



STYLE •
guide

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Introduction

Logo

01 / Elements

02 / Colour

03 / Usage

04 / Mistreatment

05 / Exclusion Zone and Minimum Size

06 / Positioning and Size

08 / Lock-ups

12 / Social Media Channels

Visual Personality

13 / Typefaces

18 / Typography

21 / Colour

24 / Printed Material

28 / Banners

29 / Digital Media

30 / Website Banners

31 / Stationery

Positioning Line

32 / Colour and Configuration

33 / Positioning and Size

34 / Usage

Contact Us

Introduction

To be successful the University needs to deliver an attractive, distinctive and consistent identity which resonates with the brand experience we deliver.

The brand guidelines together with this style guide, help to ensure that all who use our brand do so in a way which adds value to Heriot-Watt University and which helps us to stand out as a university of choice in a competitive environment.

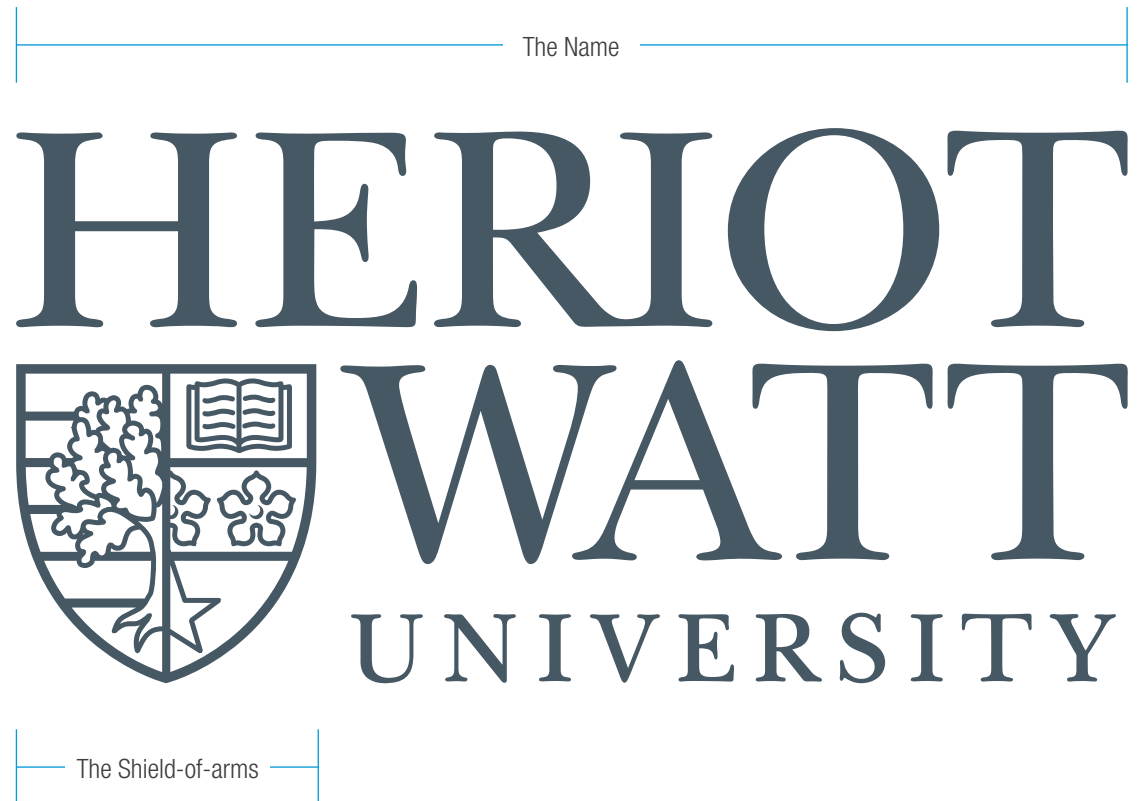
Logo

Elements

A logo is a visual interpretation of the core values of an institution. It is a clear and strong design identity that can represent what an organisation wants its brand to stand for, now and in the future. The University relies on the logo as the single graphic element which when used correctly establishes a consistent visual identity for Heriot-Watt.

There are two important elements to the University logo – the shield-of-arms and the name, which must both be used together. It is also essential that a consistent use of colour and positioning is maintained throughout all areas of logo application. The logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

Elements



Logo

Colour

There are three colour options of the University logo available: CMYK – four colour process (1), reverse out white (2), and monotone black (3).

It is preferred that the Heriot-Watt logo should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background (1). This colour version will always be used on University stationery, and should be used wherever possible on all other applications, to provide maximum impact.

For occasions when the use of the full colour version is not practical, for example, against an image or a strong coloured background, the reverse out white (2) or monotone black (3) versions are available to assist with the design task.

For usage requirements outside these parameters, please contact Media Services.

(1) Preferred



(2) Alternative (Negative)



(3) Alternative (Positive)



Logo

Usage

In 2016 the University changed its corporate visual personality and identity, adopting a simplified logo for all uses.

It is preferred that the Heriot-Watt logo should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background and reverse out white of a dark background.

In some cases alternative variations are also acceptable. For example, monotone black on a light background, reversed out of a colour from the colour palette noted on page 11, or reversed out of a dark image.

The preferred renditions should be used in the majority of cases. This will ensure consistency of presentation across all materials.

For usage requirements outside these parameters, please contact Media Services.

Preferred



Alternative



Logo

Mistreatment

For maximum impact and brand awareness it is vital that the logo is used consistently. The logo should not be distorted in any way – as illustrated in these examples. These guidelines are easy to use – follow them and you will find compliance very straightforward.

Mistreatments



Logo

Exclusion Zone and Minimum Size

Exclusion Zone

The University logo should always be surrounded by a minimum area of space, the exclusion zone. This area of isolation reduces any distraction around the logo, enabling it to stand out. The exclusion zone is defined by the size of the letter 'H' (as demonstrated in the example to the right), and must not be encroached by any surrounding type or imagery.

Minimum Size

Relative scaling of the logo to increase or decrease the size is permissible down to but not below, the set minimum width of 25mm. Manipulation of the logo in a manner which would cause distortion is not allowed. To ensure legibility, the University logo should never appear below its minimum size which is 25mm wide. The Heriot-Watt logo is a registered trademark. It must not be tampered with in any way.

Exclusion Zone



Minimum Size



25mm
(minimum size)

Logo

Positioning and Size

Print

The University logo should be positioned on the top left of any document. On an A4 page the logo should measure the width of 40mm, and 10mm from the page edges.

