

Brand Guidelines

UGM Manchester



Brand Values

We are UGM Manchester – shaped by the energy, diversity, and ambition of the place we’re proud to call home. For over 200 years, we’ve helped people from every walk of life take the next step and achieve more than they imagined.

Our motto is most often translated as Wisdom Conquers All Challenges – but its meaning goes further. Sapientia speaks not only to wisdom, but to insight, judgement, and the courage to act. Superat means to overcome, to surpass, to rise above. Moras are the obstacles, barriers, or delays that stand in the way.

For us, it’s not just about tradition – it’s an ambition. Our tradition is something special – 200 years of it – and it grounds us in who we are. But we use it to push forward, not stand still. It’s a living heritage shaped by British values of fairness, determination, and opportunity for all. It fuels fresh ideas, bold thinking, and a shared drive to break down barriers and open doors, no matter your background or starting point.

Tone of Voice

The way we communicate matters. Our voice is clear, human, and welcoming. It reflects the seriousness of education without being stiff or overcomplicated.

We write with warmth, confidence, and a touch of UGM Manchester's charm - helping people trust us, feel supported, and imagine their future with us.

Our Communication pillars:

Keep it clear and simple

Be warm and human

Make it inclusive and accessible

Back it up with specifics

Guide the reader

Adapt to the moment

Logo

The UGM Manchester logo is the cornerstone of our visual identity. It should be used consistently across all communications to ensure strong brand recognition.

The logo combines a modern wordmark with a traditional shield, reflecting our commitment to innovation while honouring our heritage. The shield elements are inspired by symbols representing Manchester's industrial and academic history.

Where possible, use the primary full-colour logo on a white or light background. A reversed white version is available for use on dark backgrounds. The logo should never be altered, distorted, or recreated in any way. Always ensure there is sufficient clear space around the logo to maintain its legibility and impact.



Logo with Sub-line

The subline version of the logo includes the UGM Manchester web address and is used to help audiences easily identify or access us online.

This version should be used primarily on external-facing materials such as event signage, promotional collateral, or digital campaigns where directing users to the website is key.

The subline must always appear directly beneath the main logo, aligned with the width of the wordmark, and set in the approved brand typeface. Do not alter the font size, weight, or spacing.



Micro logo

A simplified crest has been developed for use at smaller sizes, such as on social media profiles and embroidered applications. This version ensures the logo remains clear and instantly recognisable where the full logo may lose detail.

By refining shapes and reducing intricate elements, the micro logo maintains legibility and brand integrity across all formats, ensuring a consistent and professional appearance at any scale.



Exclusion Zone

To protect the clarity and impact of the UGM Manchester logo, an exclusion zone must always surround it. This area ensures no other visual elements interfere with the logo's visibility or legibility.

The exclusion zone is defined by the height of the shield icon. No text, imagery, or graphic elements should appear within this space.

Minimum Size

To maintain legibility, the logo should never appear smaller than 60mm in width in print, or 180px on screen.



Minimum Size



Social Logo

The social logo uses only the UGM crest symbol. It's intended for use in small-scale applications such as social media profile images or favicons, where the full logo would be too detailed.

When used within a circular crop (such as social media icons), ensure the entire crest is visible and not cut off. The logo should always be clear, legible, and used in the primary brand colours on a solid background to maintain consistency and impact.



Brand Colours

Our colour palette reflects the confidence and clarity of the UGM Manchester brand. At its heart is Ox Blue, our anchor and most recognisable colour, supported by the vibrancy of Electric Blue and the balance of black, white, and tonal greys.

Together, they create a flexible system that works across digital and print, with tints providing depth and variation. Accent colours Cambridge, Naples, and Azul bring moments of warmth and distinction when used sparingly – with Azul reserved as the consistent colour for all links and buttons, ensuring a clear and accessible user experience.

Oxo Blue

HEX: #1D263B
RGB: 29, 38, 59
CMYK: 95, 80, 46, 56

Naples

HEX: #FECB68
RGB: 254, 203, 104
CMYK: 7, 20, 67, 0

Azul Blue

HEX: #106FBD
RGB: 130, 172, 159
CMYK: 52, 19, 40, 0

Electric Blue

HEX: #00DCF9
RGB: 0, 220, 249
CMYK: 62, 0, 9, 0

Cambridge

HEX: #82AC9F
RGB: 130, 172, 159
CMYK: 52, 19, 40, 0

Postbox

HEX: #E11D3C

Fonts

Our brand uses two typefaces: Fraunces and Lexend Deca.

Fraunces is used for headings. Its blend of classic serif elegance and modern confidence gives our brand a distinctive, approachable voice.

Lexend Deca is used for body copy. This clean, accessible sans-serif offers excellent legibility on screen and in print, making content easy to read for everyone.

Fraunces

Fraunces is a modern serif typeface with a welcoming warmth, celebrated for its expressive forms and adaptability.

Bold defines heavier, more important text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890#\$%^&**

Regular delines the body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890#\$%^&

Lexend Deca

Lexend Deca is a clean, modern sans-serif with a friendly character.

Bold defines heavier, more important text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890#\$%*&**

Regular defines the body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890#\$%*&

Contact Information

For more information please visit
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