 B56

ENERGY GREEN
PANTONE 368
C60 M0 Y100 K0
R118 G189 B34

ENERGY SKY
PANTONE 2915
C62 M13 Y1 K0
R95 G180 B229

HERITAGE PURPLE
PANTONE 2685
C98 M100 Y23 K16
R49 G0 B111

HERITAGE TEAL
PANTONE 323
C100 M33 Y51 K31
R0 G94 B99

TERTIARY GREY
PANTONE 400
C26 M22 Y27 K3
R197 G191 B183

SUPPORTING COLOUR PALETTE

You can use our supporting colour palette when creating weightier pieces such as prospectuses and booklets. Their use can be helpful for pacing and creating section markers internally.

Please do not use supporting colours on document covers, advertising, recruitment materials or emails so as not to dilute the campaign identity.

HERITAGE PALETTE

HERITAGE BERRY PANTONE 7648 C34 M94 Y22 K10 R157 G30 B101	HERITAGE YELLOW PANTONE 124 C7 M36 Y100 K1 R236 G170 B0	HERITAGE ORANGE PANTONE 1665 C4 M83 Y100 K1 R225 G69 B4	HERITAGE BLUE PANTONE 7455 C85 M64 Y0 K0 R56 G93 B174
HERITAGE NAVY PANTONE 540 C100 M80 Y25 K25 R20 G49 B94			

ENERGY PALETTE

ENERGY GREEN PANTONE 558 C45 M13 Y37 K1 R155 G190 B172	ENERGY YELLOW PANTONE 7406 C6 M22 Y100 K0 R244 G196 B0	ENERGY ORANGE PANTONE 158 C0 M63 Y91 K0 R238 G118 B36	ENERGY BLUE PANTONE 660 C77 M46 Y0 K0 R61 G125 B202
ENERGY PINK PANTONE 214 C10 M98 Y27 K2 R212 G21 B104	ENERGY PURPLE PANTONE 268 C81 M96 Y4 K1 R89 G44 B130		

THE 'BE' DEVICE

'BE' is the heart of the Postgraduate recruitment campaign.

Inspired by the University 'Be the difference' strapline, it gives us great flexibility and longevity in communicating the multitude of messages we need to convey to prospective and current audiences.

It is drawn in a paintbrush style to create energy and creativity which is also reflected in our other graphic elements on the following pages.



ALTERNATIVE 'BE' MESSAGING

Alternative messaging can be used in conjunction with 'BE' to tell different stories and communicate with varying audiences.

When using the messaging in this way, please use Avallon for the wording, however in some cases where spacing is tight or legibility may be an issue due to size, it is possible to use FS Maja Italic (see pages 36-37 as an example).

BE brave
BE impactful
BE inquisitive
BE ambitious

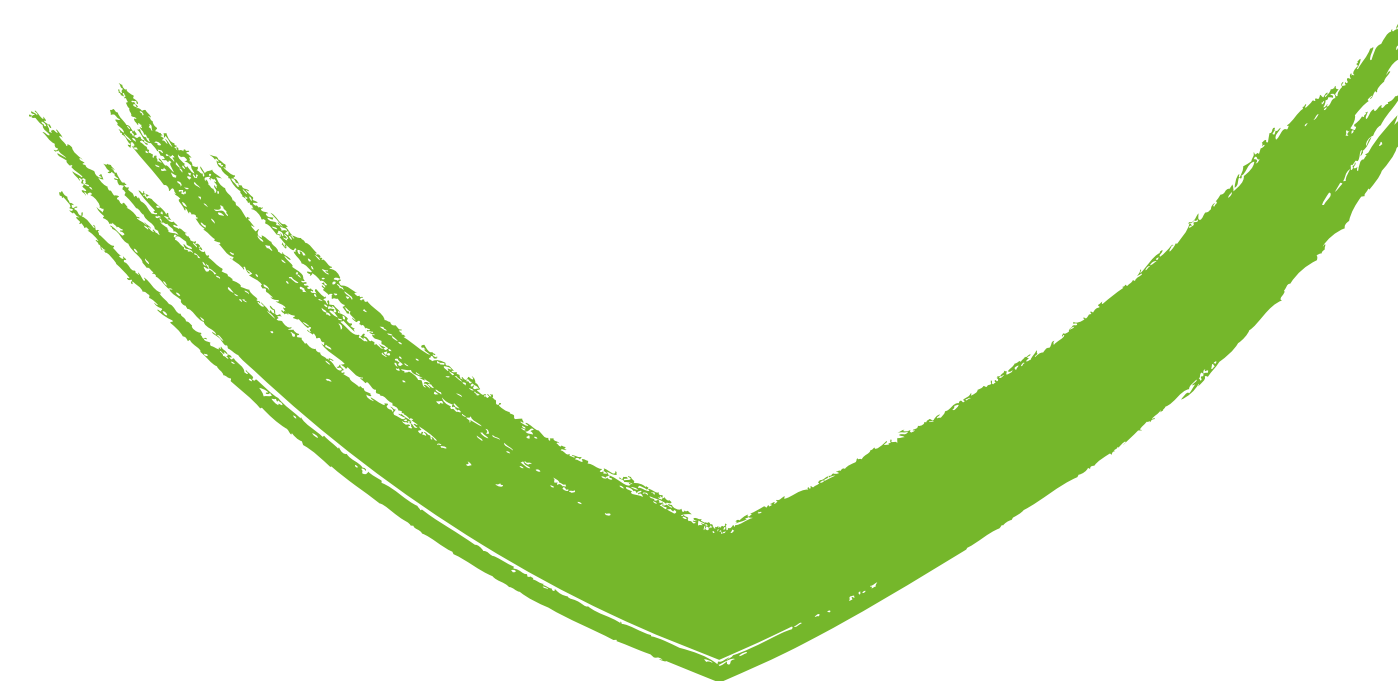
THE ‘SHIELD’ DEVICE

The ‘shield’ device has been drawn from our crest.

It’s primary use is as a frame for key messaging (see next page), however it can also be used as part of an infographic (see page 24).

It can be used in any of the colours from the primary campaign colour palette outlined on page 10 or in white.

Please retain the proportions and the relationship between the two parts to maintain the integrity of the shield shape.



COMBINING THE ‘BE’ AND ‘SHIELD’ DEVICES

When using the ‘Be Stirling’ message (Fig.a), please use the supplied graphic assets from Graphics and Print. This is to ensure consistent application of this key campaign element.

When placing headline copy into the shield device, you can adjust the sizing and placement of the wording to suit the length of the word(s) you are using.

If ascenders within the messaging text are overlapping ‘BE’, please use different colours to ensure legibility. (Fig. b)

Please ensure that the messaging is always centrally aligned with the shield. (Fig. c)



Fig. a



Fig. b



Fig. c

USING THE SHIELD TO CREATE SHAPE

It is possible to 'zoom into' the bottom half of the shield device to create dynamic shapes which you can use to create visual interest in your design.

