BIMM UNIVERSITY

A university for the creative industries

2023

BRAND GUIDELINES

Version 1.0

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Scope and purpose

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

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.

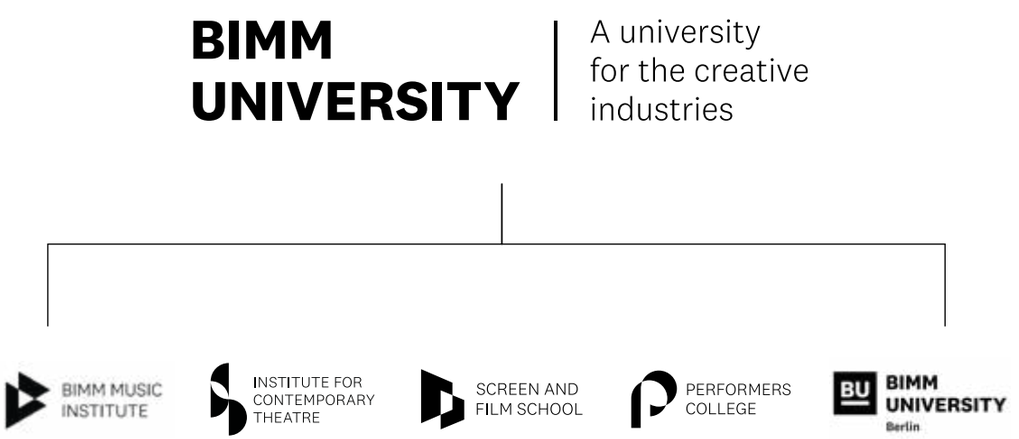
We achieve excellence in learning by uniting top creative educators and industry leaders. Our practical approach to education, coupled with our incredible industry connections, sets us apart from other music and arts colleges. It's crucial that our brand reflects this integration into the industry.

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

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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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.

BIMM UNIVERSITY | A university for the creative industries

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 hieracrhy 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

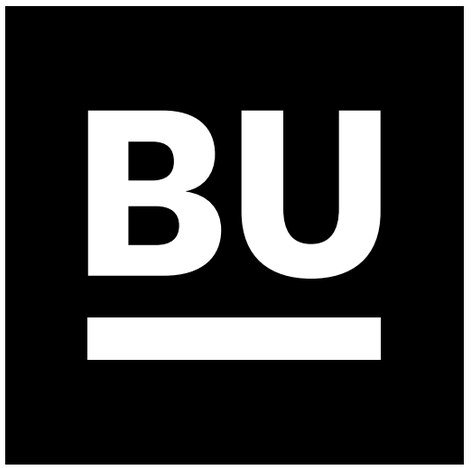
Our alt logo serves as a variation of the master logo, designed for compact spaces.

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

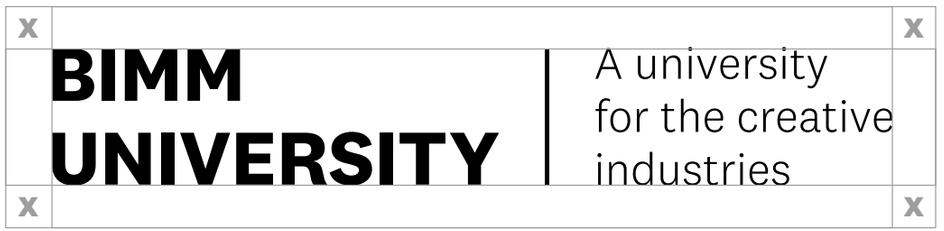
INSTITUTE FOR
CONTEMPORARY
THEATRE

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.

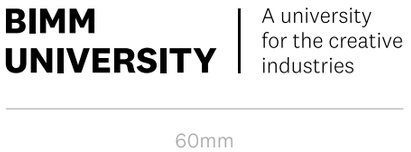
X = 10mm from boundary box



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.



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

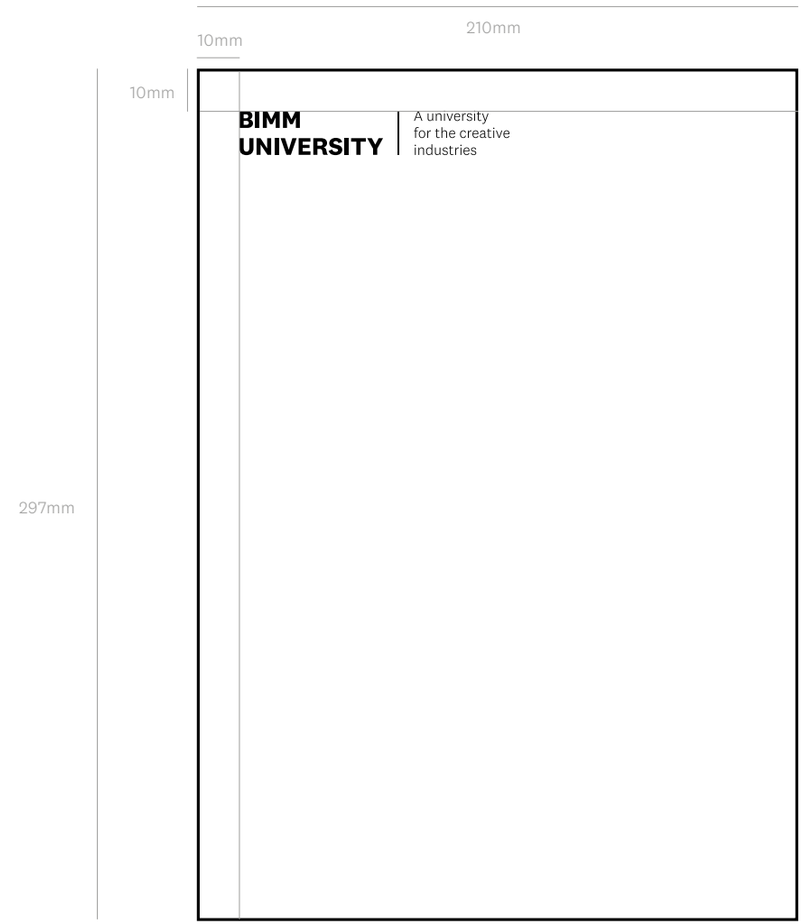
White
CMYK | 0,0,0,0
RGB | 255,255,255
#ffffff

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.

