University of
Salford
MANCHESTER

HOW TO
BECOME UNSTOPPABLE

1

HOW TO
USE THESE GUIDELINES

A BRAND WE CAN
ALL REPRESENT

Through our brand, we communicate our position as a University that always has, and always will, do things differently. We are innovators, we create opportunities and choices – we're made in Salford, and we're proud to be.

As a leading University, we are constantly evolving to meet the needs of students, society and industry – and to stay at the forefront of global research on the issues that impact us all.

This innovation, and our industrial heritage, is at the heart of everything we do.
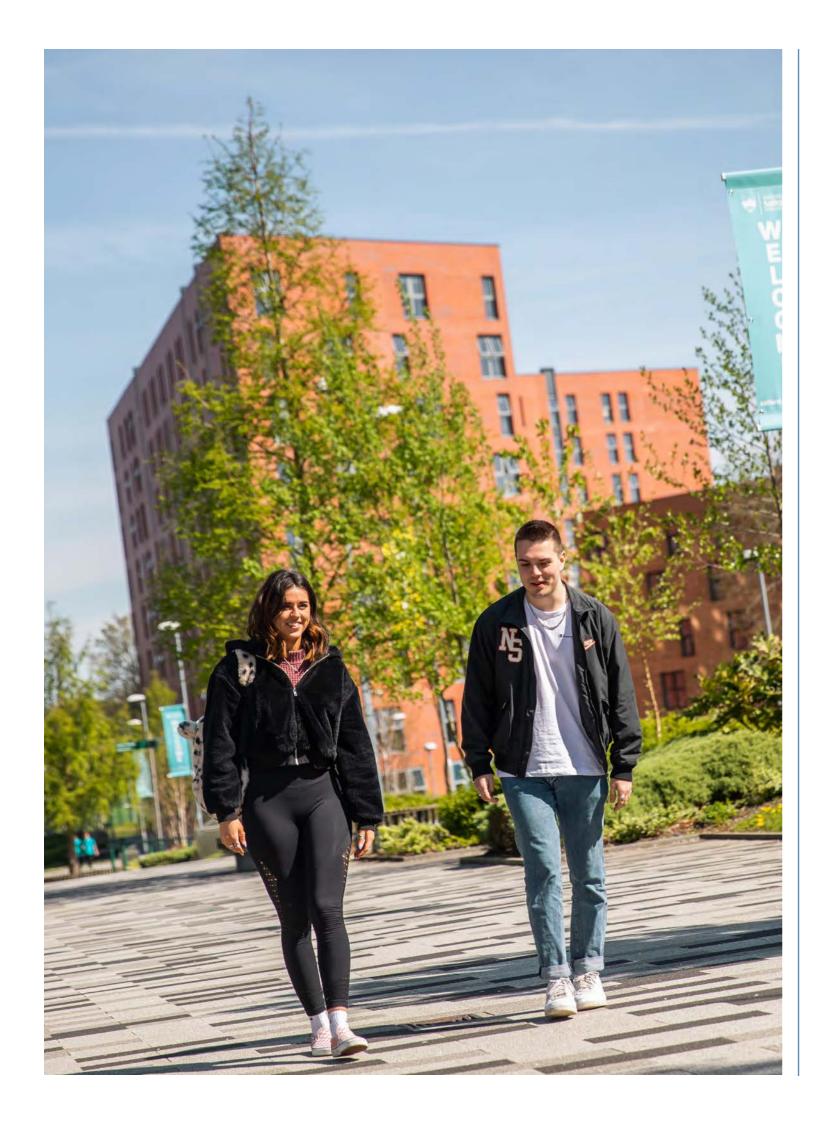
We communicate our brand through how we talk, how we position ourselves, and how we build our reputation. Our prospectus, promotional materials, social media, photography, website – and our people – are all core parts of our brand.

To build a strong brand, it's vital that everyone who represents Salford understands how to do so in a consistent way - creating a common sense of identity across our complex, multi-campus University, and helping us to reach an international audience.

These guidelines show you how the brand should appear across a range of communications - please take the time to understand them, and play your part in building an impactful brand for the University of Salford, now and for the future.

Together, we're unstoppable.

UNDERSTANDING THE
BRAND
POSITIONING

Key to our brand is the lasting impression we leave on our audiences – the beliefs, feelings and expectations that come to mind when people think about us, and when we think about ourselves.

By following these brand guidelines, we can build a strong brand that creates these positive feelings and expectations.

Through this, we communicate what's unique to Salford, remain distinct from our competitors – and we communicate industry, integrity and initiative, in everything we do.

Before creating any new piece of communication it is important to be clear about its aims.

These three questions are a good starting point and should get you thinking in the right way about what you are about to produce – Who is it aimed at? How will it look? What do I want the audience to do as a result of this piece of communication?

WRITING A BRIEF:
KEY ELEMENTS

1.

Who are we talking to?

/ Who is your audience?

/ What do you know about them?

/ What information will they need from this piece of communication?

2.