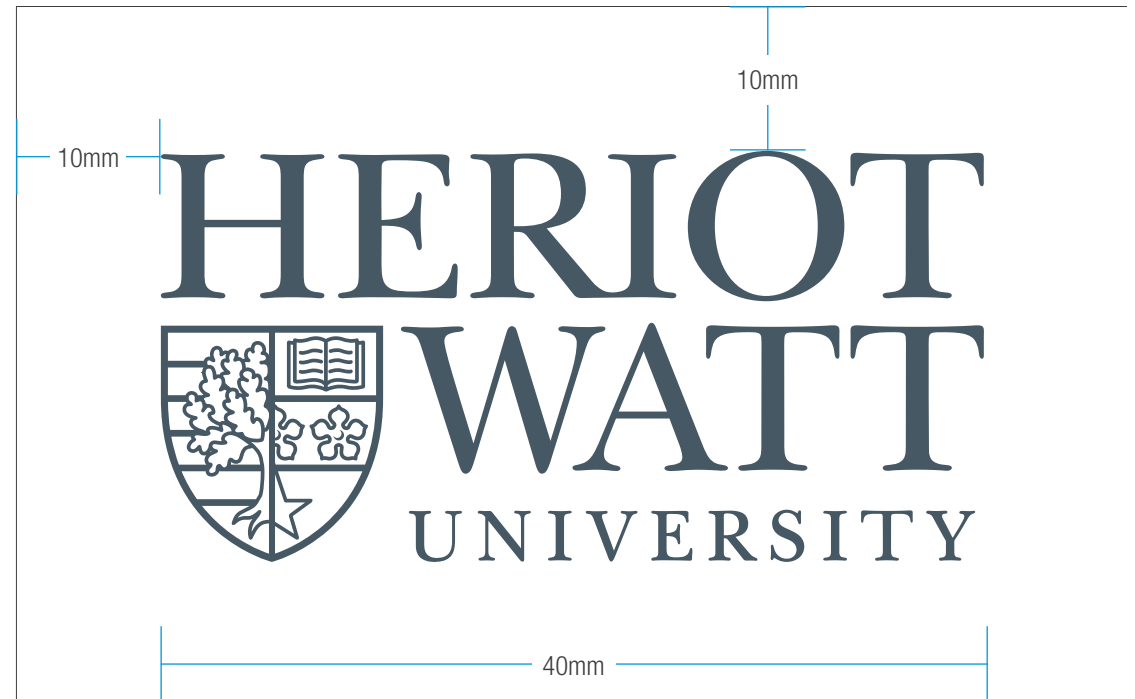
The following logo sizes are recommended:

- **A6** – width: 26mm (6mm from edges)
- **A5** – width: 32mm (8mm from edges)
- **A4** – width: 40mm (10mm from edges)
- **A3** – width: 57mm (14mm from edges)
- **A2** – width: 80mm (20mm from edges)
- **A1** – width: 114mm (28mm from edges)
- **A0** – width: 160mm (40mm from edges)
- **Banner*** – width: 260mm (60mm from edges)

The above sizes are applicable to documents with the same width Measurement. For example A4 and 210mm square.

*Measurements based on 800mm x 2100mm pull-up banner.

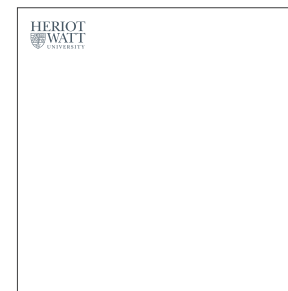
Measurements – A4 Document



Positioning – A Size



Positioning – Square



Logo

Positioning and Size

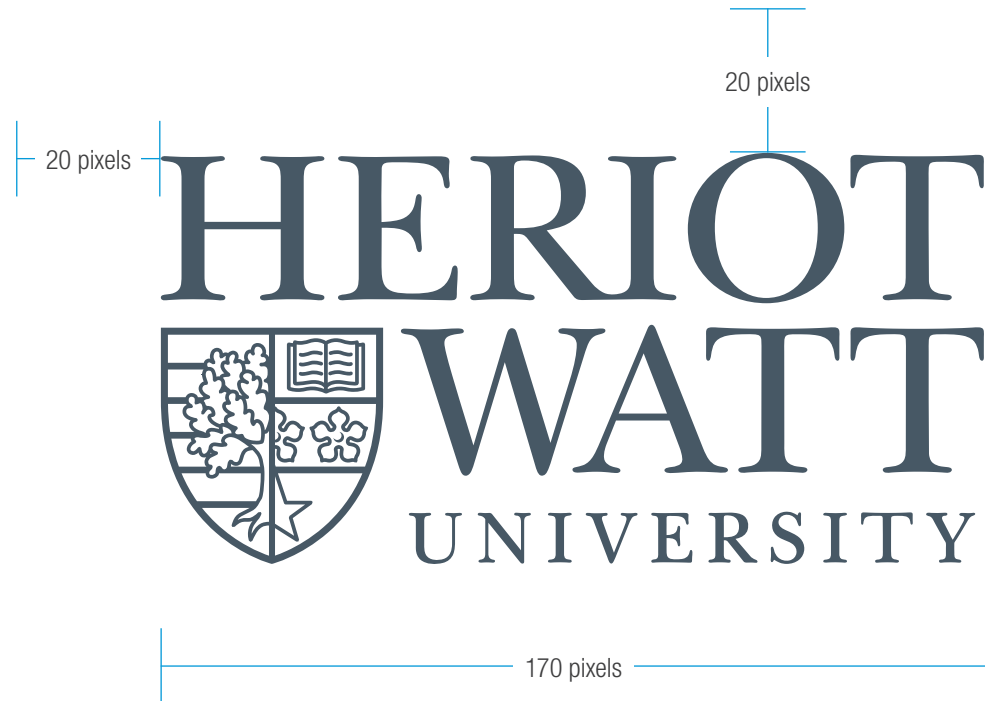
Digital

The logo must appear on all University websites, in the top left hand corner of each page.

For a desktop, it is recommended that the logo appears no smaller than 170 pixels (with a 20 pixel exclusion zone), and for a mobile device, no smaller than 94 pixels.

At this size it is recommended that the logo is provided with an exclusion zone of 15 pixels.

Measurements – Desktop (Minimum Size)



Measurements – Mobile (Minimum Size)



Logo

Lock-ups

Global Logo

The global logo incorporates the University's location names with the corporate University logo. The global lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University. It should be used only in contexts where the additional element is appropriate.

The global logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

Global Logo



UK | DUBAI | MALAYSIA



UK | DUBAI | MALAYSIA

Logo

Lock-ups

Global Logo – Country Specific

These versions of the global logo incorporate a highlighted University location name with the corporate University logo. The global lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University. It should be used only in contexts where the specific country is not highlighted elsewhere on the page.

The global logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

Global Logo



UK | **DUBAI** | MALAYSIA

Minimum Size



UK | DUBAI | **MALAYSIA**



Logo

Lock-ups

With Heriot-Watt affiliations

The affiliation logos incorporate the affiliation name with the corporate University logo. The affiliation lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University.

All affiliations have the option of using their logo on printed and digital materials.

