

# Routes into Languages style guide

[www.routesintolanguages.ac.uk](http://www.routesintolanguages.ac.uk)

1st issue: July 2007



# 1. Introduction

This guide has been prepared and distributed to ensure the successful branding of Routes into Languages. Please read the manual and adhere to the guidelines.

In order to communicate effectively with our many audiences it is important that we present a consistent identity as this is a primary factor in creating and maintaining a positive image for the Routes into Languages programme.

This manual is intended to help with this process. It offers practical advice and guidance on how to use the logo, graphical devices and the colour palette. By implementing the house style and following these guidelines, you will help to evolve the Routes brand as a professional and creditable enterprise. Whilst innovation, diversity and individuality are to be encouraged, they must not be at the expense of this objective.

All printed materials such as newsletters, posters, event flyers, invitations and promotional items produced for the programme should adhere to these guidelines.

This style guide is for use by Routes partners as well as any outside designers you may hire. Please note that Routes letterhead, business cards and compliments slips are available on request.

## 2. The Routes in Languages name

The full name is 'Routes into Languages'. In text the name should always be used in full at its first mention (uppercase R, lowercase i, and uppercase L). After the first mention, it may be shortened to 'Routes' or the 'Routes programme'.

## 3. The logo

Four colour process:

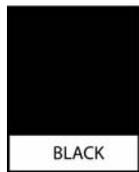
	C: 100 M: 68 Y: 7 K: 28
	C: 100 M: 68 Y: 0 K: 2
	C: 100 M: 0 Y: 0 K: 0
	C: 100 M: 25 Y: 25 K: 0



Single colour blue:



## 4. Monochrome



## 5. Dark backgrounds

The reversed-out version of the logo should be white – no grey.



## 6. Isolation area

On printed matter there will be a minimum isolation area around the logo which will remain empty of other text or graphics. The white space is equal to the proportional height of the "L".



## 7. As a graphic device

The arrows in the logo may be used as a graphic device without the wording. This usage, as illustrated below, is appropriate for small promotional items such as pens.



## 8. Notes to editors

Please credit HEFCE as our funders, especially in print media. The following text should be included in full:

1. The Routes into Languages programme is funded by the Higher Education Funding Council for England.
2. The programme was developed by three organisations working in partnership: the University Council of Modern Languages (UCML), the HE Academy Subject Centre for Languages, Linguistics and Area Studies (LLAS), and CILT, the National Centre for Languages.

## 9. Protecting the logo

To maintain consistency and protect our brand, always be faithful in reproducing the logo. Misuse and inconsistencies will project an unprofessional image.

Do not reconfigure the identity elements



Do not use the type alone



Do not use the logo in any colour combination other than those approved in these guidelines



Do not skew, stretch or distort



Do not surround the logo with another shape



Do not apply a drop shadow



Do not place the logo over a distracting background



## 10. Typefaces

The preferred font to use in printed publications is Gill Sans, although Arial and Trebuchet are acceptable alternatives. Please try to avoid using Comic Sans.

## 11. A note on file formats

Logos are provided in a variety of file formats:

- **AI (Adobe Illustrator) and EPS (Encapsulated PostScript) files.** Vector artwork that can be scaled to any size without losing detail or clarity. This format is for use by professional designers and therefore requires specific software to open it.
- **GIF (Graphics Interchange Format).** Lower resolution images ideal for smaller images and file sizes for use on the web, word processing and PowerPoint documents.
- **PNG (Portable Network Graphics) files.** Another low resolution format optimised for web use.
- **TIF (Tagged Image File) files.** A higher resolution format which retains detail.

## 12. PowerPoint template

A PowerPoint template is available.



The logo for 'Routes into Languages' features a stylized blue arrow pointing up and to the right, with a white diagonal line through it. The text 'Routes into Languages' is positioned to the right of the arrow. Below the arrow, the name 'Heather McGuinness' and her title 'Programme Manager' are listed.

Routes into Languages

Heather McGuinness  
Programme Manager

### Timetable

Introduction

- Call for bids under development to be issued in January
- Provisional deadline end of April 07
- Notification May 07
- Start of 3 year programme of activity August 2007



The logo for 'Routes into Languages' features a stylized blue arrow pointing up and to the right, with a white diagonal line through it. The text 'routes into LANGUAGES' is positioned below the arrow.

routes into  
LANGUAGES

## 13. Poster paper

Poster paper is also available. Please order from Claire Dugdale, email: [c.l.dugdale@soton.ac.uk](mailto:c.l.dugdale@soton.ac.uk)

**www.routesintolanguages.ac.uk**

**routes into LANGUAGES**

**Example**

### The Routes into Languages programme

Routes into Languages is an £8 million group of projects funded by the Higher Education Funding Council for England and the Department for Education and Skills.

The programme has been set up to reverse the decline in language learning that has taken place in schools in England. A series of reviews, research and reports from industry have concluded that language skills make employees more successful in the global marketplace. Languages have been designated a strategic but vulnerable subject area.

#### The programme comprises

**Regional Consortia** of universities, schools and other stakeholders, grouped together in a particular geographical region. Nine consortia are being established across the whole of England. They will collaborate to maintain language learning in young people after age 14 and inspire them to continue further with language study at university.

**National Networks for Interpreting and Translation.** Both of the networks will seek to address the shortage of qualified graduates in these areas and to equip students to enter successful careers in the language industries.

**Research projects** to map provision and make recommendations on:

- Community Languages
- Languages and Enterprise
- International Events

The Regional Consortia will offer a range of innovative activities across their area, for young people aged 14-18 to enthuse, stimulate and inspire further language learning. Universities will work together to deliver, host and promote these activities. Student ambassadors, who are current languages students from the universities, will be actively involved.

Routes into Languages was developed by the UK Subject Centre for Languages, Linguistics and Area Studies (LLAS), the University Council of Modern Languages (UCML) and CLT, the National Centre for Languages.

#### Programme team

The programme team is based in the Subject Centre (LLAS), in Modern Languages at the University of Southampton. It consists of:

- Professor Michael Kelly, Director
- Miss Heather McGuinness, Programme Manager
- Claire Dugdale, Programme Administrator

#### Contact us

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**routes into LANGUAGES**

## 14. Guidance

Should you require any further guidance, please contact Heather McGuinness, Programme Manager  
telephone: 023 8059 9603 or email: [routes@soton.ac.uk](mailto:routes@soton.ac.uk)