

# Visual Identity Standards

January 2019



UNIVERSITY OF  
**BATH**







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# Introduction

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Over the past 50 years, the University of Bath has established itself as one of the UK's leading universities.

We have gained international recognition for teaching and research which is reflected in our consistently high rankings and accreditations.

Given our strong, market-leading position it is important for us to present a consistent and distinctive image to our audiences and stakeholders. We must ensure that the representation of our brand and the basic elements of our visual identity are always used coherently and correctly.

This document outlines a number of fundamental areas of importance to ensure that the look and feel of our communications complements the University of Bath's brand values.

# Who should use the visual identity

## General guidelines

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### **University departments, centres, professional services and other business units**

All departments, research centres and other professional service units that are entirely part of the University of Bath should follow the University's visual identity standards.

Organisational units that are wholly internal should not need to develop customised or subsidiary logos. Existing subsidiary logos will be phased out as quickly as possible, as existing publications, stationery, websites etc. are updated.

Business activities covered by specific exemptions will be issued with their own guidelines.

### **Partnership ventures**

When the University is a partner in a joint venture with another university or other partner, the University's logo can normally be used in any publicity materials, along with that of the partner organisation.

As each case is slightly different, please consult the Imaging, Design & Print Services team for guidance on the application of the University logo.

### **Spin-out companies**

Any University enterprise that has been incorporated as a company should implement its own separate visual identity as soon as it becomes market active.

### **Crediting sponsor and partner organisations**

Where a University business unit is sponsored or supported by a company, another university or other external partner, the partner's logo may be used in print and web media in a subsidiary position, as described in the visual identity standards.

### **Use of the University logo as a subsidiary logo**

When the University is a sponsor or supporter to be credited in a publication or on web pages produced by another organisation, the University logo may be used in a subsidiary position in accordance with conditions set out in the visual identity design standards.

As each case is slightly different, please ask the producer of the publication to liaise with Imaging, Design & Print Services for guidance on the application of the University logo.

### **Organisations based at the University**

Organisations based at the University that are entities in their own right rather than part of the University should use their own separate visual identities and logos rather than the University's identity.

# Who should use the visual identity

## Sportswear

Students' Union Sports Association clubs and societies competing for the University of Bath may use the shield component of the University's crest on clothing, and electronic and other promotional materials.

Members of the Department of Sports Development and Recreation should primarily use the University of Bath logo but this can be supplemented by the TeamBath logo. The University of Bath logo should appear on the front of all staff clothing and the TeamBath logo may appear on the sleeve or reverse.

Athletes and teams who train at the Sports Training Village but do not compete for the University of Bath and members of the public using the facilities may only use the TeamBath logo on printed materials and clothing.



Sports Association shield



TeamBath logo



# Who should use the visual identity

## Procedures for approving designs

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All new designs for web pages and printed or sewn materials (including uniforms, signage, promotional materials, gifts or memorabilia) should normally be created by members of Web Services or Imaging, Design & Print Services (IDPS).

In some cases, and only with prior approval from the Head of IDPS, printed or sewn materials may need to be designed externally. In these cases advice should be sought from IDPS at the beginning of the process and final approval must be received by the Head of IDPS before production.

# The University logo

## Colour

The University logo has been designed as an integral part of the visual identity. In applying the logo consistently, the different sections of the University are presented as a unified whole.

Wherever possible, the standard logo should print in the Slate colour from the primary colour palette, or its Pantone equivalent (Pantone 432). **This version of the logo must not be printed in white.** It should be used on a white or pale background to maintain its readability. It may also be used with a photographic background, but care must be taken to ensure its readability is not compromised. See the Literature section for examples.



Standard logo

**Slate**  
CMYK: C23/M5/Y0/K77  
Pantone: 432

For applications where the standard logo cannot be used, a white version has been created.

**This version of the logo must only be printed in white.** It should be used on a dark background to maintain its readability. It may also be used with a photographic background, but care must be taken to ensure its readability is not compromised. See the Literature section for examples.

**Note:** the logo is shown here on a black background box for reference only. When used it should not be enclosed within a box or border. See page 8 for more information.



White logo

A black version of the logo is available for use in mono printing applications, such as newspaper advertising, promotional items etc.



Black logo

A blue version of the logo is also available **for use on University stationery items only.** It should print in the University blue colour from the section colour palette, or its Pantone equivalent (Pantone 283). **This version of the logo must not be printed in white.**

See page 17 for more information.



Blue logo  
CMYK: C100/M72/Y0/K18  
Pantone: 283



# The University logo

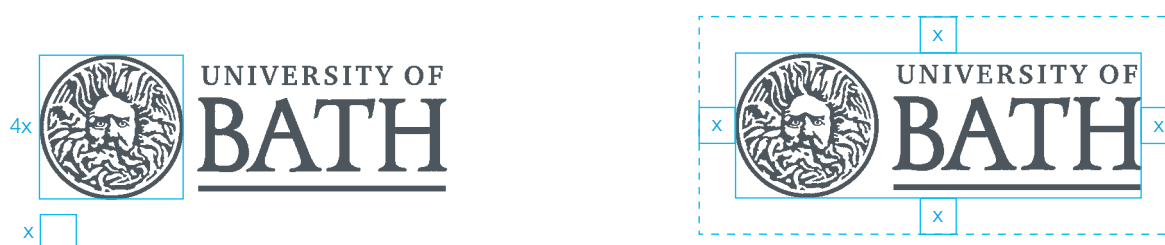
## Exclusion zone

### Grouping of department or faculty name and vertical rule

#### Exclusion zone

The logo must always have a clearly defined area of space surrounding it to ensure that it is not crowded by other graphics or text.

To achieve this, an area of minimum clear space has been created to form an exclusion zone. It is based on a measurement of one quarter of the height of the sulis head.



#### Grouping of department or faculty name and vertical rule

It is important that all faculties, departments and centres benefit from, and contribute to, the University brand.

When a faculty, department or centre name is used on printed materials it is combined with a vertical rule and the logo as shown. Names are printed in Helvetica Neue and arranged on two or three lines depending on their length.

This grouping of elements forms a distinctive graphic device that ties each faculty or department into the University brand.

The size and layout of these elements is fixed and it is important that they are not altered in any way so that visual consistency is maintained.



3 line title

2 line title

# The University logo

## Incorrect use

Care should be taken to ensure that the logo is used correctly at all times.

No element of the logo should be redrawn or modified. No additions should be made to the logo, or any part of it omitted.

The elements of the logo should not be separated or moved in relation to one another (Example 1).

The logo should not be altered by substituting a different typeface or any other version of the Sulis head (Examples 2 and 3).

Do not print elements of the logo in different colours. (Example 4). The logo must always be printed in one colour, wherever possible in Slate or Pantone 432, as detailed on page 6.

Do not add other elements (rules, subheadings etc) to the logo (Example 5).

The logo should not be enclosed within a ruled box or decorative border (Example 6).

Do not print the standard logo in white on a dark background. The white version of the logo must be used for this type of application. (Example 7).

Do not print the white logo in any colour other than white. (Example 8).



Example 1



Example 2



Example 3



Example 4



Example 5



Example 6



Example 7



Example 8

# The University Coat of Arms

## Combined device

An additional device has been developed to represent the University at prestige and ceremonial events. It consists of the full heraldic coat of arms of the University combined with the title and rule from the standard logo.

Approval to use the combined device must be obtained from the Department of Marketing & Communications.

The device should only be used on printed items for prestige and ceremonial events and on certain non-print material, such as signs, exhibition stands or promotional items supporting such events. It must not be used on general University publications, exhibition stands or advertisements.

There are two versions of the device; full colour and single colour. In the single colour format, the device must print in either black, Pantone 432 or Pantone 872 (gold metallic). The title, rule and coat of arms must all print in the same colour. The device should not be printed in white or any pale colour against a dark background.

In the full colour format, the type and rule must always print in black.

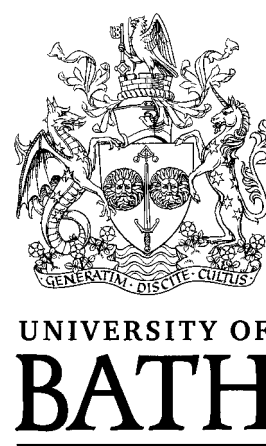
In both formats, the device should only print on to a white or very pale tinted background.

The coat of arms must always appear with the title and rule. Do not use the coat of arms alone or combine it with any other type or graphic element to form alternative logos.

Colour coat of arms  
plus title and rule



Single colour coat of arms  
plus title and rule



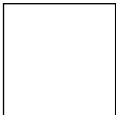



# Print colour palette

## Primary, section and faculty colours

The primary colours encapsulate the slate, stone and ironwork that dominate the Bath cityscape, whilst the section colours are drawn from a palette that is sympathetic to the natural environment.






### Primary colour palette

The primary colours may be used alongside any of the section, faculty or department colours.

	White	Slate	Grey	Bath stone
				
<b>CMYK</b>	C0/M0/Y0/K0	C23/M5/Y0/K77	C66/M60/Y60/K46	C20/M13/Y30/K0
<b>RGB</b>	255/255/255	80/86/94	72/69/66	213/211/185





### Section colour palette

The section colours are used to identify core areas of the University's operations.