The affiliation logos must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

Affiliations



SPORTS
UNION



THE
WATT
CLUB



SPORTS
UNION
ARCHERY



WATT
CLUB
GLASGOW



SPORTS
UNION
FOOTBALL



WATT
CLUB
LONDON



SPORTS
UNION
ROWING



WATT
CLUB
SINGAPORE



SPORTS
UNION
RUGBY



WATT
CLUB
TORONTO

Logo

Lock-ups

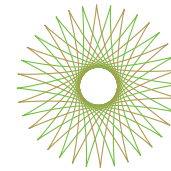
Partnerships

A partnership lock-up must incorporate the corporate University logo with the partner logo. The partnership lock-up must treat the entities with equal billing, and therefore need to be similar scale.

The corporate University logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

If there are more than two entities in the partnership, all logos need equal billing, and therefore need to be similar scale. Exclusion zones for each logo must be considered when spacing out the logos.

Partnerships



Oriam
SCOTLAND'S SPORTS
PERFORMANCE CENTRE



THE UNIVERSITY
of EDINBURGH



**British
Geological Survey**
NATURAL ENVIRONMENT RESEARCH COUNCIL

Logo

Social Media Channels

Social media / profile icon use

The following versions of the logo have been developed for use on social media channels and demonstrate where we need to apply a specific location, affiliation or award. These logos should not be used for any other purpose.

For digital width restrictive applications, such as profile icons on Facebook, Twitter, YouTube and other similar channels, a special square version of The Heriot-Watt logo has been created.

The preferred version of the logo is Pantone 431 or CMYK / RGB equivalent on a white background, centred within available space, with an exclusion zone of no less than 6 pixels all around.

For consistency, these versions should always be officially requested / provided, never created by the local team.

Social media icons must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or redrawn in any way.

Square social media icon



Square social media icon with geographical location



Social media icon – alternative shapes (Twitter)



Visual Personality

Typefaces

These typefaces have been chosen to represent Heriot-Watt's visual personality throughout corporate, recruitment and marketing materials.

Correct use of the typeface regarding size, colour, position and media will determine how easy it will be to read and be viewed, whether it is on a page, poster or computer screen.

Good use of hierarchy plays a big part in the readability of content as a successful hierarchy organises the content into digestible parts and allows the reader to scan and access the text easily.

To maintain the ongoing style of Heriot-Watt publications and presentations it is important to adhere to the rules laid out in the Style Guide and ensure that legibility and readability is maintained throughout.

Point sizes should be considered to ensure that all text is balanced and can be read easily. Contrast is important and text should be in a colour that differentiates from the background colour on which it has been placed.

Using capital letters for example can improve legibility as can a bolder typeface, but producing a paragraph with the same process will not provide a readable piece of text.

The stated typefaces are available in both desktop format for printed material and webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PCs and MACs for free, see page 17 (Internal typefaces).

Creating Conversational Artificial Intelligence

Professor Veren Rieser

Veren Rieser is a Professor in the School of Mathematical and Computer Sciences. Here she talks about her pioneering work in the field of Conversational Artificial Intelligence.

Q: Can you describe in a nutshell what your specialist research is focused on?

A: My research aims to create Conversational Artificial Intelligence (AI). That is, we are looking to design intelligent agents, which can converse coherently and engagingly over a wide variety of topics. This is often considered to be 'the holy grail' of AI.

Q: How is that work influencing tomorrow's world on an international platform?

A: Conversational systems aim to provide a user-friendly interface to complex systems, processes and distributed information. A prime example thereof is human-robot interaction, where users can collaborate with a complex autonomous system by using natural means, such as voice and gestures. For the same reasons, smart speakers, such as Amazon Alexa and Google Home, have become increasingly popular. For example, it is estimated that 16% of adults in the US own and regularly use smart speakers (NPR & Edison Research). As such, I believe that conversational AI will become ubiquitous in tomorrow's world and our work at Heriot-Watt University has a significant impact towards this goal.

Q: You were recently involved in the Amazon Alexa Challenge, can you tell us a bit about that?

A: Heriot-Watt University was recognised as one of the world's best for Conversational AI in the prestigious Amazon Alexa Challenge. The Amazon Alexa Prize is an annual university competition dedicated to advancing conversational AI. It is named after the Alexa voice system that powers the Amazon Echo. In last year's inaugural competition, our student team representing Heriot-Watt was the only UK university to reach the final three, having previously finished off more than 100 entries from 22 countries, including the likes of Harvard and Princeton. In this year's competition, Heriot-Watt was once again the only UK university amongst eight international universities that were selected to participate out of 200 entrants. I am immensely proud of what our students have achieved.

Q: Did your area of research complement your work on this Challenge?

A: Heriot-Watt University has a long-standing global reputation in Conversational AI and Human-Robot Interaction. The Amazon Alexa Challenge provides us with a global platform to showcase the extraordinary talent we have at this University. Furthermore we are able to test our research at scale – that is, with real users in an industrial setting. In last year's competition, our system interacted with over 360,000 Amazon customers from the whole of the US and our system continuously received top scores in terms of user ratings.

Q: What advice would you have for potential students looking to work in the field of Artificial Intelligence?

A: For me, one of the main attractions of working in AI is the multitude of methods you get to use. It is a highly multidisciplinary field where you will acquire expertise in many different areas, such as statistics and machine learning, natural language processing, software engineering and data science, as well as psychological aspects and experimental design. You don't have to be a Computer Scientist to enter the field. For example, I received my undergraduate degree in Theoretical Linguistics.

DISCOVER MORE ABOUT THE SCHOOL OF MATHEMATICAL AND COMPUTER SCIENCES:
www.hw.ac.uk/macs

Graduate Profile

Amanda Curry was part of a group of Heriot-Watt Computer Science PhD students who reached the top three finalists in the Amazon Alexa Challenge, a global competition for university students dedicated to accelerating the field of conversational AI. Alexa is the voice that powers Amazon Echo. Heriot-Watt was the only UK university to reach the final.

"It was a really great experience and an opportunity to see our research applied in a real-world setting supported by Amazon. We developed a conversational system able to compete with systems from other top universities. Our system was one of the three finalists that got to compete in Las Vegas for a grand prize of \$50,000."

WANT TO KNOW MORE?
www.hw.ac.uk/profile-amanda-curry

Heriot-Watt University has a long-standing global reputation in Conversational AI and Human-Robot Interaction. The Amazon Alexa Challenge provides us with a global platform to showcase the extraordinary talent we have at this University.

Professor Veren Rieser,
School of Mathematical and Computer Sciences



RESEARCH NEWS

Heriot-Watt University was recognised as one of the world's best for Conversational AI in the prestigious International Amazon Alexa competition, aimed to push the boundaries of conversational agents. In 2017, Heriot-Watt was the only UK university to reach the final three, having finished off more than 100 entries from 22 countries including the likes of Harvard and Princeton. The team was selected to re-enter the challenge in 2018.