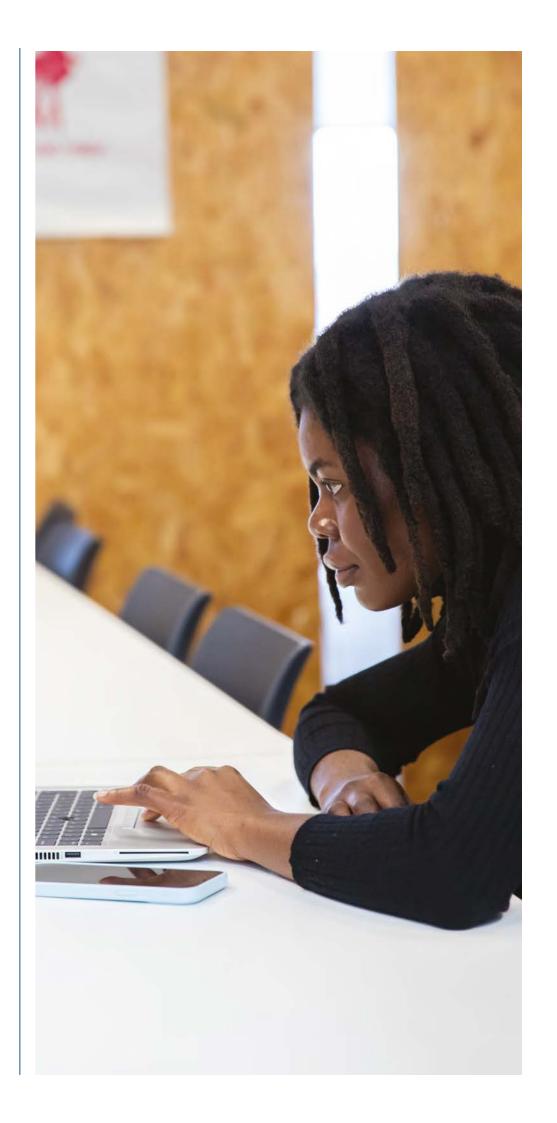### What do we want to achieve from this piece of communication?

/ Decide on clear outcomes from your communication

/ Do they align with our brand values?

/ How does this fit in with the bigger picture and the wider range of communications?

/ What specifically do you want your audience to do as a result of this communication? What is your 'call to action'?

3.

How will we deliver it?

We have created guidance for tone of voice and a visual toolkit which is outlined in our 'visual identity' section. These tools will help you deliver communications that are 'on brand' and true to our vision

It is also important to consider the format in which the communication will be delivered. For example, is it a leaflet or a tweet? What is the best way to reach your target audience?

COMMUNICATING
OUR BRAND

2

OUR **STRAPLINE**

'Become Unstoppable' is the University's tagline, which should be used across student and employee recruitment communications.

We want everyone at Salford to feel that they can 'Become Unstoppable' here.

By living our brand values of Industry, Integrity and Initiative, we will empower our students and colleagues and the businesses and communities we work with to pursue their academic, professional and personal goals with complete confidence - enabling them to create a positive and lasting effect on the world around them.

BECOME UNSTOPPABLE

By using a consistent language and tone for all our communications – whether internal or external, print or web – we can express the University's personality in a way that's honest, truthful and reflects who we are.

OUR **BRAND VOICE**

What it should be: warm, welcoming, enthusiastic, professional, genuine, pragmatic, supportive

What it shouldn't be: overly academic, lofty, ambiguous, apologetic, aggressive, unrealistic

WHAT DOES THIS SOUND LIKE IN PRACTICE?

/ Where appropriate, engage the reader by talking about 'you' rather than 'students'

/ Avoid passive language – refer to 'we', rather than 'the University' where appropriate

/ Not using overly-familiar language or slang, e.g. refer to 'new students' rather than 'freshers'

/ Our brand values of industry, integrity and initiative should shine through

Here are some examples of how messaging and content can easily be revised by using some simple techniques.

TONE OF VOICE EXAMPLES

WRONG TONE

"At the University of Salford, the hallowed halls of academia are as revered as you would expect in a university with colleges established over 100 years ago."

"Our engineering courses rely upon strong practical skills and the kinaesthetic learners' needs. All our civil engineers are therefore required to complete a range of laboratory exercises."

"Our trained staff are very welcoming and will try and assist the students as best as they can."

RIGHT TONE

"Our academic staff are experts in their fields, regularly undertaking exciting and innovative research that directly informs your teaching."

"Salford is part of Greater Manchester; a thriving, diverse city region in the North West of England and home to some of the most open and friendly people you'll meet."

"There's an entrepreneurial spirit here - we've got big ideas and we make them happen."

"When you train to become a nurse, midwife or allied health professional at Salford, you'll face real-life scenarios in the safe and supportive environment of our Patient Simulation Suite."

OUR **BRAND VOICE**

OUR NAME

/ The University of Salford, not Salford University or Salford Uni

/ Don't abbreviate to UoS in any externally facing documents

OTHER NAMES

/ New Adelphi not the New Adelphi

/ MediaCity not Media City

/ 'askUS' service to be written as stylised

REFERRING TO THE VC

/ In the first instance refer to the VC as Vice Chancellor, Professor Nic Beech

/ He can then be referred to as Nic

TITLES OF ACADEMICS

/ Don't capitalise the word academic or academics

/ Refer to Dr or Professor in the first instance and then by their first name

CAPITALISATION

/ When referring to a specific university, capitalise, eg. 'the University of Salford.' If referring to universities in general, do not capitalise, eg. 'if you're thinking of going to university'

/ Schools or faculties are capitalised when spelt in full (eg 'School of Environment and Life Sciences') but the capital is dropped in shortened uses after this (eg 'the school offers'). The use of unspecific or plurals (eg 'all schools and faculties must') are not capitalised.

