Cass Business School
CITY UNIVERSITY LONDON

Introducing the new Cass visual identity

June 2009

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Our visual identity is not just a logo.

It is a design scheme composed of core elements that come together across all our collateral, across all media, to create a distinctive look and feel.

Our new look remains complementary to City, but gives Cass its own identity, reflecting our brand strengths and personality.

The contemporary design will revitalise and modernise our brand collateral.

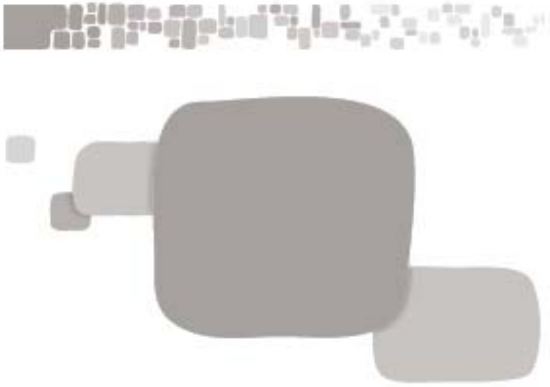
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Key visual elements

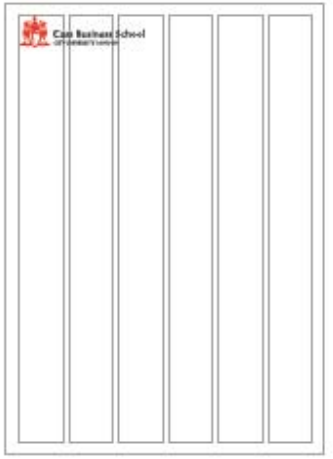
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FF Meta
FF Meta Serif
Arial







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Typefaces

Meta Serif

Our principle font

Meta

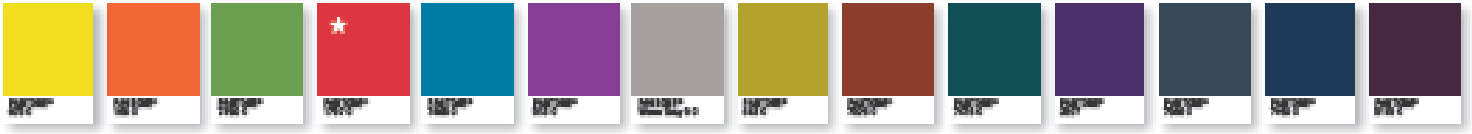
A complementary font

Arial

Arial is the standard font within Microsoft Windows and other software applications.

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Colours



- Our colour palette is part of the guidelines from City
- Colours will be selected and used according to the nature of the communication and the profile of the audience

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Visual device

- Utilising the Cass visual device developed by City as part of the overall University guidelines offers Cass its own design that can be used at the forefront of our collateral

- Appears in its original form to hold our web address, on the front of brochures and in ads etc



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Photography style

- Our images showcase our personality. They have a spontaneous offbeat feel with London culture as a focus and cropping at unusual angles



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Sample brochure covers



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Merchandise

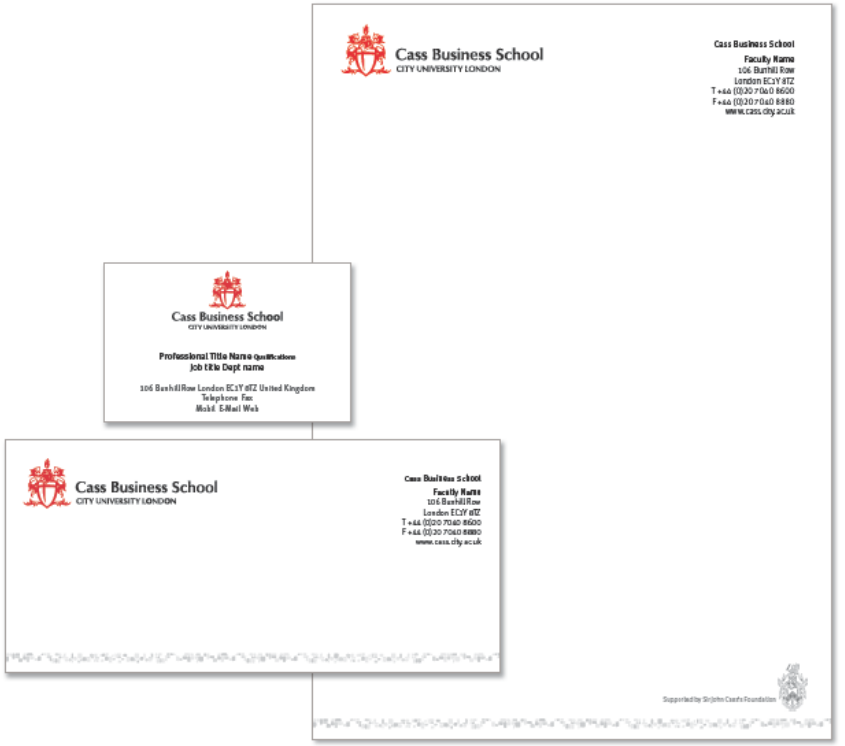
- Merchandise will be designed in a range of colours within our corporate colour pallet



