STYLE GUIDE

SHEFFIELD BUSINESS SCHOOL
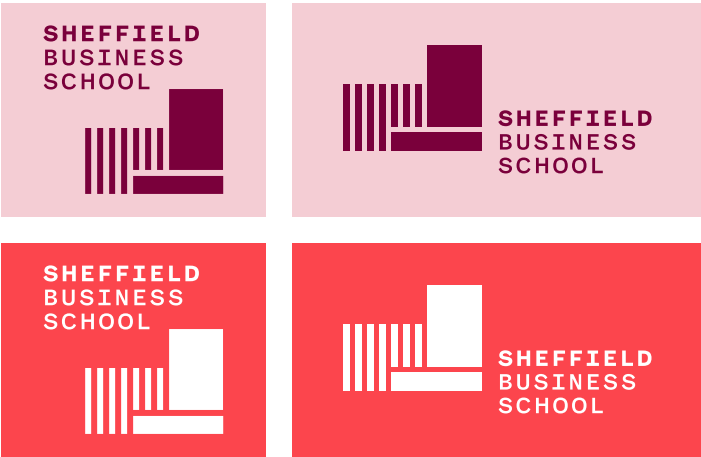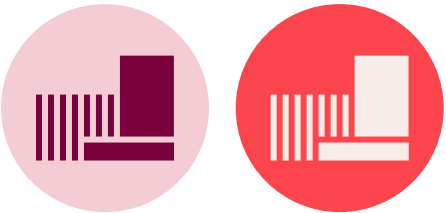
BRANDMARKS

Our marks exist in two compositions (portrait and landscape) with two colourways for each (dark and light).

AVATAR

To be used as an abbreviation or when space is limited.

COLOURS

The core palette is made from four tones. Peaks Pink and Business School Red should always be the lead colours for business school creative.

Peaks Pink (Primary)

Pantone 7422	R 227 G 28 B 121
C 0 M 95 Y 9 K 0	# F4CDD4

Business School Red (Primary)

Pantone 1787	R 252 G 69 B 77
C 0 M 89 Y 66 K 0	# FC454D

Business School Stone (Secondary)

Pantone 7527	R 247 G 237 B 232
C 3 M 8 Y 9 K 0	# F7EDE8

Hallam Maroon (Secondary)

Pantone 229	R 100 G 33 B 70
C 27 M 9 Y 100 K 54	# 672146

Note. If Pantone colours are not available, use the CMYK colour process when creating artwork for print. Whilst the RGB and web colours are to be used as listed, CMYK can vary according to the reproduction process, paper stocks and other materials. We accept that colours can change slightly, so please check against the Pantone Bridge swatches to make sure they are produced as accurately as possible.

TYPOGRAPHY

Our brand uses one display typeface and one functional typeface.

For headlines

PANEL SANS MONO BLACK

Note. Do not track or kern monospaced fonts.

For all other text

Aktiv Grotesk

Light Regular Medium **Semibold** **Bold** **XBold**

Both typefaces are available from Adobe Fonts.

Web / system alternatives (Google fonts)

PANEL ⟶ **PLEX**

Aktiv ⟶ Inter

IBM Plex Mono and Inter are available from Google Fonts.

PHOTOGRAPHY

Our campaign imagery features a suite of nine student hero portraits, with multiple poses for each.
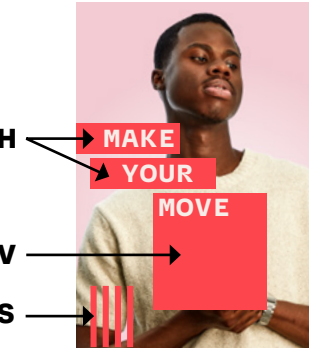
DOWNLOAD IMAGES

More images are available, to be retouched on request.

GRAPHIC ELEMENTS

The three components of our logo the vertical block (V), horizontal block (H) and stripes (S), can be abstracted to form a bold graphic style.

MAKE YOUR MOVE

H
V
S

There is no set limit on the amount of shapes, however, they should be used sparingly.

Shapes can be used to form a background and/or overlaid elements, including the encapsulation of text. Stripes should only be used vertically.

For help using this guide please contact our Brand Guardian
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