



iQ STUDENT ACCOMMODATION

# brand guidelines 2025



## OUR GUIDELINES

This guide gives us the ‘what’ and the ‘how’ of the iQ visual identity. By following the guidelines, we can create work that’s consistent, stands out from our competitors and shows off exactly what iQ represents.

## OUR VISION AND VALUES

Our vision is to **reimagine** the student accommodation experience and give our residents their **best year yet**.

Our values should be at the heart of every message we send.



### Doing it right

Be honest.  
Go the extra mile.



### Owning it

Be proud.  
Be ambitious.



### Building it together

Be encouraging.  
Be supportive.



### Exploring it

Be open.  
Be attentive.



### Reimagining it

Be aspirational.  
Be creative.



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it's an iQ thing - EVP

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# CORE BRAND TOOLKIT

From logos to typography, the brand toolkit outlines each of the core elements of the iQ brand.

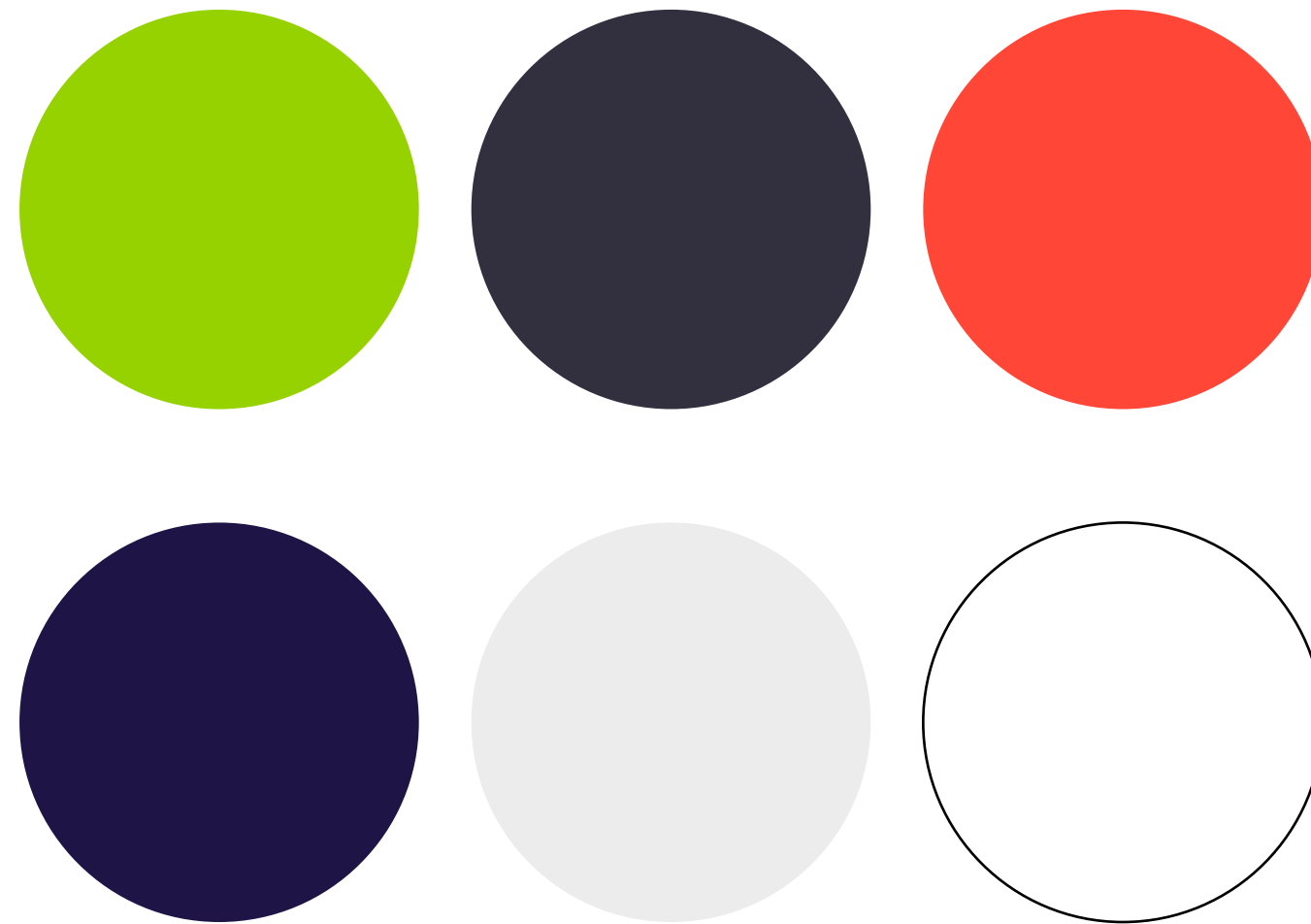
## Logo



## Typography

ExtraLight  
Light  
**Semibold**  
**Bold**

## Colours



BRAND TOOLKIT

# colours

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## OUR COLOURS

iQ's palette is one of our most recognisable brand elements. Our hero colour, 'iQ Green', is a core part of our visual identity.

The purple, green and blue make up our primary palette. The grey, white and red can be considered secondary colours that support this.

Consistency is key. The right codes should be used for digital, print and signage.

### Purple

R50 G47 B63  
Pantone 4119 C  
C77 M74 Y50 K51  
#393240

### Green

R150 G210 B0  
Pantone 376  
C50 M0 Y100 K0  
RAL 6038  
#96d200

### Blue

R30 G20 B70  
Pantone 276  
C100 M100 Y7 K56  
RAL 5004  
#1e1446

### Grey

R236 G236 B237  
Pantone Cool Gray 2 C  
C0 M0 Y0 K10  
#eeced

### White

R255 G255 B255  
Pantone N/A  
C0 M0 Y0 K0  
#ffffff

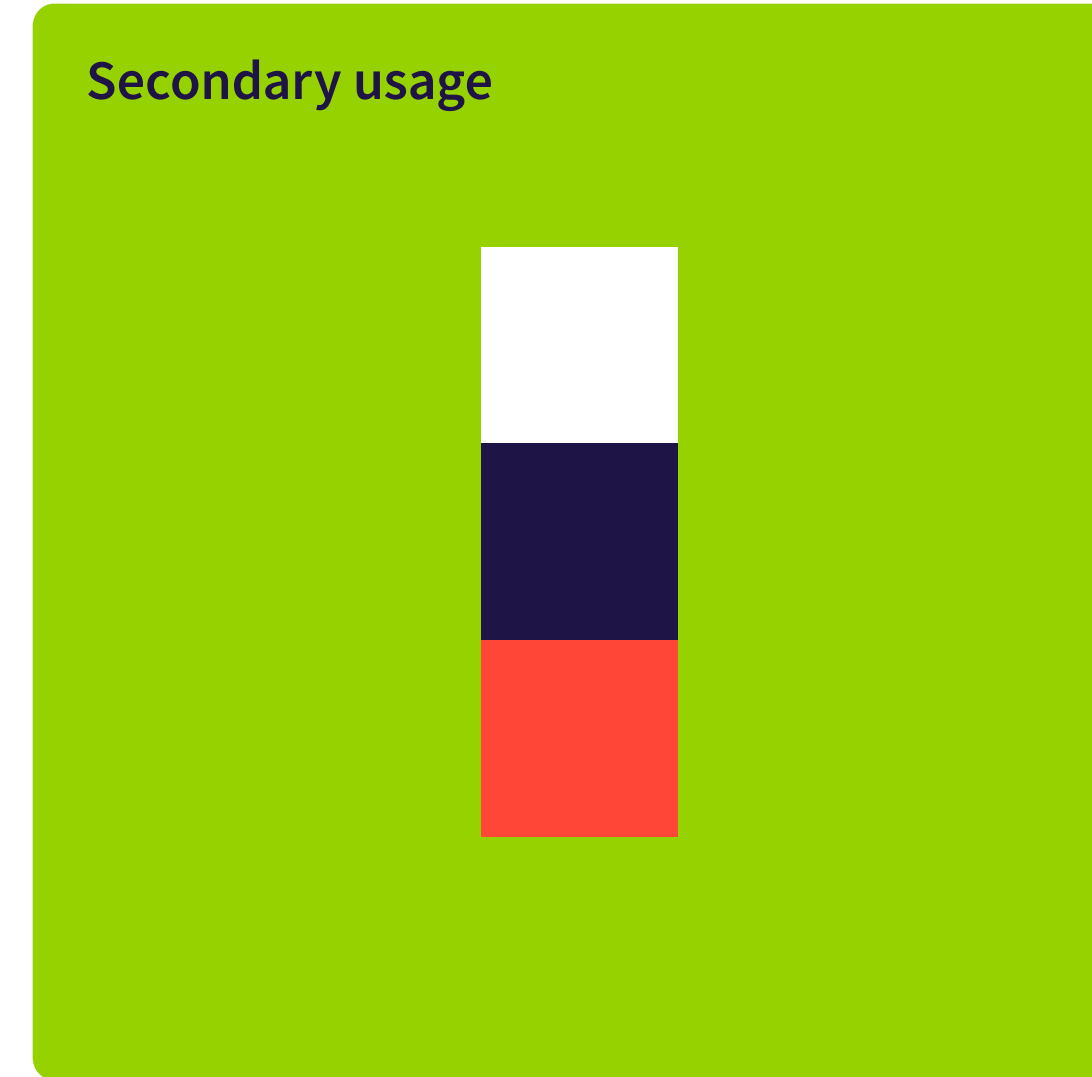
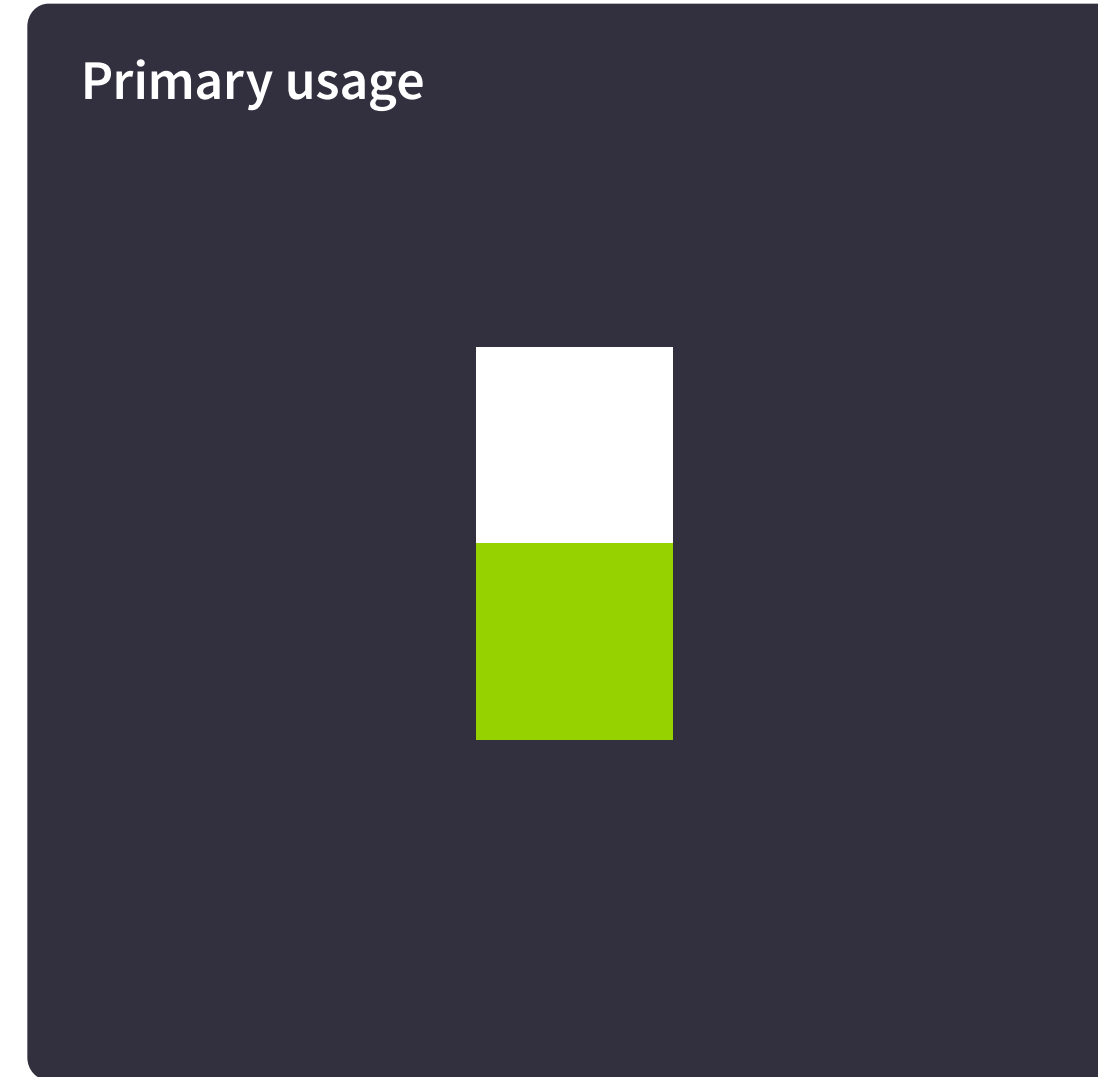
### Red

R255 G70 B55  
Pantone 179  
C0 M83 Y80 K0  
#ff4637

## COLOUR USAGE

**Primary usage** is for our logos and other elements such as signage.

**Secondary usage** is for supporting elements such as iconography, interactive elements and graphic boxes on printed materials.





## BRAND TOOLKIT

# logo

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## OUR LOGO

This is our full logo suite. There are variations of our Primary Logo to suit different situations.

Each site has their own Site Logo, seen here.

The Roundel is essentially our badge. It's useful for extra visibility, especially at a distance, and in cases where the full Primary Logo isn't needed.

Logos must always be reproduced using the master artwork files.

### Minimum sizes (height):

Print: 10mm

Digital: 30px



Full logo



Site logo



Site logo



## LOGO COLOURWAYS

A few logo colourways give us options for different formats. The standard colourway should be used where possible.

### Minimum sizes (height):

Print: 10mm

Digital: 30px



# Student Accommodation



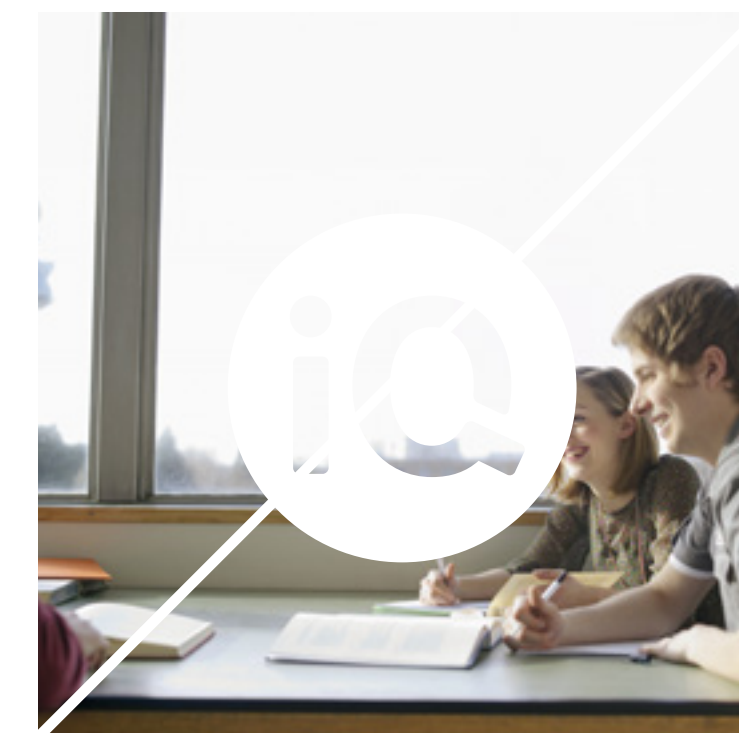
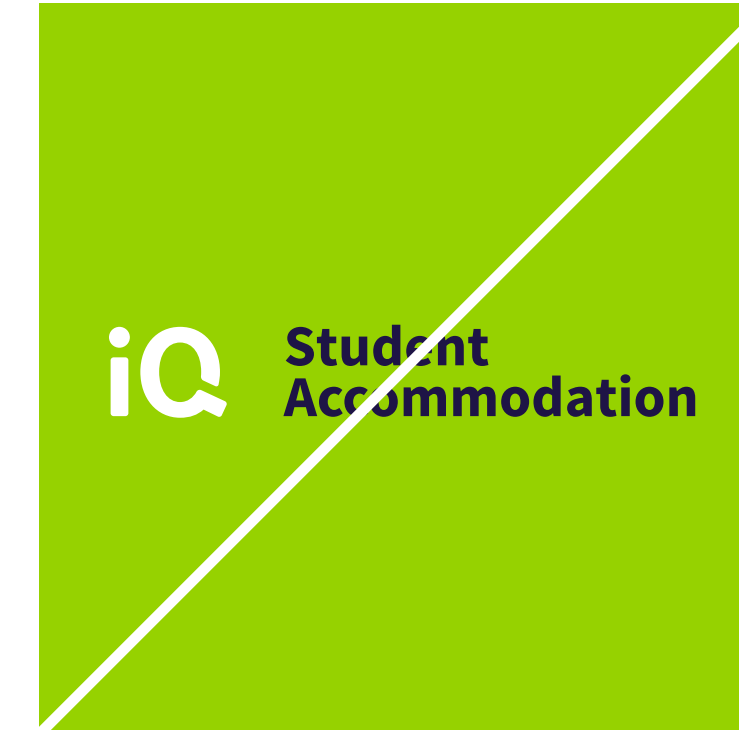
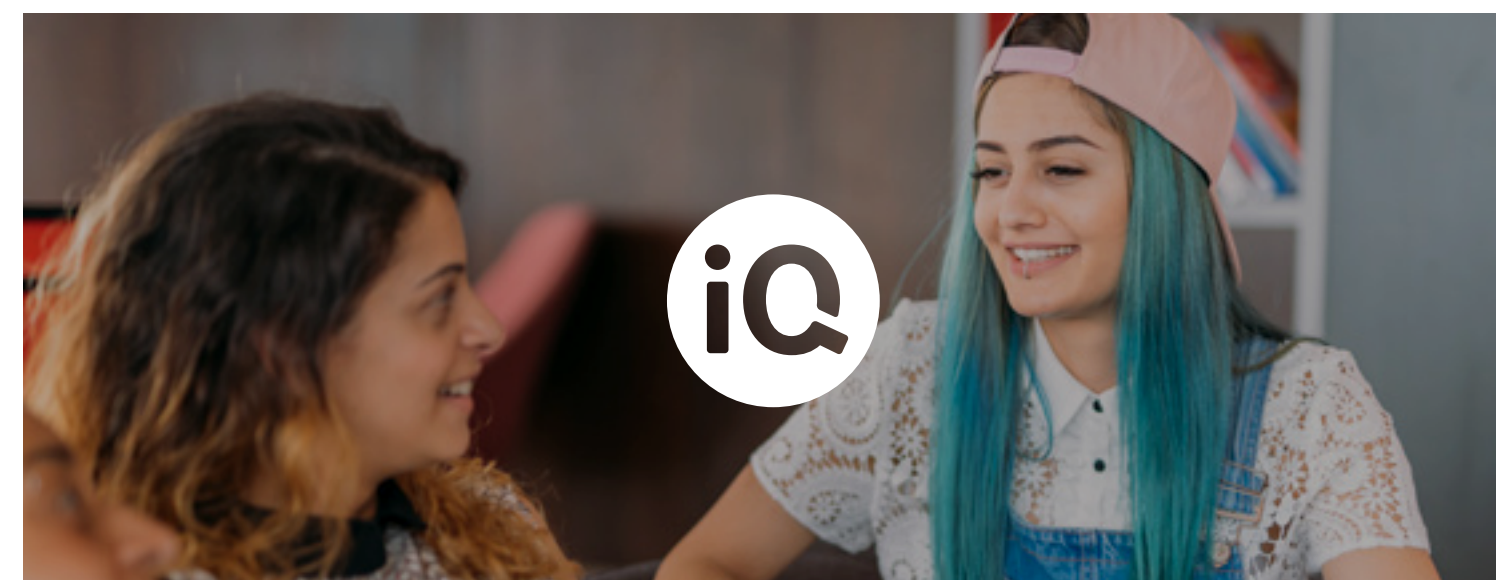
## LOGO DOs AND DON'Ts

**Do** use the logo in the colours specified in this guide only.

**Do** use the best colour option to suit the design.

**Don't** stretch, rotate or distort the logo.

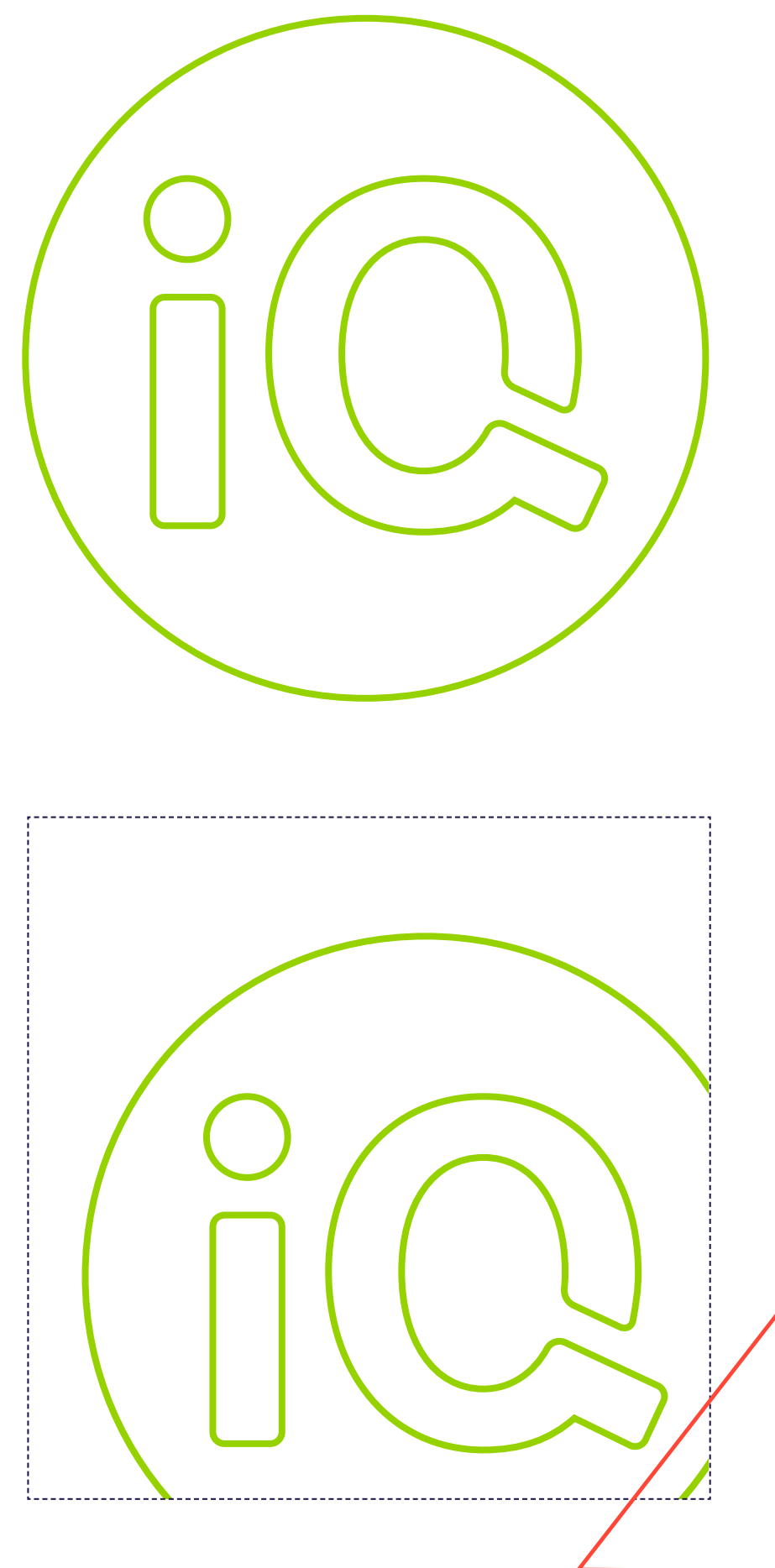
**Don't** compromise visibility.



## OUTLINE LOGO

In some cases, we use an outline version of the logo, in either white or green. This is usually for internal use or in situations where the audience is already familiar with the brand.

Examples of where this has been used include onsite neon roundels, promo items for existing residents and internal documentation.



**This area should be filled to cover the corner**  
See example to the right

## Best welcome

“

Check-in is a pivotal moment as we welcome our new arrivals, passing students from parent to iQ, or even making their home in a new country. Teams across the company work their socks off to deliver the Best Welcome Yet as residents arrive at their iQ home for the year, and hopefully longer.

It's fantastic to see such effort and passion going into preparations to deliver Best Welcome for 2019.

Building on the success of the NPS incentives last year, we're upping the ante and offering an even bigger prize fund for the winning teams.

This year the winners of the iQ check-in survey will receive a prize to the value of **up to £3,500!**



### And there's more

There'll be regional winners of a £300 prize for the site that achieves the highest completion percentage. So there is plenty reason to push for as many completes as possible.

The winners will be decided using site NPS from the check-in survey to recognise and reward our teams.

Have a great check-in, best of luck.

Phil  
Operations Director



## SPECIAL OCCASIONS ROUNDELS

We've got a few logo variations for special occasions throughout the year. Bespoke logos can be requested from our Studio team, subject to approval. Contact the Studio team if you have any questions about these logos. Standard size and layout rules still apply.

**Do not** create your own logos.



iQ Pride



iQ World



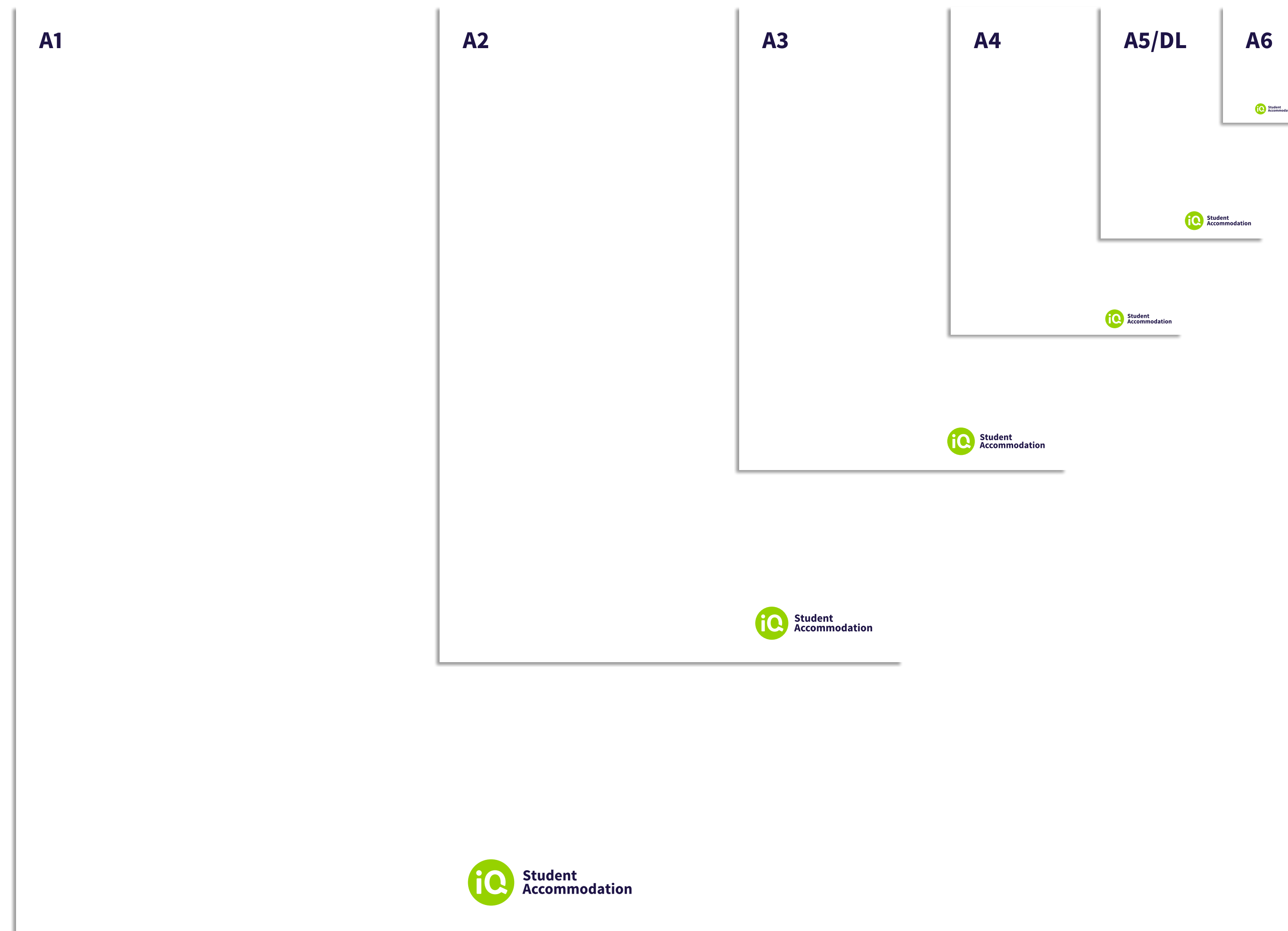
iQ Festive

# PREFERRED LOGO SIZES

For consistency, the logo should always appear at a set proportion on all standard 'A' size communications.

