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OUR UNDERGRADUATE CAMPAIGN

Stirling is not your average university. It’s more than an education, it’s an experience that has a lasting impact on each of our students as they go out into the world.

Our undergraduate ‘ARE YOU STIRLING?’ campaign needs to show that.

We’ve created a bold campaign that celebrates the University, promotes its relevance to our target audience and positions the University as something to be part of. At our disposal we have vibrant students, in a vibrant setting – teams, societies, classes and beautiful campus wildlife – all proud of where they are and willing to show it. We’re able to avoid the traps of conventional university marketing.

We’re confident that students will love their time here, and ‘Are you Stirling’ challenges them to consider that. It’s not just a University, it’s a way of life. The community atmosphere hits you on the Open Day and doesn’t leave you even after you’ve graduated.

Being ‘Stirling’ means so many things:

It means you’re creative, looking at things differently and able to find different and new solutions.

It means you’re friendly. We don’t stand on ceremony, we’re all part of the same team.

It means you’re an independent thinker. Your views are welcome.

It means you’re curious, always looking and always learning.

It means you’re ambitious and driven towards your goals.

That’s what Stirling is.

These guidelines outline the elements which make up the University of Stirling’s undergraduate campaign. They include all guidelines to create our communications and help you design and produce compelling materials with a degree of creative flexibility.

If you need any further guidance or advice please contact:

Marketing Team
Communications, Marketing and Recruitment
University of Stirling
Stirling FK9 4LA
T : 01786 466896
marketingtools@stir.ac.uk
With the undergraduate campaign, we are speaking to savvy, young people, most of whom are new to the university experience. To ensure we are heard by this audience, we need to establish the right tone of voice that will engage with young people and gain their trust. A tone of voice isn’t just what you say. It’s how you say it.

It’s important to understand how you come across to your audience. The same message can sound very different depending on the tone used to convey it.

With this in mind, our undergraduate campaign tone of voice is described as ‘straight up’.

What do we mean by straight up?
• It’s straight-talking – and straight to the point. No fibs and no fluff
• It mixes fact and chat
• It’s no jargon or academia
• It’s simple and easy to understand
• It’s clear, real, honest
• It’s written in the first person and in an active voice. We’re people talking to people
• It’s confident – we’re a platform for big thinking, so we should sound like one
• It stimulates debate and takes a stand.

Stirling aims to come across as well-footed in the present, while also looking to the future with confidence.

By being ‘straight up’, we cut to the chase with positivity and personality. We do this by sounding friendly, fresh, exciting, expert and inspiring. We want to be a new voice that shakes the stereotype of universities. Stirling is down to earth, approachable, warm and has it’s finger firmly on the pulse.

So what does that sound like?
Sounding exciting isn’t about putting exclamation marks at the end of a sentence. It should sound genuinely enthusiastic without being over the top. And expert intelligent and engaging without sounding pompous or dull.

Stirling is full of opportunity. Students who come here can achieve anything, and that doesn’t just mean academically. We aim to inspire in all areas of life.

Our friendly persona means we sound down to earth and welcoming. We speak to our audience the same way that we would speak if we bumped into them in the atrium. Our attitude brings a breath of fresh air. It breaks from the traditional voice of universities and speaks to people the way they want to be spoken to, like human beings. But it avoids trying to sound ‘cool’. Undergraduates will suss this out right away.
UNDERGRADUATE MESSAGING

Undergraduates are largely young people, who are thinking about the next step in their education and ready for the next adventure.

They are looking forward to their futures, unsure about where to study and aware of all the potential fun. So we want to sound exciting. At the same time, prospective students know that their decision now could impact their career in the future. We are a University, so we should sound knowledgeable and trustworthy.

EXAMPLES OF MESSAGING.
We have to consider the different touch points where we speak to prospective Stirling students.

Awareness
Initially we’re attracting them to apply.

ARE YOU AMBITIOUS?
ARE YOU STIRLING?
ARE YOU READY FOR AN ADVENTURE?
ARE YOU STIRLING?
ARE YOU INSPIRED?
ARE YOU STIRLING?
ARE YOU INTO SPORT?
ARE YOU STIRLING?

Open Days
(Understanding and conversion)
At Open Days, we are in the perfect position to excite students and win them over. They are already showing an interest and the campus has the potential to seal the deal. Our messaging becomes more tailored to them being on site.

