



BRANDING BOOK

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RESEARCH

INSPIRE, STEM Learning Centre at Brunel University is a project partnered with Fujitsu and other organisations to build a science, technology, engineering and maths learning Centre.

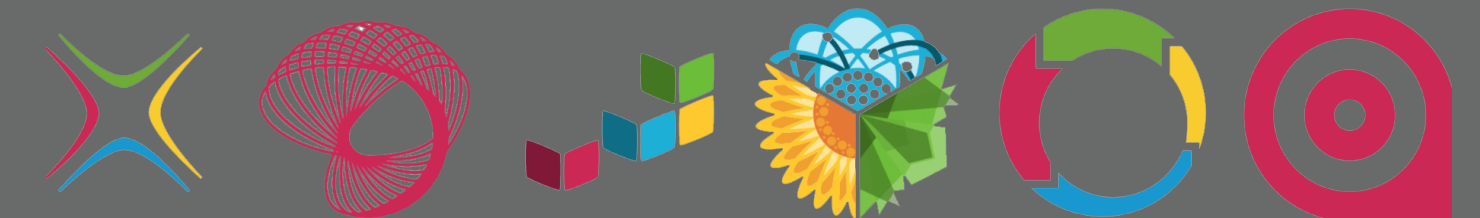
It will give an opportunity for schoolchildren in Key Stage 1 to 5, to learn about STEM subjects through a wide range of lessons or workshops. The Centre will also offer facilities to community organisations and other Brunel departments and schools and colleges.



EXISTING STEM LOGOS

Over the years, National STEM Centre had commissioned seven logo designs.

Every STEM Learning logo uses the same colour palette and where possible in the same order to help create a visual connection between them all.



LOOK AND FEEL

STEM related, fun and corporate - like Science Museum, but with learning. The Centre must be memorable whilst at the same time having a very clear link to Brunel University.

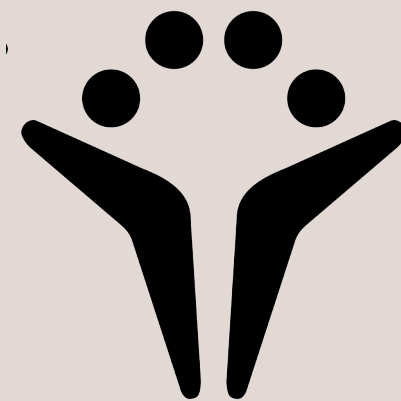
TARGET MARKET

Current students, prospects, staff, local community and most importantly local (and national) Primary and secondary School teachers and pupils.

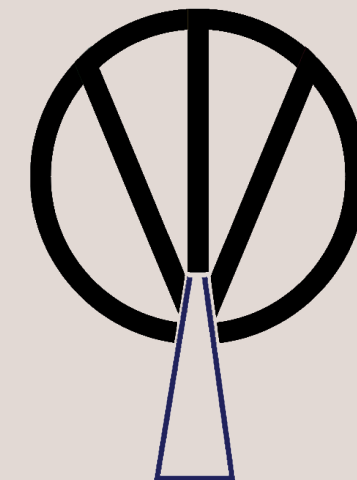
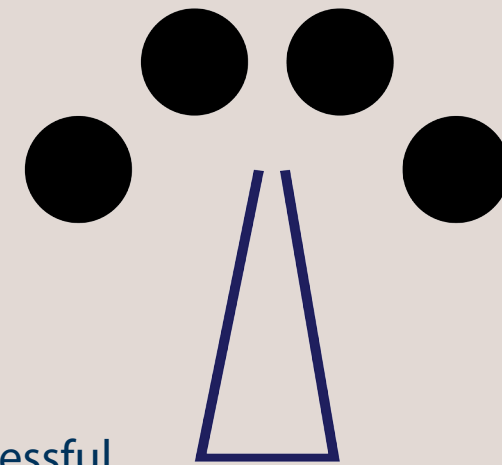
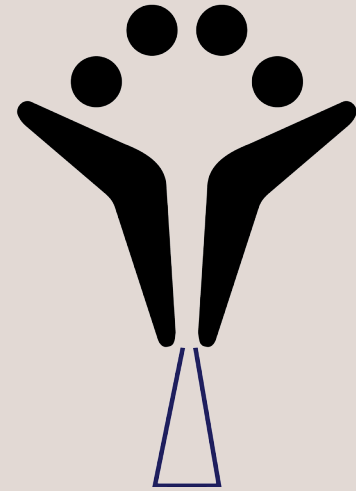
LOGO IDEAS