Format	Logo height
--------	-------------

A1	42mm
A2	30mm
A3	25mm
A4	17mm
A5/DL	17mm
A6	15mm



BRAND TOOLKIT

# typography

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## OUR TYPEFACES

Source Sans Pro is our primary typeface. Use where possible for all branded applications.

### System typeface

When our brand typeface can't be used, such as in PowerPoint, Word, Excel and some online media such as emails, use system typeface. This is because users without our brand typeface won't see the same font that we do.

### Mandarin font

Mandarin should use the font **WenQuanYi Micro Hei**.

To make this font bold, a light outline can be applied.

### Please note

Our brand name should always be written with a lower case 'i' and upper case 'Q'. This is not an alternative to using the logo.

### Headline

Source Sans Pro, Light

### Sub-heading font

Source Sans Pro, Bold

### Intro font

Source Sans Pro, Semibold

### Body font

Source Sans Pro. That's all. The standard font. Not light. Not bold. Not semibold. And definitely not tracked.

### Feature font

SOURCE SANS PRO, SEMIBOLD, TRACKING 100

### Highlighting device

SOURCE SANS PRO, SEMIBOLD, TRACKING 100

## DIGITAL USE

A mix of Light set in all caps and smaller headings in Semibold makes for a distinctive look and feel.

Regular is only used for body copy, forms and fields.

**h1**

200PX LIGHT, ALL CAPS,  
100 TRACKING

**h2**

48PX LIGHT, ALL CAPS, 100 TRACKING

**h3**

**32px Semibold**

**h4**

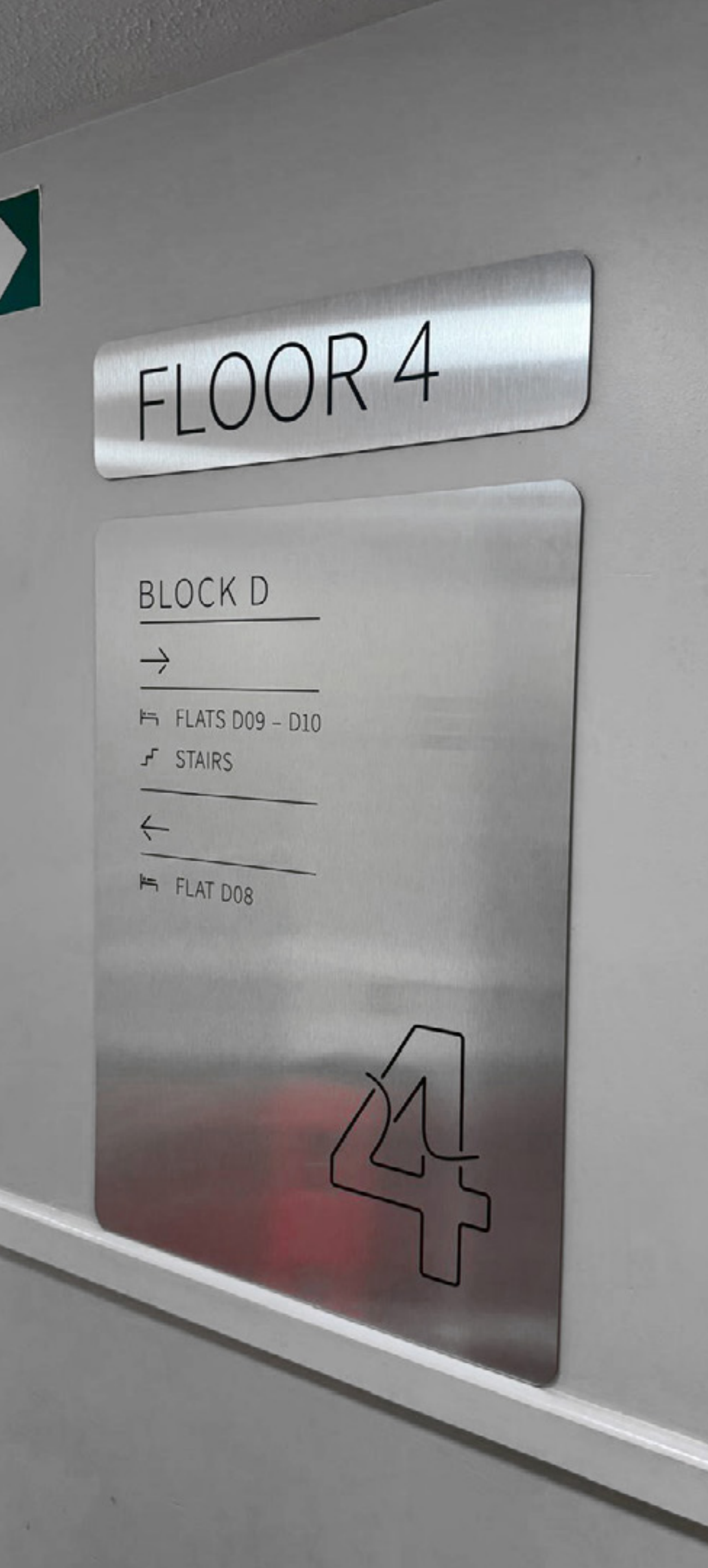
**21px Semibold**

**h5**

**18px Semibold**

**Body copy**

**18px Regular**



BRAND TOOLKIT

# iconography

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## OUR ICONS

Here's a selection of our icons.

Icons follow a consistent line art style with gaps. If you require any icons please contact the Studio team.

Icons must only be used in brand colours.



University



Location



House



Home



Bed



People



Running



Pound



Magnifier



Keys



Music



Refuse



Gym



WiFi



Message



Contact



Mobile



Time



Up / Down



Stairs



Train



Bike



Car



CCTV



Light



Tree



Heart



Shopping Cart



Tag



Couch



Lamp



Computer



TV



Book



Icecream



Lolly



Umbrella



Photocamera



Ticket



Play



Mug



Drink



Bottle & Glass



Cutlery



Doughnut



Star



Laundry



Iron



Vacuum



Bucket



Hair Dryer



Karaoke



Arcade



Pool



Storage



Shower



Sink



Maintenance



Fix



Cleaning



Board Games



Game Controller



Table Tennis

## ICONOGRAPHY AND TYPE

Combining icons and typography can make information easier to digest, for example when listing facilities or benefits. Semibold is the preferred weight for icon/typography lock-ups, using sentence case, and the combination should be centre aligned. Minimum sizes for the relationship between type and icon, and the spacing between them, are as follows:

### Minimum icon height

Same value in mm as type point size value, e.g. 10pt type, 10mm icon height.

### Minimum space between type and icon

30% height of icon.

### Minimum space around lock-up

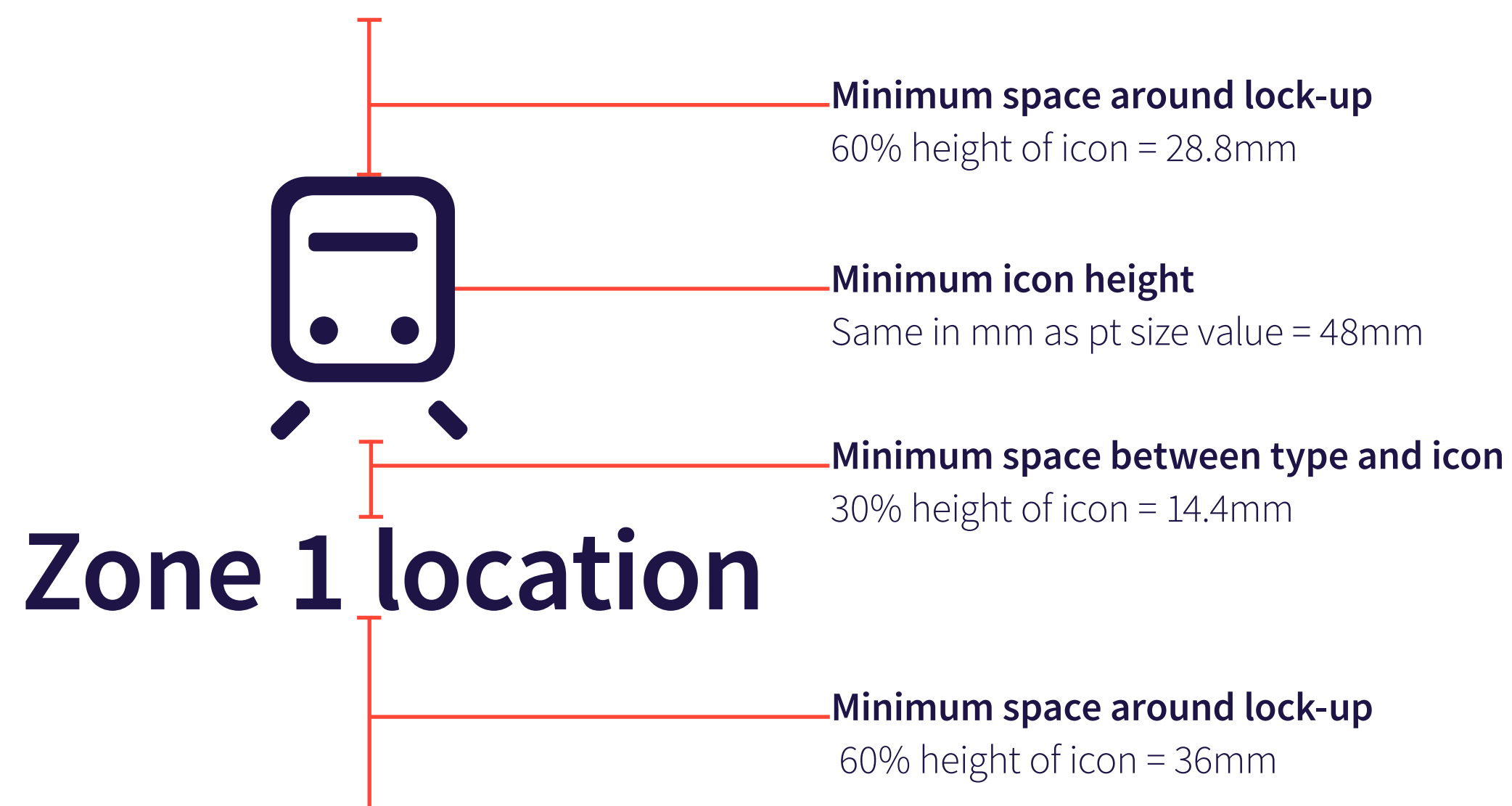
60% height of icon.

### Type leading

Follows guide for body copy – 20% larger than point size.

### Colour

Icon/type lock-ups can be used on grey, green, blue, red or white backgrounds.



BRAND TOOLKIT

# photography

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## OUR PHOTOGRAPHY

Photography should capture the feeling of being a part of iQ Student Accommodation, with an emphasis on lifestyle. It should inspire and relate to our audience, and in most cases can promote our onsite facilities. We prefer to use our own library of photography to represent the iQ lifestyle, as opposed to stock images.

### Photography should feel

- Real/Authentic
- Honest
- Natural
- Inspiring
- Vibrant

### Photography should not be

- Unnatural
- Over edited
- Dark
- Centred around alcohol

### Age range

Target audience 18-25.

### Styling

Incidental, reportage.



## CAMPAIGN PHOTOGRAPHY

Campaign photography focuses on 'student life'. Seeing individuals in our spaces can help potential residents picture themselves living with us.

Lifestyle shots which show a student during the course of their daily life, as opposed to portrait shots, can be used both for features about students and general imagery related to student life.



## PRODUCT PHOTOGRAPHY

Room imagery should show off rooms in an attractive but realistic way. Rooms should be clean, tidy and light.

Shots may be wide, showing the whole room, or may be close ups of some details. Images should be taken from a perspective that a resident would recognise - no overhead or low-angle shots.



## STYLISTIC PHOTOGRAPHY

Stylistic photography can help to add character and build a sense of home. Showing small details like desk spaces, wall hangings and plants make our rooms feel like more than empty spaces.



## SOCIAL SPACE PHOTOGRAPHY

Our social spaces are a great sell for students and our photography should show off how modern and well equipped these spaces are.

These areas should be shown as clean, tidy and well lit.

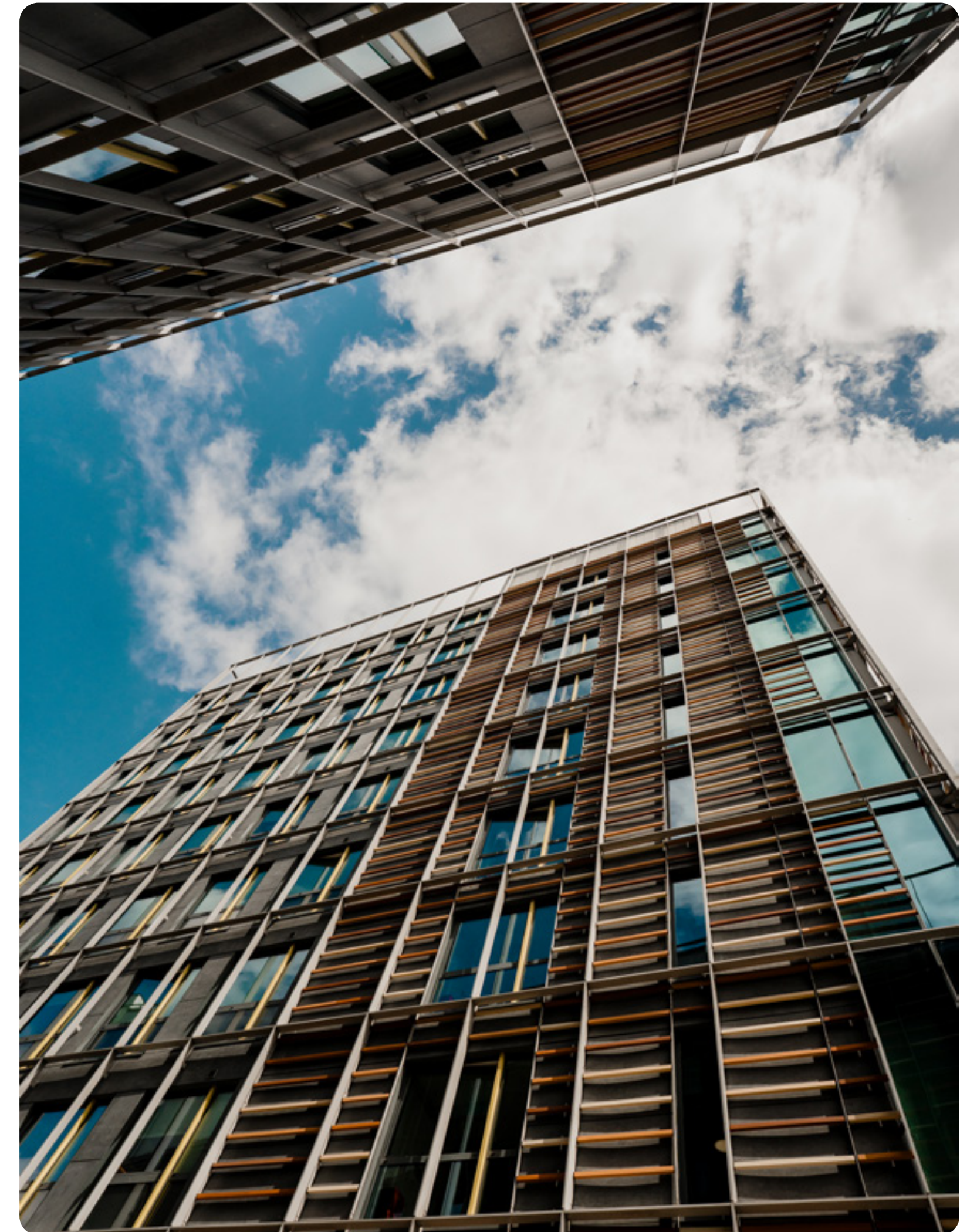
Make sure these images aren't used in ways that are misleading - e.g. don't use an image of a gym on a page about a property which doesn't have one.



## EXTERIOR PHOTOGRAPHY

External shots showcase our buildings. These are often used for corporate documents or for overviews of a specific property.

If possible, some shots should capture the iQ branding (although not any visible promotional materials which will date). Unusual camera angles can be used to highlight any interesting architectural features and add variety to an image set.



# CITY PHOTOGRAPHY

We use city imagery to add context to our product offering or to illustrate content related to a certain city.

These images should realistically reflect student life, with relevant situations. Images of well-known landmarks can be useful for collateral aimed at an international audience.





**BRAND TOOLKIT**

# illustrations

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## OUR ILLUSTRATIONS

Illustration is a way of communicating our brand presence within properties. It also helps our residents by enhancing directional signage. This could be the first interaction our customers have with the brand, so we want to make an impact.

### Usage

The illustrations were created by Jonathan Calugi, represented by Machas creative consultancy at [itsmachas.com](https://www.itsmachas.com)

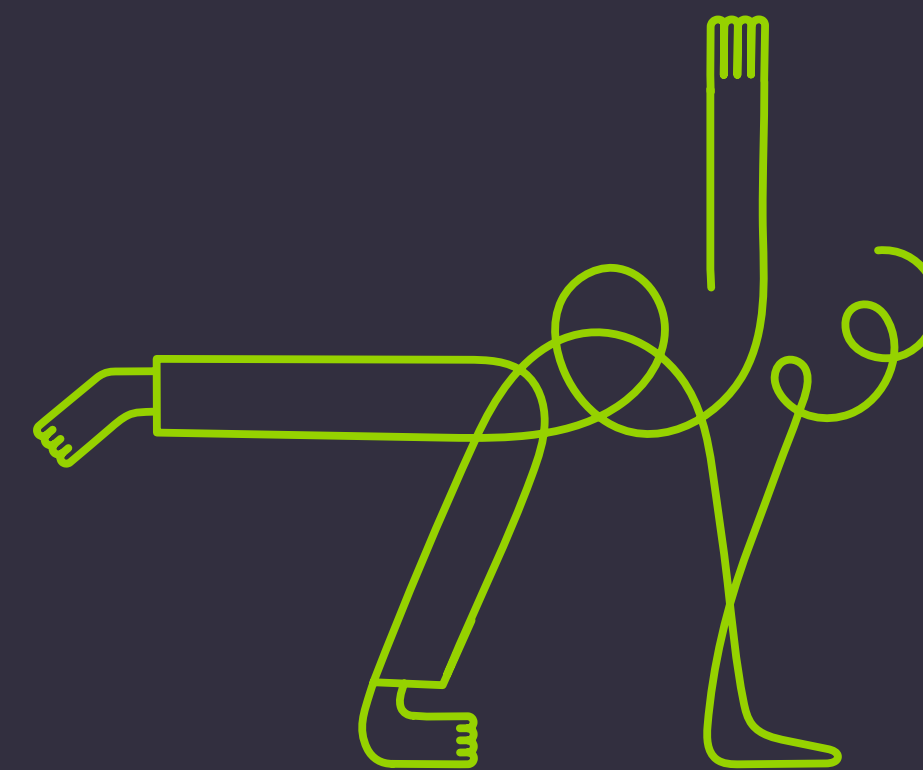
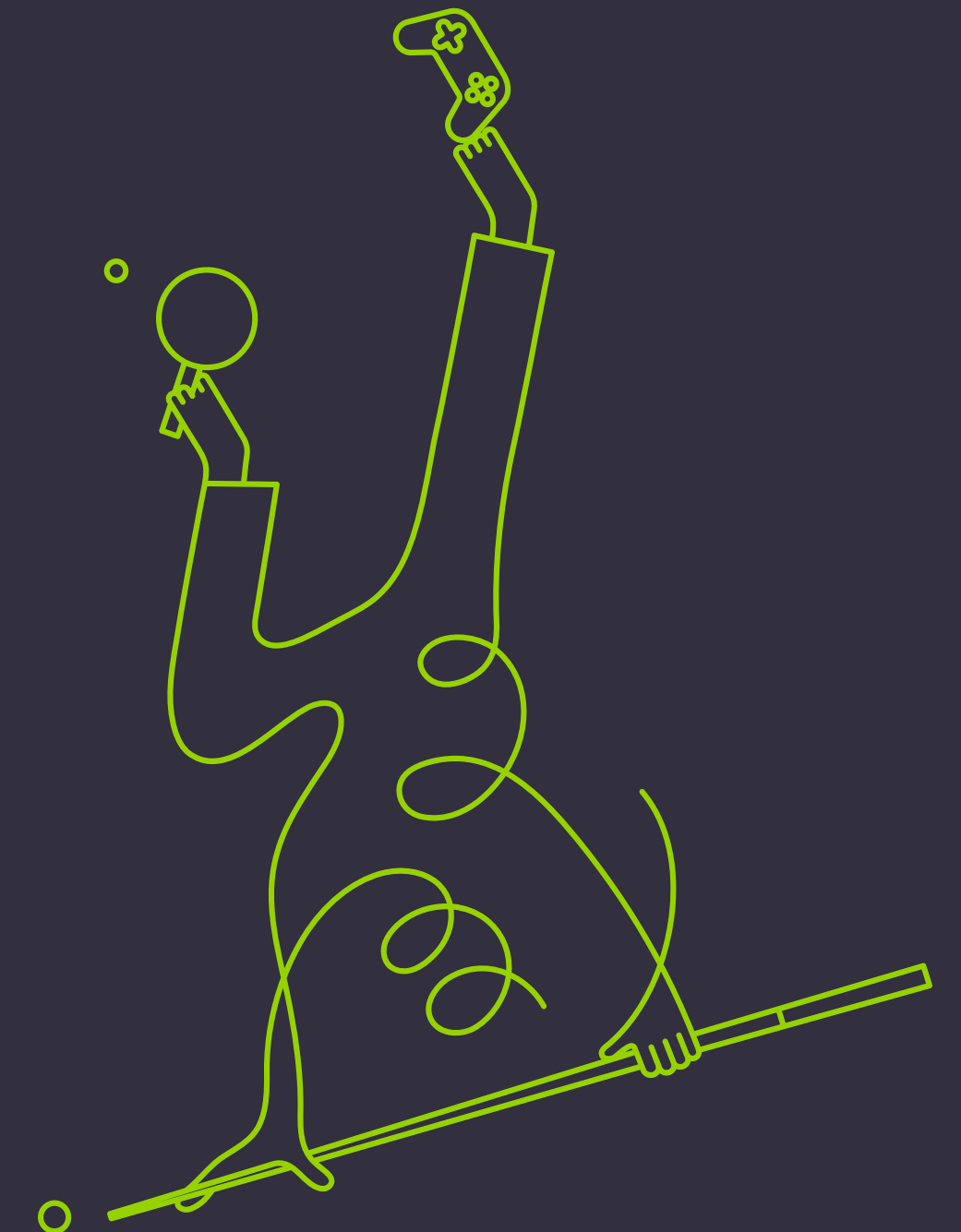
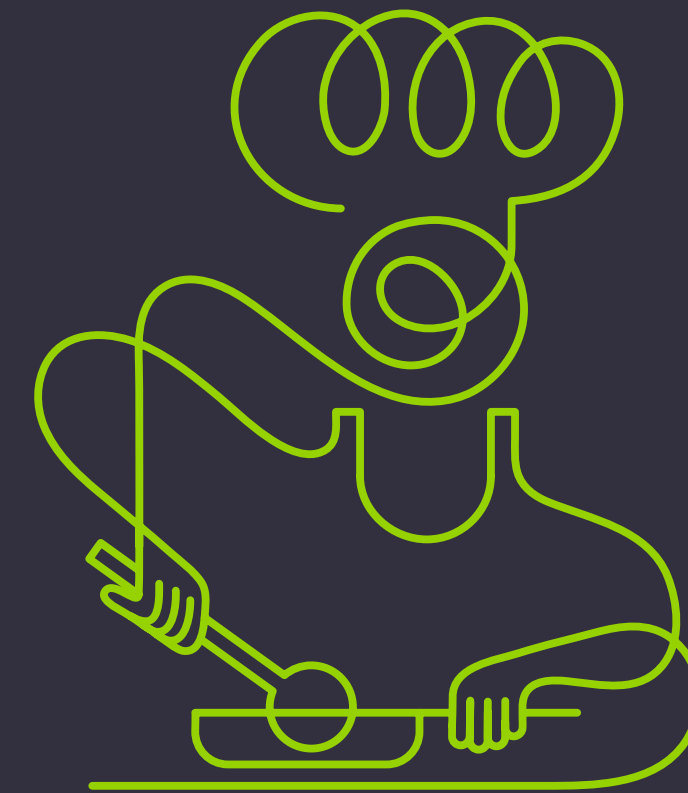
Usage restrictions apply to these illustrations. They can be used across indoor and outdoor signage, and digitally on our website and social media. Please contact the Studio Manager for new applications, commissions or licensing queries. Appropriate usage for each iQ site will vary, depending on building features, locations and heritage. For advice on this, please contact the Studio Manager.



## CONCEPT

The illustrations have been created to reflect what our residents experience when using our amenity spaces. They consist of Chill, View, Work, Fit and Play illustrations, meant to create "Surprise and Delight" moments.

The illustrations are to be used **only** at our properties. More information on how to use them correctly in the Signage Guidelines document.



## NUMBERS & LETTERS

These illustrations are applied to wayfinding panels, lift areas and stairwells.

Where possible, the illustrations should be used big and confidently.

For all buildings which exceed 18m in height, we need to ensure that there are clear signs on each floor to denote the floor letter/number for fire rescue services.

Please consult the iQ Property Guidelines for the details on usage.

