2021 calls for celebration, as Heriot-Watt ushers in 200 years of excellence and innovation.

The bicentennial is a moment in our history that provides the opportunity to look back at the key achievements that have shaped our story, but crucially an opportunity to look forward and showcase our ambitions for the future.

The Heriot-Watt diaspora is global, and combined with our global campuses, this year-long celebration is an opportunity to connect people, places and events together to build a stronger emotional connection.

A clear and coherent global identity has been created to signpost a calendar of celebration events, fundraising and brand marketing in 2021 across our global campuses in UK, Dubai and Malaysia.

Key to this is a decorative, ribbon-like numeric marque that will be used as a key signifier throughout the year.

This marque comes in two styles – an ornate detailed version with delicate filigree, which is the primary lock-up to the Heriot-Watt logo, and a simplified version to use at smaller sizes – ensuring that at any size, the lock-up is looking its best.
Heriot-Watt University is celebrating 200 years of innovation and history in 2021, but will also be celebrating and looking forward to the next 200. This new marque honours the contributions made by students, faculty, administrators and alumni over the rich history of the institution. Within this guidance document you’ll be introduced to everything that makes up the 200th anniversary brand identity. From marque lock-ups to colourways and brand applications.

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**Tone of Voice**

To celebrate our historic milestone in an inspiring and engaging way, we need to ensure our messages and communications are uplifting, future focused and importantly, consistent. These guidelines will set the tone in which we talk about our anniversary to our various audiences.

When creating copy for our anniversary, we should ask ourselves whether it falls into one of these three categories.

**Celebratory**

200 years is an achievement we are very proud of. So, if the piece you are writing aims to celebrate that, then the tone should be bright, uplifting and full of pride. You’re writing on behalf of your colleagues and those that have come before you in our 200 year journey. But be careful not to sound too self-congratulatory because we’re never going to be finished in our pursuit for better.

*Example:*

For 200 years, people from all over the world have come together to make their mark at Heriot-Watt, shaping our university, the world and themselves. We couldn’t be prouder or more grateful for every person who’s been part of our story.

**Inspiring**

We’ve been inspiring generations of people and creating real change for two centuries. Our influence is now seen through our alumni, research and change-making all over the world. It’s been an incredibly inspiring journey, so if you’re writing intends to inspire, then make sure to capture the grandeur of the topic. Don’t play it down. Sound bold, pioneering and authoritative.

*Example:*

200 years is a lot of time to see, learn and create. In that time, our university has become a cathedral of knowledge, enterprise and driver of important social change, innovate technological developments and future-focussed education. Just think what we could do with another 200 years..

**Future focused**

The 200th anniversary is a moment in our history that provides the opportunity to look back at the key achievements that have shaped our story, but crucially an opportunity to look forward and showcase our ambitions for the future. So, if the piece you’re writing should be future-focussed then we want to avoid dwelling on the past and instead pulling out what comes next. Sound excited, hungry for the future and full of possibility.

*Example:*

Yes, we have 200 years behind us and that should be celebrated. But what does that mean for our future? It means we’re in the best place possible to put knowledge, practice and passion towards influencing and informing the future. Not just of our university and students, but the world. The next 200 years is our focus now.
## Tone of Voice

In this landmark year, we encourage use of the 200th brand marque across all of our Heriot-Watt University communications. However, where we’re actually talking about the anniversary whether that be an article, copy or a speech, we need to ensure the tone is either celebratory inspirational or future-focused. Select what you deem appropriate for your piece.

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<th>Audience</th>
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<tbody>
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<td><strong>Media</strong></td>
<td><strong>Bicentenary Boilerplate</strong></td>
<td><strong>Current Students</strong></td>
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<td>Heriot-Watt University is celebrating the 200th anniversary of its founding roots in Scotland in 1821, which created the world’s first mechanics’ institute in the heart of Edinburgh. Heriot-Watt will be reaffirming its historic commitment to widening access to practical and relevant learning, research and enterprise by looking to the future with a renewed focus on global sustainability. The University will celebrate Heriot-Watt’s remarkable record of innovation at its campuses in Scotland, Malaysia and Dubai; with alumni across the world; and through in a series of events and debates offering something for everyone to take part in and enjoy.</td>
<td>You are part of a global community of pioneers in education, for the last 300 years, that is often celebrated being first to achieve progress as an institution. Be proud of the status of your university and look at how you can add to its reputation.</td>
<td>We have made a world class impact in the fields of Business, STEM and Design, for the last 200 years, and will continue to do so into the future. You are part of this legacy and will help the generations still to pass through the university. We should always talk about 200th anniversary rather than bicentennial or bicentenary.</td>
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<td>We want them to feel excited by celebrating the 200 years and the achievements within that 200 years, while looking to the future. We want them to feel that being part of HW means they are empowered to make changes and develop themselves and their ambitions. We want them to feel proud when they tell people they work for HW. When communicating with staff, we can use 200th anniversary or bicentennial/bicentenary.</td>
<td>Join Heriot-Watt University to be part of an established, future focused education that will project you onto the career path you choose. We should always talk about 200th anniversary rather than bicentennial or bicentenary. Future focussed: We use our 200 year past to project you towards your future.</td>
<td>Our research has been making a positive impact around the globe for 200 years and into the future, from the National Robotarium to a zero-carbon future. We should always talk about 200th anniversary rather than bicentennial or bicentenary.</td>
<td>Heriot-Watt is a truly global and well-established institution that has a great history and is helping the world tackle current and future challenges sustainably. We should always talk about 200th anniversary rather than bicentennial or bicentenary.</td>
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<td>Our research will continue to make a positive impact for generations to come. From globally recognised projects like the National Robotarium to our efforts in driving a zero-carbon future.</td>
<td>Heriot-Watt is a globally recognised institution, with strong foundations in Scotland and impact and influence all over the world. On our 200th anniversary, we celebrate two centuries of helping the world tackle past, current and future challenges sustainably and all those who have joined, and are yet to join us on the journey.</td>
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New ‘200 Years’ Marque