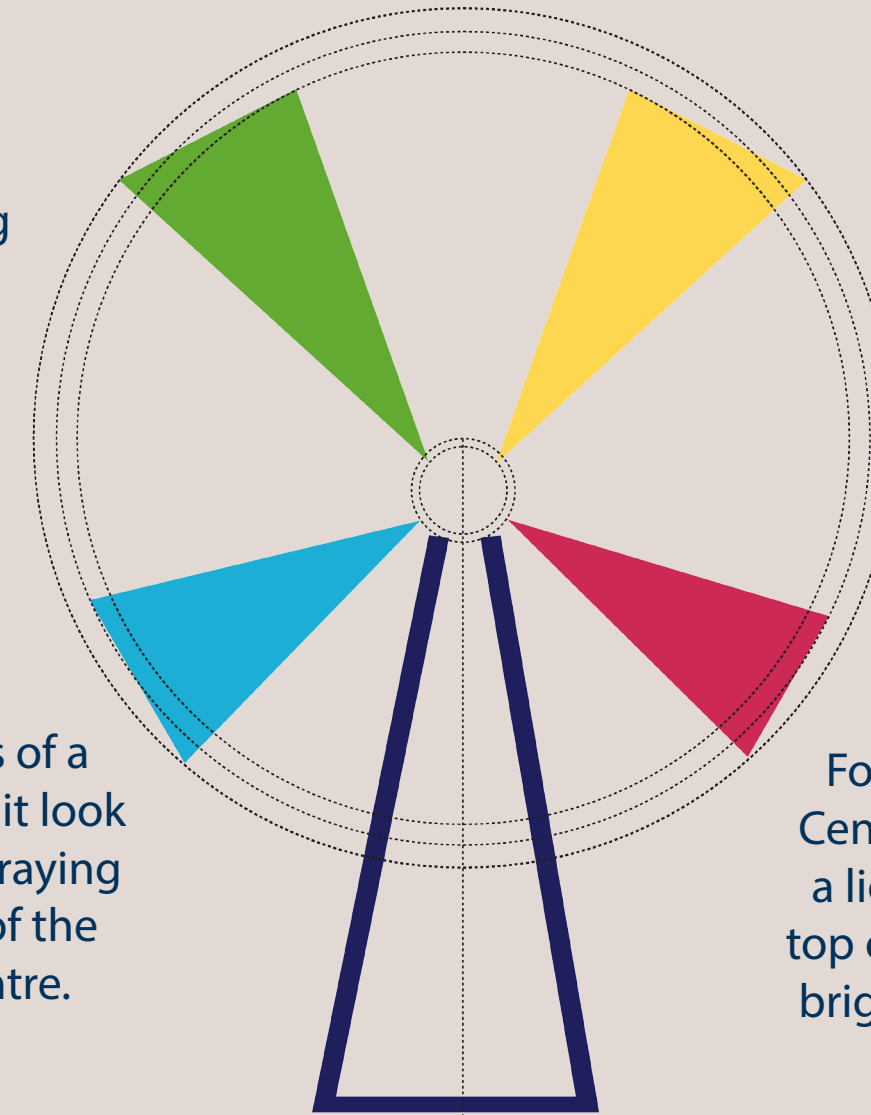
The logo has to be suitable for a broad audience specifically schoolchildren, so it's important to have symbols to represent togetherness and learning.



To create a successful corporate identity, it needs purpose and a sense of belonging.



The final logo took inspiration from the word stem and taking it literally, forming a tree to show how it grows like the minds of students