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.

DO NOT CHANGE THE COLOUR

BIMM UNIVERSITY | A university for the creative industries

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

DO NOT CHANGE TILT

BIMM UNIVERSITY | A university for the creative industries

DO NOT WARP

BIMM UNIVERSITY | A university for the creative industries

DO NOT ADD STROKE

BIMM UNIVERSITY | A university for the creative industries

ALWAYS MAINTAIN LEGIBILITY

2.0 | Colour palette

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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.

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

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

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 #1FBBB0	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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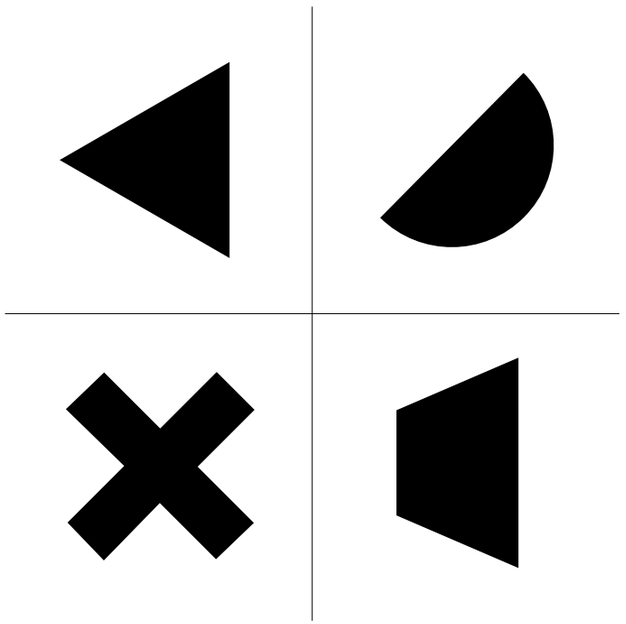
Faculty patterns

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.

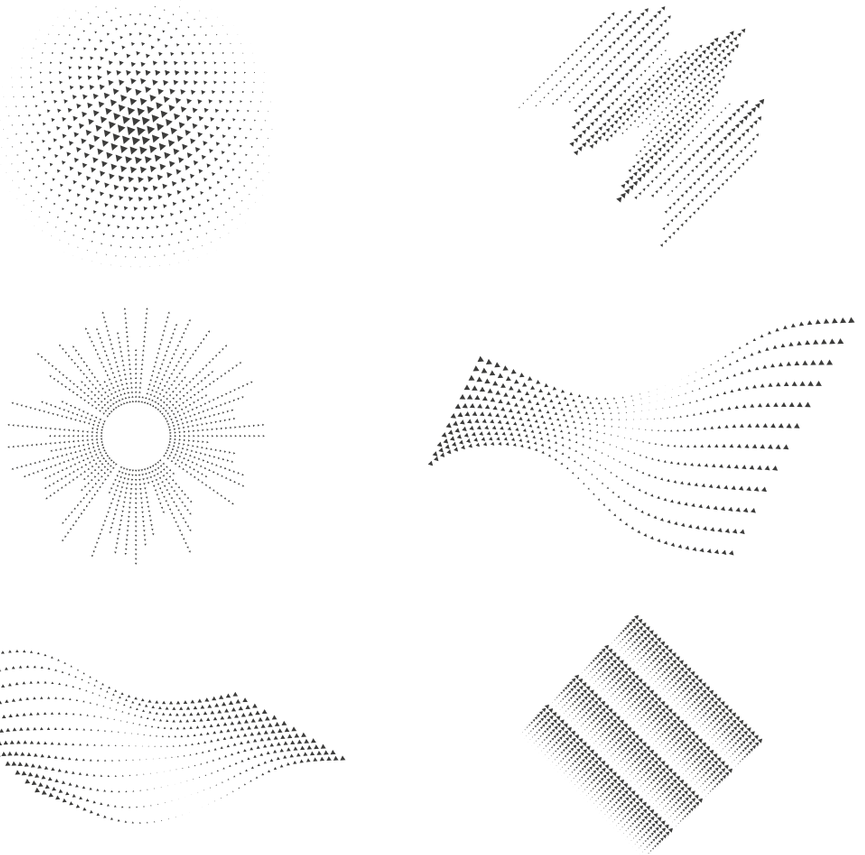
Patterns should be used exclusively from our pattern library and not recreated, this will ensure consistency of shape.

Individual faculty symbols



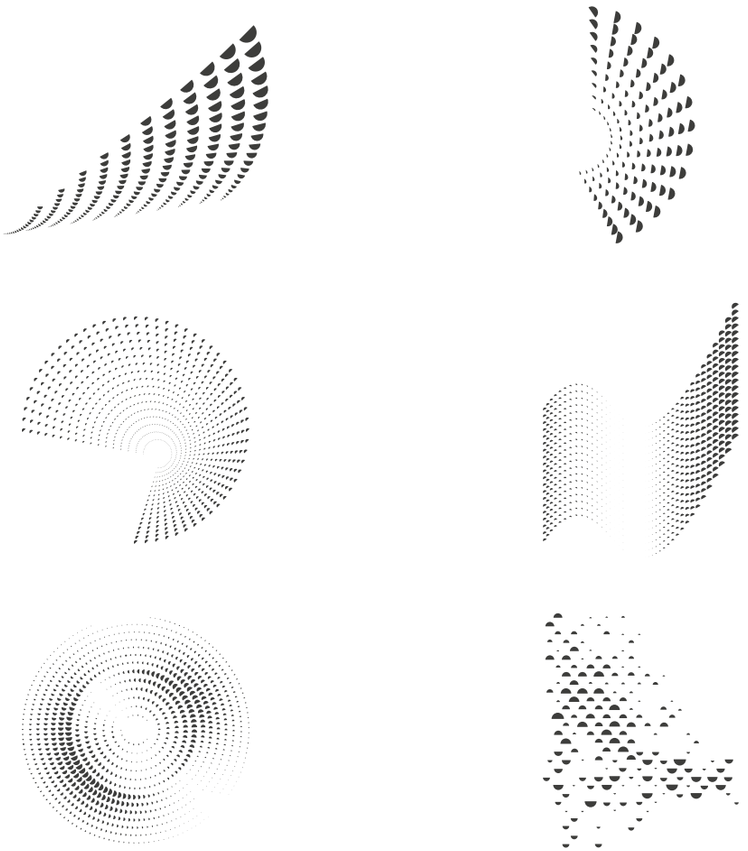
Music patterns

These patterns are built from a triangle.



