

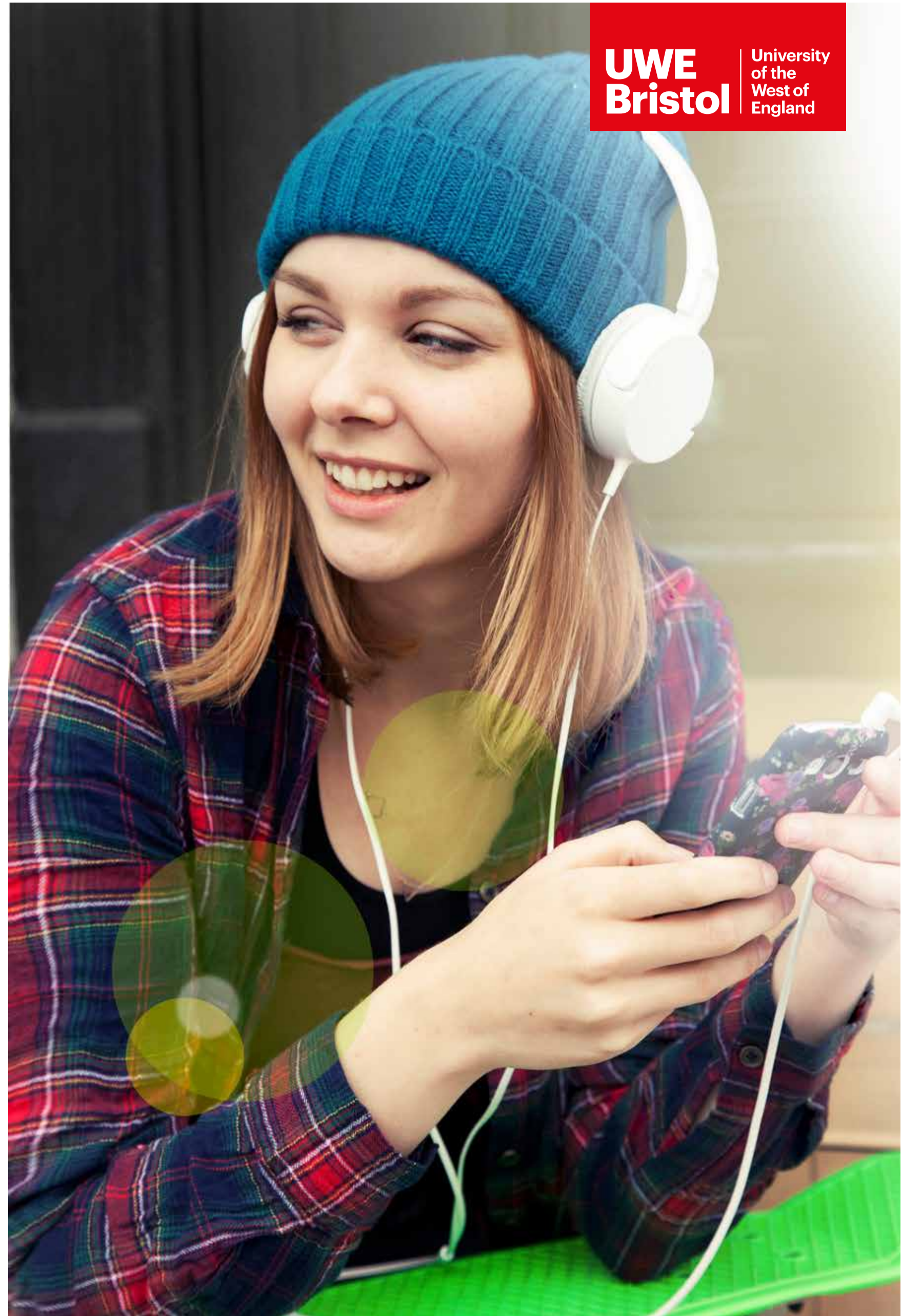
NEW | visual identity

Launching from Spring 2016

**UWE
Bristol**

**University
of the
West of
England**

Our new logo is a red tab. The red tab will stand out against any background, flat colour or photograph. It is a key element in creating a coherent, confident and strong visual identity.



