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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	2

Rationale

A visual system that extends the current branding into a stand alone identity. Specifically, using current brand typefaces and colours with the addition of a special colour and potentially a secondary typeface that complements the rich and vibrant heritage of the school.

The merging of the current Southampton brand and history of the school will create a sense of collaboration and positive evolution.

It is fundamental that we incorporate historical elements within the visual identity to responsibly pay tribute to the last 150 years.

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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	3

Proposal 1

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	4

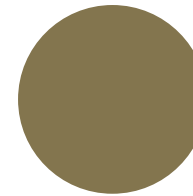
Extended Brand Colour Proposal 2

Neutral

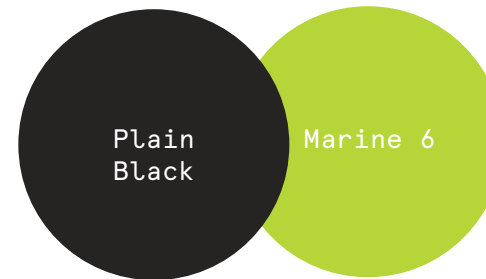
Plain Black	Marine 6
#231F20 00.00.00.100 PMS Blk RGB 29.29.27	#C1D100 33.00.100.00 PMS 381 RGB 193.209.00



Marine 6 Plain Black



Gold
PMS



Plain Black
Marine 6



Metallic
Gold U

Brand colours from guidelines

Proposed colours

Special colour

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	5

Logo Application

COLOUR VARIANTS: BLACK AND NEUTRAL 1

These are examples of the logo in Black and Neutral 1.



COLOUR VARIANTS: MARINE 1 AND WHITE

These are examples of the logo in Marine 1 and White.



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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	6

Printed Invitation - Image & Type



150 Years of Winchester School of Art

Founded in 1870, Winchester School of Art is immensely proud to be celebrating its 150th Anniversary in 2020. We hope you will join us at our exhibition, 150 Years of Winchester School of Art, which will look back through a cross-section of our history and heritage through the lens of items contained within our archive.

Private View
Thursday 20 February 2020
17:00-20:00

Public Opening
21 February-20 March 2020
Monday to Friday 10:00-16:00

The Winchester Gallery
Winchester School of Art
Park Ave, Winchester
SO23 8DL

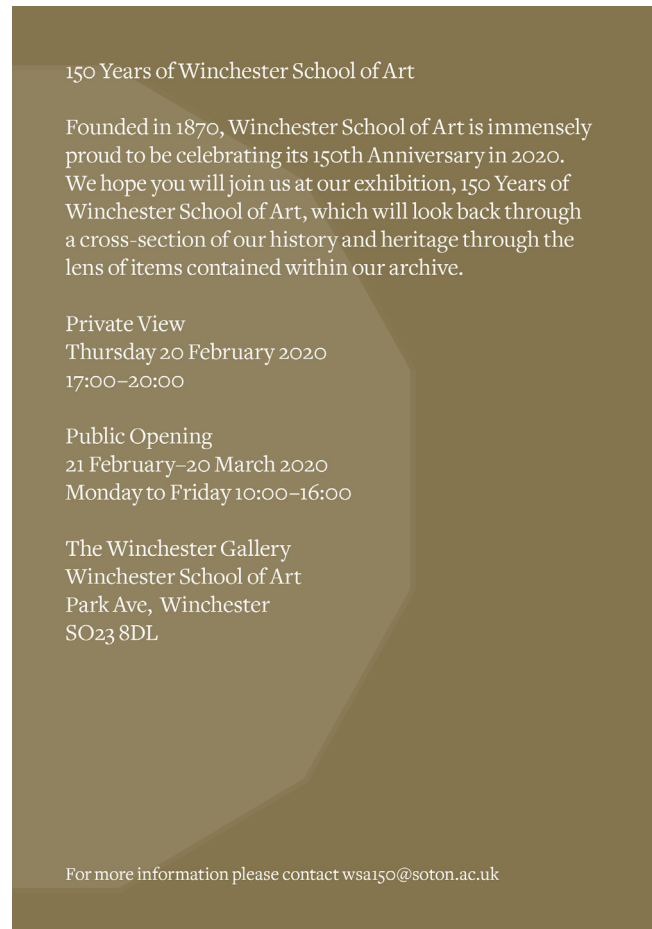
For more information please contact wsa150@soton.ac.uk

