



Brand concept 3

University of the Highlands and Islands  
**Shetland**

**Pantone 653C**

Designer, Jamie Lawrence  
November 2020

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## 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.



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



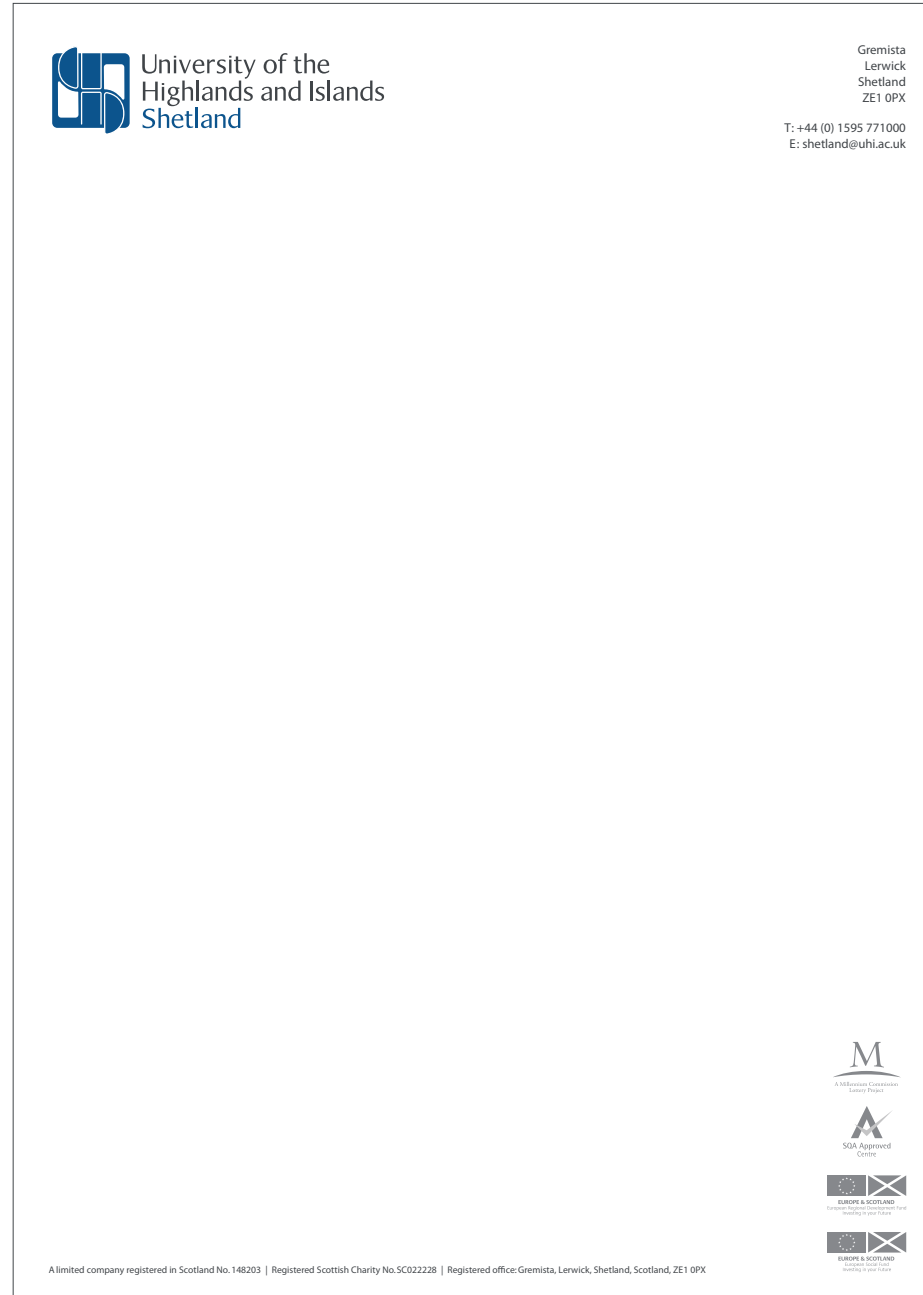
## Stationery brand colour



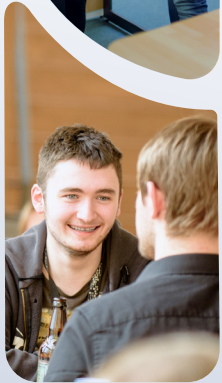
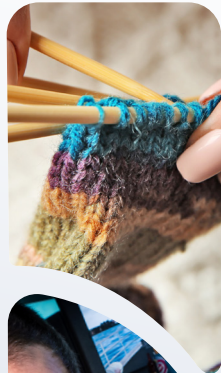
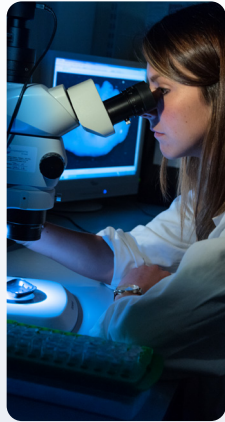
Front of business card



