MCI

UNIVERSITY OF WARWICK



Brand Manual by Nate*
Contributions From:
Cheyne Yuan
Eric Astle
Jasmine Crouch

Core Values

Warwick's Media and Creative Industries programme has a pull to it that feels bigger than a course title. It has inspired current and prospective students to try their absolute best to get into what many see as the top media programme in the country, and that ambition is the energy this identity has to hold. The rebrand is not about looking louder for the sake of it. It is about making the programme feel undeniable in the same way the work inside it already is.

The brand needs to meet, and at points surpass, the presence of Warwick Business School while staying clearly connected to Warwick as an institution.

The goal is simple. When someone sees MCI on a screen, a wall, a hoodie, or a lanyard, it should feel like an official signal of quality, but also a signal of culture. A place where people make things that are sharp, thoughtful, and creative.

This system is built around two modes.

> **A hero identity that carries the FAB building as a recognisable campus icon.**
>
> **A simpler identity for subtle use, where the programme needs to sit quietly but still feel intentional.**

Across both, the personality stays consistent. Minimal, high contrast, Swiss in structure, and confident enough to give creative work space to breathe.

Typography

HELVETICA

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v
w x y z
0 1 2 3 4 5 6 7 8 9
А Б В Г Д Е Ё Ж З И Й К Л М Н О П
Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я
а б в г д е ё ж з и й к л м н о п р с т
у ф х ц ч ш щ ъ ы ь э ю я

Typography is the voice of the identity. For MCI, the voice needs to feel institutional and creative at the same time. Helvetica is the foundation because it aligns with Warwick's updated branding direction and carries that clean authority associated with Swiss design.
primary typeface Helvetica

why Helvetica?

It is professional, neutral, and widely supported across print and digital environments. It creates a consistent tone that can sit beside Warwick assets while still allowing the programme to feel modern.

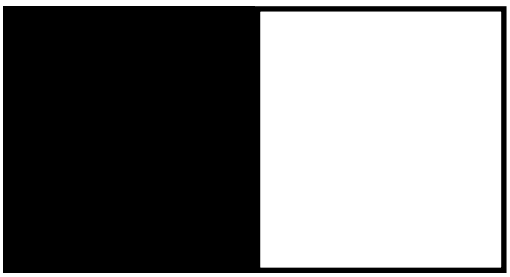
It also reads cleanly at distance, which matters for signage, merchandise, and event branding.

Colour Palettes and Gradients

CORE PALETTE

Black on White, White on Black

This is the default for most applications because it is timeless, high contrast, and instantly legible. It also keeps the focus on content, which is important in a programme full of visual work.



ORIGINAL COLOURS

Colour is used as an accent layer, not the base identity. When colour appears, it should feel deliberate and graphic, as if it belongs to the same grid as the typography.



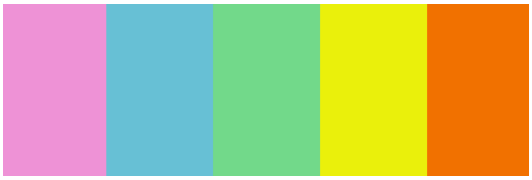
VIBRANT MODE

Use bold colour blocks for events, student showcases, social assets, and campaign moments. The goal is impact without chaos.



SUBTLER MODE

Use softened colour fields, reduced saturation, or limited two colour combinations when the content needs a calmer frame.



Graphics

Warwick's Media and Creative industries program has inspired current and prospective students to



LOGO 1: FAB BUILDING X MCI

This logo uses the FAB building as a campus icon. It gives MCI a physical anchor and makes the programme feel present within Warwick, not floating beside it.

Use this logo when.

1. **You want immediate recognition**
2. **You are building signage, banners, prospectus material, or large scale digital assets.**
3. **You are building signage, banners, prospectus material, or large scale digital assets.**

The context is external, such as open days, outreach, or public facing events.

LOGO 2 SIMPLIFIED IDENTITY

This logo is designed for subtle branding. It should appear clean and minimal, ideal for places where the brand needs to sit quietly.

Use this logo when:

1. **You need small scale application such as icons, lanyards, profile images, or corner marks.**
2. **The brand needs to prioritise content**
3. **You want the brand to feel refined and restrained**



Student Integration

COLLABORATION



Credit: Cheyne Yuan



Credit: Nate Wilson



Credit: Eric Astle



Credit: Jasmine Crouch

The identity is designed to be simple on purpose, because simplicity creates space. It makes room for student work to sit inside the system without the programme losing consistency. This opens up a collaboration model where students can submit designs semesterly that are can be used across MCI public profiles and campaign assets, letting each cohort leave a visible mark while still staying recognisably MCI. The brand becomes a stable frame, and the students become the changing content, evolving year to year without breaking the overall identity.

STANDARDS

The standards exist so the brand feels stable no matter who is using it. MCI is full of makers, and that is the point. The rules should protect consistency without suffocating experimentation.

SWISS TYPOGRAPHY STANDARDS

Use grid based layouts. Align edges. Treat spacing as design, not leftovers. Keep hierarchy obvious.

COMPOSITION

Give elements room. Let margins breathe. Avoid decorative clutter.

CONTRAST

If you have to squint to read it, it is wrong.

REPETITION

If you repeat an element, repeat it with intention. The brand should feel like a system, not a collection.

ACCESSIBILITY

Accessibility is not an optional feature. It is part of what makes the brand feel confident and welcoming. A programme that invites so many different people into one space has to communicate clearly to everyone.