- 3 Lined staggered lock up.
- Image Background
- Spot UV Rotunda Overlay

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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	7

Printed Invitation - Typographic



- 3 Lined staggered lock up.
- Coloured Background
- Spot UV Rotunda Overlay

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	8

Printed A6 Postcard - Image & Type



- 3 Lined lock up
- University of Southampton logo top left on reverse. (Kept within the 50mm size width)
- Reverse presenting legible information in black.

UNIVERSITY OF
Southampton

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wsa150@soton.ac.uk #wsa150

Winchester School of Art
Park Avenue, Winchester, SO23 8DL

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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	9

Printed Publication (Hardback)

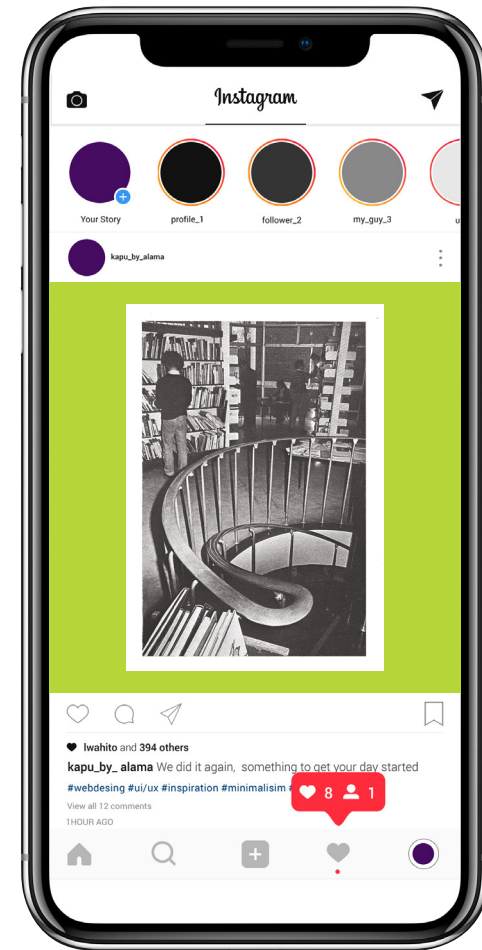


- Design of the Catalogue to differentiate from marketing material
- Hardback with golden coloured book cloth and a de-bossed finish.
- University of Southampton logo placed top left, document title tell top right in Freight Text Book.

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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	10

Digital Social Media (Instagram)



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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	11

