University of Iceland´s Brand Manual

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The presentation

1. About the Brand Manual of UI
2. The problem
3. The solution: New databased linked webpage
4. Challenges
5. Lessons learned

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1. About the Brand Manual

- It applies to all designed materials and publication of the Univeristy, such as: logos, advertisements, letterheads, brochures, websites and PowerPoint presentations such as this one.

- It is approved by the highest level of the University: The Unversity Council.

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Why a Brand Manual?

- Quality control

- One University = one appearance

- Service to the University´s community

Pallas Athena

Pallas Athena has been the logo for the University from the beginning. In 2011 on the 100 years anniversary of the University of Iceland, Pallas Athena gets a facelift:

Current Brand Manual

2009:

- The University of Education merged with the University of Iceland in 2008.

- The University was reconstructed: 5 schools, 25 faculties.

- New Brand Manual was approved by the University Council and introduced. Each of the five schools got its own colour. The colours can be seen in all the design materials of the University:

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Current Brand Manual– the colours

HÁSKÓLI ÍSLANDS

HÍ-BLÁR
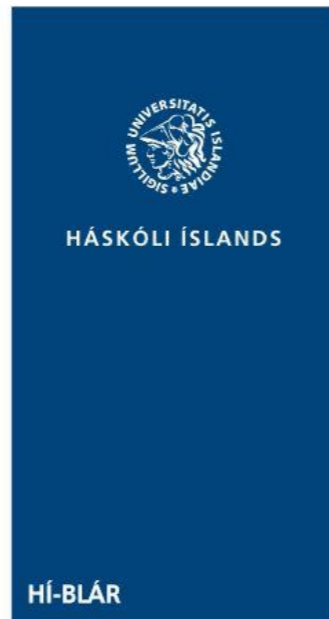
CMYK: 100+57+0+40
PANTONE: 295 C
RGB: 0+69+124

CMYK: 0+0+0+70
PANTONE: Cool Gray 11 C
RGB: 90+91+94

HÁSKÓLI ÍSLANDS

HEILBRIGÐIS-
VÍSINDASVIÐ

CMYK: 100+0+40+0
PANTONE: 320 C
RGB: 0+152+170

MENNTAVÍSINDASVIÐ

CMYK: 0+100+85+20
PANTONE: 187 C
RGB: 172+26+47

FÉLAGSVÍSINDASVIÐ

CMYK: 45+0+100+24
PANTONE: 377 C
RGB: 113+149+0

HUGVÍSINDASVIÐ

CMYK: 0+25+100+5
PANTONE: 129 C
RGB: 245+207+71

VERKFRÆÐI- OG
NÁTTÚRUVÍSINDASVIÐ

CMYK: 0+75+100+0
PANTONE: 158 C
RGB: 235+113+37

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Current Brand Manual

Use of colors - logos:

Headers

Current Brand Manual

- Use of colours, PowerPoint:

University of Iceland

rektorsblár enska Laus haus Arial 1024x576

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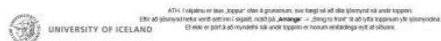
School of Social Sciences

enska fastur haus Frutiger 1024x576

UNIVERSITY OF ICELAND
SCHOOL OF SOCIAL SCIENCES

School of Health Sciences

enska fastur haus Frutiger 1024x576

UNIVERSITY OF ICELAND
SCHOOL OF HEALTH SCIENCES

School of Humanities

enska fastur haus Frutiger 1024x576

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SCHOOL OF HUMANITIES

School of Education

enska fastur haus Frutiger 1024x576

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SCHOOL OF EDUCATION

School of Engineering and Natural Sciences

enska Laus haus Frutiger 800x600

UNIVERSITY OF ICELAND
SCHOOL OF ENGINEERING AND NATURAL SCIENCES

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2. The problem 2014: All the Brand Manual in one PDF file

Disadvantages:

- Difficult to maintain

- Not possible to send users link to certain categories

- Hard to find in search engines

- Around 1000 design files in one PDF file….