Welcome to Heriot-Watt



Choosing a university is one of the most important decisions in your life and I believe there are many reasons why you should choose Heriot-Watt University.

We are one of the world's leading universities for business and industry with a rich heritage stretching back to 1821. Since that time we have established a reputation for innovative education, enterprise and ground-breaking research. Highly regarded for the professional endorsement of our degrees, the employability of our graduates, we are pleased to say we have achieved high rankings across a number of key university league tables.

Heriot-Watt is a truly global university – with a lively and diverse academic community of more than 25,000 students from more than 130 countries studying for degrees worldwide. Working with leading academics, our students learn and thrive in our friendly campus communities, with our partners and online. I am delighted that the Times and Sunday Times have recognised our global status in their Global University Guide 2019 as the first ever institution to be named International University of the Year.

Wherever you want to study in the world we have a location that will be right for you. Our Edinburgh Campus is situated on a beautiful, purpose-built parkland site and outside the historic centre of Scotland, alternatively you could study in the Scottish Borders, home to the School of Textiles and Design. 10 countries you may also choose our campus at the global hub of commerce and trade in Dubai, where we recently celebrated 12 years of successful delivery, or at our new (yet) recently opened campus in Portugal, Malacca, a short distance from Kuala Lumpur. Or why not join our global student programme, taking advantage of our international network of campuses and partners to make your own unique experience? Find out more on page 23.

Whether you choose to study in the UK, Dubai or Malacca, Heriot-Watt offers a proven learning environment combined with excellent facilities to deliver the same high quality education, reflecting our goal to share knowledge across the world, enriching the people and countries in which we work.

For the sporting minded, Oman, Scotland's new £33 million Sports Performance Centre, opened on the Edinburgh Campus in 2016. This cutting-edge facility now the Scottish training hub for the national football, rugby, squash and football teams and is also used by the Scottish national and international national teams. It is truly state-of-the-art in its design providing an inspiring environment and facilities for students and staff, which adds to elevate Scotland's standing on the global sporting stage.

Choosing a university is about more than numbers and an academic education. At Heriot-Watt learning is underpinned by a strong emphasis on values and development of you as an individual. We believe in providing you with an exceptional student experience where you will build lifelong friendships and be on the way to develop opportunities where you can achieve your highest aspirations and become confident leaders in your careers ahead.

Richard A. Williams CBE, FRSE, FRSE, FTSE
Principal and Vice-Chancellor
www.hw.ac.uk/ug

/01

Title A / Header / Introduction
Bitter – Regular

Title B / Quotations / Website
Bitter – Italic

Introduction / Facts & Figures
Miller Display – Roman

Title B / Quotations / Website
Miller Display – Italic

Header / Sub Header
Kessel 105 – Bold

Sub Header
Helvetica Neue – Medium Condensed

Body Copy
Helvetica Neue – Light Condensed

Examples of layout using typefaces from the undergraduate and postgraduate style palettes.

Visual Personality

Typefaces

Undergraduate (For Professional Use)

Three typefaces have been chosen to represent Heriot-Watt's visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces

- Kessel 105
- Miller Display
- Helvetica Neue

An example of how these typefaces are used in the University's Undergraduate Prospectus can be viewed on page 26.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).

Title A / Header

Aa

Title B / Quotations / Website

Aa

Introduction / Facts & Figures

Aa

Sub Header

Aa

Body Copy

Aa

Kessel 105 – Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Miller Display – Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Miller Display – Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Helvetica Neue – Medium Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Helvetica Neue – Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Visual Personality

Typefaces

Postgraduate (For Professional Use)

Three typefaces have been chosen to represent Heriot-Watt's visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces

- Bitter
- Kessel 105
- Helvetica Neue

An example of how these typefaces are used in the University's Postgraduate Prospectus can be viewed on page 17.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).

Title A / Header / Introduction

Aa

Title B / Quotations / Website

Aa

Header / Sub Header

Aa

Body Copy

Aa

Bitter – Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Bitter – Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%()!?.,:;*

Kessel 105 – Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Helvetica Neue – Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Visual Personality

Typefaces

International (For Professional Use)

Four typefaces have been chosen to represent Heriot-Watt's visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces

- Bitter
- Miller Display
- Kessel 105
- Helvetica Neue

An example of how these typefaces are used in the University's International Prospectuses can be viewed on page 18.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).

Title A / Header / Introduction

Aa

Bitter – Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Title B

Aa

Miller Display – Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Quotations / Website

Aa

Bitter – Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Header / Sub Header

Aa

Kessel 105 – Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Body Copy

Aa

Helvetica Neue – Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £\$%*()!?.,:;

Visual Personality

Typefaces

Internal Documents

For internal documents the following typefaces that are readily available on PC and Apple Mac system are recommended:

- Arial
- Times New Roman

Title A / Header / Sub Header

Aa

Arial – Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 £\$%*(?!?.,;:

Title B / Quotations / Website

Aa

Times New Roman – Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 £\$%*(?!?.,;:*

Introduction / Facts & Figures

Aa

Times New Roman – Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 £\$%*(?!?.,;:

Body Copy

Aa

Arial – Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 £\$%*(?!?.,;:

Visual Personality

Typography

Undergraduate (For Professional Use)

Specifications for Heriot-Watt typography styling:

Title A

Font: Kessel 105 – Bold, Size: 58pt, Leading: 48pt,
Tracking: -50*, Space Before: 0mm, Space After: 5mm

Title B

Font: Miller – Display Italic, Size: 30pt, Leading: 27pt,
Tracking: -40*, Space Before: 0mm, Space After: 10mm

Introduction

Font: Miller – Display, Size: 14pt, Leading: 16pt,
Tracking: -20*, Space Before: 0mm, Space After: 3mm

Header

Font: Kessel 105 – Bold, Size: 9pt, Leading: 9pt,
Tracking: 0*, Space Before: 1.5mm, Space After: 0.5mm

Sub Header

Font: Helvetica Neue – Medium Condensed,
Size: 9pt, Leading: 10pt, Tracking: 0*,
Space Before: 0.5mm, Space After: 0.25mm

Body Copy

Font: Helvetica Neue – Light Condensed,
Size: 8pt, Leading: 10pt, Tracking: 0*,
Space Before: 0mm, Space After: 2mm

Quote

Font: Miller – Display Italic, Size: 9pt, Leading: 10pt,
Tracking: -10*, Space Before: 3mm, Space After: 2mm

*Tracking valuation only apply to InDesign.

Dubai Campus

*Leading UK
university in Dubai*

Heriot-Watt University was the first British university to set up in Dubai International Academic City in 2005, offering top quality British education to undergraduate and postgraduate students in the Middle East.

As the first British university to open a campus here, Heriot-Watt University has established itself as a pioneer in the United Arab Emirates. Our reputation for world-class teaching and practical, leading-edge research with strong links to industry has made us the biggest and fastest growing branch campus in the UAE.