Proposal 2

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	12

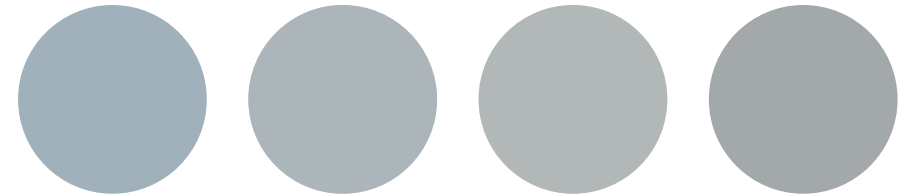
Extended Brand Colour Proposal 2

Marine 1

#005C84
100.31.08.44
PMS 7469
RGB 00.85.127

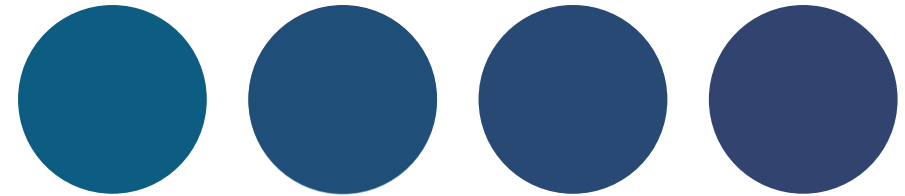
Neutral 3

#9FB1BD
20.00.00.34
PMS 5435
RGB 159.177.189



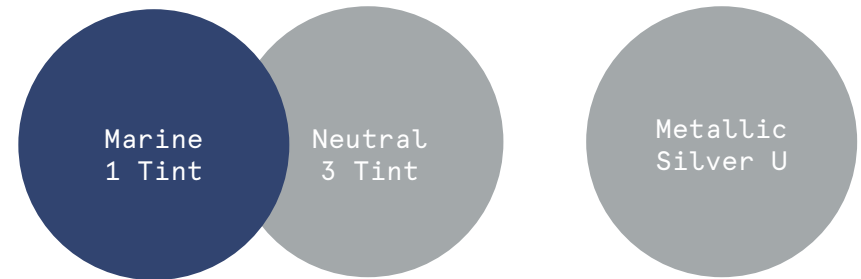
Neutral 3

Neutral 3 Tint



Marine

Marine Tint 1



Marine 1 Tint

Neutral 3 Tint

Metallic Silver U

Brand colours from guidelines

Proposed colours

Special colour

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	13

Logo Application

COLOUR VARIANTS: BLACK AND NEUTRAL 1

These are examples of the logo in Black and Neutral 1.



COLOUR VARIANTS: MARINE 1 AND WHITE

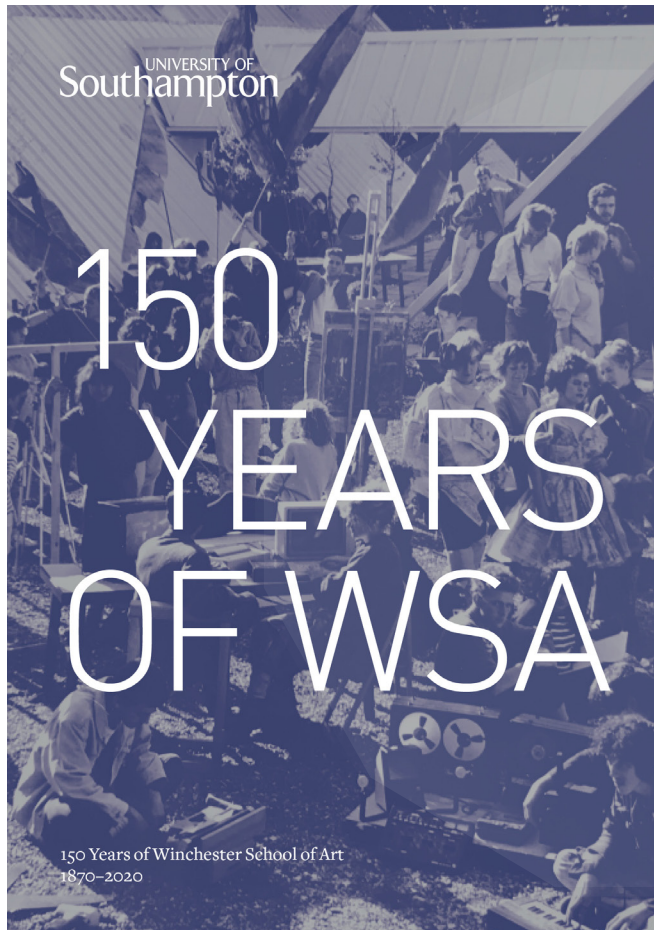
These are examples of the logo in Marine 1 and White.