THIS IS OUR CAMPUS.
ARE YOU STIRLING?
WELCOME TO OUR CAMPUS.
ARE YOU STIRLING?
THIS IS STIRLING

Clearing
(Understanding and conversion)
During clearing, our target audience will be somewhat disappointed and uncertain about whether they will get in to University. So we need to sound reassuring and welcoming. They are no less welcome than those who got in first time. But at the same time we want to make our clearing process, clear.

CLEARING,
ARE YOU IN?
ARE YOU STIRLING?
ARE YOU LOOKING FOR EXTRA CHOICES?
ARE YOU STIRLING?

Advocacy
Students who have accepted their place at Stirling, and those who are already on their journey with us, are encouraged to become University advocates.

For this, we look to create a community spirit by using the messaging:

YOU ARE STIRLING

And inviting our students to share their own message:

I AM STIRLING
The University’s overarching brand line is ‘Be the difference’. While this does run across everything the University produces, it shouldn’t be highlighted in body copy or as a secondary sign off. Are you Stirling? is the priority message for the undergraduate community.

Examples of body copy:

Stirling is a place where everyone is treated with respect and where ability – not background – is valued. We take pride in offering you an education based on innovation and excellence, an inspiring academic experience and a living and learning environment that is second to none. Our focus is on helping you to achieve your full potential and be the difference in your future career.

Stirling’s flexible, interdisciplinary approach to teaching and research means that you gain a world-class degree that is built around your interests and passions, and will help you to be the difference in your chosen field.

SEEDING IN ‘BE THE DIFFERENCE’
OUR CAMPAIGN LINE

We have introduced the line ‘ARE YOU STIRLING?’ to bring our campaign to life. It can be used for everyone we come in to contact with, internally and externally.

We hook other statements to the ‘ARE YOU STIRLING?’ campaign line to add context and interest.

When additional statements have a larger number of words they can be stacked. The lockup should be kept balanced to avoid ragged line endings.

Campaign line

ARE YOU STIRLING?

Example messaging lockup

ARE YOU CURIOUS? ARE YOU STIRLING?

ARE YOU AMBITIOUS? ARE YOU STIRLING?

ARE YOU LOOKING FOR EXTRA CHOICES? ARE YOU STIRLING?
'ARE YOU STIRLING?'
LOCKUP

Relationship of elements
The lockup contains two elements:

Hookline
The hookline holds the lockup together. The hookline thickness is determined by half the width of the letters. The hookline may extend beyond the wordmarque measure.

Wordmarque
The space between the type and the hookline is equal to the space between 'ARE YOU' and 'STIRLING?'.

There is a stacked and unstacked version of the lockup and they can be used interchangeably depending on design requirements.

You must always use master artwork when reproducing the logo.

Stacked lockup

Single line lockup

The hookline may extend beyond the wordmarque measure.
Variants of the ‘ARE YOU STIRLING?’ lockup may be created, positioning the hook of the hookline to different alignment points.

The lockup may be used in any colour from the campaign colour palette, with energy green as a preference. The hookline should always be the same colour as the text.

The hookline may be used to hold other text content eg. titling (see page 11) – but should be used sparingly.

The line width is determined by half the width of the letters. (See page 9)
THE HOOKLINE

The hookline may be used to hold other content (imagery, quotes, infographics) but should be used sparingly. Limit its application to one hookline within the line of sight. Eg. one per spread.

Note:
To avoid too many hooklines appearing throughout communications use a singular line to hang key content from.
Line weight will follow the same guidance as the hookline weight. (See page 9)
These are the campaign fonts that should be used across all print and digital material.

**Primary**
Used mainly for headlines.
If Frontpage is not available please default to Frutiger.

**Secondary**
Used across body and headlines.
If Frutiger is not available please default to Calibri.

**Substitute**
Used when Frontpage and Frutiger are unavailable.

---

**FRONTPAGE**

*ABCDEFghijklmnopqrstuvwxyz*

**1234567890**

Titles and primary headings are set in Frontpage, uppercase. The type size may vary depending on the length of title, where it is used and the nature of the communication. But it should always be bold and command a strong presence within the layout.

**Frutiger**

*Light*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Calibri**

*Light*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**
TYPOGRAPHY

To ensure consistency throughout all type applications, line spacing must be considered.

When setting Frontpage text line height (leading) is 80% the size of the type size.