/ When writing a heading, write it in sentence case, eg. 'Six things you didn't know about Salford', not 'Six Things You Didn't Know About Salford'

/ Open Days to be capitalised

/ For subject areas use lower case, eg. nursing, history, geography. For specific course titles, use capitals, eg. Civil and Architectural Engineering, Media and Performance

/ Industry Collaboration Zones to be capitalised, as well as names of the four zones, eg. Engineering and Environments

NUMBERING

/ Numbers one to ten are written as words, 11 onwards written numerically

/ Percentages in titles and in prose to be written as X%

DATE AND TIME

/ Dates to be written as: Saturday 24 June 2017

/ Use the 24 hour clock

AMPERSAND (&)

/ Only to be used in school logos, not in prose, eg.

SCHOOL OF HEALTH & SOCIETY   **SALFORD SCHOOL OF ARTS, MEDIA & CREATIVE TECHNOLOGY**

'Staff at the School of Environment and Life Sciences...'

ACRONYMS

/ Avoid using too many acronyms. Consider your audience – will they know what the acronym means?

/ If you are referring to an organisation/body with a long name several times throughout your copy, always refer to it by its full title in the first instance and give the acronym in brackets afterwards, eg. 'Industry Collaboration Zones (ICZs) offer a real-world approach to learning.'

/ This is not necessary for well-known organisations that are commonly referred to by their acronyms such as the BBC and the NHS.

COLON

/ Colons should be used to introduce a quotation, eg. Professor Fernando said: "Today we marked the beginning of an ambitious project."

/ At the beginning of a list, eg. 'The researchers looked at various large mammals: wolves, bears and deer.'

/ Between two parts of sentence where the first clause introduces an idea that is resolved by the second clause, eg. 'Salford researchers have found a new way to combat cancer cells: combining vitamin C with antibiotics.'

SEMICOLON

/ Semicolons are used to connect two independent clauses that could otherwise be written as two separate sentences, eg. 'Students are being given the opportunity to shadow the Sports Tours International events team; there's even the chance of a paid social media internship.'

/ Semicolons can also be used to write detailed list, eg. 'Academics from across the USA attended the conference, including Alex Case from the Audio Engineering Society; Carmen Hoover from Olympic College in Washington State; Kamilah Cummings from DePaul University in Chicago; and Sharon Davies from Middle Tennessee State University.'

WEB ADDRESSES/URLS

/ If your web address is on printed collateral, try to keep it as short as possible so that it's easy for the reader to remember and access.

/ Do not include http:// - in some instances the www is not needed, but please ensure you check before removing.

Good example: salford.ac.uk/openday

Bad example: www.salford.ac.uk/study/visit/undergraduate-open-days

/ URLS in digital/web copy can be embedded as a clickable link

QUALIFICATIONS

/ master's – lower case m and apostrophe

/ postgraduate – lower case p

/ BA, BA (Hons), BSc, BEng, PgDip, PgCert, MA, MSc, MPhil, MEng, PhD

RESEARCH

/ Capitalise names of centres, eg. Centre for Applied Research in Health, Welfare and Policy

/ Titles of research papers and journal articles should be written in sentence case and put in single quotation marks, eg. 'It takes two? : exploring the manual handling myth'

/ The names of books, journals, newspapers, television programmes and album titles should be italicised, eg.:

A Taste of Honey by Shelagh Delaney
The Journal of International Marketing
The Guardian
Coronation Street
Louder Than Bombs by the Smiths

EXCLAMATION MARKS

/ Consider your audience – use sparingly and only in informal communications

/ Only use one, eg. 'Welcome back!' not 'Welcome back!!!'

3

OUR
VISUAL IDENTITY

BRAND ARCHITECTURE
UNIVERSITY COAT OF ARMS

This is the official University of Salford coat of arms. Its use is restricted to very formal or legal communications as well as for prestigious occasions, such as graduations.

The lion that sits atop the shield is the guardian of the University, representing bravery and strength. He rests his foot on a shuttle, reminding us of Salford's history in the cotton and silk weaving industry.

The shield at the centre contains a cog and chain, representing industry and learning.
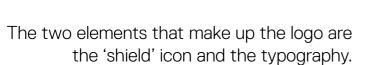
The two antelope are adorned with the bees of Manchester, and rest their feet on mooring bollards which can be found at Salford Quays.

Our motto, Altiora Petamus, means 'let us seek higher things', describing our constant drive to achieve excellence.

ALTIORA · PETAMUS

CORPORATE IDENTITY
LOGO

This is the logo for the University of Salford. It is shown here in the corporate colours.

The two elements that make up the logo are the 'shield' icon and the typography.

The University of Salford logo (landscape or stacked) should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the height of the 'd' as shown.

$=x$

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

LANDSCAPE MINIMUM SIZE:

Print / 20 mm

Digital / 90 pixels

PORTRAIT MINIMUM SIZE:

Print / 10 mm

Digital / 55 pixels

The logo should always be positioned on the right hand side of the page.