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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	14

Printed Invitation - Image & Type



150 Years of Winchester School of Art

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SO23 8DL

For more information please contact wsa150@soton.ac.uk

- 3 Lined staggered lock up.
- Image Background
- Spot UV Rotunda Overlay

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	15

Printed Invitation - Typographic



- 3 Lined staggered lock up.
- Coloured Background
- Spot UV Rotunda Overlay

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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	16

Printed A6 Postcard - Image & Type



- 3 Lined lock up
- University of Southampton logo top left on reverse. (Kept within the 50mm size width)
- Reverse presenting legible information in black.

UNIVERSITY OF
Southampton

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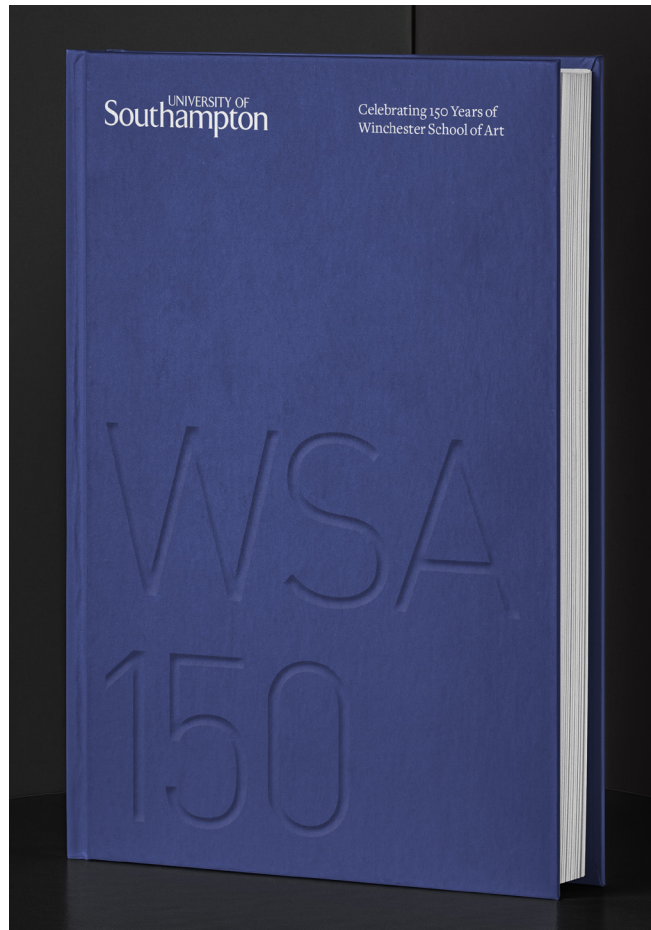
wsa150@soton.ac.uk #wsa150

Winchester School of Art
Park Avenue, Winchester, SO23 8DL

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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	17

Printed Publication (Hardback)

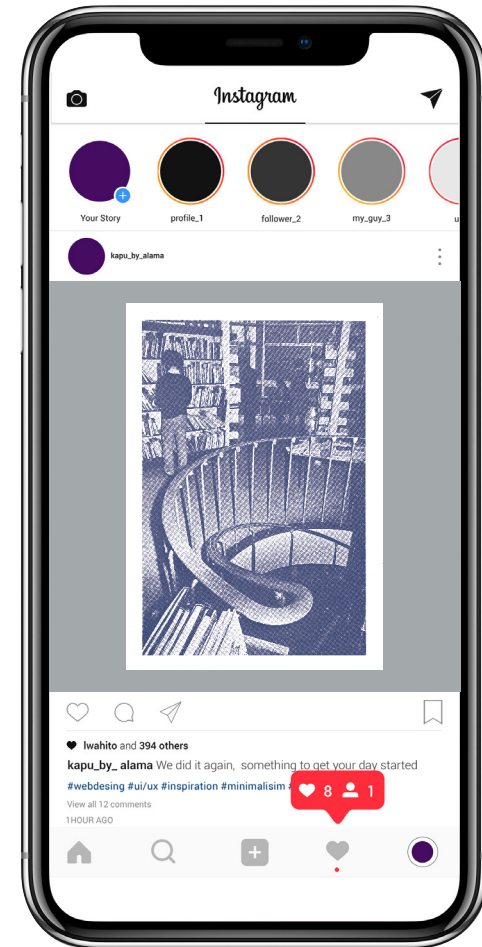


- Design of the Catalogue to differentiate from marketing material
- Hardback with blue coloured book cloth and a de-bossed finish.
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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	18