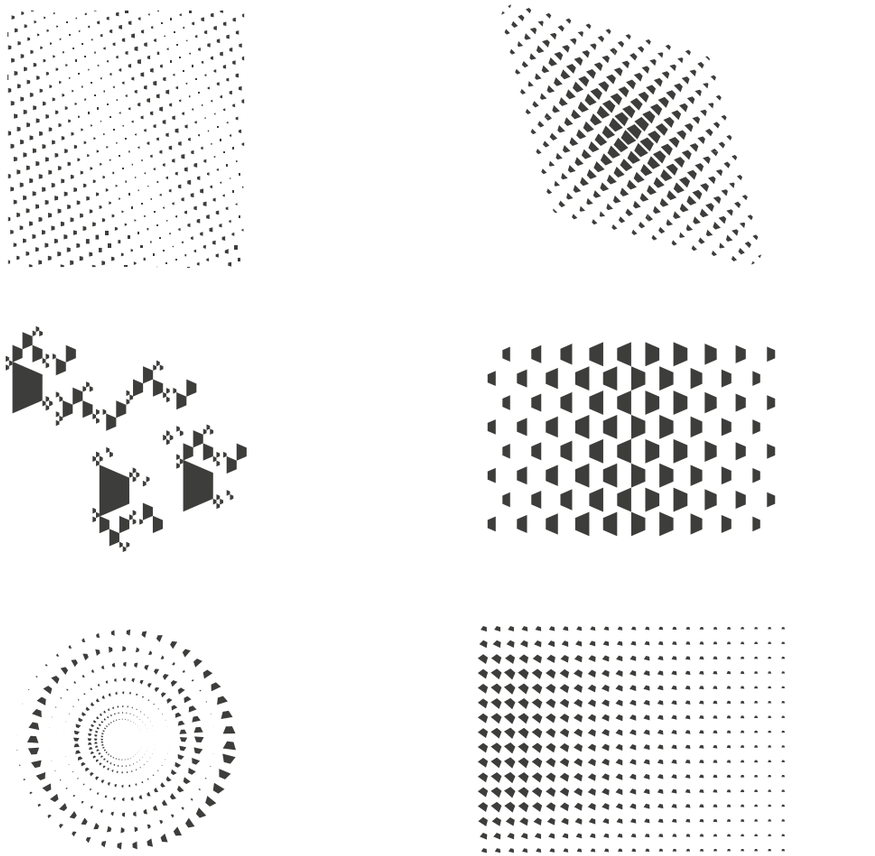
Performing Arts patterns

These patterns are built from a semi-circle.



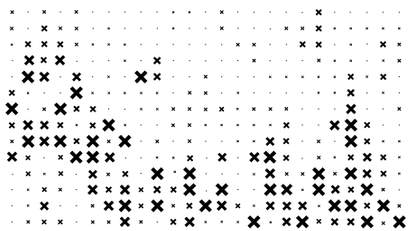
Screen and Film patterns

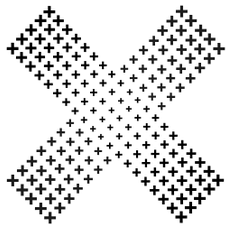
These patterns are built from a trapezoid.

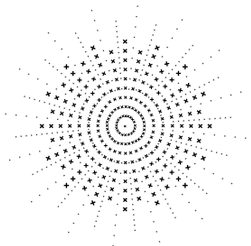


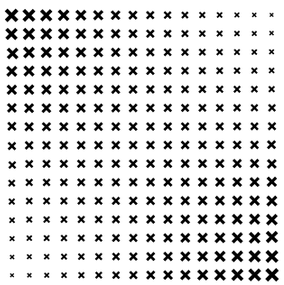
Creative Technology patterns

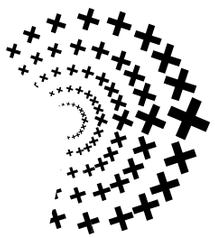
These patterns are built from a cross.

