TOGETHER WE’RE LIMITLESS

LIMITLESS LEARNING | LIMITLESS POTENTIAL | LIMITLESS IMPACT

OUR NEW IDENTITY AND WHY IT MATTERS
Together we are limitless.
WE BELIEVE: IDEAS ARE LIMITLESS. WHEN WE COLLABORATE, HUMAN POTENTIAL IS LIMITLESS. EDUCATION ITSELF SHOULD THEREFORE BE LIMITLESS. THE UNIVERSITY OF READING. LIMITLESS.
LET’S TRANSFORM PERCEPTIONS OF THE UNIVERSITY OF READING

In a more competitive higher education environment, our communications must work harder to attract students, secure research funding and help build our talented team. While our new corporate strategy seeks to transform the University of Reading, our communications can help transform perceptions of the University – just as important a task.

THAT’S WHERE LIMITLESS COMES IN – AND WHERE YOU COME IN.

LIMITLESS isn’t just a visual identity aimed at bringing consistency to our communications. It’s a concept designed to change perceptions of the University of Reading. It sums up our ambition and the kind of university we want to be: optimistic, forward-looking and open to new possibilities.

Used consistently, cogently and correctly, it will – over time – transform how all our audiences view us, and what we do.

So if you’re creating communications of any description for the University of Reading, I ask you not only to apply the LIMITLESS identity guidelines, but more importantly still to embrace the underlying ethos.

By doing so, you will help set us apart as a university, and make us a first choice for those who share our ambition and ethos.

It’s one of the ways you can play your part in our future success.

SIR DAVID BELL
LIMITLESS: FROM STRATEGY TO IMPACT.

In our strategy to 2026, the very first action is to develop a distinctive identity. LIMITLESS is the embodiment of that identity.

It’s distinctive visually – using bold colours and thought-provoking photography to make the University of Reading stand out from the competition.

But it’s distinctive too because of the outlook it communicates: optimistic, forward-looking and open to new possibilities. Increasingly, it will reflect the kind of university we are and the impact we make.

OUR AMBITION:

To enhance our standing as a leader in research and higher education that defines and responds to the needs of individuals and societies, and, by so doing, to be counted among the very best universities in the UK and internationally.
**ONE UNIVERSITY**

To transform perceptions of our University, we have to communicate about it consistently. As we grow, with campuses in new territories and new academic businesses, we need to be clear that each is part of the University of Reading.

That means that all of our communications must be clearly seen to come from the University of Reading – even when they’re about, or driven by, a specific department.

**LIMITLESS** sets clear rules on communications hierarchy and the creation of sub-brands. It underlines that each of our schools and departments, each of our international campuses and even our academic centres are part of the University of Reading – strengthening the reputation of our university as a whole.
TOGETHER WE ARE LIMITLESS
LIMITLESS: THE ELEMENTS

LIMITLESS draws on the heritage and strength of the University of Reading, but adds a new level of confidence and energy.

Here are some of the core elements that make it visually distinctive.
LIMITLESS: THE ELEMENTS

OUR LOGO

Our logo represents the University nationally and internationally. It therefore represents our reputation, our values and ethos. That’s why our logo hasn’t changed – and why it needs to be on all University of Reading communications.

You should always use original artwork for our logo – never create your own. Obtain the logo from the Design and Print Studio dps@reading.ac.uk.

OUR NAME

We’re called ‘the University of Reading’ – not ‘Reading University’ or ‘Reading Uni’.

OUR FONTS

Just like we’re keeping the same logo, we’re continuing to use the same fonts. Rdg Vesta and Rdg Swift are fonts that were created specifically for the University, so they are immediately distinctive. But we’re adding a third font, specifically to help communicate LIMITLESS. Known as Effra, it works particularly well in infographics and where clear, graphic labels and numbers are required.
WE’RE READY
TO GIVE YOU FRESH IDEAS

We collaborated with a food business to innovate new packaging for freshly-prepared mixed salads, vegetable packs and fruit. It extends their shelf-life: better for business and helping reduce food waste.

ARE YOU READY?
Find out at reading.ac.uk
LIMITLESS: THE ELEMENTS

OUR COLOURS

Our corporate colours are red and black – usually against a background of white. To help keep our communications consistent, we’ve developed a special PANTONE® Reading Red. It’s bold, bright and commands attention – and every time it’s used, it will look the same.

For more creative communications, such as posters and brochures, we’ve created a secondary palette of complementary and contrasting ‘deep’ and ‘bright’ hues. These add energy and dynamism.

PANTONE® University of Reading Red
Our new identity makes greater use of illustration to help communicate points in different ways. We’ve created new icons initially for use in the 2014–2015 Prospectus, and developed a style for infographics.
LIMITLESS: THE ELEMENTS

PHOTOGRAPHY

We’re introducing new guidelines on photography so that every photo we use communicates an important message – from LIMITLESS ambition and collaboration, to more thought-provoking portraits and reportage.
**READY TO COMMUNICATE?**

If you’re ready to plan your next communication project and need some assistance, please contact the Head of Brand & Campaigns, in the Marketing and Communications team, for guidance on what to do next.

**IF YOU HAVE ANY QUESTIONS**

If you have any questions about use of our logo, fonts, images, icons and templates, please contact the Design and Print Studio, dps@reading.ac.uk – or work with the Studio to create high-impact, inspiring communications that follow the LIMITLESS identity.

**NEED ADVICE?**

On communication strategy, campaign development, co-branding and sub-brands, talk to the Marketing team or the Head of Brand and Campaigns.

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Head of Brands and Campaigns  
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BRAND GUIDELINES

LIMITLESS

DIGITAL GUIDELINES

LIMITLESS
The **LIMITLESS** concept will drive the way we evolve, think and behave as a university.

It will help us achieve our vision. It must therefore underpin all of our communications and marketing – embracing everything from our choice of communication channels, the language we use, graphic design and photography to designing corporate gifts.
A VISION, AMBITION AND STRATEGY FOR 2026

VISION
AMBITION
STRATEGY
2026
THE UNIVERSITY OF READING

Vision
...a vibrant, thriving, sustainable, global and broad-based institution, responsive to, stimulated by and informing changes in the world around us...

Ambition
...Our ambition, now and towards 2026, is to enhance our standing as a leader in research and higher education that defines and responds to the needs of individuals and societies, and, by so doing, to be counted among the very best universities in the UK and internationally...
TOGETHER
WE ARE LIMITLESS.