This provides a bold design element to use in conjunction with imagery or when photography is not available.

The shield can be applied in any of the primary colour palette or white.

THE 'TEXTURE' DEVICE

To support the shield device, we also have a texture element which can be added as a layer to your design to add colour.

Please be sparing in your use of this texture; it should not dominate a graphic or sit over faces or text. Subtlety can be gained by taking down the opacity depending on the contrast against the image it is placed over.

This texture is available as a .BMP file so it can be applied in any colour from the primary colour palette (defined on page 10).

COMBINING THE VISUAL ELEMENTS

By layering the visual elements we can build an energetic and unique visual which can be applied across all media.

Opposite and on the following two pages are some best-practice examples, but please use your judgement to work with the space on the image and the dimensions your design is constrained by.

It is not necessary to use all the elements in all circumstances; for example, when creating small digital ads where space is very limited you can be more selective in your choices.

For examples of the elements used in various media, please refer to the Design Templates section of this document, starting on page 24.



COMBINING THE VISUAL ELEMENTS

The visual elements can be used without an image.



COMBINING THE VISUAL ELEMENTS

A simplified visual, using the minimum elements.



TYPOGRAPHY

Please only use the campaign typefaces defined opposite.

Avallon is available to purchase from www.setsailstudios.com

FS Maja is available to purchase from www.fontsmith.com

Frutiger is available to purchase from www.linotype.com

Where access to FS Maja or Frutiger is not possible, please use Calibri which is available as a system font on all computers.

The web-accessible equivalent for Frutiger is Open Sans which is available to download from fonts.google.com

Please see page 34 for a best practice example of typeface hierarchy.

A note for University staff

Every Directorate and Faculty, and other regular brand users, will be provided with FS Maja by the Marketing team. Licences for Frutiger are held by the University's Graphics and Print team.

Avallon lowercase should be used for master campaign messaging.

**USE FS MAJA REGULAR
UPPERCASE FOR HEADLINES.**

FS Maja sentence case should be used for sub-headings and supporting copy.

Frutiger should be used for body copy and small type. It can be used in a variety of weights.

‘BE THE DIFFERENCE’ STRAPLINE

The ‘Be the difference’ strapline is a core element of the University brand and its presence across all our communications is essential to creating continuity of message.

Therefore please ensure it is applied to all Postgraduate campaign materials where physically possible.

As a rule of thumb, the strapline should be present wherever the University logo appears, so for example on the cover of printed documents, recruitment fair materials such as banners and table talkers, as well as both online and offline advertising. There may be some circumstances on small digital ads where there is no room, so the strapline may be omitted.









Please see page 23 for guidance on design application.



Be Stirling
BE THE DIFFERENCE

‘BE THE DIFFERENCE’ STRAPLINE

Please see opposite for which version of the strapline to use depending on content. For design template application, please refer to page 23 to ensure the strapline is positioned and sized correctly in relation to the University logo.

	With box (preferred usage)	Without box (alternative)
On a light background For use when secondary messaging is the hero e.g <i>'Be Welcome'</i> .		
For use when <i>'Be Stirling'</i> is the hero messaging. (On a light background)		
On a dark background For use when secondary messaging is the hero e.g <i>'Be Welcome'</i> .		
For use when <i>'Be Stirling'</i> is the hero messaging. (On a light background)		

‘BE THE DIFFERENCE’ STRAPLINE EXAMPLES

Figure a demonstrates how ‘Be Stirling’ is incorporated into the strapline when alternative hero messaging is used.

Figure b shows how the simplified version of the strapline is used when ‘Be Stirling’ is the hero message.

Fig. a



Fig. b



INFOGRAPHIC STYLE

Infographics are a great way of conveying our impressive facts and figures succinctly, and so we can use them to support longer forms of copy within printed documents such as prospectuses and course leaflets as well as digital applications.

For short statistics, use the roundel and for longer quotes you can use the crest or a box to contain information.

So they are consistent with the rest of the Postgraduate campaign design elements, please ensure you use FS Maja for the stats/quotes themselves and Frutiger for references to sources.

Shapes should always be outlined with the brand brush stroke to create a subtle rough edge. This brush stroke is available as an .AI file from Graphics and Print.





Photography

PORTRAITS

Portraits of students should feel natural and unposed to allow their personalities to come to life and demonstrate their place within the University.

To create this feeling, avoid 'to camera' shots and instead capture the subject relaxed and in conversation so the image feels honest and engaging.

For portraits of staff and alumni, we can shoot them looking to camera so they have more of a sense of gravitas.

Where possible, try to capture a sense of the outdoors in the image. Even if your shot is indoors, a suggestion of trees or a flash of green will reinforce the campus setting and reference green from the brand colour palette.

In all cases, portraits should be taken with a shallow depth of field so that the focus is on the individual.



CAMPUS

Our impressive campus and natural surroundings are one of our biggest selling points, so it is important that they are well represented in our communications.

As much as possible, try to include greenery in the form of trees, the hills and grass, as well as the lake to keep the outdoors present.



LIFE AT STIRLING

A big part of life at the University exists 'beyond the books'.

Our photo library includes a breadth of images from sporting activities to the student union and are an excellent showcase of the University facilities and campus.



RESEARCH IMPACT

When promoting our University's achievements, contextual photography may be used. Ideally this should be commissioned by the University using an approved photographer. In some instances stock photography may be used, however this **MUST** be approved for both accuracy of content and cost.

Please contact
marketingteam@stir.ac.uk for usage
guidance and approval.



FURTHER AFIELD

Our location within Scotland is a big part of the University's identity and a key selling point for our audience, therefore we can use images from stock sites to demonstrate life beyond the campus through our place in Scotland and the opportunities this affords to our students.

As part of Brand Scotland's #ScotlandIsNow campaign, all University of Stirling staff have free download access to a collection of Scottish-themed images and videos. Register for access via: **[Scotland.org/toolkit](https://scotland.org/toolkit)**

When using stock photography, please ensure it feels part of the same suite of images as our own photos. This can be achieved by adjusting saturation and contrast levels and choosing scenarios with a natural, aspirational feeling rather than something which feels posed.

Please contact **marketingteam@stir.ac.uk** for usage guidance and approval.





