University of
South Wales
Prifysgol
De Cymru

Brand Guidelines

Version 1.6 2026



Welcome to the University of South Wales's Brand Guidelines. Created to act as a guiding framework, these guidelines provide the foundation for protecting and strengthening the distinctive identity of USW. In a rapidly evolving higher education landscape, this guide ensures that our communications consistently reflect our values, our brand spirit, and the unique character of our institution.

Within these pages, you'll find the core elements that shape USW's visual and verbal identity, from our dynamic colour palette to our considered approach to photography. Central to this is "Blorenge", our defining colour, helping us create a bold, distinctive presence that sets us apart. Use these guidelines to align our collective work and leave a meaningful, lasting impression on every audience.

Contents

4 Brand Strategy

5 Our Brand Essence
6 Our Brand Model
7 Brand Pillars
8 Brand Values and Personality Traits

9 Tone of Voice

10 A Balanced Identity
12 Prospective Students
14 Current Students
14 International Students
15 Parents and Influencers
16 Prospective Staff
17 Current Staff
18 Partners and Community
19 Challenge Based Curriculum Messaging
20 Audience Overview

21 Our Logo

22 Our Logo
23 Logo Colours
24 Logo Usage
25 Logo Positioning
26 Alternative Logo Positioning
27 Logo Don'ts
28 Logo Lockups
31 Partnership Guidelines

32 Typography

33 Typeface
34 Type Hierarchy and Typesetting
35 Dual Language Type Hierarchy

36 Colour Palette

37 Primary Colours
38 Secondary Colours
39 Colour Usage
40 Colour Usage Best Practice
41 Colour Type Usage

42 Photography

45 In Practice
46 In Community
47 In Wales
48 Photography Don'ts

49 Videography

51 In Practice
52 On-screen Typography
54 Transitions and Motion

55 Icon Suite

56 Icon Suite Overview

57 Brand Device

58 Movement as a Device
59 Motion Blur Best Practice
60 Motion Blur Don'ts
61 Motion Blur Textures
62 Textures Best Practice

63 In Application

64 Corporate Stationery
66 Email Signature
67 Printed Out of Home
69 Digital Out of Home
70 PowerPoint Slides
71 Website Landing Page
72 Display Banners

Brand Strategy

Our Brand Essence

We approach brand strategy by first defining our brand essence - a why to what we do.

The brand essence is a guiding principle that flows through everything we do at USW. It's not a tagline that is used across our marketing materials - instead, we use it as an internal mantra to give purpose and definition to the decisions we make. Not on everything - but in everything.

Built to shape futures.

This place was built to move ideas forward.

Challenging habits. Shifting thinking. Moving people into careers, industry, causes and futures they have yet to imagine.

An open invitation to think bigger, go further, and make your mark. A restless, real-world University where learning moves with you. Everything we do - every space, every course, every challenge - is designed to propel.

We're built to shape futures.

Our Brand Model

Brand Essence

Built to shape futures.

Brand Pillars

Do More

A culture of hands-on creativity and learning

Open Doors

Creating pathways to real opportunity

All In

Believing passionately in who we are

Values and Personality Traits

Curiosity

Inquisitive
Explorative
Adaptive

Drive

Ambitious
Resilient
Proactive

Connection

Human
Uplifting
Tuned-in

Integrity

Grounded
Responsible
Honest

University Strategy

Vision

Changing lives and our world for the better: A leading UK University, maximising positive impact for students, partners and communities.

Purpose

We are ambitious for our students and dedicated to making a positive impact on the communities we serve, focused on inclusion, enterprise and growth, a trusted partner, equipping students with skills for success, a knowledge creator through research and innovation - making a difference now and in the future, proudly anchored in South Wales with global reach.

Brand Pillars

Our brand pillars are the 3 strategic elements that give us focus to deliver against our brand essence.

Our brand pillars represent the three drivers of our brand. They do not exist without each other and often represent the journey we must take our audience on to fulfil potential.

Do More

A culture of hands-on creativity and learning.

We believe in the joy of getting stuck in. Learning is hands-on, high-energy, and unafraid of failure. It's about trying, tinkering, testing ideas in the wild - and finding joy along the way. Our campus culture celebrates curiosity, challenges traditional models, and embraces the messiness of real growth.

Open Doors

Creating pathways to real opportunity.

This is where ambition meets action. Our courses are shaped around the realities of work and the needs of industry - giving students the tools, experience, and networks to go further, faster. From placements and accreditations to startup support and applied research, we don't just teach, we launch.

All In

Believing passionately in who we are.

This is more than pride - it's purpose. Being a part of USW means a shared commitment to and belief in the power of education, support for one another, and a commitment to making a difference in the places that matter to us. Whether you're from Aberdare or Abu Dhabi, when you're here, you're all in.

Brand Values and Personality Traits

Our values reflect the way we think about our brand too. They are the fundamental principles and beliefs that guide a brand's actions and decision-making. They represent what we stand for and believe in.

Brand personality traits
These are human-like characteristics and attributes that people ascribe to a brand. They give us a distinct persona and help consumers relate on a more emotional level.

Curiosity

We never settle for surface. We dig deeper, ask better questions, and find energy in the unknown. Curiosity fuels our creativity, our courage, and our continual growth.

Inquisitive
Explorative
Adaptive

Drive

We care deeply about our work and where it leads. We bring energy, initiative, and a belief in better to everything we do. This isn't about perfection - it's about progress.

Ambitious
Resilient
Proactive

Connection

We believe progress happens together. Whether we're collaborating across teams or co-creating with communities, connection keeps us grounded, generous, and moving forward.

Human
Uplifting
Tuned-in

Integrity

We do what we say, and say what we mean. Our work is grounded in honesty, responsibility, and respect - for the people we serve and the places we shape.

Grounded
Responsible
Honest

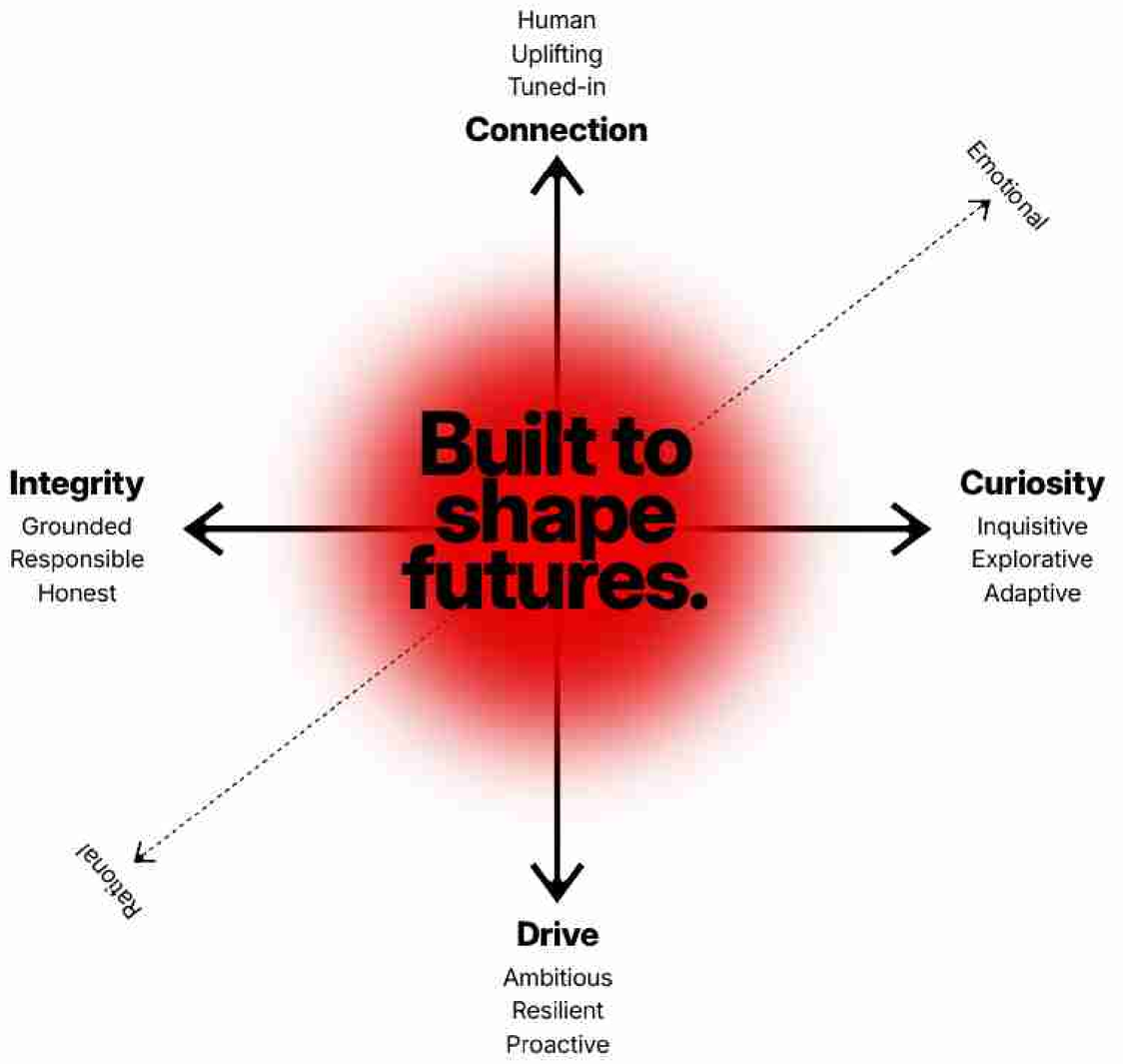
Tone of Voice

A Balanced Identity

Depending on our audience and our message, some of our values and personality traits will become more amplified.

At times, we might want to lean more into our curiosity to inspire people, other times we might have to dial up our integrity to be more practical when delivering a serious message.

This flexible system allows us to identify which traits we want to emphasise in our communications and adjust accordingly.

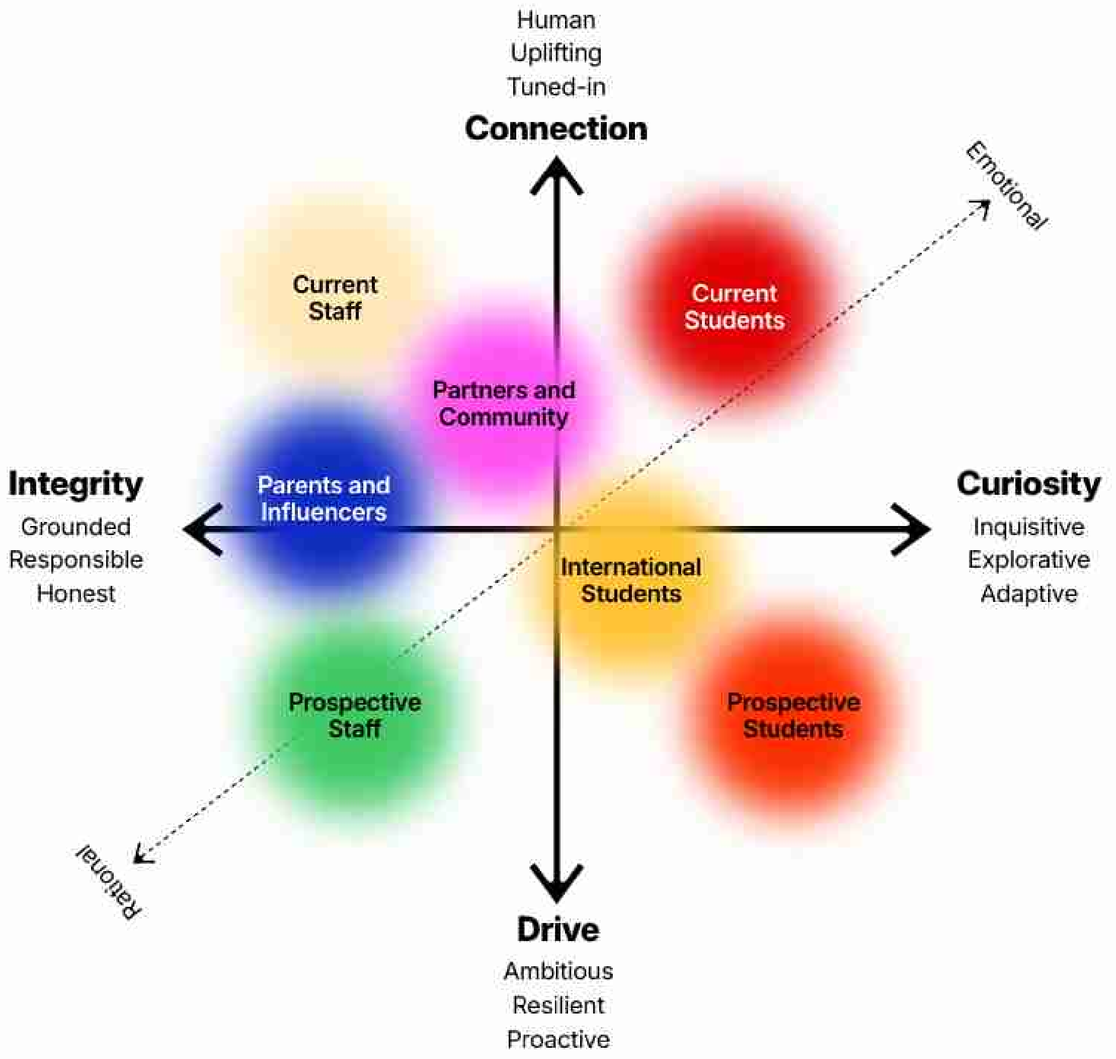


A Balanced Identity

Using our identity grid, we can start to plot our key audiences to identify where they might sit with regards to our tonality. With prospective students, for example, we want to speak to their sense of curiosity without losing the ambitions around Higher Education, while current students will be more invested in forming a connection and receiving support.

It's important to note that these placements are not fixed positions, but guiding centres of gravity. Each audience bubble gives us a strong starting point - but depending on the message, moment, or channel, the tonality may flex across the grid. For example, a message to prospective students about employability might lean more into drive and integrity, while a welcome event for parents and influencers might emphasise connection and curiosity.

In other words, the grid shows us where to begin, not where to stay. It helps ensure consistency of voice while giving the flexibility to amplify different values and traits as the context demands.



Prospective Students

Our prospective students need inspiring, ambitious messaging that sparks their imagination about the possibilities available to them at USW. Our comms should emphasise the transformative, forward-moving nature of the whole university experience, and give clear next steps to support them through the application funnel.