The new ‘200 Years’ marque ushers in 2021 with a celebratory and ornate numeral that will accompany the Heriot-Watt suite of lock-ups.

The marque is comprised of two elements: The numeral ‘200’ which has been specially created for this occasion, as well as the word ‘Years’ which is set in the brand font Kessel 105 Bold.

The ‘200 Years’ marque has been designed in both an ‘Ornate’ and ‘Simple’ variation and has been subtly tweaked for light and dark applications.

Note: You must always use master artwork when reproducing the marque.

ORNATE (PRIMARY)
To be used in most cases if space and size allow.

SIMPLE (SECONDARY)
To be used when the marque is displayed at very small sizes such as social avatars.
Light and Dark - Subtle Differences

Subtle optical tweaks were made between the Light and Dark ‘200 Years’ marques. This was to ensure that the line details were visible and could be properly reproduced on all collateral and at any size.

A simple rule of thumb: if the colour of the marque is visibly lighter than the background, use the ‘Light’ variation as a starting point.

Notes:
To show the subtle differences on the right, we have coloured the Dark version of the marque red for greater readability.

You must always use master artwork when reproducing the marque.

File names will either have ‘Light’ or ‘Dark’ in their titles, please use the appropriate working files.
‘200’ Marque Lock-ups (Ornate)

The ‘200 Years’ marque can be paired with a variety of Heriot-Watt lock-ups.

Please use the default ‘Hero’ lock-up when possible and on all newly created collateral.

When there is a need to update existing work using the Global marque please use the new Global lock-up (Landscape or Stacked).

Only use the ‘Global Stacked’ marque lock-up where appropriate space allows. It works best when centred on collateral - see merchandise examples on page 19.

Note:
You must always use master artwork when reproducing the lock-ups.
‘200’ Marque Lock-ups
(Simple)

For smaller screens and digital applications the ‘Simple’ version of the lock-up should be used.

For more information on minimum sizes please see page 10 of this document.

Only use the ‘Global Stacked’ marque lock-up where appropriate space allows. It works best when centred on collateral - see merchandise examples on page 19.

Note:
You must always use master artwork when reproducing the lock-ups.
Strapline

To the right is a strapline lock-up that utilises the ‘Ornate’ version of the ‘200’ numerals. The rest of the strapline is set in Kessel 105 Uppercase. This can be used throughout the year on banners, social posts and merchandising when appropriate but should not be considered a primary marque lock-up.

Note: You must always use master artwork when reproducing the ‘Strapline’ lock-up.
Exclusion Zone

The exclusion zone refers to the minimum amount of space required to have around the marque. It’s worth remembering that this is just a minimum – it’s better to give the marque more space than this.

To measure the exclusion zone, take the height of the ‘H’ in Heriot-Watt and place it on the opposing corners of the marque. Be sure to rotate the ‘H’ 90 degrees on either end.

This is in keeping with the exclusion zone guidance for the hero Heriot-Watt logo.
Minimum Size

To retain legibility at small sizes we have created rules around minimum sizes, especially when using the ‘Ornate’ version of the marque. A quick rule of thumb, the ‘Ornate’ version of the marque lock-up should be used on the top navigation of the Heriot-Watt website, any smaller than that, use the ‘Simple’ version. The ‘Simple’ version is also great for social channels as it can be reduced to much smaller sizes.

**DIGITAL**

‘Ornate’ version of the lock-up.

Minimum size is larger than the isolated version of the Heriot-Watt logo. This is to preserve the ornate details in the ‘200’ numerals.