### Numbers



### Letters



# application

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**APPLICATION**

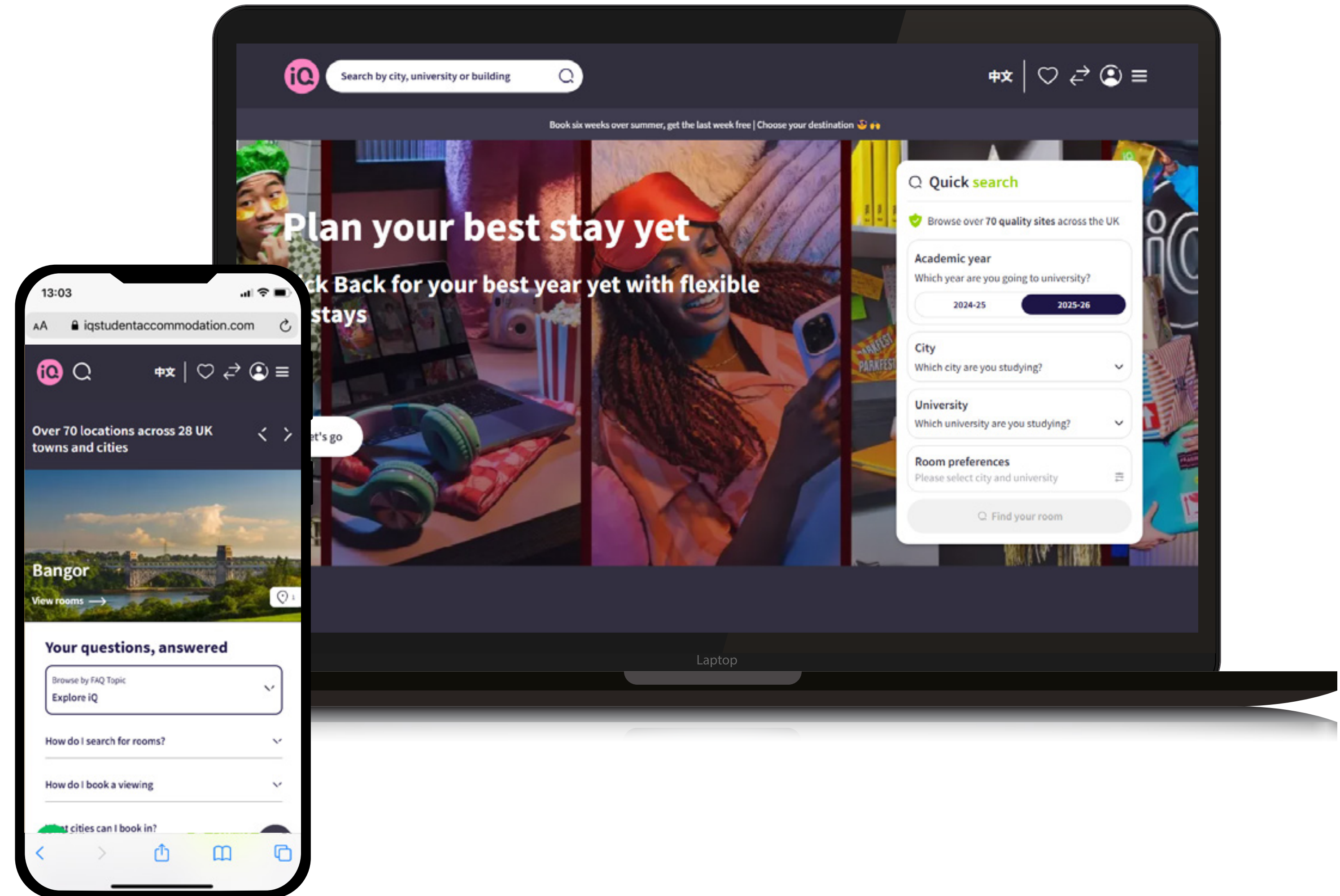
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## WEBSITE

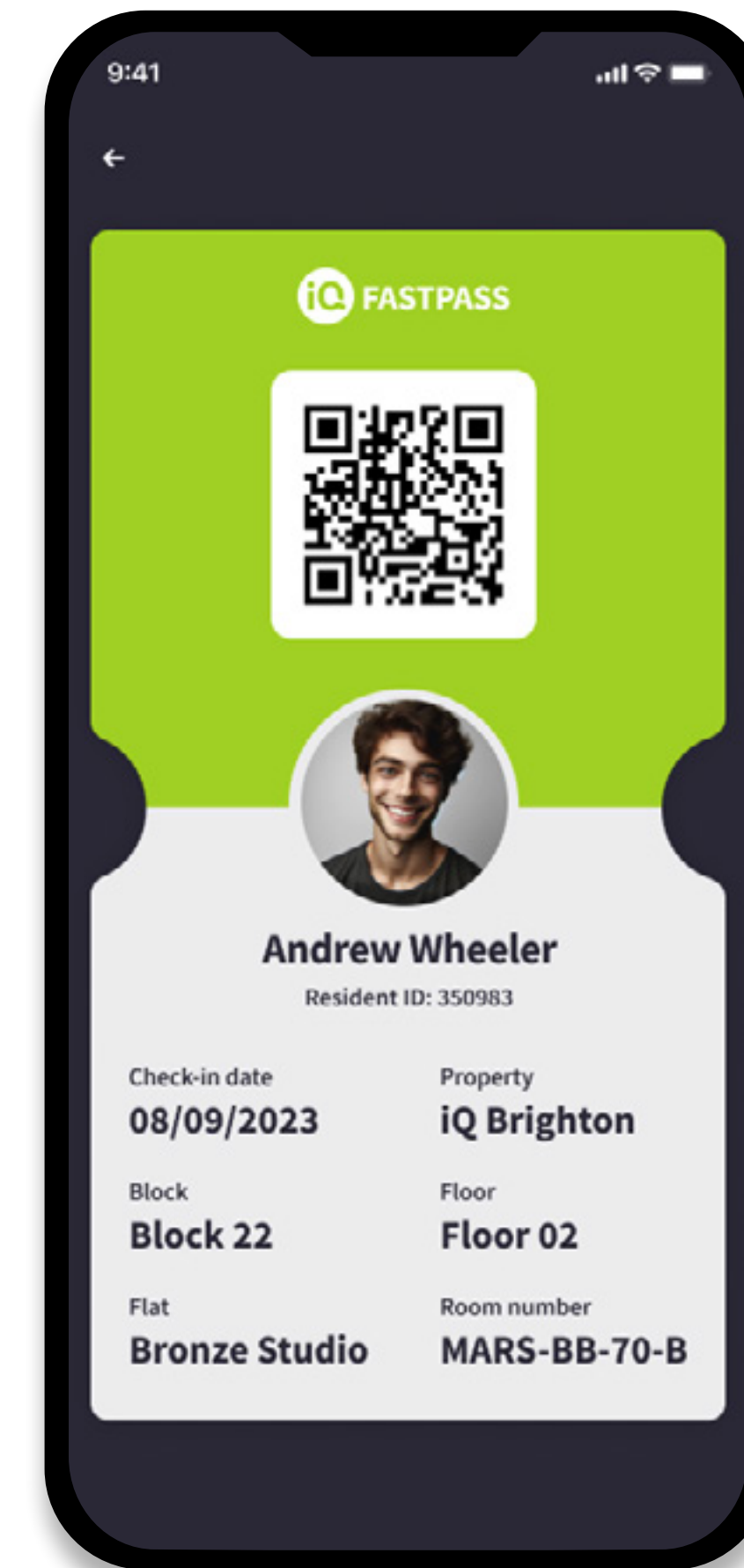
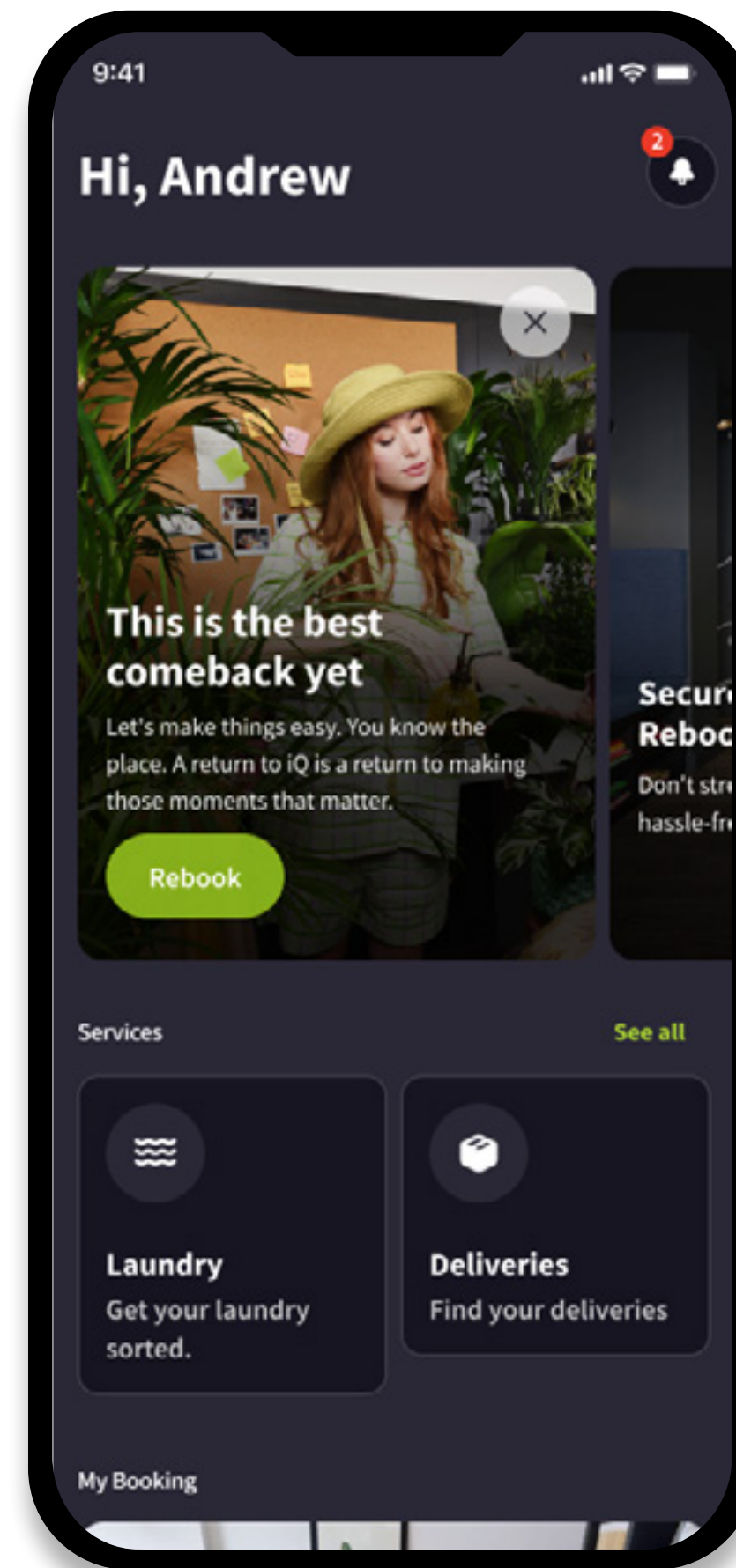
Digital assets and creations should take a creative lead from the website to ensure consistency across the brand.

Header images on the homepage should be updated to match the current marketing campaign.



# APP

All digital assets and creations must take a creative lead from the website to ensure consistency across brand.

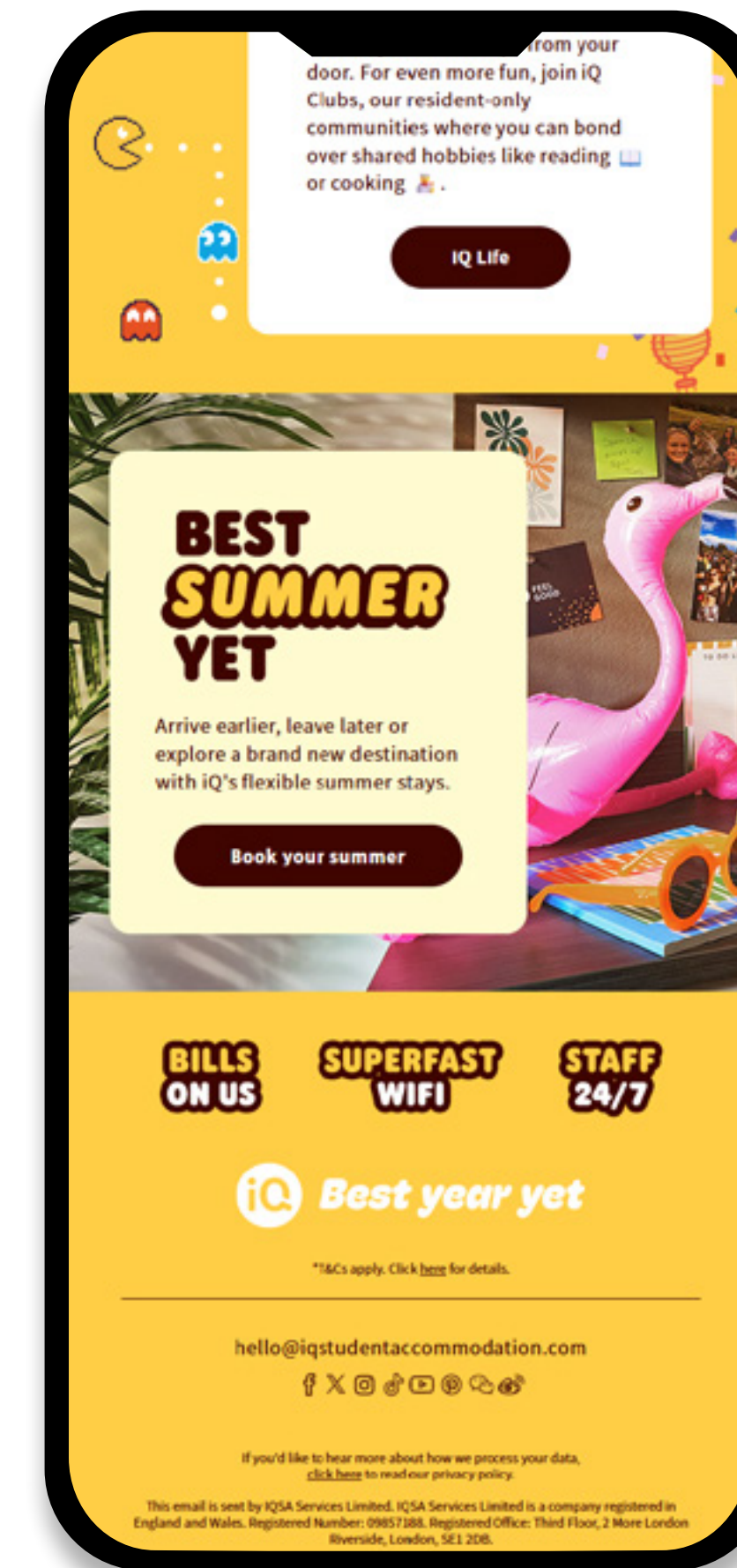
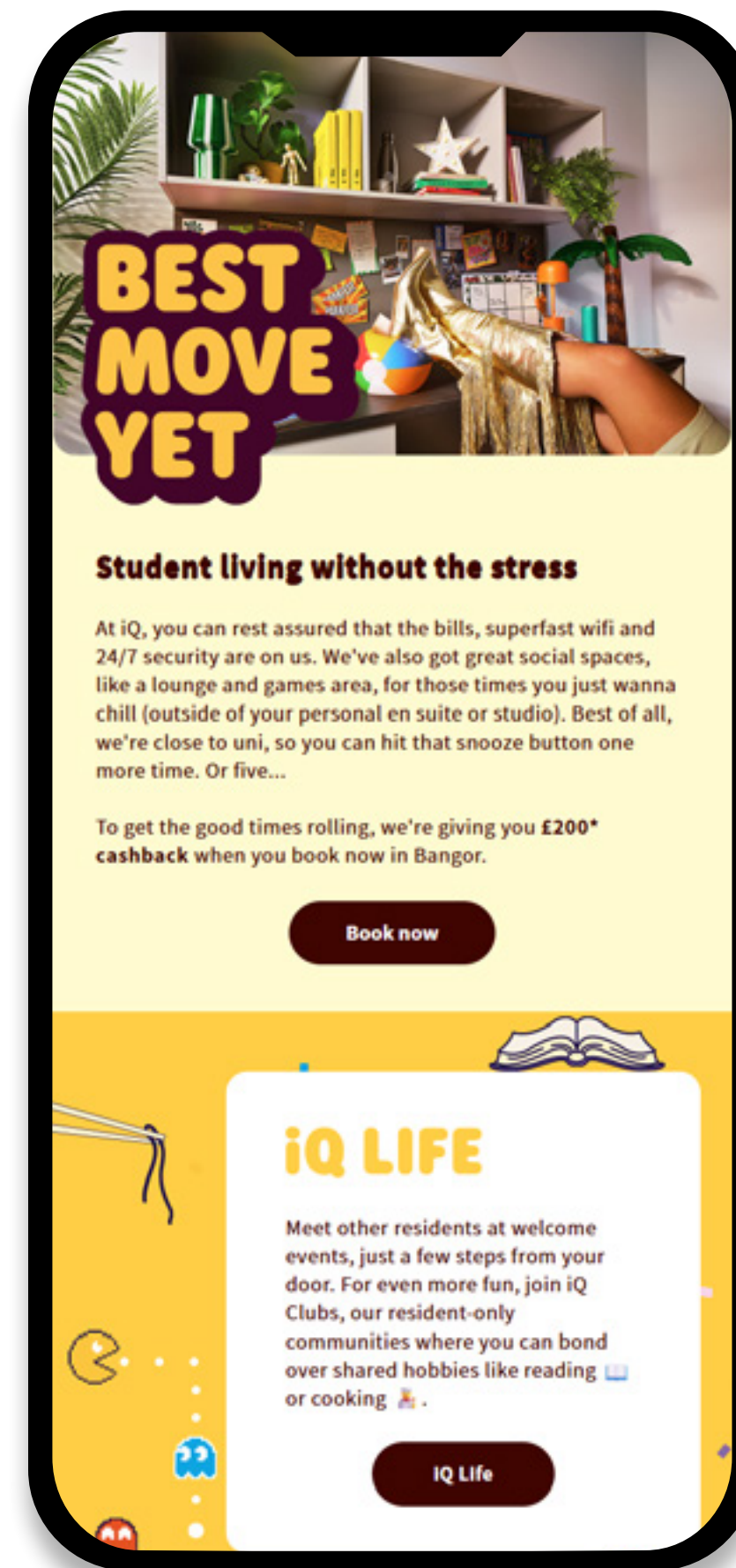


# EMAILS - MARKETING

Creating effective marketing emails is crucial for maintaining brand consistency and engaging our students.

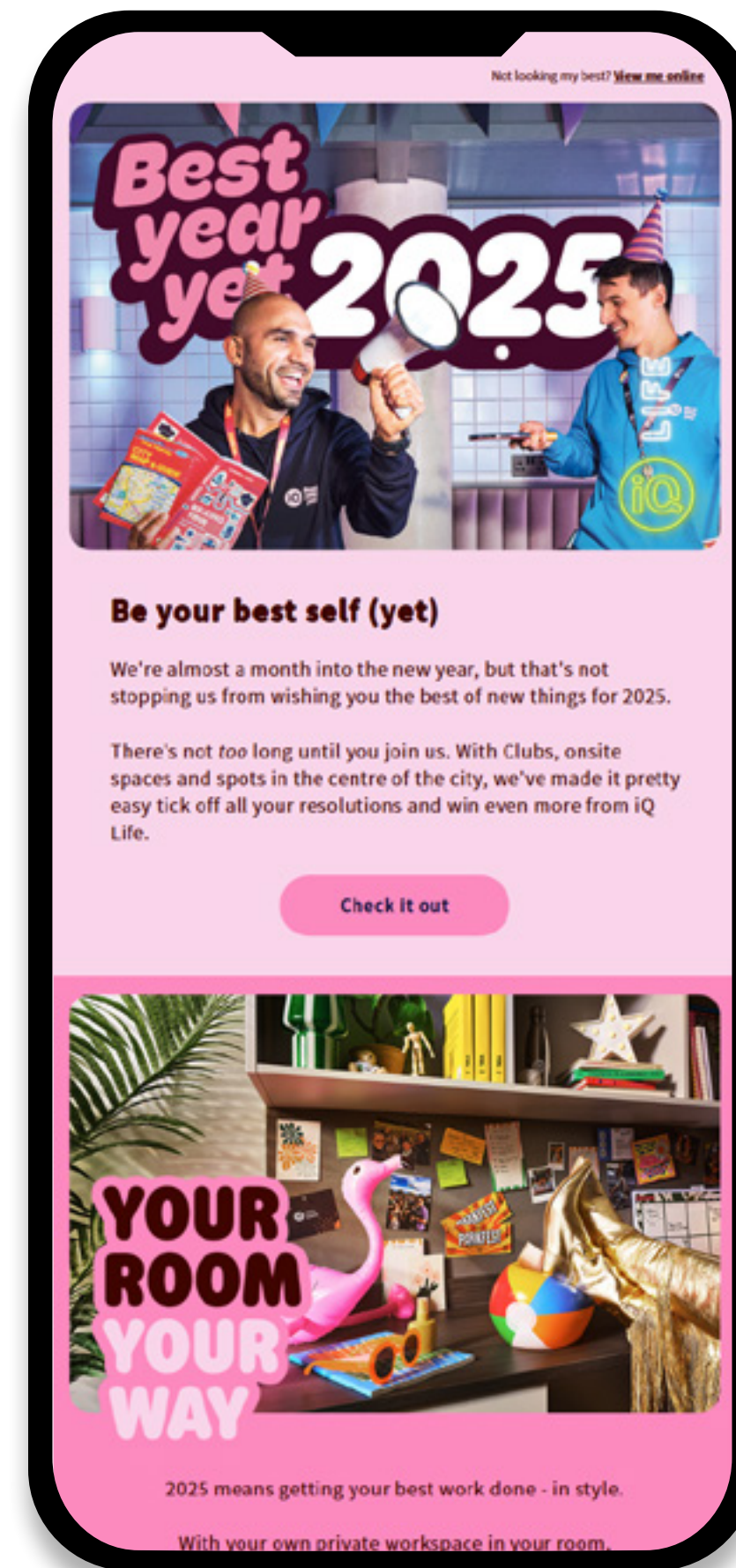
Marketing emails use the latest campaign's color scheme consistently, as this reinforces brand recognition.

CTAs stand out through contrasting colors and clear, actionable language.



# EMAILS - NEWSLETTERS

Resident newsletters are a great way to keep our students informed and engaged. These are being sent monthly, in both EN and MN versions.



# EMAILS - STARREZ

System emails are automated messages sent to provide important information or updates.

For consistency, StarRez emails are following the look and feel of the Marketing emails.

**PAY YOUR BOOKING FEE**

Hey {NewData\_EntryID.NameFirst},

A spot at {NewData\_BookingID.RoomLocationID.Description} is just around the corner.

Your booking details  
 Resident ID - {EntryID}  
 BookingID - {NewData\_BookingID}

To make sure it's yours, you'll need to pay a booking fee in the next 72 hours before it's released. You can pay via iQ Easy Pay or the online portal.

[Complete your booking](#)

Questions?  
 Get in touch with our team.

{NewData\_BookingID.RoomLocationID.CustomString1}  
 {NewData\_BookingID.RoomLocationID.customstring2}

iQ {NewData\_BookingID.RoomLocationID.Description},  
 {NewData\_BookingID.RoomLocationID.StateProvince},  
 {NewData\_EntryID.BookingID.RoomLocationID.City},  
 {NewData\_BookingID.RoomLocationID.ZipPostCode}

**iQ Best year yet**

Need help? We're right here

f X @ d v @ @ @

**TIME'S RUNNING OUT**

That room you started booking at iQ {SELECT RoomLocation FROM Booking WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}} won't be reserved forever.

If you **complete your booking in the next 24 hours** then you can still grab that spot, but after that we'll need to release it back into the wild.

[Continue](#)

Questions?  
 Get in touch with our team.

{SELECT CustomString1 FROM RoomLocation JOIN Booking ON Booking.RoomLocationID = RoomLocation.RoomLocationID WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}}  
 {SELECT CustomString2 FROM RoomLocation JOIN Booking ON Booking.RoomLocationID = RoomLocation.RoomLocationID WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}}

iQ {SELECT RoomLocation FROM Booking WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}},  
 {SELECT StateProvince FROM RoomLocation JOIN Booking ON Booking.RoomLocationID = RoomLocation.RoomLocationID WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}},  
 {SELECT City FROM RoomLocation JOIN Booking ON Booking.RoomLocationID = RoomLocation.RoomLocationID WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}},  
 {SELECT ZipPostCode FROM RoomLocation JOIN Booking ON Booking.RoomLocationID = RoomLocation.RoomLocationID WHERE Booking.EntryStatusEnum=1 AND Booking.EntryID = {EntryID}}

**iQ Best year yet**

Need help? We're right here

f X @ d v @ @ @

**COMPLETE A BOOKING**

Hey {Name},

You'll need to pay a booking fee to secure your spot at {NewData\_BookingID.RoomLocationID.Description}. The fee goes towards your first rent instalment, giving you less to pay later on.

We only reserve rooms for 72 hours from booking, so after that you'll need to search again.

You've got 7 days to change your mind once you've booked. Check out the rest of our booking terms [here](#) or get in touch if you've got any questions.

Thanks,  
 {your name}

Get in touch

{ContactEmail}  
 {ContactTelephoneNo}

iQ {ContactLocation}, {ContactAddress}

**iQ Best year yet**

Need help? We're right here

f X @ d v @ @ @

Hey {NameFirst},

It's almost time - you still need to complete your pre-arrival actions before you can get your keys and move in.

The iQ app will be essential to completing your pre-arrival checklist. This is how you'll get your FastPass to get your keys to your new room.

Download on the App Store | GET IT ON Google Play

Head to the app to get ready for **move in**.

- 1 Download the iQ App
- 2 Sign your tenancy agreement
- 3 Complete your guarantor agreement
- 4 Complete the pre-check in details
- 5 Pay your rent
- 6 Download your FastPass

Got a question?