The Dubai Campus offers a growing number of academic disciplines and our programmes here are the same as those we offer in the UK. They are taught by Heriot-Watt's academic staff, most of whom are full-time on Campus, supplemented by visiting academics from our Scottish Campuses.

Why Go Global?

- Broaden your horizons
- Experience new cultures
- Build your global network
- Enhance your career prospects

Studying abroad

Studying abroad is a great opportunity to meet people, discover new interests and develop your life skills. It can build your confidence, develop your adaptability and hone your resourcefulness, which are all important personal attributes valued by employers.

Heriot-Watt University has shown great initiative and market awareness opening up a campus in Dubai. The University is really showing the way forward to opening up the international demand for Scottish programmes and qualifications around the world.

Allan Wilson OBE, Scottish Council for Development and Industry

www.hw.ac.uk



The average starting salary of a Heriot-Watt graduate six months after graduation is in the Top 20 in the UK and 2nd highest in Scotland.

The Sunday Times Good University Guide 2015



Industry-focused degrees and our award-winning Careers Service helps more than 95% of students into employment or further study within six months of graduation.

Visual Personality

Typography

Postgraduate (For Professional Use)

Specifications for Heriot-Watt typography styling:

Title A

Font: Bitter – Regular, Size: 54pt, Leading: 45pt,
Tracking: -50*, Space Before: 0mm, Space After: 8mm

Title B

Font: Bitter – Italic, Size: 22pt, Leading: 18pt,
Tracking: -40*, Space Before: 0mm, Space After: 7mm

Introduction

Font: Bitter – Regular, Size: 13pt, Leading: 16pt,
Tracking: -40*, Space Before: 0mm, Space After: 3mm

Header

Font: Kessel 105 – Bold (all caps), Size: 8pt, Leading: 9pt,
Tracking: 0*, Space Before: 2mm, Space After: 0.75mm

Sub Header

Font: Kessel 105 – Bold, Size: 7.75pt, Leading: 8.5pt,
Tracking: 0*, Space Before: 0.75mm, Space After: 0.25mm

Body Copy

Font: Helvetica Neue – Light Condensed,
Size: 8.5pt, Leading: 10.5pt, Tracking: 0*,
Space Before: 0mm, Space After: 2mm

Quote

Font: Bitter – Italic, Size: 9.5pt, Leading: 11pt,
Tracking: -30*, Space Before: 3mm, Space After: 2mm

*Tracking valuation only apply to InDesign.

Making a Difference

in the Real-World

Founded in 1821 as the world's first mechanics institute, Heriot-Watt has a rich heritage and an established reputation as a leading research-led university attracting people who aspire to be leaders in ideas and solutions.

YOUR CAREER

Our degrees are highly regarded for their relevance to the world of work and our Schools are well connected in their fields, ensuring you gain up-to-date knowledge and develop the expertise required by top companies around the world.

In demand with employers

We have an excellent record of preparing students for successful careers. Heriot-Watt maintains an enviable position near the top of the university employment league tables and around 90% of our postgraduate students are either in work or in full-time study.

The Institute of Petroleum and Engineering (IPE) has given me a world-recognised qualification, which continues to open doors in industry and with colleagues many years after I completed the programme.

Alison Goligher, MEng Petroleum Engineering 1988
EVP Upstream International Unconventionals, Shell

TAUGHT PROGRAMMES

Heriot-Watt Alumni Scholarships: Open to all Heriot-Watt alumni (except Institute of Petroleum Engineering (IPE) graduates) who have previously been registered for one year or more.

SFC Key Skills Funded Places: For students resident in Scotland on specific postgraduate programmes that meet the skills demands.

Once you have filled in all the relevant sections please upload the following documents:

- Copy of the photo page of your passport
- English language certificates, e.g. IELTS, from an approved centre.

If you have already created an account for your chosen degree programme(s) you can log back in (<https://myhwu.hw.ac.uk>) and apply for the Foundation English programme without the need to create a new login and account.

WANT TO KNOW MORE?

WATCH RORY'S VIDEO INTERVIEW:
www.postgraduate.hw.ac.uk

14/15

Our Impact

TOP 10

Top 10 in the UK for proportion of international staff. *QS World University Rankings 2015/16.*

TOP 20 / 40

Top 20 in the UK out of 119 universities. *Guardian University Guide 2016.*

Top 40 in the UK out of 127 universities. *Times/Sunday Times Good University Guide 2016.*

9th

Ranked 9th in the UK by REF 2014. *Research Excellence Framework (REF) 2014.*

Visual Personality

Typography

International (For Professional Use)

Specifications for Heriot-Watt typography styling:

Title A

Font: Kessel 105 – Bold, Size: 54pt, Leading: 45pt,
Tracking: -50*, Space Before: 0mm, Space After: 8mm

Title B

Font: Miller – Display Italic, Size: 54pt, Leading: 45pt,
Tracking: -50*, Space Before: 0mm, Space After: 8mm

Introduction

Font: Bitter – Regular, Size: 13pt, Leading: 16pt,
Tracking: -40*, Space Before: 0mm, Space After: 3mm

Header

Font: Kessel 105 – Bold, Size: 9.5pt, Leading: 9.5pt,
Tracking: 0*, Space Before: 3mm, Space After: 1mm

Sub Header

Font: Kessel 105 – Bold, Size: 7.75pt, Leading: 8.5pt,
Tracking: 0*, Space Before: 0.75mm, Space After: 0.25mm

Body Copy

Font: Helvetica Neue – Light Condensed,
Size: 9pt, Leading: 12pt, Tracking: 0*,
Space Before: 0mm, Space After: 2mm

Quote

Font: Bitter – Italic, Size: 12pt, Leading: 14pt,
Tracking: -30*, Space Before: 6mm, Space After: 2mm

*Tracking valuation only apply to InDesign.

Go Global

Study and see the world: At Heriot-Watt you have the opportunity to become a global student by taking part in an Inter-Campus Transfer to our Edinburgh or Dubai Campus.

Become a Global Student

Heriot-Watt encourages students to gain an international experience as part of their studies. Our Go Global Programme provides opportunities to study and see the world.

We have campuses in the UK, Dubai and Malaysia. As a student at Heriot-Watt you can take advantage of our international campus locations by transferring to another campus for a semester, a year or longer. It's also possible to transfer to more than one location. We currently have students who are spending a semester in Dubai and a semester in Malaysia during the third year of their programme.

Studying abroad

Studying abroad is a great opportunity to meet people, discover new interests and develop your life skills. It can build your confidence, develop your adaptability and hone your resourcefulness, which are all important personal attributes valued by employers.

Inter-Campus Transfers are available to undergraduate students. In order to be eligible your programme must be running at the other campus. You can check this at www.hw.ac.uk/undergraduate or www.hw.ac.uk/dubai.

