

Newsletter

Public Relations

New homepage

During 2014, the University's web will be migrated to a new Content Management System (CMS). The migration also provides an opportunity to redesign the website, which has not been refreshed for a considerable time.

Research undertaken with both external and internal stakeholders showed that as well as the need for a more consistent look and feel, there was also a need for improved navigation to key areas of the web and a clearer separation of externally and internally facing content. The migration of the website is a significant project, involving nearly 200 sub-sites and over 50,000 individual web pages. Various web pages are already present in the new design, following the start of the migration process which began at the end of 2013.

An important improvement as pages are migrated will be the presence of a consistent header and footer. The links in the header and footer improve access to key information and will support a greater consistency across the University's web.



Visual Identity

Every organisation needs to project a distinct personality and voice. With this in mind we have produced Identity guidelines for all staff to use.

The guidelines have been produced in order to help all our staff that are involved in promoting the University, either through events, recruitment, research, etc. to ensure that any publicity materials they produce are informative and recognisable as University of Bristol.

Visual Identity quick guide

Colours

We now have a corporate palette and a supporting palette. The supporting palette should be used for materials such as posters, newsletters and leaflets. They can be used singly, as pairs as dark colours only or as bright colours only.

bristol.ac.uk/visualidentity/guidelines/colours.pdf

Our palette has eight colour pairings, allowing us to produce engaging and diverse materials while still being identifiable as University of Bristol.

Fonts

If you are employing a professional designer from our design framework, they should use the fonts Helvetica or Bembo. If producing materials on your own computer use Arial or Times New Roman.

templates

Choose from our InDesign or Publisher templates for creating materials such as posters, newsletters, leaflets, etc.

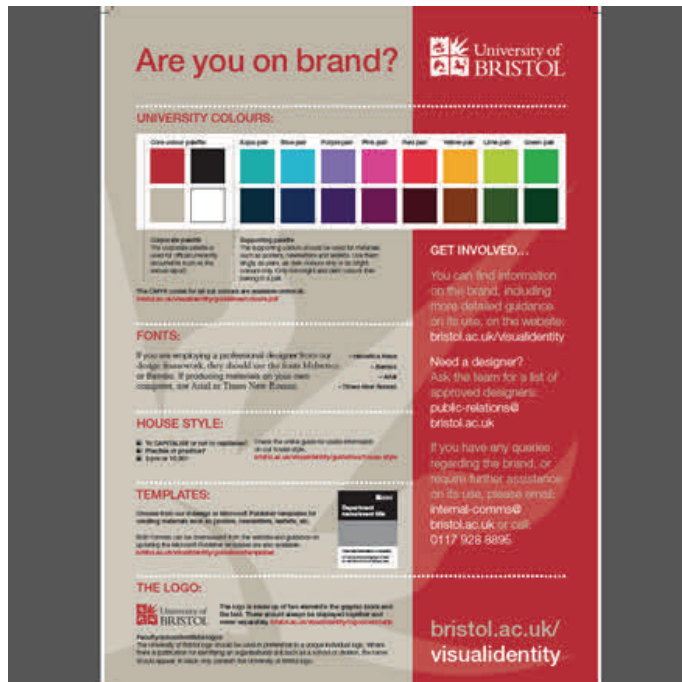
bristol.ac.uk/visualidentity/guidelines/templates

Logo

The logo is made up of two elements: the graphic block and the text. These should always be displayed together and never separately.

bristol.ac.uk/visualidentity/logodownloads





Brand poster

Posters depicting the essential elements of the University's brand will be sent to most offices in the next month so that the guidelines can be accessed with ease.

The posters show at a glance our core colour palettes and the supporting colours that we recommend for most printed materials. It also includes links to our online templates, house style, and logo downloads.

If you do not receive a poster in the next month and would like to have one in your office then please contact the Internal Communications team and they will get one sent out to you.

Internal-comms@bristol.ac.uk

Know your team

The Public Relations team is made up of Web and New Media, Marketing, Press and Publications. Each faculty has a dedicated Web and New Media Officer, Marketing Officer and Press Officer.

If you are unsure who your faculty contacts are then please don't hesitate to contact the PRO to find out. We also have a dedicated web team that support all our professional services and help keep our central web pages up-to-date.

Our publications team produce publications such as Nonesuch and help get our prospectus ready each year.

Contact us if you would like to find out how the team can advise and support you.

Public Relations



Upcoming communications group meeting

The next comms group meeting will be taking place on Thursday 12 June at 2 pm in the Medical building (C44) For those that are interested in finding out what projects are taking place in the PRO or learn more about our new web and visual identity, please do come along. If you would like to be invited to future communications meetings then please email the public relations team.

Public-relations@bristol.ac.uk



Guinness world record honour for UoB rower

Two students have rowed into the record books after becoming the youngest pair to row the Atlantic. Jamie Sparks, a third year anthropology student, and his childhood friend Luke Birch, an Edinburgh University student, have been presented the 'Youngest Row Across Any Ocean (Tandem)' title by Guinness World Records Editor-in-Chief, Craig Glenday.