



**LIVERPOOL
JOHN MOORES
UNIVERSITY**

2023 BRAND EXAMPLES

Annual Report



Roscoe Lecture Series



Strategic Plan



Outdoor Hoardings



Undergraduate Prospectus 2024

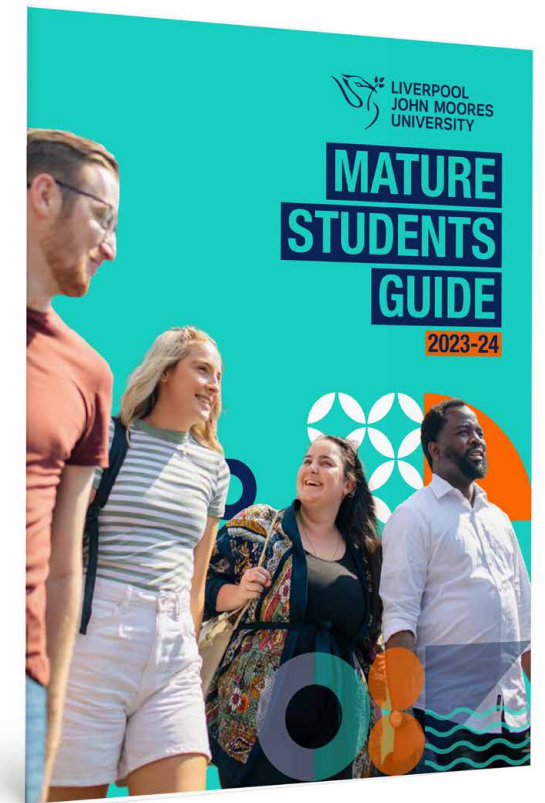
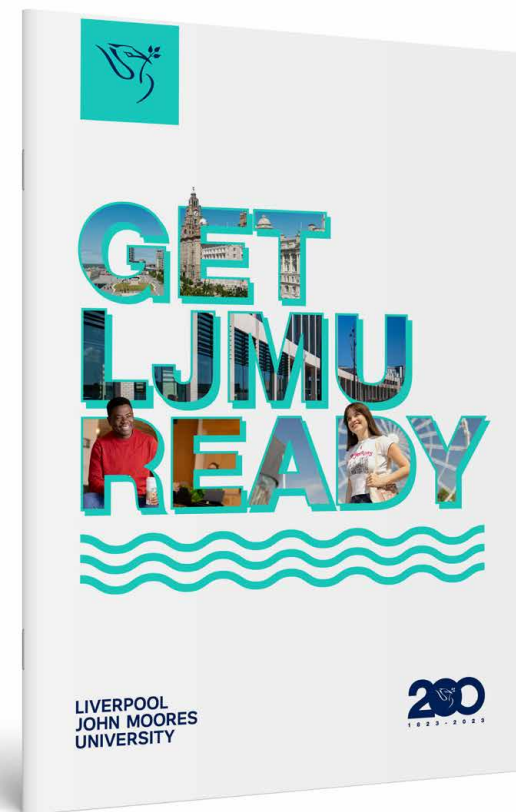