	University	Study	Business	Research	Departments
					
<b>CMYK</b>	C100/M72/Y0/K18	C62/M21/Y100/K0	C76/M100/Y7/K0	C88,M17/Y31/K0	C27/M83/Y94/K23
<b>RGB</b>	9/70/133	130/154/52	85/39/119	59/147/166	136/62/40

### Faculty palette

The faculty colours are used to identify the three University faculties. A fourth colour is used to identify the School of Management.

	Engineering & Design	Humanities & Social Sciences	Science	School of Management
				
<b>CMYK</b>	C0/M78/Y100/K0	C15/M100/Y0/K10	C35/M0/Y100/K15	C100/M11/Y0/K0
<b>RGB</b>	233/83/14	188/10/128	154/183/45	0/159/227
<b>Pantone</b>	165			

# Print colour palette

## Department colours

---

### Engineering & Design departments colour palette

The department colours are used to identify individual departments within the faculty. Each of the Engineering & Design department colours may be used alongside the Engineering & Design faculty colour or any of the primary colours.

Architecture & Civil Engineering



**CMYK** C0, M100, Y48, K59  
**RGB** 123/0/41  
**Pantone** 209

Electrical Engineering



**CMYK** C0, M78, Y100, K25  
**RGB** 189/74/24  
**Pantone** 180

Chemical Engineering



**CMYK** C0, M100, Y64, K33  
**RGB** 171/6/52  
**Pantone** 194

Mechanical Engineering



**CMYK** C22, M100, Y78, K15  
**RGB** 172/29/55  
**Pantone** 192



# Print colour palette

## Department colours

---

### Humanities & Social Sciences departments colour palette

The department colours are used to identify individual departments within the faculty. Each of the Humanities & Social Sciences department colours may be used alongside the Humanities & Social Sciences faculty colour or any of the primary colours.

Economics



**CMYK** C38, M88, Y0, K0  
**RGB** 143/45/137

Health



**CMYK** C100, M10, Y10, K0  
**RGB** 0/144/201

Education



**CMYK** C78, M53, Y0, K15  
**RGB** 46/82/148

Psychology



**CMYK** C58, M74, Y0, K0  
**RGB** 104/71/152

Politics, Languages & International Studies



**CMYK** C80, M71, Y0, K0  
**RGB** 59/72/155

Social & Policy Sciences



**CMYK** C80, M30, Y9, K7  
**RGB** 27/117/169

# Print colour palette

## Department colours

### Science departments colour palette

The department colours are used to identify individual departments within the faculty. Each of the Faculty of Science department colours may be used alongside the Science faculty colour or any of the primary colours.

#### Biology & Biochemistry



**CMYK** C100, M28, Y70, K0  
**RGB** 0/136/113

#### Natural Sciences



**CMYK** C35, M0, Y100, K15  
**RGB** 154/183/45

#### Chemistry



**CMYK** C82, M0, Y100, K0  
**RGB** 0/176/76

#### Pharmacy & Pharmacology



**CMYK** C50, M0, Y58, K25  
**RGB** 103/160/114

#### Computer Science



**CMYK** C55, M20, Y100, K0  
**RGB** 133/166/64

#### Physics



**CMYK** C100, M40, Y32, K0  
**RGB** 0/124/155

#### Mathematics



**CMYK** C65, M0, Y100, K0  
**RGB** 98/187/70

# Typefaces

## Primary typeface – printed media

---

The University of Bath primary typeface is Helvetica Neue.

### Which weight?

Helvetica Neue 75 is used for titling and headings.

## Helvetica Neue 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

Helvetica Neue 65 is used for sub-headings, pull-outs and copy segmentation.

## Helvetica Neue 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

Helvetica Neue 55 and 45 are used for body copy.

## Helvetica Neue 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Helvetica Neue 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typefaces

Primary typeface – digital media and Microsoft applications

---

The Microsoft equivalent of Helvetica Neue is Arial.

Arial should be used on all digital and Microsoft applications, including internal documents and Powerpoint presentations.

## Arial Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Arial

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typefaces

## Secondary typefaces – printed media

---

### Design flexibility

To provide scope for flexibility in the design of literature, three secondary typefaces has been specified which complement Helvetica Neue.

The secondary typefaces are **Caecilia**, **Gotham Narrow** and **Tungsten**. They are available in a range of weights and may be used for headings, pull-outs and copy segmentation.

They should not be used as the dominant typeface within publications.

### Caecilia

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

### Gotham Narrow

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

### Tungsten

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Stationery

## General information

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University letterheads, compliment slips and business cards follow common formats for layout and size as shown in the following examples. No other formats should be used.

Pantone 283



Two specific colours have been chosen for use on all stationery. The colours are Pantone 283 and Pantone 432.

Pantone 432



The University logo must always appear on all stationery and business cards. The logo prints in Pantone 283. No other colour should be used for the University logo.

When a faculty or department name is used on stationery and business cards it is combined with the University's address line, a vertical rule and the logo as shown.

The typeface used on all stationery is called Helvetica Neue. This is used in various weights and styles as shown. The typeface prints in Pantone 432. No other typeface or colour should be used.

# Stationery

A4 letterhead

3 line departmental title

## 1

Helvetica Neue 45 and 65;  
10pt type on 11pt leading.

## Logo group

Grouping of faculty or department name with address line, vertical rule and logo.

## 2

Helvetica Neue 55; 9pt.

## 3

Helvetica Neue 45 and 65;  
8.5pt type on 9.5pt leading.


## 4

Arial; 9pt type on 10pt leading.

## 5

Arial; 11pt type on 13pt leading.

(All dimensions are shown in millimetres)

0	0	25	145	Length of rule = 27
9	<div data-bbox="983 618 1024 658">1</div> <div data-bbox="1034 611 1157 665">Department of Architecture &amp; Civil Engineering</div> <div data-bbox="1187 604 1257 672">  </div> <div data-bbox="1264 604 1385 665">UNIVERSITY OF BATH</div>			
37.5	<div data-bbox="1136 678 1166 721">2</div> <div data-bbox="1187 687 1385 707">Bath BA2 7AY · United Kingdom</div>			
	<div data-bbox="601 761 632 804">4</div> <div data-bbox="657 728 759 810"> Name Surname  Address line 1  Address line 2  City  Postcode </div> <div data-bbox="1136 761 1166 804">3</div> <div data-bbox="1187 728 1385 831"> Professor A Smith  Head of Department  Telephone +44 (0)1225 383001  Facsimile +44 (0)1225 383002  Email A.M.Smith@bath.ac.uk  www.bath.ac.uk/ace </div>			
	<div data-bbox="657 851 809 887"> Date 00/00/00      Ref 00000000 </div>			
	<div data-bbox="671 969 708 1010">5</div> <div data-bbox="657 1016 748 1037">Dear Lorem</div>			
	<p>Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulputpatem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.</p>			
	<p>Num zzrit praesto odiamet adio et wis digniscilit ing ex et lutpat ver sum quipit alit ilis dolut veros alit pratem quat, consequat. Ugueriurer sit incil delit ilis dunt eu feum del eros at, sis erosto conse magna accumsandio dolenit nummod tatem niat ing eu faccum quatin ut dolor sim vendion sendrem in velenissi bla augueraestin henit iureet luptat, qui te del dolobore consendit utpatem ex eumsandre dit utet vullum zzriuscin vulla augiamc onsenit nummy nullumm odolobo rtionse.</p>			
	<p>Duis incilis nisl elesting et illumy nos nummy nonulpu tatuercin hent nosto cor alis etuer si enit, commodignim dolor secte do cortie venim accummy nulluptat wissi. Magnit la feuis endrera estisim velit in ellessequate ming et diatisim irilit praesecte molendr eriureet, quisl iuscip et, cor sum vel ulla at alit veraesto od ming eros at. Ut aut lortisl dolobore feumy num ipsum nos duisl ullutat iscipit, veraessi.</p>			
	<p>Henim iure ea feu feugiam digniam velesecte tem vel iustrud tinci ex ero dolessed te magna conum in eros del duisl exer irit adiat, se dolenim dit, quip ex ent velit ad min euguerostrud tat acidunt nonsenis nonse tismodolorer susci blam qui bla corpero doloreet lorerat.</p>			
	<p>Yours Sincerely</p>			
	<p>Name Surname Title</p>			

2 line departmental title

19

# Stationery

## DL compliment slips 2 and 3 line departmental titles

1

### Faculty or department name

Helvetica Neue 45 and 65;  
10pt type on 11pt leading.

### Logo group

Grouping of faculty or department name with address line, vertical rule and logo.

2

### Address line

Helvetica Neue 55; 9pt.