Example:
Type size  | Line height
----------|------------
20pt      | 16pt       
50pt      | 40pt       
100pt     | 80pt

When setting upper and lowercase text line height (leading) is 125% the size of the type size.

Example:
Type size  | Line height
----------|------------
20pt      | 25pt       
50pt      | 62.5pt     
100pt     | 125pt

Note:
NO Character crashing. If necessary, subtle character adaptation may be necessary. Eg. ‘%’ may be reduced in size to fit the full ‘X’ height of the character setting.

Frutiger

When setting upper and lowercase text use 125% leading.

When setting upper and lowercase text use 125% leading.
COLOUR PALETTE

Our primary colour palette has been carefully chosen to identify and differentiate us, ensure primary colours are always dominant.

Green is our primary colour (Energy Pantone 368 and Heritage Pantone 349).

Energy colours are dominant for the undergraduate campaign. When using heritage green, the usage should be split as follows:

90% Energy palette
10% Heritage palette

Our two primary colours should be supported by the secondary palette (see page 15).

Our tertiary colours should be used for body text.

The primary and secondary colour palettes are made up of colour pairings - ‘Energy colours’ and ‘Heritage colours’. These can be used separately, mixed or as the pairings suggested.

You can use tints (70%, 50%, 30%) of your chosen colour. Using tints gives more flexibility.

You should always be mindful about issues of legibility when using the palette and avoid using white text on light colours and black text on dark colours.

Online colour usage.
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage.

Primary colours
Energy
Pantone 368
C60 M0 Y100 K0
R118 G189 B34

Heritage
Pantone 349
C90 M32 Y93 K24
R0 G105 B56

Tints may be used at 70%, 50%, 30%

Colour weighting
90% Energy colour
10% Heritage colour

Tertiary colours

Pantone 424
C0 M0 Y100 K61
R130 G127 B119

Pantone 447
C68 M56 Y59 K63
R55 G58 B54

Pantone
SECONDARY COLOUR PALETTE

When using the secondary colour palette, ensure primary colours are always dominant. With a 90% colour weighting.

Energy colours (90% colour weighting)

<table>
<thead>
<tr>
<th>Pantone 558</th>
<th>Pantone 321</th>
<th>Pantone 7406</th>
<th>Pantone 158</th>
<th>Pantone 2915</th>
<th>Pantone 660</th>
<th>Pantone 214</th>
<th>Pantone 268</th>
</tr>
</thead>
<tbody>
<tr>
<td>C45 M13 Y37 K1 R155 G190 B172</td>
<td>C100 M12 Y41 K4 R0 G137 B150</td>
<td>C6 M22 Y100 K0 R244 G196 B0</td>
<td>C0 M63 Y91 K0 R238 G118 B36</td>
<td>C62 M13 Y1 K0 R95 G180 B229</td>
<td>C77 M46 Y0 K0 R61 G125 B202</td>
<td>C10 M98 Y27 K2 R212 G21 B104</td>
<td>C81 M96 Y4 K1 R89 G44 B130</td>
</tr>
</tbody>
</table>

Heritage colours (10% colour weighting)

<table>
<thead>
<tr>
<th>Pantone 555</th>
<th>Pantone 323</th>
<th>Pantone 124</th>
<th>Pantone 1665</th>
<th>Pantone 7455</th>
<th>Pantone 540</th>
<th>Pantone 7648</th>
<th>Pantone 2685</th>
</tr>
</thead>
<tbody>
<tr>
<td>C82 M32 Y74 K21 R43 G112 B81</td>
<td>C100 M33 Y51 K31 R0 G94 B99</td>
<td>C7 M36 Y100 K1 R236 G170 B0</td>
<td>C4 M83 Y100 K1 R225 G69 B4</td>
<td>C85 M64 Y0 K0 R56 G93 B174</td>
<td>C100 M80 Y25 K35 R20 G49 B94</td>
<td>C34 M94 Y22 K10 R157 G30 B101</td>
<td>C98 M100 Y23 K16 R49 G0 B111</td>
</tr>
</tbody>
</table>

Tints may be used at 70%, 50%, 30%

Online colour usage.
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage.
PHOTOGRAPHY

Photography is a key element of our branding. Images should engage people with their warm and genuine real-life quality.

We have split up our photography into three categories:

1. PORTRAITS
2. LIFE ON CAMPUS
3. LANDSCAPE

Examples of each image type are included on the following pages.

