

**BIMM**  
**UNIVERSITY**

A university  
for the creative  
industries

**2023**

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# **BRAND GUIDELINES**

**Version 1.0**

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# Scope and purpose

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## Scope

This document is primarily intended for internal use but may be shared with appropriate external parties, such as design agencies or contractors. It covers rules, general principles, and a dash of common sense regarding all visual assets, from photography to logos to typesetting.

## Purpose

A strong brand will help us attract students who might otherwise choose our competitors. As we continue to grow, a powerful identity will help us protect and perpetuate the things that have made us successful for so long.

Consistency is fundamental to any brand's strength and integrity. For us, this means being consistent in our expression, whether in writing, on a printed letterhead, or with a logo on the front of a building. Everything we do must feel unequivocally part of the BIMM University.

These guidelines provide everything you need to support and strengthen the visual identity of one of Europe's leading brands in creative arts education.



# Our story

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What started as a single music college in Brighton has, over more than 40 years, grown into a family of schools across the UK, Ireland, and Germany. BIMM University now encompasses not only music colleges but has also expanded into film, creative technology, and performing arts education with the Institute for Contemporary Theatre, Performers College, and Screen and Film School.

We achieve excellence in learning by uniting top creative educators and industry leaders. Our practical approach to education, coupled with our incredible industry connections, sets us apart from other music and arts colleges. It's crucial that our brand reflects this integration into the industry.

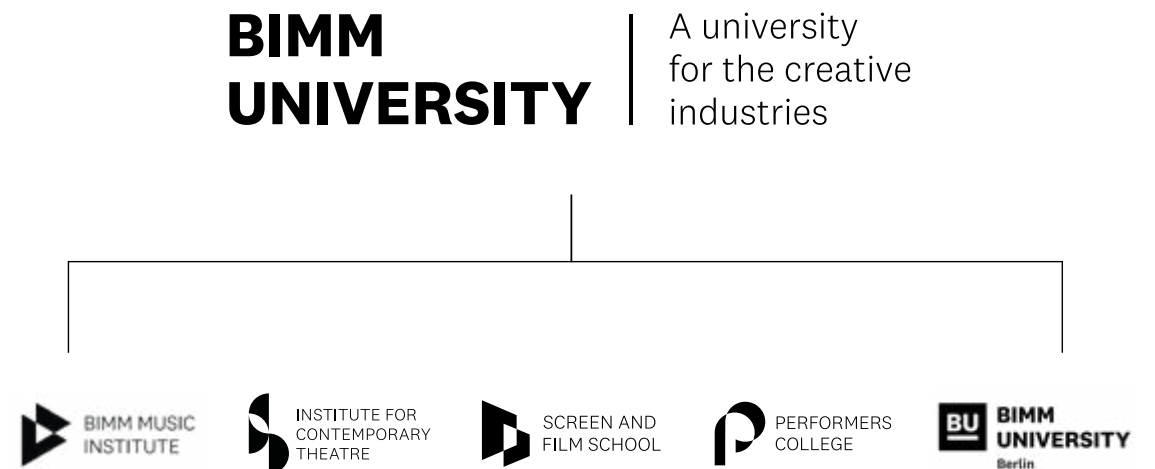
Our network of schools and courses across various creative industries drives our identity, making BIMM University a distinct brand in itself. Understanding this is central to solidifying and nurturing our brand, thereby showing students the benefits of studying within our diverse creative sphere.

# Brand architecture

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In the UK and Ireland, BIMM University consists of four distinct schools, each housed on our campuses offering specialist faculties in Film, Music, Creative Technology, and Performing Arts.

In Germany, BIMM University is known as BIMM University Berlin and offers a range of these faculties under that name in one location.



# 1.0 | Logos

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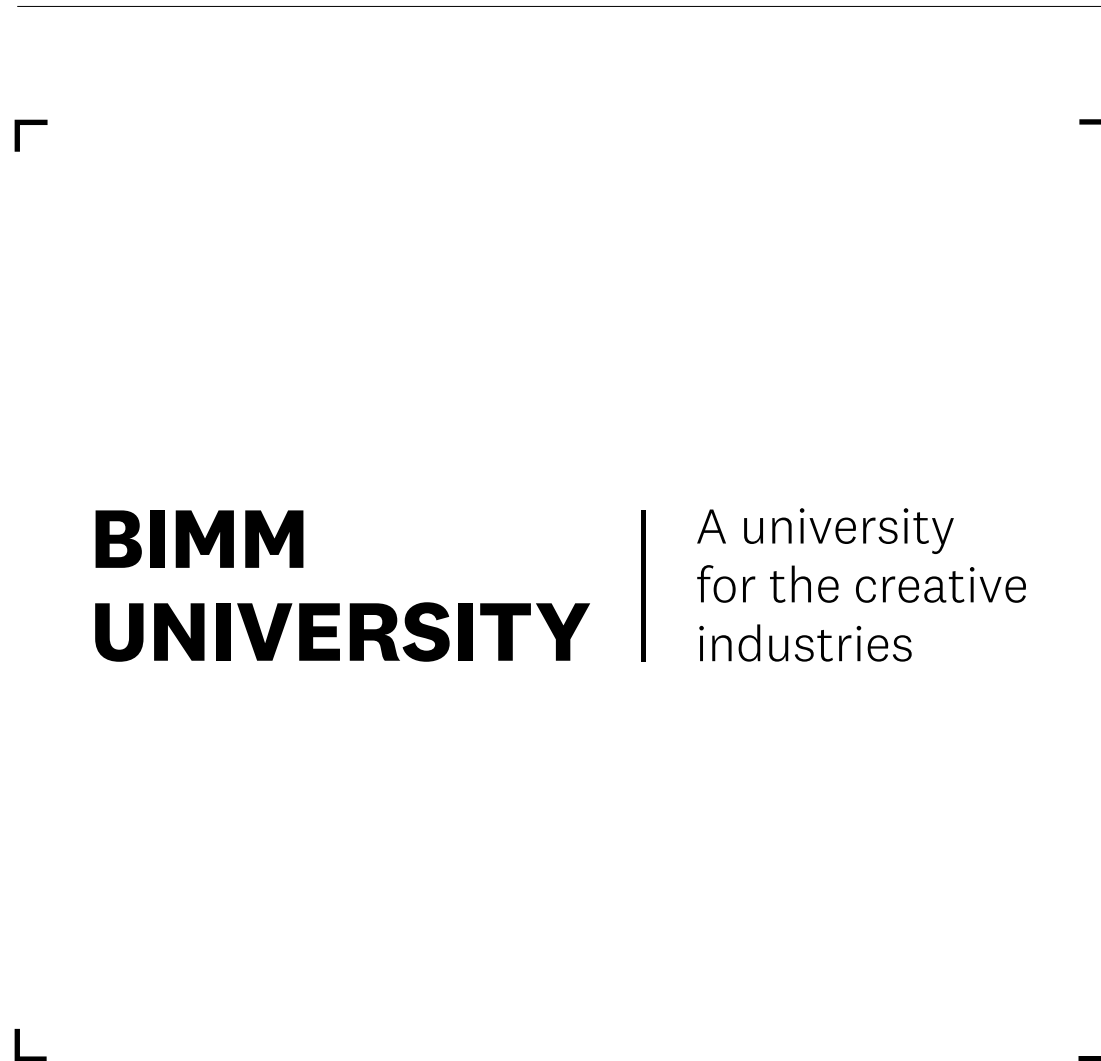
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## BIMM University logo

The master BIMM University logo serves as the stamp of our institution, developed with a clean, sharp, and contemporary design that aligns with our broader identity.

In most instances, the master university logo, inclusive of the strapline, is recommended to be used. Exceptions arise when size constraints compromise the legibility of the strapline.



## The breakdown

The master BIMM University logo comprises three core elements.

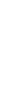
### BIMM University text

The BIMM University text is in a bold weight and capitalised, this ensures clarity and provides a clear hierarchy when integrated with school logos.

**BIMM  
UNIVERSITY**

### Line

The line is used as a divider between the university text and either strapline or school logo.



### Stapline

The strapline defines our identity as a University. This space can also accommodate the school logos.

A university  
for the creative  
industries

## Alt Logo

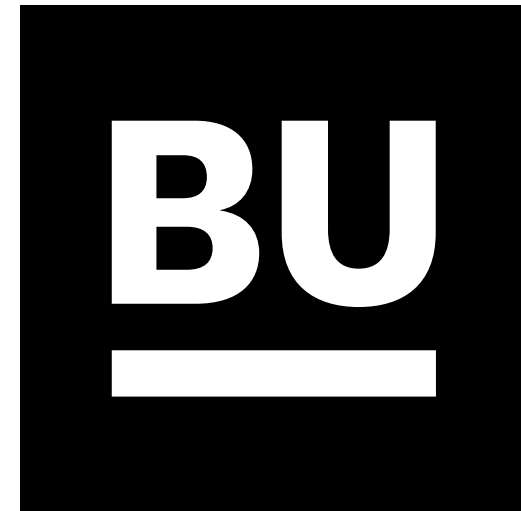
Our alt logo serves as a variation of the master logo, designed for compact spaces.

