

Brand concept 3

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.

What better way to illustrate the variety of Shetland's education, culture, industry, heritage, community and nature than with an arrangement of minimalistic graphics which form the 'S' of Shetland in a strong, proud, instantly recognisable and contemporary graphic.

These building blocks of shapes, while individual, have the same purpose: shaping Shetland. The soft edges of the graphics offer movement; the feel of the flow of water that comforts the islands' habitats and a sense of windows of opportunity which can also be used in a pictorial way.

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





Pantone **653 C**





Pantone **260 C**

The family in brand colours







Oilthigh na Gàidhealtachd agus nan Eilean Colaiste Dhiadhachd na Gàidhealtachd



University of the Highlands and Islands Lews Castle College

 Oilthigh na Gàidhealtachd agus nan Eilean
Colaisde a' Chaisteil

















Oilthigh na Gàidhealtachd agus nan Eilean Colaiste na Gàidhealtachd an Iar

University of the Highlands and Islands Shetland **Stationery brand colour** University of the Highlands and Islands Shetland **Jamie Lawrence Graphic Designer** Front of business card University of the Highlands and Islands Shetland, Gremista, Lerwick, Shetland, ZE1 0PX +44 (0) 7386 246555 M: +44 (0) 1595 771000 T: jamie.lawrence@uhi.ac.uk **E**: shetland@uhi.ac.uk Reverse side of business card A limited company registered in Scotland No. 148203 | Registered Scottish Charity No. SC022228 | Registered office: Gremista, Lerwick, Shetland, Scotland, ZE1 0P)

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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 3

University of the Highlands and Islands **Shetland**

Pantone 260C

The family in Pantone 260c







Oilthigh na Gàidhealtachd agus nan Eilean Colaiste Dhiadhachd na Gàidhealtachd





Oilthigh na Gàidhealtachd
agus nan Eilean
Colaisde a' Chaisteil













| Oilthigh na Gàidhealtachd | agus nan Eilean | Colaiste na Gàidhealtachd an Iar University of the Highlands and Islands Shetland

Stationery Pantone 260c

University of the Highlands and Islands Shetland

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Reverse side of business card

Front of business card

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