



QUEEN'S
UNIVERSITY
BELFAST

GUIDELINES FOR QUEEN'S CLUBS AND SOCIETIES



VISION STATEMENT

A world class international university that supports outstanding students and staff, working in world class facilities, conducting leading-edge education and research, focused on the needs of society.



OUR CORE VALUES

Our five core values help tell the story of who we are, where we've come from, what inspires us and why life at university can be life-changing when it's Queen's University.

**INTEGRITY
CONNECTED
AMBITION
RESPECT
EXCELLENCE**

Integrity.

We act honestly, ethically and transparently in all we do.

Connected.

We are active collaborators, recognising that we can achieve more together.

Ambition.

We are forward-thinking with a strong desire to be the best.

Respect.

We trust, value and empower each other.

Excellence.

We strive to do our best at all times.

OUR CORE THEMES

The Core Brand Themes are the foundation of all our marketing communications. They have been developed collectively across the University and informed through research, surveys and feedback from drop in sessions.

These Themes will create a platform that enables us to deliver proof points on our differentiation from other universities and demonstrates our emotional connections with our audiences.

EXCELLENCE

Proof pointed by – ambition / education / leadership / world class

We are committed to the pursuit of excellence. It is the central theme that connects all of us to everything we do - students and staff alike. Excellence lies at the heart of our ambition and is instilled in our students through our internationally renowned academics and outstanding staff.

MAKING A DIFFERENCE

Proof pointed by – impact / collaboration / connection

Our leading-edge education and research is focused on the needs of a connected global society and is driven by a culture that's alive with the spirit of curiosity and a passion for knowledge. We train the next generation of leaders who are shaping the future for others and making an impact on a local and global stage.

LIKE NO OTHER

Proof pointed by – heritage / home / community / people / place / purpose

We are the heartbeat of one of Europe's fastest growing cities, where the hospitality, welcome and warmth of our people is legendary. There is a sense of belonging at Queen's that is tangible in our student care and visible through our sense of community as we all work together to bring the pioneering solutions of tomorrow to the world today.

THE QUEEN'S IDENTITY



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IDENTITY

As we move forward with ambition and confidence to position Queen's on a world stage - we have begun by looking back at the heritage and values that set us apart.

The Queen's crest embodies and symbolises the key elements that are unique to our University and that is why we have chosen it as the basis for the creation of our new brand identity.

We have updated the internal elements of the crest and created a rounded curve at the base to make it more distinct and recognisable. We have also added - Estd 1845 to put a marker in time that symbolises the expertise we have been bringing to the world for more than 170 years.

The crest embodies:

Crown - The Royal Charter

Red Hand - The Province of Ulster

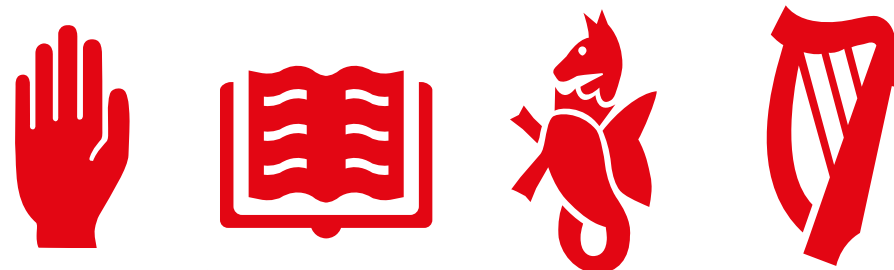
Harp - Ireland

Sea Horse - Belfast

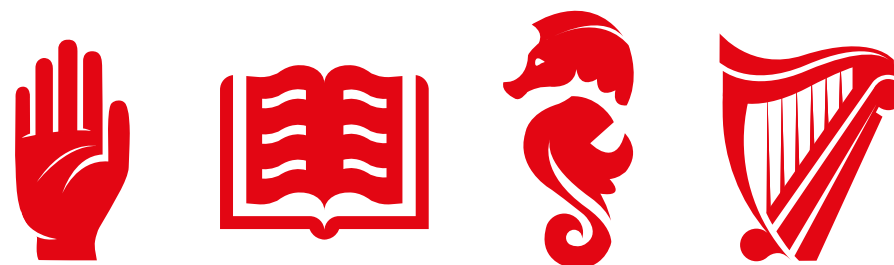
Book - Learning

St Patrick's Cross - Patron Saint of Ireland

Old internal elements



New internal elements



Our new identity is made up of two key elements: The ‘Queen’s crest’ and the name of the University as text. These two elements are to always appear together as our primary logo.

The Queen’s crest is our most valuable visual asset. It’s a mark of authenticity that states who we are and sets us apart from other universities. Think of it as the face of Queen’s University Belfast – an instantly recognisable visual mark.



HOW TO USE THE IDENTITY FOR YOUR CLUB OR SOCIETY



**QUEEN'S
UNIVERSITY
BELFAST**

How to use Queen's logo and Club logo together

Logo dimensions width 60 mm



**QUEEN'S
UNIVERSITY
BELFAST**

60 mm



Front:
Queen's identity (stacked)

Front:
Club/Society identity

How to use Queen's logo and Club logo together

Logo dimensions width 60 mm



Front:
Queen's identity (stacked)

Front:
Club/Society identity

How to use Queen's logo and Club logo together



Front:
Club/Society identity on chest
Small Queen's identity (landscape) on left hip

Right sleeve:
Queen's identity (landscape)

How to use Queen's logo and Club logo together



Logo dimensions width 80 mm screen print only



Front:
Club/Society identity on chest
Small Queen's identity (landscape) on left hip

Right sleeve:
Queen's identity (landscape)

How to use Queen's logo with text only club name



Front:
Queen's / Society lock-up identity



Right sleeve:
Club/Society Text



Back:
Queen's identity (stacked)

Logo dimensions width 60 mm.



Logo Do's and Don'ts

DO

Use the layout options shown
Keep your design's clutter free
Keep to the size guide for the logo
Maintain minimum space around the logo

DON'T

Break up the Queen's logo
Change the colours
Stretch or alter the shape of the logo
Incorporate elements of the logo in other designs

Option to Embroider Queen's logo is available if width is 60mm or larger in stacked format

If smaller than 60mm or in smaller landscape formats as illustrated then recommendation is screen printing



Don't use logo in any colour other than Queen's Red or reversed.



Don't use an Queen's Red logo against an Queen's Red background - use reversed white logo.



Don't use an Queen's logo against an over complex background.



Don't alter the elements within the logo.



Don't distort the logo.



Don't rotate the logo.



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