- Need to scroll down to find categories

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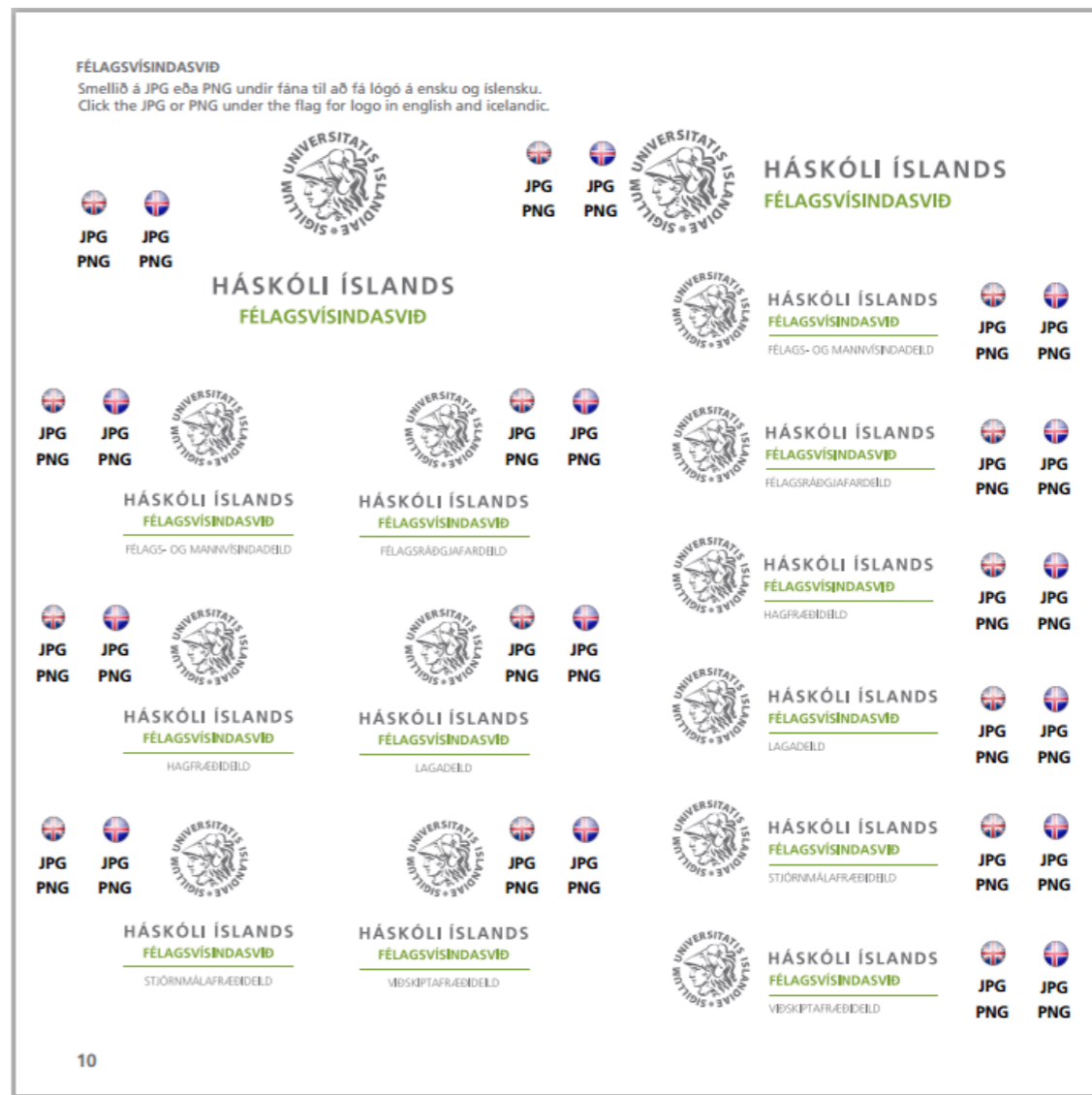
3. The solution: New database linked webpage - 2015

- New database linked website introduced:

www.honnunarstadall.hi.is

19 categories:

Advetisments   -   Brochures
Calling Cards   -   Colours and fonts
Diplomas   -   Final paper
Headers   -   PowerPoint
Reports   -   Screen displays
Signatures   -   Stationery
UI websites   -   Video clips
Exhibition walls

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Example of a category - Advertisments

Example: file page in the category Advertisments

- Design documents: indesign, Illustrator etc.

- Some of the documents are password protected others not (the logos are not password protected f.e.)

Logos

Around 800 files

Search possibilities:

1. The University, the 5 schools, 25 departments
2. The University´s Institutions
2. Type of logos: JPG, PDF, EPS, PNG, Transparent PNG
3. Language: Icelandic or in English