Reverse side of business card



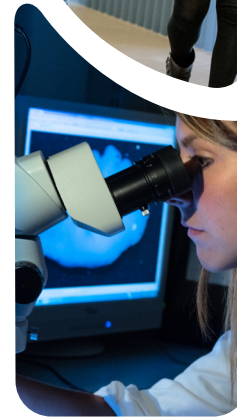
# Corporate brochures



shetland@uhi.ac.uk



**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 3

University of the Highlands and Islands  
**Shetland**

**Pantone 260C**

## The family in Pantone 260c





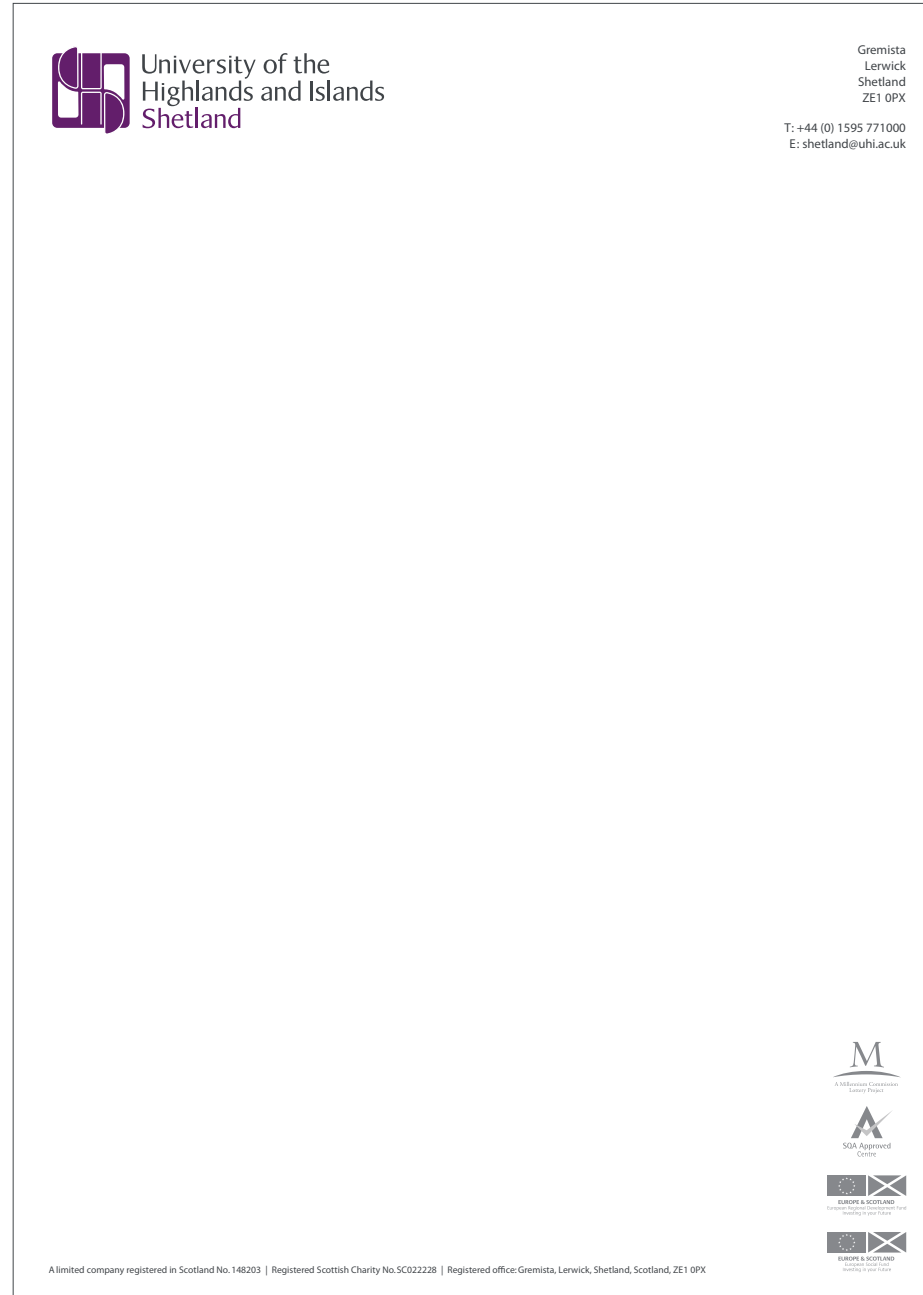
# Stationery Pantone 260c



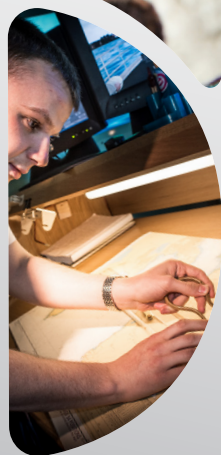
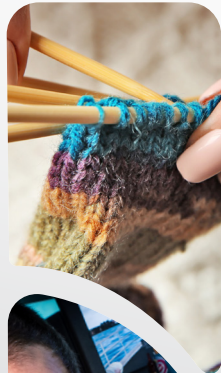
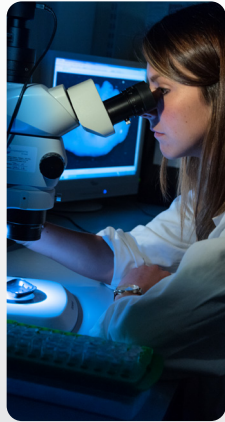
Front of business card



Reverse side of business card



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