Tone of voice:
- Inspiring and forward-looking: paint pictures of possibility
- Energetic but authentic: excitement grounded in reality
- Ambitious but accessible: big dreams, practical steps

Do:
- Highlight practical, hands-on learning and real-world experience
- Emphasise career-readiness and opportunities for impact
- Keep language dynamic and action-oriented

Don't:
- Overpromise or sound vague about outcomes
- Be too emotional or sentimental - keep focus on progress and opportunity
- Use overly complex or academic language

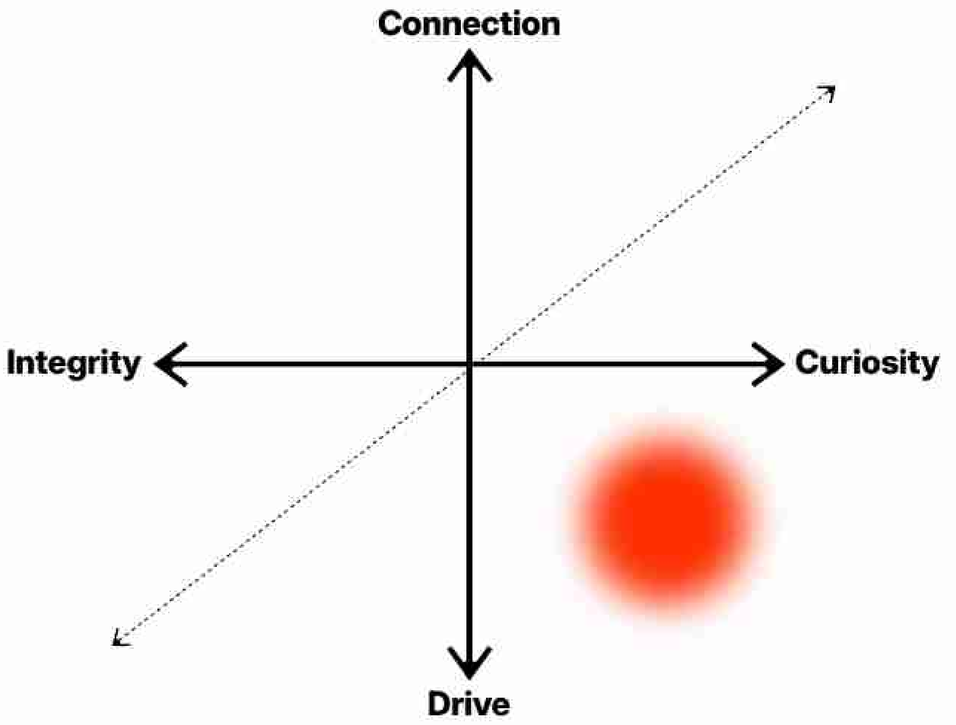
From pitch to prototype, from classroom to coast - here, your learning moves.

For restless spirits.
And futures that shift.

Don't just prepare for the world of work - get right into it

South Wales: your living, moving, making classroom. Cities, coastlines, and communities on your doorstep. Learn where things are happening.

We're all about your potential.
At USW, you'll grow on the go.



Current Students

Our current students want to feel like a name, not a number. They'll be looking for supportive, human communication that encourages exploration and growth. They're already committed, so comms should focus on nurturing their journey and encouraging them to dig deeper.

Tone of voice:
- Energetic – motivational, not preachy
- Conversational and supportive – like a mentor who believes in you
- Tuned in – show that you get their day to day

Do:
- Celebrate progress, not just achievements
- Use inclusive, warm language ("we", "together")
- Reference specific opportunities and connect learning to real-world impact

Don't:
- Make them feel like they should be further along
- Be overly formal or distant
- Minimise their challenges
- Focus only on end goals

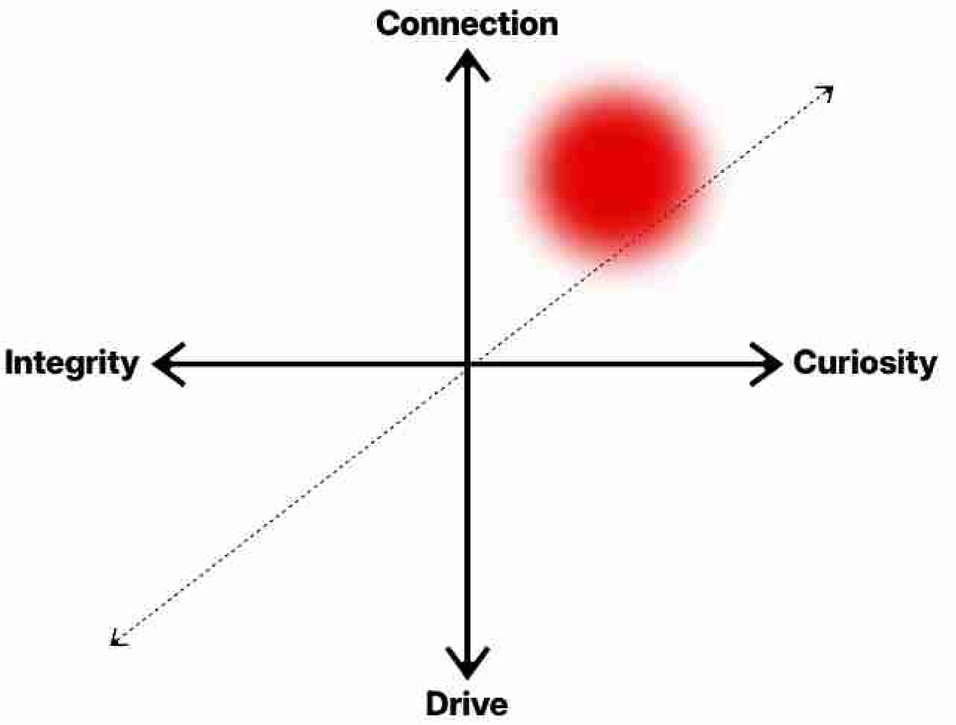
Heads up, it's careers fair this Friday. Get ready for connections, coffees, and conversations that could change your direction.

Cap on. Gown ready.
Let's graduate.

This exam season, remember rest counts too. Recharge, reset, and go again tomorrow.

Stuck? Let's get you unstuck. Academic support, career advice, someone to talk to - it's all here when you need it.

New block, new challenge.
Welcome to third term.



International Students

Compared to home prospective students, we'd look to dial up our drive even more when speaking to international. Messages need to have a strong emphasis on ambition and opportunity, while still creating belonging.

Tone of voice:
- Clear and confident – no fluff, no overwhelm
- Warm and welcoming – make them feel invited, not just recruited
- Ambitious but practical – they've made a bold move, so meet that energy

Do:
- Reassure with facts and feeling: support systems, opportunities, community
- Celebrate their bravery and ambition
- Acknowledge the unknowns and provide clarity

Don't:
- Talk down or oversimplify – avoid 'tourist' tones or culture shock clichés
- Lean too hard into overly polished marketing
- Overpromise!

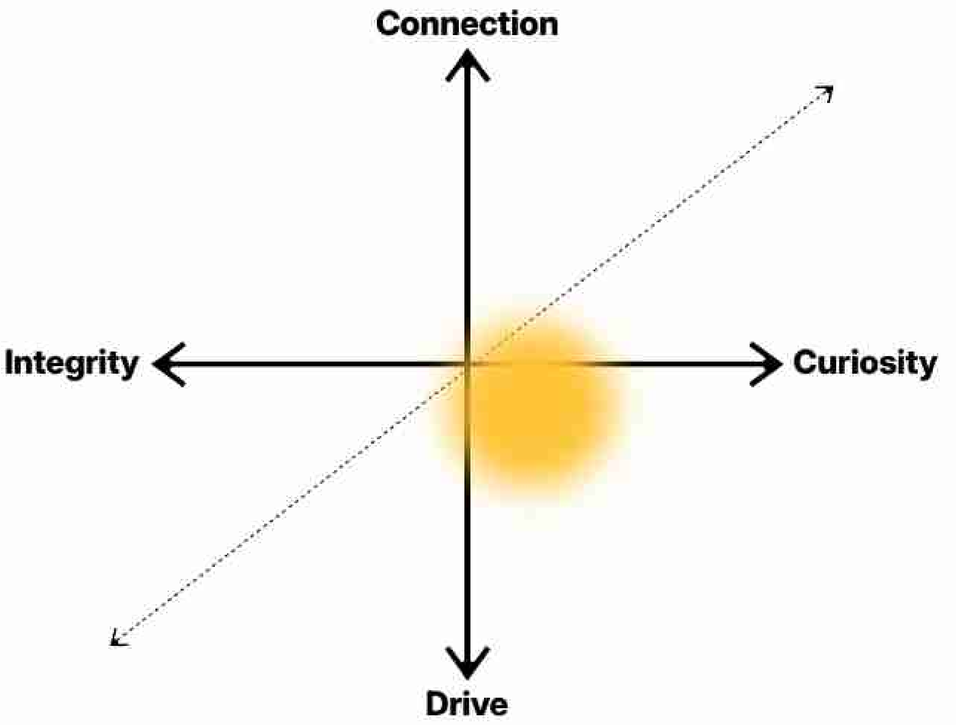
South Wales: your gateway to global careers and local opportunity.

Real support. Real opportunity. Real life in South Wales. From visas to housing, group work to graduate routes – we make the complex clearer.

You moved countries.
You can move anything.

Degrees built for global futures. Graduate route advice, industry internships, accredited courses. You're not just studying abroad, you're growing a global skill set.

Move here. Move ahead.



Parents and Influencers

Parents (and influencers) want reassurance that USW offers a safe, supportive, and ambitious environment where their child will thrive academically, personally and professionally. Messaging should focus on integrity, care, and clear opportunities for growth and employability.

Tone of voice:
- Reassuring and supportive – we are a trusted choice
- Responsible but inspiring – balanced between safety and ambition
- Honest and grounded – realistic about outcomes, confident in opportunities

Do:
- Highlight student support, wellbeing and inclusion
- Show employability outcomes and industry links clearly
- Emphasise the community and care – your child won't get lost here

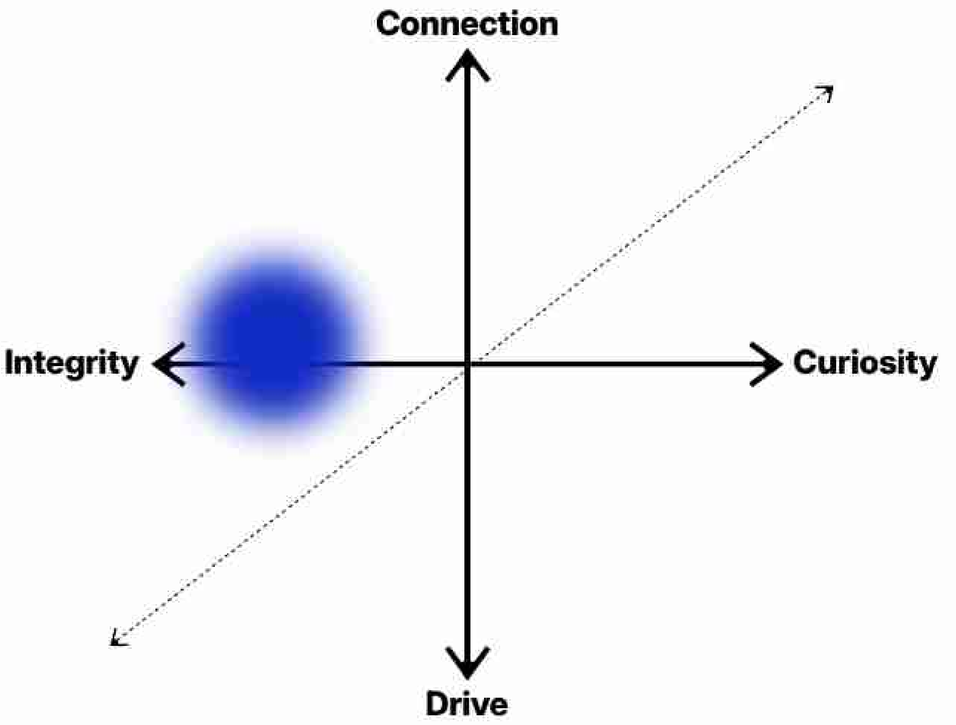
Don't:
- Overpromise
- Be overly sentimental – keep focus on opportunities and reassurance
- Use overly complex or academic language

At USW, your child won't just study – they'll be supported, challenged, and prepared for the future.

Every degree at USW is built around real-world experience, so students graduate with a ready-made career network.

We're proud to be a university that cares more. We support our students as people first, so they can succeed as graduates.

One module at a time, one challenge at a time. Our new way of learning builds the skills employers will value today, and tomorrow.



Prospective Staff

For prospective staff, we want to focus on professional recruitment messaging that emphasises our university's ambition and growth. We need to demonstrate our proactive, results-driven culture while being trustworthy and inclusive.

Tone of voice:
- Professional – be serious about careers and growth
- Honest – show what we're great at, don't dwell on what we're not
- Motivational – balance ambition with responsibility

Do:
- Be clear about expectations and values
- Emphasise career growth and opportunities
- Connect individual success to organisational mission
- Be specific about what makes USW a great place to work

Don't:
- Use flowery or overly emotional language
- Be vague about the role or culture
- Overpromise or exaggerate

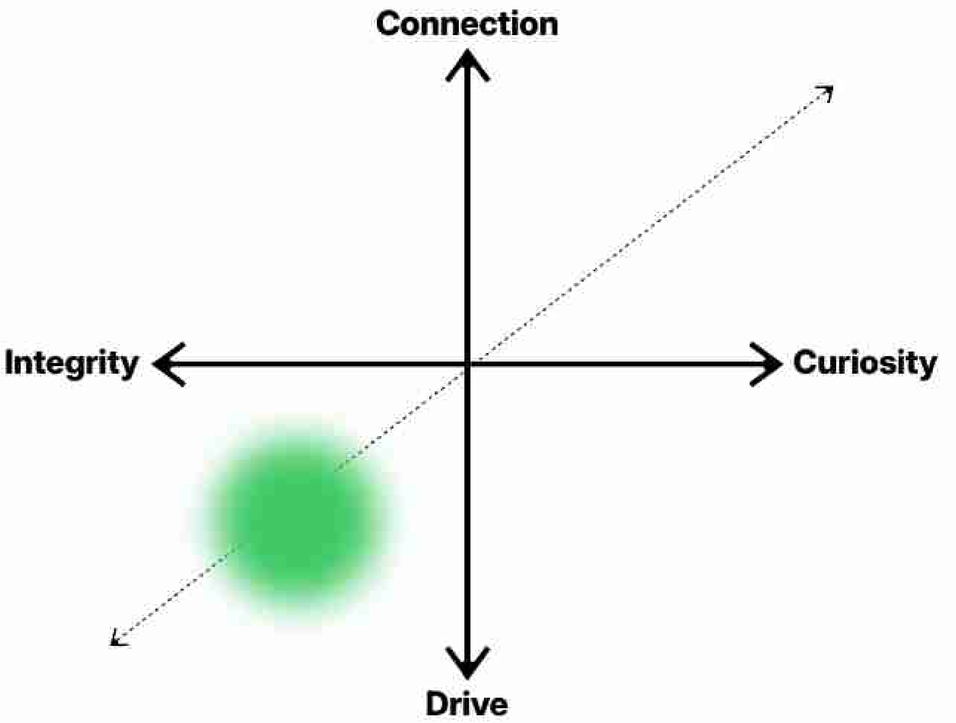
At USW, your expertise doesn't just teach, it transforms. Join a community where professional growth and student success move together.