{CustomString1}  
 {CustomString2}

{Description}, {StateProvince}, {City}, {ZipPostCode}

**iQ Best year yet**

Need help? We're right here

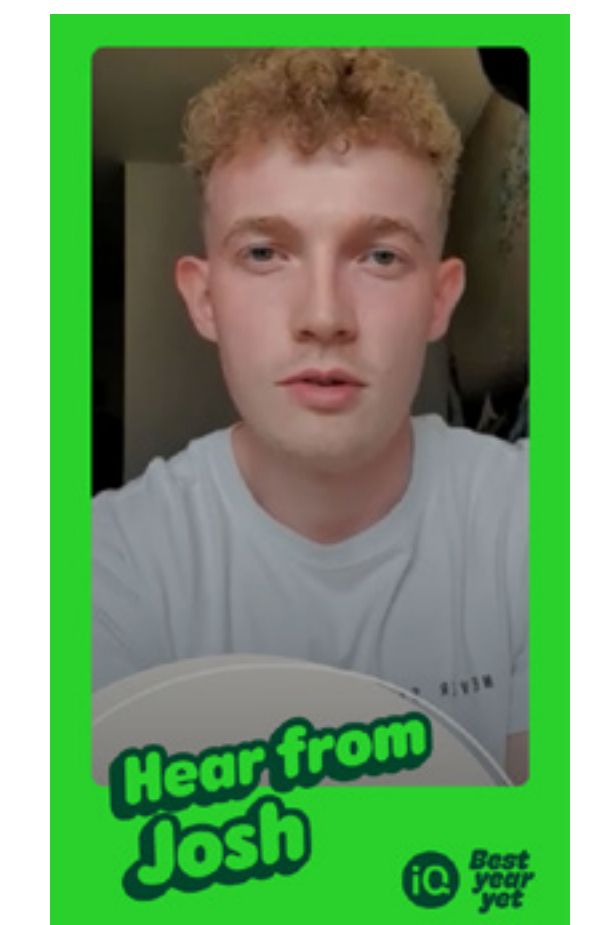
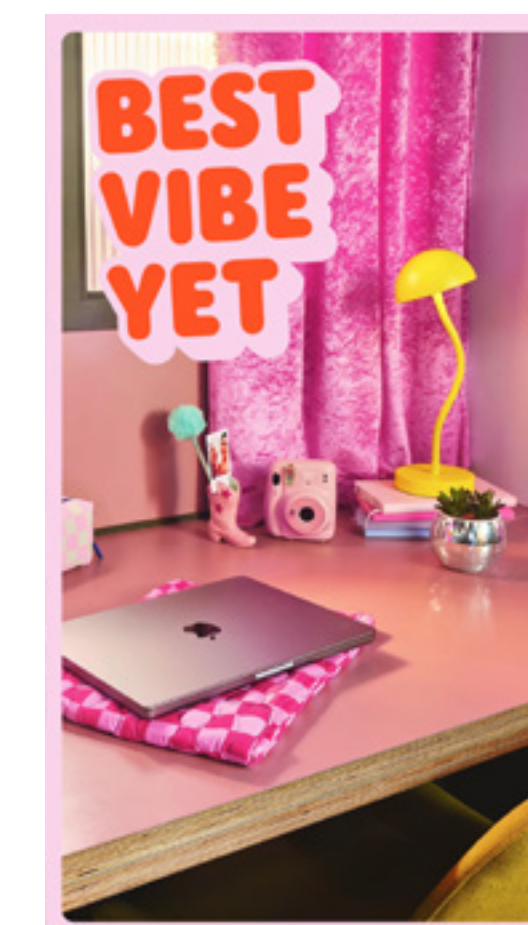
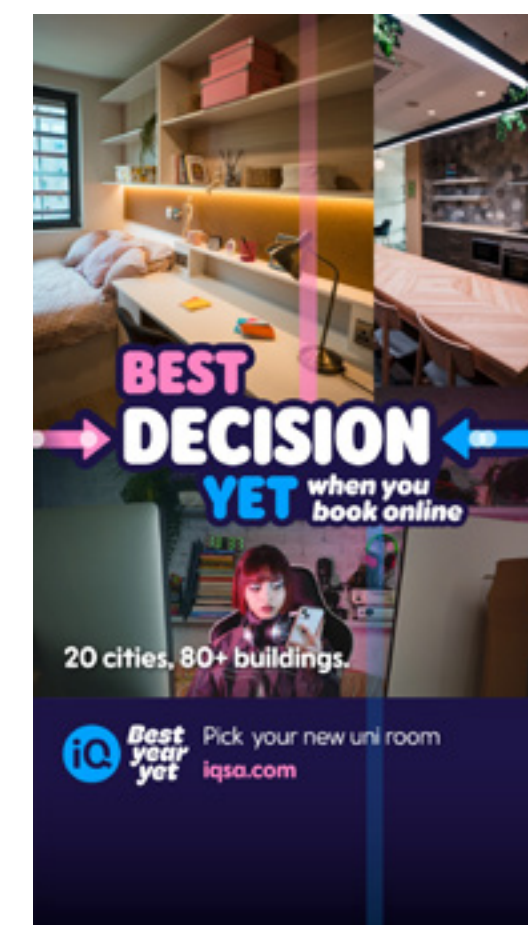
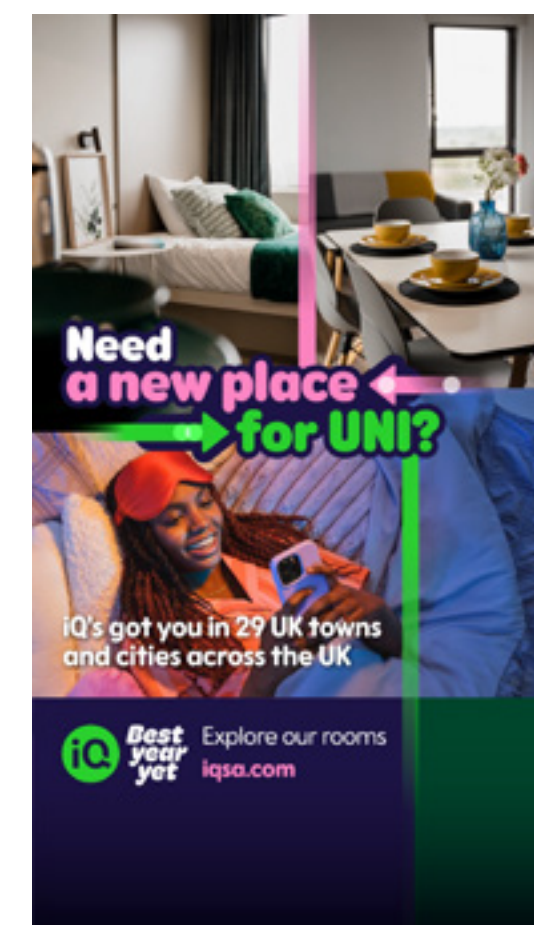
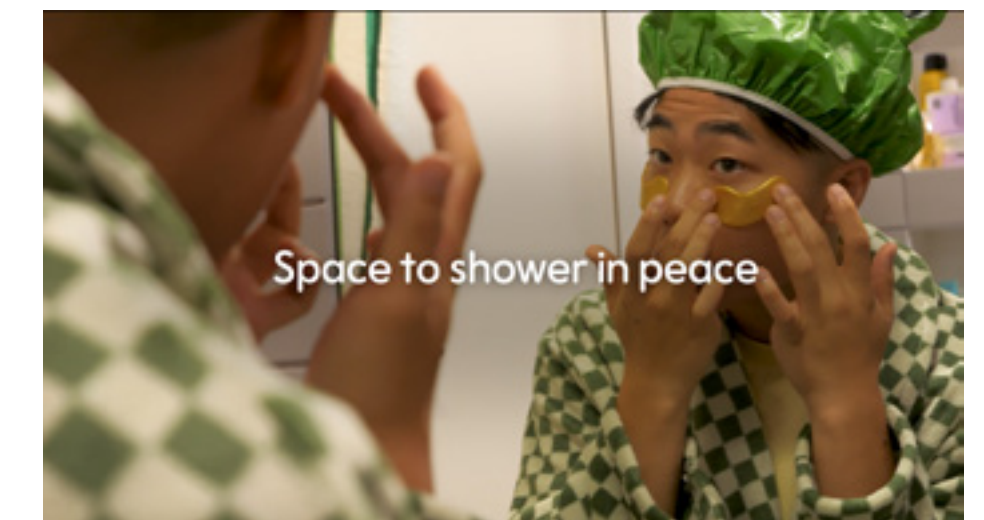
f X @ d v @ @ @

# DIGITAL SCREENS

Videos from iQ should end with a logo lock-up.

Dimensions are 1920x1080px (landscape) or 1080x1920px (portrait).

Artwork for digital screens is available upon request.



APPLICATION

# corporate

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# STATIONERY

Examples of branded stationery items. If the full 'iQ Student Accommodation' logo is used, it should be positioned top right. Where the roundel is used, it should be positioned centrally.

Pens



Water bottle



Notebook



Hoodie



Letterhead & Compliments slip



# FORMS

Forms, including enquiry cards, manual booking forms and instalment date forms, should be functional and simple, and follow the templates supplied.

The logo should appear top right of the form.

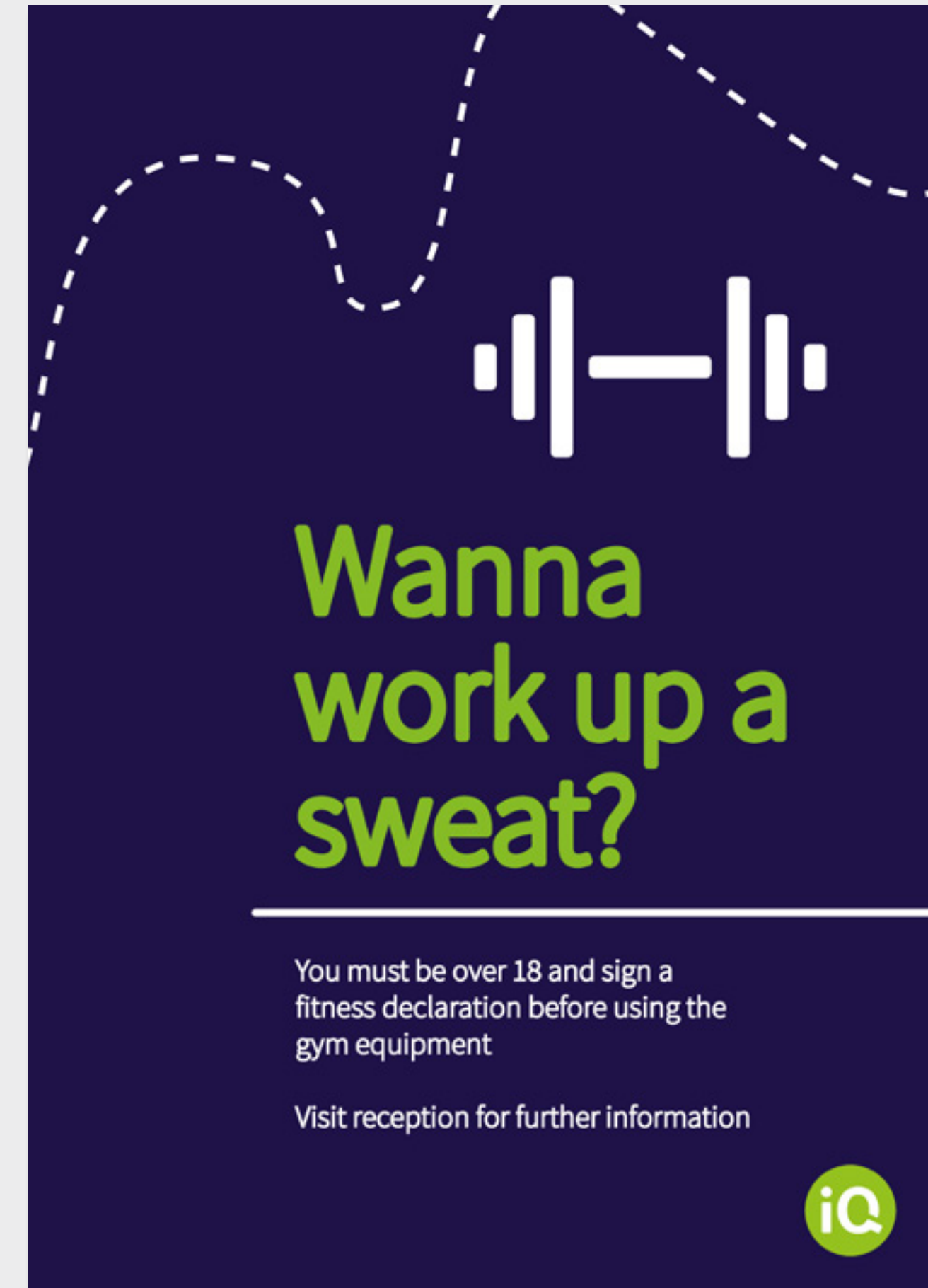
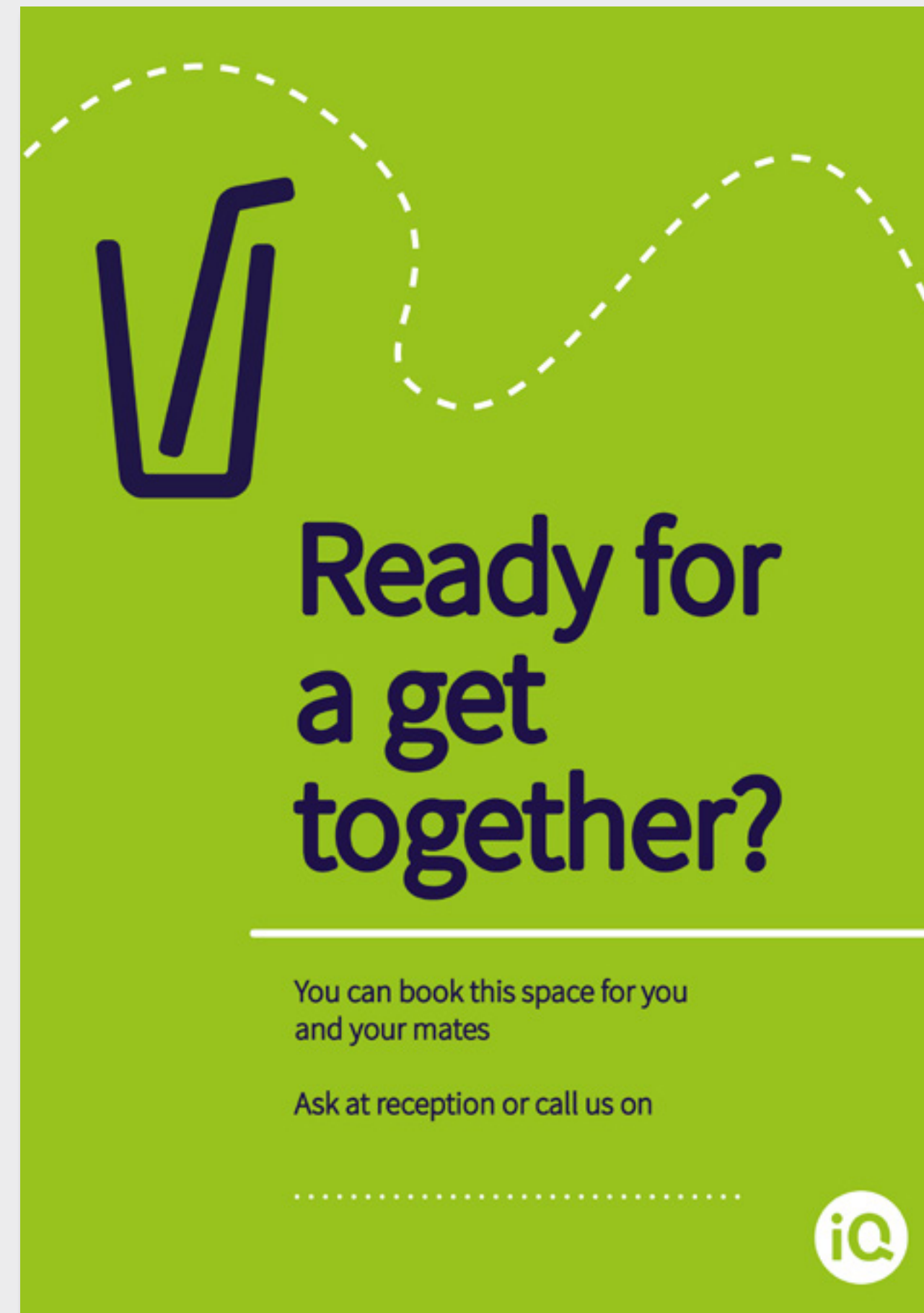
Headings and item labels should be written in sentence case, with capitalisation used only for names.

## NOTICES

Notices use a strong colour contrast and big headings for readability from a distance.

If new notices are needed, a request can be made to the Studio team.

**Do not** create your own posters.



# PARTNERSHIPS

A consistent corporate style is essential for establishing a strong and recognizable brand identity. Using a purple background and a limited color palette achieves a cohesive and professional look.

**iQ Student Accommodation**

**Best year yet**

35,000+ students  
Over 80 locations  
in 29 UK towns and cities  
86% in Russell Group towns and cities

**Our offer**  
We have tailored our proposition based on feedback from thousands of students and their parents

- iQ's portfolio offers well located campus and city centre living options across the UK
- iQ's mission is to give students their 'Best Year Yet', and our NPS and customer service scores have never been higher. Our offer is underpinned by an experienced team and a presence on site 24/7
- A focus on sustainability, supporting student wellbeing and promoting social mobility - promoting iQ as a force for good
- iQ offers a range of flexible partnership options to suit our Higher Education partners, seeking to find the best solution for them and their students

**BILLS ON US**   **EASY BOOKING**   **STAFF 24/7**   **PRIVATE BATHROOMS**   **SUPERFAST WIFI**

What our residents say

9/10 residents love living with iQ   4,215 Google reviews in 25/26   **87%** 5 star reviews

60.2 NPS March 2025   20% of residents choose to rebook with us

**iQ Student Accommodation**

**Best year yet**

Over 80 locations in 29 UK towns and cities

Explore our student homes

**iQ Student Accommodation**

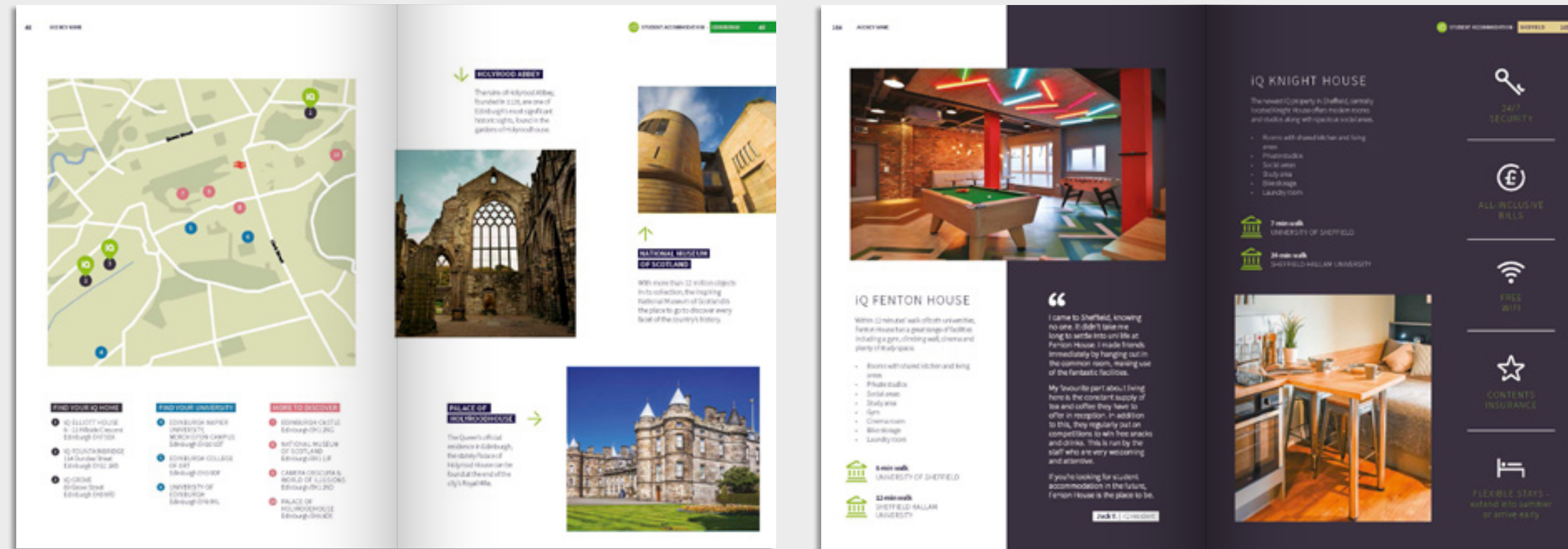
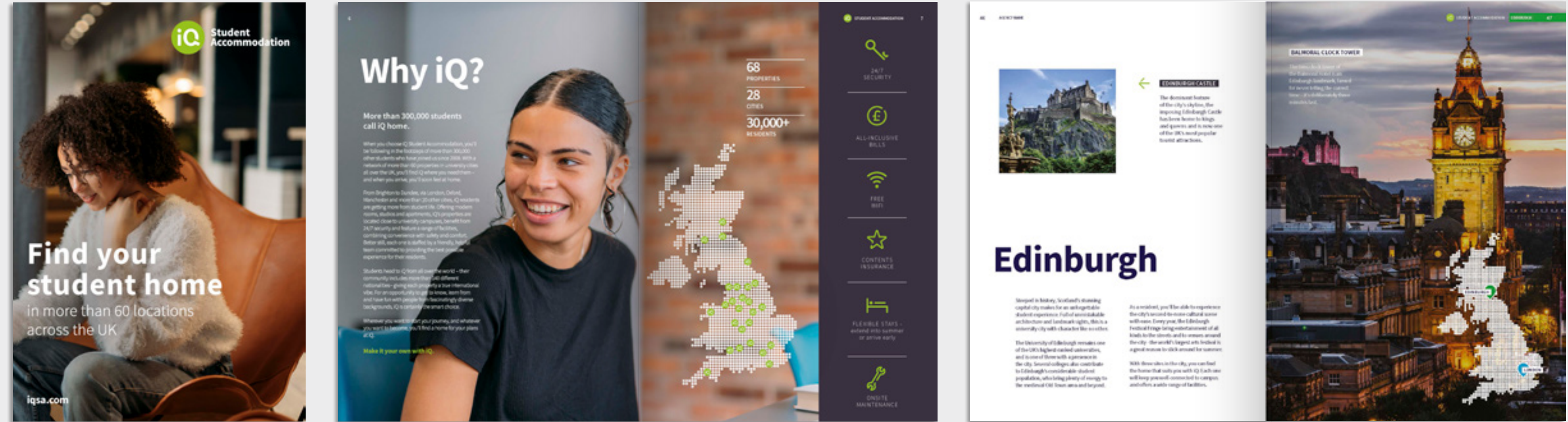
**GREAT VALUE ROOMS**

**BILLS INCLUDED**

**24/7 SECURITY**

# PROPERTY BROCHURE

This brochure features a range of spreads using the creative elements of the iQ brand to communicate information.



# MAPS

These maps are used in print collateral to show sites' proximity to local amenities and universities.

They have their own colour palette and follow regular copy and iconography styles.



**Lowligh**  
R194 G199 B161  
C29 M14 Y42 K1  
#c1c6a0

**Highlight**  
R219 G222 B181  
C18 M7 Y36 K30  
#dbddb4

**Water Blue**  
R144 G170 B199  
C48 M26 Y13 K1  
#90aac6

**Pink**  
R255 G133 B194  
C0 M60 Y5 K0  
#ff85c2

**Blue**  
R2 G163 B255  
C85 M5 Y0 K0  
#02A3FF

**Purple**  
R50 G47 B63  
C77 M74 Y70 K51  
#393240

**Green**  
R150 G210 B0  
C50 M0 Y100 K0  
#96d200



## APPLICATION

# marketing

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## BY Y CAMPAIGN CONCEPT

Our mission is giving students their best year yet. But what makes a **'best year'**? To us, it's a combo of great moments.

That's why our spaces, services, and people are all here to create those moments.

This campaign is about celebrating the variety of weird and wonderful moments that can happen during a stay at iQ.



Best  
year  
yet

## BY COLOURS

The BYY colour palette is divided into light, mid and dark tones, and also into four colour sets.

The colours should only be used alongside colours from their corresponding colour set.

For example, the dark blue can be used with the purple mid tone but not the yellow mid tone.

### Colour Set 1

Light Blue - Mid Blue - Dark Blue (Navy)

Light Blue - Mid Purple - Dark Blue (Navy)

### Colour Set 2

Light Pink - Mid Red - Dark Red (Maroon)

Light Pink - Mid Pink - Dark Red (Maroon)

### Colour Set 3

Light Yellow - Mid Yellow - Dark Red (Maroon)

### Colour Set 4

Light Green - Mid Green - Dark Green

**Light Blue**  
R205 G227 B250  
Pantone 2120 C  
C26 M9 Y0 K0  
#CDE3FA

**Light Pink**  
R250 G212 B235  
Pantone 182 C  
C0 M31 Y8 K0  
#FAD4EB

**Light Yellow**  
R255 G251 B204  
Pantone 7401 C  
C0 M4 Y27 K0  
#FFFBCC

**Light Green**  
R203 G242 B220  
Pantone 7464 C  
C35 M0 Y18 0  
#CBF2DC

**Mid Blue**  
R2 G163 B255  
Pantone 2995  
C85 M5 Y0 K0  
#02A3FF

**Mid Purple**  
R255 G133 B194  
Pantone 2665  
C55 M65 Y0 K0  
#944CE0

**Mid Red**  
R255 G82 B38  
Pantone 171 C  
C00 M82 Y94 K00  
#FF5226

**Mid Pink**  
R255 G133 B194  
Pantone 2037  
C0 M60 Y5 K0  
#FF85C2

**Mid Yellow**  
R255 G204 B38  
Pantone 1225 C  
C00 M25 Y90 K00  
#FFCC26

**Mid Green**  
R42 G209 B45  
Pantone 361 C  
C78 M00 Y95 K00  
#2AD12D

**Dark Blue (Navy)**  
R30 G20 B70  
Pantone 276  
C100 M100 Y7 K56  
#1E1446

**Dark Red (Maroon)**  
R64 G0 B0  
Pantone 7645 C  
C10 M80 Y0 K85  
#400000

**Dark Green**  
R0 G69 B44  
Pantone 343 C  
C90 M19 Y72 K55  
#00452C

## BYY LOGOS

Our stacked and horizontal logos can be locked up with the iQ roundel, to sign off comms.

When locking up the Best Year Yet logo with the iQ roundel, make sure to follow the size relationships on this page.

Our BYY lockup colours are to be used only as indicated on this page.



**Best year yet**  
**Best year yet**  
**Best year yet**



## BY TYPEFACES

For all supporting messaging in this campaign we use the typeface Rodger.

It comes in nine weights, thin, extra light, light, regular, medium, semibold, bold, extra bold and black. However, its use should be limited to the weights listed here.

Headlines always use Rodger Black in all caps.

