



Brand concept 2

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.

This concept is inspired by two inter-connected iconic emblems - the Shetland flag/cross and the maritime compass. Both combine to celebrate the strong maritime and historical heritages deep-rooted in Shetland culture.

The compass 'rose' element also helps illustrate Shetland's strong connections with nature as the shape can be interpreted as a flower, and equally as a 'northern star'.

Keeping the compass shape minimal in style allows the motif to be adapted for reduced size while keeping the graphic easily identifiable without constraint.

The forthcoming pages will help provide a better understanding with how affective 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



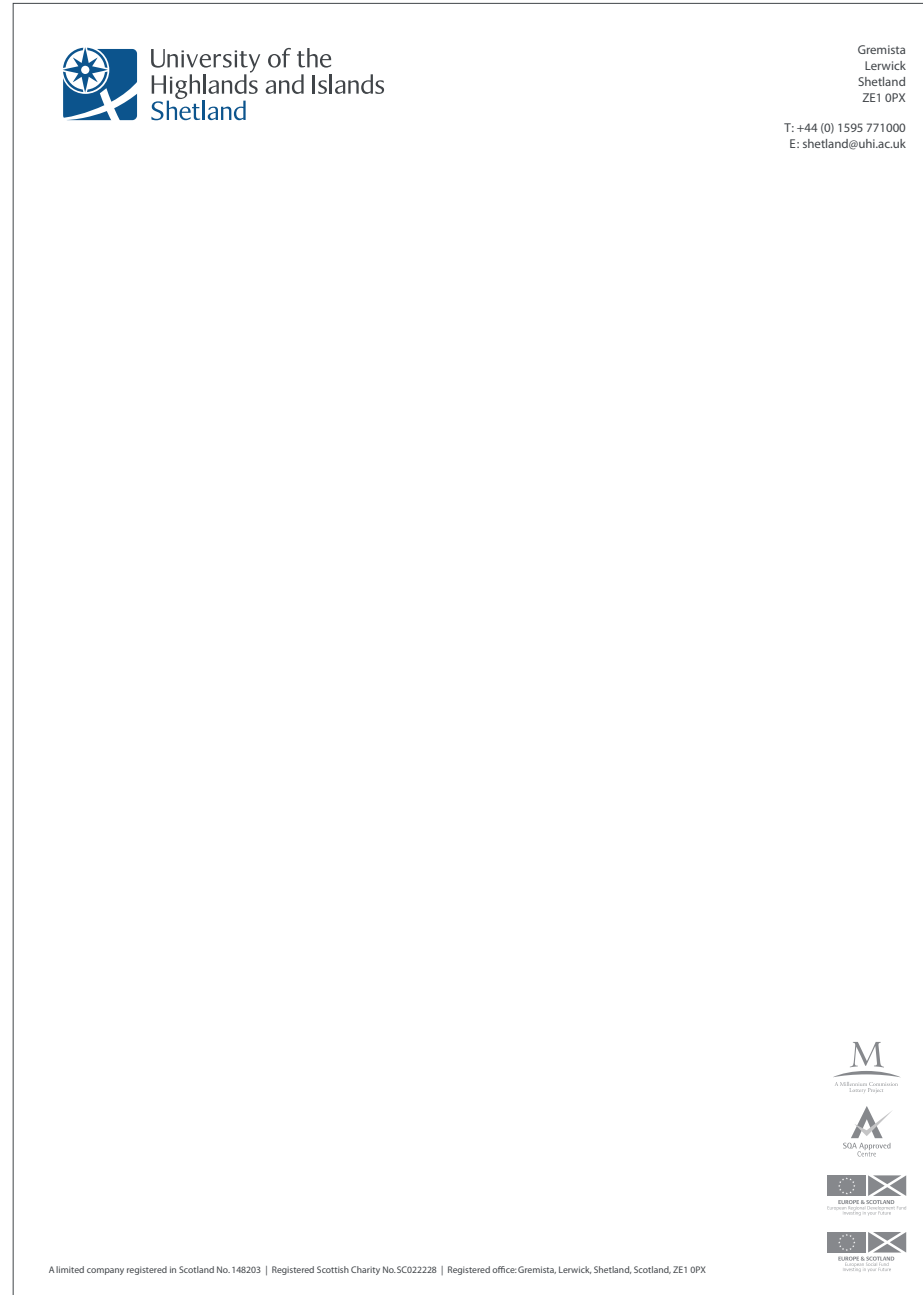
Stationery brand colour



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.