From the hangar to the film set, from nursing wards to community hubs, we work where futures take shape. Make South Wales your classroom.

This isn't a university built for ivory towers – it's built for impact. For teaching that's hands-on. For research that moves with the world.

We believe in showing up for our students and each other. That's why support is an embedded practice at USW – in how we work, collaborate and care.

Our teaching tackles challenges. Be part of a new curriculum that's built to shape futures.



Current Staff

Internal communications should be grounded, honest, and emphasise collaboration. We want to focus on the human and supportive culture of USW while maintaining professional responsibility. Make every member of staff feel like we're building something that matters, together.

Tone of voice:
- Respectful and grounded – our staff are experts, we speak with trust
- Purposeful – policy doesn't exist without people
- Motivational – avoid corporate spins, focus on meaning

Do:
- Show appreciation and respect
- Foster a sense of community and shared mission
- Connect daily work to student outcomes

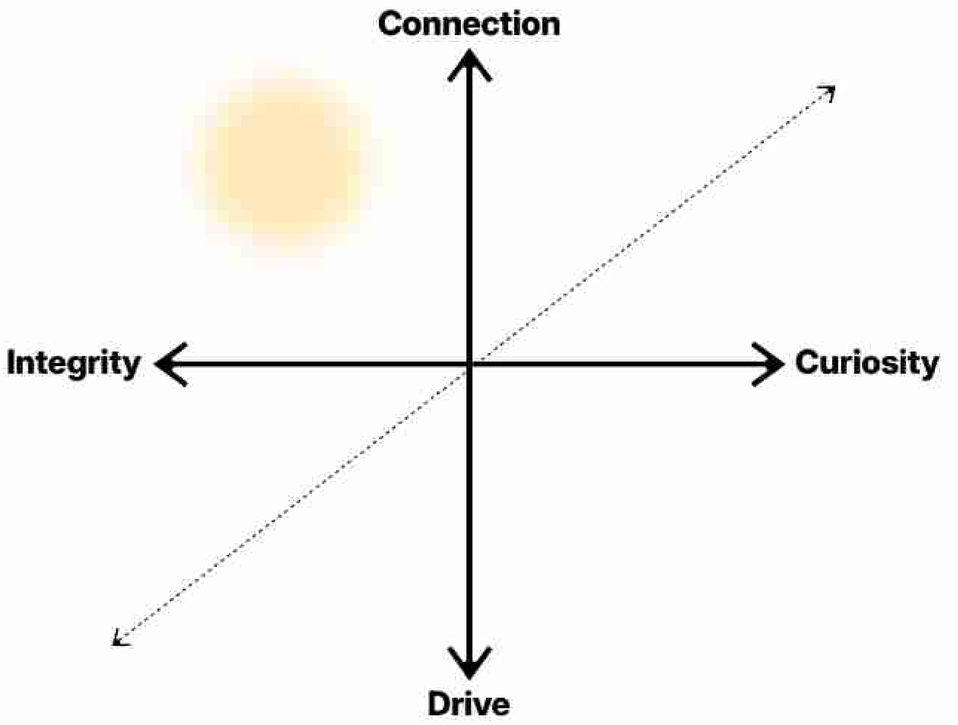
Don't:
- Be overly salesy or promotional
- Use one-size-fits-all language that feels distant or corporate
- Overload with abstract vision statements – be real

This isn't just change; it's forward motion. Today we're sharing how our new direction supports staff, students, and the South Wales region.

Join us for a day of connection, reflection and practical tools. Come as you are and let's move things forward.

Campus might look different next week - and for good reason. We're upgrading our spaces to match the way we teach, collaborate, and connect.

Because what we build, we build together. Progress is people-powered. Are you in?



Partners and Community

External stakeholder communications require both trustworthiness and a collaborative spirit. Our emphasis should be grounded in real community needs while maintaining an uplifting, human tone: these are partnerships that move everyone forward.

Tone of voice:
- Collaborative and trustworthy – we're a reliable partner who delivers shared success
- Community-focused – we're rooted in place and committed to regional impact
- Results-driven – we don't do things just for the sake of talking about them

Do:
- Lead with concrete benefits and outcomes – use evidence and examples over promises
- Show genuine understanding of partner needs
- Emphasise a collaborative approach to problem-solving

Don't:
- Be overly salesy or transactional
- Use educational insider language
- Overpromise on timelines or deliverables

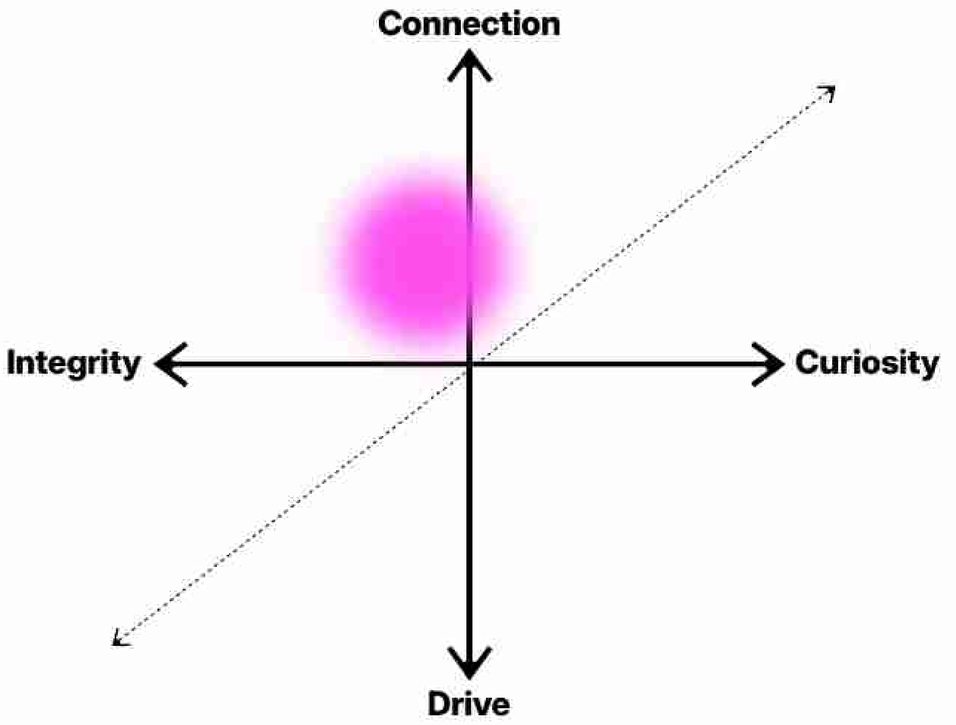
Your next hire already knows the ropes. USW students live it here first. From screen to surgery, workshop to classroom, our students train in environments built to industry standard. Less onboarding, more impact. This is education that's always on the move.

Work-ready students from day one. Co-created curricula. Genuine relevance. Real-time responsiveness to your needs. It's all up for grabs with USW.

Your partner in progress. Challenge-based learnings means students don't study problems – they solve them with you.

Rooted in South Wales, connected to the world.

Every block a new challenge. Every challenge a chance to partner. Industry isn't an afterthought here – it's built into our curriculum.



Challenge Based Curriculum Messaging

We should be positioning our CBC offering as a new way of learning that moves with the real world, emphasising transformation, possibility and impact, not just the innovative new structure.

Keep language imaginative and practical, in line with our essence 'Built to shape futures'.

We can start to introduce CBC as our signature approach that will increasingly define USW, but still be cognisant of pathways/courses that don't offer this experience yet. We can use phrases like "more and more of our degrees..." or "From [date] forward, we will..."

Your degree, reimagined: 12 real-world challenges, 12 stories of impact.

At USW, learning is about solving real challenges, side by side with industry. From sustainability to justice, health to innovation – you'll build the skills that matter, for a world that needs them.

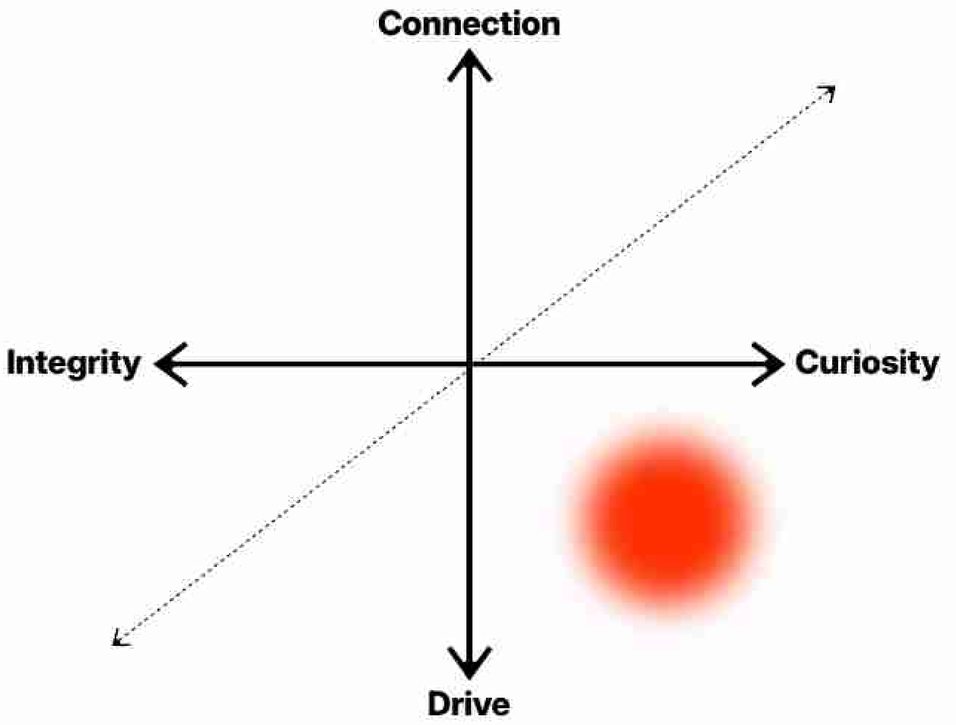
Not just lectures, but challenges. Not just theory, but action. At USW, learning is built differently, so you graduate ready for a world that never stands still.

Imagine learning that feels like doing.

Built around challenges. Built for change.

One degree. Twelve challenges. Endless potential.

Your CV won't just tell people what you studied – it'll show what you've done.



Audience Overview

Built to shape futures.

Prospective Students

An education with forward momentum.

Hands-on. Real-world. Career-ready from day one.

Current Students

Learning that moves with you.

Adapts. Accelerates. Grows as you do.

International Students

From anywhere, to everywhere.

Welcomed in. Set up to go far.

Parents and Influencers

Care that keeps them grounded. Opportunities that keep them moving.

A place that moves their future forward.

Prospective Staff

Purpose-led, future-facing work.

Move lives forward. Move your career, too.

Current Staff

Progress for students and staff alike.

Change embraced. Growth supported.

Partners and Community

A university that gets things done.

Agile. Applied. Impact where it counts.

Our Logo

Our Primary Logo

Effective branding across all communications is essential for increasing awareness, strengthening understanding, and building preference for the University of South Wales. Consistent and correct use of our core brand, particularly our logo, is central to this.

As a relatively new institution, accurate attribution of all activity to the University is vital. Communications must also reflect our commitment to bilingualism, using English and Welsh appropriately depending on the context.

Our logo sits at the heart of our brand identity. It represents authenticity and serves as a trusted symbol of the University's quality and values. As a proudly bilingual institution, all versions of our corporate identity, including logos, slogans, and other brand elements, must be presented in both Welsh and English, with equal status.

The 'full' logo includes the University name in both languages within the squerve. To ensure consistent clarity, minimum size requirements have been established for both print and digital use.



Logo Colours

Blorenge is our preferred logo colour. It delivers strong impact and immediate brand recognition and should be used wherever possible across applications. Care must always be taken to ensure there is sufficient contrast between the logo and its background.

White and black versions of the logo are available as secondary options and should only be used when the Blorenge logo is not suitable. A white version of the logo featuring windowed type is also available and may be used where appropriate to add visual interest, while maintaining clarity and brand consistency.

Black should only be used for printing purposes on letterheads and similar materials where colour reproduction is not possible. All logo applications must adhere to the established logo usage rules to ensure consistency and legibility.

Primary Logo

Blorenge



Secondary Logos

Black





Logo Usage

Clear space
A clear space zone equivalent to 25% of the squerve logo must be maintained on all sides.

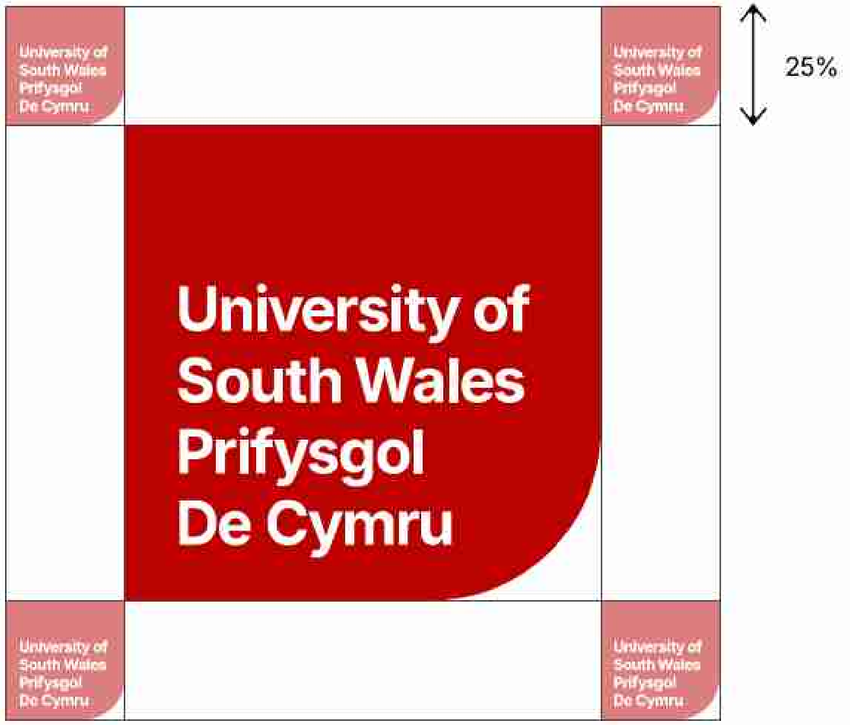
This protective area ensures the logo remains unobstructed and instantly recognisable. The clear space must always be kept free of text, imagery or other graphic elements.

