

UNIVERSITY COLLEGE CHICHESTER



the concept behind the redesign of the logotype for the new name was to build upon the established visual identity whilst addressing short-falls with the previous design

the logotype comprises of two individual elements
the *type element*
the *symbol element*

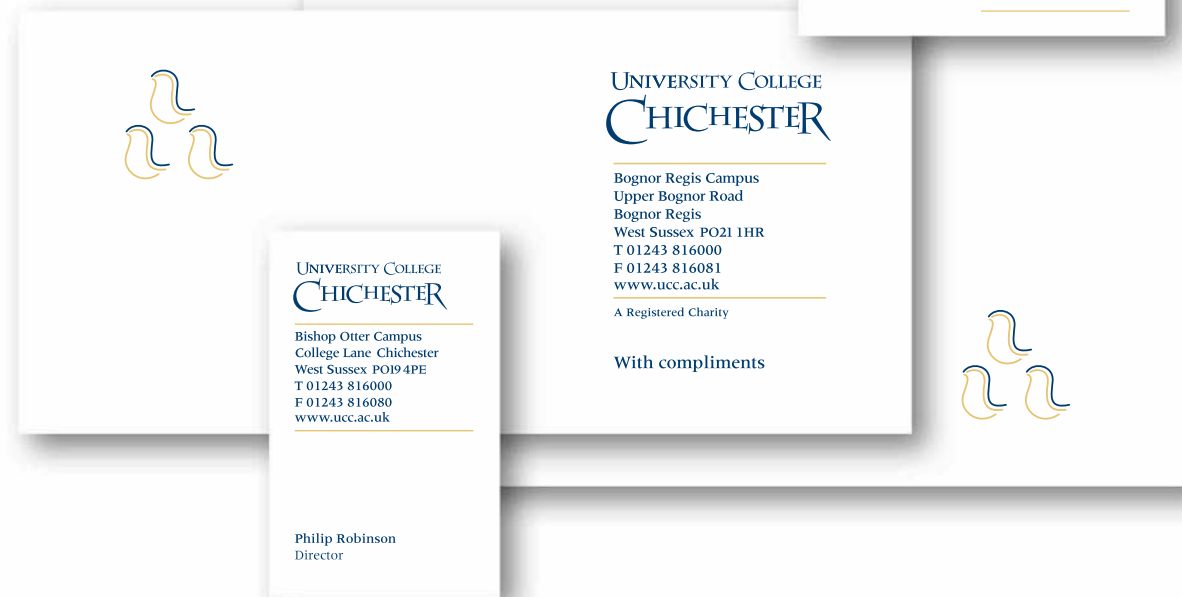
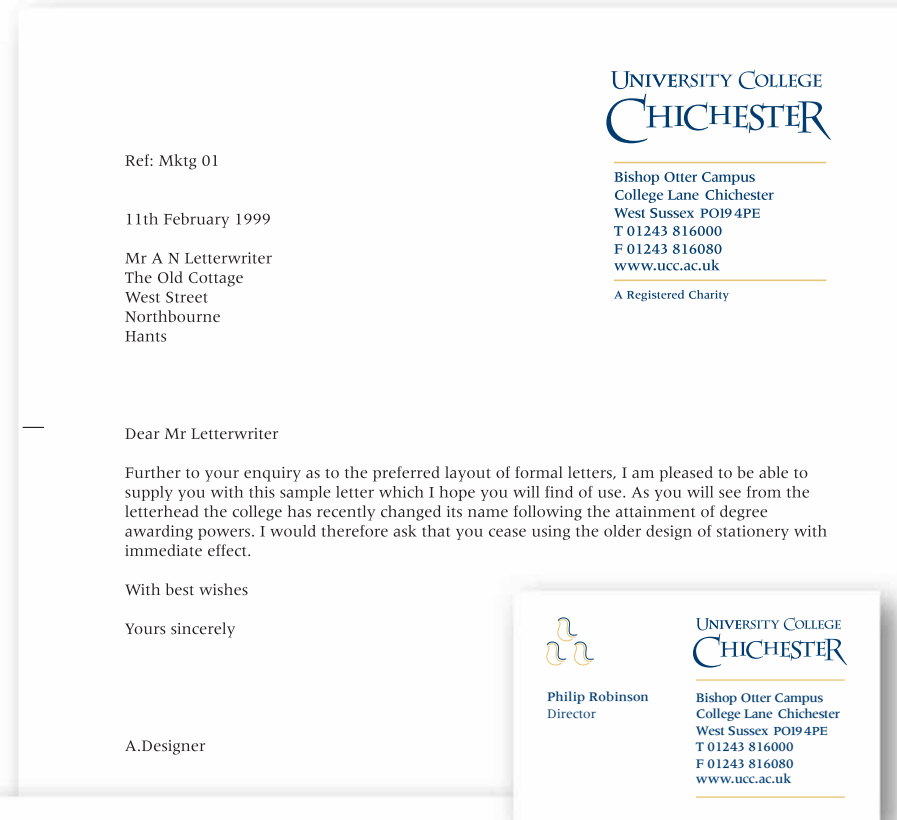
- each element has been designed to perform distinct but inter-related roles
- the *type element* acts as the core component of the logotype but is enhanced when its application is in partnership with the *symbol element*

University College Chichester overview of visual identity

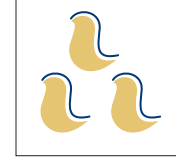
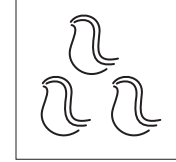
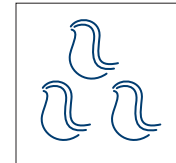
comprehensive guidelines on how to use the new logotype can be referenced in the UCC Visual Identity Manual which is available at the Marketing Office - an electronic version of the manual in the "portable document format" is additionally available - included with the Visual Identity Manual is a CD-rom which contains all the electronic artwork and design files



the vehicles shown here are to illustrate ways the logotype can be creatively applied
- how the UCC vehicles will actually look has yet to be decided
visualisations of the signs for each campus have been produced
- the final layouts for the signs will be produced in collaboration with the Estates Office



stationery versions for Bishop Otter Campus and Bognor Regis Campus have been designed
- it is intended that formal communications issued by UCC will be consistent in typing style and type-face
- templates to enable the creation of personal business cards have been produced and will be made available to those requiring to order cards



variations for different usages of each element are available on the UCC_Logo CD-rom