3

### Contact details

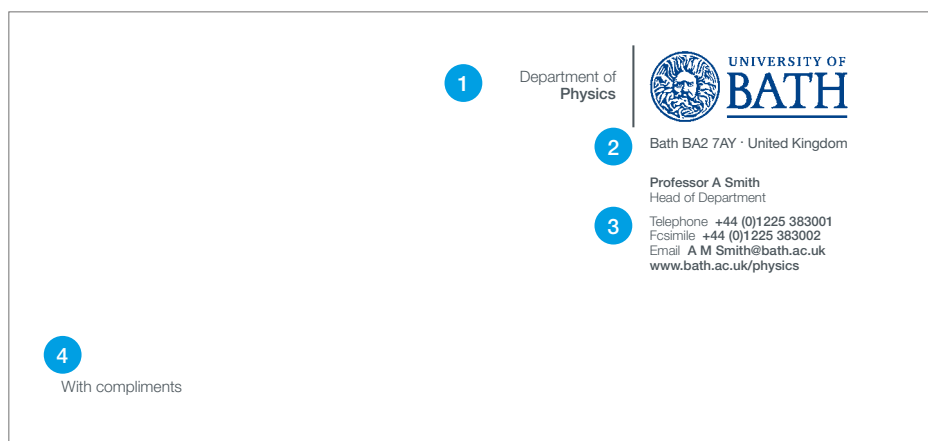
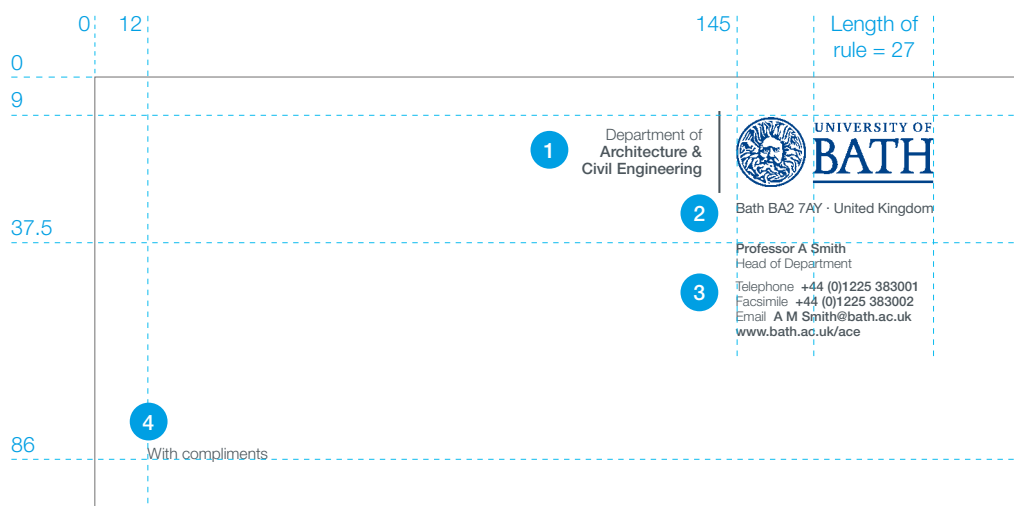
Helvetica Neue 45 and 65;  
8.5pt type on 9.5pt leading.

4

### With compliments

Helvetica Neue 45;  
10pt type.

(All dimensions are shown in millimetres)



# Stationery

Business cards 85mm x 55mm

2 and 3 line departmental titles

1

## Faculty or department name

Helvetica Neue 45 and 65;  
8pt type on 9pt leading.

## Logo group

Grouping of faculty or department name with address line, vertical rule and logo.

2

## Address line

Helvetica Neue 55; 7pt.

3

## Contact details

Helvetica Neue 45 and 65;  
8pt type on 9pt leading.

(All dimensions are shown in millimetres)





# Stationery

## A4 letterhead

### Institute for Policy Research (IPR)

#### 1 IPR symbol

The symbol should be positioned as shown and the size should correspond to the University logo. The symbol should always print in Research blue/green from the Section colour palette.

#### 2 IPR title/Logo group/ Address line/Contact details

All sizes and positions match the standard University letterhead.

#### 3 Recipient's address

Arial; 9pt type on 10pt leading.

#### 4 Body copy

Arial; 11pt type on 13pt leading.

(All dimensions are shown in millimetres)

0	25	145	Length of rule = 27
0	9		
37.5			
104			



Institute for  
Policy Research


UNIVERSITY OF  
BATH

Bath BA2 7AY · United Kingdom

Name Surname  
Address line 1  
Address line 2  
City  
Postcode

Date  
00/00/00

Ref  
00000000

Professor A Smith  
Head of Department  
Telephone +44 (0)1225 383001  
Facsimile +44 (0)1225 383002  
Email A.M.Smith@bath.ac.uk  
www.bath.ac.uk/ipr

Dear Lorem

Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulputatem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.

Num zzrit praesto odiamet adio et wis digniscilit ing ex et lutpat ver sum quipit alit ilis dolut veros alit pratem quat, consequat. Ugueriurer sit incil delit ilis dunt eu feum del eros at, sis erosto conse magna accumsandio dolenit nummod tatem niat ing eu faccum quatin ut dolor sim vendion sendrem in velenissi bla augueraestin henit iureet luptat, qui te del dolobore consendit utpatem ex eumsandre dit utet vullum zzriuscin vulla augiamc onsenit nummy nullumm odolobo rtionse.

Duis incilis nisl elesting et illummy nos nummy nonulpu tatuercin hent nosto cor alis etuer si enit, commodignim dolor secte do cortie venim accummy nulluptat wissi. Magnit la feuis endrera estisim velit in elessequate ming et diatisim irilit praesechte molendr eriureet, quis iuscip et, cor sum vel ulla at alit veraesto od ming eros at. Ut aut lortisl dolobore feummy num ipsum nos duisl ullutat iscipit, veraessi.

Henim iure ea feu feugiam digniam velesecte tem vel iustrud tinci ex ero dolesed te magna conum in eros del duisl exer irit adiat, se dolenim dit, quip ex ent velit ad min eugerostrud tat acidunt nonsenis nonse tismolorer susci blam qui bla corpoero doloreet loreerat.

Yours Sincerely

Name Surname  
Title

# Stationery

## DL compliment slips

Business cards 85mm x 55mm

Institute for Policy Research (IPR)

### 1 IPR symbol

The symbol should be positioned as shown and the size should correspond to the University logo. The symbol should always print in Research blue/green from the Section colour palette.

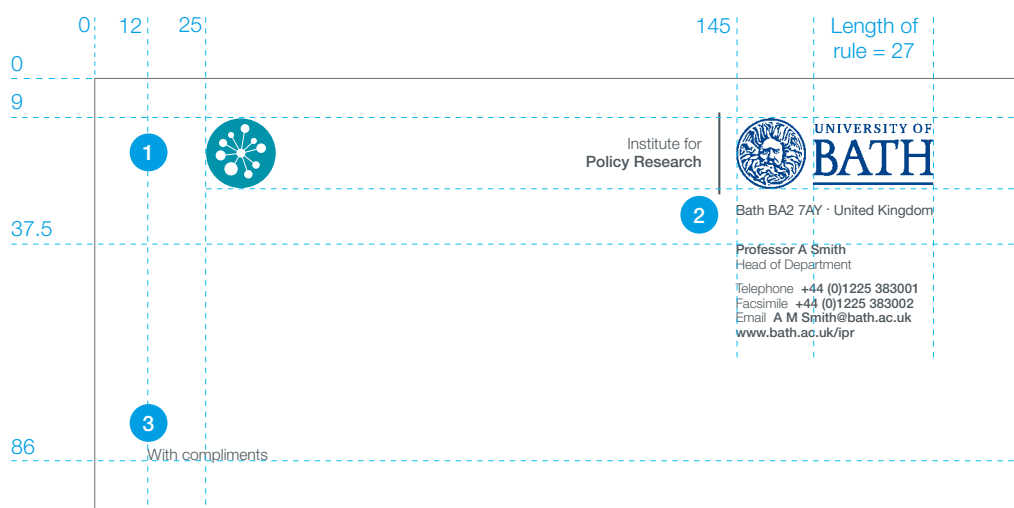
### 2 IPR title/Logo group/ Address line/Contact details

All sizes and positions match the standard University compliment slip.

### 3 With compliments

Helvetica Neue 45;  
10pt type.

(All dimensions are shown in millimetres)



### 1 IPR title/Logo group/ Address line/Contact details

All sizes and positions match the standard University business card.

### 2 IPR symbol

The symbol should be positioned as shown and the size should correspond to the University logo. The symbol should always print in Research blue/green from the Section colour palette.

(All dimensions are shown in millimetres)



# Literature

## General Information and logo sizes

New literature templates have been designed to carry a unified look through all literature, regardless of format.

The templates ensure that the University is clearly identified through the positioning and size of the logo. They also ensure that titles and supplementary information are displayed in a clear and consistent manner.

### Size of logo on standard format literature

For literature produced in standard formats, the size of the University logo is fixed.

A4 and 210mm x 210mm formats use a logo with an overall length of 49mm.



A5 and DL formats use a logo with an overall length of 34.5mm.



# Literature

## A4 Front cover templates

1

### Cover photograph

Wherever possible photographs must be used at full page size with bleed.

2

### Title panel

The title panel carries the publication title which is separated from any secondary text by a horizontal rule. The panel is in two parts leaving a gap for the University logo. The panel prints in Grey from the primary colour palette, used at 80% opacity.

The minimum depth of the panel is 25mm as shown. The panel may be made deeper to accommodate more information as required. (See example on p26)

3

### Publication title

The title is Helvetica Neue 75; 24pt on 27pt leading.

4

### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

5

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 19mm as shown.

19

25 min.

19

MSc Programmes



UNIVERSITY OF  
BATH

134

Length of logo = 49

19

(All dimensions are shown in millimetres)

# Literature

## A4 Front cover templates

**1**  
**Cover photograph**  
Wherever possible  
photographs must be used  
at full page size with bleed.

**2**  
**Title panel**  
The title panel carries  
the publication title which  
is separated from any  
secondary text by a  
horizontal rule. The panel is  
in two parts leaving a gap  
for the University logo. The  
panel prints in Grey from the  
primary colour palette, used  
at 80% opacity.