Design examples

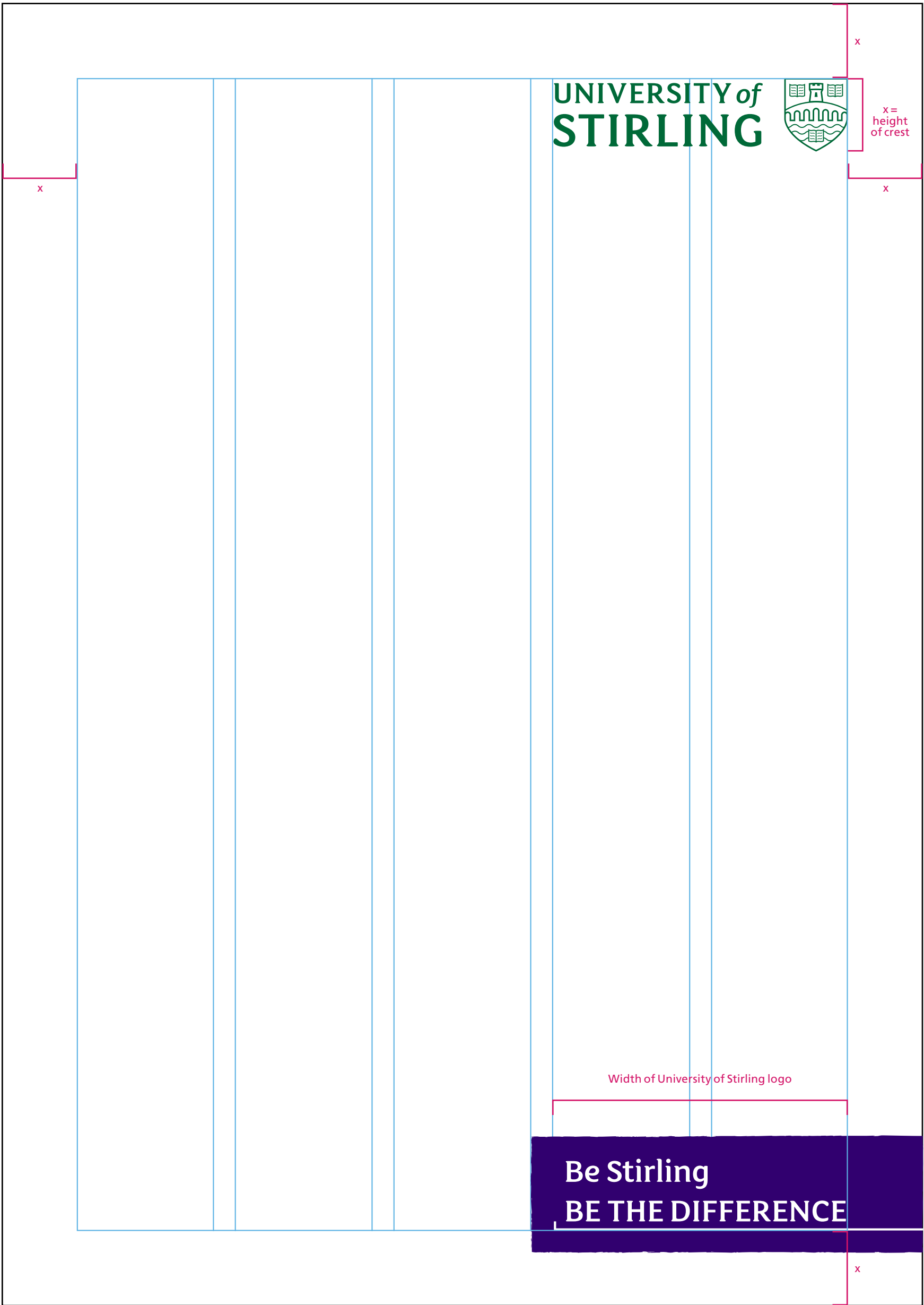
GRID LAYOUTS

When creating printed documents and advertising, please use this template grid to ensure your use of logo and strapline application are consistent.

Please note in particular the clearance zone around the University logo and the size of the strapline in relation to it.

See the table below for document setup dimensions which should provide an easy starting point for your design.

Trim	Margin	Gutter	Columns	Logo width
A5	12mm	5mm	5	47.5mm
A4	17mm	5mm	5	67mm
A3	24mm	7mm	5	95mm
A2	34mm	10mm	5	134mm



PRINTED DOCUMENTS

When producing lengthy documents such as prospectuses, please use the full colour palette to create interest and pace.

Be sure to make full use of graphic devices to make your design energetic and unique to the campaign.



HISTORY AND POLITICS

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HISTORY AND POLITICS

History and Politics at Stirling is at the cutting edge of interdisciplinary research within the faculty and at the University. Since the University's foundation, it has produced internationally excellent and world-leading research.

Stirling's History and Politics students not only work alongside each other, but they share a number of common themes that mark out our Division from other universities. Our particular strengths are environmental history and heritage throughout all periods, Scottish history, contemporary history and politics, public policy, public history, and the study of conflict and cooperation in the past and in the present.

We are home to two Interdisciplinary research centres: the Centre for Environment, Heritage and Policy, and the Centre for Policy, Culture and Co-Operation. History and Politics academics at Stirling regularly make up the media, work as advisers to government agencies in Scotland, the UK and abroad, and work together with the public and private sector to explore our research relevance for our society. Our highly skilled Masters programme in Public History, International Conflict and Co-Operation, and Environment, Heritage and Policy reflect this research agenda.

RESEARCH OPPORTUNITIES

Research excellence underpins all we do, as part of our research commitment. We can contribute innovative, practical and applied solutions to the challenges facing today's world.

We offer the following research postgraduate degrees:

Miles International Research

To find out more about identifying a supervisor and submitting a research proposal, visit: www.stir.ac.uk/mir

Research areas:

- Culture and heritage
- Nationalism
- Political history
- Medicine in modern Scottish history
- Recent history
- History of Scots and Pictish
- From 1707 Births and Imperial
- Colonial and early American history
- *Historiography across the Atlantic*
- Relationship between states and civil society
- History of religion and religious movements
- Research approach

ENVIRONMENT, HERITAGE AND POLICY

MSc, Pg Dip, PG Cert
Tuition fees bands: 1 (Domestic/EU) (3 (Overseas))

FT PT

Our Interdisciplinary research centre is ideal if you are already working in the heritage sector, or if you're looking for a career in this field. It will allow focused historical or environmental practical and intellectual demands of your research.

The course explores cultural, natural, tangible and intangible heritage with a particular focus on the Diasporas, and will develop strong practical skills, both in the field and in the classroom, and will carry on to individual research project. We have strong links with industry, so you will benefit from guest speakers who are experts in their field and external partners who offer opportunities for work-based projects.

CORE MODULES

- Introduction to Environment and Heritage
- Project Skills
- Putting Theory into Practice

CAREER PROSPECTS

This course is designed to give you the advanced skills required for a career in the cultural and/or natural heritage sectors, particularly in resource management and conservation, interpretation and education of heritage, protection and marketing of heritage, and sustainable tourism. Graduated careers include management roles within NGOs, National Parks, government agencies, and heritage-focused charities.

For more information about this course, including national careers, visit:
www.stir.ac.uk/ehp

HISTORICAL RESEARCH

MSc, PG Cert

Tuition fees bands: See course website

FT PT

Flexible pathways available

This Masters provides research-oriented and leading opportunities in historical research. It is available to you whether you are already an historian or not, or you have no formal history background or no formal academic level.