# RODGER BLACK FOR HEADLINES

Rodger Medium  
*or*  
Rodger Regular for body copy and CTAs

Rodger Light for long form copy

# BYE MESSAGING MATRIX

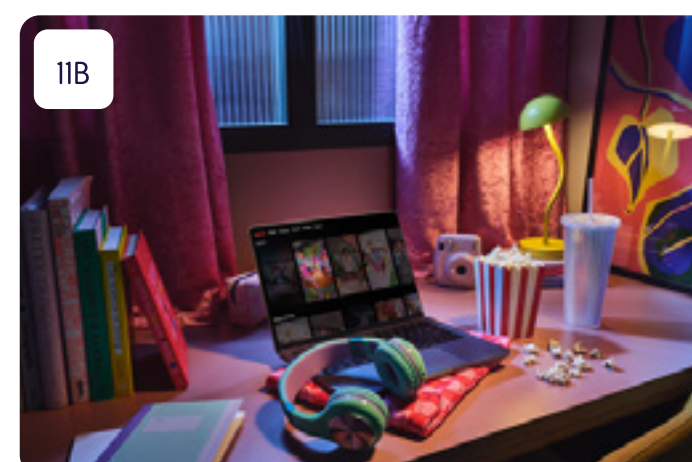
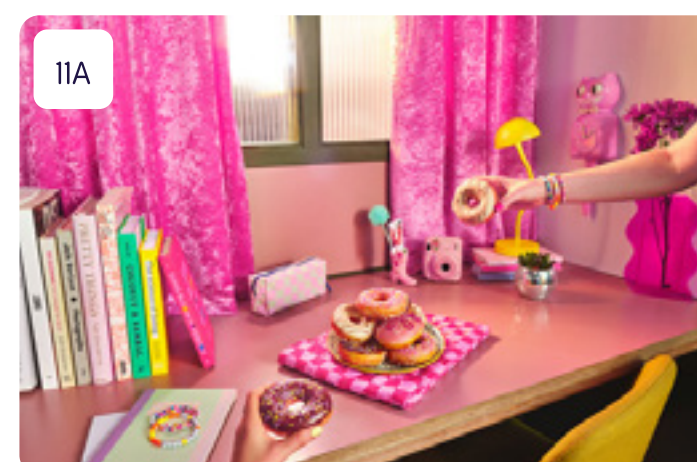
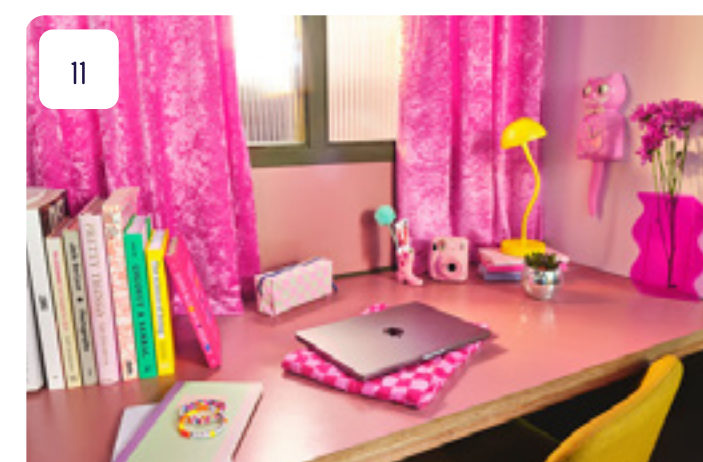
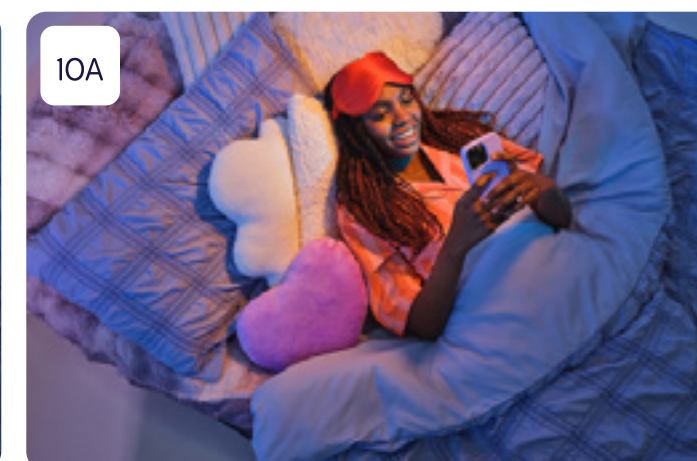
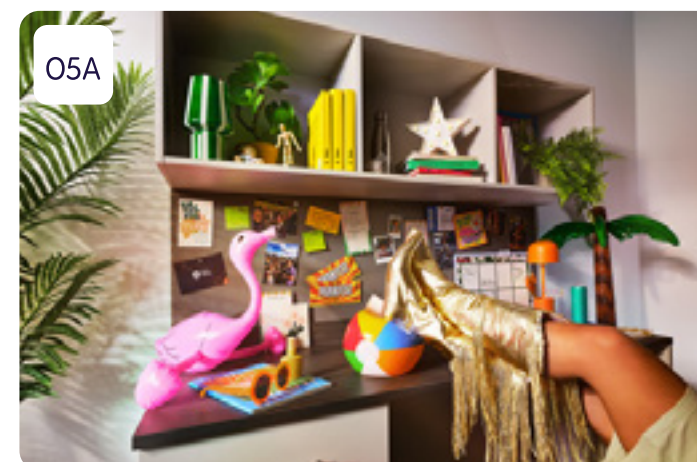
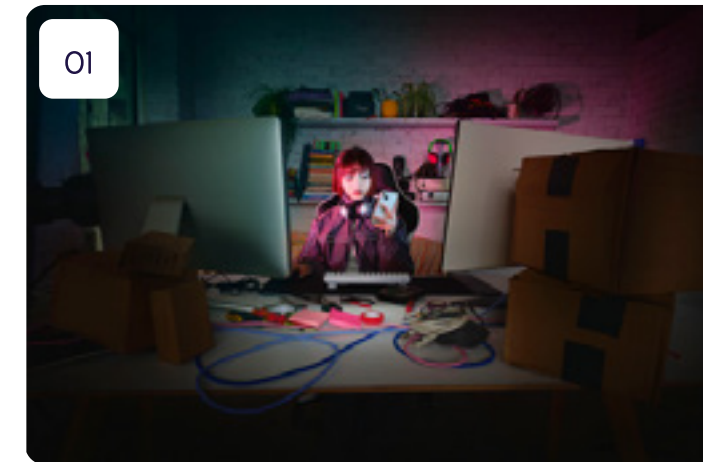
These tables show all of our hero messages and the supporting body copy that sits with each of them, as well as our general messages - these can be used more widely, with imagery or by themselves. They speak to broader themes and talk about multiple benefits at once.

Image	Headline	Body copy	CTA
<b>CONNECTION</b>	Best connection yet	No stopping with super fast wifi in every bedroom.	Book your best year yet
<b>DOORPOLICY</b>	Best door policy yet	With 24/7 security, only your friends get into iQ.	
<b>FEAST</b>	Best feast yet	From brunches to birthday parties, the kitchen is where it's at	
<b>INSIDERS</b>	Best insiders yet	Recommendations, local knowledge, iQ Clubs: we're here for it all.	
<b>LIFEADMIN</b>	Best life admin yet	You don't sort the bills, that's our job.	
<b>LISTENERS</b>	Best listeners yet	Whatever you need, front desk are here to help.	
<b>MORNINGS</b>	Best mornings yet	Space to shower in peace, so you're ready for the day.	
<b>RECEPTION</b>	Best reception yet	We're always here to sign for deliveries and welcome you home.	
<b>SIDEKICK</b>	Best sidekick yet	From lightbulbs to deliveries, you can manage it all on the iQ app.	
<b>SNOOZE</b>	Best snooze yet	With your own private room, every sleep's a great one.	
<b>VIBE</b>	Best vibe yet	It's your room, so make it how you want it.	
<b>WEEKENDS</b>	Best weekends yet	Free time? Get your friends over.	

Theme	Headline	Body copy	CTA
<b>Comfort</b>	Best year yet	With fast wifi, security 24/7, and all the bills included.	Book your best year yet
<b>Comfort</b>	Best move yet	With fast wifi, security 24/7, and all the bills included.	
<b>Connections</b>	Best year yet	With events, cinema rooms, and friends welcome any night of the week.	
<b>Connections</b>	Best memories yet	With events, cinema rooms, and friends welcome any night of the week.	

# BY VISUAL ASSETS

- 01 Connection
- 02 Door policy (Primary)
- 02A Door policy (Key rings locked)
- 03 Feast
- 04 Insiders
- 05 Life admin (Primary)
- 05A Life admin (Summer)
- 06 Listeners
- 07 Mornings
- 08 Reception
- 09 Sidekick (Primary)
- 09A Sidekick (Multiple objects)
- 10 Snooze (Primary)
- 10A Snooze (With phone)
- 11 Vibe (Primary)
- 11A Vibe (With donuts)
- 11B Vibe (Evening)
- 12 Weekends

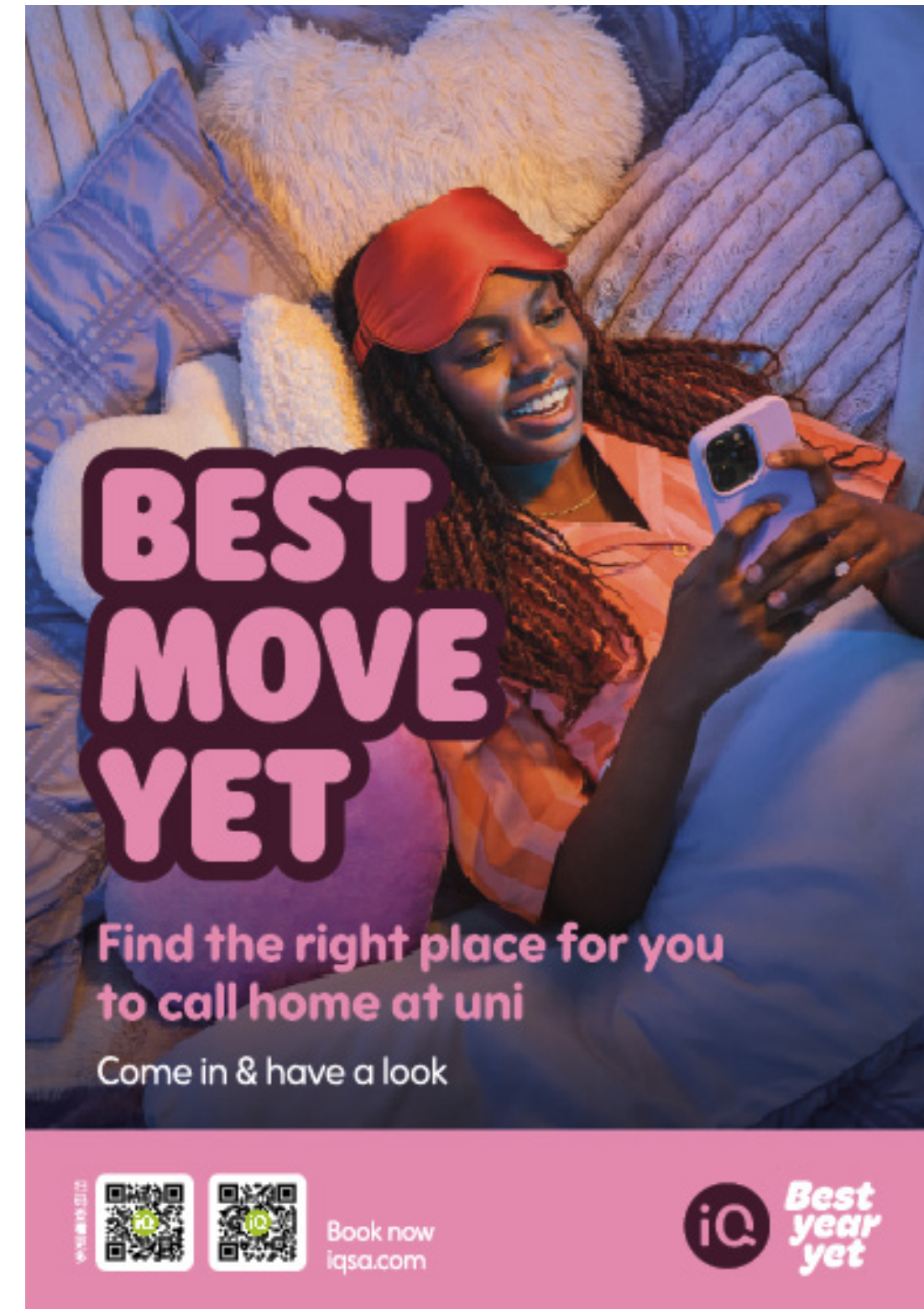
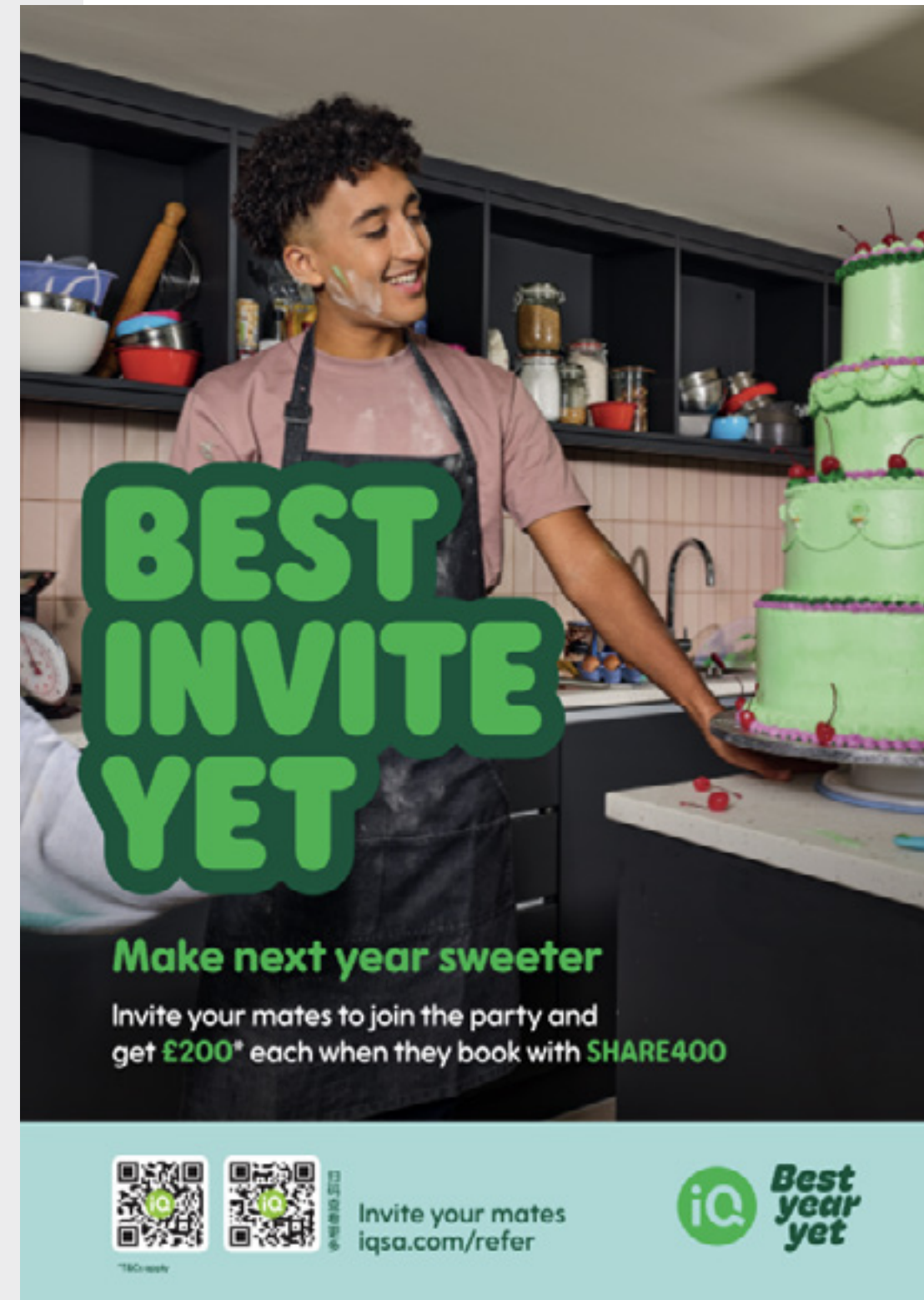


# LAYOUTS - POSTERS / A BOARDS

Examples of layouts from the 2024 LTM campaign.

A new colour palette & typeface were introduced for this campaign. These are not to be transmitted to the iQ brand.

**Temporary assets can be created by Studio for each marketing campaign, to keep the brand fresh and appealing to students.**

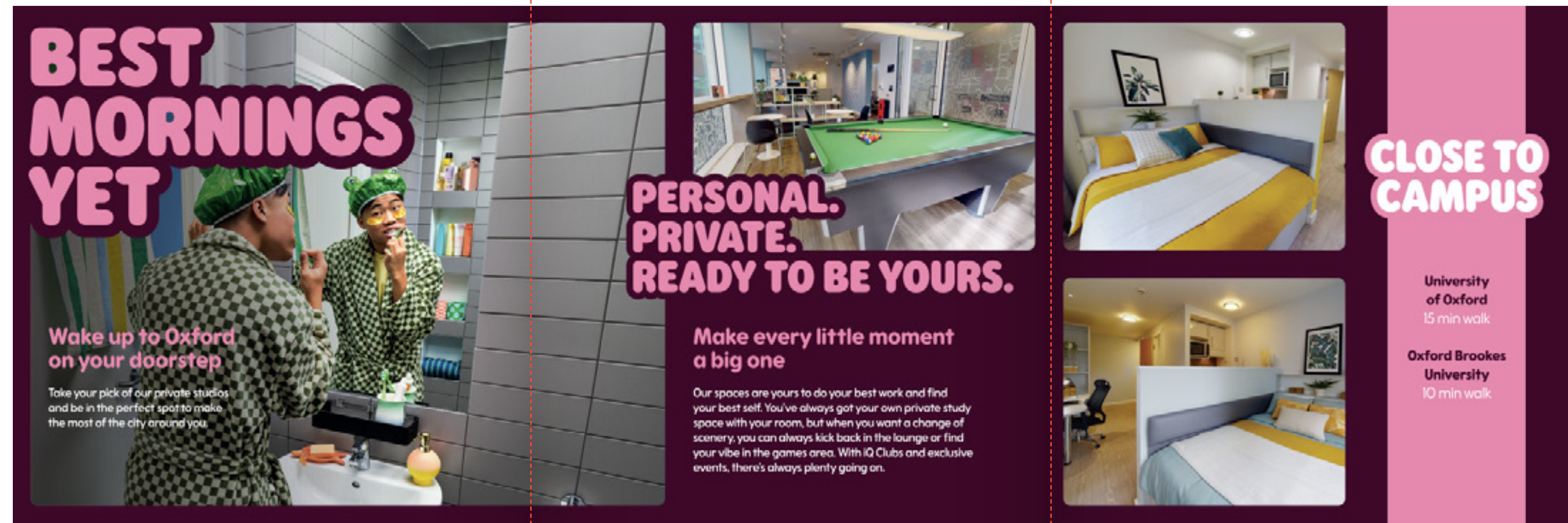


# LAYOUTS - SITE FLYERS

Examples of 6pp square folded flyers from the 2024 LTM campaign.

### Printing specs:

Finish size 148x148 mm  
(3 panel - 6 page) double sided  
200gsm Uncoated

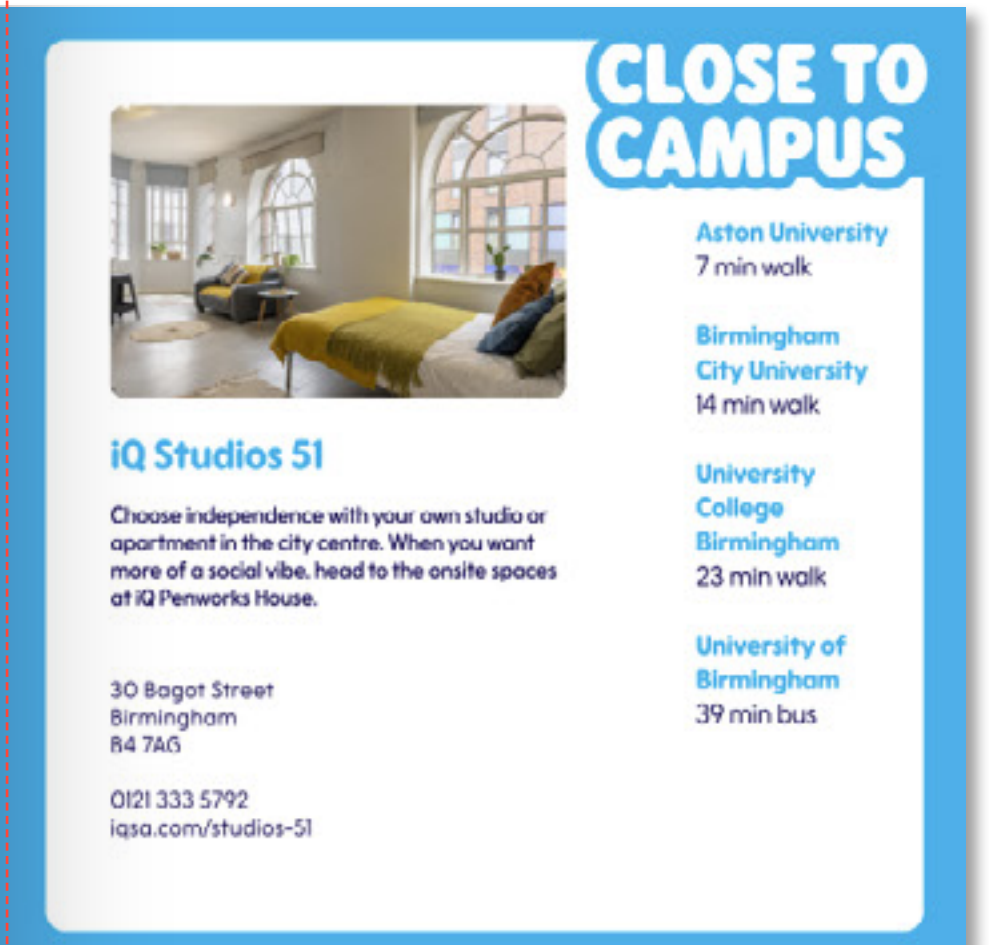
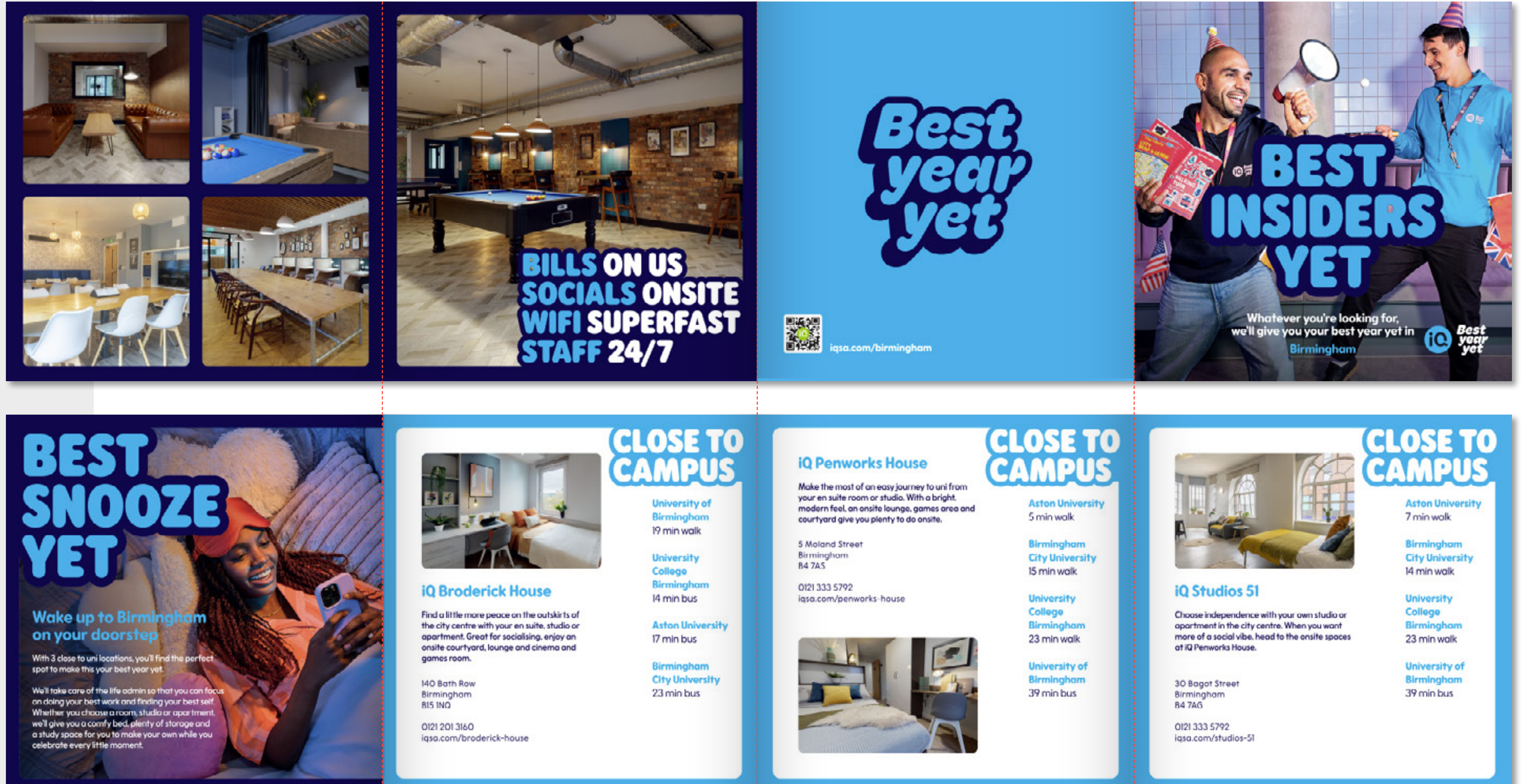


# LAYOUTS - CITY FLYERS

Examples of 8pp square folded flyers from the 2024 LTM campaign.

## Printing specs:

Finish size 148x148 mm  
 (4 panel - 8 page) double sided  
 200gsm Uncoated



# CAMPAIGN COLLATERAL

Collateral designed for specific campaigns often requires complementary print and digital assets such as social media ads.

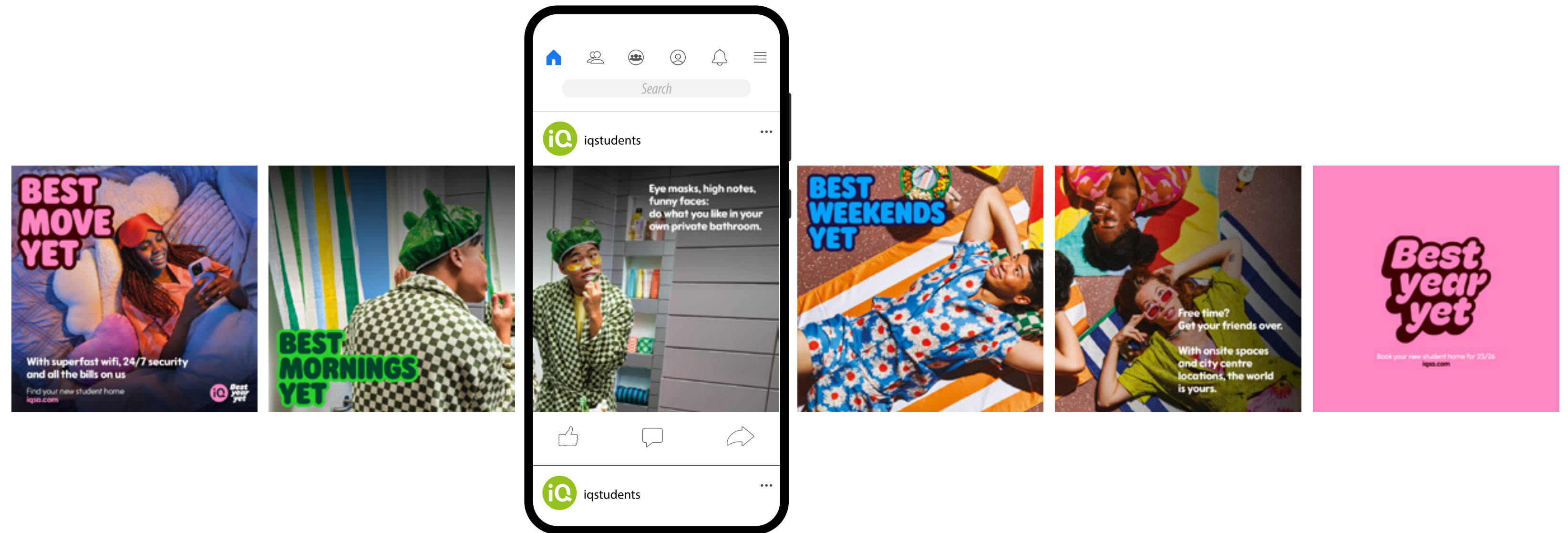
These should use similar elements, adapted to the needs and limitations of the medium (e.g. URLs removed).

Messaging, taglines and overall visual identity should be consistent across campaign collateral.



# CAMPAIGN COLLATERAL

Social media carousel.



Window vinyls.





# brand properties

Intro	63
iQ Thrive	64
iQ Think Green	70
iQ Give Back	76
iQ Be You	79
it's an iQ thing - EVP	82
iQ Feel Good	86
iQ Life	89
Experience Obsession	94
Full House	98

## WHAT ARE BRAND PROPERTIES?

These are supplementary identities created to represent elements of the iQ experience. They are non-marketing campaigns.

These retain elements of the standard brand but may also feature different visual and typographical styles.



BRAND PROPERTIES

# iq Thrive

Intro	65
Style Guide	66
Collateral	68
Sustainability Report	69



# INTRO

iQ Thrive is the way we will demonstrate all the things we do to be a responsible company, across environment and sustainability, and now specifically through a brand new social good initiative.

Think Green, Give Back, Be You and Feel Good each make up iQ Thrive. This is represented in our design, where the elements of each sub-brand flow into one another to form the iQ Thrive identity.