LOGO VARIANTS

A Correct Primary Logo. Always use the artwork that can be downloaded on the University website, never try to recreate or amend the logos.

B Logo colour variants. To be used where appropriate. Also available online.

C Do not remove the logotype.

D Do not change the colours of the logo. The shield and type should always appear in 100% of the same colour.

E Do not stretch, distort or rotate the shield or type.

F Do not modify the logo with effects such as 3D rendering or drop shadows.

G Do not alter the relationship between the shield and the type.

H Do not create or use an outline version.

I Do not substitute or try to recreate the logotype. The type has been specially drawn so that it is unique and cannot be recreated using any typeface.

J Do not move the shield in relation to the type.

K Only use the colour variations outlined above. Do not try to combine them.

A

B

BLACK

BLACK AND GREY

WHITE

PROHIBITED USAGE

C

D

E

F

G

H

I

J

K

BRAND ARCHITECTURE
OVERVIEW

LEVEL 1

Corporate identity

The main identity that is to be used on all communications created for the University.

LEVEL 2

School sub-brands only

Shows the school sub-identities incorporating the school lock-up device.

SCHOOL OF **HEALTH & SOCIETY**

SALFORD **BUSINESS SCHOOL**

University of **Salford** MANCHESTER

LEVEL 3

Centres / Departments

Highlights centres and other University departments where a logo is deemed necessary.

University of **Salford** MANCHESTER | **BEST** CENTRE FOR BUILT ENVIRONMENT SUSTAINABILITY & TRANSFORMATION

University of **Salford** MANCHESTER | **SPD** SALFORD PROFESSIONAL DEVELOPMENT

University of **Salford** MANCHESTER | **THE LIBRARY**

BRAND ARCHITECTURE
SCHOOL LOGOS

Each school has their own logo which should be used on all communications regarding the school. They sit with the red boxed University logo lock-up device.
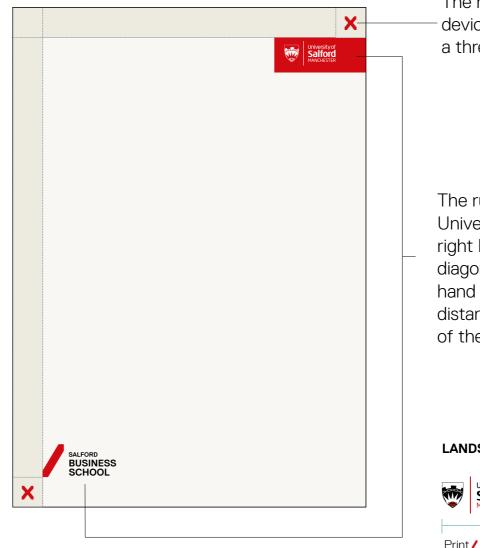
The lock-up device sits with the schools logos, to bring consistency across all University of Salford communications.

Lock-up

University of
Salford
MANCHESTER

SALFORD
BUSINESS SCHOOL

SALFORD SCHOOL OF
ARTS, MEDIA & CREATIVE TECHNOLOGY

SCHOOL OF
HEALTH & SOCIETY

SCHOOL OF
SCIENCE, ENGINEERING & ENVIRONMENT

SALFORD
BUSINESS
SCHOOL

The height of the red box of the lock-device should be equal to the height of a three-lined school logo.

The rule for positioning is that the University lock-up should sit in the top right hand corner and the school logo diagonally opposite, in the bottom left hand corner. They should both sit equal distances from their respective corners of the document.

LANDSCAPE MINIMUM SIZE:

University of
Salford
MANCHESTER

University of
Salford
MANCHESTER

Print / 20 mm   Digital / 90 pixels

Minimum sizes should be determined by the size of the University logo.

BRAND ARCHITECTURE
LEVEL THREE LOGOS

Do not try and create your own sub-brand logo

Third tier logos have been created to unifiy other departments of the University such as The Library, Sports Centre and the various research centres. They have been designed to sit alongside the main University logo.

As with the the main logo, the third tier logo should be positioned on the right, to bring consistency across all University of Salford communications.

University of **Salford** MANCHESTER | **BEST** CENTRE FOR BUILT ENVIRONMENT SUSTAINABILITY & TRANSFORMATION

University of **Salford** MANCHESTER | **THE LIBRARY**

University of **Salford** MANCHESTER | **SID** SALFORD INSTITUTE FOR DEMENTIA

University of **Salford** MANCHESTER | **ONECPD** SALFORD PROFESSIONAL DEVELOPMENT

PORTRAIT MINIMUM SIZE:

University of **Salford** MANCHESTER

Print / 10 mm

University of **Salford** MANCHESTER

Digital / 55 pixels

Minimum sizes should be determined by the size of the University logo.

BRAND ARCHITECTURE
BRANDING PARTNERSHIPS

When the University is working alongside a partner, and both logos need to be displayed, there are three ways in which partnership logos can work with University's logo.

The University logo should sit on the right and the partner logo should sit on the opposite left-hand corner or below in the the bottom right-hand corner, as displayed here.

1/ University of Salford takes the lead.

2/ Both logos take equal prominence and therefore are the same size.

3/ University of Salford takes the lead.

The partner logo should support the University of Salford logo.