READABILITY
Helvetica is widely used because it is clean and legible. For accessibility, what matters most is not just the font, but the way it is used.
Use sufficient size for body text.
Keep line length reasonable.
Use clear hierarchy so readers can scan.

CONTRAST
High contrast combinations such as black on white or white on black should be the default. They support readability across screens and print, and they reduce effort for anyone reading quickly.

COLOUR USE
Never rely on colour alone to communicate meaning. Pair colour with typography, icons, or labels.

LAYOUT CLARITY
A clean grid and consistent spacing reduce cognitive load. The calmer the structure, the easier it is for the message to land.

MERCHANDISING

Merch is where belonging becomes physical. It is also where brand equity grows, because it turns students into walking signals of the programme. WBS and Engineering have their own lanyards and hoodies, and MCI deserves the same presence, especially if it positions itself as the number one media programme in the country.

CORE MERCH
Lanyards with simplified logo.
Hoodies and tees with the FAB x MCI logo.
Tote bags using black and white typography layouts.
Stickers and patches for laptops and equipment cases.

LIMITED COLLABORATIONS
MCI has a unique opportunity because the programme produces artwork constantly. Student work can be invited into the identity as limited edition drops, where the MCI mark acts as a stamp of platform and recognition.

A strong example is how artwork displayed in the FAB could be paired with the simple MCI branding, allowing students to put their mark on the programme while keeping the system unified. The brand becomes a gallery wall. The students become the exhibition.

QUALITY RULES
Use high contrast.
Keep typography sharp.
Prioritise durable materials.
Avoid novelty that will age badly.

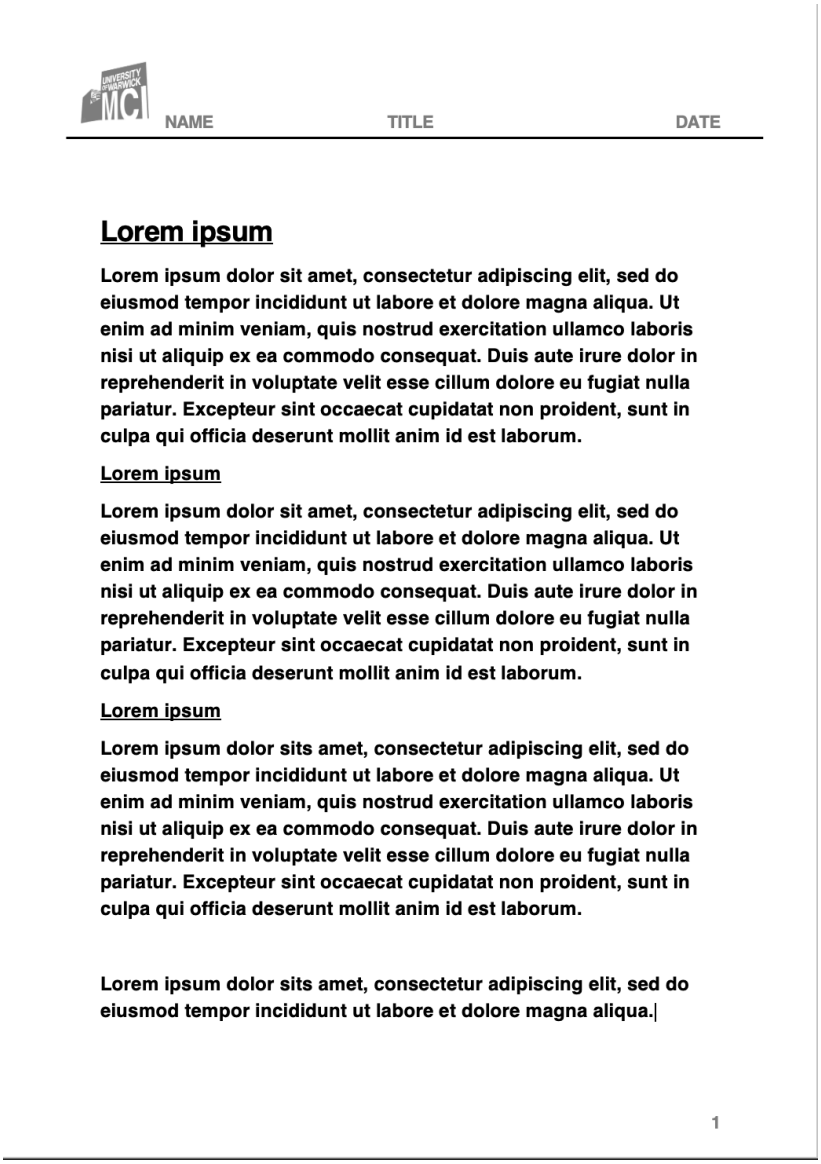
PROFESSIONAL RESOURCES

A good brand is not only a logo. It is the everyday tools that make the programme feel real, organised, and proud of itself. Professional resources are where the identity becomes part of student life.

TEMPLATES
Slide decks for lectures and presentations.
Poster templates for events and showcases.
Social media layouts for announcements.
Document styles for handbooks and briefs.
Document templates for essays, reports, and submissions.

SIGNAGE AND SPACES
Door signage for studios and teaching rooms.
Wall graphics for the FAB building.
Directional signage for events.
Exhibition labels and student showcase systems.

DIGITAL ASSETS
Profile images and banners.
Email signature blocks.
Icon sets for internal platforms.


NAME TITLE DATE

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum

Lorem ipsum dolor sits amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sits amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

1