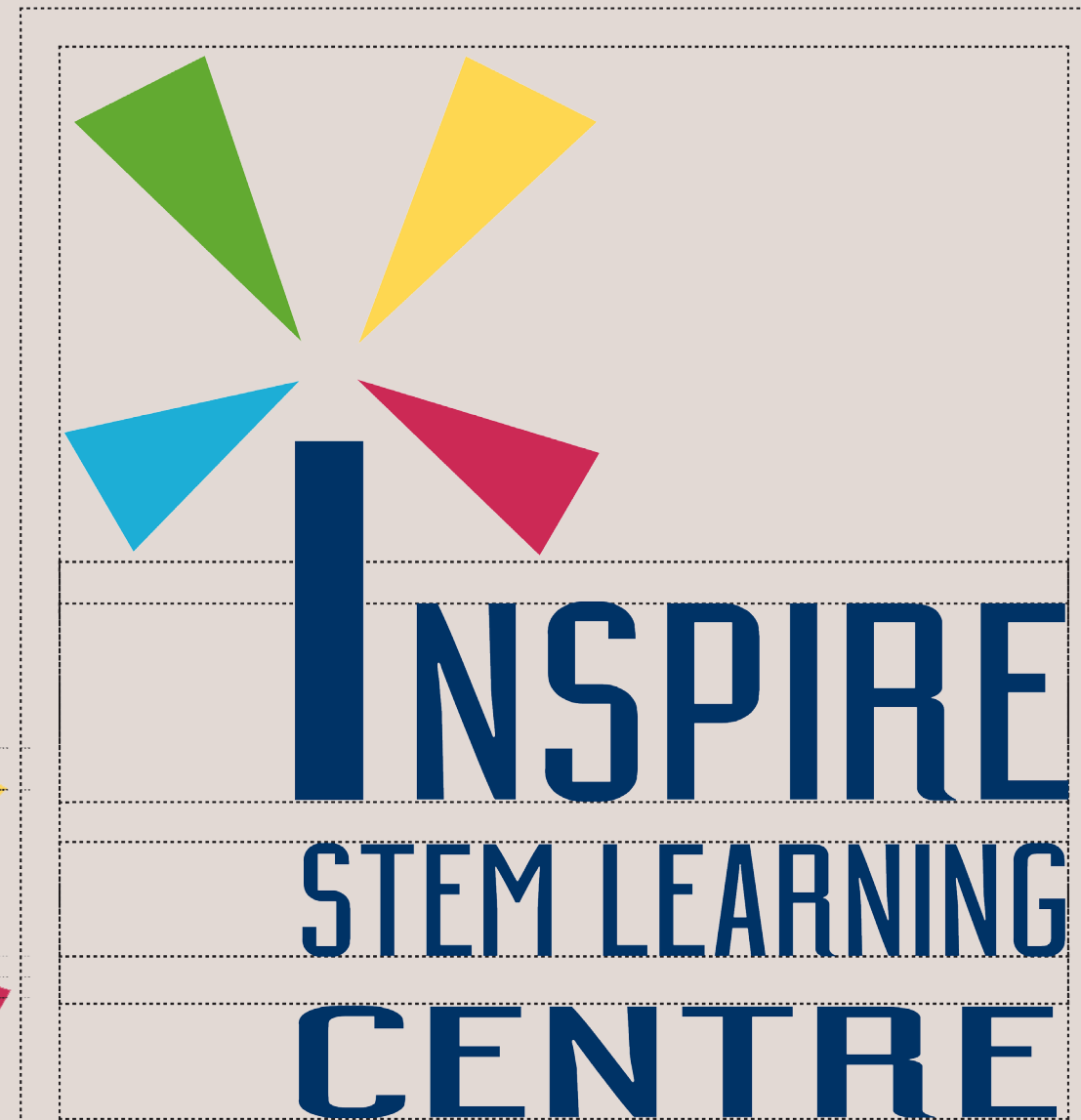
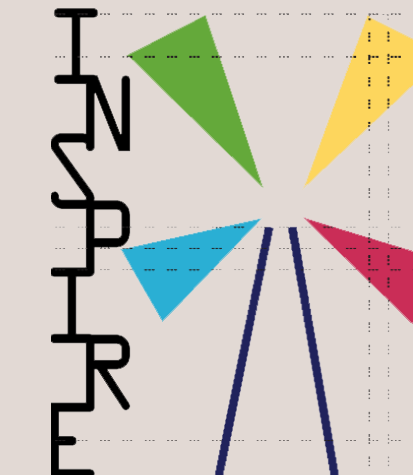
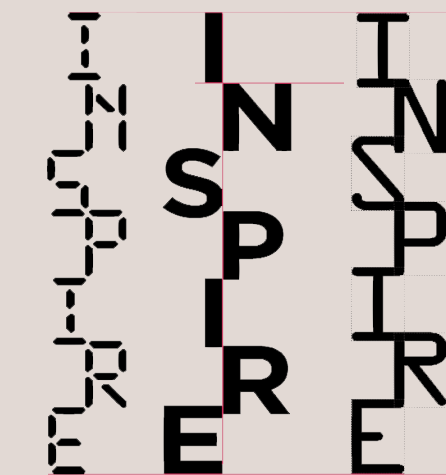
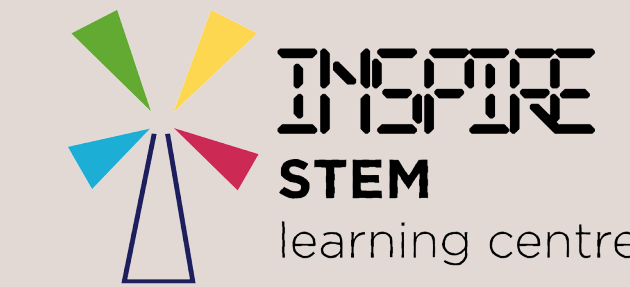
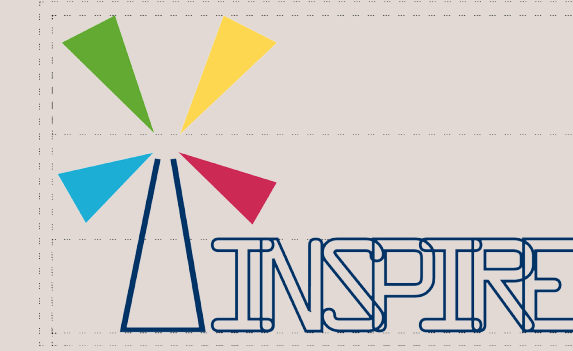