A range of partner logos should support the University of Salford logo.
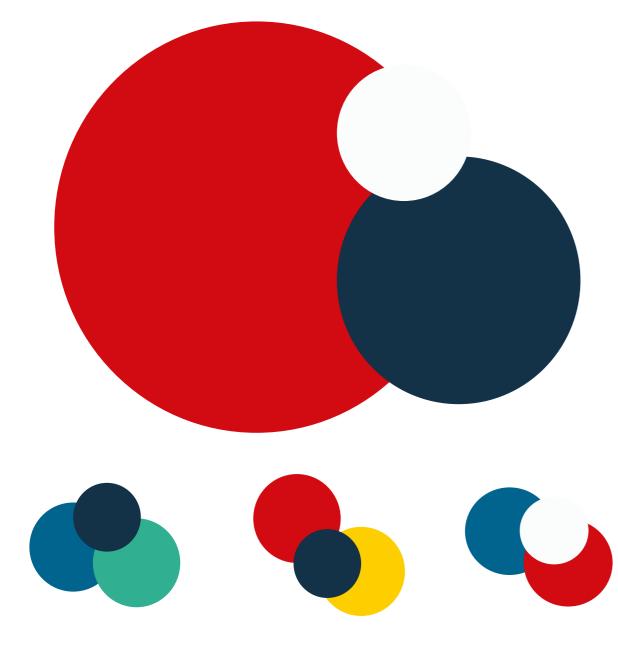
BRAND ARCHITECTURE
COLOUR PALETTE

Our primary colour palette should serve as the default reference when creating a design document. The secondary colour palette is designed to complement the primary colours, adding flexibility and enhancing the overall design.
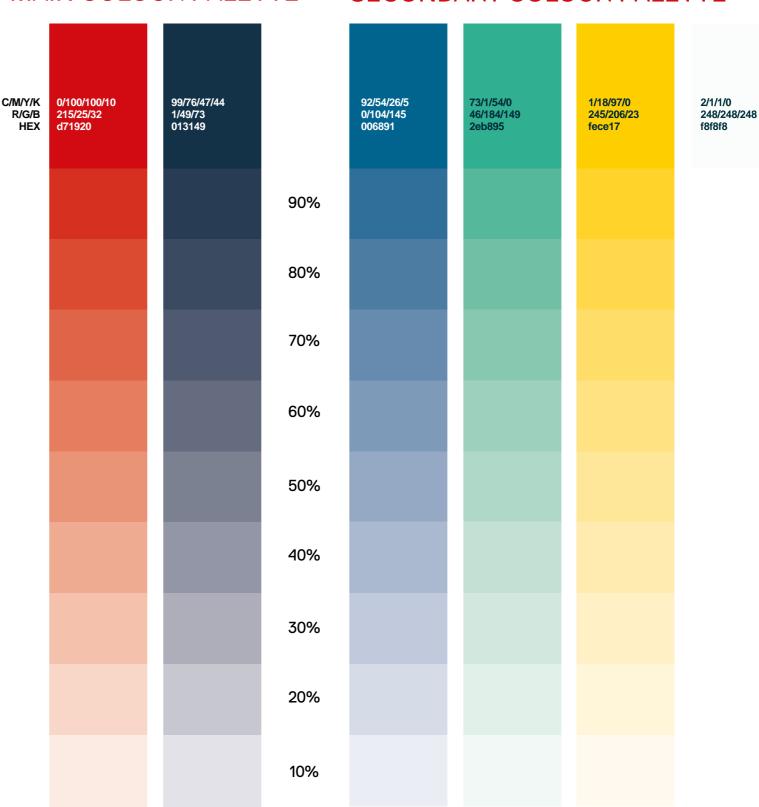
Colour tints of the secondary colour palette can be used if required.

MAIN COLOUR PALETTE

SECONDARY COLOUR PALETTE

| C/M/Y/K R/G/B HEX | 0/100/100/10 215/25/32 d71920 | 99/76/47/44 1/49/73 013149 | 92/54/26/5 0/104/145 006891 | 73/1/54/0 46/184/149 2eb895 | 1/18/97/0 245/206/23 fece17 | 2/1/1/0 248/248/248 f8f8f8 |

90%
80%
70%
60%
50%
40%
30%
20%
10%

CORE

VISUAL ELEMENTS

TYPOGRAPHY

The University font is Replica Pro. It has been chosen as it has an industrious yet friendly character, representing some of the core values of the University.

(80pt)

HELLO, I'M REPLICA PRO.

(52pt)

REPLICA PRO HEAVY CAPS FOR HEADLINES

(24pt)

Replica Pro Bold for Sub-Headlines

(12pt)

Erest, exceperi intus, testo volorep udaeperitet, ad es sandit aspienda quamet acipiste minihil magnatur, ut erum int, to eror sed estem verum ad ullecea aut accaepe ribusci umquodi vid quaepudit od que voluptaqui ut lique nobitatur mi, esedi reptatiis re cones alita niet dolorat ut ut odis ut eum derumqu iatibus eatur, si cust, voluptaquas minctatur?

Tasimus, ipicim nus, conet quia dolor rentotatesed quo offic tessern amuscidebis et eicium fugia dion earuptatur? Ectiates dolorestrunt ut ommo ius expel id ut ventibust dollatquunt officid et dolore, explitatur?