WE | make
things
happen

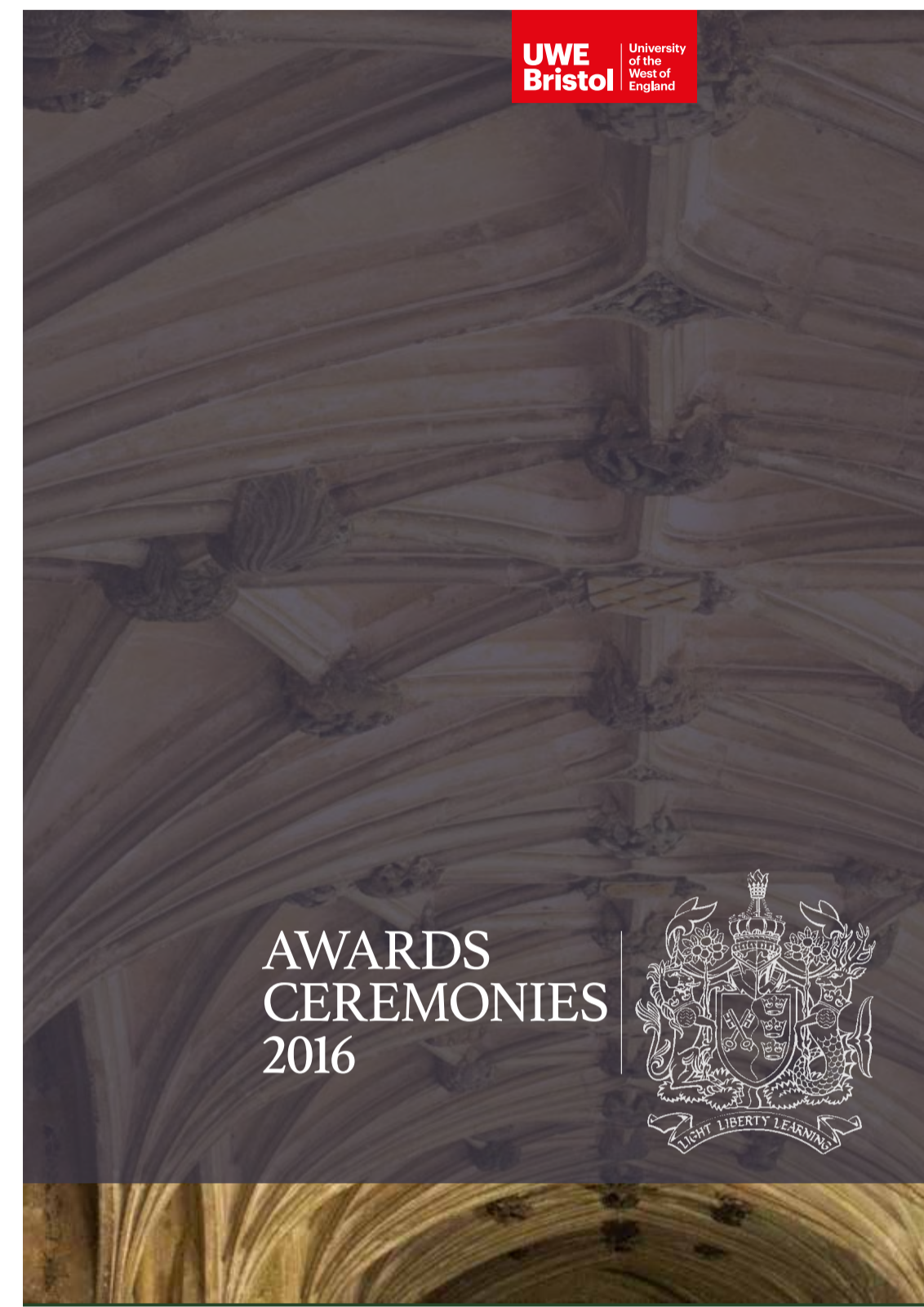