**PRINT**

‘Ornate’ version of the lock-up.

Minimum size is larger than the isolated version of the Heriot-Watt logo. This is to preserve the ornate details in the ‘200’ numerals.

**SMALLER THAN 255 PX USE:**

‘Simple’ version of the lock-up. Minimum size is 175 px wide.

**SMALLER THAN 110 MM USE:**

‘Simple’ version of the lock-up. Minimum size is 55 mm wide.
Bicentennial Colours

Working within the Heriot-Watt brand palette, the bicentennial palette uses: Dark Blue, Light Blue, Grey, Purple and Yellow, alongside Light Grey and White.

These colours evoke the celebratory feeling of the 200th anniversary and create bright and cheerful colour combinations.

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>CHYK</th>
<th>HEX</th>
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<tbody>
<tr>
<td>DARK BLUE</td>
<td>0  60 115</td>
<td>100 79 50 15</td>
<td>#003c71</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>0 156 222</td>
<td>76 23 0 0</td>
<td>#009cde</td>
</tr>
<tr>
<td>GREY</td>
<td>51 65 72</td>
<td>78 60 59 50</td>
<td>#335f48</td>
</tr>
<tr>
<td>PURPLE</td>
<td>95 57 159</td>
<td>81 91 0 0</td>
<td>#5f2f9f</td>
</tr>
<tr>
<td>YELLOW</td>
<td>255 181 0</td>
<td>0 85 95 0</td>
<td>ffdb50</td>
</tr>
<tr>
<td>LIGHT GREY</td>
<td>240 240 259</td>
<td>7 5 6 0</td>
<td>#f0f0f0</td>
</tr>
<tr>
<td>WHITE</td>
<td>255 255 255</td>
<td>0 0 0 0</td>
<td>ffffff</td>
</tr>
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Using a reduced Heriot-Watt colour palette at 100% tint.
Colour Variants

To the right we have demonstrated a variety of colour combinations that meet the AA accessibility requirements for Heriot-Watt.

Always consider colour contrast when pairing colours.
Colour Variants
(Suggested Pairings)

To the right are suggested colour pairings within the bicentennial palette.

These pairings ensure greater legibility and should be used as a base reference for all bicentennial collateral.

Note:
The ‘200 Years’ marque lock-up must be reproduced in either the Grey, Dark Blue, Black or White. This rule can only be broken when the ‘200’ numerals sit within the ‘Strapline’ lock-up.

In many cases the colour of the headline will be different than the colour of the marque lock-up.

Always consider colour contrast when pairing colours.

These are simple examples of how the strapline colour pairs with the background, and how in many cases how it can differ from the marque lock-up.
Ornate Pattern

To give certain collateral more dimension we have created a repeat pattern using the 'Ornate' version of the '200' marque which excludes 'Years'.

This can be applied as a very small repeat graphic or as a very large background graphic, which can be cropped in a multitude of ways.

To increase legibility we suggest reducing the opacity of the repeat pattern to 20% regardless of the colour combination you’ve chosen.

Repeat patterns should utilise the ‘Ornate’ ‘200’ without ‘Years’.

Background graphic can crop at any position or scale. There is a level of freedom to explore different crops depending on the use case.
Mistreatments

To maintain consistency across all bicentennial collateral here are a few things to keep in mind. These guidelines cover most cases of mistreatment but please use common sense for any situation not listed.

Note:
You must always use master artwork when reproducing the marque lock-up.

- Lock-up should not be reproduced in any colour outside of: Grey, Dark Blue, Black or White.
- Dividing line must always split the Heriot-Watt logo and the '200 Years' marque.
- Do not use the 'Simple' lock-up at large sizes. This is reserved for small applications such as social channels.
- Never flip the elements of the marque lock-up.
- Do not alter the scale of the elements within any of the lock-ups. Always use the master artwork files.
- The marque lock-up must always feature the 'Years' within the '200 Years' marque.
- Do not compress or skew the marque in any way.
- Do not combine elements from the strapline and marque lock-up. They are two different assets.
Applications
Website Navigation

‘Ornate’ version of the marque to be used.
Social Channels

For social avatars, we suggest using the ‘Ornate 200’ as a background graphic. This way the main Heriot-Watt logo can be used with a subtle nod to the 200th anniversary.

However in a case like the cover photo on Twitter, the ‘Strapline’ could be used to highlight the details of the full ‘200’ numerals.

Note:
You must always use master artwork when reproducing the ‘Strapline’ lock-up.
Merchandise

General exploration of the ‘200’ marque lock-up and ‘Strapline’ lock-up applied to a variety of collateral.

Note:
These are not final designs.
Banner

Large headline with repeat background pattern.

Banner with simple messaging.
Thank You

For more information and implementation guidance, please contact:

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c.gruber@hw.ac.uk