The course will allow you to develop a substantial body of historical knowledge and understand how people have evolved, and changed, in the context of the past. You will additionally develop an appreciation of the complexity and diversity of historical research.

It is also possible to follow an Environmental History pathway and complete an MPhil/History Research: Environmental History.

CORE MODULES

- Introduction to Masters of Research
- Sources and Methods for Masters in History
- Dissertation

PATHWAYS

You can work towards our core Masters degree, the MPhil/History Research, or get specialise in the following pathway: MPhil/History Research: Environmental History.

CAREER PROSPECTS

The MPhil will also enhance continuing environmental development, particularly in teaching, planning, marketing, and heritage management – through in-depth study of particular periods, by aiming to develop critical analysis skills and research techniques, the programme provides preparation for a wide variety of research-based careers in the public and private sectors.

For more information about this course, visit:
www.stir.ac.uk/hrc

INTERDISCIPLINARY RESEARCH CO-OPERATION

MSc, PG Dip, PG Cert

Tuition fees bands: 1 (Domestic/EU) (3 (Overseas))

FT PT

Delivered by our experienced practitioners and leading researchers, our Masters degree in International Conflict and Cooperation provides a gateway to a variety of challenges facing states and international organisations. This course looks at the dynamics of international conflict and cooperation in light of major events, such as the end of the Cold War, the 9/11 terror attacks and the Arab Spring.

We take a thematic approach to conflict resolution and the role of international organisations to focus on conflict prevention and management in specific geographical areas. The course also requires the development and regulation of conflict in relation to the natural resources and environment, and migration.

As part of the focus on employability, there is a study trip to Bratislava or Geneva to allow students to interact with policymakers and practitioners.

CORE MODULES

- International Conflict and Cooperation
- Approaches to International Politics
- Researching International Politics

CAREER PROSPECTS

Our Masters is a gateway to employment in areas such as the diplomatic service, government agencies, conflict analysis, conflict resolution, the NGO sector and the private sector, as well as research and academia. Many graduates have also gone on to study PhD.

For more information about this course, including national opportunities, visit:
www.stir.ac.uk/irc

PUBLIC POLICY

MPP

Tuition fees bands: 1 (Domestic/EU) (3 (Overseas))

FT PT

Our Masters course gives you an advanced qualification in research and policy analysis, taught by world-leading experts in the field. You will develop the theoretical, analytical and practical skills you need to flourish in the public/private sector, preparing you to be a public sector or academic that contributes to the development and delivery of public policy.

The course is extremely flexible and you can tailor it to your particular interests. If you want to go to the degree to pursue research, you can take optional modules in Applied Social Science or Advanced Quantitative and Management in specific geographical areas. The course also requires the development and regulation of conflict in relation to the natural resources and environment, and migration.

CORE MODULES

How Does the Policy Process Work?
Research Methods, Approaches and Applications

CAREER PROSPECTS

You will be graduate with subject-specific knowledge of the policy process as well as transferrable skills. Previous graduates have entered government, academia, research, and private sector organisations, offering research and policy analysis. The degree can also be used to study a PhD.

For more information about this course, including national opportunities, visit:
www.stir.ac.uk/mpp

STIRLING IS HOME
TO THE SCOTTISH
POLITICAL ARCHIVE

HISTORY AND POLITICS

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Access TO MEDIA

It's an exciting time to be studying Media and Communications, how does Stirling shape its teaching to reflect this?

The Media and Communications industry has faced major changes in the last few years, with the emergence of new devices and platforms for media content. At Stirling, we equip our students with the vital skills and industry knowledge needed to be successful in this dynamic and fast-paced sector.

We place a strong emphasis on personal and professional development to enhance group and team management, industry analysis, and communications and influencing skills. Outside of the classroom, we encourage students to engage in a range of exhibitions, events and conferences, all of which contribute to their industry experience. Our staff and students are driven from all over the globe and come together to create a friendly, but challenging, intellectual environment.

The University has introduced three additional media courses recently. What are they and why are they important?

In order to give our students the best possible opportunity for success in their future careers, we have brought forward three new industry-relevant media courses to our postgraduate offering. These courses focus on key areas: content development and production, digital media and international promotion. All three meet the demands of the growing contemporary media and communications sector and have been

designed to ensure our students leave us as highly valued and employable graduates in their respective fields.

A number of Stirling's media courses are delivered with international partner universities. How does this benefit students?

The Communications, Media and Culture division at Stirling prides itself on its international outlook. As part of this commitment, we have partnered with a number of overseas institutions, including Vietnam and Spain, to allow students to benefit from a high-quality education while studying abroad in a country of their choice. This also gives international students the opportunity to arrange their studies around any existing commitments they may have at home country, and still undertake a University of Stirling qualification.

These courses are run by a dedicated team of academic, administrative and technical support staff at both Stirling and its partner organisations. Lectures are delivered via face-to-face teaching and online learning platforms, with regular visits by Stirling staff.

How would a Masters in media and communications benefit prospective students?

Undertaking a postgraduate qualification offers a student a great opportunity to specialise in a subject in more depth and enhance your career prospects. Our taught media-related courses at Stirling present an opportunity to improve your knowledge and understanding of a wide

range of media industry sectors, as well as to develop skills and networks that promote future employability. We develop skills in academic research both in lecture and in a one-to-one setting as students develop their dissertations, which will position graduates well should they choose to continue with future academic study.

Why do guest speakers often deliver lectures at Stirling?

In line with our focus on real-world teaching, a key highlight of our curriculum is Stirling's guest lecture series. Thanks to our established professional and research networks, we regularly invite industry practitioners and policymakers to deliver the latest learnings and trends to our students. We have regular contributions from Senior Media Managers, communications professionals from the British Broadcasting Corporation (BBC), Channel 4, independent production companies, public relations agencies and media channels, newspaper editors, and many more. This experience is invaluable to our students, who not only hear the latest industry insights firsthand, but are also able to establish which specific areas within media they may be most interested in.

A specialist in the field of Media and Communications, Katherine's work aims to extend and deepen knowledge of how 'space' and 'place' matter to the creative and cultural industries sector. She has published widely in this area and currently holds the position of Primary Investigator and Co-Investigator on a number of funded projects with the Royal Society of Edinburgh, the Arts and Humanities Research Council and the Carnegie Trust.