Minimum size
A minimum rule has been set in order to maintain consistency and legibility across printed documents.

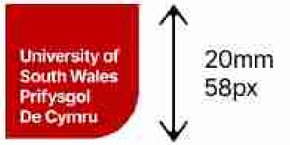
Minimum sizes and exclusion zones aid more than just brand recognition, they ensure our documents are clearly identifiable for all users.

Remember these rules are a base minimum, not a target. If we can increase size and clear space without impacting the design this should be actioned wherever possible.

Minimum Clear Space



Minimum Sizes



Logo Positioning

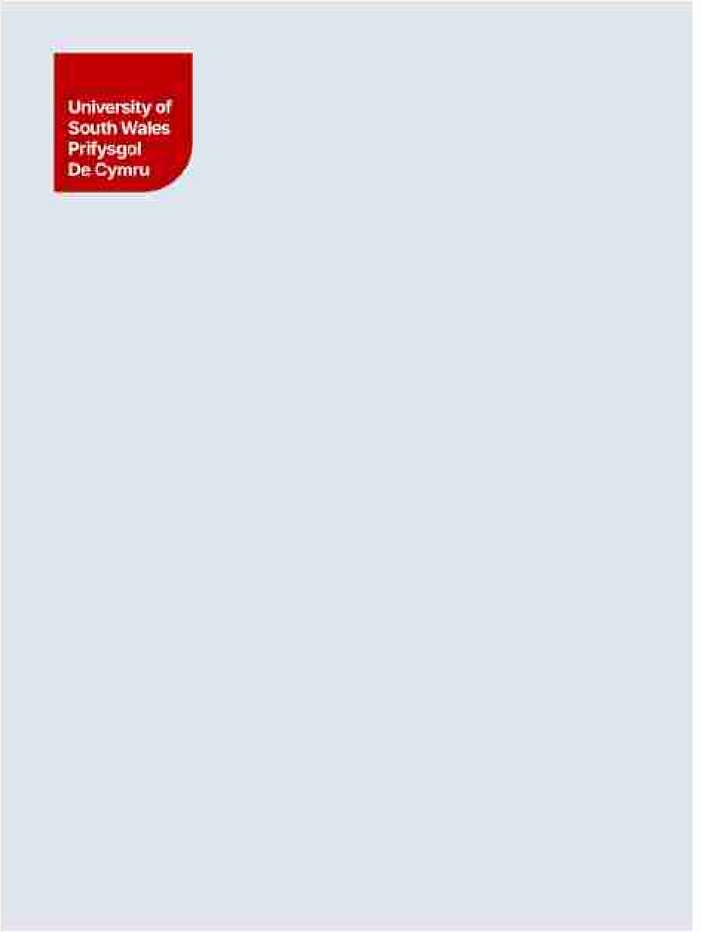
The University of South Wales logo should always sit on the left-hand side of the canvas, with the type aligned to the left edge of the squerve (with a few flexible options - see pg 26). This placement ensures consistency and strengthens visual recognition across all applications.

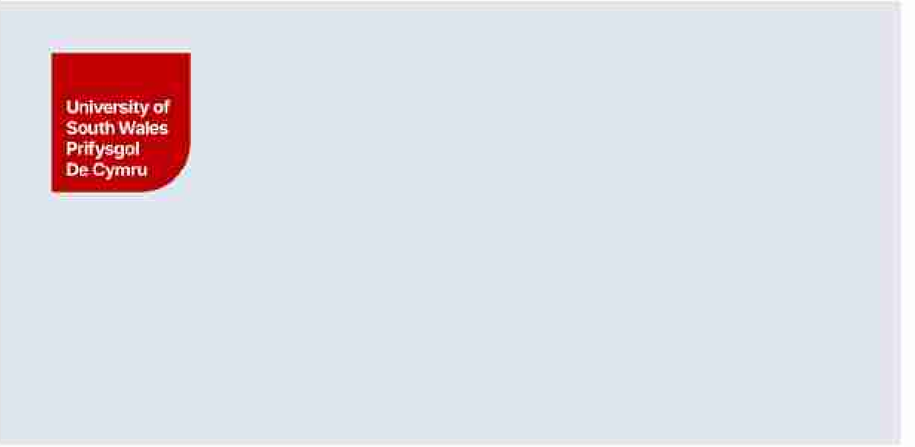
Logo placement should consistently prioritise the top-left corner to maintain a clear and recognisable presence across all formats. In wider or multi-panel executions, placement should continue to follow this principle wherever possible. See the examples to the right and in the 'In Application' section of these guidelines for best practice.

Always apply the rules outlined in the previous logo usage section, including clear space and minimum size. Maintaining these guidelines ensures the logo remains prominent, legible, and aligned with the overall brand identity.

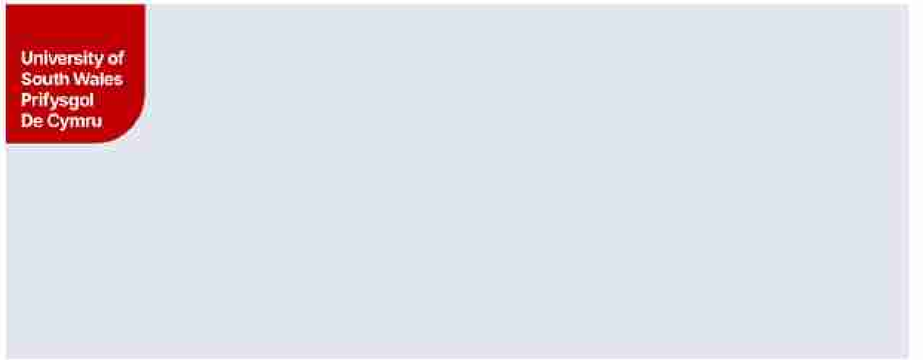
If you questions regarding logo positioning, please contact:

USW Brand and Campaigns Team
askmarketing@southwales.ac.uk





Website and Digital Only



Alternative Logo Positioning

In most cases, the logo should follow the standard positioning rules outlined previously. However, there is flexibility in certain applications, allowing the logo to be positioned centrally where it best suits the layout.

The examples below demonstrate how this alternative positioning can be applied across video and digital assets.

Regardless of its position, the logo must always be aligned and anchored to the heading and/or body copy, as shown in the examples. This ensures a consistent, balanced and considered layout across all applications.

Anchored with body text



Centrally aligned with text



Logo Don'ts

The logo should not be misinterpreted, modified or added to. To the right are examples of what not to do to the logo.



Don't stretch, distort or modify the proportions of the logo.



Never alter the proportions of the English and Welsh titles.



Don't change the colour of the logo.



Don't add effect or shadows to the logo.



Don't add any graphics, symbols or illustrations to the logo.



Don't rotate, flip or change the perspective of the logo.



Don't alter or change the shape of the squerve.



When using the white window logo, ensure it's accessible.



Don't add a stroke outline to the logo.

Where a department, school, research centre or facility is of particular strategic importance to the University and is wholly owned or operated by the University, a logo lock-up with the full logo can be used, following executive approval of a new lock-up.

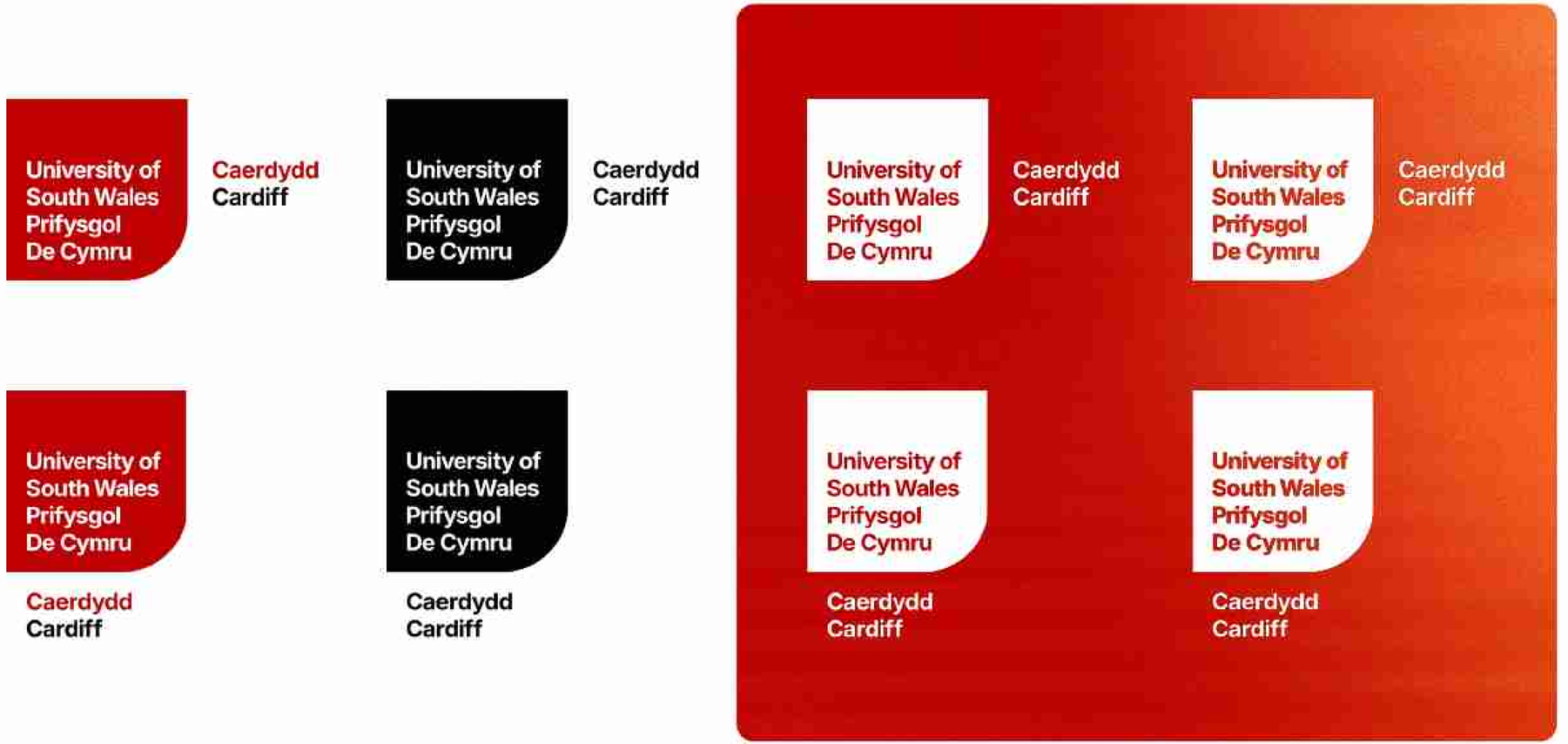
This approach allows individual units of the University that engage directly with external audiences – such as departments and research centres – to be named in marketing materials where appropriate, alongside the core University brand.

Over the next few pages, we set out guidance on using department, school or facility lock-ups. There is a formal process to request a new lock-up from the executive team. Please contact askmarketing@southwales.ac.uk for further information.

The new process for lock-up approvals and layouts ensures not only alignment to the overarching brand, but also ensures all lock-ups are compliant with Welsh Language Standards.

Cardiff Lockup

In student recruitment materials for courses based at the Cardiff campus we can refer to Cardiff only – either as a lock-up with the logo or in headline messaging. This allows us to build association with Cardiff, providing increased priority for the capital city name.



Department Lockup

Where a department, school, research centre or facility is of particular strategic importance to the University and is wholly owned or operated by the University, a logo lock-up with the full logo can be used, following executive approval of a new lock-up.

This approach allows individual units of the University that engage directly with external audiences – such as departments and research centres – to be named in marketing materials where appropriate, alongside the core University brand.

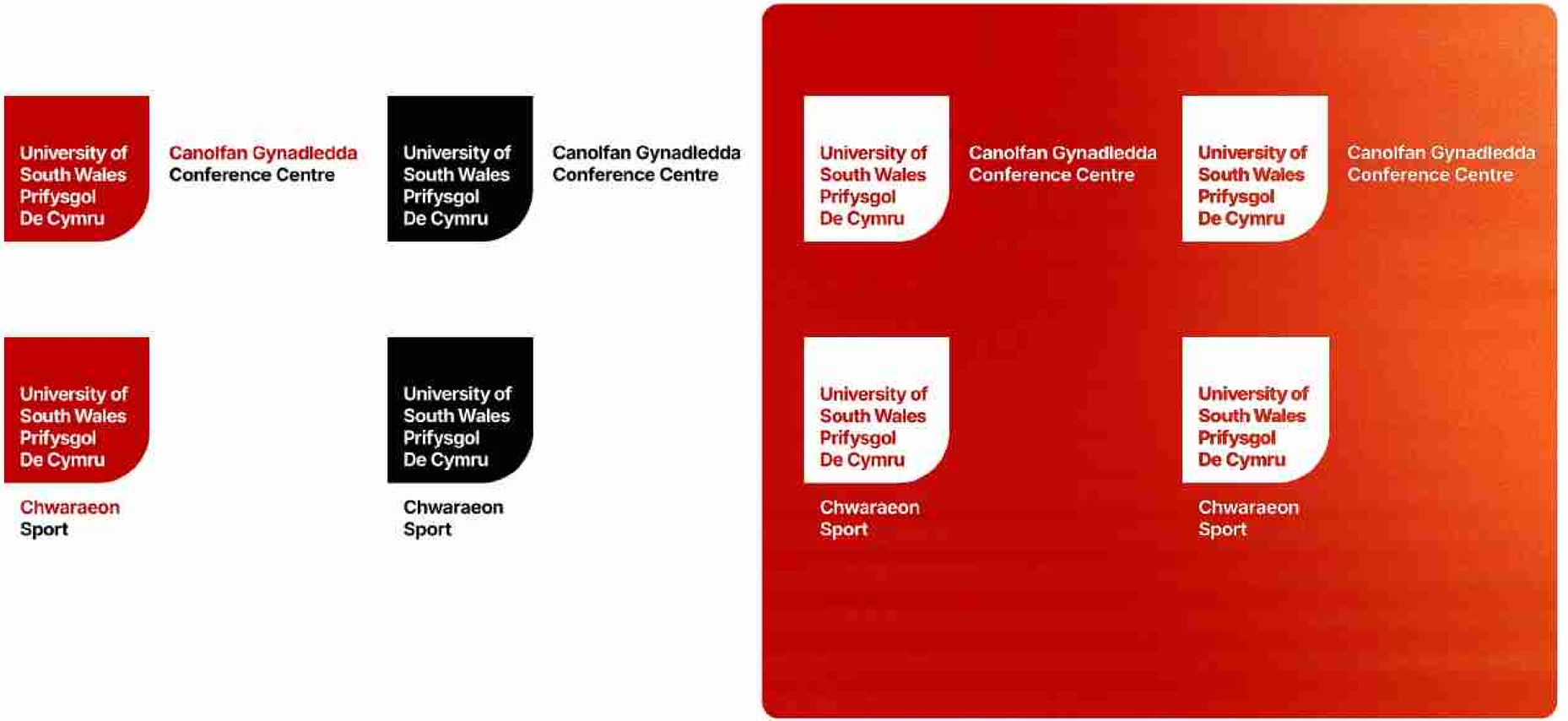
The name of the unit can be placed in two different positions:

1. Horizontal
The department/facility name should align to the baseline of the first line of text in the full logo and be set at the same x-height.