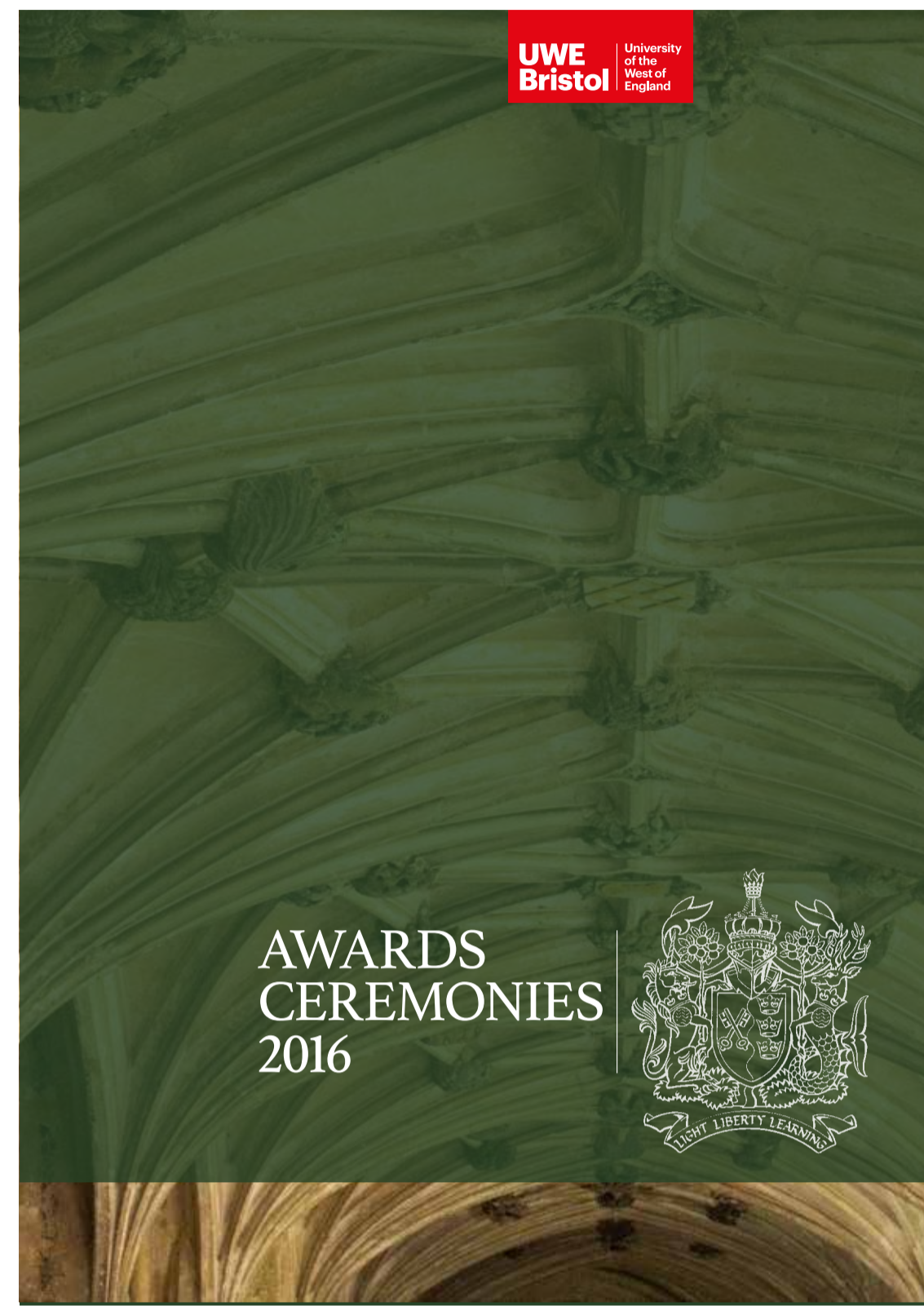
**UWE
Bristol** | University
of the
West of
England