Undergraduate Min-Guide 2024



Undergraduate Course Booklet

Fees and Funding Guide



Mature Students Guide

Get LJMU Ready Guide

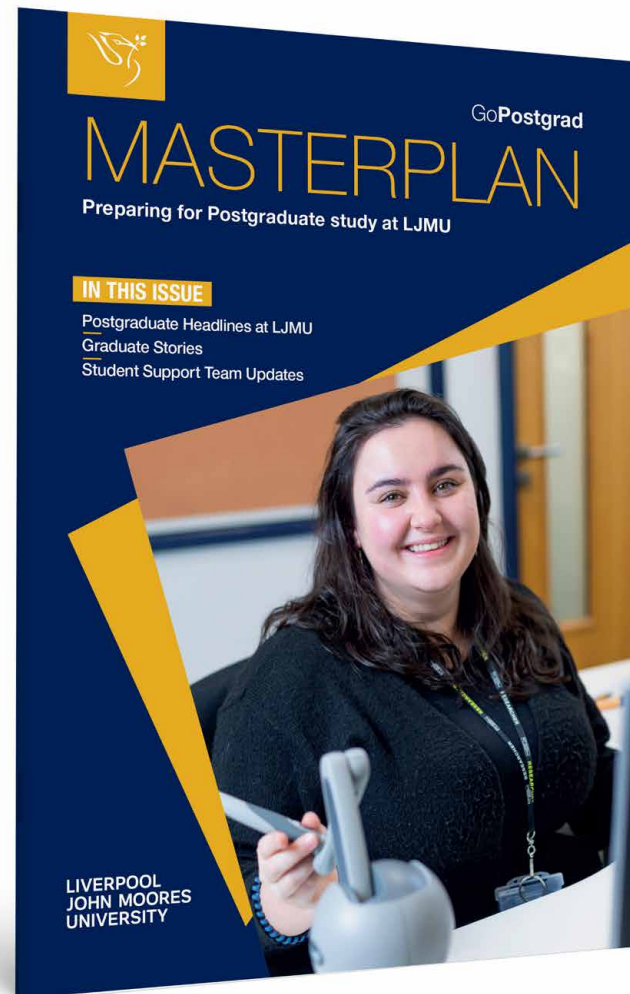
Undergraduate
Orange

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CMYK 0 64 100 0
RGB 255 105 0
HEX FF6900