2. Vertical, stacked
The department/facility name should align to the left edge of the text in the full logo and beset at the same x-height.

There is a formal process to request a new lock-up from the executive team.

For further information, please contact askmarketing@southwales.ac.uk



Partnership Guidelines

When used in partnership communications, the USW logo should appear as a supporting mark and not compete with the lead organisation.

However, it is still important to maintain our instution's brand recognition during these instances - ensuring sufficient white space and colour rules.

If you questions regarding Partnership Logo use, please contact:

USW Brand and Campaigns Team
askmarketing@southwales.ac.uk



Size and proportionality

The USW logo should be proportionally balanced with partner logos, typically aligned by height. It should not appear larger or more dominant than any primary partner mark. Aim for approximately 80–95% of the height of the lead partner logo depending on optical balance.



Positioning

The USW logo should be positioned in a secondary placement area, either directly after the lead organisation where appropriate, in a footer or a designated partner logo strip. It should not occupy primary brand positions such as the top-left corner unless acting as the lead organisation.



Clear Space

Our minimum clear space (outlined on page 24) should be maintained around the USW logo at all times. When used alongside partner logos, sufficient spacing must be applied to ensure each identity remains distinct and legible.



Colour

The USW logo should always appear in an approved colourway. It should not be recoloured to match partner branding or placed on backgrounds that compromise legibility.



Distortion

Partner use of the USW logo must adhere to all rules outlined on page 26. The logo should never be altered, stretched, cropped, or combined with other graphic elements.

Typography

Typeface

The University of South Wales uses Inter as its primary typeface across all communications to ensure clarity, consistency and accessibility.

Inter should be used as follows:

- **Extra Bold** – for headlines and key headings
- **Semi Bold** – for subheadings, subcopy and secondary emphasis
- **Regular** – for body copy and longer text

This clear typographic structure creates a strong visual hierarchy and ensures our communications remain clean, modern and easy to read across print and digital platforms.

As an open-source typeface, Inter can be used across all applications without licensing restrictions. The typeface is highly flexible and includes a wide range of styles and variations. Additional weights and styles may be used where appropriate, at the designer's discretion, to support creative and practical communication needs.

Email safe typeface will be set to a default Arial. Arial Bold is to be used as the heading type.

Inter by Rasmus Andersson

Aa Bb Cc

Hands-on. Real-world. Career-ready from day one.

Extra Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#£%^&*

Semi Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#£%^&*

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#£%^&*

Welsh Specific Lettering

Â À Ch Dd Ê È Ff Ng
Î Ì Ï Ll Ô Ò Ph Rh Th
Û Ù Ŵ Ŷ Ÿ
â à ch dd ê è ff ng î ì
ï ll ô ò ph rh th û ù ŵ
ŷ ÿ

Type Hierarchy and Typesetting

Whenever we write and design copy, please ensure we are using the following examples as guidance.

Headline: Inter ExtraBold. Kerning: Optical. Tracking: -10. Leading: Same pt as the font size.

Possibility in motion.

Sub copy: Inter Semi Bold. Kerning: Optical. Tracking: -10. Leading: 10% higher than the font size.

Learning that moves with you.

Body copy: Inter Regular. Kerning: Optical. Tracking: -10. Leading: Auto.

Heads up, it's careers fair this Friday. Get ready for connections, coffees, and conversations that could change your direction. This exam season, remember rest counts too. Recharge, reset, and go again tomorrow.

CTA Copy: Inter Semi Bold. Kerning: Optical. Tracking: -10.

Apply now at southwales.ac.uk

Button Copy: Inter Semi Bold. Kerning: Optical. Tracking: -10.

Search courses

When typesetting in Welsh it is permitted to reduce the Tracking to -20 in order to accommodate longer sentences.

Dual Language Type Hierarchy

When creating bilingual communications, consistent rules must be applied to ensure clarity and cohesion across all materials.

Welsh must always appear before English, whether positioned left and right or top and bottom. To ensure each statement works creatively, we can refine and condense the translation where needed, distilling it into shorter, more impactful phrases that fit seamlessly within the visual storytelling.

Both languages must be given equal prominence across all communications. This includes consistent font sizing, placement, weight and colour treatment.

Layouts must be designed to accommodate both languages clearly and comfortably, avoiding overcrowding and maintaining strong readability at all times with neither language taking visual precedence over the other.

The Welsh Language (Wales) Measure 2011 is a legally binding framework that all public organisations in Wales must follow.

For Welsh Language Advice and support, please refer to the Welsh Language Unit.

Eich dysgu. Ar waith.
Your learning. In motion.

Addysg sy'n symud ymlaen.
An education with forward momentum.

O faes chwarae i brototeip, o'r ystafell ddosbarth i'r arfordir – yma, mae eich dysgu'n symud.

From pitch to prototype, from classroom to coast - here, your learning moves.

Gwnewch gais nawr decymru.ac.uk
Apply now at southwales.ac.uk

Colour Palette

Primary Colours

Blorenge, a blood-orange tone with the namesake from the South Wales hill, and a warm Orange make up our primary colours and should feature prominently in external applications wherever possible. Black and white have been introduced to provide additional flexibility across different communication needs.

These colours are strongly associated with USW and, when combined with our secondary palette, help create a distinctive and vibrant personality for our brand.

We have created tints of Blorenge, orange, and yellow to provide additional flexibility and visual depth across our designs. These tints are intended for digital applications only, helping to maintain clarity and avoid overly complex or busy colour usage in other contexts.

Blorenge

#BD0000
RGB: 189, 0, 0
CMYK: 0, 100, 87, 22
Pantone: Pantone 3517 C

Orange

#E94504
RGB: 233, 69, 4
CMYK: 0, 93, 100, 0
Pantone: Pantone 1655 C

Yellow

#F7C554
RGB: 247, 197, 84
CMYK: 0, 25, 89, 0
Pantone: Pantone 123 C

White

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Black

#000000
RGB: 0, 0, 0
CMYK: 60 40 40 100
Pantone: Pantone Black 6 C

Blorenge Tint

#FFC9C6
RGB: 255, 201, 198
CMYK: 0, 26, 13, 0
Pantone: Pantone 494 C

Orange Tint

#FFB9A1
RGB: 255, 185, 161
CMYK: 0, 33, 32, 0
Pantone: Pantone 163 C

Yellow Tint

#F8EBB3
RGB: 248, 235, 179
CMYK: 1, 0, 44, 0
Pantone: Pantone 600 C

Secondary Colours

Our secondary colour palette supports our lead corporate colours and brings depth and vibrancy to our communications. Blue, Green and Pink are the main secondary colours and should be used as accent and highlight colours to add visual interest and emphasis, rather than as dominant background colours.

A range of complementary grey shades have been developed specifically to work in harmony with the Blorenge and Orange colour family, supporting balance and contrast. These tones should be used sparingly and should not be used as core background colours.

It is essential that the approved colour values for Pantone®, CMYK, RGB and HEX are used consistently. These bespoke values have been defined to ensure accuracy and consistency across all communications.

Further guidance on applying the palette can be found in the following pages.

Blue

#172ABA
RGB: 23, 42, 186
CMYK: 100, 76, 0, 9
Pantone: Pantone 293 C

Green

#6AC66F
RGB: 106, 198, 111
CMYK: 67, 0, 72, 0
Pantone: Pantone 2268 C

Pink

#FC5FEA
RGB: 252, 95, 234
CMYK: 10, 82, 0, 0
Pantone: Pantone 252 C

Dark Grey

#494A52
RGB: 73, 74, 82
CMYK: 65, 56, 45, 35
Pantone: Cool Gray 10 C

Grey

#8E9AAC
RGB: 142, 154, 172
CMYK: 38, 26, 16, 2
Pantone: 7544 C

Cool Grey

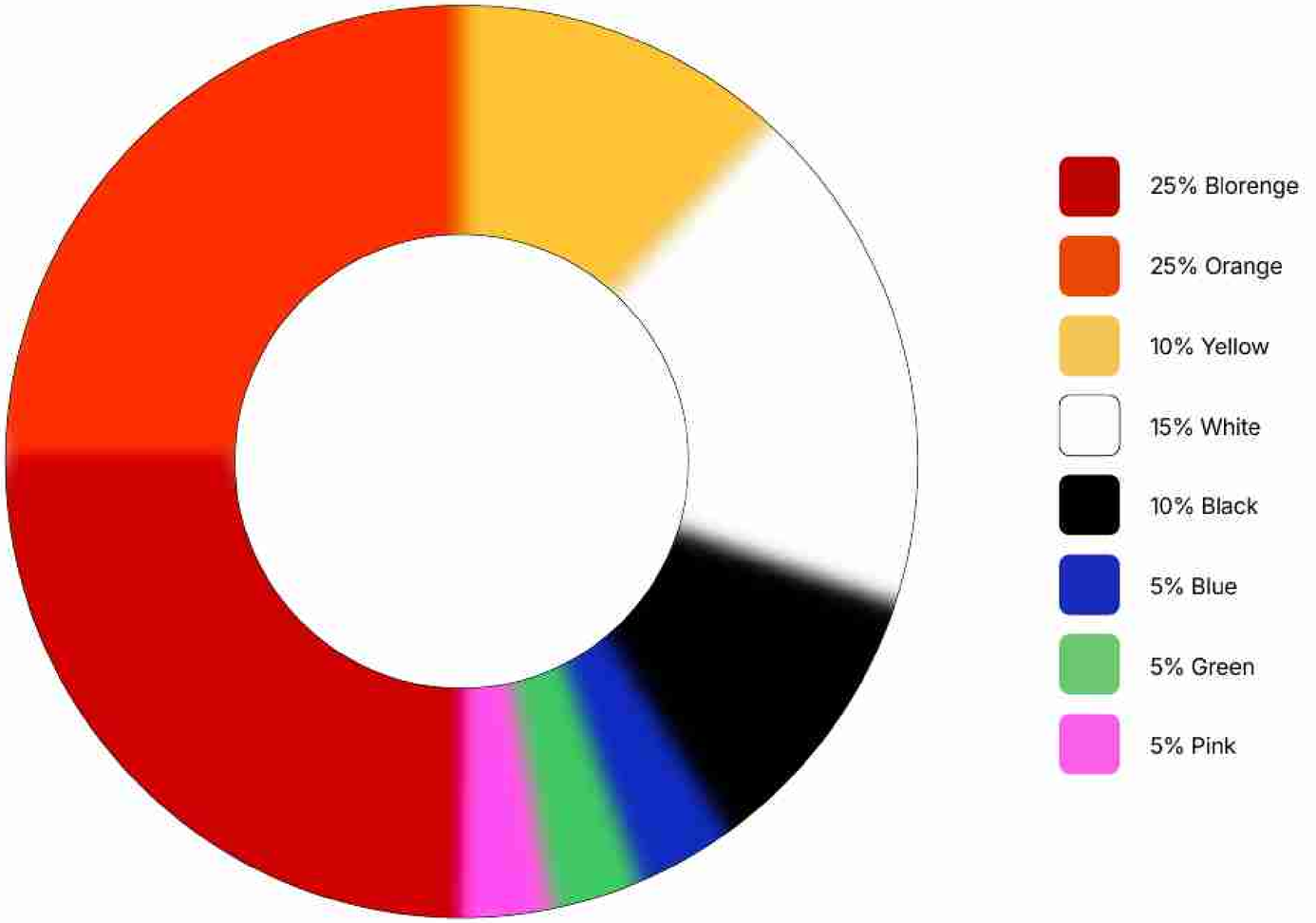
#E2E6EF
RGB: 226, 230, 239
CMYK: 10, 7, 3, 0
Pantone: 656 C

Colour Usage

To ensure there is brand colour hierarchy within our communications, we have set colour usage guidance outlined in our colour wheel.

When creating creative communications, the visual colour hierarchy should follow the percentage rules outlined next to the colour wheel.

We use our primary colours 85% of the time. This consists of 25% Blorenge and Orange, 10% Yellow, 15% White and 10% Black. Our main secondary colours are to be used 15% of the time.



Too many colours can be disorientating. Remember to keep applications as simple as possible whilst maintaining the overall goal.

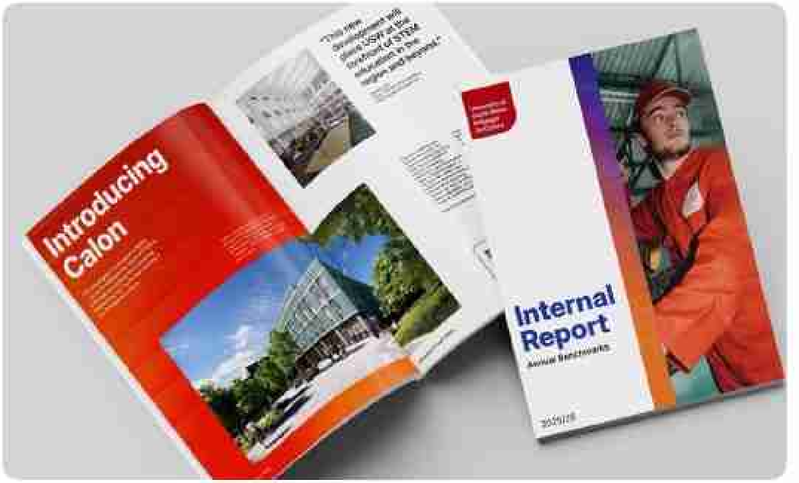
Only use one secondary colour within a visible area of a touchpoint.