With the introduction of an icon and removal of a strapline it ensures readability when scaled down, and ensures adaptability that maintains a cohesive identity across platforms.

## BIMM University Icon

The BIMM University icon is created for clarity, showcasing our initials in a clean design.

Primarily intended for confined spaces such as favicons or social media icons, its simplicity ensures visibility and maintains a distinct presence.



## School logos

Each school has its own distinct logo, featuring an icon and the school's title. The designs unite us as one brand while ensuring each school maintains a unique identity.

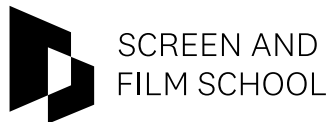
**BIMM Music Institute**



**Institute for Contemporary Theatre**



**Screen and Film School**



**Performers College**



**BIMM University Berlin**



## Branded house logos

To demonstrate our schools' affiliation with BIMM University, we use branded house logos. By replacing the strapline from the master logo with the full school logo (including the icon), we cement the relationship.

Displaying the BIMM University type in bold and the school name in light establishes a clear hierarchy.

As BIMM University Berlin already integrates the university name within its logo, they do not need to use the branded house option.





**When to use the BIMM University logo:**

When referring to the university as a whole, whether as an institute or campus the master BIMM University logo should be used.

Examples would include:

- UCAS listings and events
- Campus events for multiple schools eg. graduation and induction
- University-wide literature eg. Policy documents
- Central or campus level services: email signatures, banners, posters etc
- International promotion

**BIMM  
UNIVERSITY**

A university  
for the creative  
industries



## When to use

### Branded house logo:

When addressing a new audience in reference to a particular school or faculty it is advisable to use a branded house logo, this will clarify that the school is part of the wider university.

Examples would include:

- School/faculty specific recruitment events
- Exterior school signage
- School/faculty specific advertising

**BIMM  
UNIVERSITY**



BIMM MUSIC  
INSTITUTE



## When to use

### School logos:

School logos are primarily for internal use and audiences who are already aware of the school's relationship with BIMM University.

Examples would include:

- School specific events eg. gigs and masterclasses
- Interior school signage



INSTITUTE FOR  
CONTEMPORARY  
THEATRE



## Protecting the logo

To preserve the visual consistency of our logos, specific guidelines govern the extent of clear space required around them.

This exclusion zone would be 10mm for an A4 document and this ratio should be scaled up appropriately for larger formats as required.

**X** = 10mm from boundary box



<b>X</b>	<b>BIMM UNIVERSITY</b>	A university for the creative industries	<b>X</b>
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## Minimum size usage

To maintain clear legibility standards, it is imperative that the master BIMM University logo is never employed at a width below 60mm in any printed applications, specifically those of A6 size and larger.

The logo can be resized to a width of 50mm for applications such as business cards and staff/ student IDs (85mm × 55mm), and other smaller formats.



**BIMM  
UNIVERSITY** | A university  
for the creative  
industries

60mm



## Colours

The University and School logos should be used exclusively in black or white unless otherwise instructed. The clean, monochrome colour scheme is key to maintaining our identity's quality.

Any colour variations must be approved by the marketing department first.

PMS Process Black  
CMYK | 0,0,0,100  
RGB | 0,0,0,0  
#000000

**BIMM  
UNIVERSITY**

A university  
for the creative  
industries

White  
CMYK | 0,0,0,0  
RGB | 255,255,255  
#ffffff

**BIMM  
UNIVERSITY**

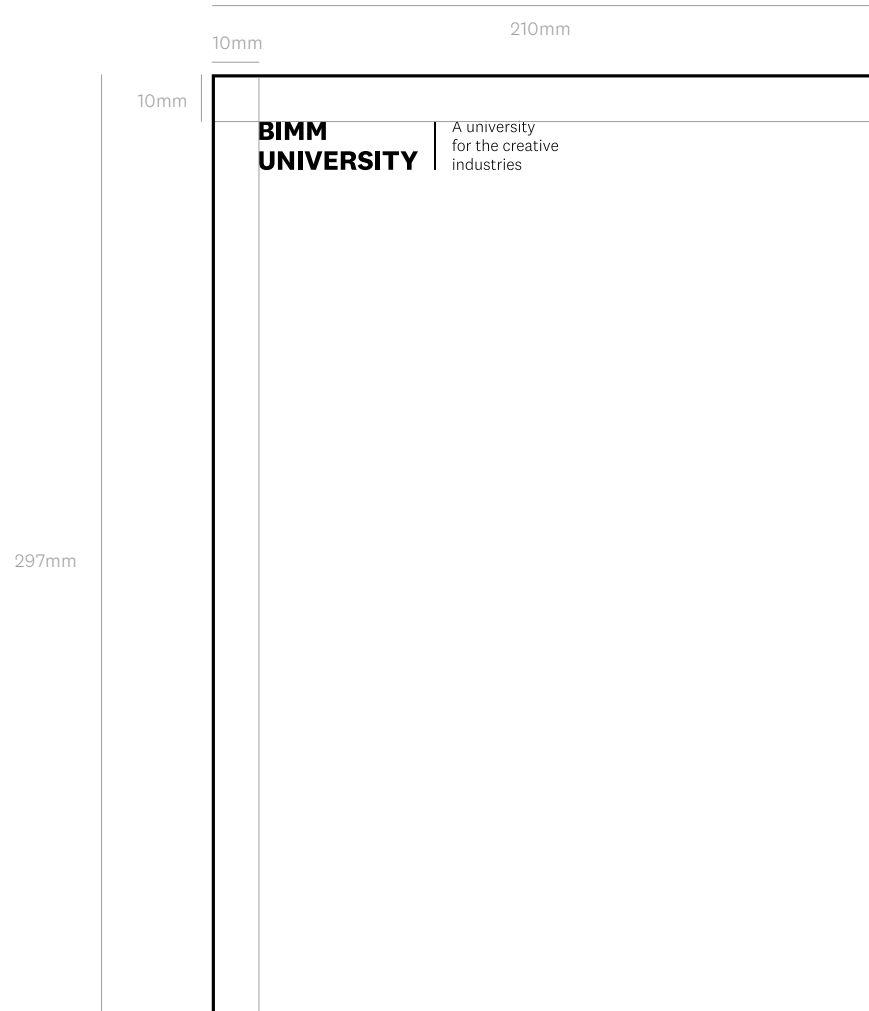
A university  
for the creative  
industries



## Logo Positioning

The preferred positioning of our logo is in the top left corner. However, other placements are acceptable depending on the design composition.

Careful consideration should be given to any logo's position, depending on the advertising or print format used.



## Logo Positioning

At times, logos may be superimposed onto imagery. In these instances, it is crucial that the logo remains distinctly legible, ensuring its visibility and impact.

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## Upholding Authenticity

Our logo stands as the official stamp of the university and demands the utmost respect in its representation.

They should be faithfully reproduced without any alterations, stretching, or manipulation, emphasising the importance of maintaining consistency and integrity in its visual presentation.

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### DO NOT CHANGE THE COLOUR

**BIMM**  
**UNIVERSITY** | A university  
for the creative  
industries

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### DO NOT DISTORT

**BIMM**  
**UNIVERSITY** | A university  
for the creative  
industries

---

### DO NOT RE-ARRANGE

A university  
for the creative  
industries | **BIMM**  
**UNIVERSITY**

---

### DO NOT CHANGE TYPE WEIGHT

BIMM  
UNIVERSITY | Shaping the future  
of the creative  
industries

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### DO NOT CHANGE TILT

**BIMM**  
**UNIVERSITY** | A university  
for the creative  
industries

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### DO NOT WARP

**BIMM**  
**UNIVERSITY** | A university  
for the creative  
industries

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### DO NOT ADD STROKE

**BIMM**  
**UNIVERSITY** | A university  
for the creative  
industries

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### ALWAYS MAINTAIN LEGIBILITY





