



Brand Architecture

Tier 1 - Teesside University: Corporate Brand



The logo must only be used in black or white depending on the background colour or imagery.



TEESSIDE UNIVERSITY

University Crest - restricted for ceremonial use and alumni engagement.
Approval required by the Vice-Chancellor & Chief Executive.

Tier 2 - Teesside University: Group Brand

Subsidiary companies of Teesside University.



Teesside University Group Identities



Tier 2 - Teesside University: Global Brand

Subsidiary companies of Teesside University.



Teesside University Global Identities



Tier 3 - Teesside University: Business Unit Brands



Categorised as business units as they have their own targets and budgets and therefore require unique branding.
TU logo must always accompany the business unit (BU) logo so as to reinforce the clear link to the University.
BU benefits from the TU reputation and specialist experience.

Tier 4 - Teesside University: Sub-brands

Academic Schools



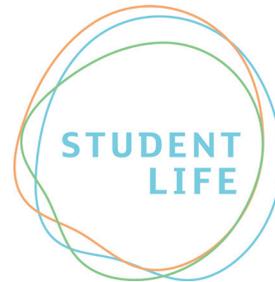
School of
Arts &
Creative
Industries



Sport



Student Support (internal student and staff audience)



Student Life Identities



Tier 4 - Teesside University: Sub-brands

Teesside University Catering (internal student and staff audience)



TUC Outlets

STREAT.

79

THE
SANDWICH
STATION

THE
NEST

THE FOOD
QUARTER

CAFE 48

VITA

THE GARDEN