Colour Usage Best Practice

Blorenge and Orange are our primary colours and should always appear at the first visual touch points, ensuring immediate recognition of the University of South Wales brand. These colours establish a strong, bold presence and anchor the overall design.

To avoid "Orange fatigue" and add variety, our secondary colours, including blue, green and pink, should be introduced strategically. They can be used for section breaks, splashes of colour, throughout pages in printed collateral, illustrations, icons, graphs and other supporting elements.







Colour Type Usage

Here are the correct type colour combinations that we can use. When combining our colours in a piece of communication, always try to ensure legibility.

Do not layer bright colours on top of another in a way that would make something difficult to read.



These colour combinations have been selected based on a contrast ratio that meets at least WCAG (Web Content Accessibility Guidelines) AA normal text.

We've outlined the contrast ratios for both normal and large text to the right.

Please avoid creating any other text colour combinations in our communications.

Photography

Our photography reflects our brand narrative and the people who are shaping their futures here. More than simply visual storytelling, it is a strategic brand tool, capturing momentum, sparking connection and communicating the real-world impact of our University.

Every image should feel active, real and forward-focused, reinforcing that the University of South Wales is not a place to stand still, but a place where futures are propelled.







In Practice

Facilities and Processes
This photography style focuses on the practical, industry-facing, hands-on disciplines of our students. It should capture the energy of learning, the pace and movement of different subject areas, and the way our facilities prepare students for real-world environments. Every image should express momentum showing people, ideas and skills in motion.

Look and Feel
Use a mix of shooting styles, from immersive, soft-focused, motion blurred moments that place the viewer in the action, to wider compositions that reveal professional study or working environments. Imagery should feel editorial in style and communicate action, collaboration and ambition. Photography should feel alive, purposeful and forward-moving.

Must-Haves
Images should showcase real-world applications, practical skills and applied knowledge. Use softer, cool-toned lighting for technology, engineering and health-focused subjects to convey freshness, clarity and professionalism. Avoid yellow lighting and dated interiors. Photography must feel authentic, contemporary, immersive and grounded in real experience.













In Community

Community and Culture
Group photography should reflect a vibrant, active student experience. Images should capture candid moments that show ambition, collaboration and a strong sense of shared purpose.
The focus is on energy, connection, movement, people learning, creating and progressing together.

Look and Feel
Use warm, natural light to create a feeling of openness and authenticity. Photography should focus on genuine, unposed moments that capture real experiences and emotions. The overall tone should feel honest, contemporary and inherently human.

Must-Haves
Show a diverse mix of students to reflect the breadth of the University community. Prioritise outdoor settings wherever possible and ensure lighting is clean and considered. Avoid cluttered or overly busy spaces, and aim to achieve strong visual impact through simplicity and restraint.













In Wales

Place and Surroundings
This photography style should capture the character, beauty and energy of South Wales, showing students actively engaging with the cities, campuses and communities around them. Focus on life beyond the classroom: social spaces, urban environments, picturesque natural beauty and everyday moments that reflect real student life. Group images should feel natural and candid, communicating friendship, wellbeing, and a strong sense of place and belonging.

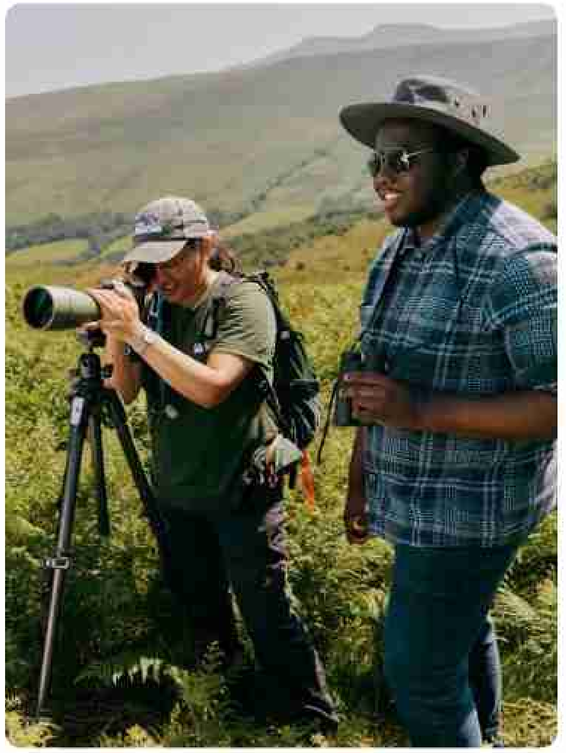
Look and Feel
Use natural, soft lighting to capture the character of streets, landscapes and open spaces across South Wales. Outdoor photography should feel dynamic, authentic and unposed, with a strong sense of movement and real-world context.

Must-Haves
Show a diverse mix of students to reflect the breadth of the University community. Prioritise outdoor settings wherever possible and frame students within environments that clearly showcase the distinctive beauty of the surroundings of South Wales.

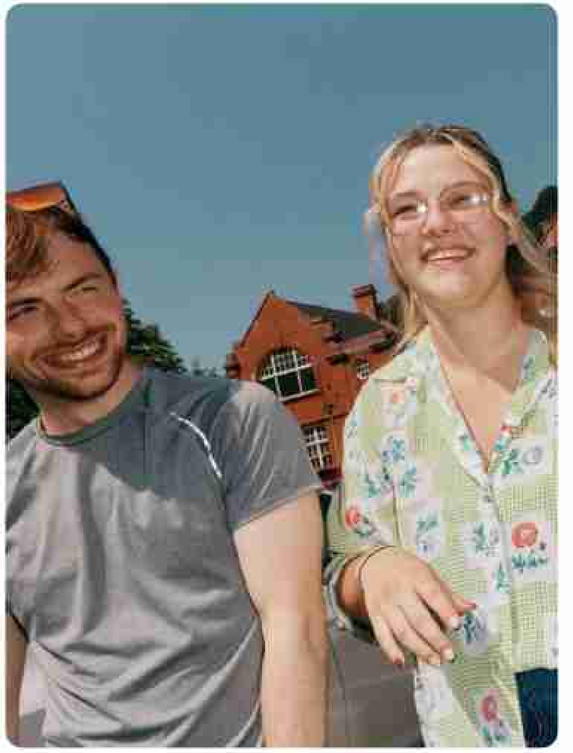












Photography Don’ts

These are examples of what not to do with photography.

Following these guidelines will help the University establish an authentic and consistent style and student representation.



Don't use typical stock imagery styles.
Photography should feel authentic and natural.



Don't awkwardly crop imagery.
Consider imagery that fits to each frame.



Don't use imagery that feels overcrowded.
Before shoots, de-clutter and clean spaces.



Don't shoot anyone wearing large graphics or logos, with the exception of the University logo.



Don't shoot the obvious stagnant shots.
Break away from desk shots where you can.



Don't use imagery featuring inadequate lighting. Inside, look for spaces with clean, modern interiors.

Videography

Our brand never stands still and videography is where it fully comes alive. We treat movement as a creative language, the blur of action, the kinetic pull of a subject in flow and the rhythm of momentum.

Our films live in the real world, real places, real people, real moments as they happen. Nothing forced, nothing static. The camera, the subject, and the environment move as one, creating a constant sense of forward drive.

In Practice

Look and Feel
A blend of cinematic styles to create a strong sense of momentum and action. Moving between close, immersive angles, soft-focus and motion-blurred, to pull the viewer into the moment. With wider shots that ground the story in real working and learning environments. Every scene should capture energy, collaboration, and ambition in motion.

Must-Haves
The videos should bring real-world moments to life, capturing practical skills, applied knowledge, and in-action moments. Viewers should feel fully immersed, as if they are at the heart of the movement and momentum. Avoid yellow lighting, dated visuals, or anything that feels static. Videography must be authentic, contemporary, and grounded in the genuine university experience.

Studio-Led vs User-Led
Both studio-led productions and user-generated videos should convey action and momentum at their core. Studio-led content will naturally feel more cinematic, with polished composition and storytelling, while user-generated videos should focus on capturing the authentic look, feel, and key elements outlined above.

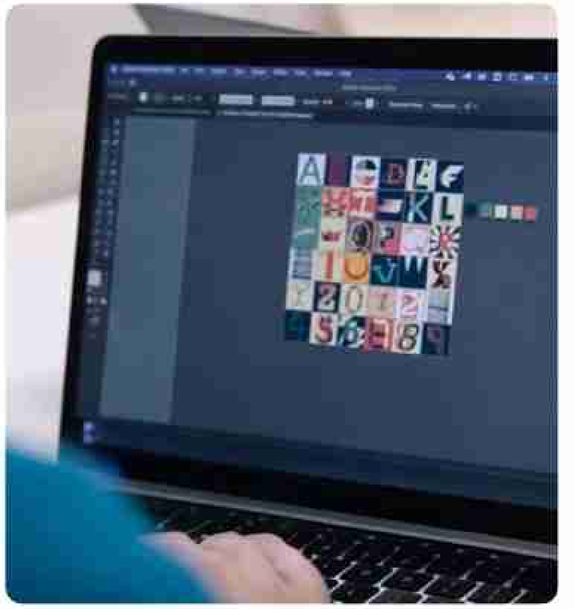












On-screen Typography

Legibility
The brand's sans-serif font ensures clarity and readability. Use Inter for all typographic applications, if it's unavailable, fallback to Arial. Ensure text is not too small and maintain sufficient visual contrast with the background, using overlays, brand colour text backgrounds or outer glow for text placed over complex visuals.

Consistency
Consistently using the brand fonts, as outlined in the Typography section of these guidelines, is essential for maintaining our visual identity. These standards should be applied to all video content.

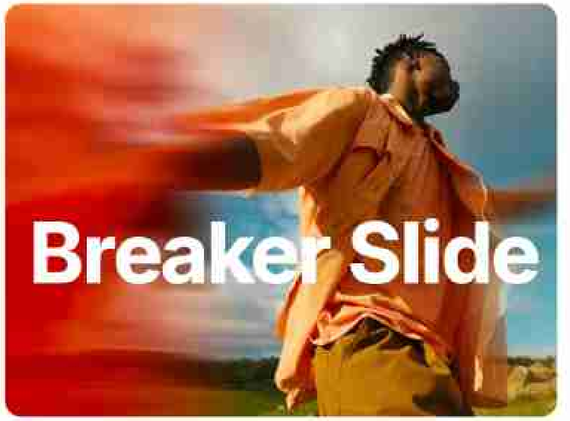
Captions
Headline text (names) should use Inter Extra Bold, while subcopy (affiliation or job title) should be set in Inter Semi Bold, both in white. If white text is not legible, place it within a solid blorange box at 100% opacity.
Ensure the text is clearly positioned within the frame and partially overlaps the subject. It may sit on either the left or right side, but should always remain left-aligned.

Best Practices
Test text readability on multiple devices, avoiding overloading visuals with text. Maintain brand colour palette for highlighting and emphasising text.

Contrast



Overlays (Darkening Background)



Captions with Outer Glow



Text Backgrounds



Outer Glow



Captions with Blorenge Box



On-screen Typography

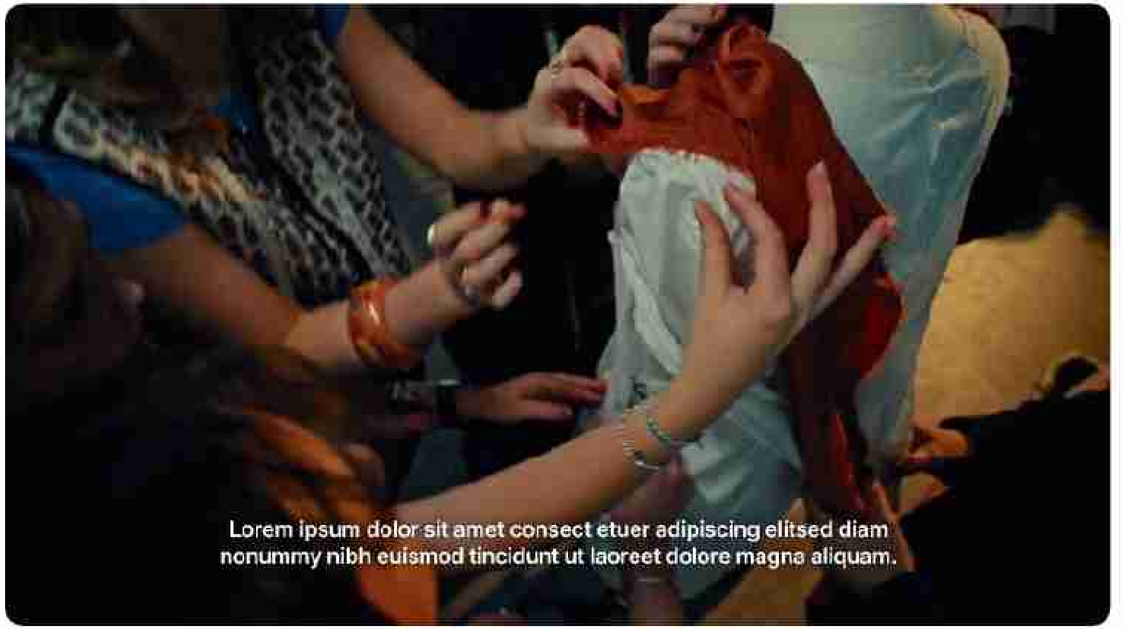
The following provides guidance on subtitle usage and placement. When adding subtitles, adjust safe margins, positioning, line length, and contrast according to the format.

Use white text with no stroke. Use Inter Semi Bold, with a minimum size of 35pt. Apply a subtle black drop shadow or outer glow to enhance readability. If the text remains difficult to read against the footage, place it inside a solid black background box at 100% opacity.

Landscape Subtitling
In landscape format, use longer line lengths and position text in the lower third unless it conflicts with key visuals. At a minimum, keep all text within the central 90% safe area. Limit to two lines, with 37–42 characters per line.

Vertical Subtitling
In vertical formats, subtitle placement varies by interface. As a standard, position subtitles in the center or upper third, avoiding the bottom 20% and right side where UI elements often appear. Keep within a 90% horizontal safe area, limit to two lines, and use 25–37 characters per line. Always refer to the platforms safe area reccomendations before creating.

Landscape Example with Outer Glow (Minimum Safe Zone)



Welsh Language Considerations

On-screen Speakers
Where an English speaker is featured in a video, every effort should be made to source a Welsh-speaking equivalent for the Welsh version.

On-screen Text
On-screen text should be applied consistently across all videos, in both English and Welsh.

Voiceovers
If a voiceover is required, it must be produced in both English and Welsh.