Why Go Global?

- Broaden your horizons
- Experience new cultures
- Build your global network
- Enhance your career prospects.

12/13

Our Impact

93%

Over 93% of our postgraduates are in graduate-level jobs or further study six months after completing their programme and are actively sought by global industry.

Heriot-Watt University was my first choice because of its exceptional reputation and high ranking in overall business courses not just in the UK but also among many universities around the world that I have researched.

Uma Sangkari, 1st Year, MA (Hons)
Business Management with Enterprise

Visual Personality

Colour

Corporate Palette

Heriot-Watt's predominant colours are Pantone 431 and white. Pantone 2925 (blue) is included to feature as an accent colour when needed. This should only be used sparingly and not as a predominant colour. For example, when highlighting website addresses, names on business card etc...

Pantone 2945 and Pantone 429 are two further colours introduced to the colour palette to add depth, while maintaining a distinct corporate personality.

Corporate Palette



Pantone®
431
CMYK
45 / 25 / 16 / 59
RGB
94 / 106 / 113



Pantone®
N/A
CMYK
0 / 0 / 0 / 0
RGB
255 / 255 / 255



Pantone®
2925
CMYK
85 / 21 / 0 / 0
RGB
0 / 152 / 219



Pantone®
2945
CMYK
100 / 52 / 2 / 15
RGB
0 / 84 / 159



Pantone®
429
CMYK
21 / 11 / 9 / 23
RGB
165 / 172 / 175

Visual Personality

Colour

Secondary Palettes

Secondary colour palettes have been introduced, to add depth and flexibility across Heriot-Watt's undergraduate and postgraduate communication platforms. This will allow a variety and distinction to such materials, while maintaining an overall consistency in how Heriot-Watt is presented to its various audiences. Use of a colour outside of the secondary colour palette is strongly discouraged.

Undergraduate Palette

The bright colours within the undergraduate colour palette have been chosen to appeal to the undergraduate audience. This selection will allow variety, while maintaining consistency across undergraduate materials. No tints of any Pantone are allowed as part of the brand vision.

For the postgraduate colours palette please see page 23.

An RGB equivalent for each specified colour has been provided for all digital/electronic media.

Please contact the Media Services team for advice on using other colour variations.

Undergraduate Palette



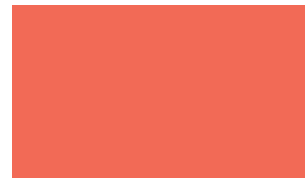
Pantone®
219
CMYK
1 / 92 / 1 / 0
RGB
215 / 31 / 133



Pantone®
383
CMYK
35 / 0 / 100 / 20
RGB
162 / 173 / 0



Pantone®
272
CMYK
62 / 59 / 0 / 0
RGB
117 / 119 / 192



Pantone®
7416
CMYK
0 / 73 / 66 / 0
RGB
224 / 104 / 75



Pantone®
2995
CMYK
83 / 1 / 0 / 0
RGB
0 / 169 / 224



Pantone®
1225
CMYK
0 / 19 / 79 / 0
RGB
255 / 203 / 79



Pantone®
7468
CMYK
90 / 18 / 7 / 29
RGB
0 / 117 / 154



Pantone®
2612
CMYK
70 / 100 / 0 / 5
RGB
107 / 31 / 124



Pantone®
7473
CMYK
74 / 5 / 46 / 3
RGB
30 / 157 / 139



Pantone®
7686
CMYK
100 / 73 / 0 / 10
RGB
29 / 79 / 145



Pantone®
7524
CMYK
12 / 78 / 62 / 25
RGB
165 / 89 / 76



Pantone®
7673
CMYK
81 / 74 / 16 / 0
RGB
83 / 84 / 134

Visual Personality

Colour

Postgraduate/International Palette

The muted colours within the postgraduate colour palette have been chosen to appeal to the postgraduate audience. This selection will allow variety, while maintaining consistency across postgraduate materials. No tints of any Pantone are allowed as part of the brand vision.

For the undergraduate colours palette please see page 22.

An RGB equivalent for each specified colour has been provided for all digital/electronic media.

Please contact the Media Services team for advice on using other colour variations.

Postgraduate/International Palette



Pantone®
660
CMYK
91 / 53 / 0 / 0
RGB
42 / 110 / 187



Pantone®
7662
CMYK
60 / 87 / 5 / 0
RGB
122 / 65 / 131



Pantone®
7466
CMYK
88 / 0 / 29 / 0
RGB
0 / 179 / 190



Pantone®
7433
CMYK
8 / 90 / 16 / 24
RGB
168 / 64 / 105



Pantone®
7730
CMYK
68 / 0 / 71 / 18
RGB
75 / 149 / 96



Pantone®
7456
CMYK
70 / 56 / 0 / 0
RGB
103 / 115 / 182



Pantone®
540
CMYK
100 / 57 / 12 / 70
RGB
0 / 51 / 89



Pantone®
5265
CMYK
86 / 84 / 9 / 45
RGB
64 / 59 / 101



Pantone®
5477
CMYK
66 / 24 / 43 / 70
RGB
62 / 93 / 87



Pantone®
Black 5
CMYK
42 / 69 / 37 / 85
RGB
68 / 49 / 53



Pantone®
5743
CMYK
54 / 24 / 86 / 81
RGB
64 / 74 / 41



Pantone®
7448
CMYK
68 / 98 / 21 / 85
RGB
60 / 38 / 57

Visual Personality

Printed Material

Undergraduate

The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Undergraduate Prospectus illustrates how using a consistent approach to design enhances the University's brand strength.

Please see overleaf for examples of Heriot-Watt's postgraduate visual personality.

UGP 2017 – Cover & Back



UGP 2017 – Inside Spreads



Visual Personality

Printed Material

Postgraduate

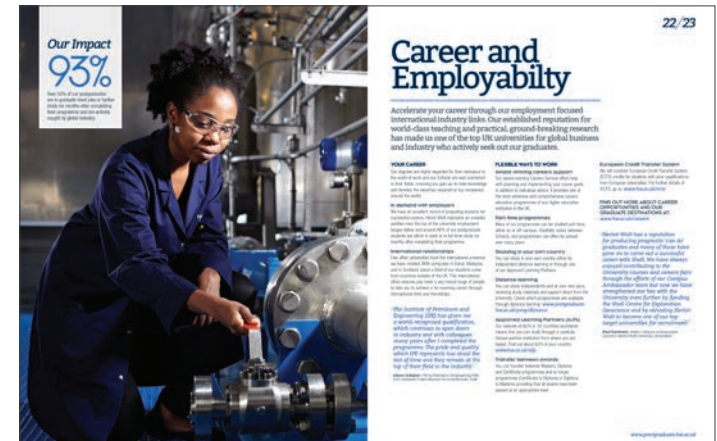
The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Postgraduate Prospectus illustrates how using a consistent approach to design enhances the University's brand strength.