AIM | higher with
a university
that shares
your ambitions

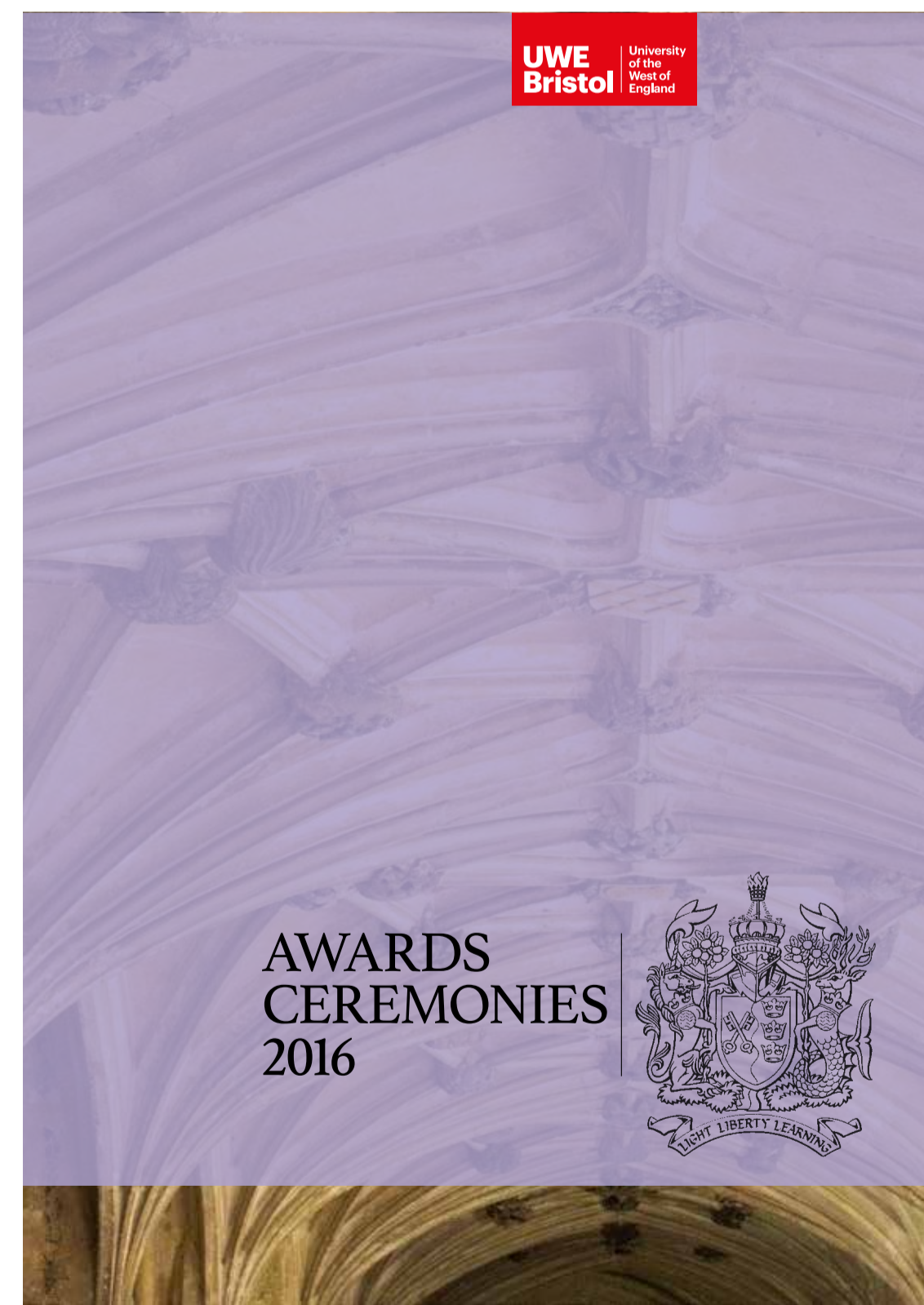
REAL | experience,
ambition,
innovation,
jobs, world.

