

blast:

US

University of Sussex

Case study: *University of Sussex*

With over 250 different logos variations in circulation, the University of Sussex required a unifying, consistent and coherent visual identity which would allow them to communicate their strengths and purpose to both internal and external audiences.

Sussex's pioneering spirit is reflected in a move away from the traditional. Their challenging and often radical approach to education is reflected by an approach to identity which is radical in its typographic simplicity and challenging in its conceptual approach. The campaignable nature of the 'us' concept, provided an essential element that enabled the University to communicate its new vision with impact to its stakeholders, helping to quickly raise the University's profile.

Within three months of the brand identity launch accepted places had risen by 29 per cent on the previous year. Figures for the following year showed an increase in student applications to the University of +22.7 per cent (almost three times the national average).

The University attributed the sharp rise in interest to the appeal of the *"new look and a dynamic approach to attracting prospective students"*.

The brand identity was awarded winner at the Design Business Association (DBA) Design Effectiveness Awards.

University of Sussex
Annual Review 2002/2003

about US

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University of Sussex

University of Sussex
Financial Statements 2002/2003

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Facts & Figures 2003/2004

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explore us

Our vision
Founded in the 1960s with a challenging approach to higher education, Sussex pioneers new thinking, and has a tradition of internationalism and social engagement. In our teaching and research, our people and our campus, we have set leading standards of excellence, creativity and innovation. Explore the future with us.

Our identity
To support our vision, we are developing a new visual identity that is confident and inclusive. We aim to establish a strong and coherent design, which encourages creativity and imagination. A simple, radical logo and a new look and feel that will help provide a distinctive presence for Sussex. www.sussex.ac.uk/newidentity

US
University of Sussex

us

University of Sussex

Radical, active, engaging, inspiring, fresh,
challenging, imaginative, fun, inventive,
creative, Sussex

join us

why us?

discover us

University of Sussex Baskerville Titling

A unique typeface designed specifically for the University of Sussex. It should be used for display purposes, titles, headline copy and signage.

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UVWXYZ 123456789