



The  
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Student  
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## Visual identity user hints and tips

- Guidelines and downloads.** There are visual identity templates, guidelines and FAQs at: [www.sheffield.ac.uk/marcoms/visualid](http://www.sheffield.ac.uk/marcoms/visualid)  
It's well worth visiting these pages and having a good look around. Some of the FAQs give simple solutions to problems that colleagues have encountered in using the identity and the templates. There's also a downloadable pdf showing exactly how to set out a letter correctly on printed letterhead.
- How to place the logo.** The University logo should always be positioned top left, as in this document. In a Word document the easiest way to do this (and to make sure that the logo is the right size) is to use one of the standard templates. Most laser printers can't print right to the paper edge so when you print a document on your office printer there's a small gap between the edge of the paper and the left hand edge of the logo. This is normal.
- How to use standard templates.** There are templates for agendas, minutes, faxes, memos, reports and PowerPoint shows, all of which were developed in consultation with users from several departments. If you need to create another sort of Word document you can easily adapt the memo or agenda template to suit – which is what we've done here.
- How NOT to use the logo.** The logo should NEVER be distorted or altered in any way and should NEVER be used without its background white panel, which is an integral part of the logo (in black and white it's indicated by a black key line as above). You can download different versions of the logo for use in colour or black and white, on screen or in print. Never use the colour version if the document is to be printed in black and white (or another single colour).
- How to set your department's name.** Using a template, set out the name in exactly the same way as it appears on your letterhead, with capitals in the same places and a full stop at the end. If the line spacing is wider than in the University name in the logo, this will be due to the way you have Word set up. To correct the spacing, simply select the text, go to Format>Paragraph and set Line Spacing to Exactly 18pt.
- How to customise templates for your department.** Once you've downloaded a standard University document template to your desktop, add in your department's name as above plus anything else like address details that will never change. Then save that version as a template to your MS Office My Templates folder. You can also share it with colleagues so that they don't have to do that all over again.
- Things NOT to do with stationery.** NEVER use old, pre-visual identity stationery. NEVER attempt to create your own letterheads, compliments slips or business cards. All letters must go out on pre-printed letterhead (ordered from the Print Service) and be set out using the downloadable letter template. To use home-made stationery is a discourtesy to the recipient and undermines the status and credibility of this university.
- How to set out body text.** Don't change the text size or the margins that are set up in the templates. These are set to result in lines that are not too long to read comfortably. For the same reason, don't change the text setting from ranged left to justified. You may have been

taught to justify text when you type, but the visual identity and the templates are designed for ranged left text. Justifying the text results in uneven word spacing and makes it harder for the reader to "navigate" from the end of one line to the start of the next.

9. **About spaces.** Strictly speaking there should only be one space after a full stop.

Many people have been taught to type two. This is a hangover from the old days when typewriter characters were all spaced equally regardless of their width, with big gaps between words, like this.

Computer word processing gives you proportionately spaced letters just like printing (where two spaces are never used together) so there's no need for two spaces to indicate the start of a sentence.

10. **How to get the University fonts.** If you don't already have the University fonts, Stephenson and Blake, on your computer, it's easy to download and install them from the visual identity web pages. This text is set in Blake. This is set in Stephenson.

11. **When to use the University fonts.** Always use them in any printed publication. Always use them in any internal Word documents such as agendas and reports. It's usual to use Stephenson for headings and Blake for the body text.

- If you send a document using our fonts to someone outside the University who doesn't have the fonts on their computer, when they open it Word will automatically substitute other fonts. This may affect line and page breaks, disrupting the document's layout. So if you want the recipient to be able to edit your document, it's best to use the official substitute fonts, Times instead of Stephenson and Arial instead of Blake. If you're sending a finished document for them to read, you can use the University fonts and send it as a pdf file, which will preserve its original appearance. This document is a pdf file.
- There's no need to use the University fonts in emails – which font emails are displayed in depends on the recipient's email font settings, not the sender's.

12. **How to get printed publications designed and produced.** Go either to our own Print Service or to one of the University's preferred suppliers, who are all familiar with visual identity templates and guidelines. For advice, contact our publications team who are happy to suggest suitable suppliers for your particular needs ([publications@sheffield.ac.uk](mailto:publications@sheffield.ac.uk)).

13. **And finally, not a lot of people know this, but...** the left margin of any document should align exactly with the left hand end of the ribbon bearing the motto beneath the shield in the logo. The distance from the right hand edge of the logo to the department's name should be exactly the same as the distance from the right hand end of the ribbon to the University's name. And the centre of the page should be exactly halfway between the logo and the department name. In reality such precision is achievable on a printing press, but not *quite* achievable with Word and office laser printing.

If you're interested, there's information about elements of the visual identity and their historical origins at [www.sheffield.ac.uk/marcoms/visualid/elements](http://www.sheffield.ac.uk/marcoms/visualid/elements)

**For more information, help and advice:**

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