Please see overleaf for examples of Heriot-Watt's international visual personality.

PGP 2017 – Cover & Back



PGP 2017 – Inside Spreads



Visual Personality

Printed Material

International Campuses

The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Malaysia and Dubai Prospectus illustrates how using a consistent approach to design enhances the University's brand strength.

Please see overleaf for examples of posters and banners using Heriot-Watt's visual personality.

Malaysia Prospectus 2017 – Cover



Dubai Prospectus 2017 – Cover



Malaysia Prospectus 2017 – Inside Spreads



Dubai Prospectus 2017 – Inside Spreads



Visual Personality

Printed Material

Here are poster and banner examples using Heriot-Watt's visual personality.

Please see overleaf for examples of digital media using Heriot-Watt's visual personality.

Poster (A3)



Postcard (A5)



Banner (800x2100)



Visual Personality

Banners International Recruitment

Here are banner examples for International Recruitment using Heriot-Watt's visual personality.

Tabletop Banner (297x422 with 100mm bottom bleed)

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

CAREER-FOCUSED DEGREES
Relevant to the needs of business and industry

- Physical and Life Sciences
- Engineering
- Building and Construction
- Energy and Petroleum
- Mathematics and Statistics
- Computer Science
- Business Management and Psychology
- Accounting, Finance and Economics
- Languages
- Fashion and Textiles

www.hw.ac.uk

Banner (700x1680 with 20mm bleed)

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

MALAYSIA

An exceptional environment for study
World class education tailored to Asia's industry needs
Opportunity to transfer between campuses

www.hw.ac.uk/malaysia

Visual Personality

Digital Media

Here are examples of digital advertising banners using Heriot-Watt's visual personality in a variety of dimensions.

Standard Banners



Skyscraper Banners



MPU Banners



Visual Personality

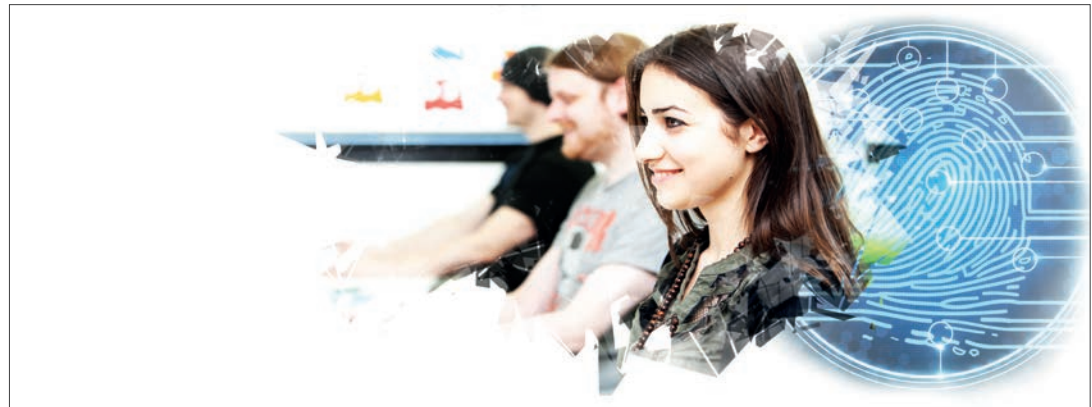
Website Banners

Here are examples for website banners using Heriot-Watt's online image personality.

Subsection Banner (600x540px)



Subgateway Banners - Course Subjects (1200x450px)



Visual Personality

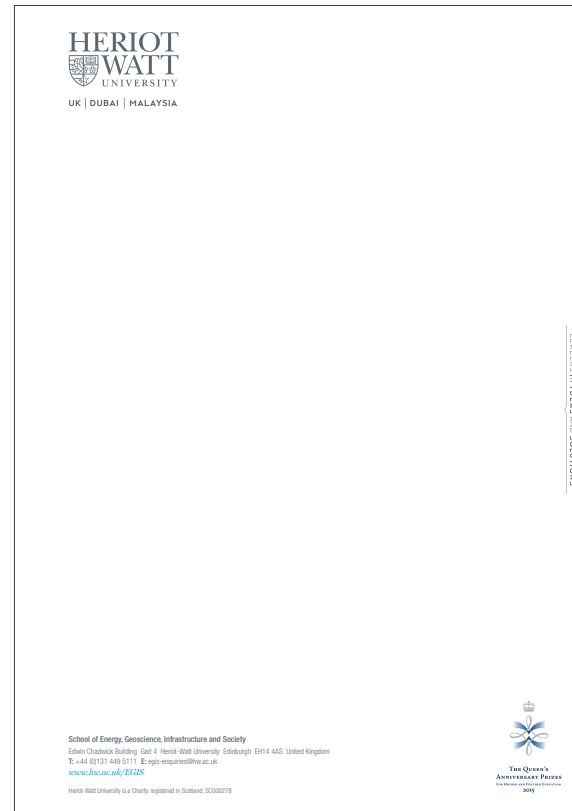
Stationery

Our corporate stationery provides us an opportunity to create widespread recognition of our brand and a positive impression of Heriot-Watt University.

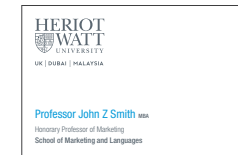
All stationery should be ordered via Media Services, which ensures that letterhead, business cards and compliment slips are produced to a common specification and professional in appearance.

Examples are shown opposite.

Letterhead



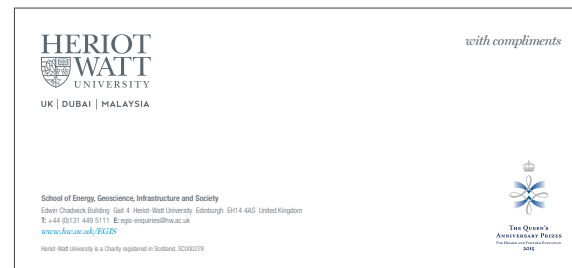
Business Card (Double sided)



Business Card (Single sided)



Compliments Slip



Positioning Line

Colour and Configuration

This message underpins all university endeavours and should be used on all promotional items with prior agreement.

It is preferred that the Leaders in Ideas and Solutions message should appear in full colour (Pantone colour 431 and its CMYK and RGB equivalents) against a white background, against dark coloured backgrounds it should be reversed out.

For occasions when the use of the full colour version is not practical. For example, against a strong coloured background, the reverse out white version is available to assist with the design task. When used over photography a semi opaque panel is incorporated to pull it forward (70% opacity).

For positioning line applications there are two alternatives. Where space allows the one line vertical orientation applies. Alternatively a three line horizontal solution is available.

For usage requirements outside these parameters, please contact Media Services.