**DR KATHERINE
CHAMPION**

**Lecturer in Media and
Communications**

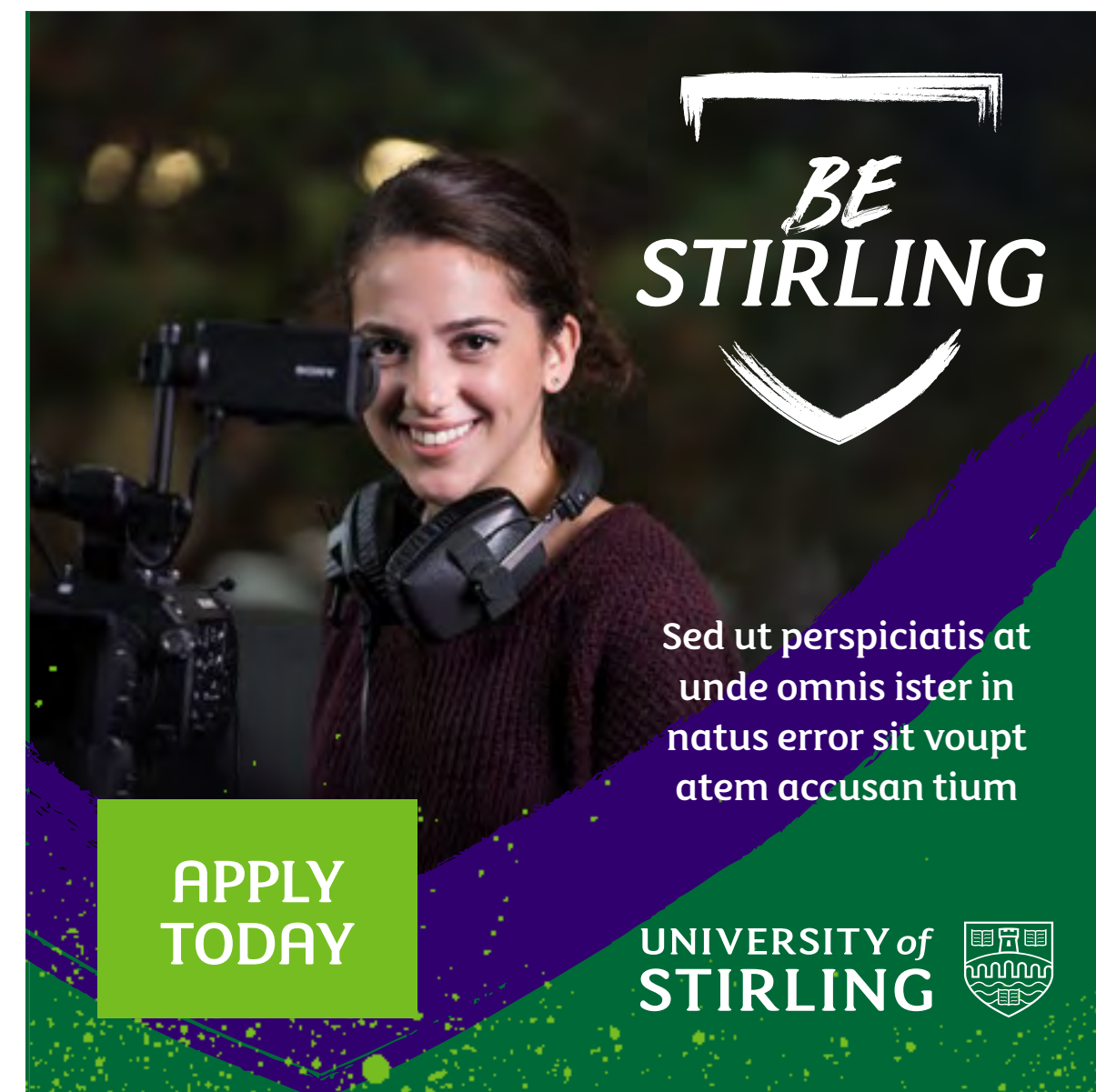
©2014-16

DIGITAL ADS – PAID MEDIA

The preferred file format is animated GIF, as the use of slides allows maximum space for visuals, messaging and a call to action.

Where one static image is required (JPG or PNG files), text and use of visual elements may need to be reduced or a block colour background used to maximise space.

It is not essential to include the strapline in digital ads, please use the limited space to focus on your key message and call to action.



DIGITAL ADS – SOCIAL MEDIA

In social media posts, please place your focus on creating a strong visual and message along with the University logo and strapline.

Supporting text can be placed within the post itself.



Facebook post



Instagram story



LIGHTWEIGHT MOTION ADS – SOCIAL MEDIA

Lightweight motion adverts can also be created for social media posts. As with the previous digital adverts, please place your focus on creating a strong visual and message alongside the University branding.



COURSE LEAFLETS

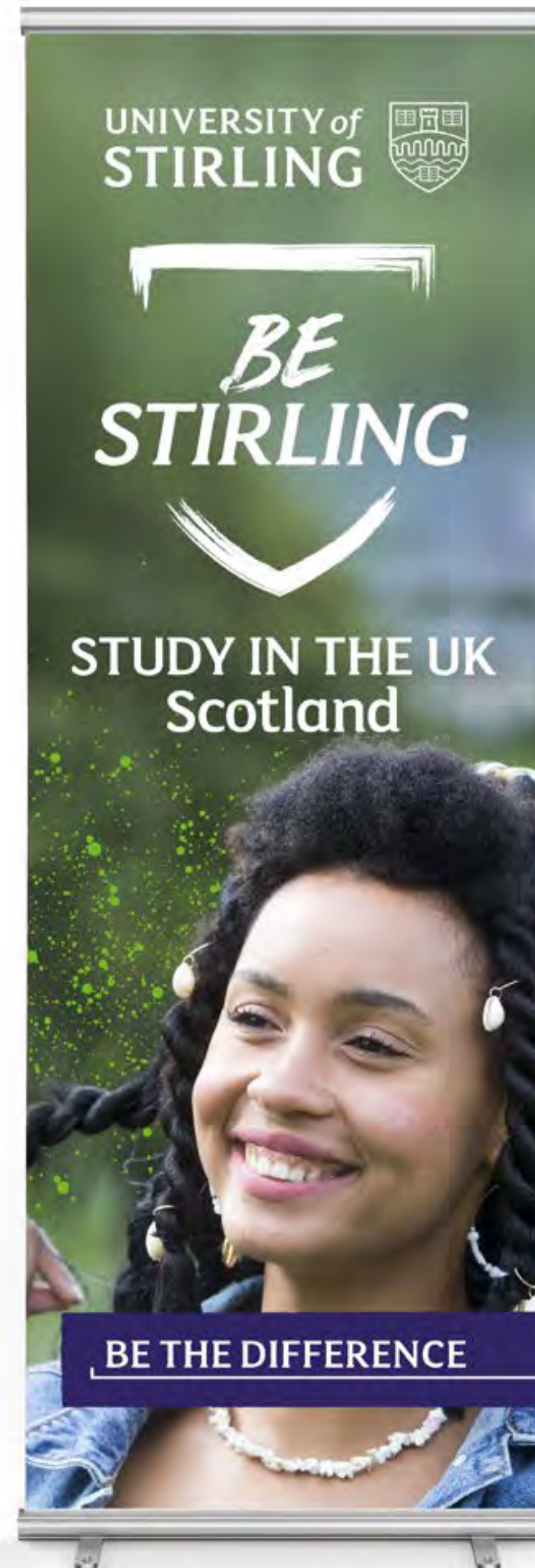
Templates are available via Graphics and Print for use with and without photography. Please use only these approved templates as this will ensure consistency across the many course leaflets we produce.



