



Brand concept 1

University of the Highlands and Islands
Shetland

Pantone 653C

Designer, Jamie Lawrence
November 2020



The evolution of the motif

If you mention Shetland you may immediately think of small ponies, puffins, stormy weather and Vikings but there is so much more to our islands and way of life.

Shetland. One of the northernmost islands of the UK. Proud of its strong maritime reputation and heritage. The concept here has been designed with this in mind.

This style demonstrates a strong identity to the seas which embrace the islands, with the soft curves and elongated lines paying homage to land and water, and to the movement of both.

The dominant 'S' is to show strength in place with the slight tilt giving a nod to the angle of the island that can be found on the map. The rich body of the 'S' illustrates the swell of growth and progression of Shetland.

The forthcoming pages will help provide a better understanding with how scalable and versatile the design can be to the intended audience.



University of the
Highlands and Islands
Shetland



Pantone
653 C



University of the
Highlands and Islands
Shetland



Pantone
260 C

The family in brand colours



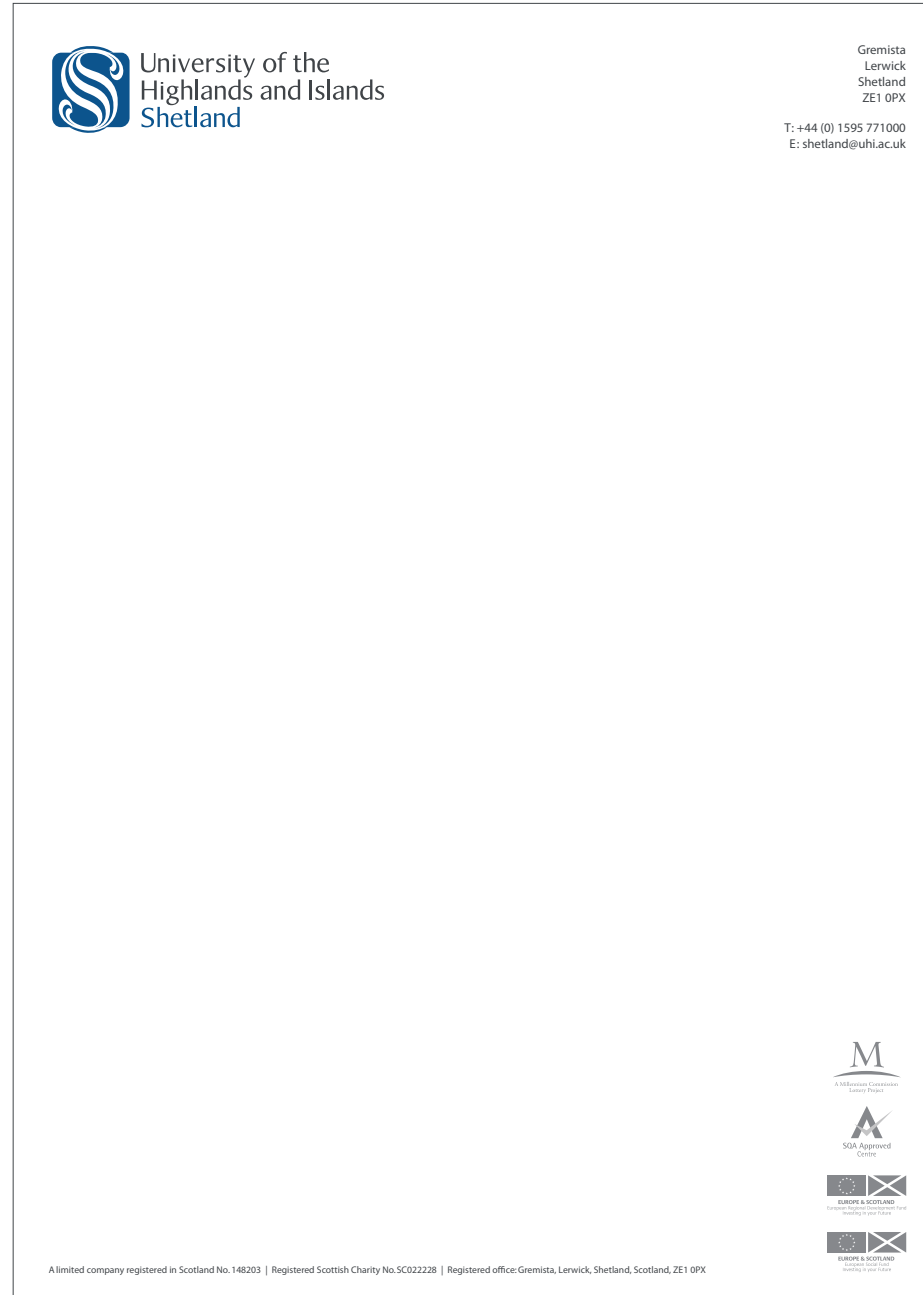
Stationery brand colour



Front of business card



Reverse side of business card



Corporate brochures



Annual report
2020/21



The university partnership has been working to develop our collective branding and positioning as we come up to our 10th anniversary of university title. Following consultation with staff, students and external stakeholders, a move towards the adoption of a single primary brand colour (purple) was endorsed by partnership senior management and governors to create a more integrated family brand. The implementation of the visual identity for academic partners would continue to feature a distinctive secondary colour. Further work on this will be done over the next six months, for this reason, each creative option has been shown in purple.