## STYLE GUIDE

The logo continues the use of the iQ brand font Source Sans, with the introduction of a heavier black italicised weight to give impact and movement within the text.

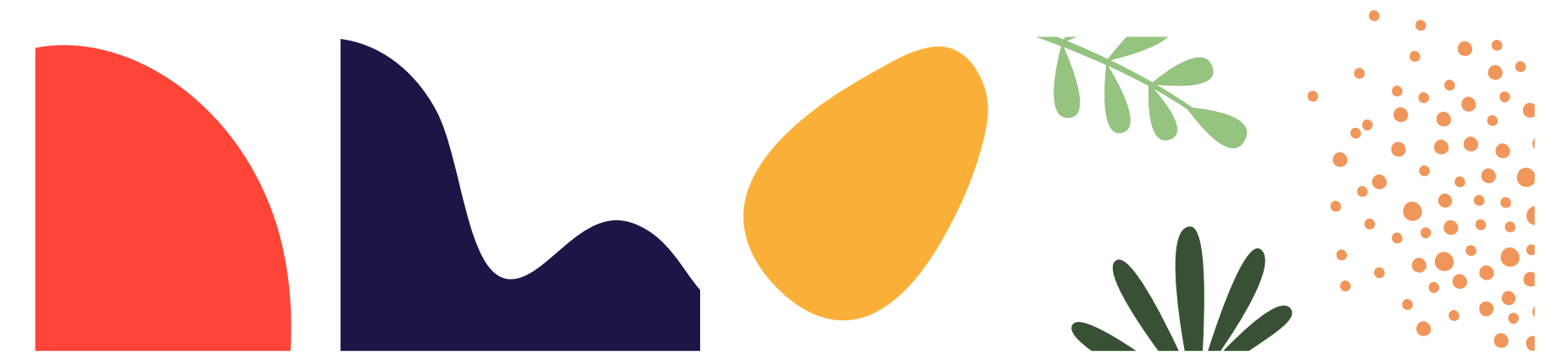
The stretched "R" and "E" are representative of iQ Thrive's commitment to helping residents Reach their potential and look ahead to life after uni.

The use of organic shapes also emphasizes the idea of movement and growth.

### Logo

***iQ THRIVE***

### Shapes



### Colours

#### Grey

R236 G236 B237  
C0 M0 Y0 K10  
#eeced

#### White

R255 G255 B255  
C0 M0 Y0 K0  
#ffffff

#### Pink

R245 G222 B214  
C4 M16 Y15 K0  
#f5ded6

#### Light Blue

R181 G219 B201  
C33 M2 Y27 K0  
#b5dbc9

#### Orange

R242 G150 B92  
C1 M50 Y67 K0  
#f2965c

#### Purple

R50 G47 B63  
C77 M74 Y50 K51  
#393240

#### Dark green

R56 G81 B52  
C70 M37 Y76 K53  
#385134

#### Light green

R148 G194 B128  
C48 M4 Y61 K0  
#94c280

#### Red

R255 G70 B55  
C0 M83 Y80 K0  
#ff4637

#### Blue

R30 G20 B70  
C100 M100 Y7 K56  
#1e1446

#### Yellow

R250 G176 B56  
C1 M37 Y84 K0  
#fab038

## STYLE GUIDE

The use of stretched letters can be applied on titles or other graphics as part of iQ Thrive brand.

Not all letters will look good stretched, so for consistency please use the examples provided in this guide.

Examples:

***MINDFUL  
MOMENTS***

***GET CREATIVE***

***RESIDENTS  
EVENT***

Stretched letters:

***C D E***

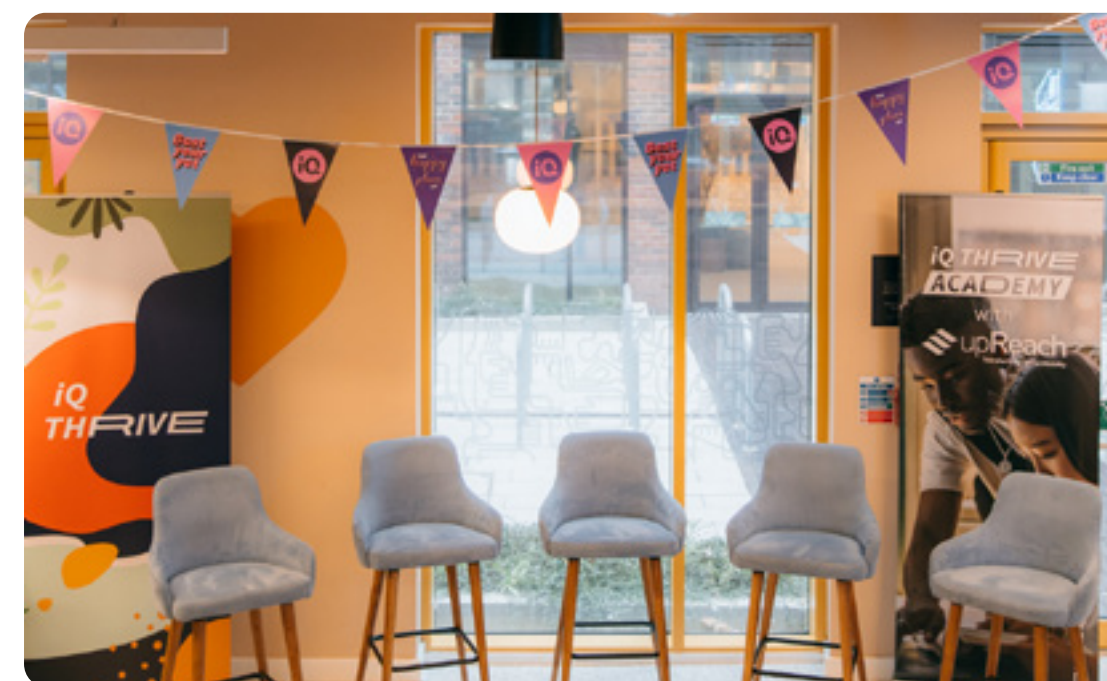
***H***

***O P R***

Brand properties - iQ Thrive

## COLLATERAL

iQ Thrive is represented mostly through branded merchandise and digital assets.



# iQ THRIVE SUSTAINABILITY REPORT (ESG REPORT)

This brochure features a range of spreads using the creative elements of the Thrive branding.



BRAND PROPERTIES

# iq Think Green

Intro & Style Guide	71
Collateral	72
Think Green Pledge	73
Think Green Week	74



# INTRO & STYLE GUIDE

The Think Green campaign emphasises iQ's commitment to the environment and encourages residents to be part of a collective effort to live sustainably. It has its own visual identity to stand out from marketing collateral.

## Colours

The campaign features an extended colour palette, incorporating a series of green shades on the scale between the brand green and blue. Non-standard textures are also used to give this campaign a distinct look.

## Typography

We use our regular iQ fonts but mainly using capitals in a mixture of light and bold for titles.

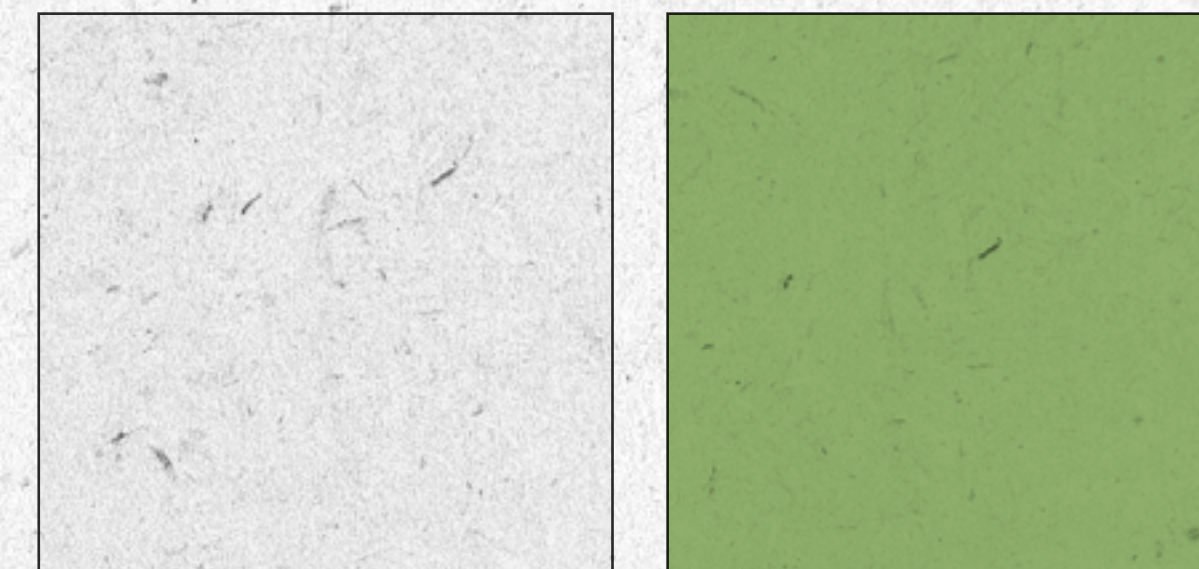
## Iconography

Similar to our regular icons but with more detail. In addition to an icon, each theme of the campaign (recycling, electricals etc) has been assigned a shade of green or blue which is used as a background for items concerning this theme.

### Logo



### Texture

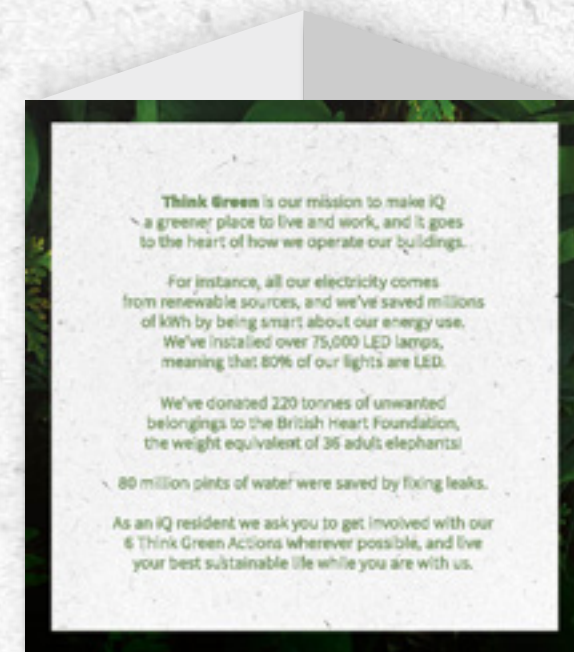


### Assets

<p><b>Recycling</b></p> <p>R120 G153 B104 C53 M18 Y64 K16 #789968</p> 	<p><b>Electricals</b></p> <p>R79 G113 B93 C65 M31 Y59 K33 #4f705c</p> 	<p><b>Heat</b></p> <p>R255 G70 B55 C65 M40 Y61 K44 #495b4b</p> 	<p><b>Shop</b></p> <p>R47 G82 B79 C76 M40 Y53 K48 #2f524f</p> 	<p><b>Lights</b></p> <p>R62 G108 B65 C71 M32 Y47 K34 #3e6c69</p> 	<p><b>Water</b></p> <p>R29 G34 B68 C92 M80 Y26 K59 #1d2244</p> 
---	---	--	---	--	--

# COLLATERAL

Tent card, poster & pull up banner - these are examples of print collateral for onsite use. Similar elements for digital use have also been produced.



# COLLATERAL

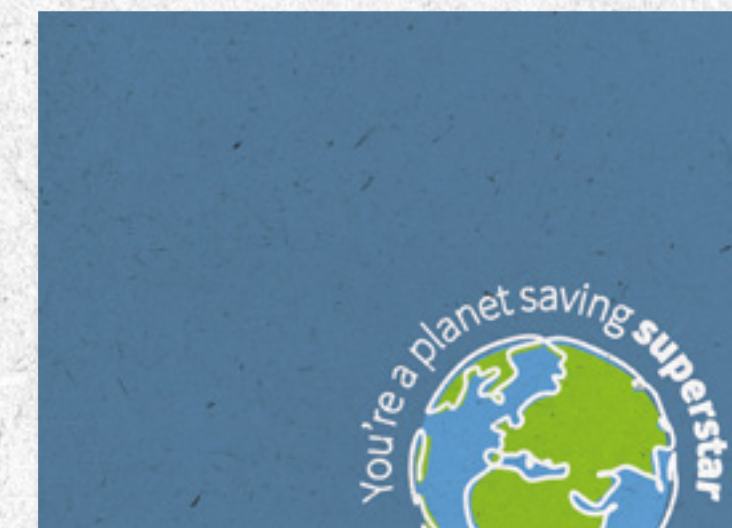
Bilingual recycling posters, parcel stickers and switch off light stickers.



# THINK GREEN PLEDGE

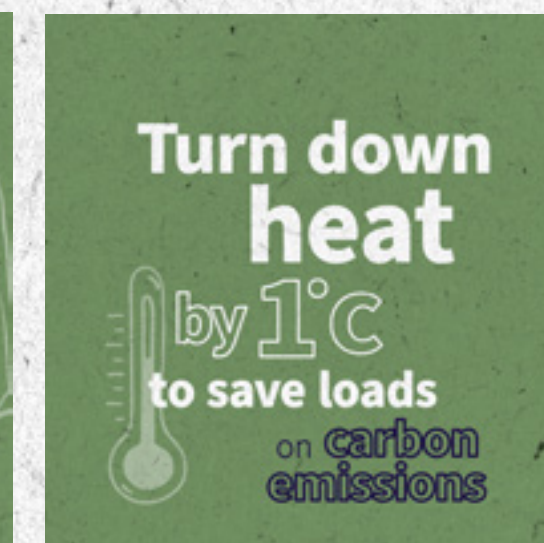
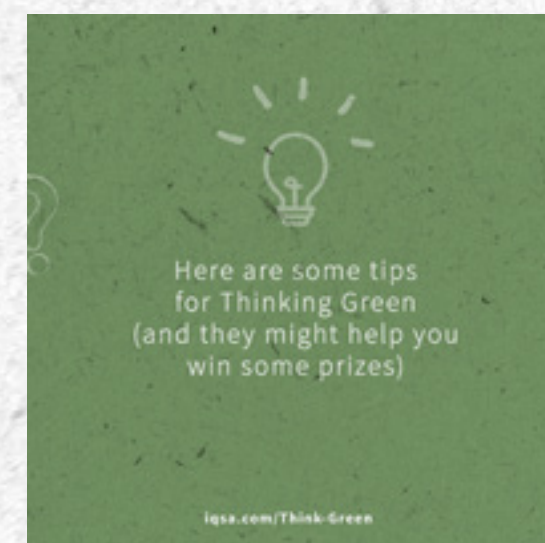
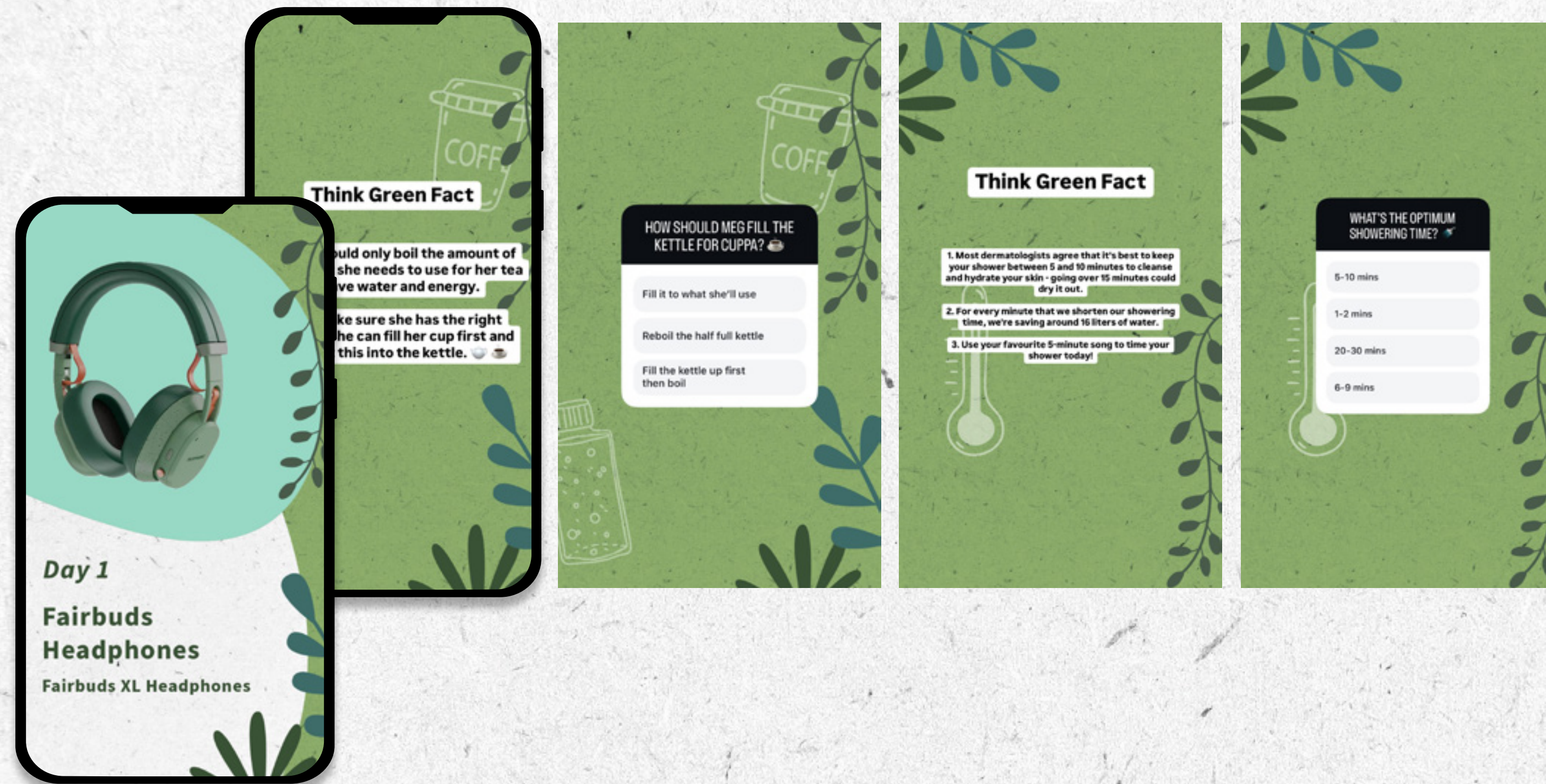
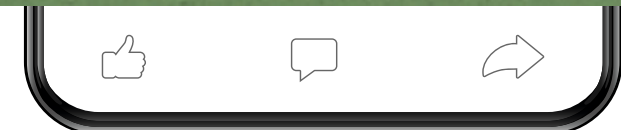
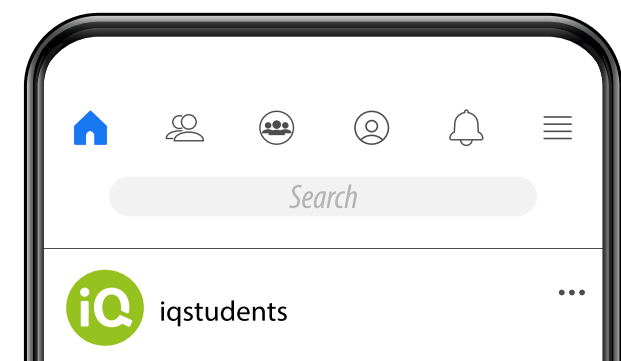
The Think Green Pledge was an initiative started in 2022 to incentivise residents to be more energy efficient. The campaign uses blue and green as its main colours to differentiate from other Think Green assets but maintains the same design style and background texture.

Some of the collateral produced includes posters, postcards & parcel stickers.



# THINK GREEN WEEK

Think Green Week aims to raise awareness and inspire behaviour change among iQ residents regarding critical issues such as waste reduction and water conservation.



BRAND PROPERTIES

# iQ Give Back

Intro & Style Guide	77
iQ Thrive Academy	78



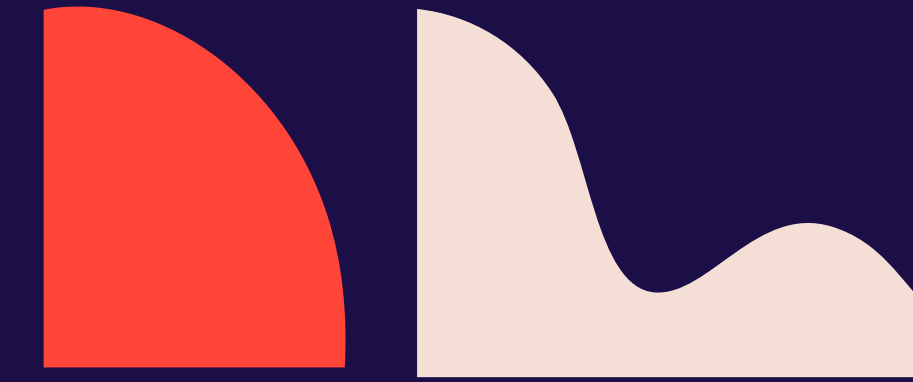
## INTRO & STYLE GUIDE

Give Back is all about handing as many people as possible the chance to unlock their true potential. Through Give Back, we can make our mark as an accommodation provider unlike no other. We're here to encourage positive change, and we're happy to get everyone involved.

### Logo



### Shapes



### Colours

#### Red

R255 G70 B55  
C0 M83 Y80 K0  
#ff4637

#### Blue

R30 G20 B70  
C100 M10 Y7 K56  
#1e1446

#### Pink

R245 G222 B214  
C4 M16 Y15 K0  
#f5ded6

## iQ THRIVE ACADEMY

As part of Give Back, we launched the iQ Thrive Academy in partnership with social mobility charity, upReach. The iQ Thrive Academy focuses on delivering enhanced employability outcomes for students from underrepresented communities.

Through the iQ Thrive Academy, we support 80 students from across the country with a three-year programme that gives them the skills and mentoring they need to boost their job prospects. In addition to this we offer associates accommodation bursaries to make their university journey that little bit easier.

iQ Thrive Academy is represented mostly through branded merchandise and digital assets.

# iQ THRIVE ACADEMY



BRAND PROPERTIES

# iQ Be You

Intro & Style Guide	80
ED&I	81



# INTRO & STYLE GUIDE

Be You is all about creating a workplace where iQers thrive, just like our residents. Where **you** can be the best version of **you**. Where you can **Be Well, Be Supported** and **Be Connected**.

## Logo



## Shapes

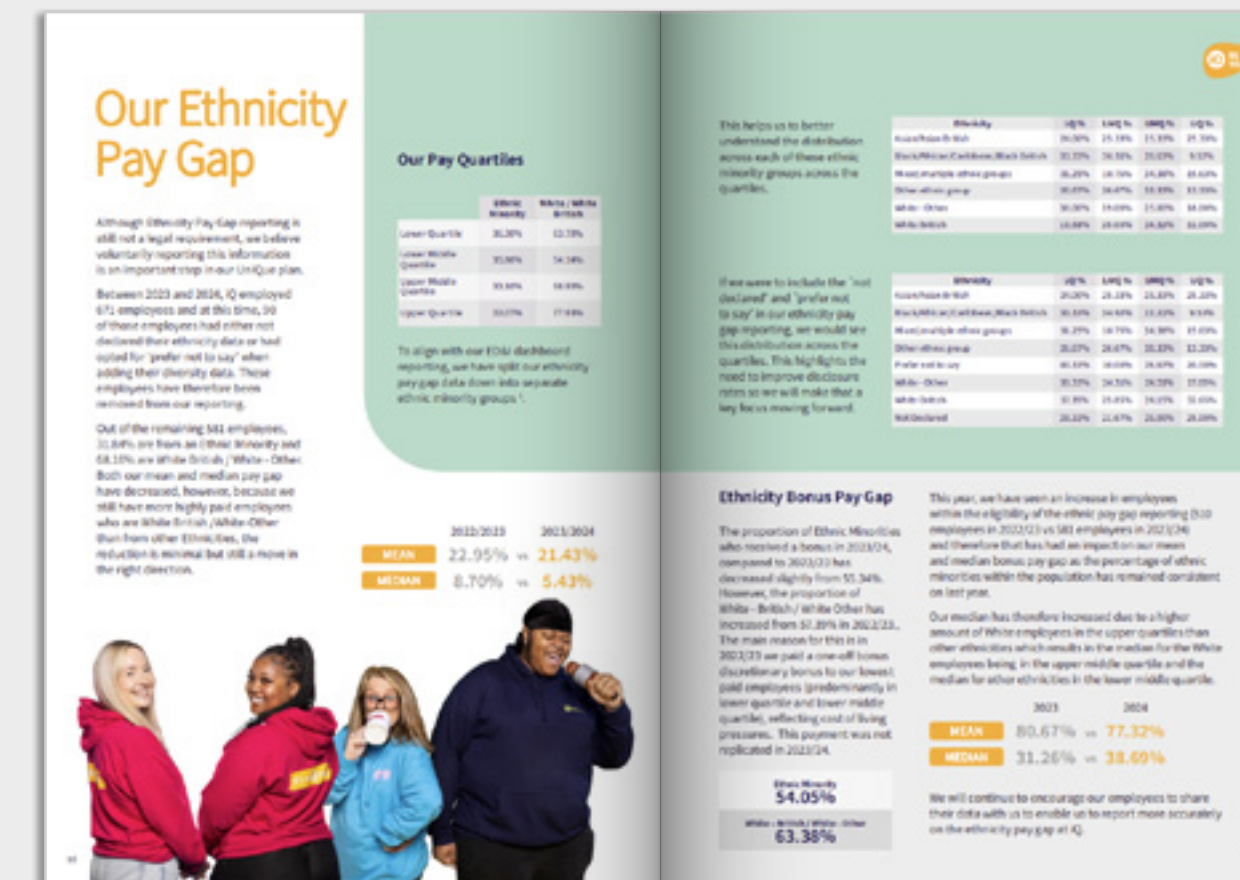


## Colours



# EQUALITY, DIVERSITY & INCLUSION REPORT (ED&I)

This brochure features a range of spreads using the creative elements of the Thrive & Be You branding.





BRAND PROPERTIES

# it's an iq thing - EVP

Intro	83
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Photography	85

Brand properties - it's an iQ thing

## INTRO

EVP stands for Employee Value Proposition, and it's at the heart of every employer brand. Our EVP underpins how we speak about iQ Student Accommodation and what it means to work here. It's everything we have to offer as an employer and speaks to current employees, potential candidates and future employees too. It answers the important question: **“Why should I work at iQ student accommodation and not anywhere else?”** It's what unites our people and keeps them feeling happy and inspired.

IT'S AN iQ THING

IT'S AN iQ THING

IT'S AN iQ THING

IT'S AN iQ THING

IT'S AN iQ THING

IT'S AN iQ THING

## STYLE GUIDE

The swoosh is used as a highlighter for the headlines.