Some tips when commissioning photography:

Ideal images:
- have a reason for being there beyond filling space
- have a sense of space, light and energy
- are full of natural light
- have shallow depth of field with the focus on a key item or individual
- bring a feeling of real life that isn’t hazy, saturated or over treated
- have portrait and landscape versions of each image so it is flexible to use across all media channels.
PHOTOGRAPHY

1. PORTRAITS (REPORTAGE)

It is important that we capture the personalities and enthusiasm of our students and staff.

Our portraiture has to capture subjects within the events of their day. Active not passive.

Please remember:

**Keep it real**
The scene should feel completely natural and believable and never contrived. The subject should not be obviously styled/made-up/posed. Lighting should always be natural.

**Warm**
From the natural behaviour of the subject, colour in the shot, lighting and context, photography should always be warm.

**Simply styled**
Allowing space around the subject for additional messaging.

Note:
Ensure the age bracket of models is appropriate for undergraduate students.
PHOTOGRAPHY

1. PORTRAITS (FORMAL)

The University of Stirling is nothing without its people. As a component of our portraiture approach we get up close and personal.

Natural close-up portraits reflect the human qualities that drive us. Backgrounds should be kept neutral and offering good contrast to the model. A shallow focal length adopted to ensure the subject is the primary focus. Where possible natural light should be used.

Models should avoid heavy patterned and/or branded clothing. University branded clothing is good – but ensure it shows the up-to-date logo.

Note:
Ensure the age bracket of models is appropriate for undergraduate students.
2. LIFE AT STIRLING

‘Life at Stirling’ photography has to show everyday life events. It aims to capture a mood and feeling with the interaction between people and their environments.

It allows us to tell functional, everyday stories about life at Stirling.

Please remember:

Keep it real
Friendly and engaging
Simply styled
PHOTOGRAPHY

3. LANDSCAPE

Capture the natural beauty of the campus and its surrounding locations.

Use interesting points of view and a sense of atmosphere.
PHOTOGRAPHY DON'TS

Do not use or over-saturated shots.

Do not use dark imagery or darken existing imagery.

Do not use unnatural colour filters.

Do not use cheesy over styled/posed imagery.

Do not distort imagery.

Do not use imagery that evokes a negative feeling.
A library of icons has been created for the University of Stirling.

The icon should always appear sharp, clear and clean with no added effects, such as a glow, or drop shadow.

You must always use master artwork when reproducing icons.
INFOGRAPHICS

Where appropriate, infographics can help communicate often complex themes. Infographics allow our communications to feel individual while still being on brand.

It is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate. Use one colour at a time from the palette and don’t mix colours together.

Infographics and pull outs are left-aligned for the undergraduate campaign, except in narrow applications such as pull up banners.
Charts and graphs
Information should only be put into a graph or chart if it makes it easier for the reader to understand. If a graph or chart is not easily understood it is not serving its purpose and should not be used.

If it is necessary to use a graph or chart to deliver information, it is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate.

60%
If it is necessary to use a graph or chart to deliver information, it is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate.

Pie Chart

Bar Chart

Trend Chart
GUIDANCE FOR FILM-MAKERS

Why make a film?
When making a film you must decide whether it is being commissioned for the right reason.

The ‘ARE YOU STIRLING?’ campaign should be integral to each film.

These tips will help to ensure the film is engaging and relevant to the audience.

Tell a story
Get your script right. Have a beginning, middle and end.

Add context
So your audience can discern the wood from the trees, add backstory footage and cutaways to paint a broader, more interesting picture.

Embrace open space
Space is a useful tool. Use it to convey a sense of scale; to leave room for imagination.

Detail
Make sure you pull out any interesting detail. Sometimes the smallest things have the biggest impact.

15 minutes of fame?
Not everyone is comfortable in front of the camera. Choose interesting interview subjects and ensure that their personality and passion shines through.

What’s the score?
Choose wisely and consider how the pitch, frequency, harmony or rhythm can define the ambience, mood or pace.

Keep it interesting
Audiences are attention deficient. Employ a variety of techniques to retain them, such as short depth of field with detail, wide shots with scale and playing with speed and pace.

The essentials
Here are a few technical specifications to help make sure all our films are consistent:

Film grading
Your colours should be rich, warm and vibrant but not over treated or obviously exaggerated. Just bring out the natural colours in each frame.