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The new website
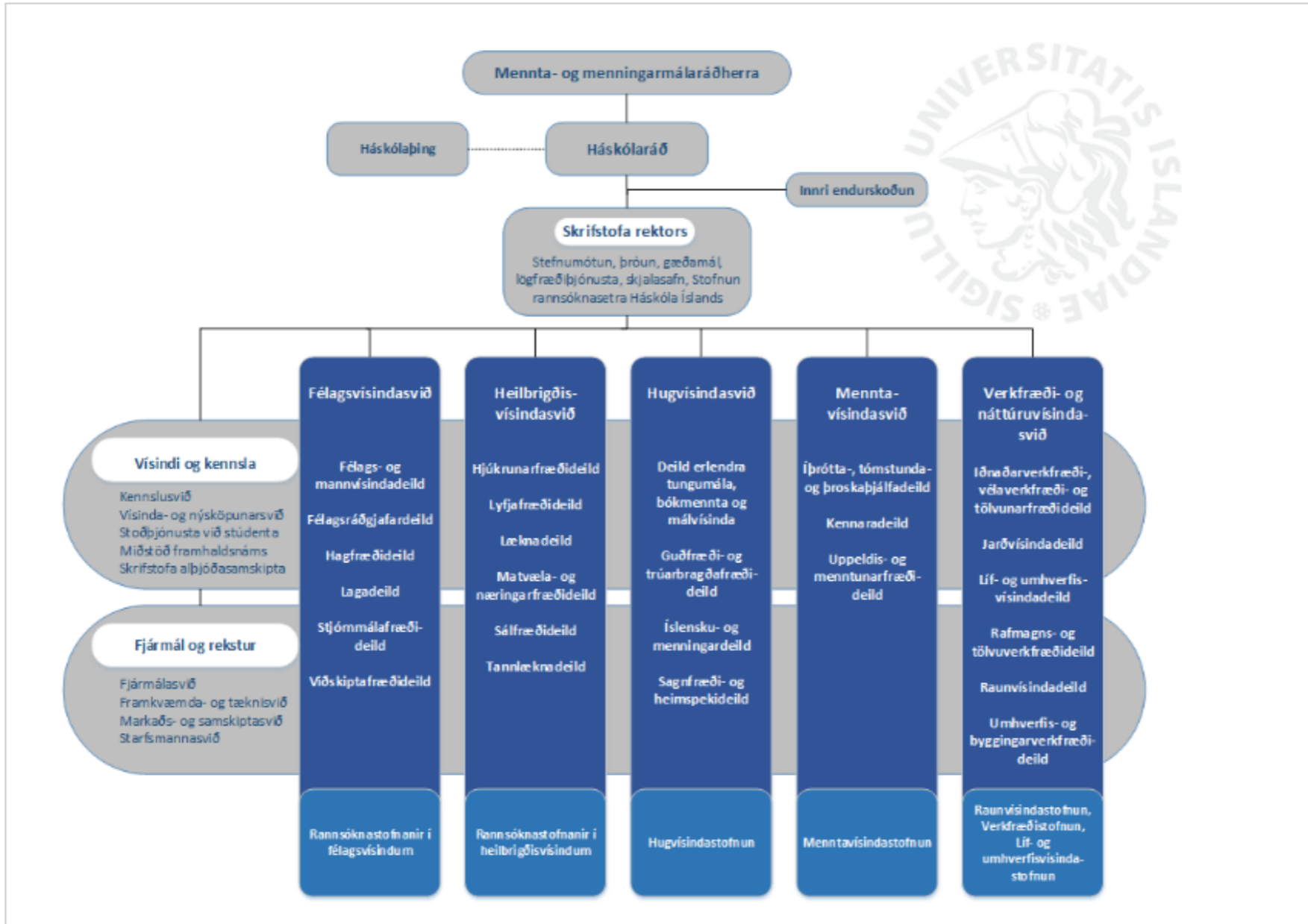
http://honnunarstadall.hi.is/home
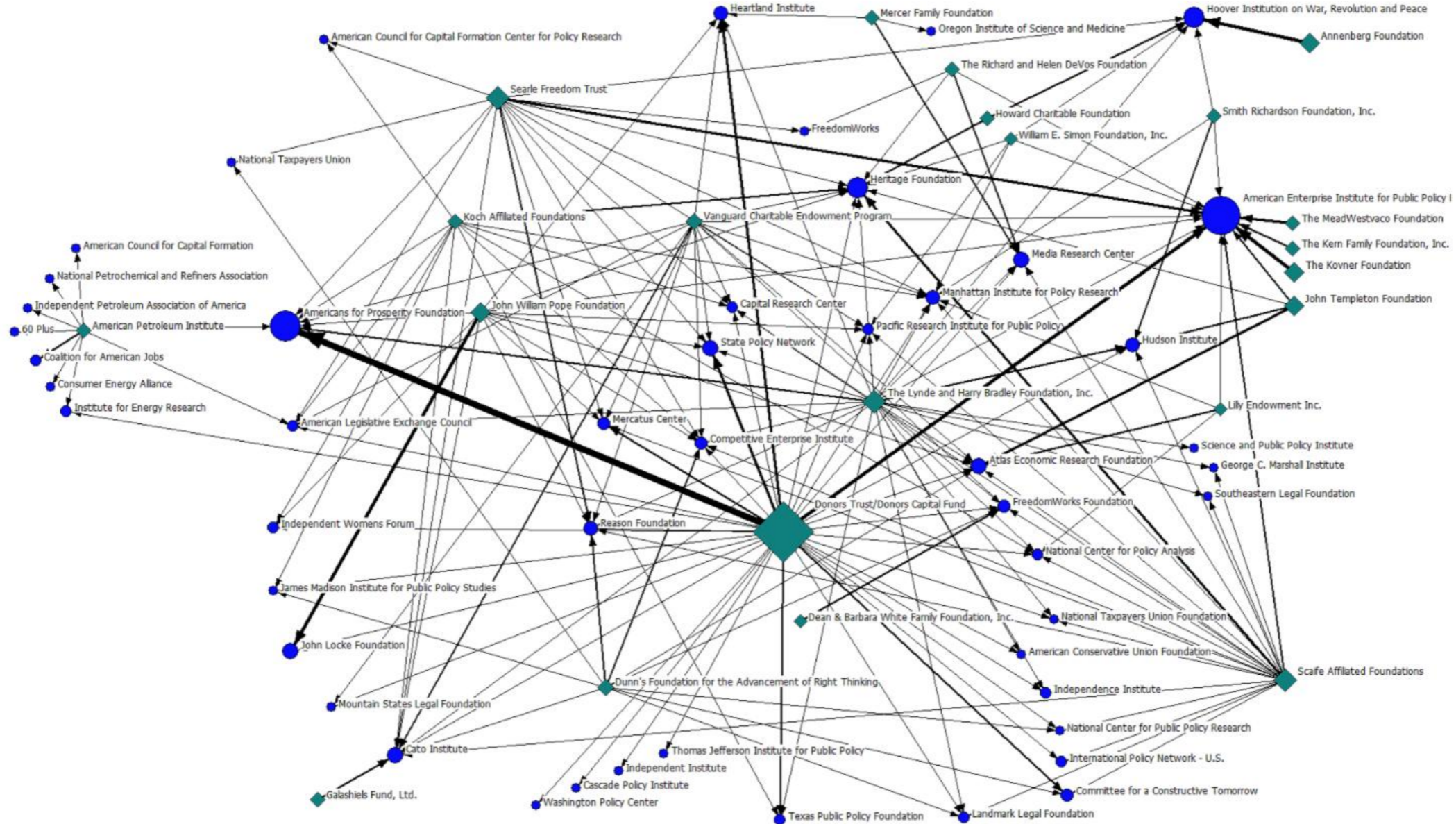
4. Challenges