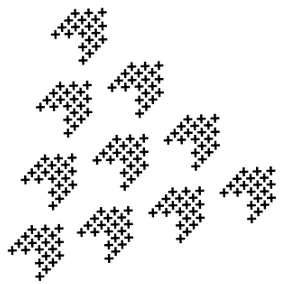


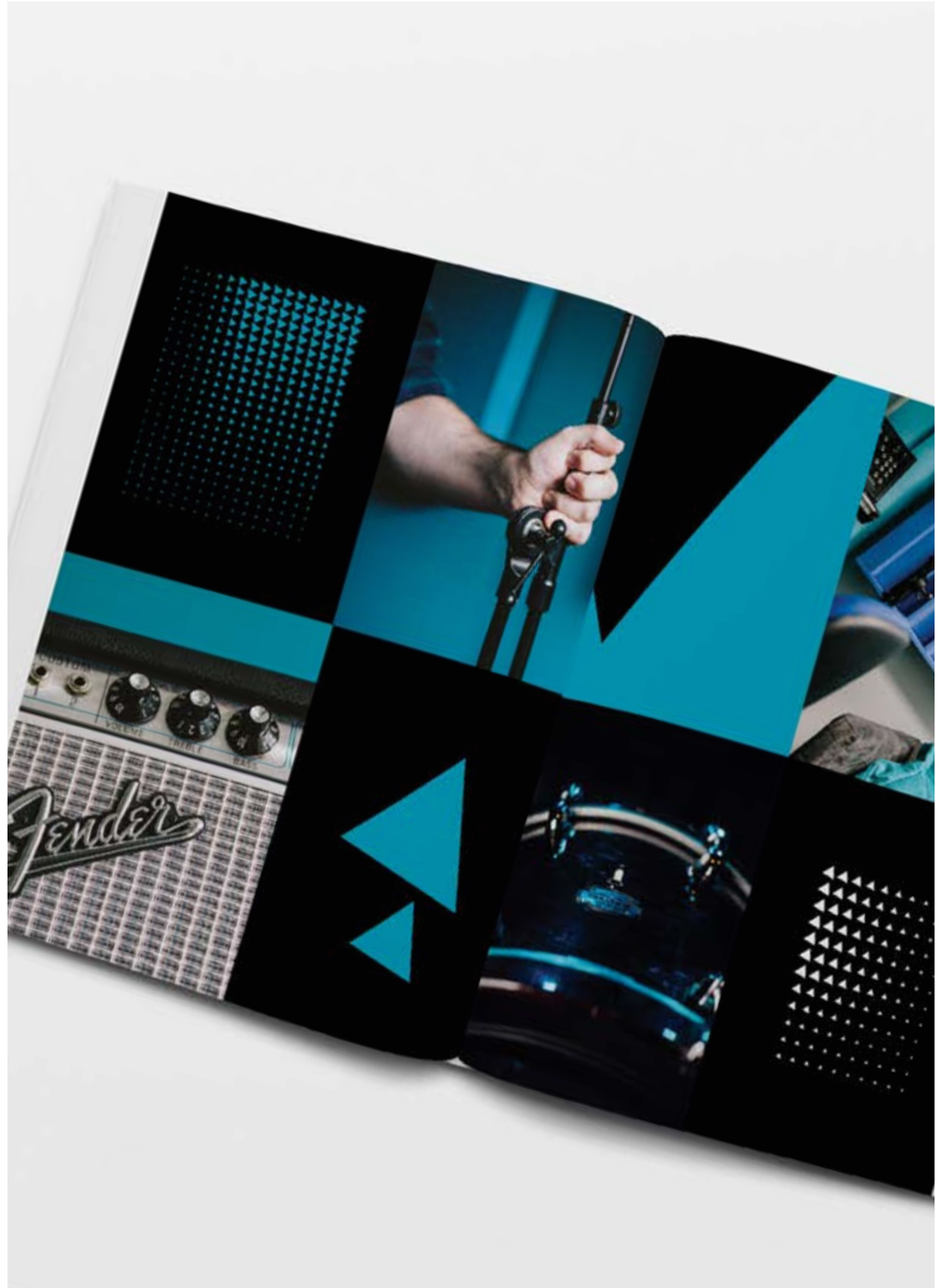












4.0 | Typeface

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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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

National 2 | Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

National 2 | Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

National 2 | Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

Typeography Useage

Our strategic choice of fonts and weignts 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 | Bold

Strong

Bold

Confident

National 2 | Light

Clean

Clear

Concise

Typeography Useage

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 Useage

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

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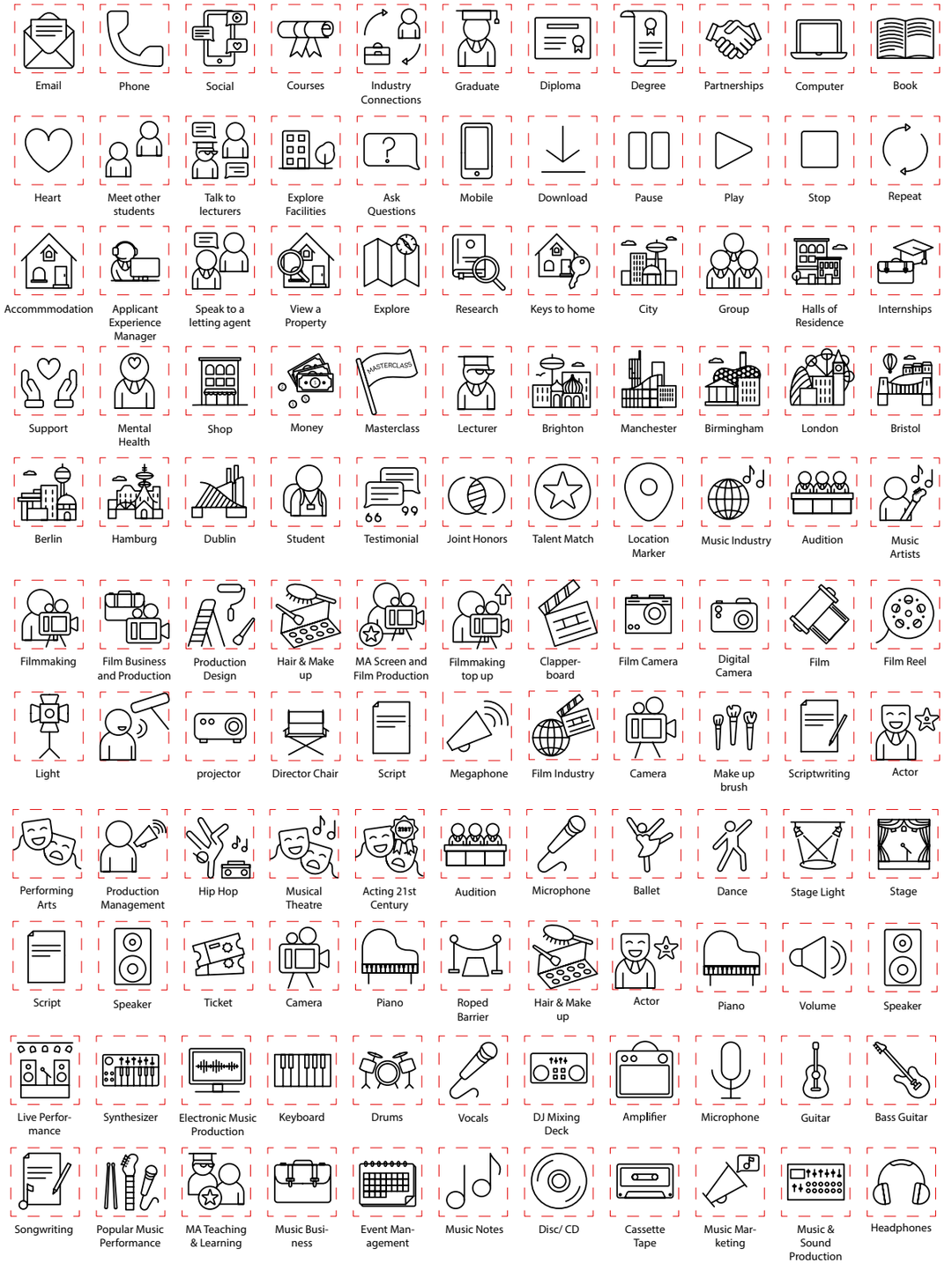
Iconography