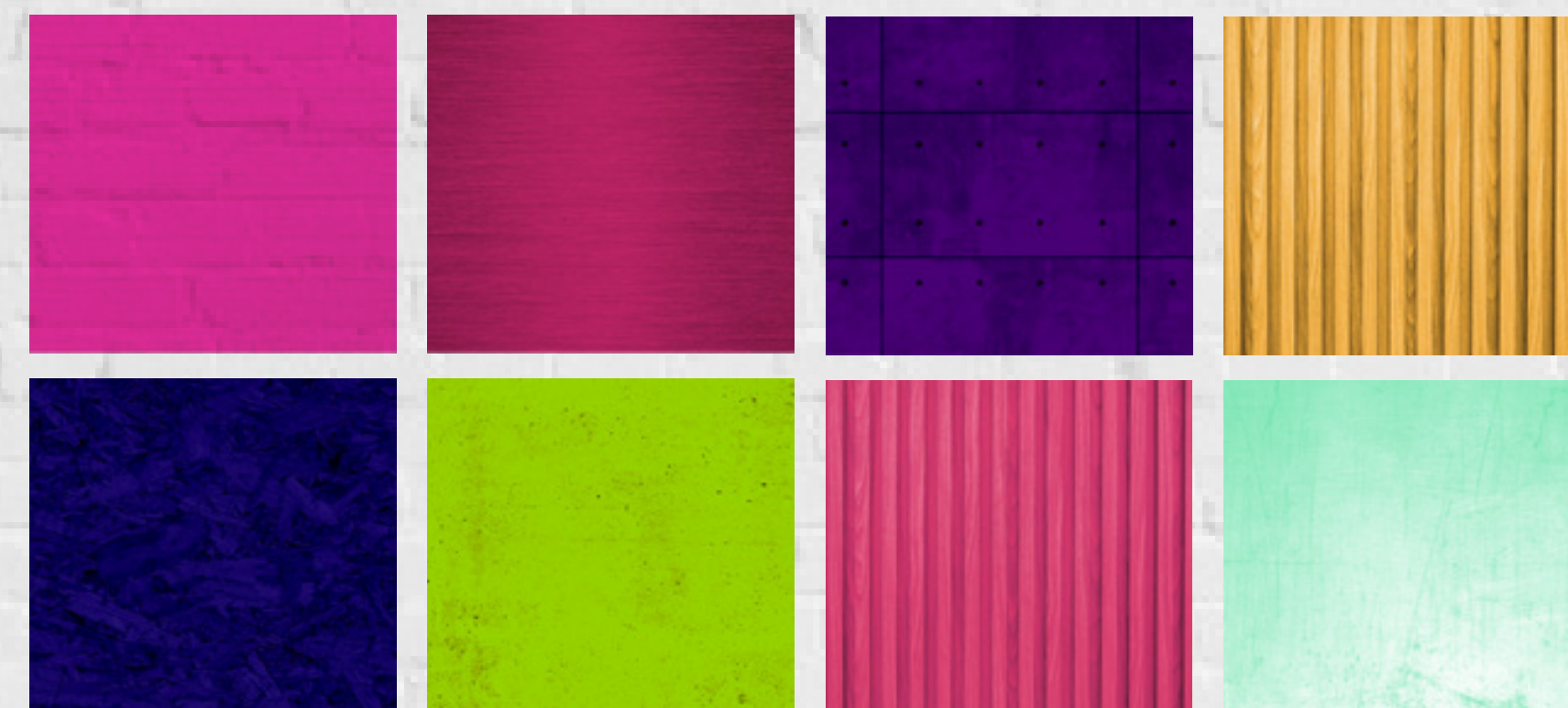
The swoosh can be used in any different colour combinations from the brand palette, depending on the context or purpose of each asset.

The colour combinations should be used as shown

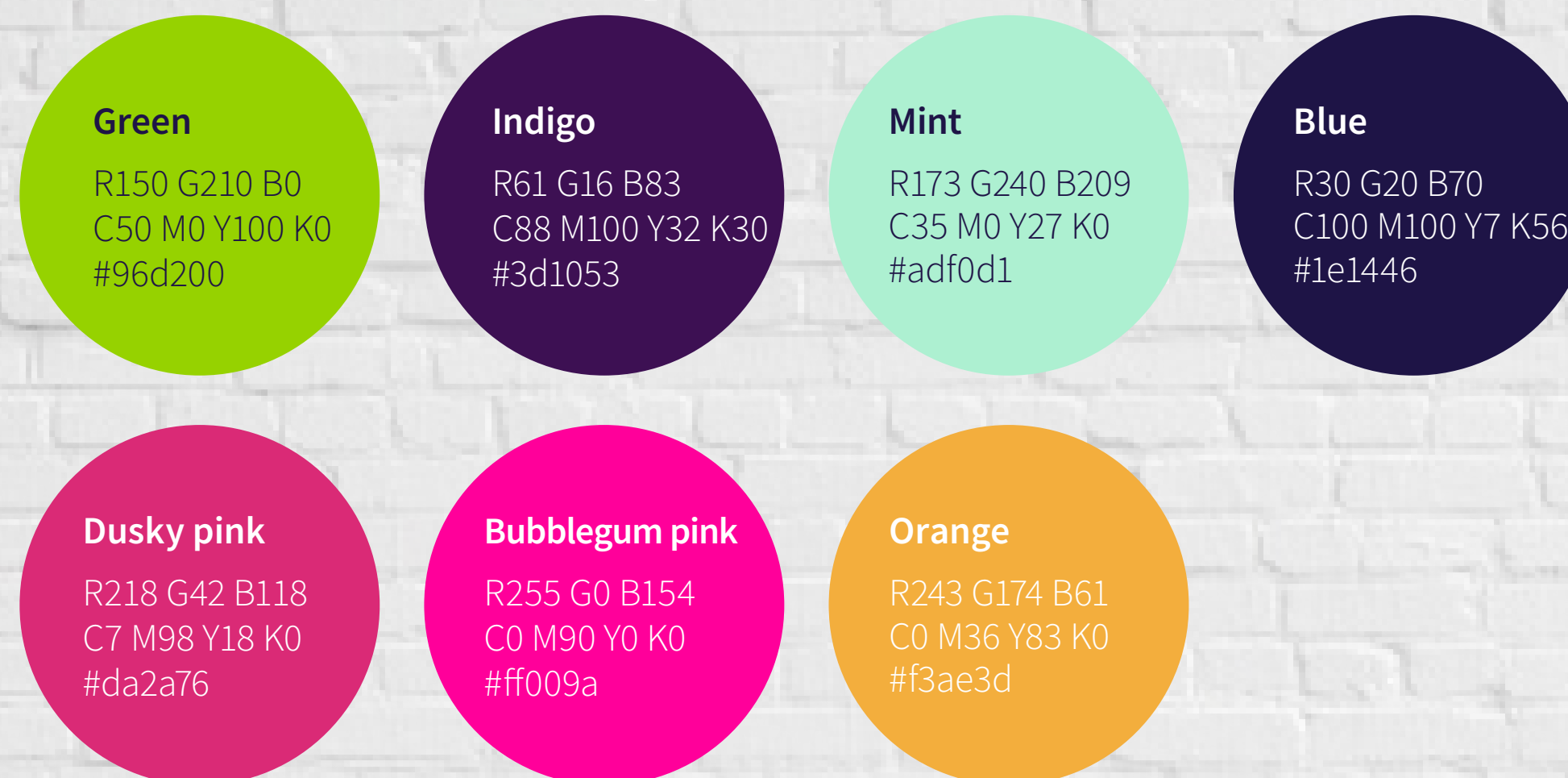
- Bubblegum Pink on Indigo background
- Green on Blue background
- Dusky pink on Orange background
- Orange on Dusky pink background
- Mint on Blue background
- Blue on Mint background



Textures



Colours



Swooshes



## PHOTOGRAPHY - OUR PEOPLE

We use black and white imagery to create contrast, so our people stand out against the brightly coloured backgrounds.

The photos strive to capture each individual's personality, so that they feel relatable and authentic.

The images also focus on different poses and props that give visual clues into what they do at iQ. For example, a laptop for techies or a paintbrush for maintenance types.

In team shots, moments of laughter, excitement, or thoughtful moments between employees are captured in a way that conveys their appreciation for each other. It makes people feel like they're a part of something special.





**BRAND PROPERTIES**

# iQ Feel Good

Intro & Style Guide	87
Wellbeing Week	88

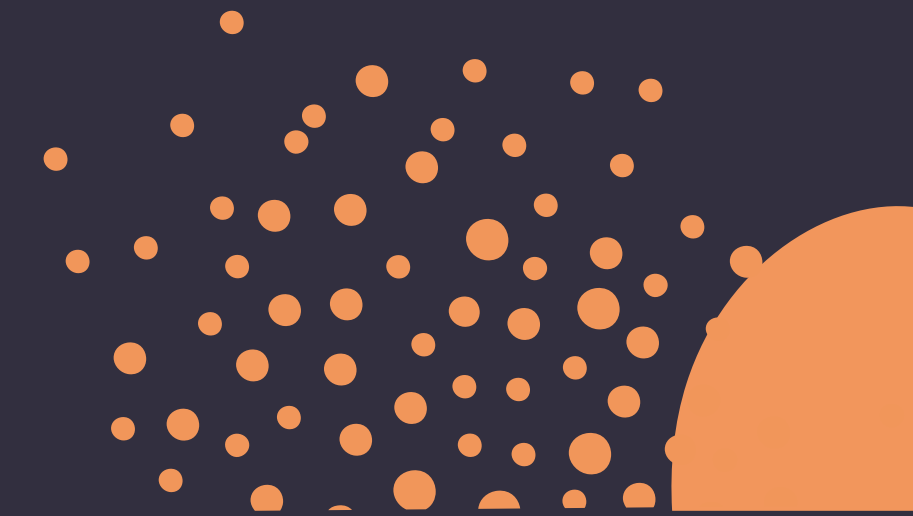
# INTRO & STYLE GUIDE

Feel Good is all about offering residents the right support whenever they need it, whether that's guidance from our site teams or 24/7 support from our partners.

## Logo



## Shapes



## Colours

### White

R255 G255 B255  
C0 M0 Y0 K0  
#ffffff

### Orange

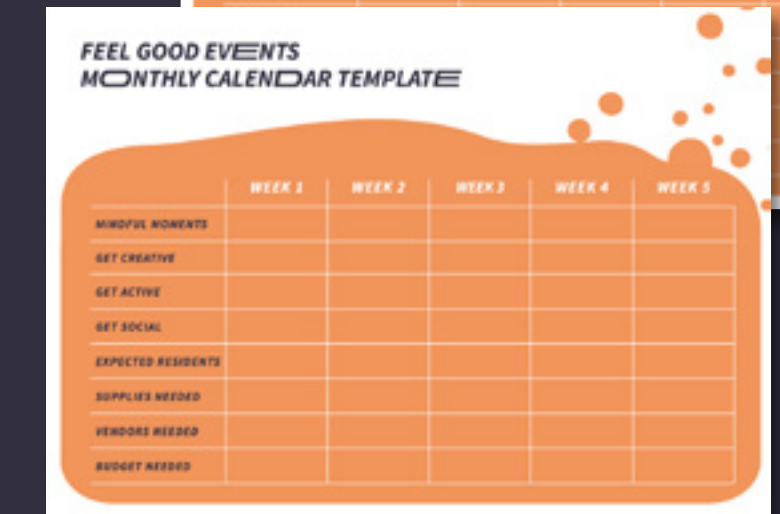
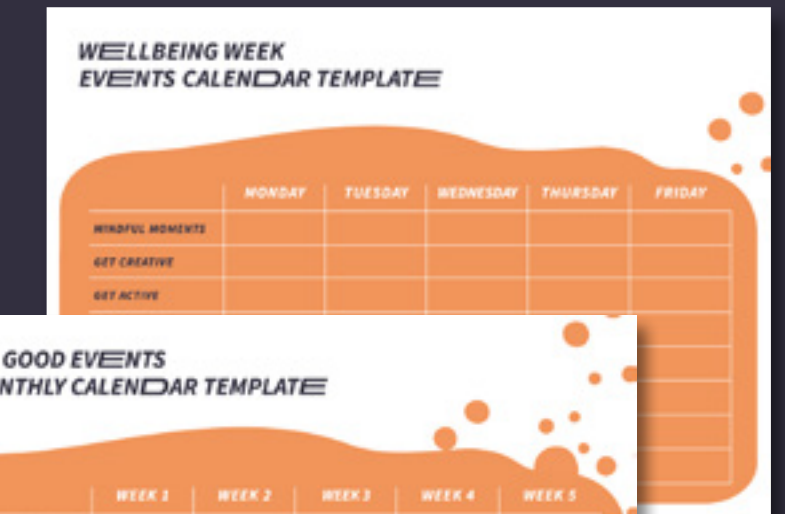
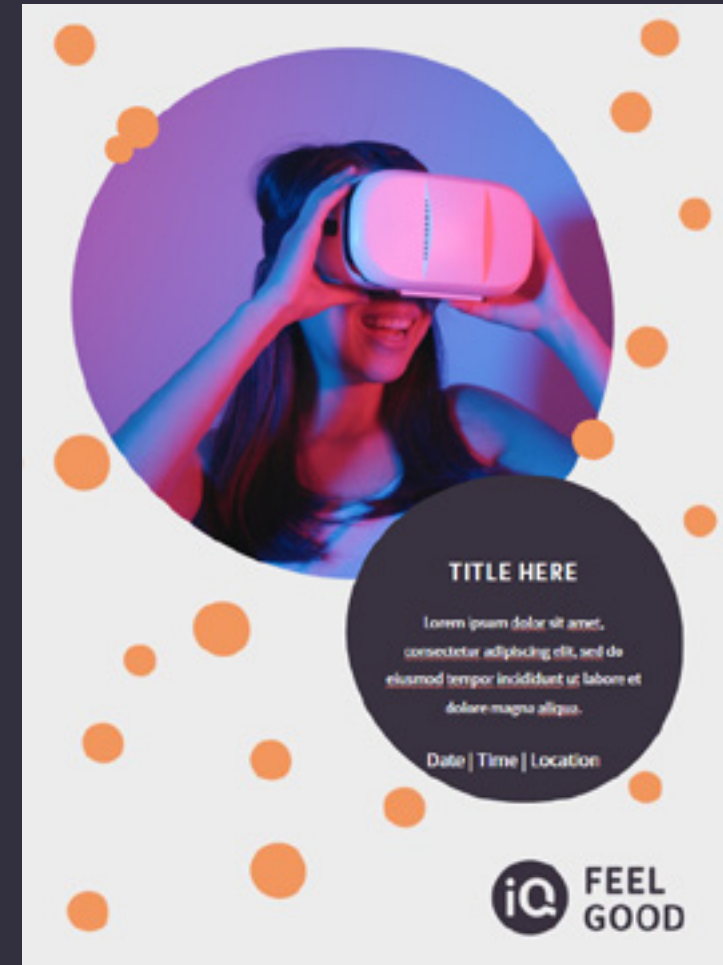
R242 G150 B92  
C1 M50 Y67 K0  
#f2965c

### Purple

R50 G47 B63  
C77 M74 Y50 K51  
#393240

# WELLBEING WEEK

Part of iQ Feel Good is **Wellbeing Week**, represented through digital and print collateral, with templates for sites available to download from the Intranet. An **Events Guide** was also created.





BRAND PROPERTIES

# iQ Life

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## INTRO & STYLE GUIDE

This brand property represents the lifestyle element of living with iQ. It's an overarching sub-brand for clubs, events, and 'what's going on'.

### Logo



### Colours

#### Purple

R50 G47 B53  
C77 M74 Y50 K51  
#393240

#### Cream

R243 G243 B226  
C0 M83 Y80 K0  
#eaeae2

#### White

R255 G255 B255  
C0 M0 Y0 K0  
#ffffff

## iQ CLUBS

With 5 iQ Clubs that are exclusively run for iQ residents, there's something for everyone to get involved with. These types of events not only create a sense of community around a shared interest - they also build advocacy and encourage living at iQ again.

### iQ **BIRTHDAY** CLUB

Each month, we give away 5 Cutter & Squidge cakes to random members of our BirthdayClub.

### iQ **SUPPER** CLUB

Every month we run giveaways for residents to win recipe boxes, cooking classes, sweet treats and lots more - there are also pop-up food truck events throughout the year (including last year's fish and chips van in Brighton). To support this, influencers share their favourite recipes.

### iQ **CSS** CLUB

Our Chinese residents can find a more comfortable community ready for them with our Chinese Student Social Club. With groupchats (WeChat iQ, Weibo iQ, Red iQ Student), an influencer programme and events, it's a great way to help them celebrate big moments as an iQ family.

### iQ **BOOK** CLUB

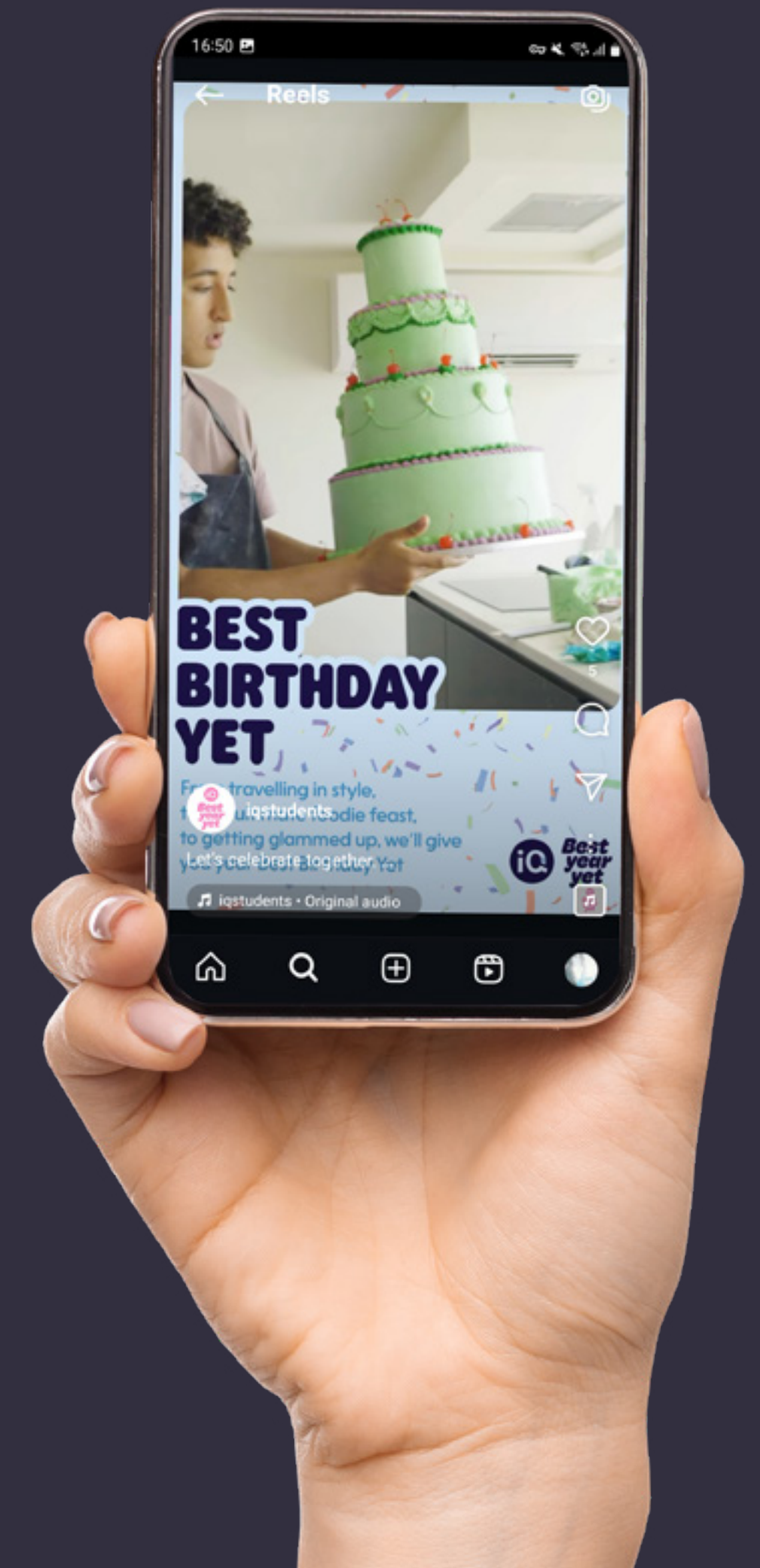
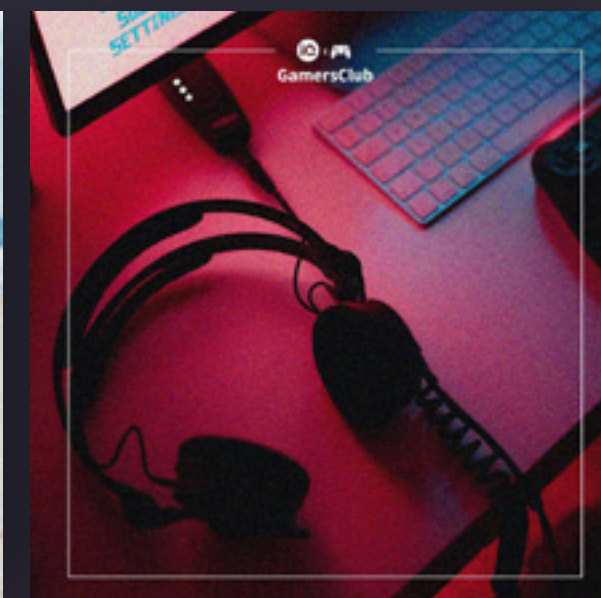
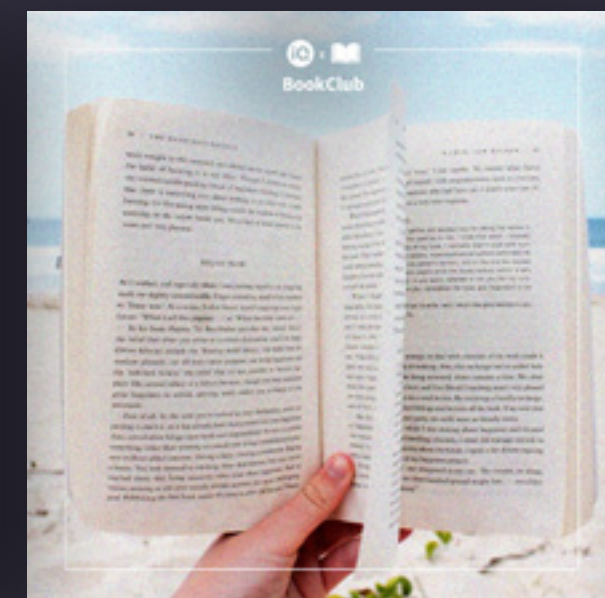
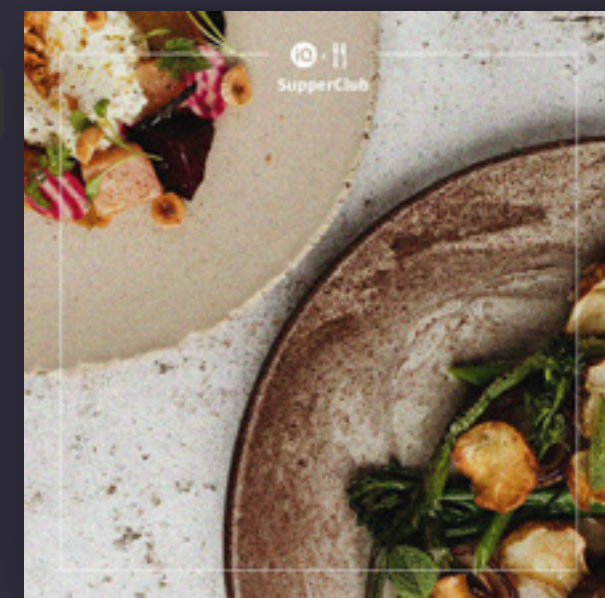
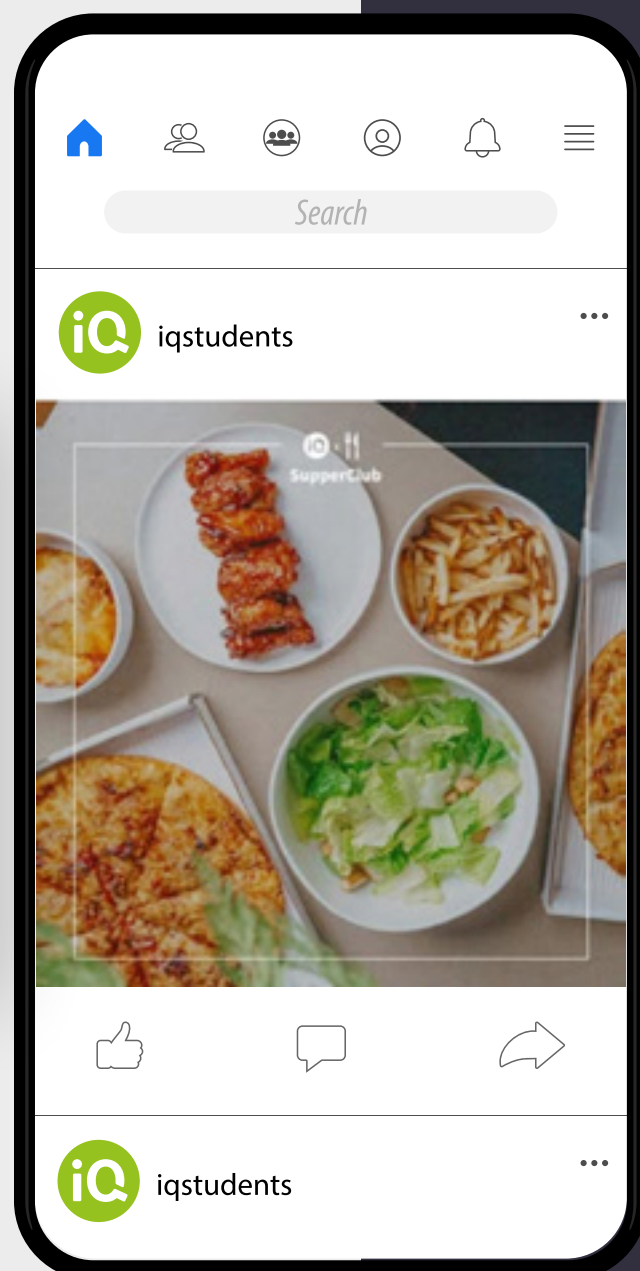
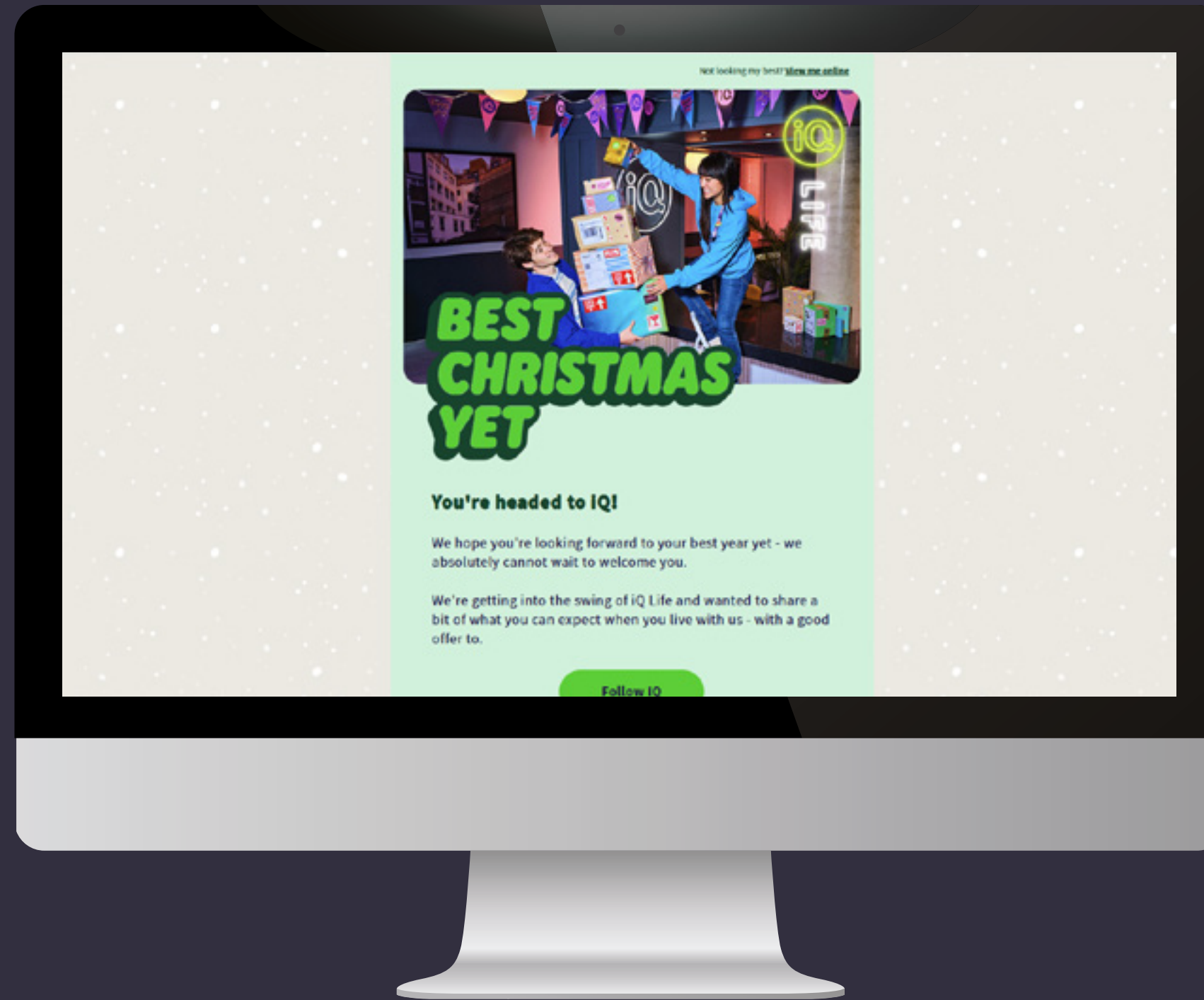
From September to June, we host a monthly giveaway to our BookClub members. Thanks to our partners at Simon & Schuster, we have 100 copies of a different book each month that's up for grabs via our Facebook group. Books follow our iQ Life theme of the month. We also have TikTok influencers who help us raise iQ Club awareness using #BookTok on their page too.