Official organization chart of UI:

Smellið á myndina til að sjá skipuritið í hærri upplausn (PDF)

The UI organizational chart from my point of view:

Challenges

- Difficult to make one design for 5 schools and 25 faculties which everyone agrees upon.

- 25 faculties and 1100 staff members - you can say that there are 25 or even 1100 opinions on how it should look like.

- It is expensive to have professional design for the whole University, you have to have sufficient budget which is difficult to get in a University with scarce resources.

- The task is big and complicated, needs a lot of work effort

5. Lessons learned

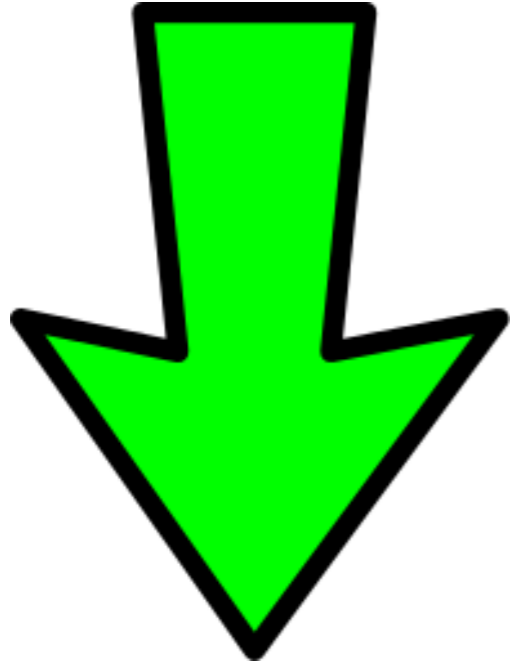What is needed for a successful implementation of Brand manual?

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1. Outstanding design done by professionals

2. Sufficient and centralized budget

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3. Top down support

4. Consultation process

5. Service minded approach

5. Convincing spokesperson

Introduction to the new webpage

- Previously hosted in a PDF document:
http://www.hi.is/sites/default/files/admin/meginmal/skjol/Stadall_31_jan_2014.pdf

- The new webpage:
http://honnunarstadall.hi.is/home

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