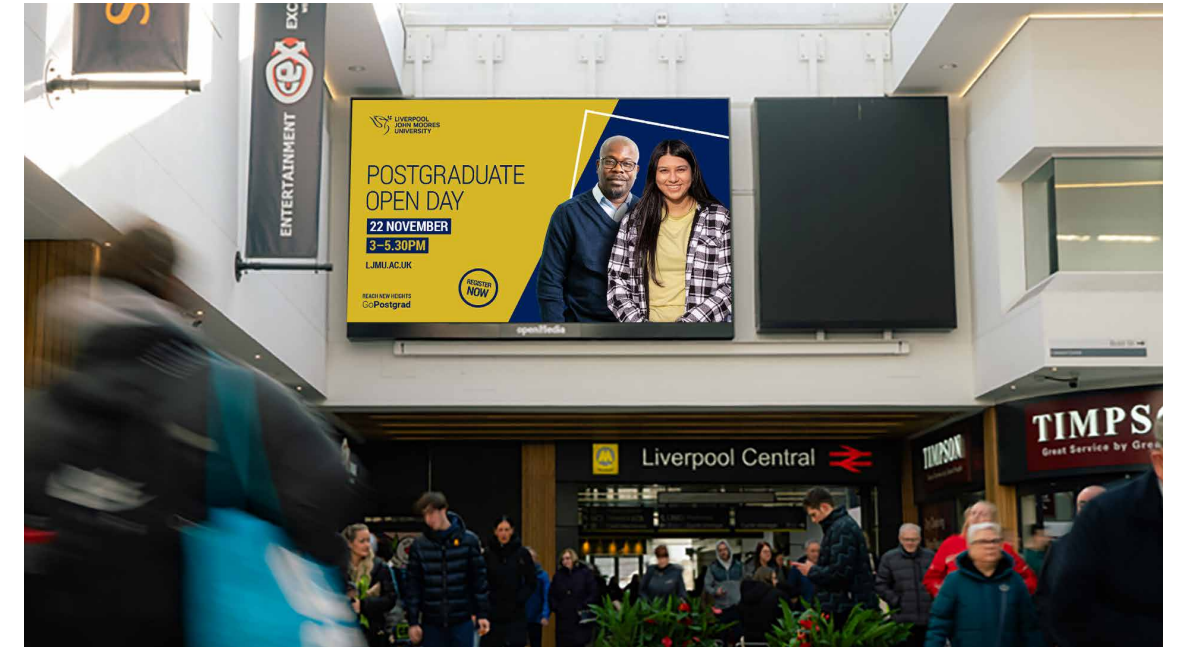
PG Course Brochure



PG Masterplan Magazine



Outdoor campaign



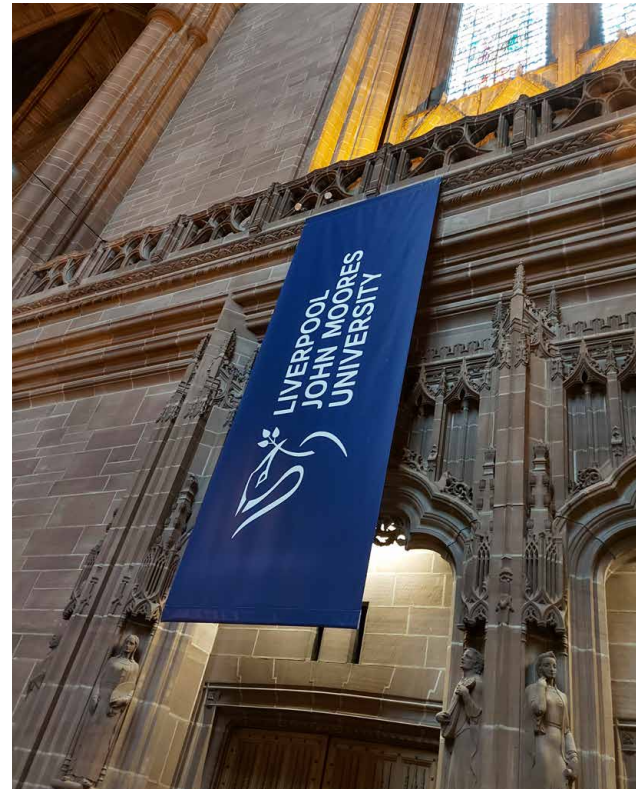
Postgraduate
Yellow

PANTONE xxxxx
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RGB 234 183 34
HEX FF6900