# 2.0 | Colour palette

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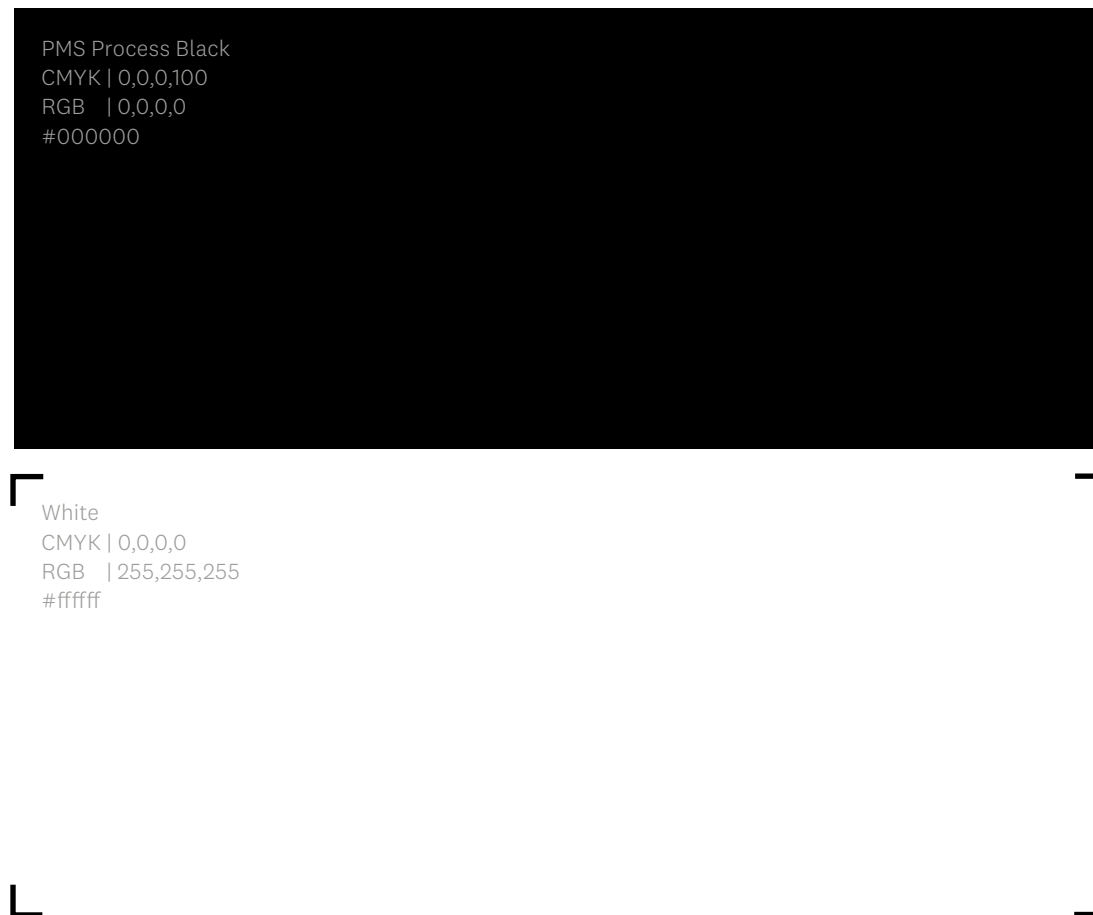
7.0 | Examples

## Colour palettes

**Primary:** The primary brand colours are 100% black and 100% white. These core colours are supported by a palette of accent colours.

**Accents:** Enhance the primary black and white with a range of accent colours from our university palette. When promoting the university as a whole, any accent colour may be used from this selection to complement the design.

When promoting a single school or faculty, use the dedicated faculty accent colours.



## Individual school palettes

Historically, each of our schools has been characterised by a unique trio of colours (below), symbolising the distinct identity of each institution.

As we transition to the university model, this three-colour tradition will become legacy. A broader selection of colours will be available from our enhanced university palette following a transition period.

### BIMM Music Institute



**Purple**  
C82 M79 Y0 K0  
R72 G66 B150  
#484296



**Coral**  
C0 M73 Y51 K0  
R248 G100 B100  
#F86464



**Teal**  
C87 M41 Y35 K20  
R0 G104 B127  
#00687F

### ICTheatre



**Blue**  
C84 M44 Y0 K0  
R0 G123 B196  
#007BC4



**Red**  
C5 M95 Y100 K1  
R220 G35 B17  
#DC2311



**Yellow**  
C3 M4 Y91 K0  
R255 G230 B0  
#FFE600

### Screen and Film School



**Magenta**  
C1 M97 Y4 K0  
R229 G11 B126  
#E50B7E



**Light Purple**  
C46 M51 Y0 K0  
R154 G133 B189  
#9A85BD



**Teal**  
C60 M0 Y38 K0  
R105 G192 B176  
#69C0B0

### Performers



**Orange**  
C0 M69 Y90 K0  
R255 G106 B20  
#FF6A14



**Pastel Green**  
C81 M0 Y40 K0  
R0 G191 B178  
#00BFB2



**Dark Yellow**  
C12 M6 Y89 K0  
R234 G218 B36  
#EADA24

## University colour palettes

We have introduced a fresh selection of colours for the university, building upon the foundation of our individual school palettes.

This evolution allows for a contemporary and dynamic visual identity while maintaining a connection to the history and identity represented by our heritage school colours.

The selection of colours in our secondary palette prioritises flexibility, with no specific assignment to a particular school or department.

CMYK   72,31,0,0 RGB   0,153,242 #0099F2	CMYK   0,76,53,0 RGB   248,100,100 #F86464	CMYK   63,0,31,0 RGB   76,193,189 #00D9CA	CMYK   0,72,99,0 RGB   255,106,20 #FF6A14	CMYK   0,95,3,0 RGB   255,13,142 #FF0D8E	CMYK   67,65,0,0 RGB   94,86,196 #7067EB	CMYK   0,97,100,0 RGB   240,38,19 #F02613	CMYK   2,4,98,0 RGB   255,230,0 #FFE600
CMYK   84,45,0,0 RGB   0,123,196 #007BC4	CMYK   11,81,64,1 RGB   212,85,85 #D45555	CMYK   72,0,38,0 RGB   31,187,176 #1FB8B0	CMYK   5,76,100,0 RGB   230,96,18 #E66012	CMYK   4,99,13,0 RGB   229,11,126 #E50B7E	CMYK   73,72,0,0 RGB   94,91,168 #5E5BA8	CMYK   7,98,100,1 RGB   220,35,17 #DC2311	CMYK   12,12,100,0 RGB   230,207,0 #E6CF00
CMYK   94,61,13,1 RGB   100,158,62 #00649E	CMYK   21,83,70,8 RGB   184,73,73 #B84949	CMYK   79,11,46,0 RGB   0,166,155 #00A69B	CMYK   18,79,100,7 RGB   191,80,15 #BF5227	CMYK   17,100,25,0 RGB   204,10,114 #CC0A72	CMYK   87,87,3,0 RGB   72,66,150 #484296	CMYK   19,99,100,12 RGB   181,28,14 #B51C02	CMYK   28,25,100,1 RGB   191,172,0 #BFAC00
CMYK   99,71,29,12 RGB   0,78,122 #004E7A	CMYK   32,85,74,33 RGB   130,52,52 #823434	CMYK   86,30,56,9 RGB   0,128,119 #008077	CMYK   31,82,100,36 RGB   128,53,10 #80350A	CMYK   31,99,40,9 RGB   166,31,94 #A61F5E	CMYK   95,94,25,13 RGB   54,49,112 #363170	CMYK   26,99,100,26 RGB   148,23,12 #94170C	CMYK   47,42,100,19 RGB   128,15,0 #807300

# 3.0 | Patterns

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## Faculty patterns

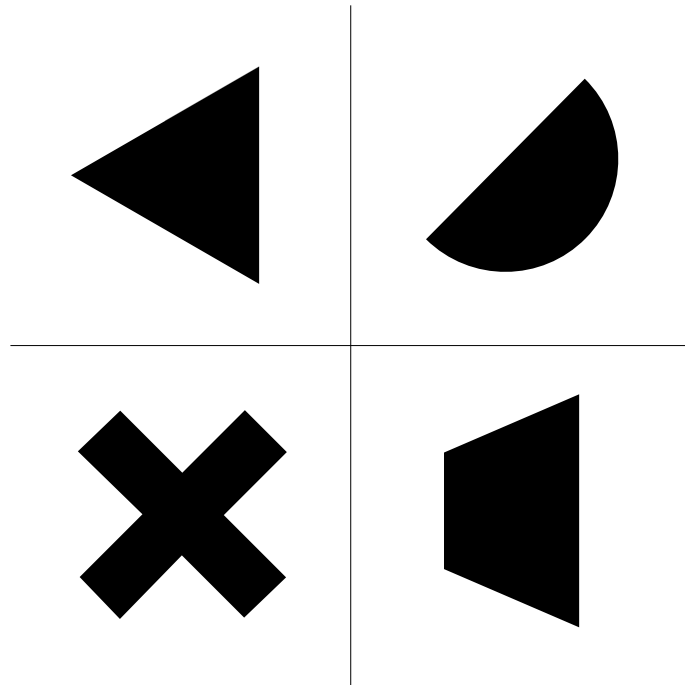
For each faculty, we have identifiable patterns that when combined with the specific colour palette, create a unique design identity.

The patterns should be used as accents and not dominate the design and are primarily to be used in designs that focus on a single specific faculty.

Patterns should be used exclusively from our pattern library and not recreated, this will ensure consistency of shape.