Sound quality
The quality of your sound is vital. Ensure all voice recordings are clear and rich, with no background noise. And don’t feel you have to fill every second. Leave air space, or use ambient sound to lend atmosphere.

Lighting
This depends on the subject matter and environment, but wherever possible your light should be warm, fresh and natural.

Note:
The ‘ARE YOU STIRLING?’ lock-up should always be displayed on the penultimate frame, before the UoS logo end frame.
End Frame
Our films may vary in topic, viewpoint and intention, but they all share the same unified voice.

It is essential that the University of Stirling branding opens and closes your film. It does not need to appear throughout. Introducing the logo in this way incorporates branding in a subtle, natural way and shows that all of our creative comes from the same place.

Last scene fades to appropriate colour from the palette.

Hookline evolves, tracking down the screen to reveal wordmarque. Swift motion.

Hookline rests to reveal ‘ARE YOU STIRLING?’

Hookline sweeps upwards to wipe off ‘ARE YOU STIRLING?’. Colour dissolves through to Energy Green.

Hookline sweeps off the reappear - revealing the University logo.

Note: Preference is to show the logo in primary colour.
ANIMATION – CLEARING

Content
Content is all about telling a story. As a content creator, your main goal is to share a message that compels, persuades, and convinces your audience to take action.

But the story is only as good as its execution. Think about it. If you have a great story, but deliver it poorly, your audience is less likely to take action. That’s where animated video can help.

Animated video is a rich, engaging medium, that is cost-effective, easy to manage, and will help your key points to hit home. It offers all the benefits of traditional videography with much smaller resource requirements.
**PRINT ADVERTS – GENERIC**

Full page ad

Half page vertical ad

Half page landscape ad

Externally facing materials
Please note, when producing materials for external promotion (i.e. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (i.e. social media accounts or on campus), a range of colours may be used from the secondary palette.
**PRINT ADVERTS - GENERIC - NO IMAGES**

**ARE YOU DRIVEN?**

stir.ac.uk
#AREYOUSTIRLING

**ARE YOU CURIOUS?**

stir.ac.uk
#AREYOUSTIRLING

**ARE YOU CREATIVE?**

stir.ac.uk
#AREYOUSTIRLING

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.
ARE YOU CURIOUS?
BUSINESS COMPUTING
BA (Hons) / BA

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi aliquip ex ea commodo consequat.

stir.ac.uk
#AREYOUSTIRLING

ARE YOU AMBITIOUS?
PSYCHOLOGY
BA (Hons) / BSc (Hons)

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi aliquip ex ea commodo consequat.

stir.ac.uk
#AREYOUSTIRLING

PRINT ADVERTS - COURSE SPECIFIC

EXTERNALLY FACING MATERIALS
Please note, when producing materials for external promotion (i.e. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (i.e. social media accounts or on campus), a range of colours may be used from the secondary palette.
Print adverts – open day

Externally facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.
Externally facing materials
Please note, when producing materials for external promotion (i.e. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (i.e. social media accounts or on campus), a range of colours may be used from the secondary palette.
ARE YOU DRIVEN?
SPORT AND EXERCISE SCIENCE
BSc (Hons)

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi aliquip ex ea commodo consequat.

#AREYOUSTIRLING

---

ARE YOU INQUISITIVE?
APPLIED BIOLOGICAL SCIENCES
BSc (Hons)

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi aliquip ex ea commodo consequat.

stir.ac.uk/e0

#AREYOUSTIRLING

---

Externally facing materials
Please note, when producing materials for external promotion (i.e. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (i.e. social media accounts or on campus), a range of colours may be used from the secondary palette.
Extremely facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.
ARE YOU READY TO TRAVEL?

OVER 120 NATIONALITIES REPRESENTED ON CAMPUS

YOU DON’T HAVE TO BE SCOTTISH TO BE STIRLING

LOREM IPSUM
Ipse quidem iisinum qui ist minte nonem et, quibusc ienimus et et res etum facepre mpelit, susae plibusa ntibusa cus audae poribus sus expero te porpossimus eos doloreror re prerit odipsan diciae rest, ut lit explis ma dolenda velias eatus escillaborro doluptas dolo blates el maio omnisinctem sanda im doluptio. Ur sita iliquossit di voloritas aut quod maximilitat. Aqui dolorpo rerferiam hiliqua speliscit aped quia consequ aeruptatem rendusam sedia quae verferum imod et pro cor magnis stir.ac.uk

TITLE HEADING
Pe nabitatur aborene cui serniet venum ex lusgaptat, ad lorniiem quauum sunt a tec
miciu et ei esse et, cil milam
nitori ad quem soror au multupiae.
At extraordinarily fugas, iliaci tene
quum ex re lands et emt quasqueitis
ad quiem est non solor
maiorquia solor et
sus expero te porpossimus eos laped
magnam et quor et.