PULL UP BANNERS

Pull up banners are an important asset at recruitment fairs where space is limited and there are potentially many other Universities competing for attention.

Therefore please place the University logo at the top of the banner, followed by your key message to ensure they can be seen above busy crowds of people.



RECRUITMENT MATERIALS

Alongside pull up banners we can use other large format assets such as twist stands, material backdrops and table runners.

In general, for recruitment materials, please always establish how each item will be used. Whether that be sitting alongside other materials; how they all work together or individually; their placement within a working space; ensuring the brand can always be seen and positioned accordingly.



WEBSITE HEADERS

When designing website headers, choose images which have space to one side so there is a clear area for messaging. This will ensure legibility and impact.



EMAIL LAYOUTS

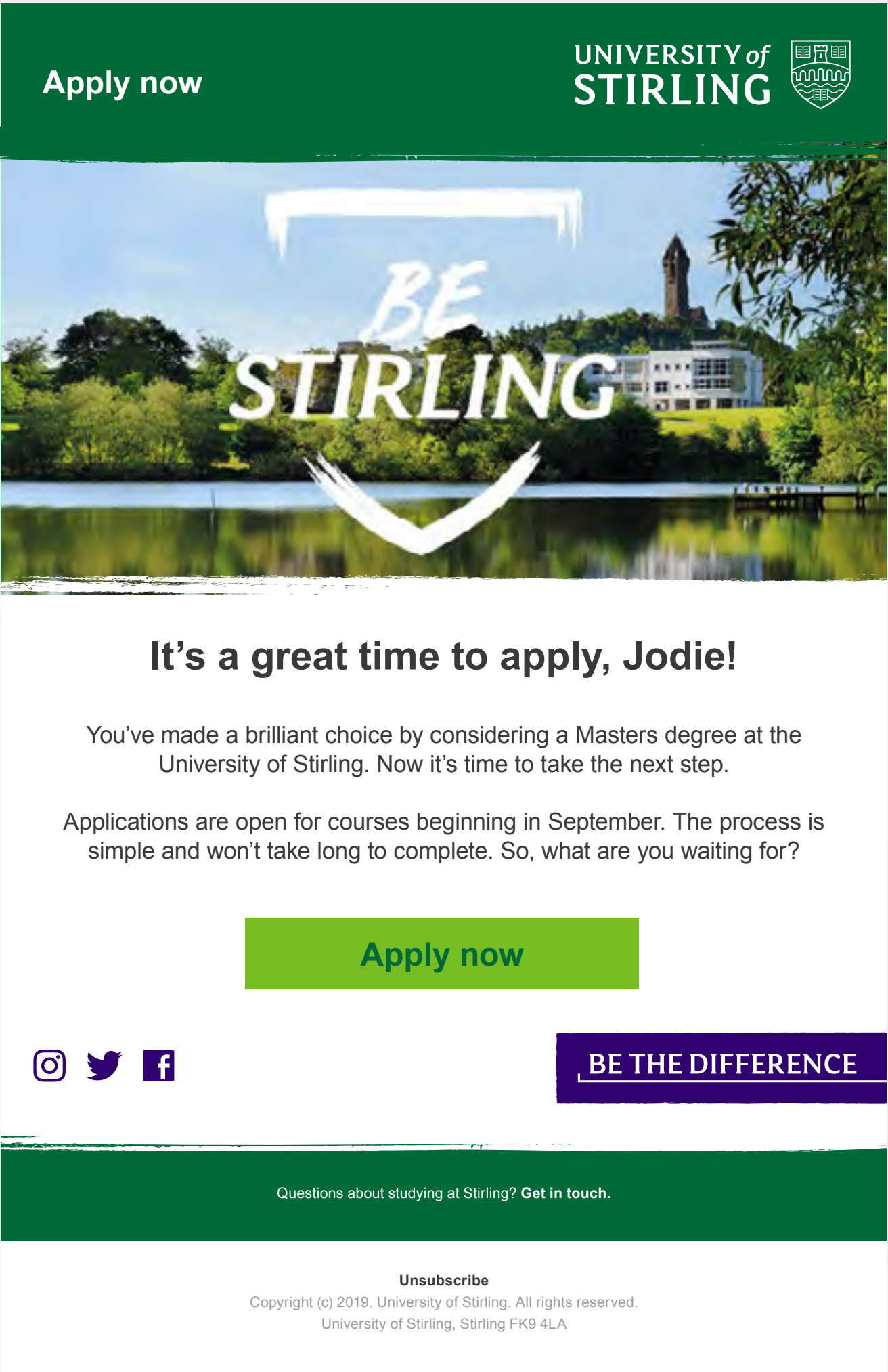
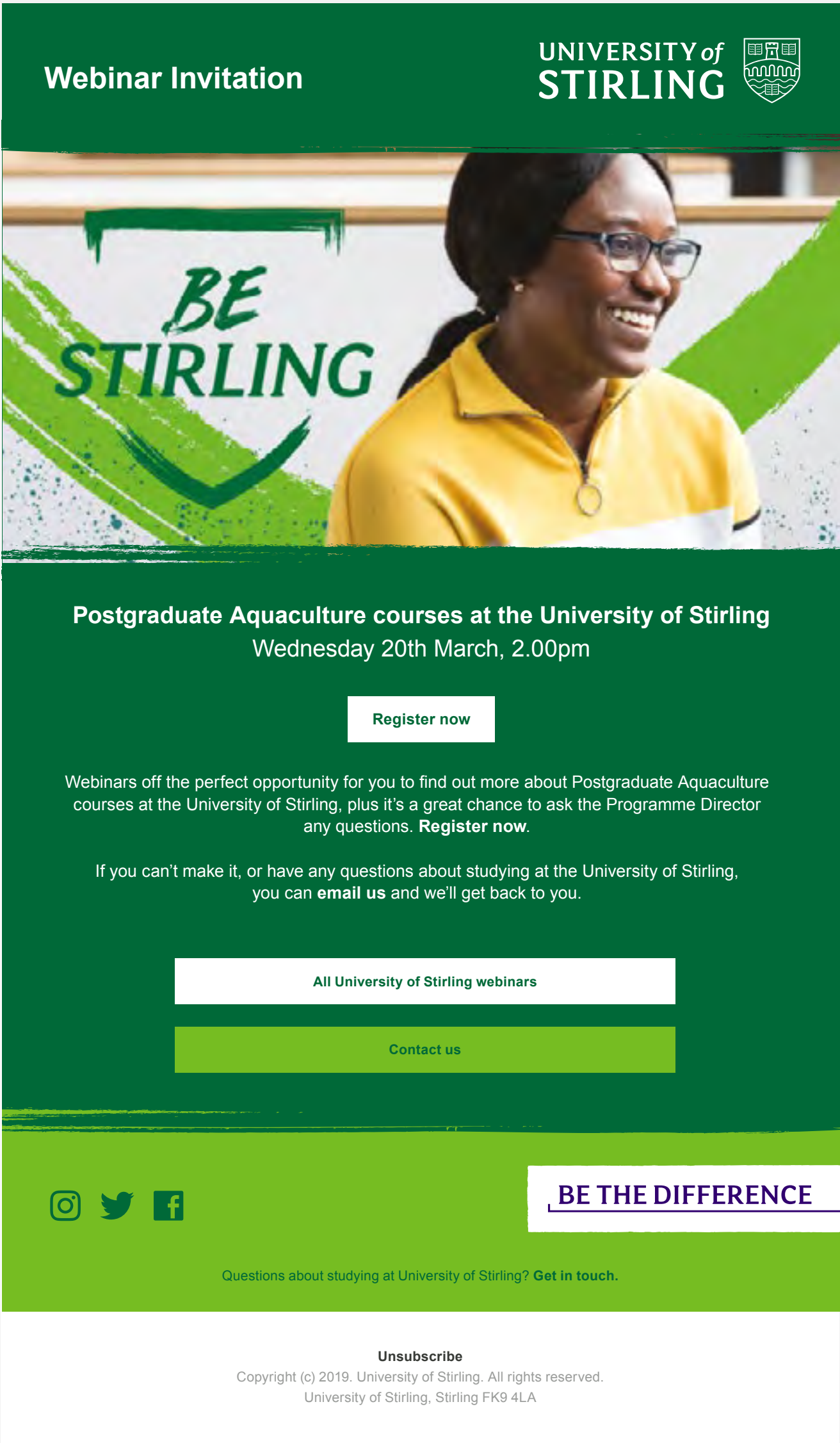
These examples of email marketing show how you can bring the campaign identity through in your design.