Vertical Example with Box (Minimum Safe Zone)



Transitions and Motion

It is essential that our core visual identity is clearly reflected in our video content. This can be achieved by incorporating kinetic typography with motion blur, applying natural or stylistic blur to footage, and integrating our textures.

However, the use of transitions and motion should always be considered in context. Ask yourself whether they are appropriate for the subject and tone of the video, and adjust their intensity accordingly.

Additionally, using these elements strategically in transitions and match-cuts helps reinforce and amplify the sense of our visual identity.

Video End Cards
Video end cards are available in landscape (16:9), vertical (9:16), and square (1:1) formats, in English and Welsh versions. Use a textured or video background. If using video, ensure legibility, movement, and motion blur as outlined on the previous slide.

For additional videography support and assets contact the Future Students Digital team at content@southwales.ac.uk

Typographic Transition Blur



Motion Blur Match-Cuts



Texture Transitions



End Card Sequence (1:1 Example)



Welsh End Card (1:1 and 16:9 Example)



Icon Suite

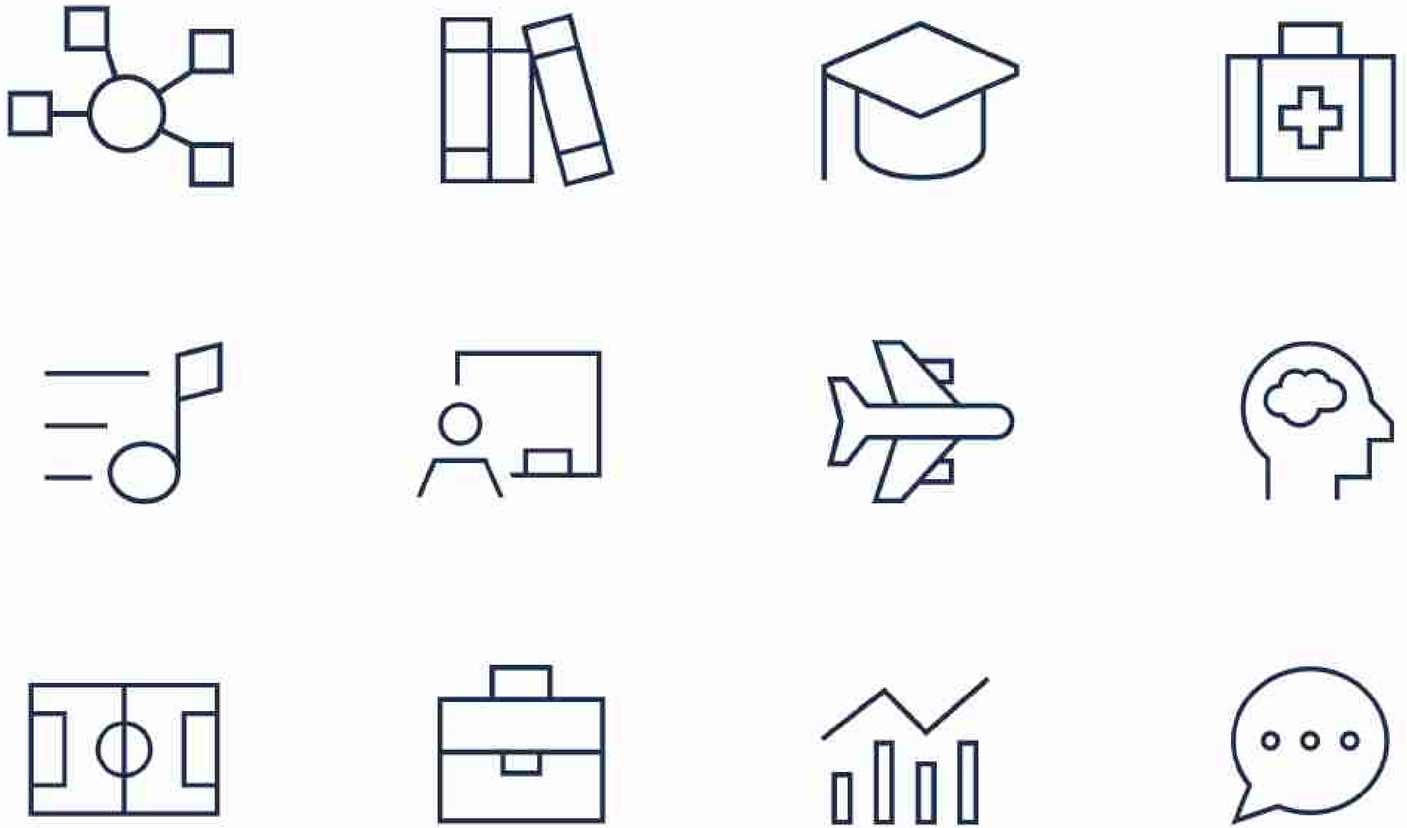
Icon Style Overview

Icons should support our communications; they must always be used with purpose and never to fill space.

Icons are to be predominantly used in digital applications to aid navigation, but can also be used in other applications, e.g. brochures, to highlight key facts and statistics.

Our icons are sourced from the iconography service "FontAwesome" and are to be used consistently whenever a brand application calls for their use.

No additional styling is expected beyond the agreed icon format provided.



Brand Device

Movement as a Device

When the brand is expressed at its most dynamic, a subtle motion blur effect may be applied to photography, combined with a Blorenge or Orange gradient overlay. This creates a refined visual reference to the theme of movement that runs through the University of South Wales brand.

This is a flexible graphic device that should be used in a considered, clean and intelligent way. The following pages provide guidance to ensure the effect is applied consistently and that the brand remains cohesive across all applications.

Without Blur



Motion Blur and Blorenge Tint



Motion Blur Best Practice

This blur effect may be applied to photography where natural motion blur is not already present in the image. Used subtly, it acts as a brand device that creates a sense of momentum and movement across our visual assets.

The effect should be combined with a soft overlay of the Blorenge and Orange colourways, allowing the blur to blend seamlessly into a solid area of space where copy can sit. Subtle highlights of the secondary colour palette may also be introduced to add depth and to gently break up areas of Orange.

The blur effect must only ever sit at the edges of an image and must never cover the main subject or hero of the photograph.

For support with using the motion blur, please refer to USW Print and Design.







Motion Blur Don’ts

Our blur motif helps establish a distinctive and recognisable brand identity. When used correctly, it reinforces our sense of movement and momentum. However, when used incorrectly, it can quickly lose its impact and weaken the clarity of our visual language.

The following examples illustrate incorrect uses of the blur effect and should be used as a guide for what to avoid.



Don’t apply motion blur to the entire photo.



Don't apply blur to any of the heroes faces so as to become unrecognisable.



Don't use another style of blur inculding radial, lens, gaussian or shape.



Don’t obviously cut the blur in half. Make the blur as natural as possible.



Don’t change the direction on the blur to be vertical, the blur must always run horizontal.



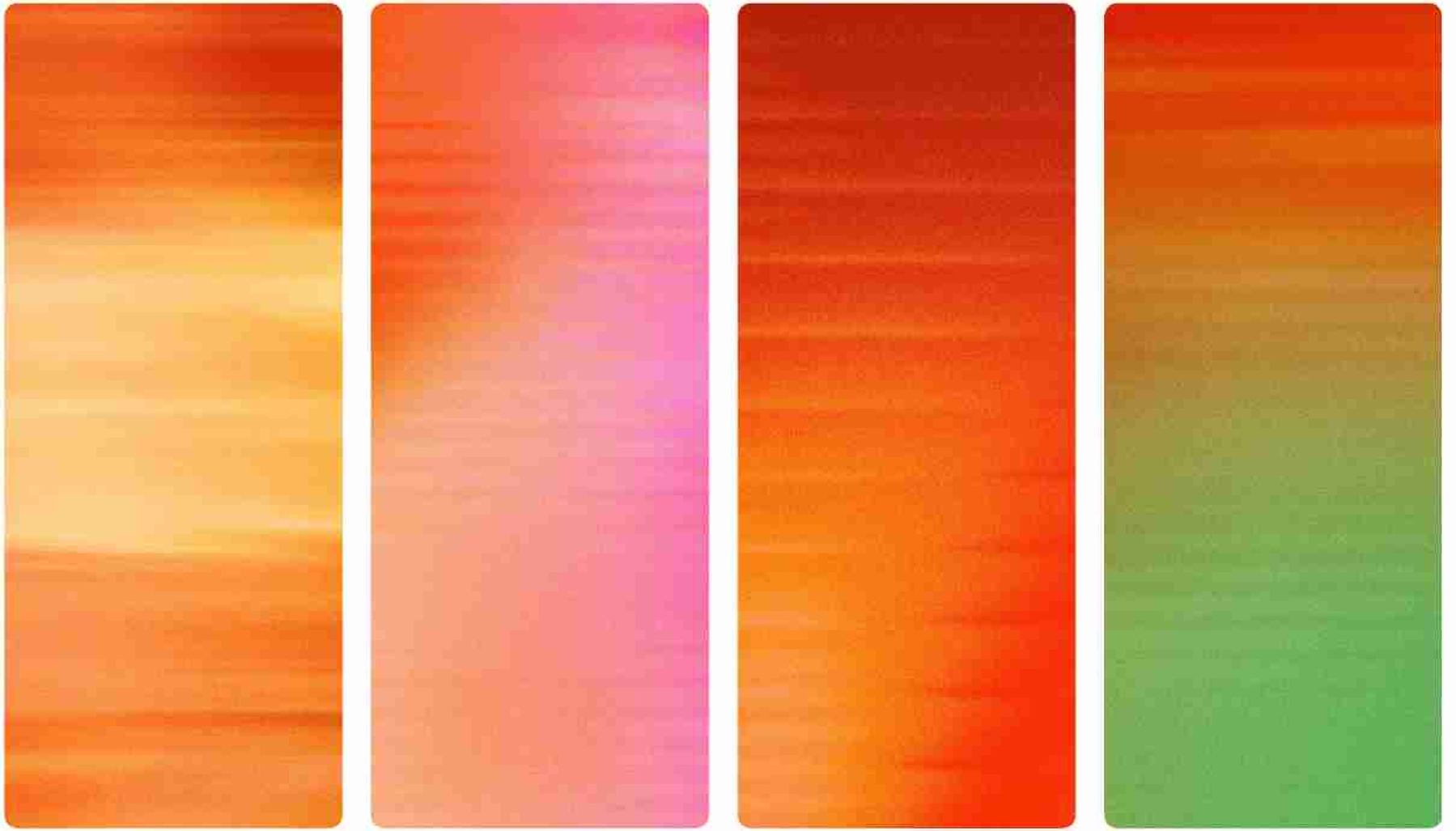
Don’t have the blur in random patches around the image. Always keep the blur consistant.

Motion Blur Textures

When photography is not available, or when creating assets that require a faster turnaround, approved textures may be used as page dividers, highlights or standalone graphic backgrounds.

These textures are derived and built upon from elements of the motion blur used within our photography, helping to maintain visual consistency across the brand.

A texture pack will be provided, and the following page will showcase best practice examples of how to use these assets effectively within creative materials.