WHAT TO EXPECT
If you are interested in becoming a solicitor, you’ll need to study the LLB Law degree. This is a specialist degree that covers all aspects of law and enables you to represent someone in court. Most courses in Scotland are tailored to the Law Society of Scotland’s requirements to qualify as a solicitor and represent someone in court.

Taking this course is your first step to becoming a solicitor. Once you graduate with a LLB Law degree, you’ll need to further your studies with a Diploma in Professional Legal Practice. This is the next step towards qualification as a solicitor in Scotland.

97% OF OUR GRADUATES ARE IN EMPLOYMENT, OR FURTHER STUDY, WITHIN SIX MONTHS OF GRADUATING

“...The proudest achievement of my life is moving to Scotland. It was such a big adjustment for me, but now I have met some of the most amazing people and I love it.”

Bonita Nqonyani (Tanzania)
BA (Hons) Business Studies and French

PROGRAMMES
This degree gives you the chance to study a range of subjects which highlights the importance of law in all areas of society. For example, our LLB in Business Law enables you to develop a thorough understanding of the way law and regulation shape and influence the business world. Similarly, the law in land helps you to understand how law interacts with society.

ARE YOU READY TO TRAVEL?

ARE YOU STIRLING?

Ilia versi isonumqu it mende
novernt, quibusc ienimus et et
sitior re nonet lacea eleste sita volori
aped magnam et quor et.

OVER 120 NATIONALITIES REPRESENTED ON CAMPUS

University of Stirling, FK9 4LA, Scotland, UK
Telephone +44 1786 473171
Scottish Charity No SC011159
stir.ac.uk
COURSE LEAFLET TEMPLATE

This template is a blank layout for a course leaflet. It includes placeholders for various sections such as course details, admission requirements, and contact information. The text is in a placeholder format, indicating where specific content can be inserted for a particular course.

### WHY STUDY XXXXX?

In the first module of the course, students will explore the fundamental concepts of accounting and finance. This module will provide a solid foundation for the subsequent modules and will prepare students for the professional accounting career.

### REASONS TO CHOOSE THIS COURSE

- **YEAR 1**
  - **SEMESTER 1**
    - **MODULE 1**
      - Accounting 1 (Core)
    - **CREDITS**

- **YEAR 2**
  - **SEMESTER 2**
    - **MODULE 2**
      - Environmental Geography

- **YEAR 3**
  - **SEMESTER 3**
    - **MODULE 3**
      - Accounting 3 (Core)

### ADMISSION REQUIREMENTS

- **STIRLING HIGH SCHOOL**: ABB
- **SCOTTISH HND**: ABB
- **UK DIPLOMA**: BTEC (Level 3): BBB
- **INTERNATIONAL DIPLOMA**: IB Diploma: 35
- **GCE A-LEVELS**: AAA – two sittings
  - AAC – one sitting
- **IB DIPLOMA**: AAAB – two sittings
  - AABB – one sitting

### CONTACT

- **University of Stirling Management School**
  - T: +44 (0) 1786 466415
  - E: accountingandfinance@stir.ac.uk
  - W: stir.ac.uk/management

### ARE YOU STIRLING?

- **STANDARDS**
  - AQA: 902

### TYPICAL TIMETABLE

<table>
<thead>
<tr>
<th>MODULE</th>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SEMESTER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ENVIRONMENTAL GEOGRAPHY

- **BSc (Hons)**

*NOTE: The above information is a placeholder and should be replaced with actual course details.*
WEBSITE HEADERS

Generic

University of Stirling

BE THE DIFFERENCE

Home | Courses | International | Campus Life | Research | Alumni & supporters | About us

Find a course | Undergraduate | Postgraduate | Research Degrees | INTO Stirling | My Portal

ARE YOU STIRLING?

Toteture pelene officipid quiam rem et facsum si omnihii libusandii ius.