Brand concept 2

University of the Highlands and Islands
Shetland

Pantone 260C

The family in Pantone 260c



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean



University of the
Highlands and Islands
Argyll College



University of the
Highlands and Islands
Highland Theological
College

Oilthigh na Gàidhealtachd
agus nan Eilean
Colaiste Dhiadhachd
na Gàidhealtachd



University of the
Highlands and Islands
Inverness College



University of the
Highlands and Islands
Lews Castle College

Oilthigh na Gàidhealtachd
agus nan Eilean
Colaiste a' Chaisteil



University of the
Highlands and Islands
Moray College



North Highland College
University of the
Highlands and Islands



University of the
Highlands and Islands
Orkney College



University of the
Highlands and Islands
Perth College



University of the
Highlands and Islands
Shetland



University of the
Highlands and Islands
West Highland College

Oilthigh na Gàidhealtachd
agus nan Eilean
Colaiste na Gàidhealtachd an Iar

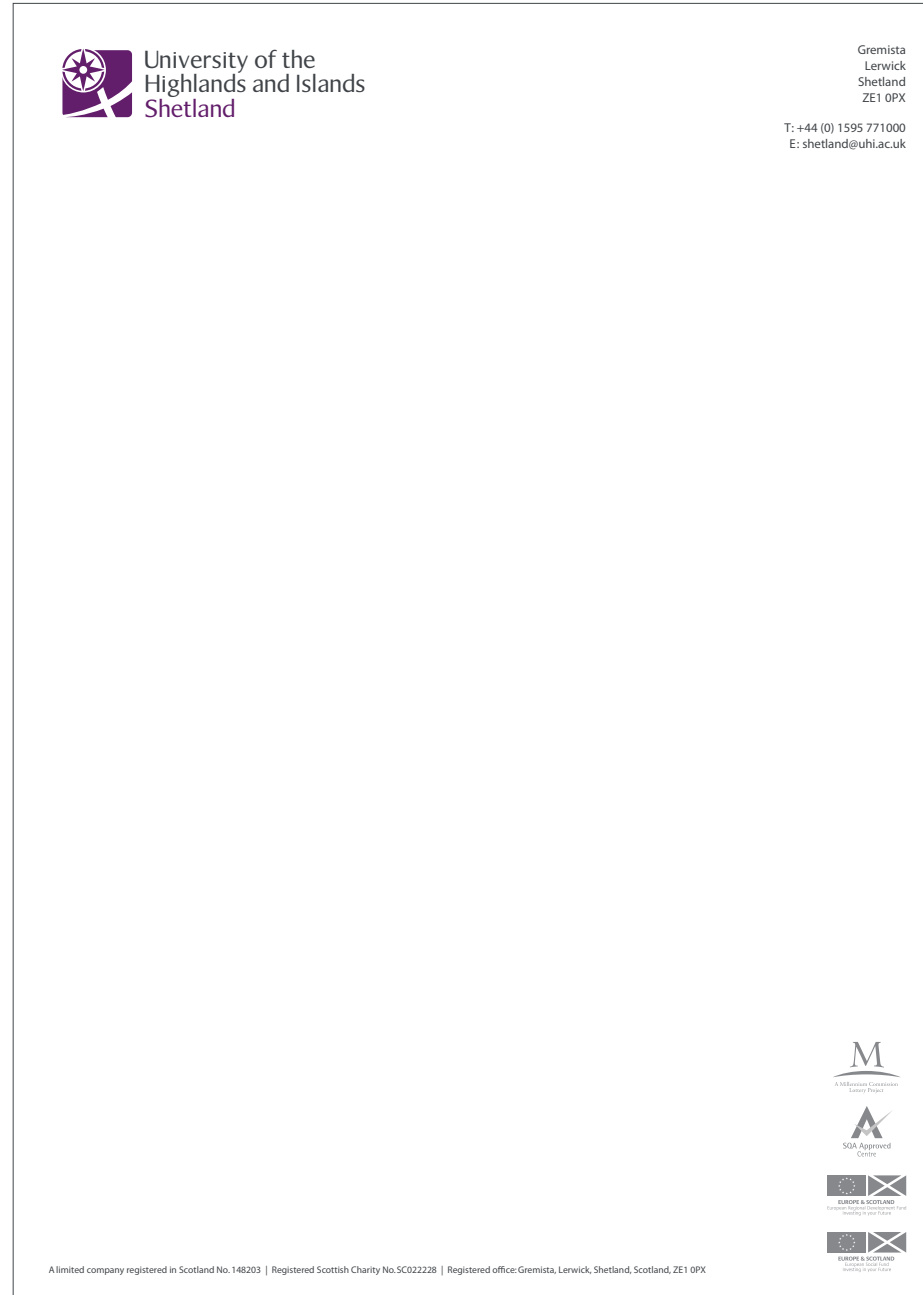
Stationery Pantone 260c



Front of business card



Reverse side of business card



Corporate brochures



Annual report 2020/21