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Shetland

Pantone 260C

The family in Pantone 260c



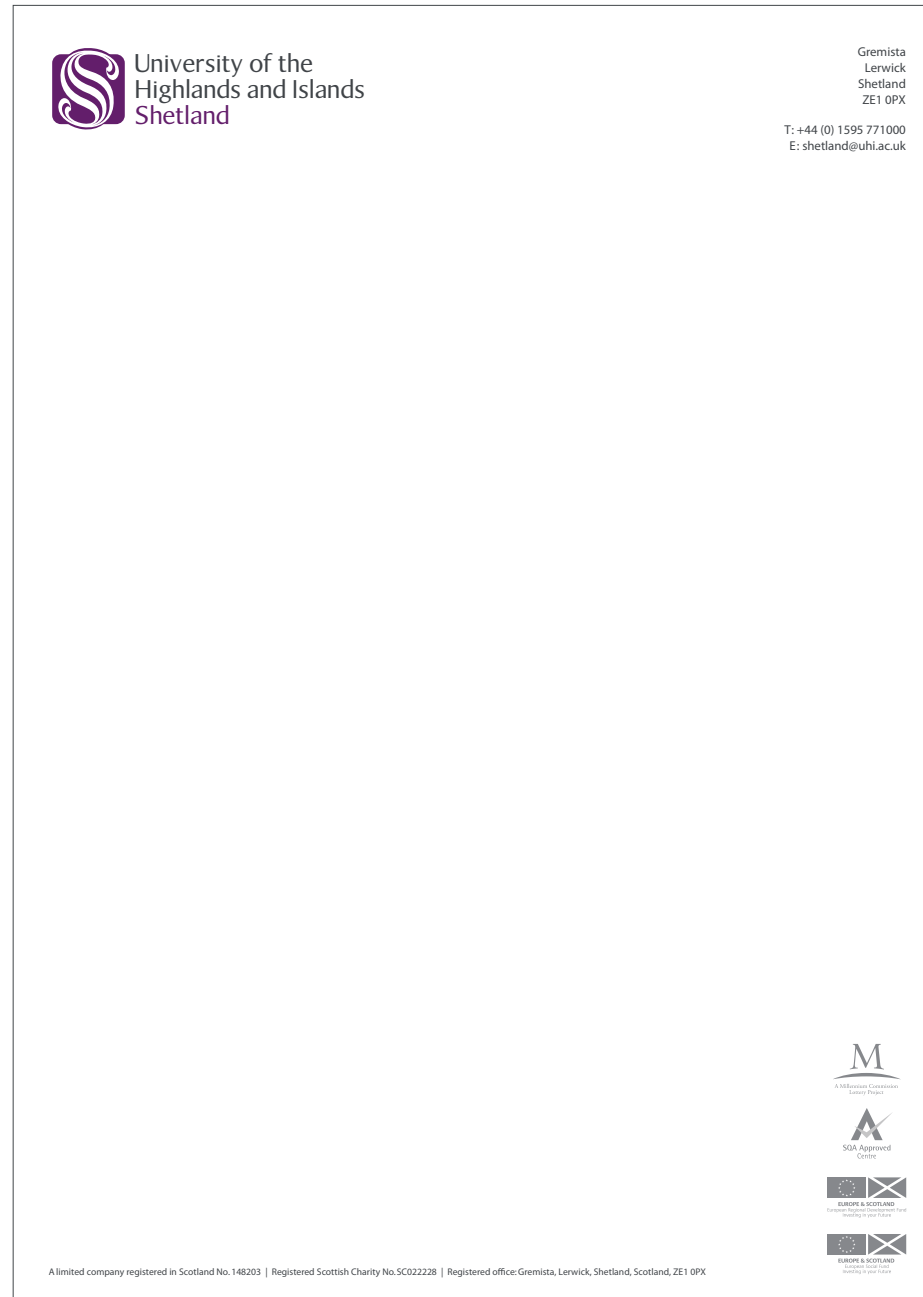
Stationery Pantone 260c



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