Digital Social Media (Instagram)



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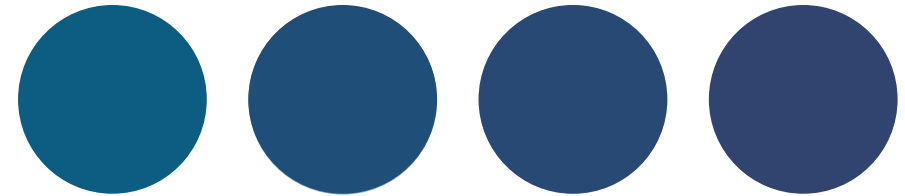
PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	19

Proposal 3

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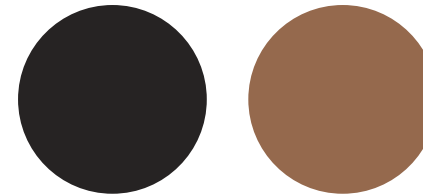
PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	20

Extended Brand Colour Proposal 3



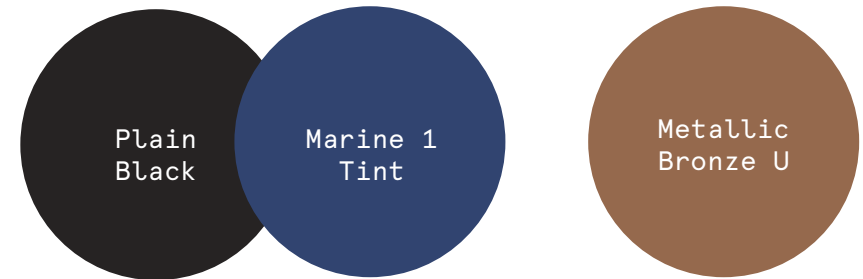
Marine 1

Marine 1
Tint



Plain
Black

Bronze
PMS



Plain
Black

Marine 1
Tint

Metallic
Bronze U

Plain Black

#231F20
00.00.00.100
PMS Blk
RGB 29.29.27

Marine 1

#005C84
100.31.08.44
PMS 7469
RGB 00.85.127

Brand colours from guidelines

Proposed colours

Special colour

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	21

Logo Application

COLOUR VARIANTS: BLACK AND NEUTRAL 1

These are examples of the logo in Black and Neutral 1.



COLOUR VARIANTS: MARINE 1 AND WHITE

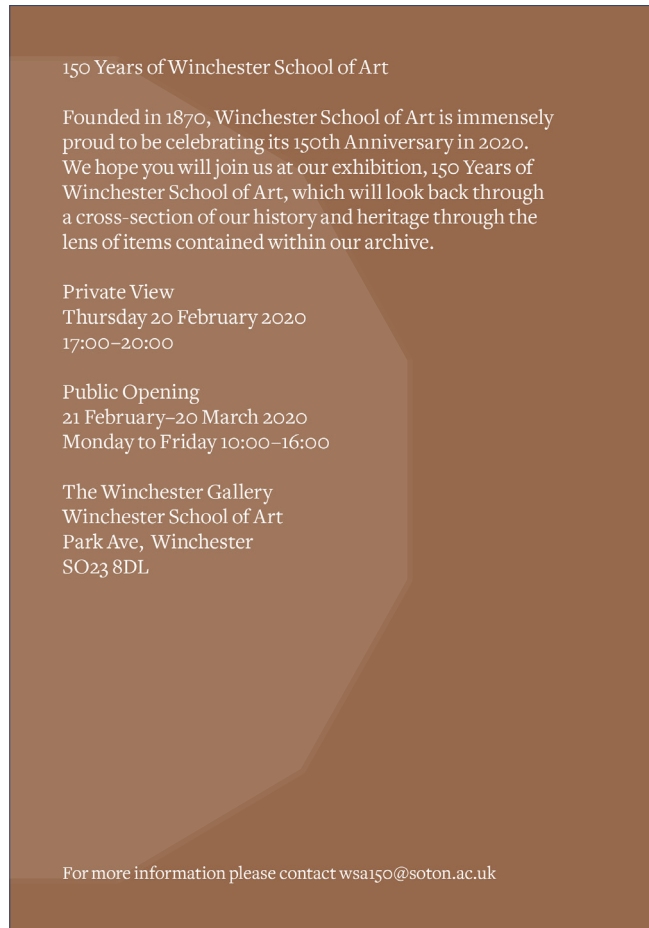
These are examples of the logo in Marine 1 and White.