One Line – Preferred (Positive)



LEADERS IN IDEAS AND SOLUTIONS

One Line – Preferred (Negative)



LEADERS IN IDEAS AND SOLUTIONS

One Line – Alternative (over image)



LEADERS IN IDEAS AND SOLUTIONS

Three Line – Preferred (Positive)



LEADERS IN
IDEAS AND
SOLUTIONS

Three Line – Preferred (Negative)



LEADERS IN
IDEAS AND
SOLUTIONS

Three Line – Alternative (over image)



LEADERS IN
IDEAS AND
SOLUTIONS

Positioning Line

Positioning and Size

For positioning line applications there are two alternatives. Where space allows the one line vertical orientation applies. The one line solution should be centred vertically on the right hand side of any document. Alternatively a three line horizontal solution is available. The three line solution should be positioned top right or bottom right.

The following message sizes are recommended:

One line – vertical

- **A6** – height: 36mm (3mm from edge)
- **A5** – height: 48mm (4mm from edge)
- **A4** – height: 62mm (5mm from edge)
- **A3** – height: 96mm (8mm from edge)
- **A2** – height: 138mm (12mm from edge)
- **A1** – height: 192mm (16mm from edge)
- **Banner*** – Message height: 100mm (8mm from edge)

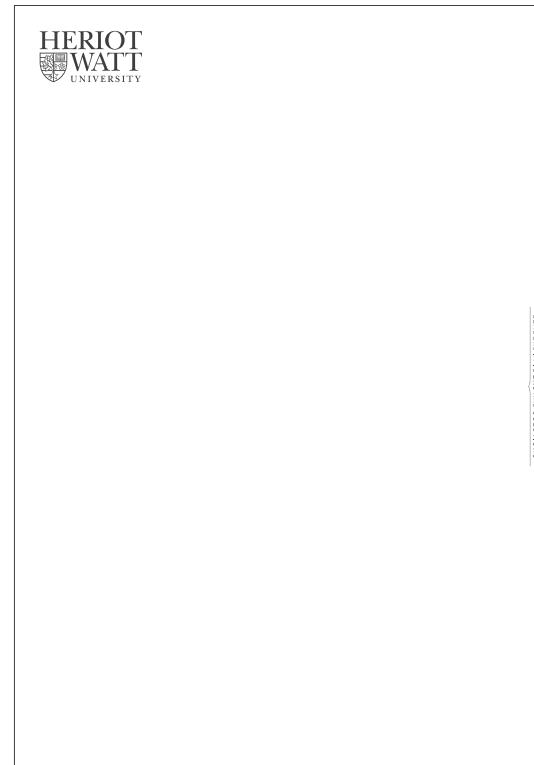
Three line – horizontal

- **A6** – height: 10mm (4mm from right, 6mm from top)
- **A5** – height: 12mm (6mm from right, 8mm from top)
- **A4** – height: 15mm (8mm from right, 10mm from top)
- **A3** – height: 22mm (10mm from right, 15mm from top)
- **A2** – height: 32mm (15mm from right, 20mm from top)
- **A1** – height: 44mm (20mm from right, 30mm from top)
- **Banner*** – height: 24mm (10mm from right, 15mm from top)

The above sizes are applicable to documents with the same width Measurement . For example A4 and 210mm square.

*Measurements based on 800mm x 2100mm pull-up banner at quarter size.

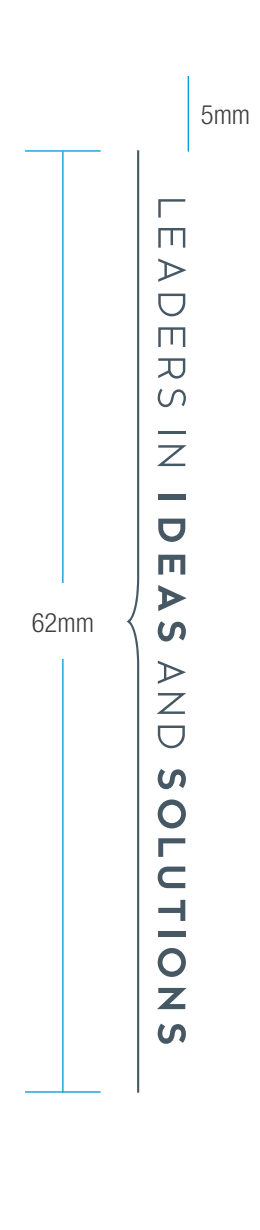
Positioning – A4 Document



Positioning – Three Line Solution



Size – A4 Document



Positioning Line

Usage

There are four options for applying the positioning line: one line – vertical (1), one line – vertical (housed) (2), three line – horizontal (3), three line – horizontal (housed) (4).

It is preferred that the positioning line should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background. For occasions when the use of the full colour version is not practical, for example, against an image or a strong coloured background, the reverse out white version is available to assist with the design task.

(1) One Line – Vertical



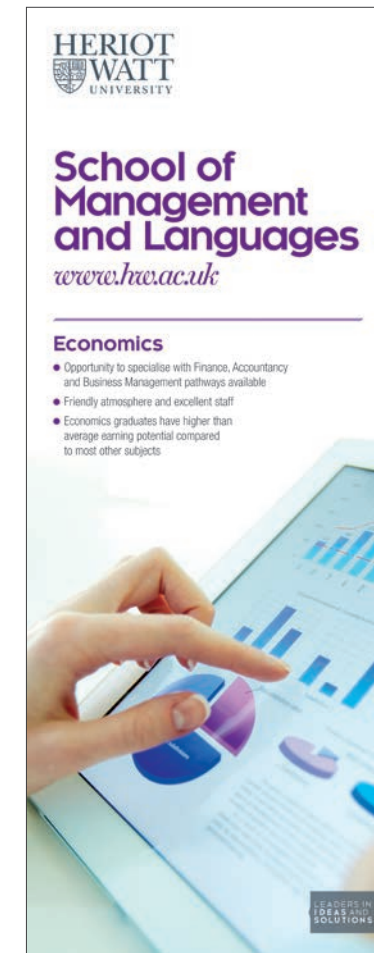
(2) One Line – Vertical (Housed)



(3) Three Line – Horizontal



(4) Three Line – Horizontal (Housed)



Contact Us

If you have any questions regarding the production of materials in accordance with this Style Guidelines document, please contact Media Services via:

Email: [*mediaservices@hw.ac.uk*](mailto:mediaservices@hw.ac.uk)

Phone: *+44 (0)131 451 4282*



Edinburgh Campus

Edinburgh EH14 4AS

T: 0131 449 5111

F: 0131 449 5153

Scottish Borders Campus

Galashiels TD1 3HF

T: 01896 753351

F: 01896 758965

Dubai Campus

Dubai International Academic City

PO Box 294345

Dubai

United Arab Emirates

T: 00 971 4 435 8700

F: 00 971 4 447 7350

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