Feriberit esti tempor re in nonsequi aligentiant quide lab ipsapero con estiatiam eum ipsamus rereriat pos quam, quatem ipsum con rate conectist eume sunt es ex eataquis alitiunt el is inctota nobit, expersped maiorrum qui alitios simus, tempori busantiam ulliciaepuda quos de ent plignis endio. Itate nobis et audit aut pa cuptaec eprepeles estrum dererru

(20pt)

salford.ac.uk

Size hierarchy is important when setting type. There are no exact rules, however, in general, the headline message should always be the largest. The bold sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. Call to action should never be larger than a sub-heading. Text should be left aligned where possible.

LEADING

Headlines: As a general rule the leading should be set 2pt lower than the text point size. For example, if the text is '40pt', the leading should also be '38pt'.

Body Copy: As a general rule the leading should be set to 'auto' for legibility purposes.

KERNING

Headlines: When kerning headlines, Replica Pro Heavy should be set at '-30'.

Body Copy: When kerning body copy, all weights of Replica Pro should be set to no greater than '-10' for legibility purposes.

MINIMUM SIZE

The minimum recommended size for print is 8pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

LICENSING

Replica Pro has been licensed by University of Salford. If you do not hold a license for the typeface you will need to purchase the correct rights. For further information on font licensing, contact: **branding@salford.ac.uk**

TYPOGRAPHY

Replica Pro is a versatile typeface because of its large family. Any of these weights can be used in the appropriate context.

REPLICA PRO WEIGHTS

Replica Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

I'M ARIAL, YOUR SUBSTITUTE TYPEFACE.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   0123456789

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   0123456789

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   0123456789

The Arial font should only be used if Replica Pro is not available. Arial is a universal typeface that is widely available on all computer systems and will bring consistency to all digital templates and presentations.

LEADING
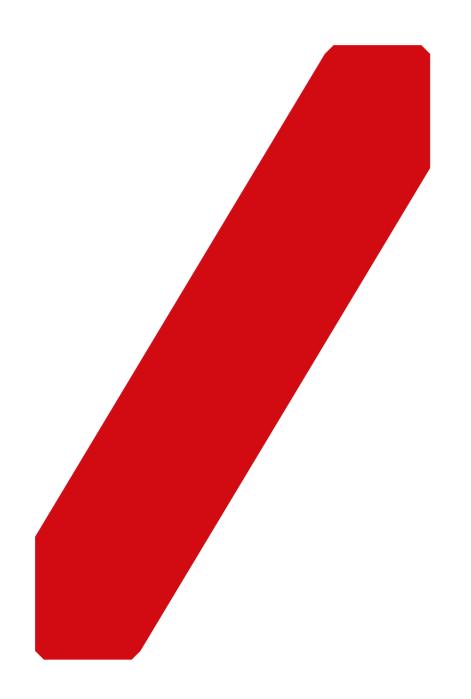As a general rule the leading should be set to 'auto' for legibility purposes.

KERNING
When kerning body copy, all weights of Arial should be set to no greater than '-10' for legibility purposes.
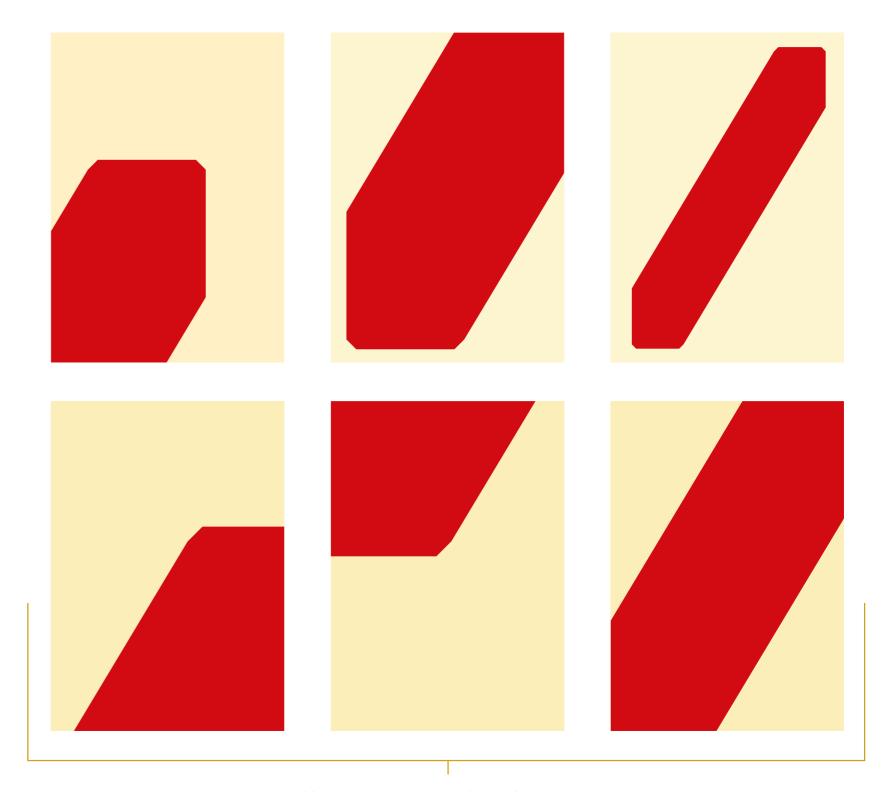
MINIMUM SIZE
The minimum recommended size for print is 8pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

THE SLASH

The slash has been created to bring a consistency throughout the University's communications - it can be used to display images or graphics, or just on its own to unify artwork.