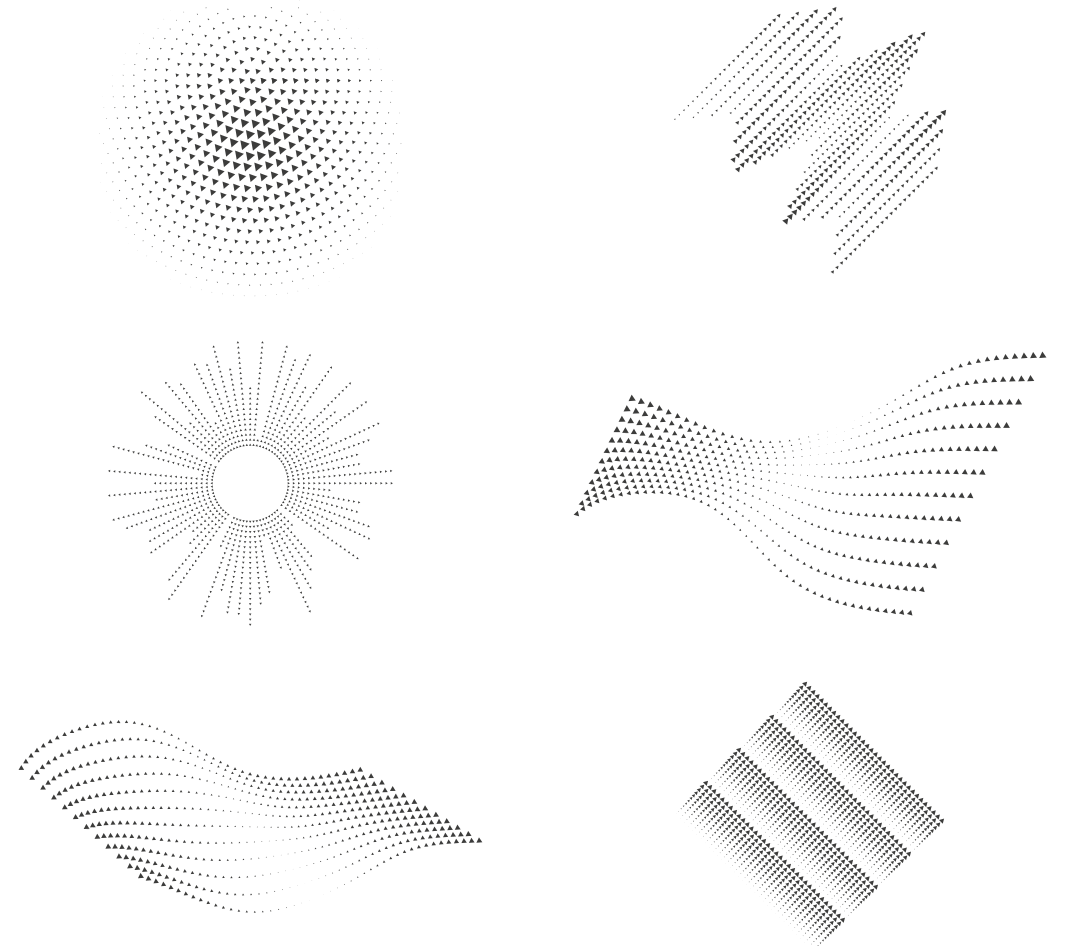
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### Individual faculty symbols



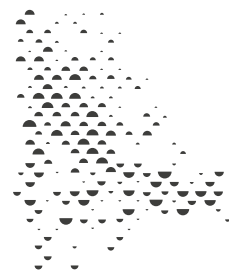
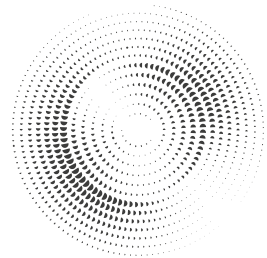
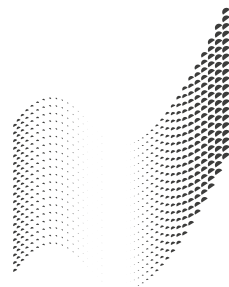
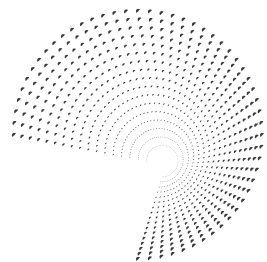
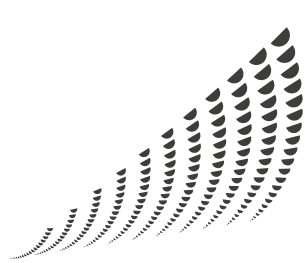
## Music patterns

These patterns are built from a triangle.



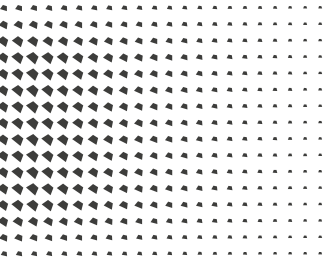
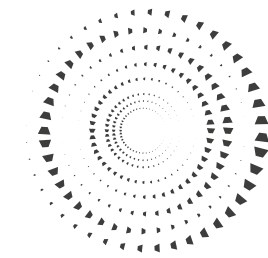
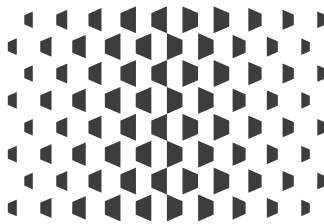
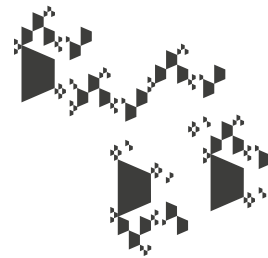
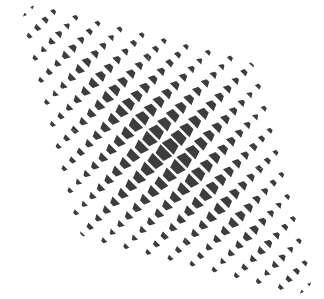
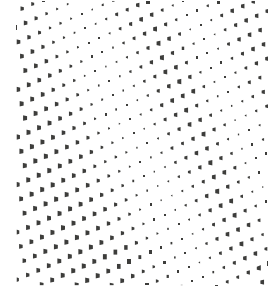
## Performing Arts patterns

These patterns are built from a semi-circle.



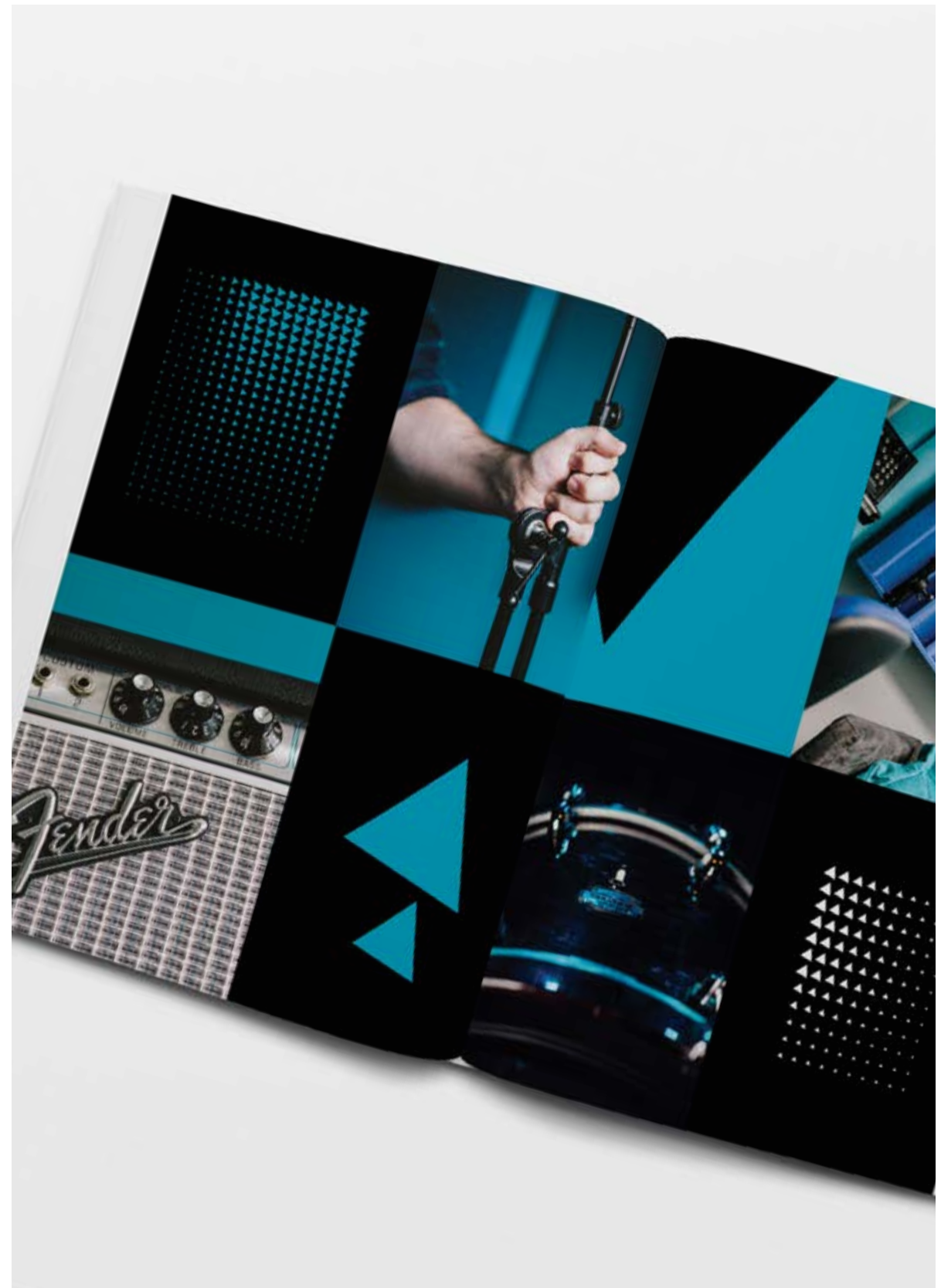
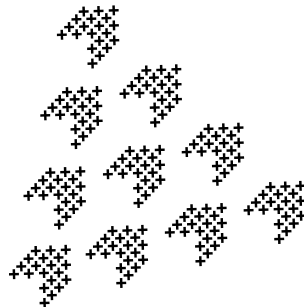
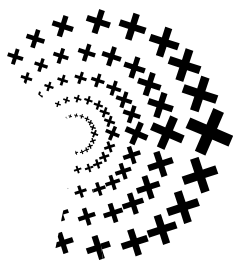
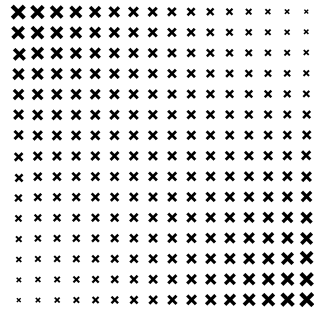
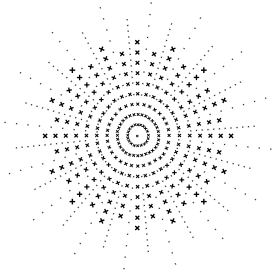
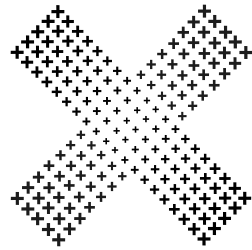
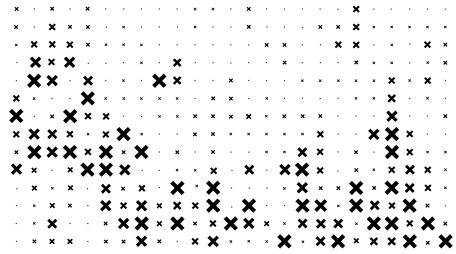
## Screen and Film patterns