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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	22

Printed Invitation - Image & Type



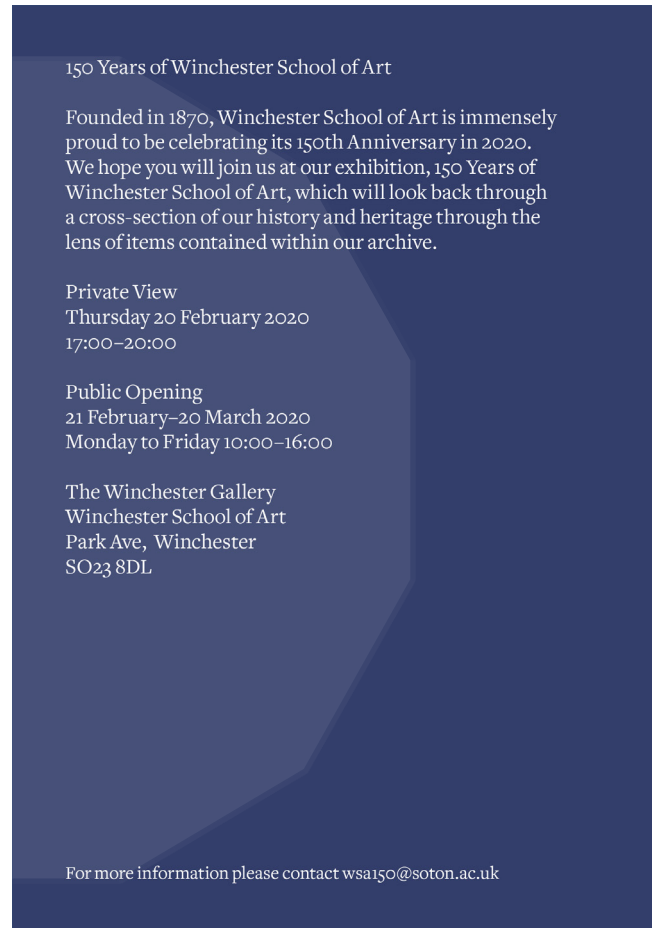
- 3 Lined staggered lock up.
- Image Background
- Spot UV Rotunda Overlay

For more information please contact wsa150@soton.ac.uk

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15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	23

Printed Invitation - Typographic



- 3 Lined staggered lock up.
- Coloured Background
- Spot UV Rotunda Overlay

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	24

Printed A6 Postcard - Image & Type



- 3 Lined lock up
- University of Southampton logo top left on reverse. (Kept within the 50mm size width)
- Reverse presenting legible information in black.

UNIVERSITY OF
Southampton

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Winchester School of Art
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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	25

Printed Publication (Hardback)



- Design of the Catalogue to differentiate from marketing material
- Hardback with bronze coloured book cloth and a de-bossed finish.
- University of Southampton logo placed top left, document title tell top right in Freight Text Book.

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PROJECT	CLIENT	DATE	SECTION	PAGE
150 Year Anniversary	WSA & UOS	October 2019	CONCEPTS	26

Digital Social Media (Instagram)