Here are some examples of how crops can be created.

It is created by outlining the forward slash of the University brand typeface Replica Pro Heavy. The graphic shapes are created by taking sections of the slash and playing with scale.

It can also be used as a bullet point or adapted for infographics.

PHOTOGRAPHY
SNAPSHOTS OF LIFE

Photography is one of our most widely used and influential brand assets. Whether taking from the University of Salford photo library, commissioning a photo shoot, or finding stock imagery, high quality photos are critical to creating a genuine and authentic University of Salford communication.

CHOOSING GREAT PHOTOS

✓ Are the students engaged in the moment?

✓ Is the image taken from a student's perspective?

✓ Do the people and the action look natural and unposed?

✓ Is the lighting warm and interesting?

✓ Can you get a sense of the location?

✓ Is there plenty of clear space for a headline (if needed)?

If stock imagery is required, ensure that the chosen image is a true reflection of the University and all correct licenses are in place.

The University asset bank has a collection of commissioned photography available to use **salford.assetbank-server.com**

New images are added to the library on a regular basis so check back frequently.

Our photography is always authentic and never staged. We aim to show a breadth of experiences that are attainable for real people to enjoy themselves.
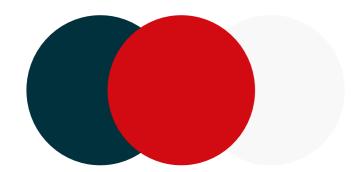
5 SCHOOL BRANDING

SCHOOL BRANDING
SALFORD BUSINESS SCHOOL

KEY COLOURS

A mix of red, navy and grey.

The design is made up of boxes, used for both text and as a decorative feature.
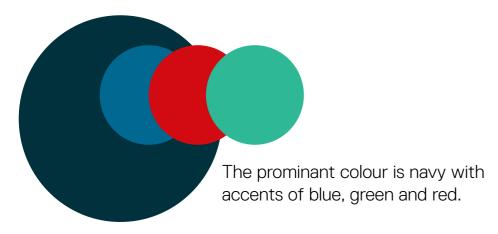
Slashes should be used as a small group or coming in from the edge of a page to tie in and maintain consistancy with the main brand.

CAREERS OF THE FUTURE IN BUSINESS

University of Salford MANCHESTER

SALFORD BUSINESS SCHOOL

COURSE:
BSc (Hons) Business Management with Marketing

JOB ROLE:
MARKETING MANAGER

Marketing Managers are responsible for planning and developing strategies and tactics to boost the company's reputation and drive traffic.

Whether you are a generalist or prefer to focus on a targeted sector, as a Marketing Manager you'll help the business build and maintain a strong and consistent brand through a range of online and offline channels. You will be responsible for tracking and analysing advertising and branding campaigns, experimenting with content, and producing valuable and engaging content to attract the target audience.

The national average salary for a Marketing Manager in the UK is £49,898.

[source: Glassdoor, 2023]

JOB ROLE:
BUSINESS DEVELOPMENT MANAGER

Business Development Managers are responsible for identifying new business opportunities to generate revenue, improve profitability and help the business grow.

Business development can be applied to most types of business, and the exact objective of your role will depend on the industry sector and nature of your company. Your work is likely to involve careful strategic planning to position the business in appropriate markets or enhance operations. You will need excellent interpersonal skills to establish and develop relationships with customers, suppliers, and other stakeholders.

YOU WILL NEED:

/ Excellent communication and strong negotiation skills.
/ The ability to work analytically to hit targets and track KPIs.
/ Excellent attention to detail.
/ A professional manner, with the ability to articulate clearly.
/ The ability to influence and communicate to a range of stakeholders.

The national average salary for a Business Development Manager in the UK is £44,107.

[source: Glassdoor, 2023]

SCHOOL BRANDING
SCHOOL OF HEALTH AND SOCIETY

KEY COLOURS

The prominant colour is navy with accents of blue, green and red.

Paint brush marks to create background textures.

KEY FEATURES

Feature photography framed in the paintbrush effect.

Headline text should follow this layered style over an image where possible.

An outlined or dot patterned slash should be used to tie in and maintain consistancy with the main brand.

Boxed featured text.

TYPICAL ENTRY
REQUIREMENTS:
SKILLS NEEDED:

SCHOOL OF SCIENCE, ENGINEERING AND ENVIRONMENT

KEY COLOURS

Prominant colour:

Science courses

Engineering courses

Environment courses

KEY FEATURES

Patterns have been created for each course to add texture to pages. These are available from the design team. Email **branding@salford.ac.uk** for more information.

Where appropriate, feature images should framed at the same angle as the slash.

Slashes using gradients of the key colours should be used to tie in and maintain consistancy with the main brand.

