

Brands: a workshop

Friday 8th April | 2:00-6:00pm | Small Hall | Goldsmiths College | University of London

are easy on the eye, rather than being glossy or authoritative. They're easy to photocopy too. It's all about getting the facts across with a human tone, rather than talking down to anyone. It's a good idea to read your words out loud when writing on behalf of FRANK, to make sure FRANK sounds warm and friendly rather than cold and patronising. When you are writing a FRANK title or writing in a FRANK tone, try to be short, clear and warm. So 'FRANK Brand Guidelines' becomes 'How to be FRANK' - it does the same job but in a friendlier way. ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!@#\$%^&*()_~:; A number of provides detailed guidance on tical examples of the Institute's istrative applications; while the olders. Please do not hesitate ns about this distinction. 1. ie entity and as such, may not at the standard sheets, guide- ooth, consistent and in keeping 4. To allow for flexibility when s. The approved variations to ction is black and white only. No t stationery continues to be 2- except in unique applications). ensure good quality production sites is strongly discouraged am. These standards and onalism and focus we apply to lity, service and integrity in all h BuyIT.gov in the first place. ssession. This publication uld be followed on all business simple rules, all BuyIT.gov should appear on end credit ithin programmes (including use of footage with a Welsh set of guidelines for Welsh- eration. It's a new sub-brand y for the UK and Republic dhering to our standards is r brand architecture, and to oost valuable corporate assets. se guidelines have been de- status of Citrix's trademarks is with the most current version of i must consult your agreement t, the terms of your agreement assey a long-term competitive the Massey University brand. it, high-quality visual brand ty, the only acceptable version

Speakers include:

Adam Arvidsson

Visiting Fellow | ESRC Cultures of Consumption programme
Media Studies | University of Copenhagen

Alexandra George

Law | Queen Mary College and former trade mark lawyer

Celia Lury

Sociology | Goldsmiths College

Liz Moor

Media and Cultural Studies | Middlesex University

Don Slater

Sociology | London School of Economics

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