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Stationery

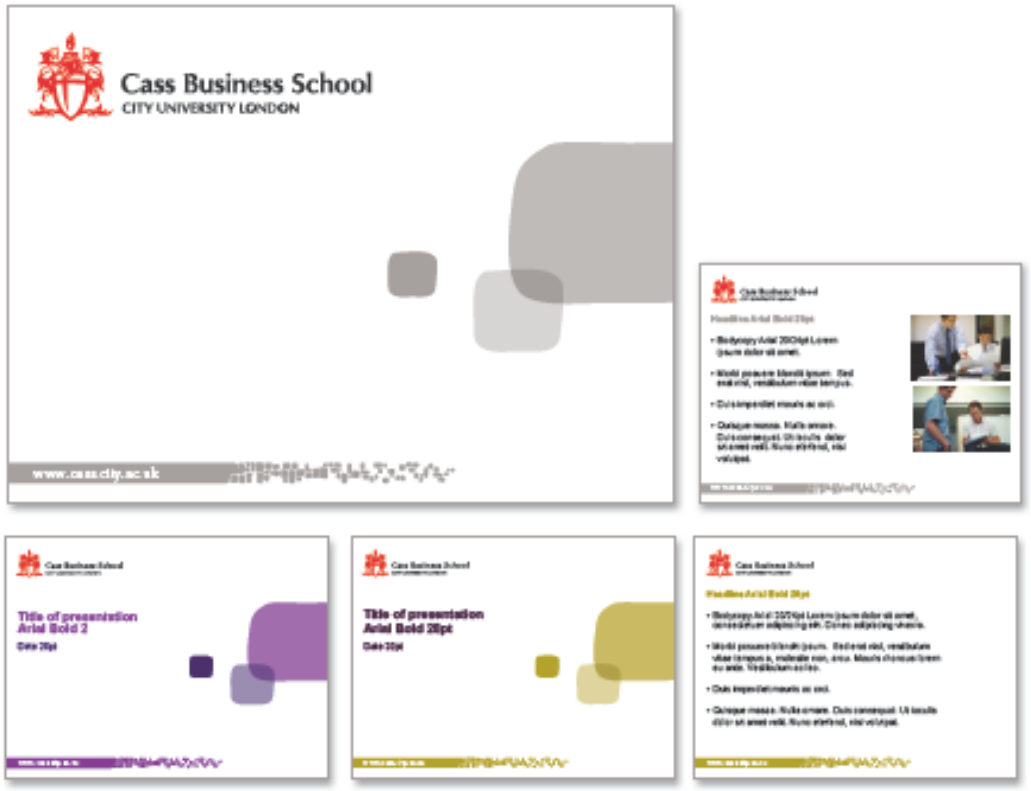
- Stationery can be ordered from RR Donnelly



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Powerpoint templates

- 3 new powerpoint templates are available
- They can be downloaded from the web or requested from the marketing department



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Tone of voice

- We have defined our corporate tone of voice, to be used for all communications.

- Wording should be…
  friendly, inviting, formal, clear, welcoming, approachable, straightforward and uncomplicated

- We do not use words that will confuse the reader and we avoid using jargon. We avoid unnecessary words.

- A full description is available from the marketing department

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More info

If you have any more questions or require templates or guidance, please call the Marcomms team

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www.cass.city.ac.uk/marcomms