These patterns are built from a trapezoid.



## Creative Technology patterns

These patterns are built from a cross.



# 4.0 | Typeface

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## Typeography

Our chosen typeface is National 2, designed by Klim Type Foundry, an independent typeface design studio based in Wellington, New Zealand. We use four font weights across our print and digital media, each serving a distinct purpose.

---

### National 2 | Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

---

### National 2 | Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

---

### National 2 | Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

---

### National 2 | Bold

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

## **Typeography Useage**

BIMM University primarily uses National 2 Bold and Light. Additionally, regular and medium weights are available, though not implemented as extensively as bold and light options.

This selection ensures a versatile typographic approach across various materials and channels.

---

### **National 2 | Bold**

**Strong**  
**Bold**  
**Confident**

## **Typeography Useage**

Our strategic choice of fonts and weights contributes to a unified and cohesive design, which reinforces our identity and ensures a seamless experience for anyone interacting with our various materials and platforms.

---

### National 2 | Light

Clean  
Clear  
Concise

## Typeography Usage

National 2 Bold commands attention and communicates strength.

This weight is strategically employed for key elements such as: headlines, or statements, adding a visual punch and reinforcing the university's messaging with a bold and authoritative presence.

In both digital and print applications, the use of bold type enhances readability and ensures a powerful visual impact.

## National 2 | Bold



## Typeography Usage

National 2 Light imparts a subtle elegance and sophistication.

This weight is chosen for its delicate appearance, making it ideal for conveying nuanced information and maintaining a modern, clean aesthetic.

Used primarily for body text or softer elements, light type enhances readability while infusing a sense of openness and approachability.

## National 2 | Light



# 5.0 | Iconography

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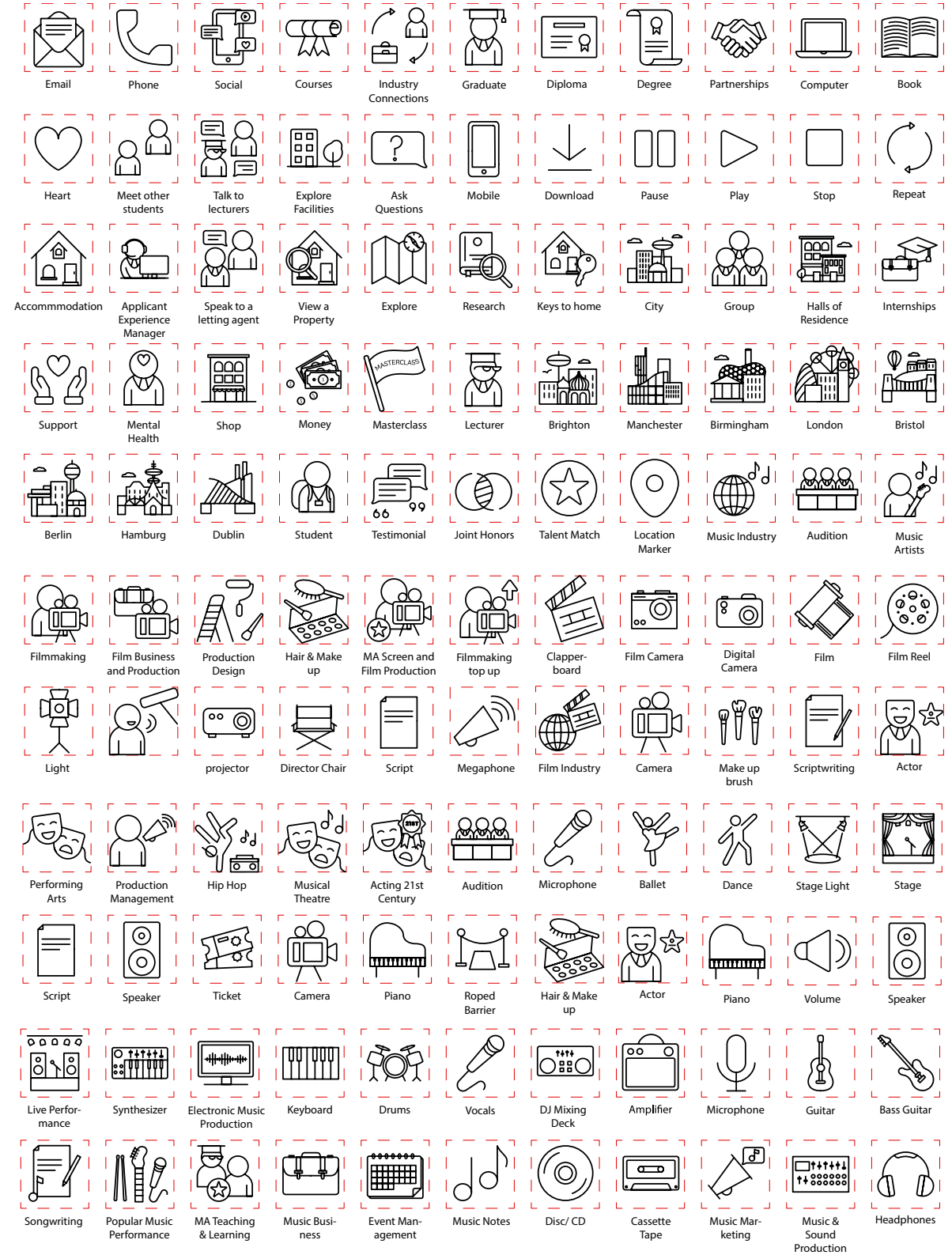
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# Iconography

Our icon library offers options for our different disciplines. They can be used in both print and digital formats as visual identifiers relating to the accompanying text.

Use of icons must be approved by the marketing department before implementation.



## Icons in use

The use of our icon library helps to elevate our visual language and maintain brand consistency.

Thoughtfully selected for their versatility, these icons serve as visual elements that effectively convey concepts and ideas

across diverse platforms in both digital and print.

## Your accommodation guide

If you're starting to consider your accommodation choices, we're a team here to help and it might just be easier than you think to find your perfect student home.



Once you have applied via UCAS and received an offer, you can confirm that Direct University are your first choice on UCAS.



Try to find time to explore the amazing location you will soon be studying and living in and familiarise yourself with the different areas.



Now you need to consider your finances. You should start your student finance application right away if you are applying for a tuition fee or maintenance loan. If you are an international student, we can guide you through the process too.



At this point, you should start looking at your accommodation choices.



We will send you our helpful Accommodation Guide app, which is full of helpful details and will help you decide if you want to live in a shared house or private halls of residence.



You can join the Direct Freshers' groups on Facebook and begin looking for your new housemates (we will introduce you to join the group).



Now is the time to speak to a letting agent and begin exploring their available properties.



Or you can contact the independent halls of residence that we recommend for information on what they can offer.



It's always best to view your chosen property before paying a deposit if you can.



You can contact your Local Applicant Experience Manager to seek advice at any time - they're here to help you and they know their city inside out!



Then it's just a matter of time until you make the all-important decision and receive the keys for your new home.