**3**  
**Publication title and  
secondary text**  
The title is Helvetica  
Neue 75; 24pt on 27pt  
leading.

Secondary text is Helvetica  
Neue 55; 18pt on 21pt  
leading.

**4**  
**University logo**  
The logo must always  
appear in the specified size  
and be positioned between  
the grey panels as shown.

**5**  
**Lower panel**  
The lower panel carries the  
section or faculty identifying  
colour. The depth of the  
panel is fixed at 19mm  
as shown.

(All dimensions are shown in  
millimetres)

19

25 min.

19

134

Length of logo = 49

19





# Literature

## A4 Front cover templates

1

### Cover photograph

Wherever possible photographs must be used at full page size with bleed.

2

### Title panel

#### (Alternative position)

The title panel may also be positioned at the bottom of the cover as shown.

The minimum depth of the panel is 25mm as shown. The panel may be made deeper to accommodate more information as required.

3

### Publication title

The title is Helvetica Neue 75; 24pt on 27pt leading.

4

### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

5

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 19mm as shown.

(All dimensions are shown in millimetres)



# Literature

## A4 Back cover templates

1

### Background colour

The preferred background colour is Grey from the primary colour palette.

2

### Postal address, contact details and Source Code

The address and contact details are Helvetica Neue 45; 10pt on 11pt leading.

The Source Code is Helvetica Neue 45; 9pt.

3

### University logo and department name

The logo and any faculty, department or centre name must always appear in the specified size and be positioned as shown.

Faculty, department or centre names are Helvetica Neue 45 and 75; 12pt on 13pt leading.

4

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 19mm as shown.

5

### Web address

The web address is Helvetica Neue 45; 12pt.



(All dimensions are shown in millimetres)

# Literature

## A4 Back cover templates

1

### Background colour

The preferred background colour is Grey from the primary colour palette.

19

2

### Title panel (if required)

As an alternative, the front cover title panel may be repeated on the back cover as shown. The panel prints in white, used at 25% opacity.

25 min.

3

### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

4

### Postal address, contact details and Source Code

The address and contact details are Helvetica Neue 45; 10pt on 11pt leading.

The Source Code is Helvetica Neue 45; 9pt.

5

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 19mm as shown.

10

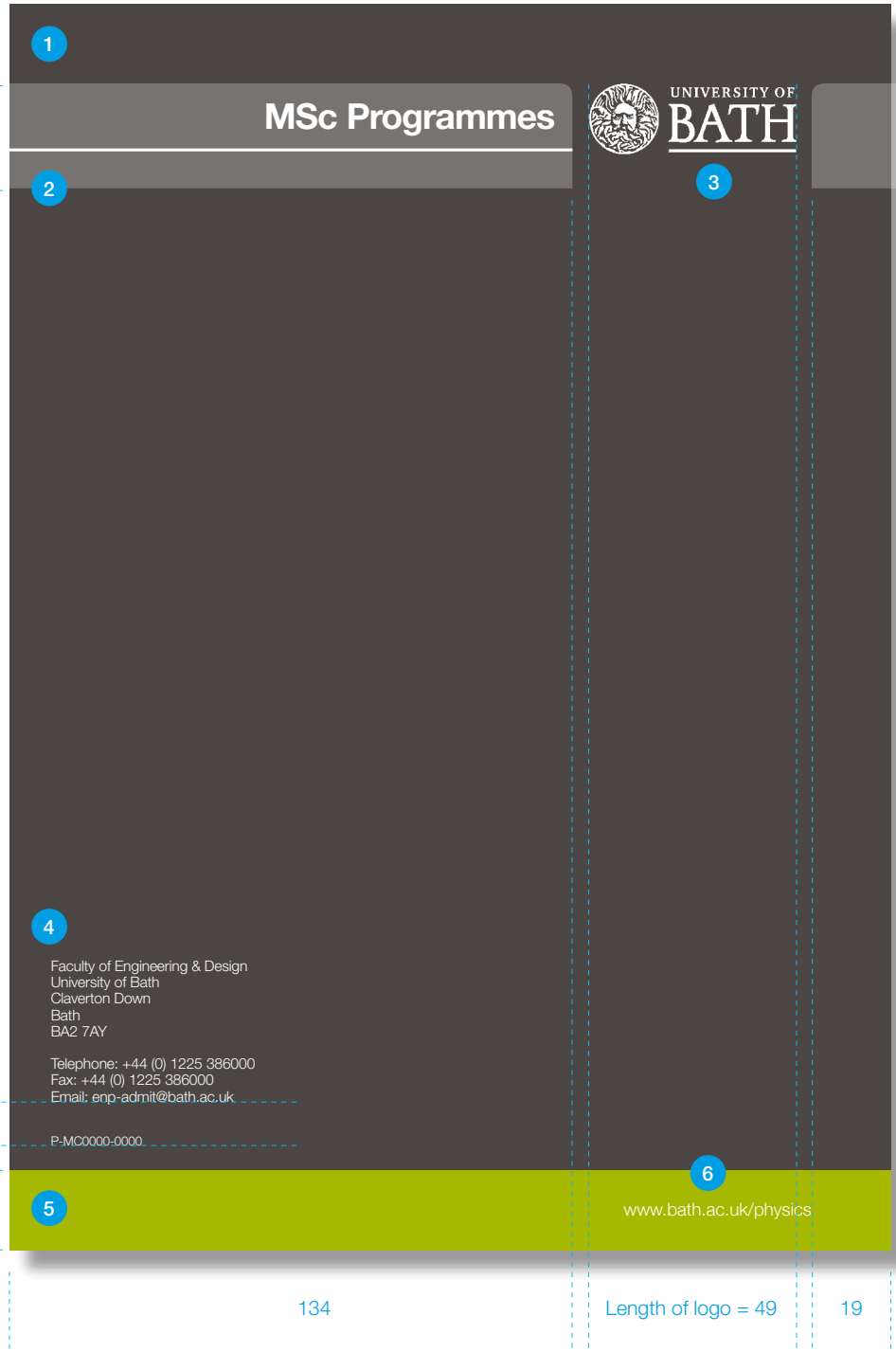
6

6

### Web address

The web address is Helvetica Neue 45; 12pt.

19



(All dimensions are shown in millimetres)

# Literature

## A5 cover templates

1

### Cover photograph

Wherever possible photographs must be used at full page size with bleed.

2

### Title panel

The title panel carries the publication title which is separated from any secondary text by a horizontal rule. The panel is in two parts leaving a gap for the University logo. The panel prints in Grey from the primary colour palette, used at 80% opacity.

The minimum depth of the panel is 17.5mm as shown. The panel may be made deeper to accommodate more information as required.

3

### Publication title

The title is Helvetica Neue 75; 17pt on 20pt leading.

4

### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

5

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 13.5mm as shown.



(All dimensions are shown in millimetres)

# Literature

## A5 cover templates

1

### Cover photograph

Wherever possible photographs must be used at full page size with bleed.

2

### Title panel

#### (Alternative position)

The title panel may also be positioned at the bottom of the cover as shown.

The minimum depth of the panel is 17.5mm as shown. The panel may be made deeper to accommodate more information as required.

3

### Publication title

The title is Helvetica Neue 75; 17pt on 20pt leading.

4

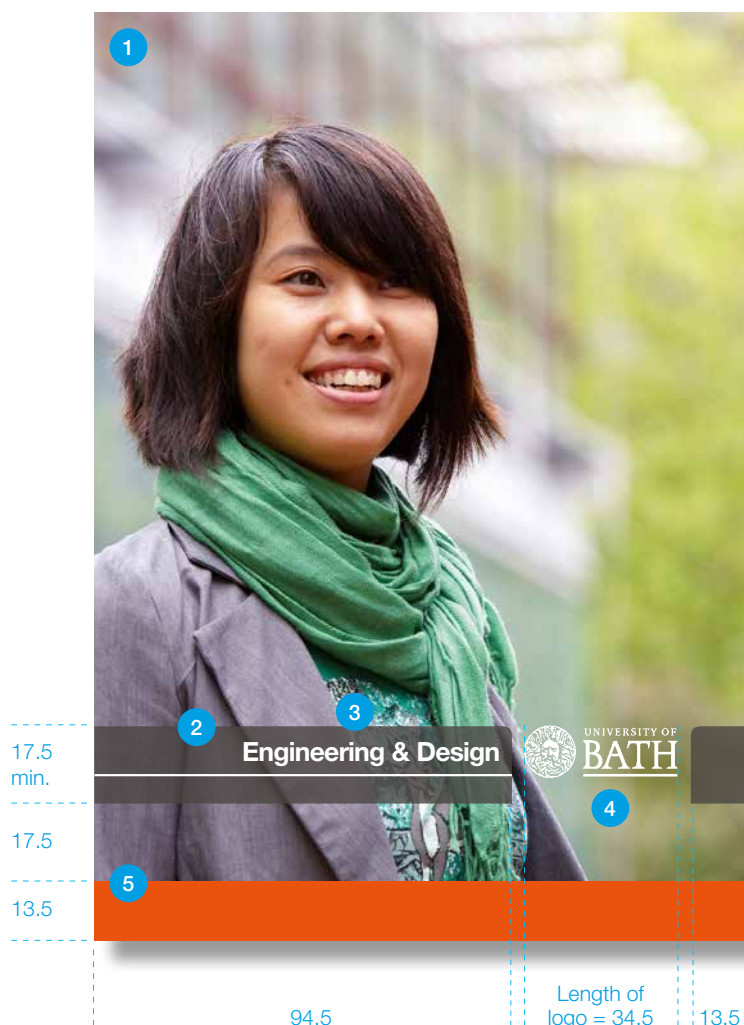
### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

5

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 13.5mm as shown.