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.

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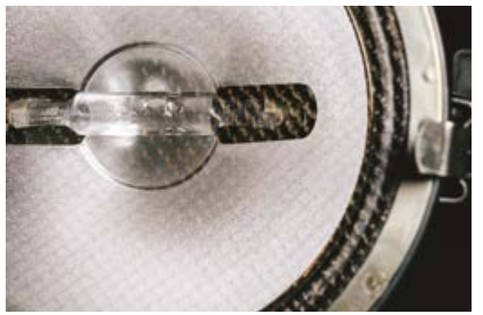
Photography

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

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.

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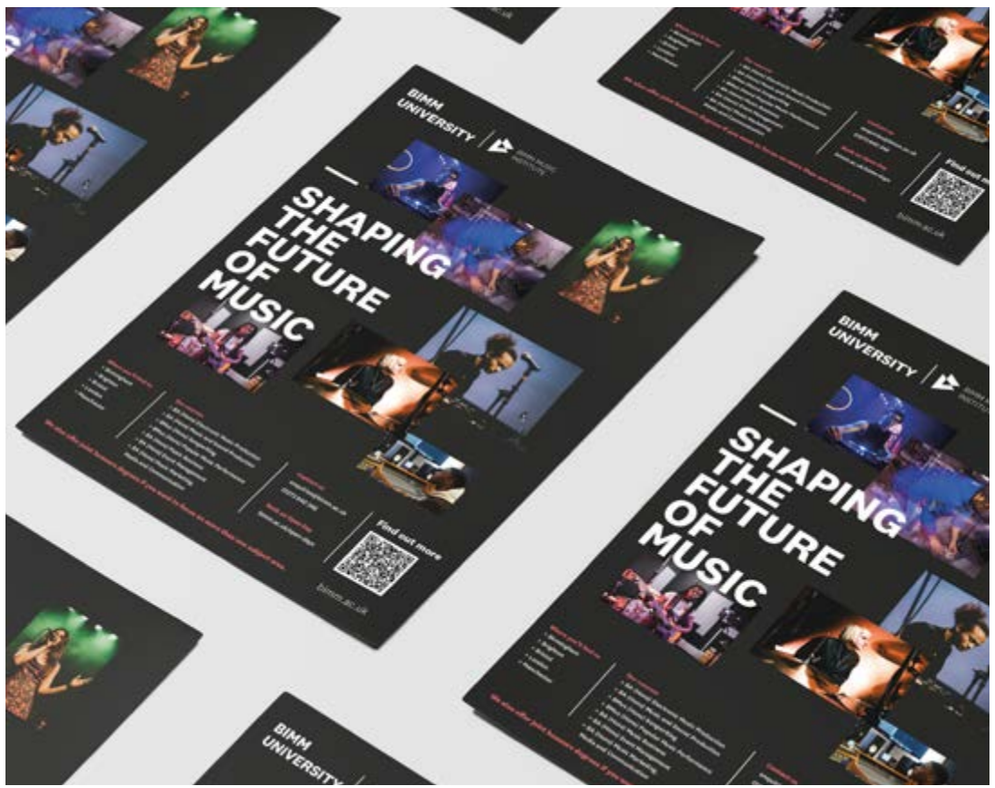
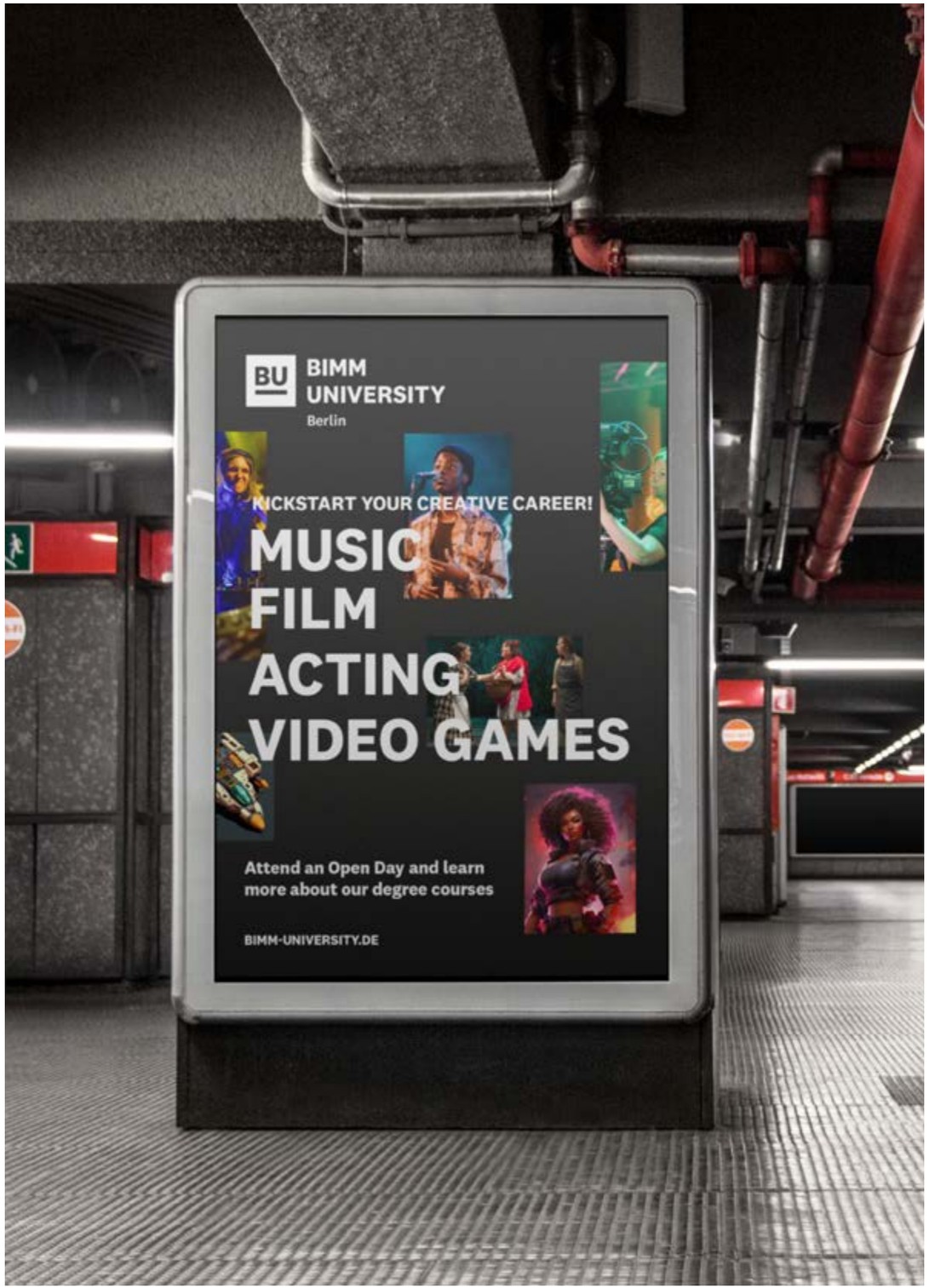
Poster examples