OUR BRAND IN USE

STATIONERY
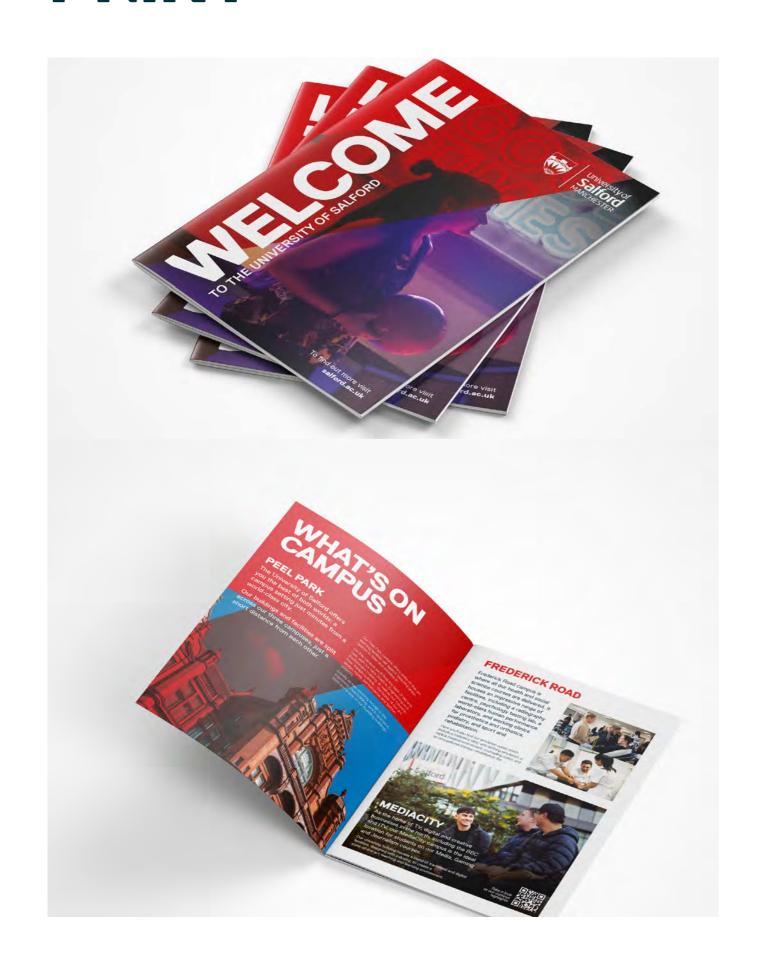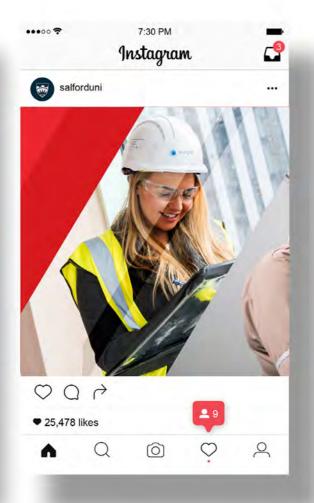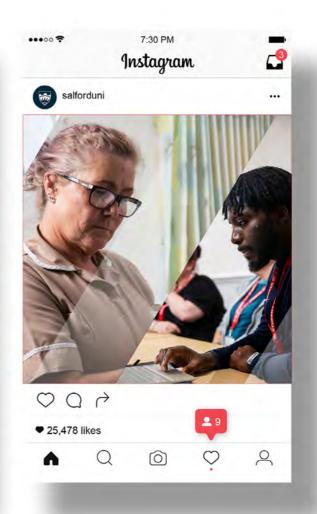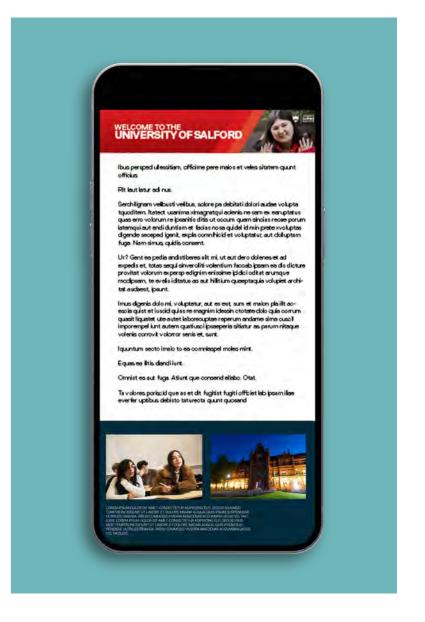
OUR BRAND IN USE
PRINT

OUR BRAND IN USE
DIGITAL

OUR BRAND IN USE
VIDEO

We strive to make all of our video content consistent, on brand and in line with the wider University aims and priorities.

/ You should strive to make your video content as engaging as possible, with a range of shots where applicable, which may include interviews and cutaway footage.

/ Don't use intro slides on your videos (we've seen that these reduce the number of people who watch our videos to the end), and aim to hook in your audience from the very first second with a compelling opening statement.

/ If your video is for use on social media, make your piece short and to the point. 5 – 20 seconds is ideal; anything longer than this and your audience will move on before reaching the key messages you want to convey.

/ If your video is for use on the University website, e.g course finder, aim to keep your videos between 1-2 minutes long to retain the audience.

/ Only use approved fonts and the correct University colour palette.

If you have any further queries, please e-mail **branding@salford.ac.uk**