# 6.0 | Photography

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## Photography

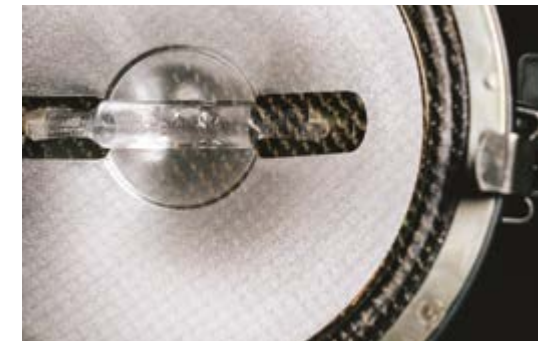
Our photography encompasses three key areas: facilities, student life, and the locations of our colleges and cities, each with its own distinctive style.

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## Facilities and equipment

Focus on macro photography that highlights details and key characteristics.

We want to show the quality of our equipment and facilities in a way that is innovative and complements design.





## Student life photography

Our student life imagery captures the human dimension of attending university, portraying a sense of belonging and network.

The range should cover social moments, collaboration, and reflection, shot both within the colleges and around the city.

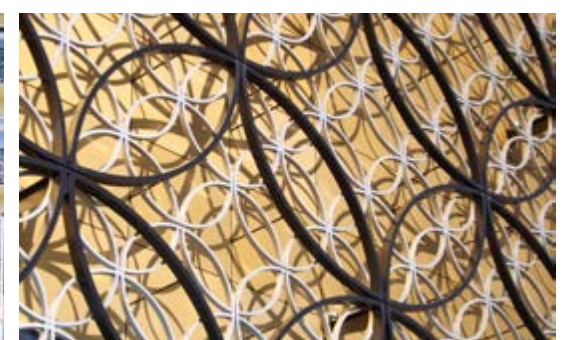
Portraits of specific students or bands can be more stylised.



## Cityscape photography

Capture the unique details of our cities, using architecture abstractly to enhance design work.

Be sure to avoid clichéd city shots where possible and find something new and exciting for our audience.



# 7.0 | Examples

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Scope and purpose

Our story

Brand architecture

1.0 | Logos

2.0 | Colour palette

3.0 | Patterns

4.0 | Typeface

5.0 | Iconography

6.0 | Photography

**7.0 | Examples**



## Poster examples







- > BA (Hons) Games Design & Development
- > BA (Hons) Games Art & Technology
- > BSc (Hons) Games Technology

ENJOY INTERACTIVE WORKSHOPS | TRY OUT "DREAM4S" DEVELOPMENT SOFTWARE ON PS5 | PLAY ON RETRO GAMES CONSOLES | EXPLORE OUR STATE OF THE ART FACILITIES

MEET DEAN OF CREATIVE TECHNOLOGY, NICK RODRIGUEZ, AND LEARN WHY YOUR PARENTS WERE WRONG ABOUT PLAYING VIDEO GAMES ALL DAY

**BRIGHTON OPEN DAY**

21st October 2023 | 11AM -3PM

Sign up at:  
[screenfilmschool.ac.uk/open-days](https://screenfilmschool.ac.uk/open-days)  
Location:  
Unit 8, 2 The Hyde, Auchland Drive,  
Brighton BN2 4JE



**BU** BIMM UNIVERSITY  
Berlin

KICKSTART YOUR CREATIVE CAREER!

**MUSIC**  
**FILM**  
**ACTING**  
**VIDEO GAMES**

Attend an Open Day and learn more about our degree courses

BIMM-UNIVERSITY.DE



## Internal email signature

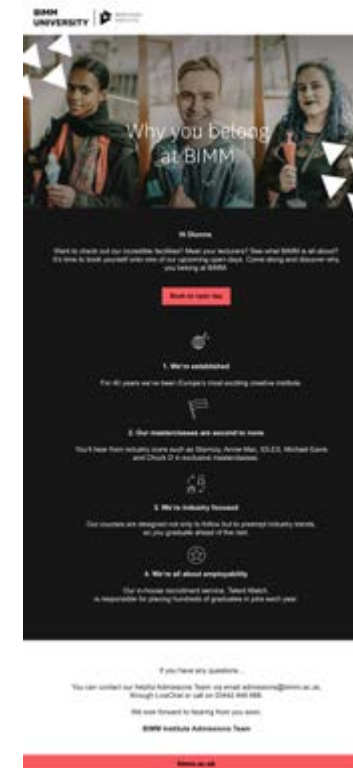
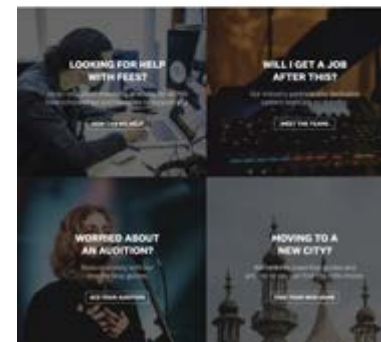
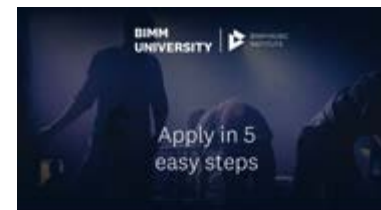
### Joe Bloggs Director of Marketing

+44 (0)7871 046509  
joe.bloggs@bimm.ac.uk  
bimm.ac.uk

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## Email examples





Social Media example



# 2023/24 University Prospectus



## Shaping the future of music

**Bachelors: Music Production**  
The BA (Hons) Music Production degree is designed to help you develop your skills in music production, recording, mixing and mastering. You'll learn from industry professionals and gain hands-on experience in our state-of-the-art recording studios.

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- BA (Hons) Music Production graduates**
- Stomzy
  - Nick Rodgers
  - Four Tet
  - Lianne La Havas
  - Imogen Heap
  - Michael Eavis
  - IDLES
  - Mable

**How music is recorded, mixed and mastered is as integral to the creative process as composition and performance. Our Music and Sound Production degree allows you to create the music and soundscapes you have imagined and want to share with the world. This could be the first stepping stone towards a career in various music production roles.**

## BA (Hons) MUSIC AND SOUND PRODUCTION

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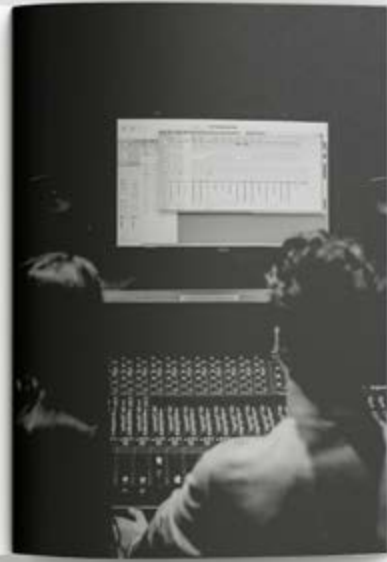
**Calling all artists, writers and programmers: our Electronic Music Production degree will help you launch your career in this exciting music industry sector. Producers and audio designers, we're talking to you, too.**

## BA (Hons) ELECTRONIC MUSIC PRODUCTION

**BA (Hons) Electronic Music Production**  
This degree is designed to help you develop your skills in electronic music production, recording, mixing and mastering. You'll learn from industry professionals and gain hands-on experience in our state-of-the-art recording studios.