Street Banners



Internal Banners



Graduation Brochure

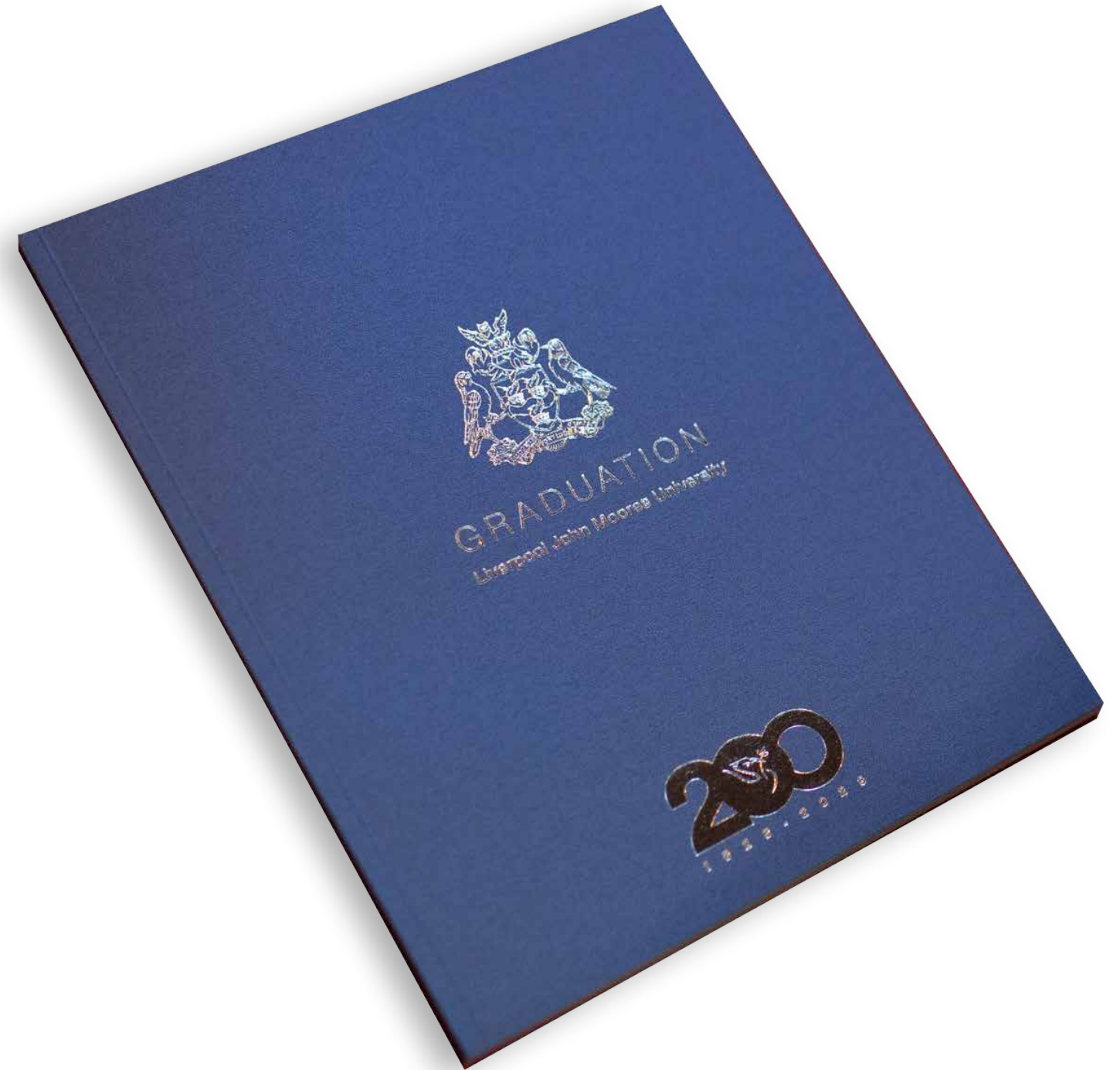


Photo Op Backdrops



Building Pillar Artwork

Banner Stand



Flyer



LJMU Performance Sport Brochure



Team Kit



Clothing

LGBTQ T-Shirt



Student T-Shirt



Hoodie



Polo Shirt



LJMU Pens



Water Bottle



Tote Bags



LJMU Umbrella




Lanyards



ID Cards





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- Accessibility around LJMU

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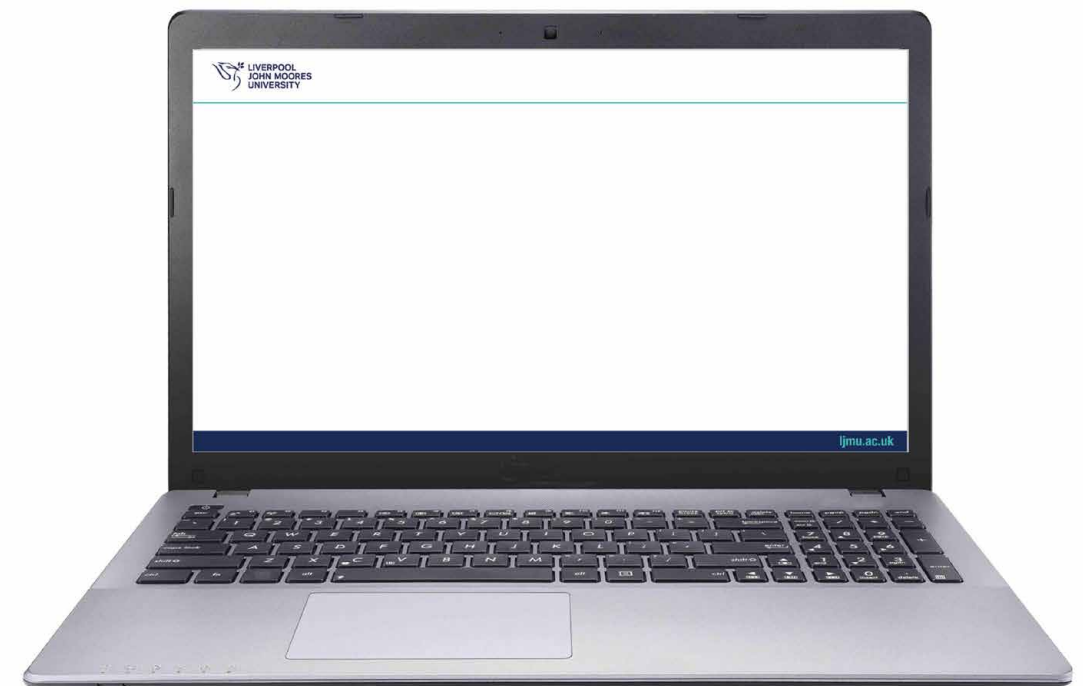




Letterheads



Business Cards



Powerpoint Presentation Template