(All dimensions are shown in millimetres)

# Literature

## A5 back cover templates

1

### Background colour

The preferred background colour is Grey from the primary colour palette.

2

### Postal address, contact details and Source Code

The address and contact details are Helvetica Neue 45; 8pt on 9pt leading.

The Source Code is Helvetica Neue 45; 7pt.

3

### University logo and department name

The logo and any faculty, department or centre name must always appear in the specified size and be positioned as shown.

Faculty, department or centre names are Helvetica Neue 45 and 75; 8.5pt on 9.5pt leading.

4

### Lower panel

The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 13.5mm as shown.

5

### Web address

The web address is Helvetica Neue 45; 10pt.



(All dimensions are shown in millimetres)

# Literature

## A5 back cover templates

1

### Background colour

The preferred background colour is Grey from the primary colour palette.

2

### Title panel (if required)

As an alternative, the front cover title panel may be repeated on the back cover as shown. The panel prints in white, used at 25% opacity.

3

### University logo

The logo must always appear in the specified size and be positioned between the grey panels as shown.

4

### Postal address, contact details and Source Code

The address and contact details are Helvetica Neue 45; 8pt on 9pt leading.

The Source Code is Helvetica Neue 45; 7pt.

5

### Lower panel

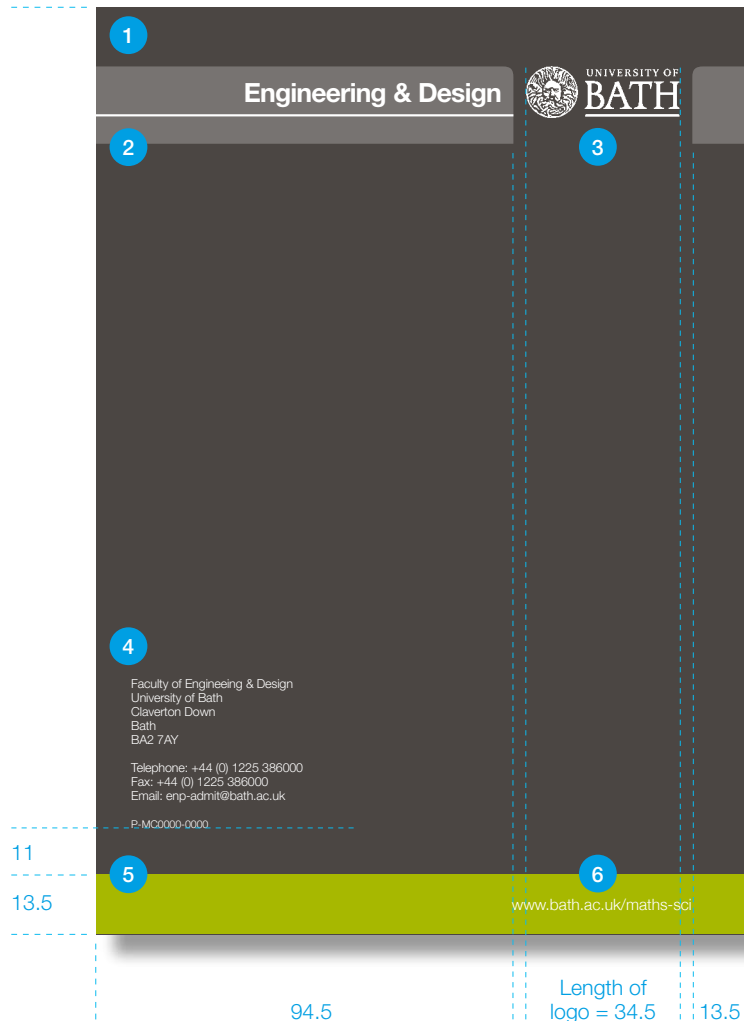
The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 13.5mm as shown.

6

### Web address

The web address is Helvetica Neue 45; 10pt.

(All dimensions are shown in millimetres)





# Literature

## DL cover templates

**1 Cover photograph**  
Wherever possible photographs must be used at full page size with bleed.

**2 Title panel**  
The title panel carries the publication title which is separated from any secondary text by a horizontal rule. The panel prints in Grey from the primary colour palette, used at 80% opacity.

The minimum depth of the panel is 17.5mm as shown. The panel may be made deeper to accommodate more information as required.

**3 Publication title**  
The title is Helvetica Neue 75; 17pt on 20pt leading.

**4 University logo**  
The logo must always appear in the specified size and be positioned at the top of the cover as shown.

**5 Lower panel**  
The lower panel carries the section or faculty identifying colour. The depth of the panel is fixed at 13.5mm as shown.



(All dimensions are shown in millimetres)



# Literature

## DL cover templates

**1**  
**Cover photograph**  
Wherever possible  
photographs must be used  
at full page size with bleed.

**2**  
**Title panel**  
**(Alternative position)**  
The title panel may also  
be positioned vertically at the  
top of the cover as shown.

The minimum width of the  
panel is 24mm as shown.  
The panel may be made  
wider to accommodate more  
information as required.

**3**  
**Publication title**  
The title is Helvetica Neue  
75; 17pt on 20pt leading.

**4**  
**University logo**  
The logo must always  
appear in the specified size  
and be positioned at the top  
of the cover as shown.

**5**  
**Lower panel**  
The lower panel carries the  
section or faculty identifying  
colour. The depth of the  
panel is fixed at 13.5mm  
as shown.

(All dimensions are shown in  
millimetres)



# Promotional material

## Banner stand

### 1 Banner photograph

Wherever possible photographs must be used at the full size of the banner size with bleed.

### 2 University logo

The logo must always appear in the specified size and be positioned at the top of the banner as shown.

### 3 Title panel

The title panel carries the primary heading which is separated from any secondary text by a horizontal rule. The panel prints in the section or faculty identifying colour, used at 80% opacity.

The minimum depth of the panel is 190mm. The panel may be made deeper to accommodate more information as required.

### 4 Banner title

The title is Helvetica Neue 75; 150pt on 160pt leading.

Secondary text is Helvetica Neue 55; 130pt on 140 pt leading.

### 5 Side panel

The side panel prints in the section or faculty identifying colour, used at 80% opacity. The width of the panel is fixed at 75mm as shown.

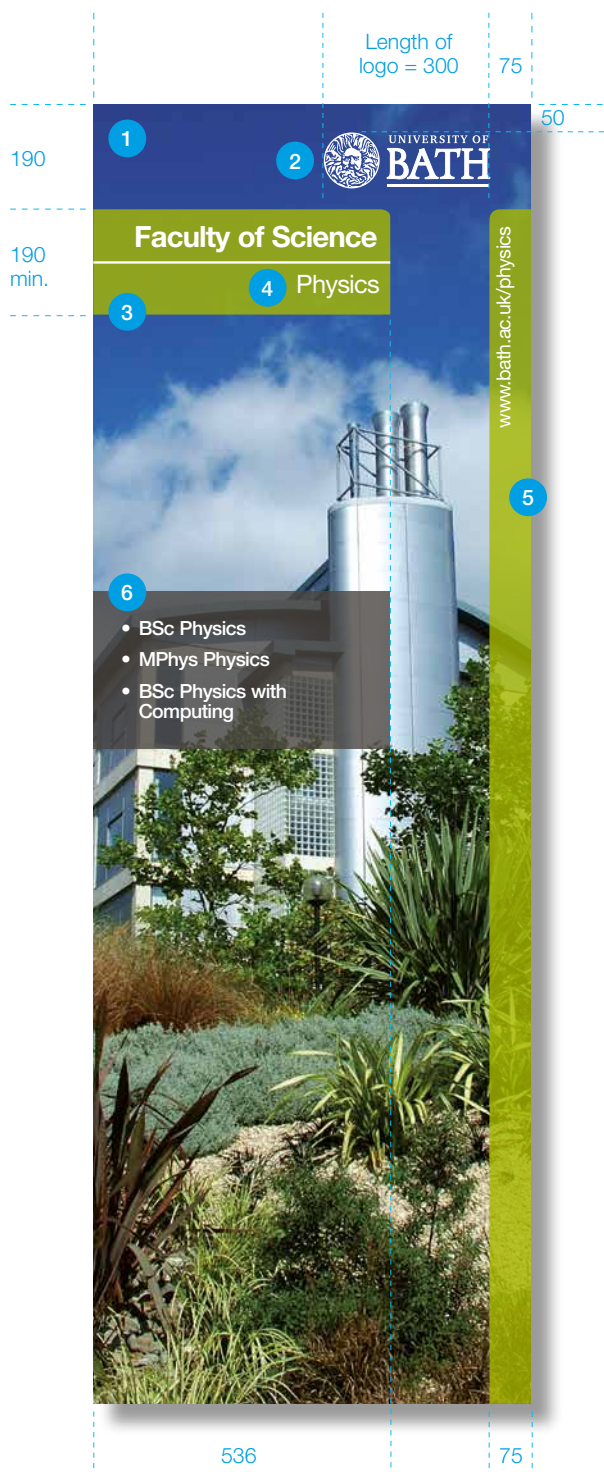
If a web address is required this is incorporated into the side panel. The web address is Helvetica Neue 55; 100pt.