BIMM UNIVERSITY
START YOUR CAREER IN THE GAME INDUSTRY
> BA (Hons) Games Design & Development
> BA (Hons) Games Art & Technology
> BSC (Hons) Games Technology
ENJOY INTERACTIVE WORKSHOPS | TRY OUT "DREAMS" 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
Location:
Unit 8, 2 The Hyde, Auckland 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

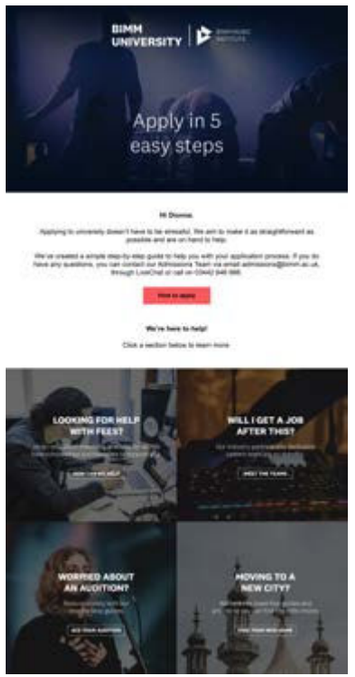
Internal email signature

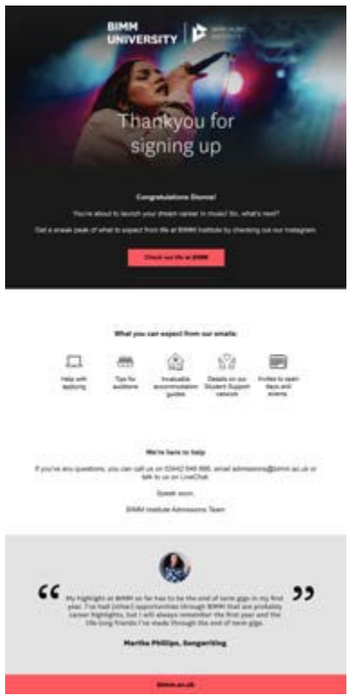
Joe Bloggs
Director of Marketing

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

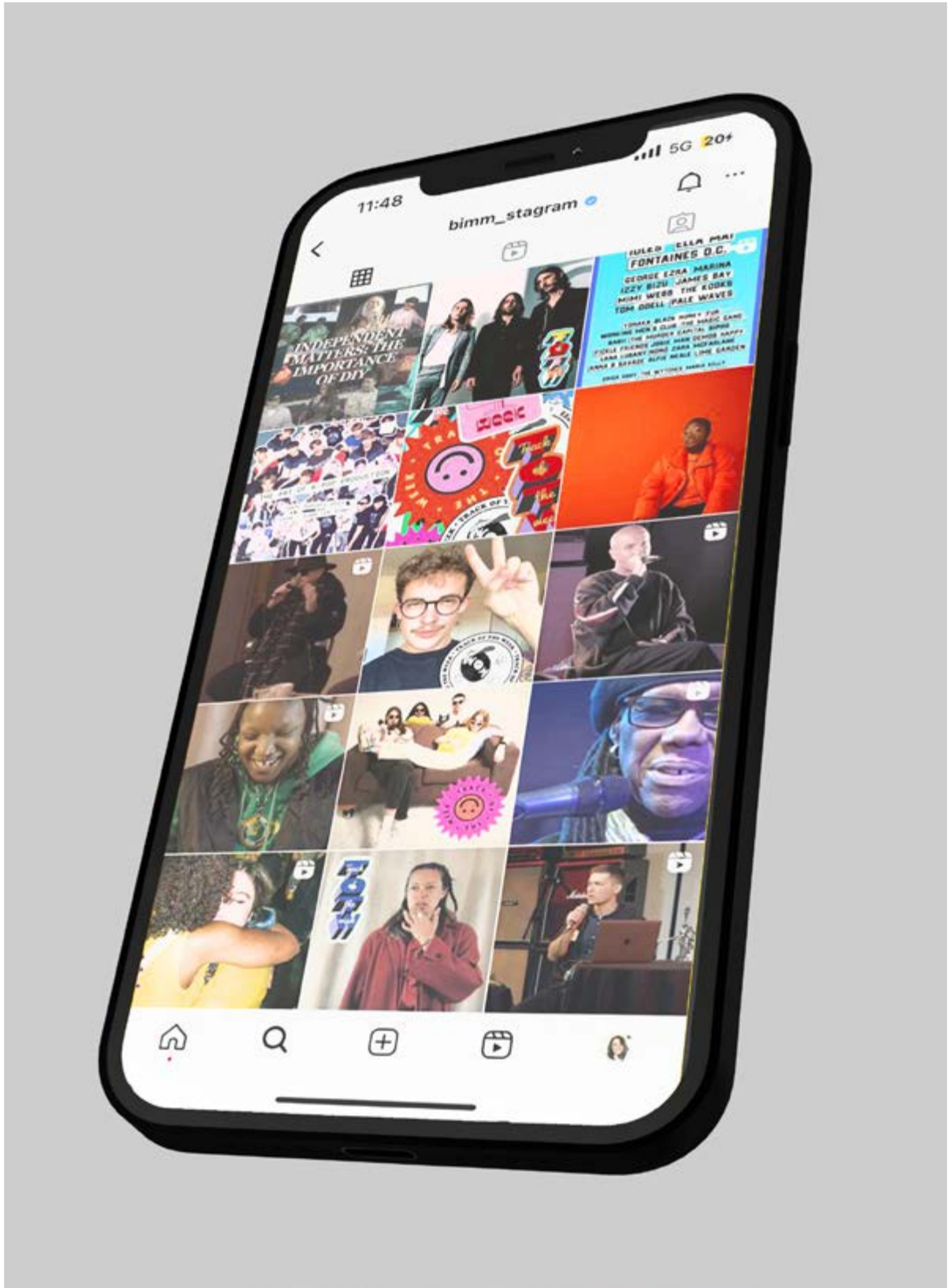
BIMM UNIVERSITY | A university for the creative industries

Email examples





Social Media example



2023/24 University Prospectus