Email image headers should always contain key messaging, along with any graphics.

You can use the brush stroke to top and bottom your image header to add an additional campaign element.

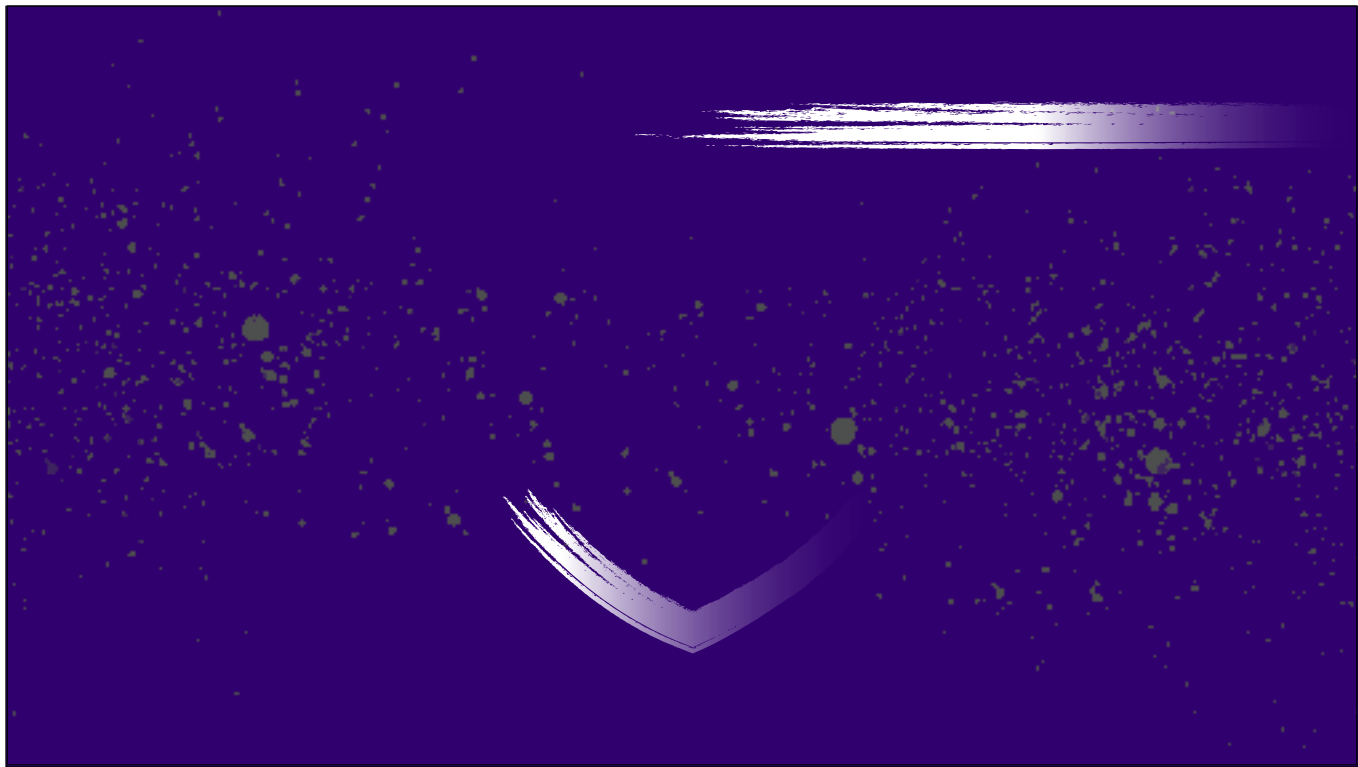
Always apply the strapline to the bottom of the email, aligned with the University logo at the top.

Text should all be in Arial Regular or Arial Bold.



VIDEO START/ END FRAMES

An example of a video start/end frame sequence is shown below. Existing frames are available, please contact marketingteam@stir.ac.uk for access.