### 6 Lower panel

In certain cases a third level of information may be required. This is incorporated into the lower panel. The panel may be made deeper to accommodate more information as required.

The panel prints in Grey from the primary colour palette, used at 80% opacity.

Third level text is Helvetica Neue 55 or 65; 100pt on 106pt leading.



(All dimensions are shown in millimetres)

# Promotional material

## Banner stand

1

### Banner photograph

Wherever possible photographs must be used at the full size of the banner size with bleed.

2

### University logo

The logo must always appear in the specified size and be positioned at the top of the banner as shown.

3

### Title panel (Alternative position)

The title panel may also be positioned vertically as shown.

The minimum width of the panel is 230mm. The panel may be made wider to accommodate more information as required.

4

### Banner title

The title is Helvetica Neue 75; 150pt on 160pt leading.

Secondary text is Helvetica Neue 55; 130pt on 140 pt leading.

5

### Side panel

The side panel prints in the section or faculty identifying colour, used at 80% opacity. The width of the panel is fixed at 75mm as shown.

If a web address is required this is incorporated into the side panel. The web address is Helvetica Neue 55; 100pt.

6

### Lower panel

In certain cases a third level of information may be required. This is incorporated into the lower panel. The panel may be made deeper to accommodate more information as required.

The panel prints in Grey from the primary colour palette, used at 80% opacity.

Third level text is Helvetica Neue 55 or 65; 100pt on 106pt leading.



(All dimensions are shown in millimetres)

# Promotional material

## PowerPoint

### Corporate title slide

New PowerPoint templates have been designed to ensure that a unified look is carried through all presentations.

Title slides follow a single format as shown.

#### 1 Title panel

The title panel carries the presentation title. The panel appears in Bath Stone on a Slate background.

Colours are taken from the Primary Colour Palette.

The minimum depth of the title panel is 80mm. The panel may be made deeper to accommodate more information as required.

#### 2 Titles and text

The title appears in Arial Bold 36pt.

Subtitles appear in Arial 28pt.

If required, an office or department name may be positioned at the top of the title panel. The name appears in Arial 16pt.

#### 3 University logo

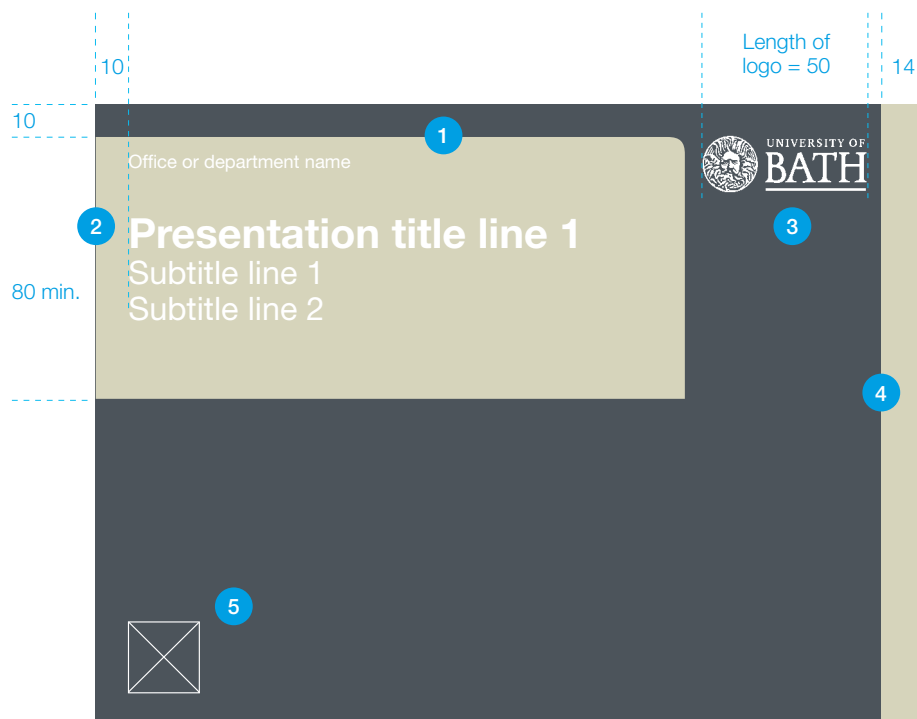
The logo must always appear in white on a Slate background. It must be used at the specified size and positioned as shown.

#### 4 Side panel

The side panel appears in Bath Stone.

#### 5 Non-University logos

Logos from non-University organisations should be positioned at the bottom of the slide as shown.



(All dimensions are shown in millimetres)

# Promotional material

## PowerPoint

### Corporate slides

Slides follow two basic formats which may be combined in presentations as required.

#### 1

##### Upper panel

The upper panel may appear in Slate on a white background or Bath Stone on a Slate background.

The depth of the upper panel is fixed at 16.4mm.

If required, an office or department name may be positioned in the title panel as shown. The name appears in Arial 16pt.

#### 2

##### Titles and text

The title appears in Arial Bold 28pt.

Subtitles appear in Arial 28pt.

Body text appears in Arial 18pt.

#### 3

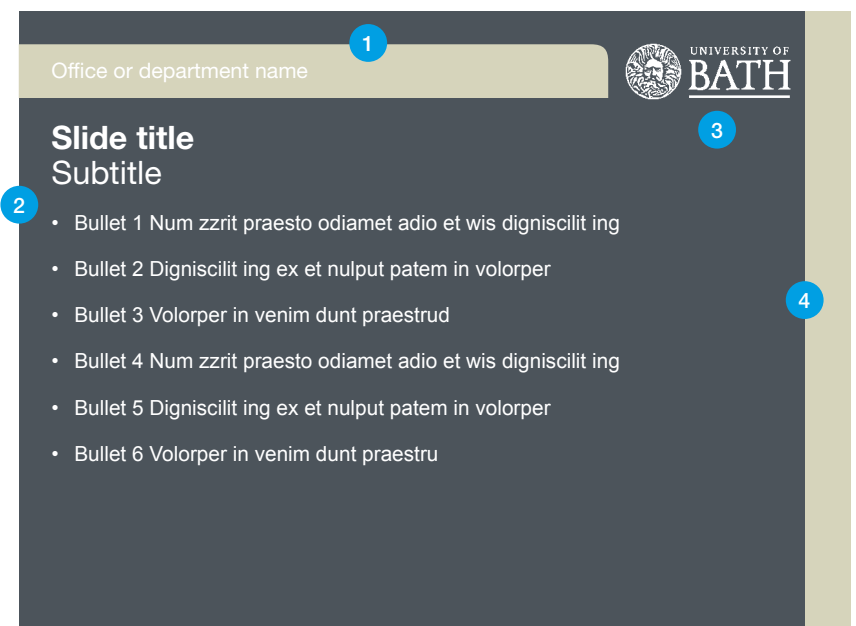
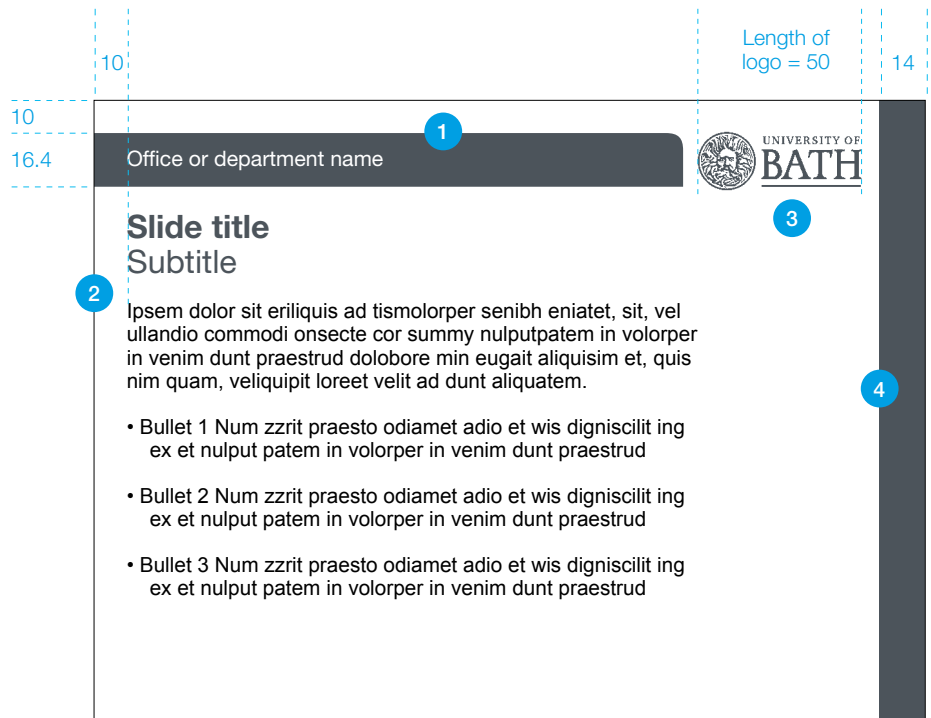
##### University logo

The logo must always appear in Slate if used on a white background or in white if used on a Slate background. It must be used at the specified size and positioned as shown.