Shaping the future of music

Stormzy
Nile Rodgers
Four Tet
Lianne La Havas
Imogen Heap
Michael Eavis
IDLES
Mabie

How music is recorded, mixed and mastered is so 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

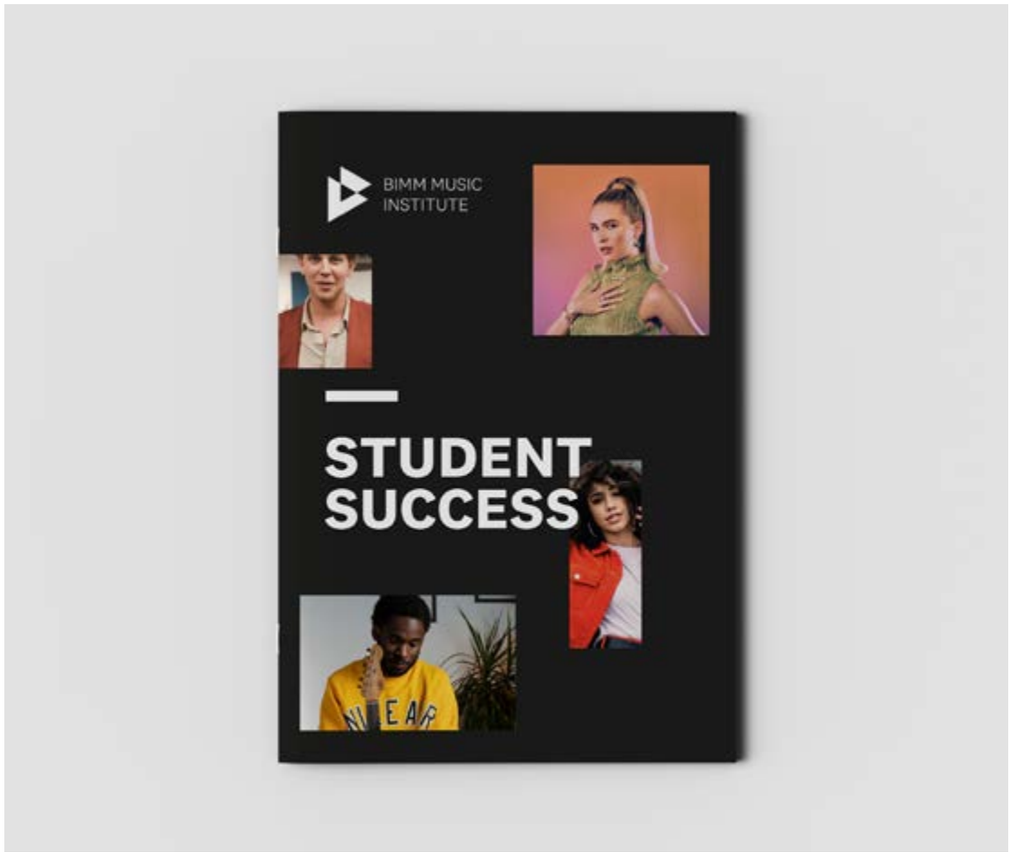
Calling all artists, writers and programmers: our Electronic Music Production degree will help you launch your career in this exciting music industry sector. Remixers and audio designers, we're talking to you, too.

BA (Hons)

ELECTRONIC MUSIC PRODUCTION

Brighton

Booklet & flyer examples



Masterclasses

"Performers has a classic training with a modern edge, nurturing performers for success in life as well as the entertainment industry."