### iQ **GAMERS** CLUB

FIFA, F1, COD. Our GamersClub gives the perfect platform for residents interested in gaming to meet each other, battle it out and win prizes each month. We host in person events and competitions onsite, as well as online competitions and giveaways for a chance to win prizes.

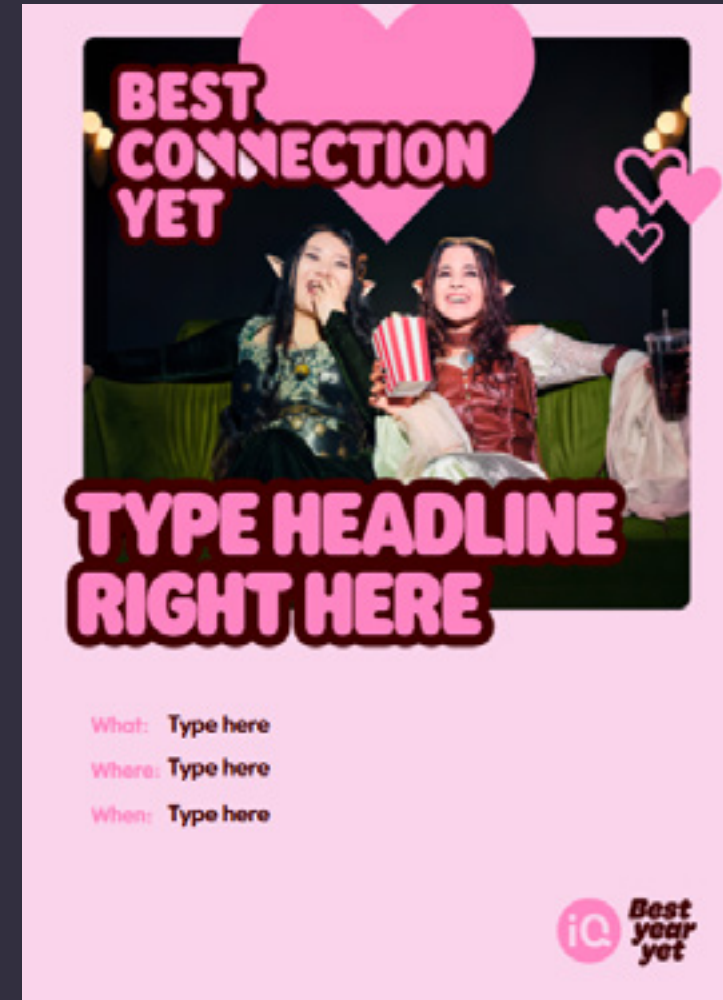
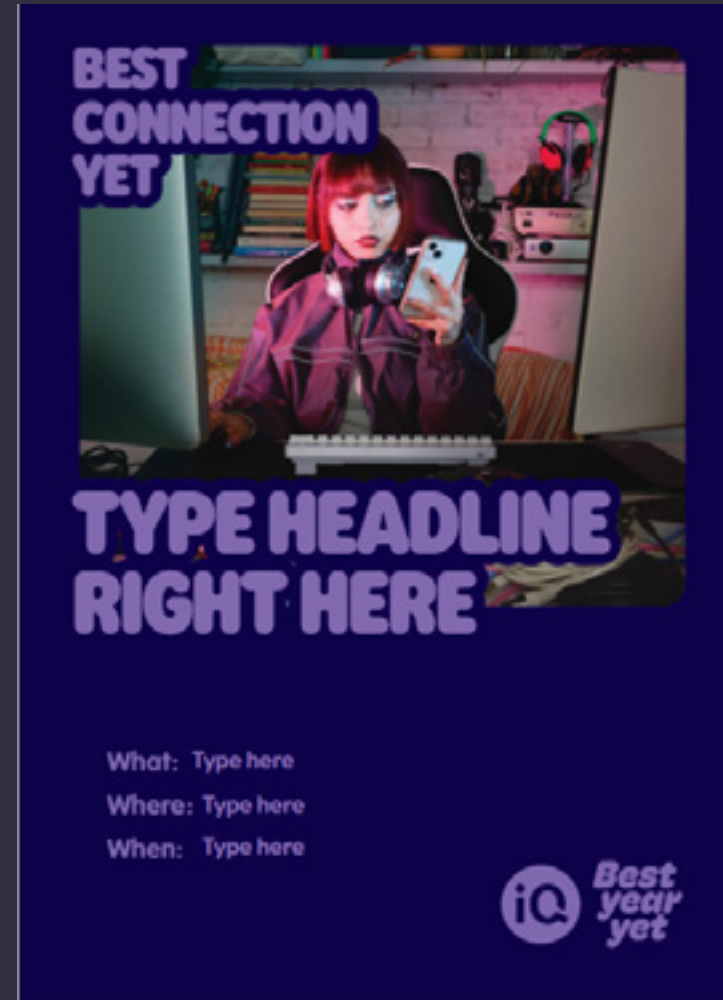
# COLLATERAL

iQ Life is represented in both digital and print collateral: newsletters, posters and social posts.



# COLLATERAL

The Events Guide and poster templates are available to download from the Intranet.



**BRAND PROPERTIES**

# Experience Obsession

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## INTRO & STYLE GUIDE

At iQ, we're **experience obsessed**, meaning our goal is to give each resident their best year yet. We know that every moment at iQ matters and impacts how residents feel about living with us, so we strive to give them the best customer experience possible.

Experience Obsession introduces a new font and new colours, but keeping at the same time the original iQ Green and Navy.

### Logo

Experience  
obsession

### Font

VAG Rundschrift D

### Colours

#### Navy

R30 G20 B70  
C100 M100 Y7 K56  
#1E1446

#### Purple

R148 G76 B224  
C55 M65 Y0 K0  
#944CE0

#### Green

R150 G210 B0  
C50 M0 Y100 K0  
#96D200

#### Orange

R255 G184 B0  
C0 M40 Y90 K0  
#FFB800

#### Pink

R255 G133 B194  
C0 M60 Y5 K0  
#FF85C2

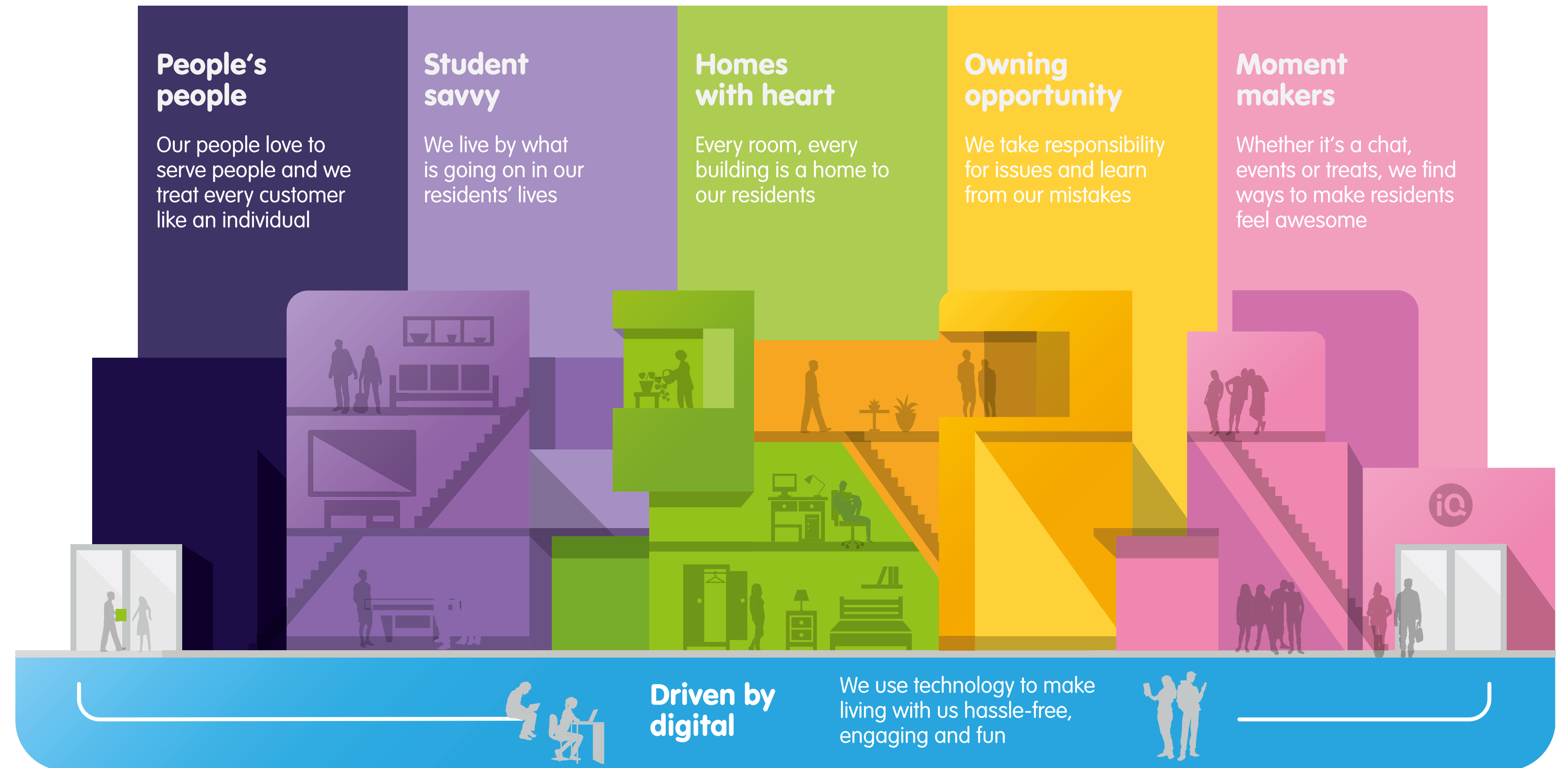
#### Blue

R2 G163 B255  
C85 M5 Y0 K0  
#02A3FF

## PILLARS

Our Experience Obsession Pillars will, when delivered right, give our residents their best year yet.

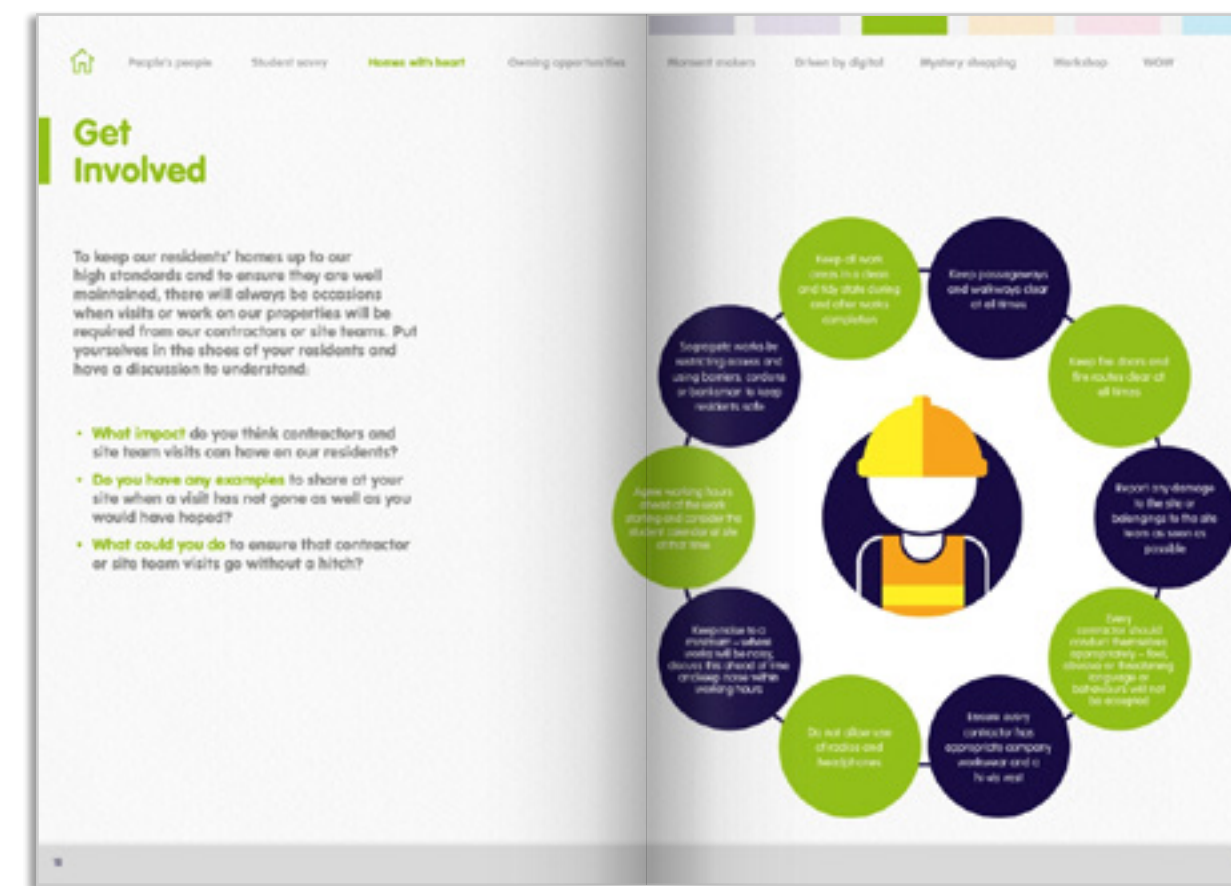
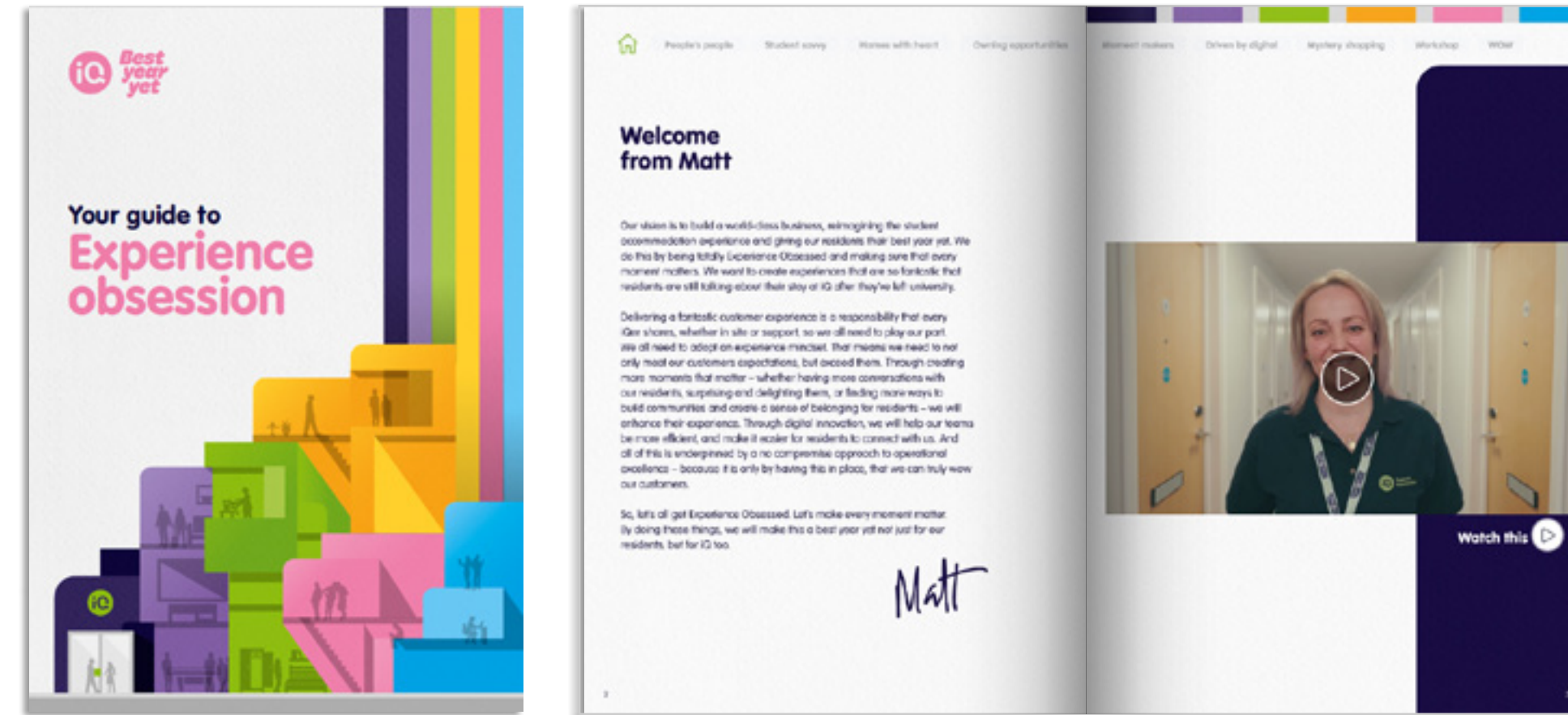
Every day we spend with our students is full of many moments. We're obsessed with making sure that each of these moments matter.



# COLLATERAL

Our Experience Obsession Guide can be found [here](#).

Our Experience Obsession Passport represents the journey to giving customers their Best Year Yet. As new iQers explore the passport, they are asked to complete activities for each pillar that will help build their understanding and bring to life what we mean by being Experience Obsessed.





BRAND PROPERTIES

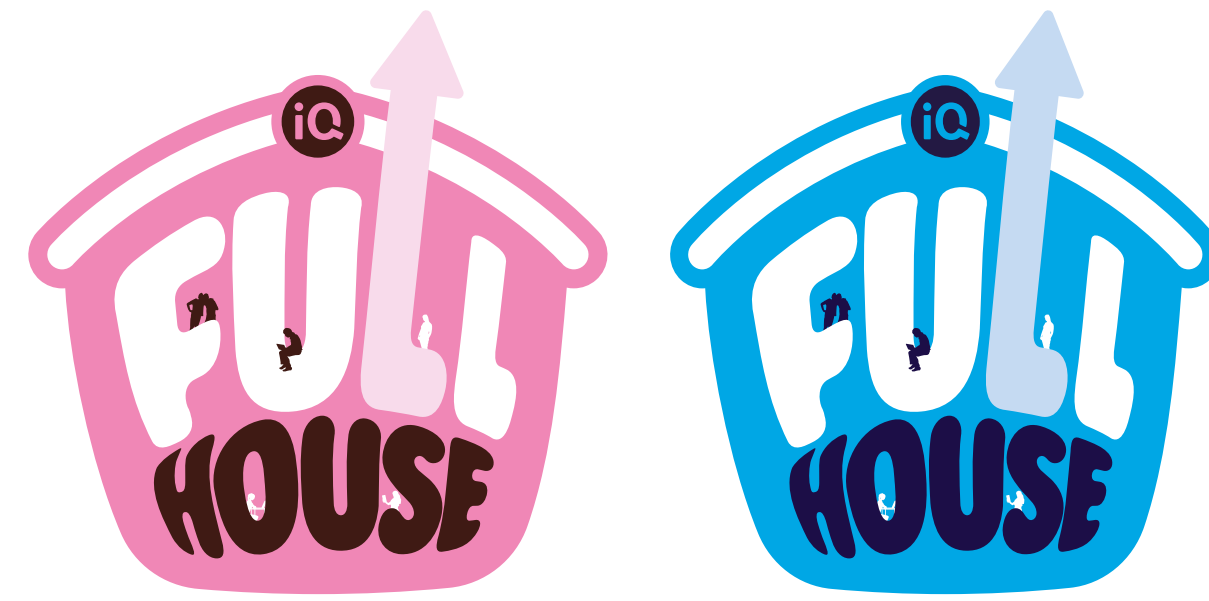
# Full House

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# INTRO & STYLE GUIDE

Full House is the mindset that every iQer brings to occupancy and sales at iQ — regardless of their role. It's about having the confidence to pursue every lead and seize every opportunity, with each of us taking action to help achieve a Full House.

## Logo



## Font

**Rodger Bold**

## Pattern



## Colours

**Pink**  
R255 G133 B194  
C0 M60 Y5 K0  
#FF85C2

**Maroon**  
R64 G0 B0  
C10 M80 Y0 K85  
#400000

**Light Pink**  
R250 G212 B235  
C0 M31 Y8 K0  
#FAD4EB

**Blue**  
R2 G163 B255  
C85 M5 Y0 K0  
#02A3FF

**Navy**  
R30 G20 B70  
C100 M100 Y7 K56  
#1E1446

**Light Blue**  
R205 G227 B250  
C26 M9 Y0 K0  
#CDE3FA

# COLLATERAL

KPI Boards

Hoodies

### Weekly Performance Board

**Weekly Performance Board**

DATE UPDATED: \_\_\_\_\_ MOMENT MAKER: \_\_\_\_\_ REVIEW SCORE: \_\_\_\_\_ NPS: \_\_\_\_\_ OPEN COMPLAINTS: \_\_\_\_\_

**Key Activity this week**

**Planon & Compliance Activity**

**Managers' Bulletin & Actions**

ACTION	OWNER	DATE

**BSC Actions**

ACTION	OWNER	DATE

**TOTAL DL ROOMS** \_\_\_\_\_ **SHOW FLAT** \_\_\_\_\_ **OPEN REACTIVE REPAIRS** \_\_\_\_\_

**ROOM TYPE** \_\_\_\_\_ **ROOMS SOLD LAST WEEK** \_\_\_\_\_

**CASHBACK CODES** \_\_\_\_\_ **TARGET THIS WEEK** \_\_\_\_\_

**CONVERSION RATE** \_\_\_\_\_ **EMPTY ROOMS** \_\_\_\_\_ **% OF DL ROOMS SOLD** \_\_\_\_\_

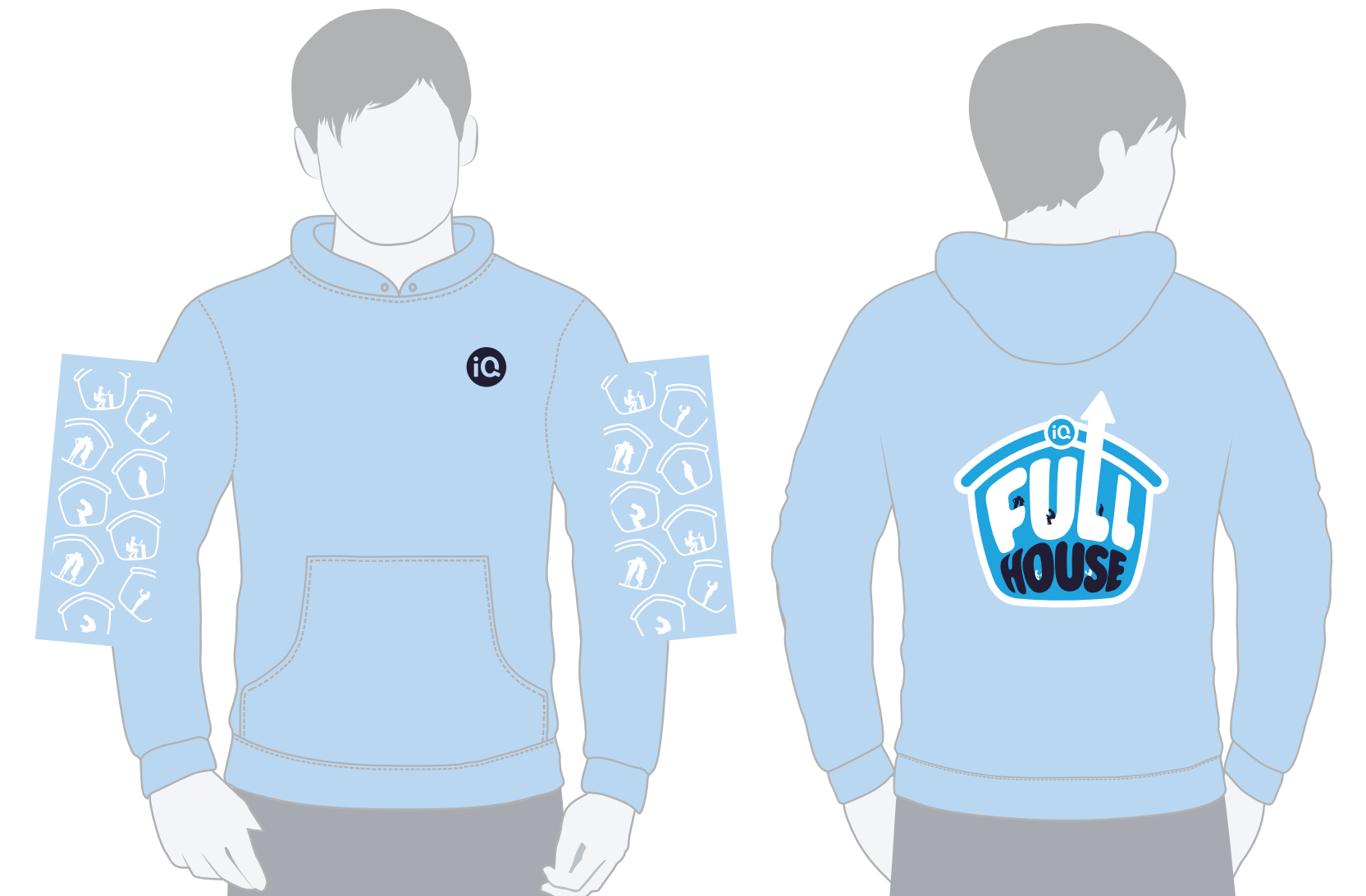
**NO. OF VIEWINGS BOOKED THIS WEEK** \_\_\_\_\_

**IQI** **Debt**

**CURRENT IQI SCORE** \_\_\_\_\_ **DATE OF NEXT AUDIT** \_\_\_\_\_ **TOTAL DEBT IN £** \_\_\_\_\_

**ACTIONS** \_\_\_\_\_ **TOTAL % DEBT COLLECTED** \_\_\_\_\_

PUT LAST MONTH'S BSC HERE (A4 PRINTOUT)



## Questions? Contact

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