Shape of a beaker, linking with STEM subjects

Connotations of a windmill make it look industrial, portraying the building of the learning Centre.

The four triangles represent the STEM elements - science, technology, engineering, maths - and will be more obvious when colours are applied.

Four triangles circling the Centre is a representation of a light bulb or a beacon on top of the building - implying bright ideas projecting from the learning Centre



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Initially the idea was to have the letters in a digital font, going vertical, to show creativity and uniqueness.

However, it didn't align well with the logo, so I chose different style and font.

TYPOGRAPHY

CORPORATE TYPEFACE

Building is the typeface to site with the STEM corporate. It is used because of its industrial appearance which gives a strong visual impact, portraying the powerful network within the company. Since this font is only available in uppercase letters, it is mostly used for the logo, titles and headings.

BUILDING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

(.,/;'+-!=!@) 0 1 2 3 4 5 6 7 8 9

SUBSTITUTE TYPEFACE

Myriad Pro is the default typeface when building font is not available. Myriad Pro (Condensed) is the closest substitute to Building font, so communicating to the viewers is consistent and therefor will be the default font for the website.

MYRIAD PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

(.,/;'+-!=!@) 0 1 2 3 4 5 6 7 8 9

Myriad Pro Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Semi-bold

Myriad Pro Semi-bold Italic

Myriad Pro Condensed

Myriad Pro Condensed Italics

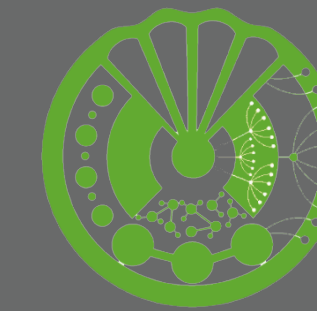
Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

COLOUR



R = 29
G = 175
B = 214



R = 98
G = 170
B = 49



R = 254
G = 215
B = 81

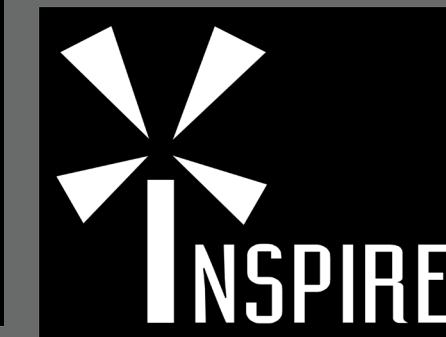


R = 204
G = 41
B = 85



Brunel
University
London

R = 0
G = 50
B = 91



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The colour scheme will follow the STEM and Brunel University guidelines so it connects the logos together to show it's a part of the same corporate.

Long version of logo in reverse and other coloured background. This logo will appear in merchandise and signage.

Master logo in reverse and other coloured background. This logo will appear in all media as it is the main one.

Long version, secondary logo in reverse and other coloured background. This logo will appear in the website home and footer. It will also be the logo for sign boards.

MERCHANDISE



Graphic tops of the logo in black and white - using negative space.

Cups with the logo printed in the middle. More colours available.

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INNOVATIVE HUB



One of the unique selling point of this Centre is the Fujitsu-Intel Innovation Hub enabling technology-rich learning and a Create Education 3D Printing Hub.

A sign board informing these innovative learning spaces, both inside and outside, will also be unique. It features logos of Brunel and STEM to show unity.

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WEBSITE MOCK-UP