Gary Lloyd
Choreographer/Director

"Performers College is an environment with truly exceptional energy, dedication and a personable attitude towards students. It is a unique place for young professionals."

Layla Ellison
Choreographer

"The high level of creative passion and talent is evident in

"The level of talent produced at the college is outstanding and as a result I try to give as many opportunities to the graduates as possible."

Vicki Jackson
Founder of SKIN London

Desktop and mobile examples

Campaign examples

BIMM UNIVERSITY
GOT A VISION?
MAKE A SCENE!
WHAT ARE YOU WAITING FOR?
WHAT ARE YOU WAITING FOR?

MUSIC MADE US
CELEBRATING HOW MUSIC HAS CHANGED OUR WORLD
MUSIC MADE US
CELEBRATING HOW MUSIC HAS CHANGED OUR WORLD

SOUND AND VISION
STUDY FILM AND MUSIC AT BIMM UNIVERSITY BERLIN
SOUND AND VISION
STUDY FILM AND MUSIC AT BIMM UNIVERSITY BERLIN
SOUND AND VISION
STUDY FILM AND MUSIC AT BIMM UNIVERSITY BERLIN

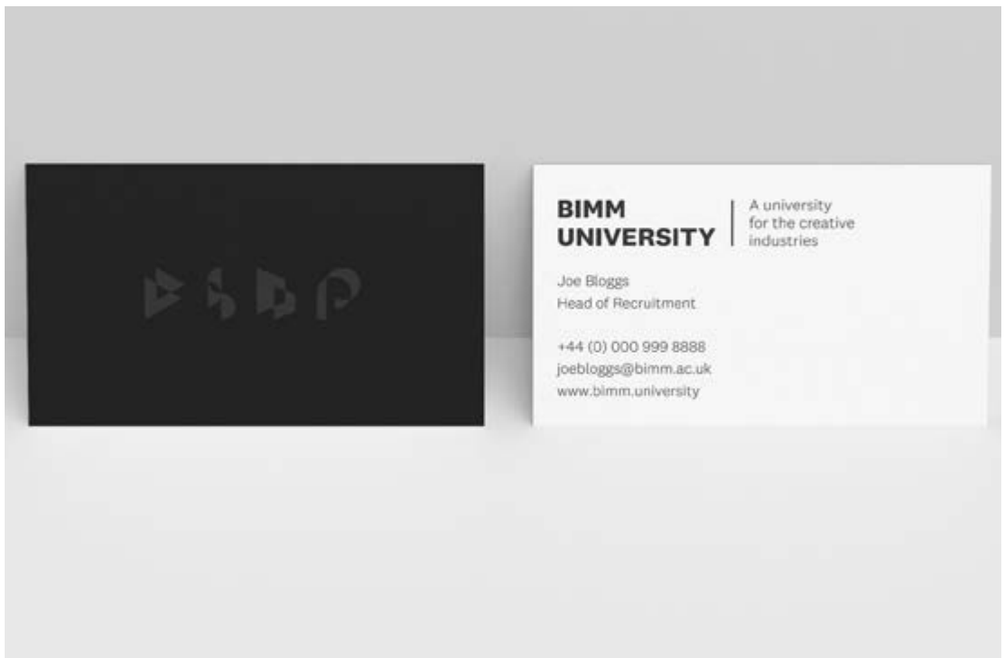
WHAT ARE YOU WAITING FOR?

Business card examples

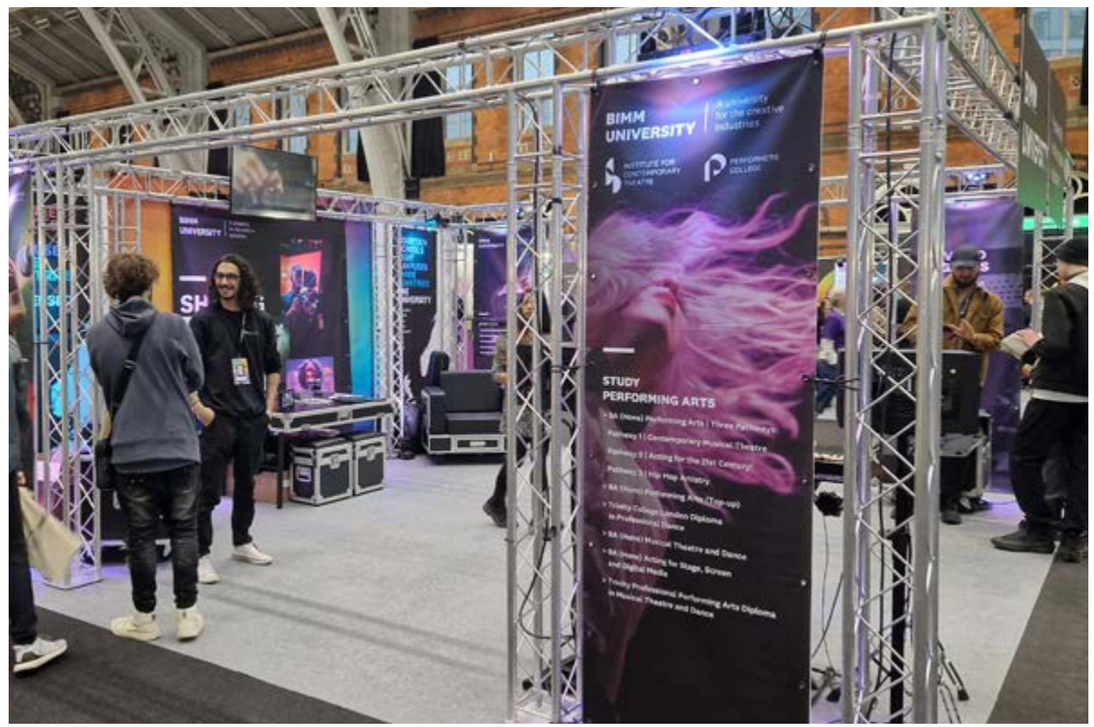
BIMM UNIVERSITY | A university for the creative industries

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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