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## Brighton

**BA (Hons) Brighton**  
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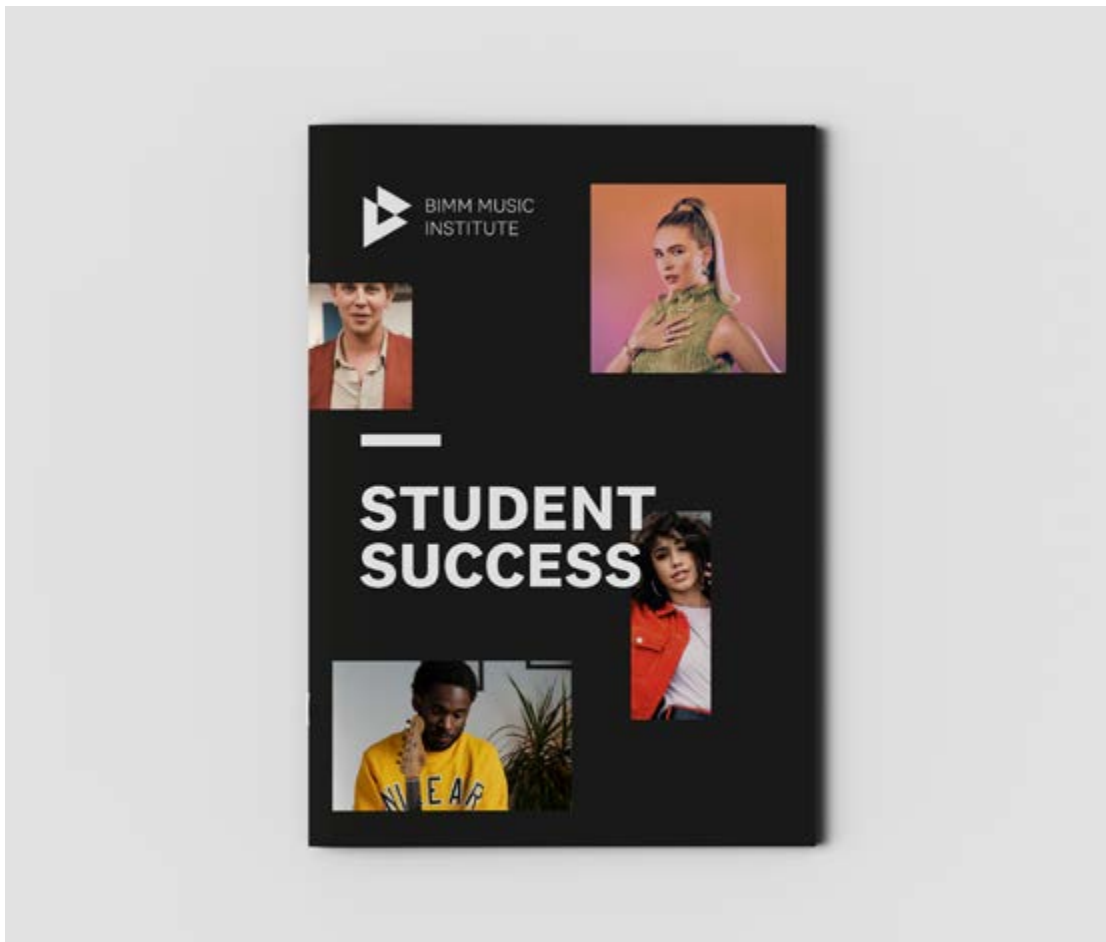
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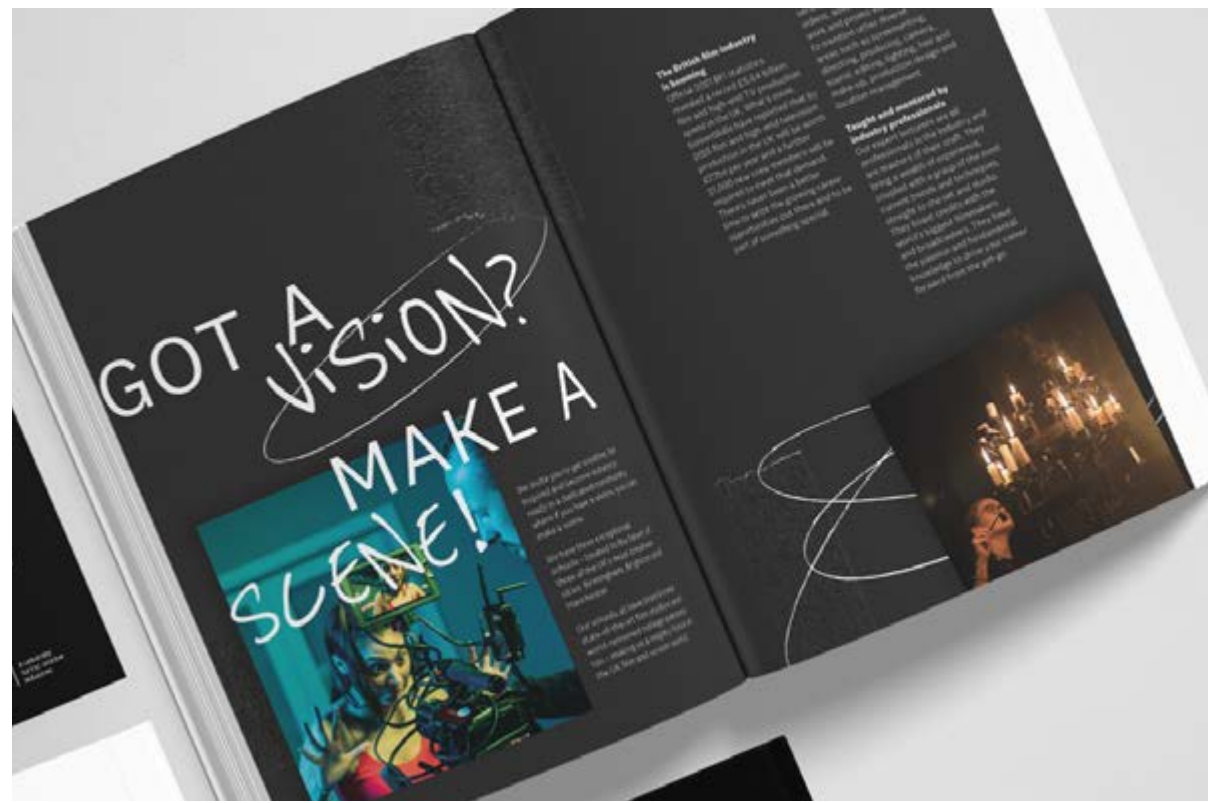
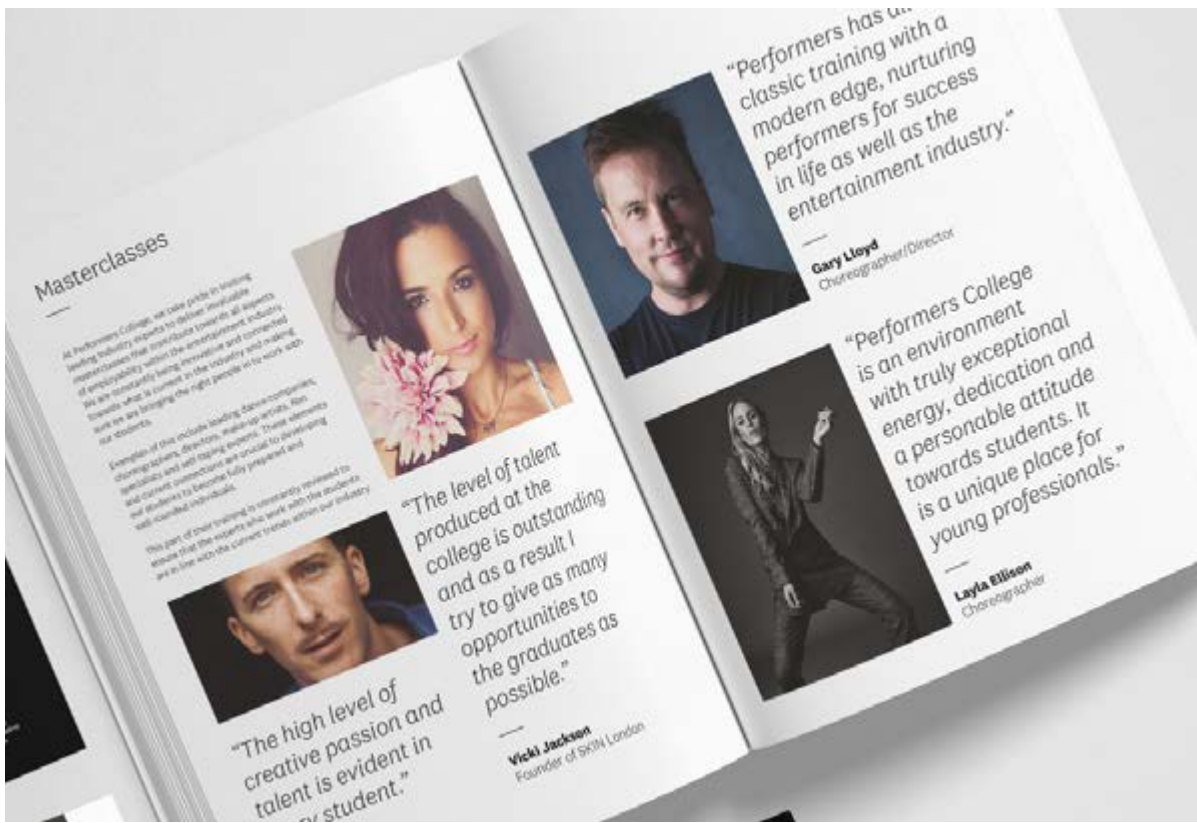
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## Booklet & flyer examples