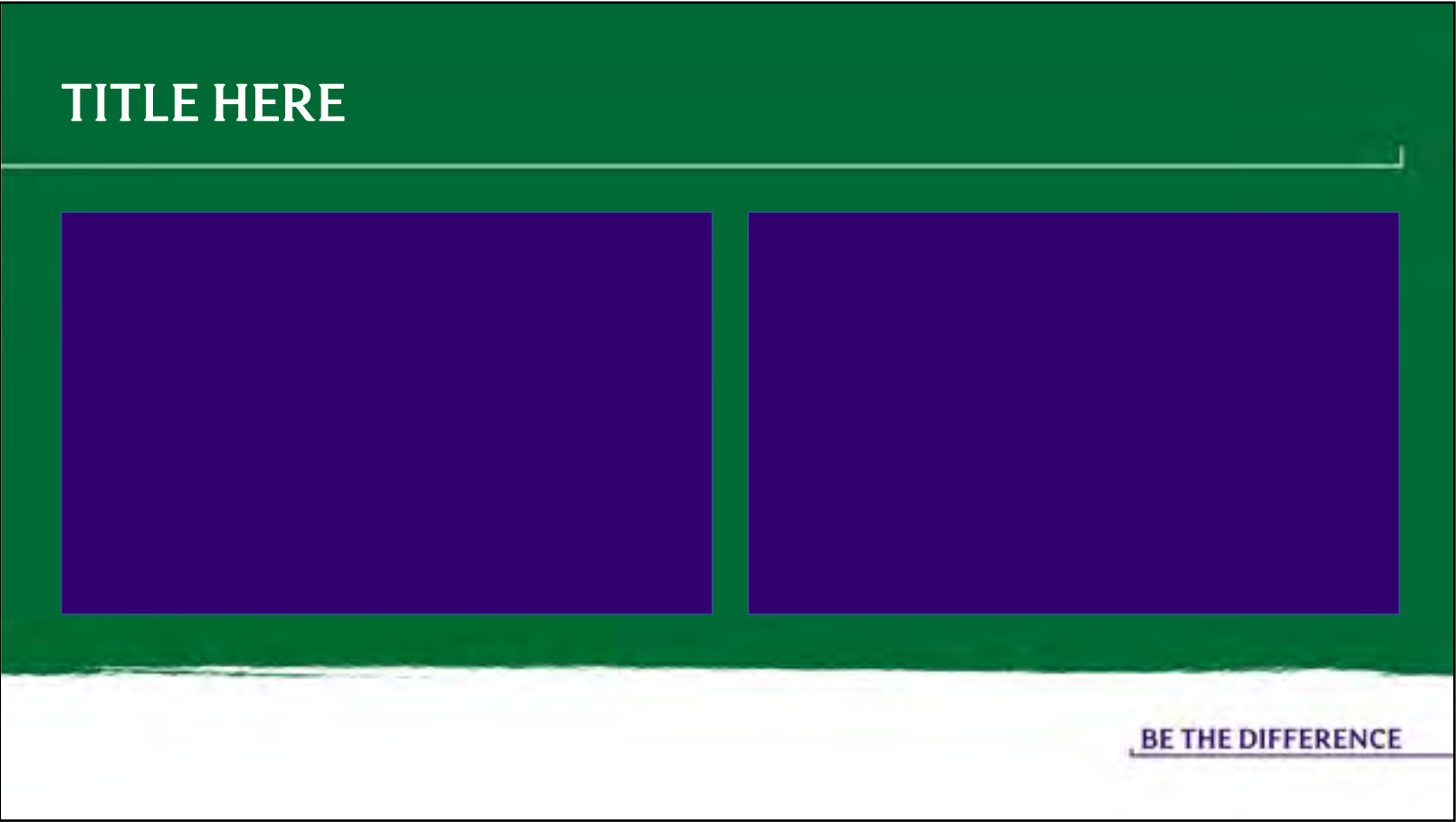
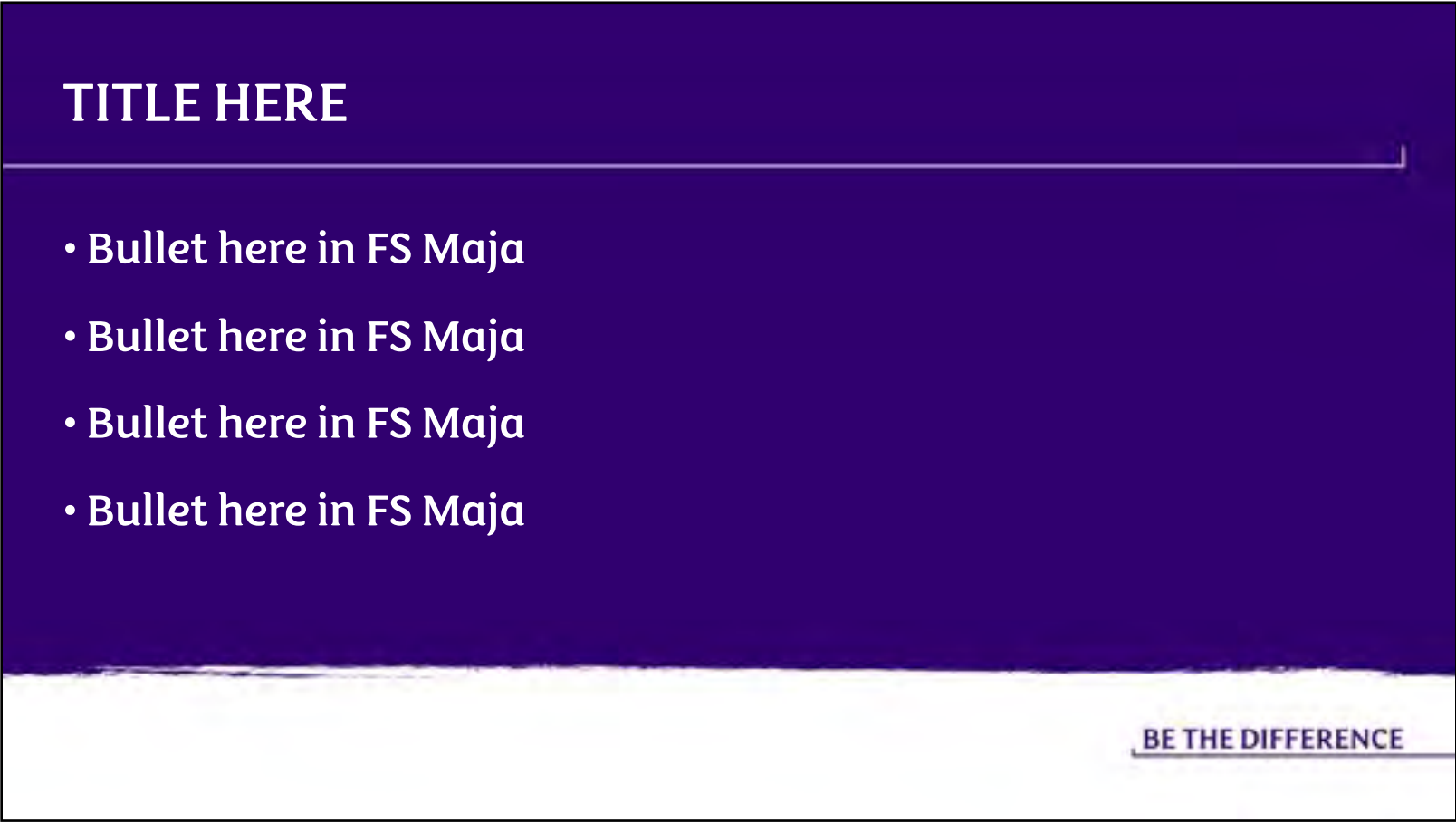


VIDEO START/ END FRAMES (CONTINUED)



POWERPOINT TEMPLATES

PowerPoint templates have been designed to reflect the campaign identity. A range of templates are available, please contact **marketingteam@stir.ac.uk** for access.





Be Stirling
BE THE DIFFERENCE