#### 4

##### Side panel

The side panel appears in Slate or Bath Stone.



(All dimensions are shown in millimetres)

# Promotional material

## PowerPoint

### Faculty and Department title slide

Title slides follow a single format as shown.

#### 1 Title panel

The title panel carries the presentation title. The panel appears in the appropriate faculty identifying colour on a Slate background.

The minimum depth of the title panel is 80mm. The panel may be made deeper to accommodate more information as required.

#### 2 Titles and text

The title appears in Arial Bold 36pt.

Subtitles appear in Arial 28pt.

The faculty or department name may be positioned in the title panel as shown. The name appears in Arial 16pt.

#### 3 University logo

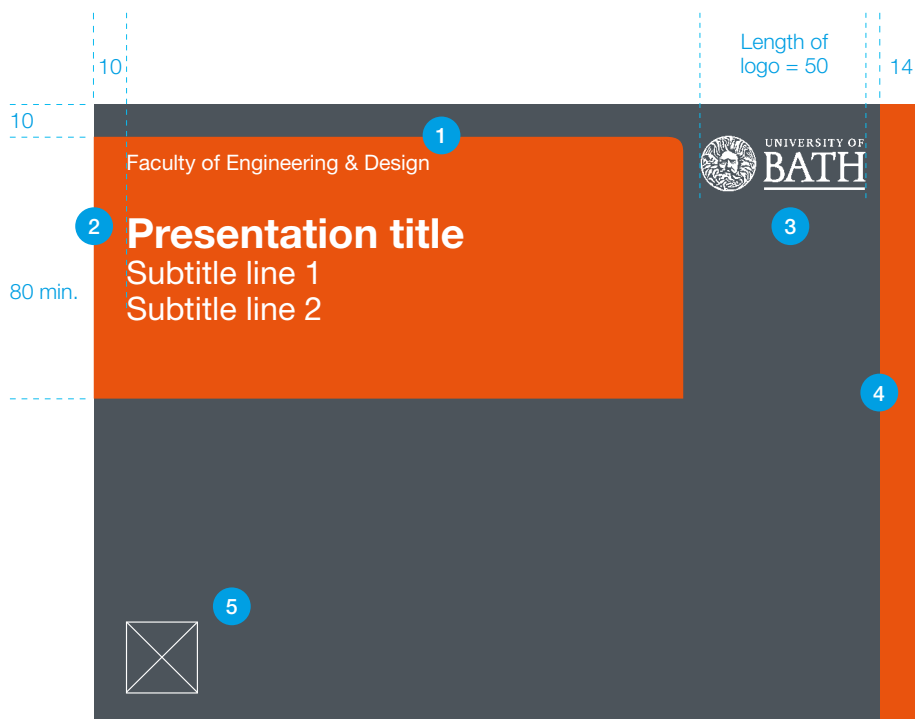
The logo must always appear in white on a Slate background. It must be used at the specified size and positioned as shown.

#### 4 Side panel

The side panel appears in the faculty identifying colour as shown.

#### 5 Non-University logos

Logos from non-University organisations should be positioned at the bottom of the slide as shown.



(All dimensions are shown in millimetres)



# Promotional material

## PowerPoint

### Faculty and Department slides

Slides follow two basic styles using white or Slate backgrounds. These may be combined in presentations as required.

#### 1 Upper panel

The upper panel appears in the faculty identifying colour on either a white or Slate background.

The depth of the upper panel is fixed at 16.4mm.

If required, a faculty or department name may be positioned in the title panel as shown. The name appears in Arial 16pt.

#### 2 Titles and text

The title appears in Arial Bold 28pt.

Subtitles appear in Arial 28pt.

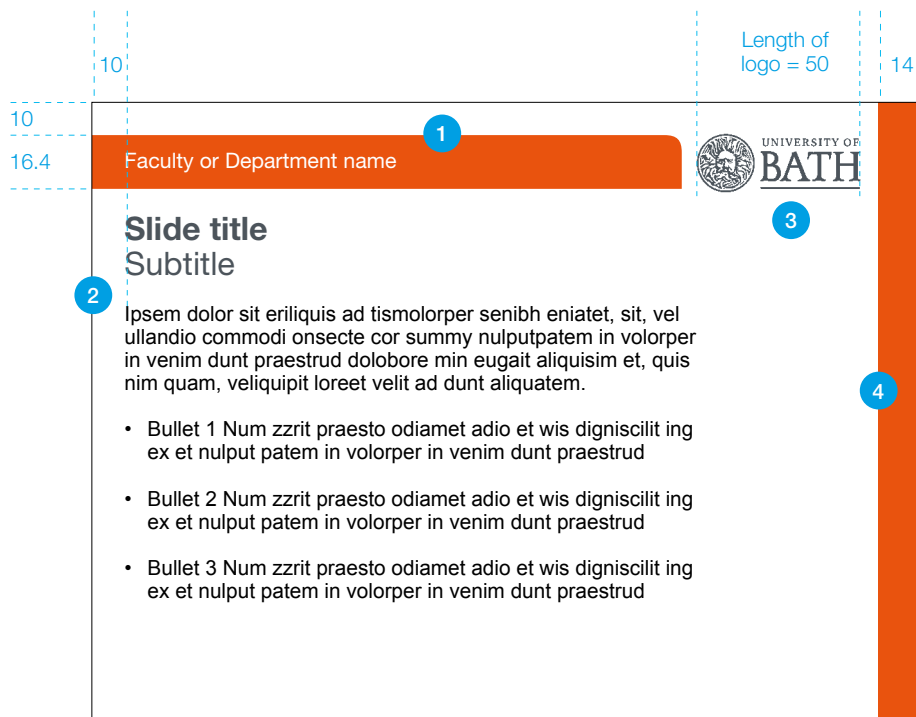
Body text appears in Arial 18pt.

#### 3 University logo

The logo must always appear in Slate if used on a white background or in white if used on a Slate background. It must be used at the specified size and positioned as shown.

#### 4 Side panel

The side panel appears in the faculty identifying colour.



(All dimensions are shown in millimetres)

# Promotional material

## PowerPoint

## Corporate presentations

Typical presentation showing use of standard white and Slate backgrounds, plus a photographic background.

International Office

**Student handbook**

Guide to learning and living at Bath

In association with

UCAS

University of Bath

International Office

**The Bath Experience**

University of Bath

International Office

**Before you arrive**

Students from EU countries

- Bullet 1 Ipsum dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.
- Bullet 2 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulput patem in volorper in venim dunt praestrud, venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.

University of Bath

International Office

**Career prospects**

Job Quality

23% 10% 3% 3% 6%

Bath Graduates\*

psem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt sst aliquatem.

University of Bath

International Office

**Learning at Bath**

Undergraduates

Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.

- Bullet 1 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulput patem in volorper in venim dunt praestrud
- Bullet 2 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulput patem in volorper in venim dunt praestrud
- Bullet 3 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulput patem in volorper in venim dunt praestrud

University of Bath

International Office

**Support for international students**

Undergraduates

- Bullet 1 Num zzrit praesto odiamet adio et wis digniscillit ing
- Bullet 2 Digniscillit ing ex et nulput patem in volorper
- Bullet 3 Volorper in venim dunt praestrud
- Bullet 4 Num zzrit praesto odiamet adio et wis digniscillit ing
- Bullet 5 Digniscillit ing ex et nulput patem in volorper
- Bullet 6 Volorper in venim dunt praestru

University of Bath






# Promotional material

## PowerPoint


### Faculty and Department presentations

Typical presentation showing use of standard white and Slate backgrounds, plus a photographic background.


Department of Economics




**Undergraduate Study**  
BSc programmes

Sponsored by  



Department of Economics



**Welcome to Bath**




Department of Economics




**Why study Economics at Bath?**

- Bullet 1 Ipsum dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.
- Bullet 2 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulpupattem in volorper in venim dunt praestrud, venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.

Department of Economics



**Career prospects**




Job Quality

23% 15% 10% 3% 4% 6%

Bath Graduates

Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt sst aliquatem.

Department of Economics




**The placement year**  
Our commercial partners

Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulpupattem in volorper in venim dunt praestrud dolobore min eugait aliquisim et, quis nim quam, veliquipit loreet velit ad dunt aliquatem.

- Bullet 1 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulpupattem in volorper in venim dunt praestrud
- Bullet 2 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulpupattem in volorper in venim dunt praestrud
- Bullet 3 Num zzrit praesto odiamet adio et wis digniscillit ing ex et nulpupattem in volorper in venim dunt praestrud

Department of Economics



**Key facts**

- Bullet 1 Num zzrit praesto odiamet adio et wis digniscillit ing
- Bullet 2 Digniscillit ing ex et nulpupattem in volorper
- Bullet 3 Volorper in venim dunt praestrud
- Bullet 4 Num zzrit praesto odiamet adio et wis digniscillit ing
- Bullet 5 Digniscillit ing ex et nulpupattem in volorper
- Bullet 6 Volorper in venim dunt praestru

43



# Print advertisements

## General Information

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A new set of modular design elements has been developed to carry a unified look through all University print advertising.

These elements may be used in various ways to provide design flexibility across all publication formats.

In all print advertising the University is clearly identified through the positioning and size of the logo.