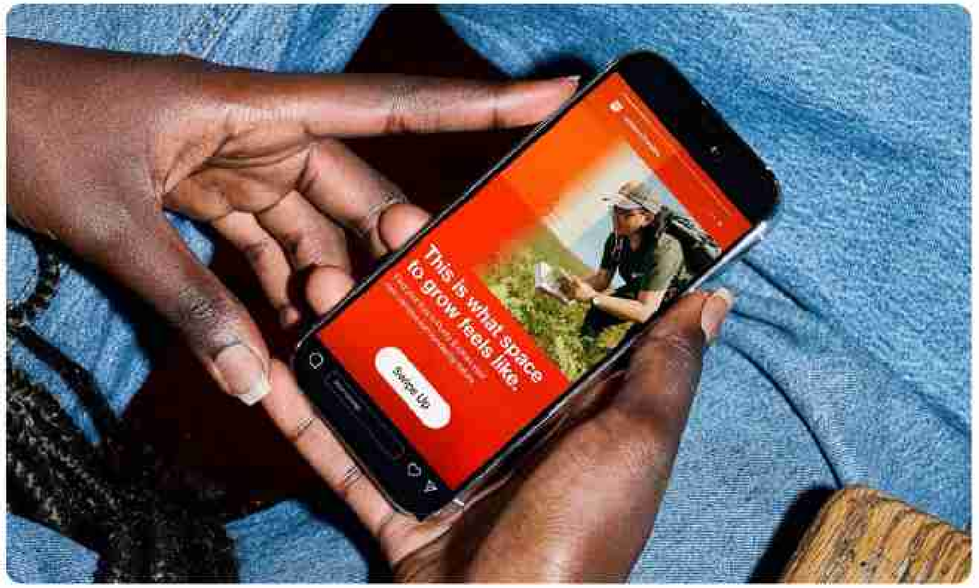


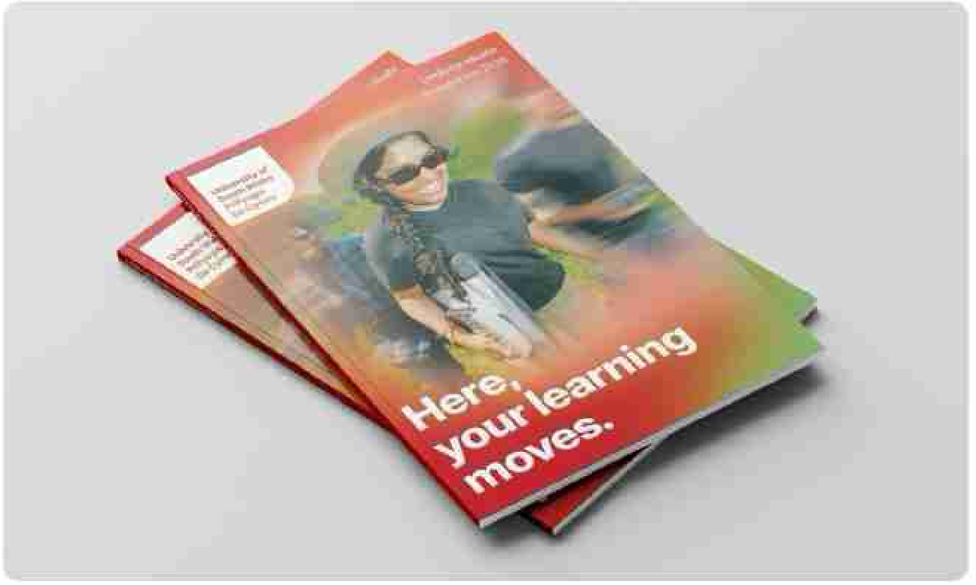
Textures Best Practice

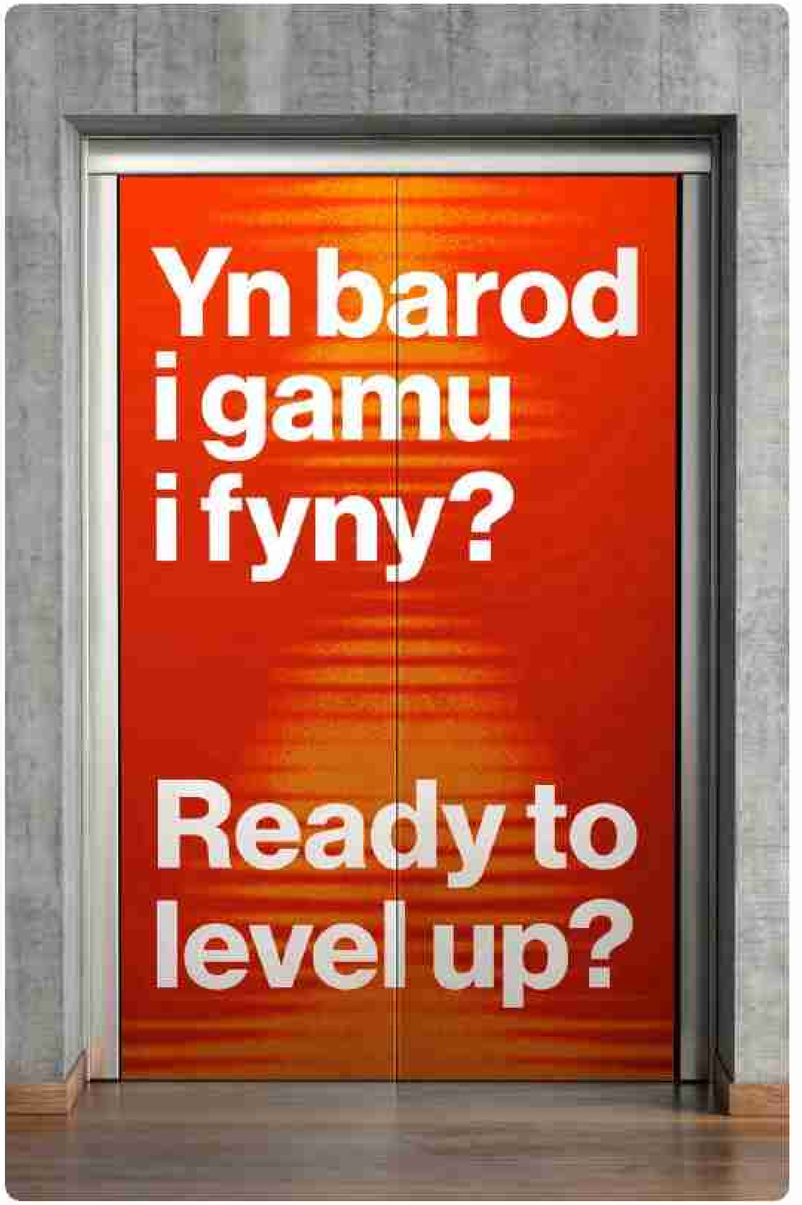
Our texture motifs help establish a distinctive and recognisable brand identity. When used correctly, they reinforce our sense of movement and add depth to our visual language. However, when used incorrectly, they can quickly lose their impact and weaken the clarity of our brand expression.

The following shows how they can be used as textural box highlights within the frame on social posts, a picture-page divider on a printed cover and as graphic backgrounds.

The following examples illustrate correct uses of the textures and should be used as a gold star example of how to incorporate them into the creative.







In Application

Corporate Stationery

For corporate stationery, the brand should be presented in its simplest and most refined form, using organic gradients and the movement texture as subtle background elements.

This approach maintains brand consistency across every touchpoint while remaining sophisticated and suitably minimal for formal, corporate contexts.

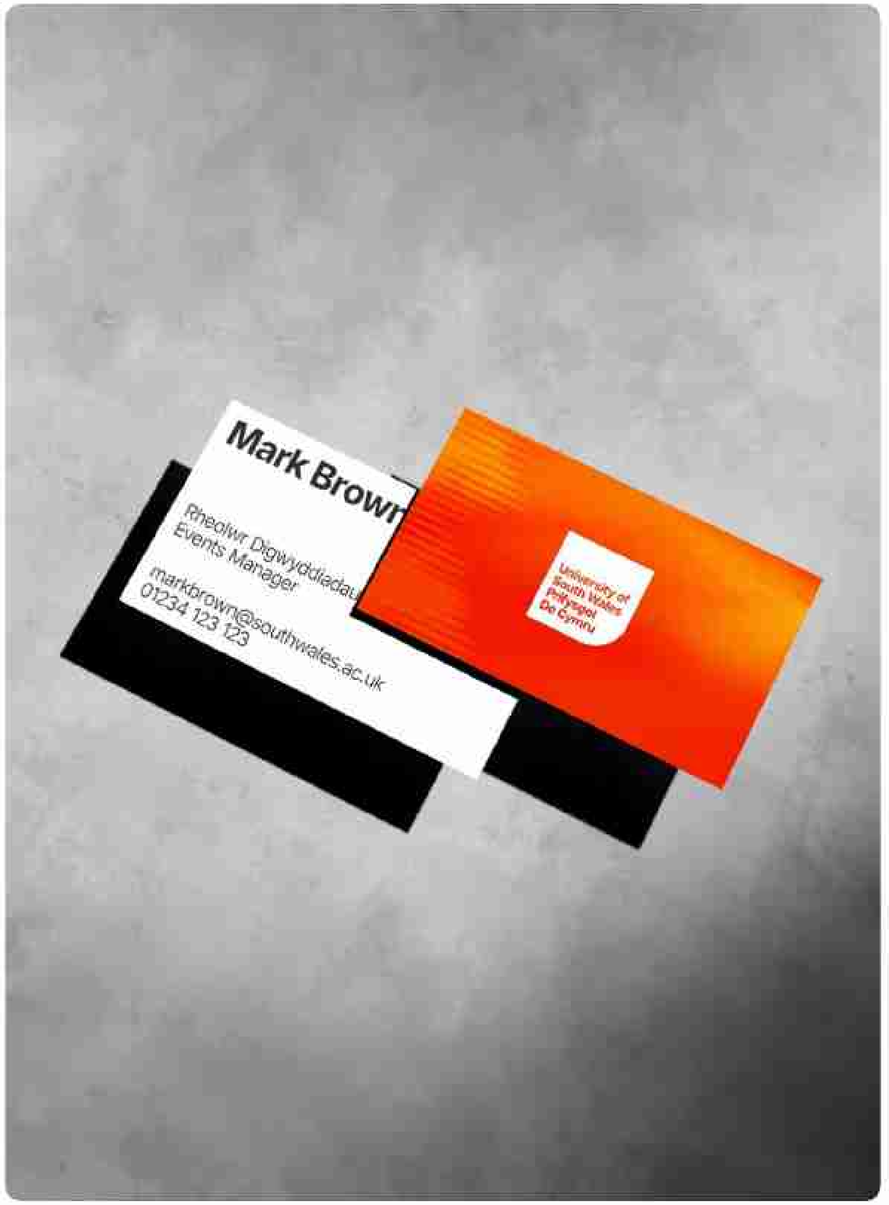




Corporate Stationery

For corporate stationery, the brand should be presented in its simplest and most refined form, using organic gradients and the movement texture as subtle background elements.

This approach maintains brand consistency across every touchpoint while remaining sophisticated and suitably minimal for formal, corporate contexts.

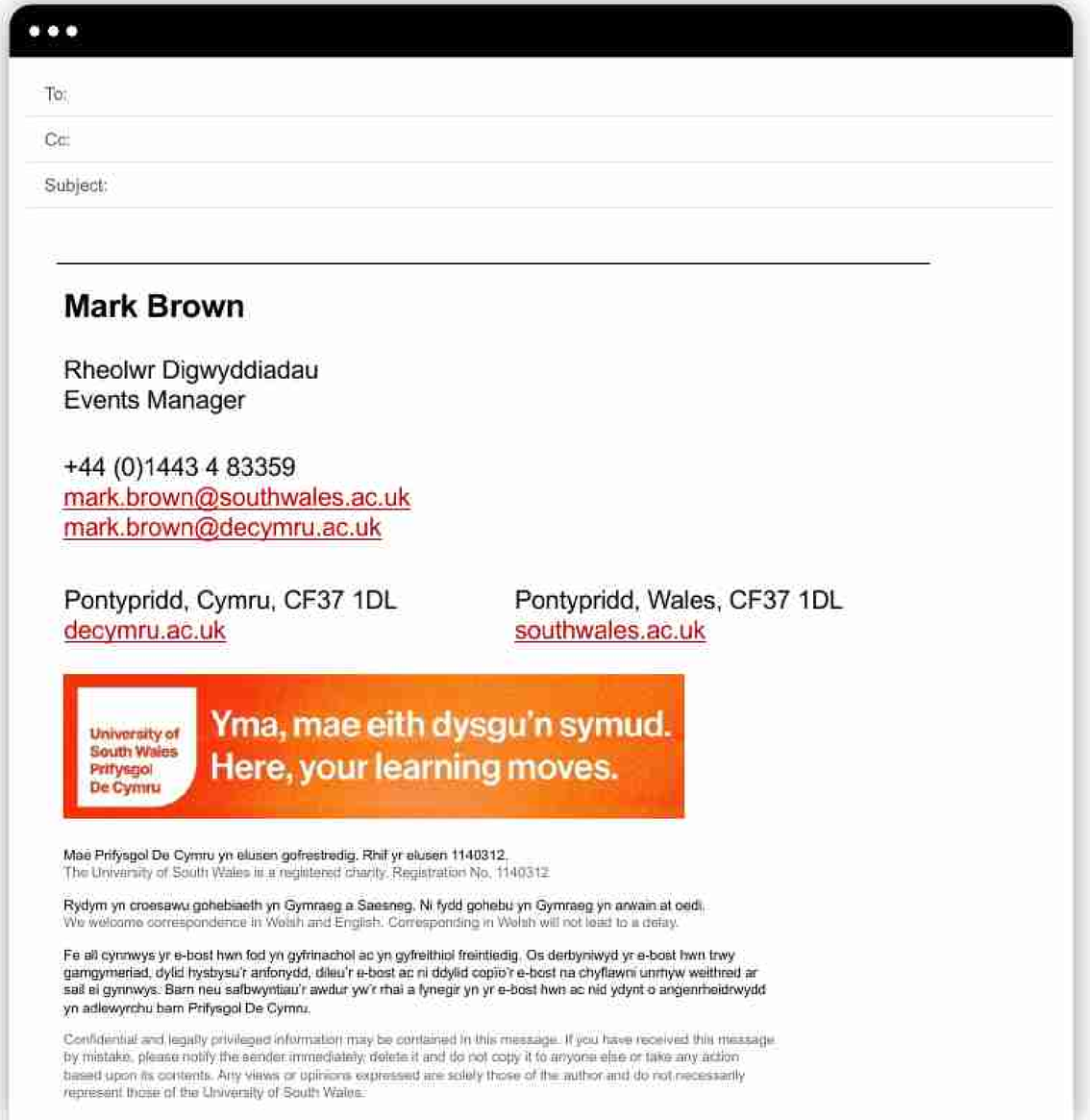




Email Signatures

As with other corporate brand touchpoints, email signatures should use the brand in its simplest form. Arial is the email safe typeface to be used within signatures.

A clean banner featuring the logo may be used and can be adapted with different messaging to support specific campaigns, while maintaining consistency and clarity.



Printed Out of Home

In out-of-home environments, the brand has the opportunity to make its strongest first impression. This is often the first point of contact with our audiences, so our branding should be bold, clear and instantly recognisable.

All elements of the brand, including colour, photography and graphic devices, should work together to create impactful, eye-catching promotional materials that capture attention quickly and communicate the brand with confidence.



Printed Out of Home

In out-of-home environments, the brand has the opportunity to make its strongest first impression. This is often the first point of contact with our audiences, so our branding should be bold, clear and instantly recognisable.

All elements of the brand, including colour, photography and graphic devices, should work together to create impactful, eye-catching promotional materials that capture attention quickly and communicate the brand with confidence.



Digital Out of Home

Digital out-of-home environments provide a high-impact opportunity for the University of South Wales to make a strong first impression. These formats often reach audiences quickly, so messaging and visuals must be bold, clear, and instantly recognisable.

All brand elements should work together to create dynamic displays that communicate with confidence.

When positioning any digital billboard or out-of-home asset in Wales, the Welsh translation must always appear above the English text. Both languages should be given equal prominence, maintaining clarity and readability while reflecting the University's commitment to bilingual communication.





Digital Out of Home

Digital out-of-home environments provide a high-impact opportunity for the University of South Wales to make a strong first impression. These formats often reach audiences quickly, so messaging and visuals must be bold, clear, and instantly recognisable.

All brand elements should work together to create dynamic displays that communicate with confidence.

When positioning any digital billboard or out-of-home asset in Wales, the Welsh translation must always appear above the English text. Both languages should be given equal prominence, maintaining clarity and readability while reflecting the University's commitment to bilingual communication.





Digital Out of Home

Digital out-of-home environments provide a high-impact opportunity for the University of South Wales to make a strong first impression. These formats often reach audiences quickly, so messaging and visuals must be bold, clear, and instantly recognisable.

All brand elements should work together to create dynamic displays that communicate with confidence.

When positioning any digital billboard or out-of-home asset in Wales, the Welsh translation must always appear above the English text. Both languages should be given equal prominence, maintaining clarity and readability while reflecting the University's commitment to bilingual communication.





Digital Out of Home

Digital out-of-home environments provide a high-impact opportunity for the University of South Wales to make a strong first impression. These formats often reach audiences quickly, so messaging and visuals must be bold, clear, and instantly recognisable.

All brand elements should work together to create dynamic displays that communicate with confidence.

When positioning any digital billboard or out-of-home asset in Wales, the Welsh translation must always appear above the English text. Both languages should be given equal prominence, maintaining clarity and readability while reflecting the University's commitment to bilingual communication.





Digital Out of Home

Digital out-of-home environments provide a high-impact opportunity for the University of South Wales to make a strong first impression. These formats often reach audiences quickly, so messaging and visuals must be bold, clear, and instantly recognisable.

All brand elements should work together to create dynamic displays that communicate with confidence.

When positioning any digital billboard or out-of-home asset in Wales, the Welsh translation must always appear above the English text. Both languages should be given equal prominence, maintaining clarity and readability while reflecting the University's commitment to bilingual communication.