## Desktop and mobile examples



## Campaign examples

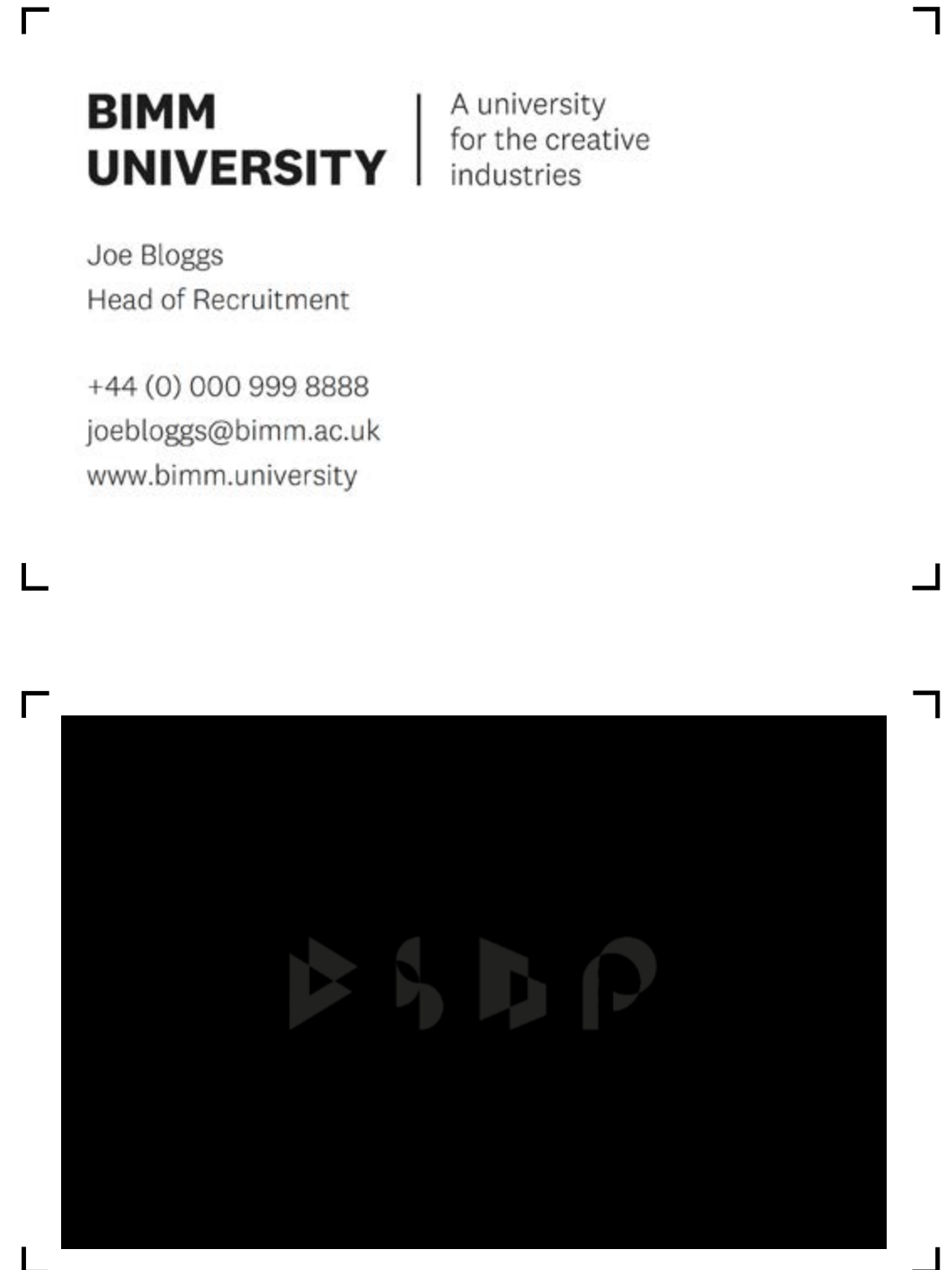
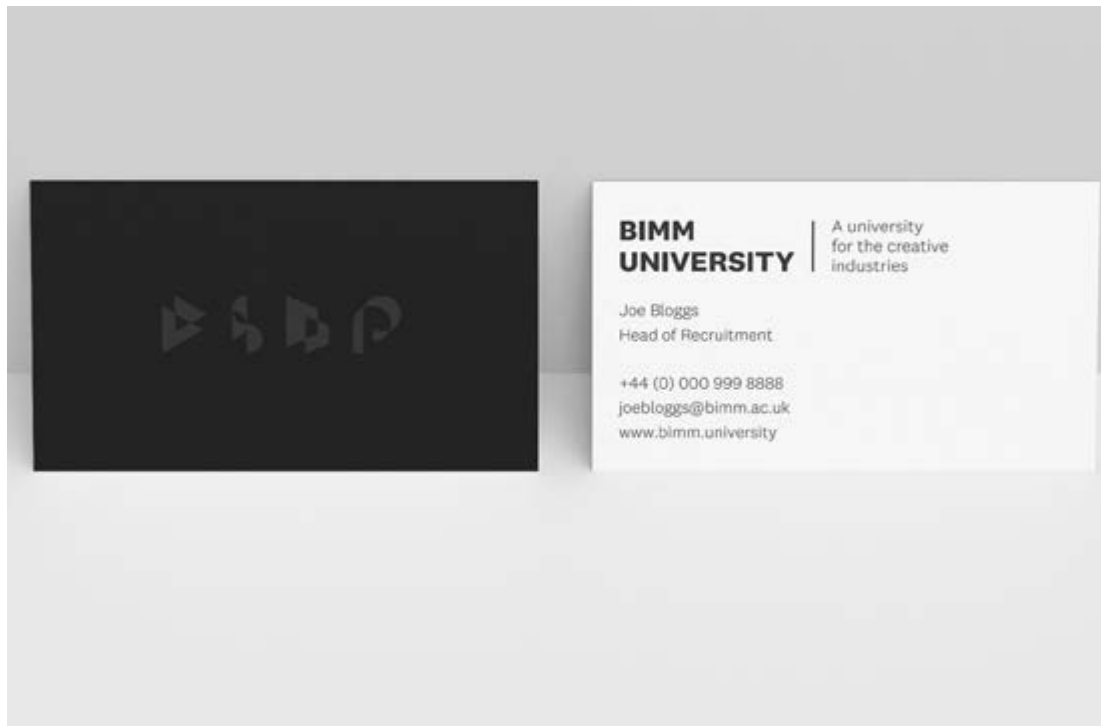






## Business card examples

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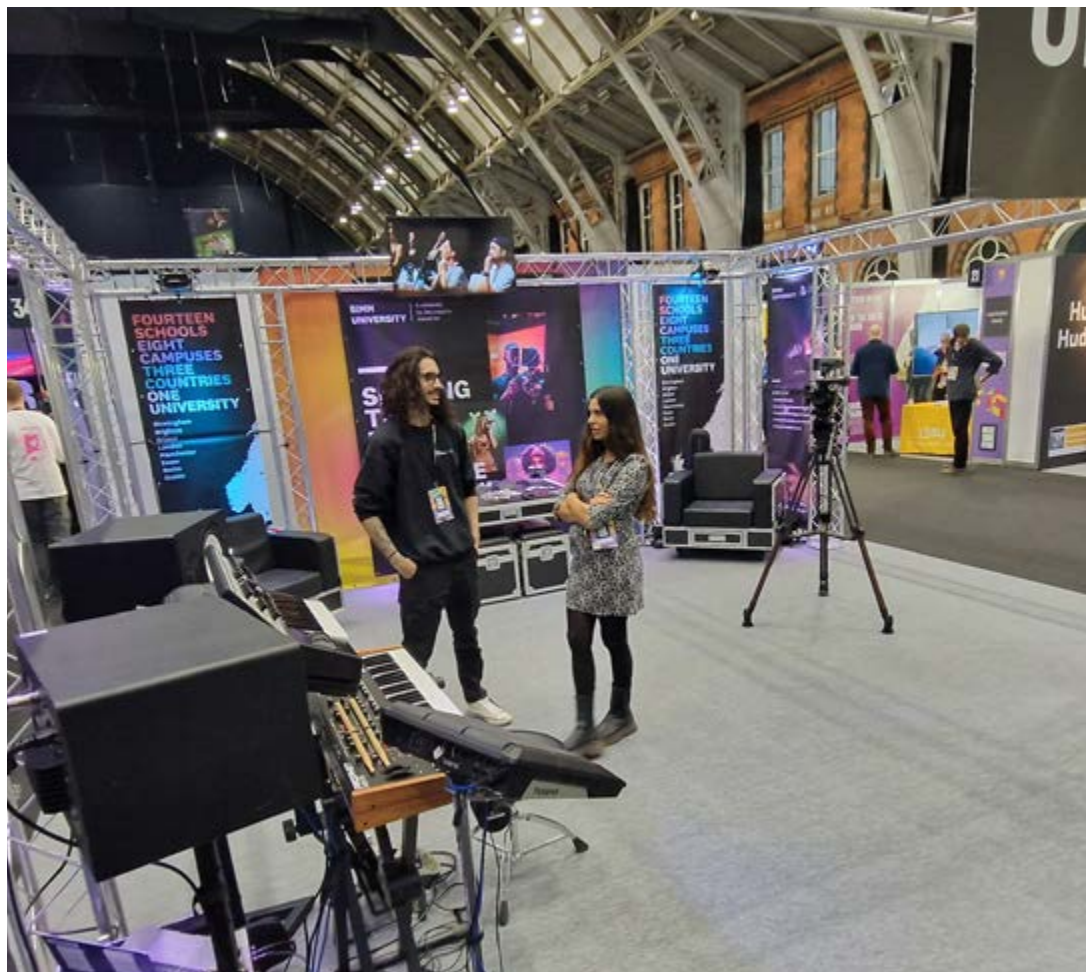
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industries

Joe Bloggs  
Head of Recruitment

+44 (0) 000 999 8888  
joebloggs@bimm.ac.uk  
www.bimm.university

## 2023/24 Exhibition examples





## Event banner examples



# BRAND GUIDELINES

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