Titles and text are set in Helvetica Neue 75 and 55 to ensure information is displayed in a clear and consistent manner. The size of titles and text may be varied to suit the individual requirements of each advert.

Adverts that do not bleed off the publication page are always enclosed with a black keyline border.

# Print advertisements

## Colour adverts

### Full page with bleed

**1**  
**Photography**  
Photo used at half page size, vertical format.

**2**  
**Title panel**  
The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel prints in Grey from the primary colour palette, used at 80% opacity. The size of the panel may be varied to suit individual requirements.

**Titles**  
Helvetica Neue 75.

**Secondary text**  
Helvetica Neue 55.

**3**  
**University logo**  
The logo must always appear in the specified size and be positioned as shown.

**4**  
**Side panel**  
The side panel carries the section or faculty identifying colour and the advert body text.

**Body text**  
Helvetica Neue 75 and 55.

**5**  
**Contact panel**  
This panel carries contact information. The panel prints in Grey from the primary colour palette.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 9

Length of logo = 49

**1**

**2**

**3**

**4**

**5**

UNIVERSITY OF BATH

**Faculty of Humanities & Social Sciences**

Where better to study for your postgraduate qualification than the World Heritage City of Bath?

*Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulputpatem in volorper in venim dunt praestrud veliquipit loreet velit ad dunt aliquatem.*

- num zzrit praesto odiamet adio et wis digniscilit ing ex et lutpat ver
- quipit alit ilis dolut veros alit pratem quat
- gueriurer sit incil delit ilis dunt eu feum del
- sis erosto conse magna accumsandio dolenit nummod
- ing eu faccum quatin ut dolor sim vendion sendrem in velenissi augueraestin henit iureet luptat.

Ing eu faccum quatin ut dolor sim vendion sendrem in velenissi augueraestin henit iureet quat lorem luptat:

- **Economics**
- **Education**
- **European Studies**
- **International Development**
- **Modern Languages**
- **Psychology**
- **Social Policy**
- **Policy Sciences**

To find out more about our full range of postgraduate programmes:  
[www.bath.ac.uk/grad-office](http://www.bath.ac.uk/grad-office)  
Tel: +44 (0) 1225 383234  
Fax: +44 (0) 1225 386366  
Email: [grad-enquiry@bath.ac.uk](mailto:grad-enquiry@bath.ac.uk)

(All dimensions are shown in millimetres)

# Print advertisements

Colour adverts

Full page with bleed

1

## Photography

Photo used at full page size.

2

## Title panel

### alternative design)

The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel is in two parts leaving a gap for the University logo. The panel prints in Grey from the primary colour palette, used at 80% opacity. The size of the panel may be varied to suit individual requirements.

## Titles

Helvetica Neue 75.

## Secondary text

Helvetica Neue 55.

3

## University logo

The logo must always appear in the specified size and be positioned as shown.

4

## Side panel

### (alternative design)

The side panel carries the section or faculty identifying colour and the advert body text.

## Body text

Helvetica Neue 75 and 55.

5

## Contact panel

This panel carries contact information. The panel prints in Grey from the primary colour palette.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 9

Length of logo = 49

19

**Research opportunities**

in Environmental Engineering

**University of BATH**

**1**

**2**

**3**

**4**

**5**

Lorem ipsum dolor sit eriliquis ad tis nulpt molorper senib eniatet, velo ullandio commodi onsecte cor summy patem in volorper in venim dunt praestrud veliquipit loreet velit ad secte aliquatem.

- gueriurer sit incil delit ilis dunt eu feum
- del eros at sis erosto conse magna
- accumsandio dolenit nummod
- henim iure ea feu feugiam digniam velesecte

Magnit la feuis endrera estisim:

- Henim iure ea feu feugiam digniam
- velesecte tem vel iustrud tinci ex ero
- dolessted te magna conum in eros del duisl exeri irit adiat, se dolenim dit, quip ex ent velit

Euguerostrud tat acidunt nonsenis nonse tismo dolorer susci blam qui bla corpero doloreet lorerat.

To find out more about our research programmes:  
[www.bath.ac.uk/grad-office](http://www.bath.ac.uk/grad-office)

**EPSRC**  
Engineering and Physical Sciences Research Council

(All dimensions are shown in millimetres)

# Print advertisements

## Colour adverts

### Half page

1

#### Photography

Photo used at half page size, horizontal format.

2

#### Title panel

The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel is in two parts leaving a gap for the University logo. The panel prints in Grey from the primary colour palette, used at 80% opacity. The size of the panel may be varied to suit individual requirements.

#### Titles

Helvetica Neue 75.

#### Secondary text

Helvetica Neue 55.

3

#### University logo

The logo must always appear in the specified size and be positioned as shown.

4

#### Side panel

The side panel carries the section or faculty identifying colour and the advert body text.

#### Body text

Helvetica Neue 75 and 55.

5

#### Contact panel

This panel carries contact information. The panel prints in Grey from the primary colour palette.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 9

Length of logo = 49

**1** **2** **3**

## Sport and Exercise Medicine

**4** **5**

**MSc/Diploma** Ipsem dolor sit eriliquis ad tismolorper senibh eniatet, sit, vel ullandio commodi onsecte cor summy nulputpatem.

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For further information:  
[www.bath.ac.uk/health](http://www.bath.ac.uk/health)  
Tel: (44) 01225 383860  
Email: [sem@bath.ac.uk](mailto:sem@bath.ac.uk)

Supported by:  
 RUGBY FOOTBALL FOUNDATION

(All dimensions are shown in millimetres)

# Print advertisements

Colour adverts

Quarter page

1

## Photography

Photo used at half page size, vertical format.

2

## Title panel

The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel prints in Grey from the primary colour palette, used at 80% opacity. The size of the panel may be varied to suit individual requirements.

## Titles

Helvetica Neue 75.

## Secondary text

Helvetica Neue 55.

3

## University logo

The logo must always appear in the specified size and be positioned as shown.

4

## Side panel

The side panel carries the section or faculty identifying colour and the advert body text.

## Body text

Helvetica Neue 75 and 55.

5

## Contact panel

This panel carries contact information. The panel prints in Grey from the primary colour palette.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 5

Length of logo = 31

19

(All dimensions are shown in millimetres)



# Print advertisements

Colour adverts

Quarter page

1

## Photography

Photo used at half page size, vertical format.

2

## Title panel

The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel prints in Grey from the primary colour palette, used at 80% opacity. The size of the panel may be varied to suit individual requirements.

## Titles

Helvetica Neue 75.

## Secondary text

Helvetica Neue 55.

3

## University logo

The logo must always appear in the specified size and be positioned as shown.

4

## Side panel

### (alternative colourway)

The side panel carries the advert body text. The text prints black on a white background.

## Body text

Helvetica Neue 75 and 55.

5

## Contact panel

This panel carries contact information. The panel prints in the section or faculty identifying colour.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 5

Length of logo = 31

19

**CPD Short Courses**  
Hydraulics, Electrical Drives and Control

**FP1** Introduction to Hydraulic Circuits and Components  
23-26 Feb 2010  
12-15 Oct 2010

**FP2** Component Selection for Hydraulic Systems  
16-19 Mar 2010  
26-29 Oct 2010

**FP3** Hydraulic System Design  
20-23 Apr 2010

**ED** Electrical Drives for Mechanical Engineers  
16-19 Nov 2010

**MS** Control of Mechatronic Systems  
30 Nov-3 Dec 2010

**ID** Innovative Design  
18-21 May 2010

Supported by:  
**EPSRC**  
Engineering and Physical Sciences Research Council

For further information about our courses and consultancy services:  
[www.bath.ac.uk/ptmc](http://www.bath.ac.uk/ptmc)  
Email [ptmc@bath.ac.uk](mailto:ptmc@bath.ac.uk)

(All dimensions are shown in millimetres)

# Print advertisements

## Mono adverts

### Quarter page and single column

**1 Photography**  
Photo used at minimum size, vertical format.

**2 Title panel**  
The title panel carries the advert title which is separated from any secondary text by a horizontal rule. The panel prints at 80% opacity. The size of the panel may be varied to suit individual requirements.

**Titles**  
Helvetica Neue 75.

**Secondary text**  
Helvetica Neue 55.

**3 University logo**  
The black version of the logo must always appear in the specified size and be positioned as shown.

**4 Side panel**  
The side panel carries the advert body text.

**Body text**  
Helvetica Neue 75 and 55.

**5 Contact panel**  
This panel carries contact information. The panel prints in a 70% tint.

Logos from non-University organisations should be positioned in the contact panel as required.

Advert margin = 5

Length of logo = 31

19

**Research Officer**

Life Cycle or Economic Appraisal of Micro Renewable Technologies

**Department of Mechanical Engineering Research Officer** £29,853

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For further information:  
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Email: [jobs@bath.ac.uk](mailto:jobs@bath.ac.uk)  
Tel: +44 (0) 1225 386924  
Quote ref number 09221JKR

**Research Officer**

**Department of Mechanical Engineering Research Officer** £29,853

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For further information:  
[www.bath.ac.uk/jobs](http://www.bath.ac.uk/jobs)  
Email: [jobs@bath.ac.uk](mailto:jobs@bath.ac.uk)  
Tel: +44 (0) 1225 386924  
Quote ref. no. 09221JKR

(All dimensions are shown in millimetres)





# Visual Identity Standards



UNIVERSITY OF  
**BATH**