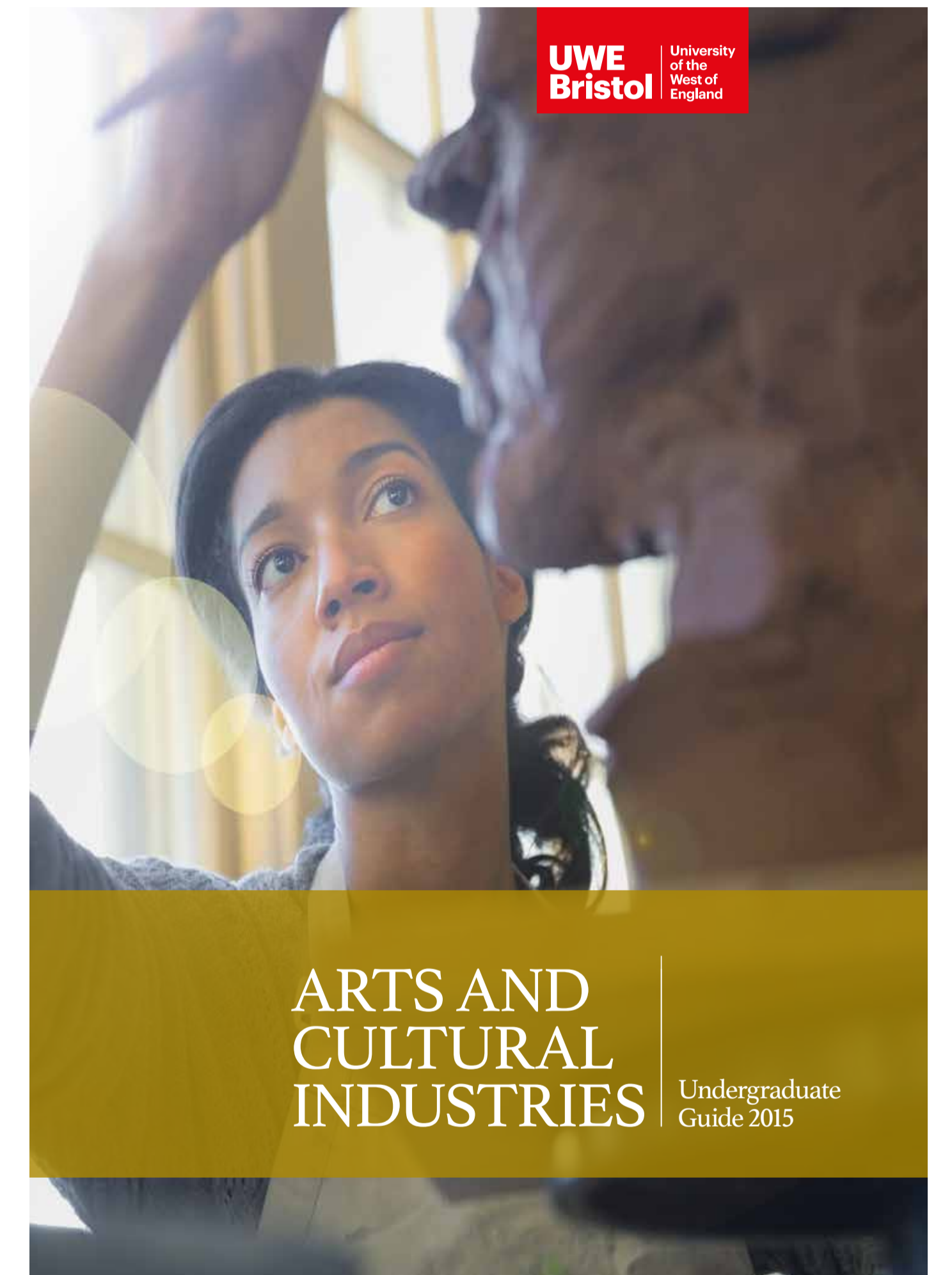
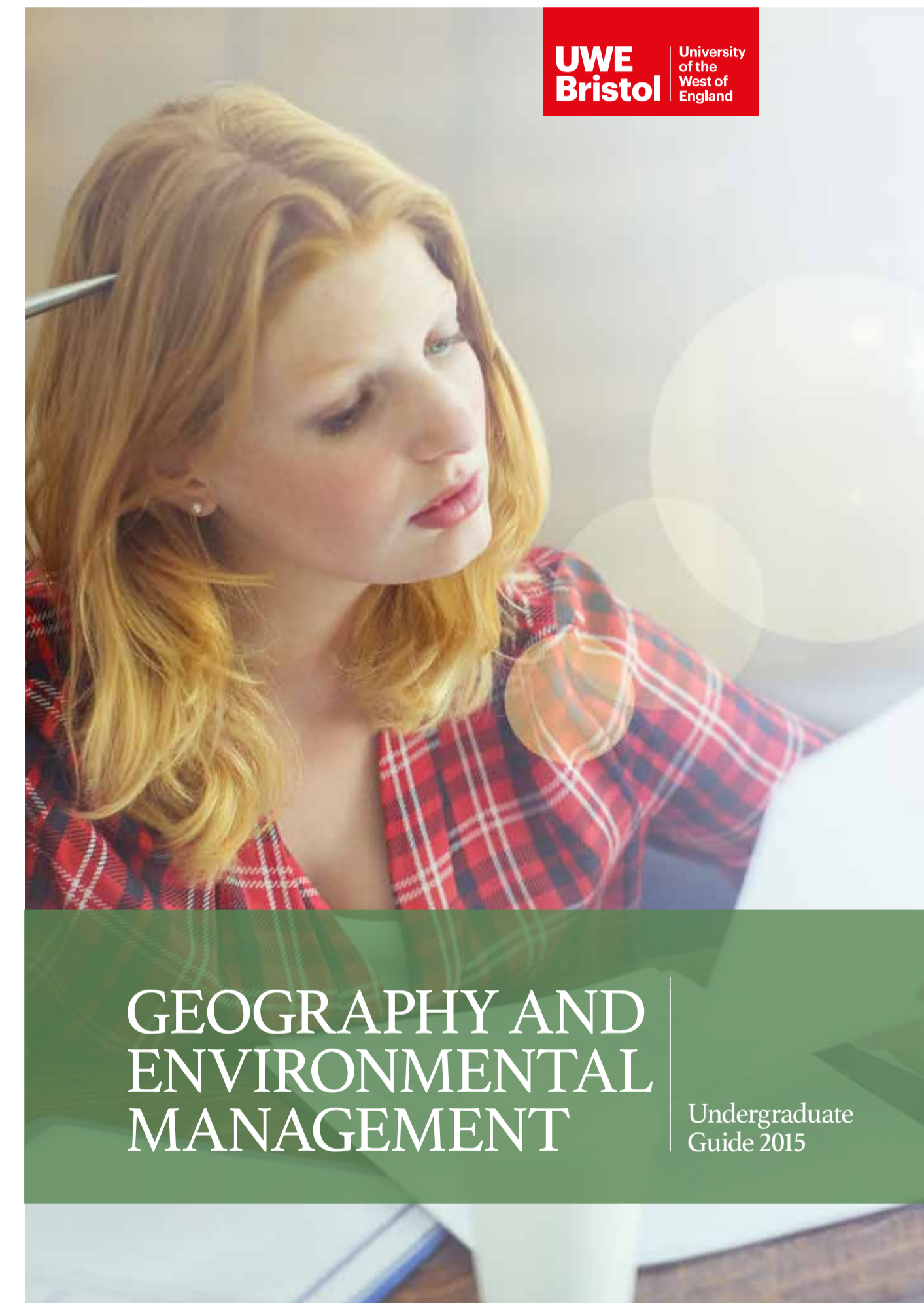
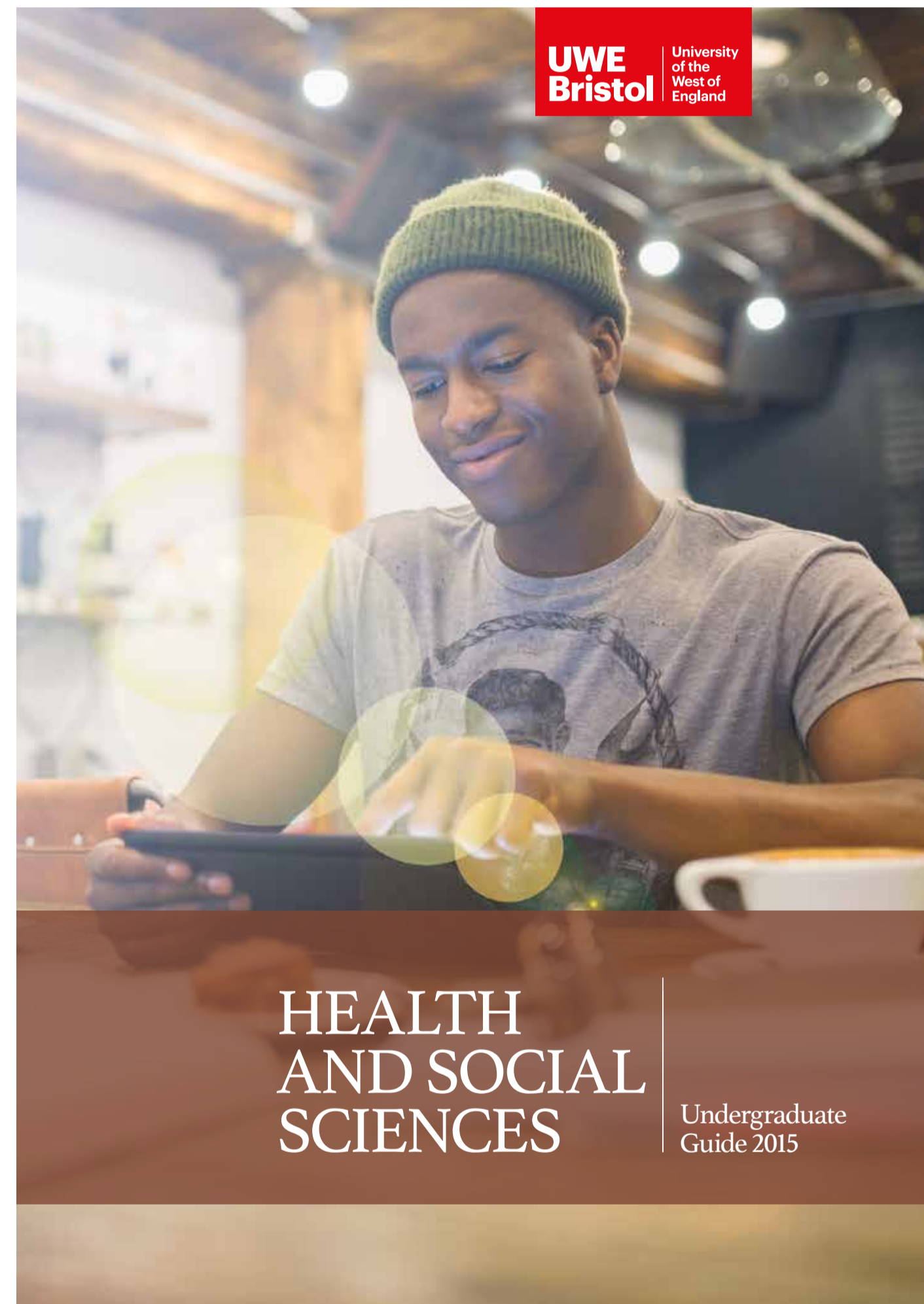
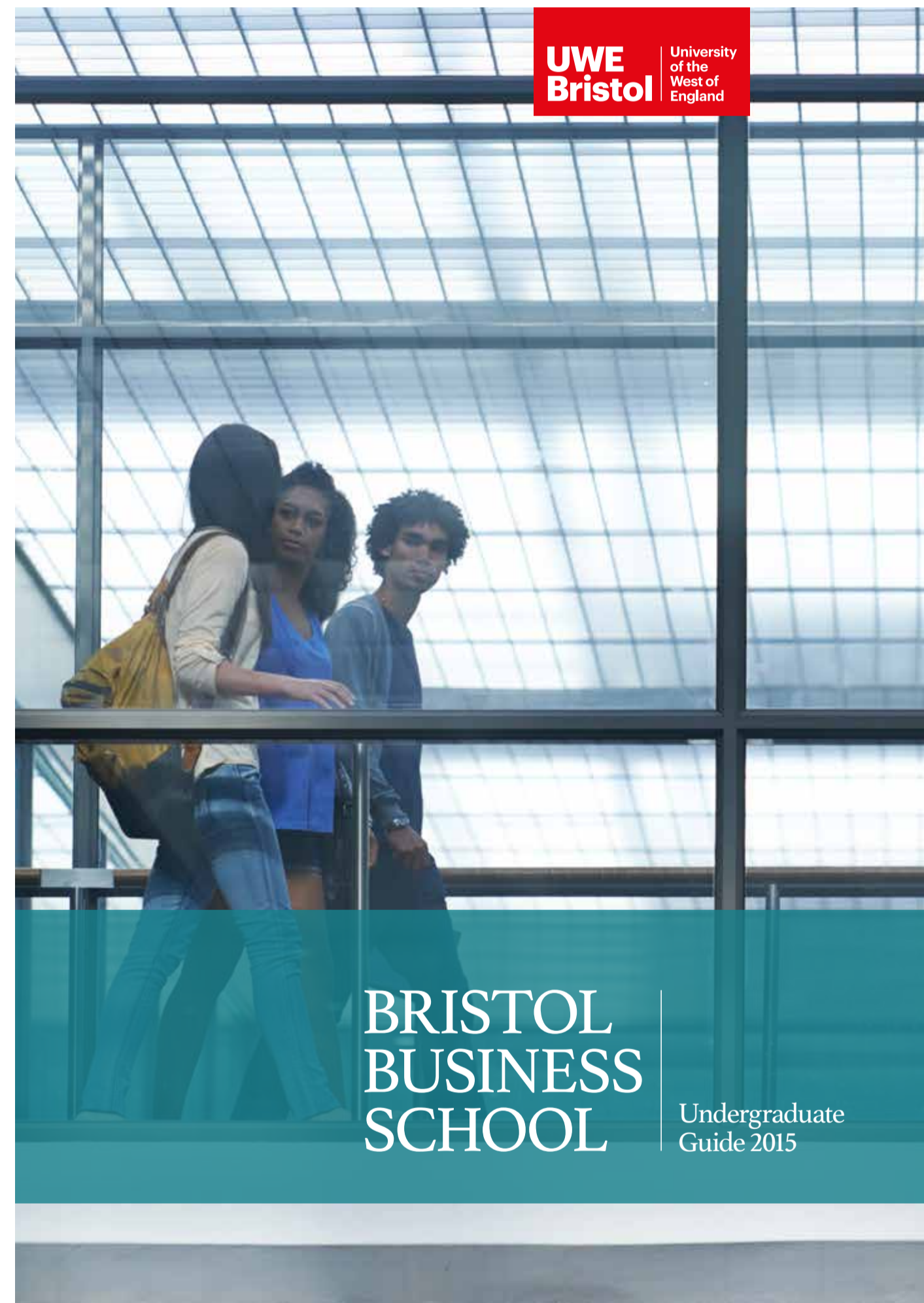
GRASP | the opportunity
to reach your
full potential

We have created a headline style, called couplets, that is both distinctive and versatile. We lead with a single impact word and follow it with a more explanatory secondary line just as the logo leads with UWE Bristol before saying the University of the West of England. The examples shown here strongly support the ambitions of our strategy 2020.



FORMAL







EXPERIENCE what it's like to live and study in the UK's creative powerhouse city



BOOST your career prospects – 95% of students are in work or further study after graduating



MAKE your ideas come to life – and attract attention



ENGAGE with other students in a lively programme of sports, cultural and volunteer activities





UWE
Bristol | University
of the
West of
England

WELCOME

to a university
that prepares you
for the real world