Events

News

Second Olympic silver for Stirling student
University of Stirling student Duncan Scott rounded up his remarkable Olympic campaign with a second silver medal in Rio.

Media Centre | Find an expert

Events

News

Second Olympic silver for Stirling student
University of Stirling student Duncan Scott rounded up his remarkable Olympic campaign with a second silver medal in Rio.

Media Centre | Find an expert

Block colour from the colour palette overlayed at 70% opacity.

Note:
Use the tint options to ensure appropriate contrast levels between text and background.

Open Day

University of Stirling

BE THE DIFFERENCE

Home | Courses | International | Campus Life | Research | Alumni & supporters | About us

Find a course | Undergraduate | Postgraduate | Research Degrees | INTO Stirling | My Portal

ARE YOU STIRLING?

OPEN DAY 2018

Open day 2017 lorem ipsum. Pos doluptata et atio beaqi ut ut qui del ipit erovita deliae tioerepe rferibus.
HTML E-MAIL TEMPLATE

HTML e-mail templates develop the themes of the brand language with consistent use of colour, typeface and iconography. The template offers flexibility to add photographic imagery where appropriate.

Online colour usage.
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage.
DISPLAY ADS

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.
DISPLAY ADS – CLEARING

Externally facing materials
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DISPLAY ADS – OPEN DAY

Externally facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.
SOCIAL MEDIA

Where social icons are required - use master assets
I AM STIRLING

"Having spent nearly four years at Stirling, the Students’ Union has played a huge role in making my time as part of the Business Society.”
Charlie Crawford

"Stirling was the perfect choice of university for me. Not only does it give access to great teaching facilities in the UK, it also allows me the flexibility to combine my passion for sport and my career ambitions in business.”

Ying Wu
Teaching of English to Speakers of Other Languages (TESOL)

"I've made friends with people from all walks of life, which has been able to shape and change me with both my beliefs and character – something totally different from teaching in my country. Everyone is friendly here and willing to help out whenever and wherever I need it.”

Kaixin Tung (Singapore)
BA (Hons) Retail Marketing

"The proudest achievement of my degree is that I have the opportunity to teach in my country. Everyone is so helpful; this place feels like home.”

Are you Stirling?

"I'm spending one semester here in Stirling as part of my HND Marketing. The beauty of the course is paired with studying in a great environment, so I want to work hard. The staff and students are so helpful; the place feels like home.”

Bonita Nqonyani (Tanzania)
BA (Hons) Business Studies and French

"It's a great opportunity to make new friends, develop interests and even improve your CV, as it has for overall experience a brilliant one.

Charlie Crawford

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Kaixin Tung (Singapore)
Teaching of English to Speakers of Other Languages (TESOL)
PowerPoint templates have been carefully designed to bring our brand identity to life. The templates allow you to tailor your communications in a visually engaging way, whilst reinforcing the University of Stirling brand.

There are four colour sets of different PowerPoint templates which you can choose from.

Please use the pre-defined colour sets, as colours have been chosen to complement one another.

**Energy 1**
A mix of three different energy colours
- Pantone 368 R142 G187 B56
- Pantone 660 R86 G124 B198
- Pantone 214 C10 M98 Y27 K2 R182 G27 B102

Lighter colour 30% tint

**Energy 2**
A mix of three different energy colours
- Pantone 368 R142 G187 B56
- Pantone 158 R212 G118 B47
- Pantone 268 R80 G48 B127

Lighter colour 30% tint

Undergraduate Campaign
Sample executions

January 2018
Click to add text

Opening slide (no image)
POWERPOINT

Within each set you will find different template styles, which can be flexed depending on whether you have just text, photography, infographics, or quotations. This is a guide to the different styles and their purpose.

All of the colour sets are available in wide screen or standard screen formats. Calibri is the font used on the templates available from the Brand Hub. A version in our primary font, FS Maja is available from Marketing upon request, as FS Maja is only available to those with a license.

Our logo, colours, font and images are key elements of our brand and need to be kept consistent across all our communications. If you need to adapt your slide layout for any reason, please contact Marketing for advice.
LARGE FORMAT MATERIALS

Flag

Banners

Poster

Double stand display

Lollipops
CONTACT

For more information and implementation guidance, please contact:

Marketing Team
Communications, Marketing and Recruitment
University of Stirling
Stirling FK9 4LA

T: 01786 466896
marketingtools@stir.ac.uk