The University brand marks were created to make possible a shared approach to communicating visually something of the purpose and meaning of our institution.

Every day communication materials, including letters and leaflets, banners and brochures, are sent out from all parts of the University. Each piece of material in some sense represents the University to its recipient. Using the brand marks in a consistent manner helps to establish a strong, substantial and distinctive identity for the University, wherever and whenever they are seen.

This second edition of the branding guidelines explains and demonstrates how to use the University’s visual identity and incorporates suggestions and clarifications resulting from our ongoing dialogue with users. It includes information on deploying the brand marks on their own and with partner brands, along with the approved colour palettes and typography when creating and producing literature and other marketing materials for the University of Oxford.

The visual identity is in all senses a valuable asset. It is legally protected and it is important that it is used in an appropriate manner. The aim of this toolkit is to make that as simple, quick and easy as possible.

We hope very much that anyone involved in the use of the University’s visual identity, whether in print, online, or in other media, will find the toolkit enjoyable to use. It is also available on the web at www.ox.ac.uk/toolkit.

Jeremy Harris
Director of Public Affairs
THE BRAND

At the heart of the University’s visual identity is the quadrangle and rectangle. These are the core elements, one of which should be seen on everything we do – from letterheads to leaflets, banners to bookmarks.

The Quadrangle

The quadrangle is the primary version of the brand mark and always contains the logo and the University name in the configuration shown.

The logo (the circular element in the top right corner of the brand mark) or belted crest device as it is sometimes known, occupies a unique position within the brand overall. Its history as an identifier for the University is long-lived and the University’s revised brand continues that tradition. However, the logo should never be considered as an alternative identifier for normal branding purposes.

The word ‘Oxford’ is a specially drawn typeface, whilst all other type elements are set in the Foundry Sterling typeface (see Typography on page 4).

The Rectangle

The rectangle is the secondary form of the brand mark and should be used only when vertical space is limited.

For details on how to use the brand and to download the brand marks and Foundry Sterling font visit the toolkit: www.ox.ac.uk/toolkit

For more information on the use of the brand marks please refer to page 7
TYPOGRAPHY AND TYPEFACE

> Commercially printed materials

The primary typeface for the brand for commercially printed materials is Foundry Sterling, which has been chosen for its clarity and readability.

This typeface should be used for brand level statements such as titling section and departmental names. It is to be used on all printed materials, for example leaflets and brochures. This is the highest level at which Foundry Sterling is used and consistency is important.

Please refer to page 19 for information on downloading the Foundry Sterling typeface.

> Word or laser printed materials

Arial has been selected as the secondary typeface which should be used for internally produced communications, such as stationery and reports. This is the typeface which has been selected in consultation with the University’s Equality and Diversity Unit.

Foundry Sterling Book
Foundry Sterling Medium
Foundry Sterling Bold
Foundry Sterling Book Italic
Arial Regular
Arial Bold
Arial Italic
Arial Bold Italic
BRAND COLOURS AND COLOUR PALETTE

➢ The brand colour – Oxford blue

The University is possibly unique in having a colour with which it is associated throughout the world: Oxford blue.

Oxford blue (or PANTONE © 282) is the main brand colour. Please refer to page 21 for more detailed and technical information on the use of Oxford blue.

➢ The brand marks – black only

In print media where only black is available (such as press advertisement or black and white laser printing) it is acceptable to use the brand in black. However, it is important that the black artwork versions are used, as use of the Oxford blue artwork versions could result in a half-tone grey being produced.

Please note: do not print letterheads in colour on a laser printer or inkjet as the colour of the brand will not be right. Please print in black using the black artwork versions.

➢ Colour palette

There is also a palette of preferred colours that have been selected to compliment the Oxford blue. These colours are for use in graphic elements within designs such as backdrops, graphic shapes and typography. The colours in the palette are shown opposite.

For more technical information on Oxford blue please refer to page 20

Use the black artwork versions only when no colours are available

For more technical information on the colour palette please refer to page 21

The main brand colour is Oxford Blue (or Pantone® 282)
PLACING THE BRAND

From banners to brochures, it is essential that a consistent use of positioning and colour of the brand application is maintained.

The brand should always be reproduced from printer-ready artwork and not from photocopied or pre-printed material or be redrawn in any way. Manipulation of any part of the brand in a manner which would cause distortion is not allowed.

The quadrangle and the rectangle versions should be placed on the left or right of any format. Centre placing should generally be avoided. Top right placing of the quadrangle is preferred although there may be times when placement of the left is the only sensible option available.

The rectangle should be used where vertical space is restricted such as on a web page or a pen – two diverse examples. Although the applications of the brand marks require judgement by the designers, the quadrangle should always be the first option.

Exclusion zone: The brand is protected by an invisible exclusion zone within which no other graphic material than background should appear. This should be 0.3x (where ‘x’ is the height of the brand mark) for both the quadrangle and the rectangle.

The exception to this rule is when partner branding is used – see the example on the right.
PLACING THE BRAND (continued)

The preferred distance from the cut or folded edge of any format to which the brand marks are applied is shown on the right. There may be instances where the brand marks need to be positioned closer or further from format edges, but this is the ideal.

Minimum size: The brand must always be clearly visible and for this reason it should not be used below its minimum size which is 15mm height for the quadrangle and 7.5mm for the rectangle. When using the brand marks at minimum size you should use the small versions – in these the elements have been specially emboldened for clear reproduction at a small size.

Reversal version

A specially modified version of the brand mark, which includes a white keyline, has been created for use on dark and dark photographic backgrounds.

When partner branding is used, the exclusion zone between the two brand marks can be reduced to 0.1x

Small versions of the brand

Always use the small versions when using the brand marks at minimum size.
Stationery plays a key role in expressing the brand identity of the University, and in many instances will be the first introduction to the University.

Letterhead templates

Letter templates using the revised brand are now available for all University Administration and Services departments. Apart from the Vice-Chancellor’s letterhead, which uses pre-printed stationery, letter headings for users of the UAS network print on plain paper at the same time as the letter content. The design for this has been agreed with the University’s Equality and Diversity Unit following advice sought from a readability panel. This design includes the use of a sans serif typeface, Arial, at 11pt, with the contact details usually placed at the bottom of the letter.

This letter design is also available for adoption by other departments of the University and templates are available from the branding toolkit.

Pro-Vice-Chancellors, Heads of Divisions, Registrar and Academic Registrar

Where individuals do not have departments their letter templates follow the design of the Vice-Chancellor’s letterhead with the name and contact details at the top of the letter.

See ‘Examples’ section on page 17 for more stationery layouts.
STATIONERY (continued)

› Heads of Departments

These templates have the name of the Department at the top followed by the address. The title of the Head of Department appears after the address at the top and their name appears immediately after their signature at the end of the letter. Contact details are on the footer at the bottom of the first page of the letter.

› Other staff

These templates have the name of the Department at the top followed by the address. The name of the sender and their job title, which might include the name of their section within the department if necessary, comes immediately after their signature at the end of the letter. Contact details are on the footer at the bottom of the first page of the letter.

› Other stationery items:

The circular (used for sending non-personalised letters to University departments), the fax layout, the compliment slips and the business cards have all been generated from the basic letter design in order to give a uniform and consistent layout. Again this is available in template format to all UAS staff and is available on the branding website to non UAS staff members.

Business cards can be ordered and printed in the University Reprographics Office. Further details and a business card template can be found on www.ox.ac.uk/toolkit/businesscard

(Behind) compliment slip templates and a printed compliment slip (in front)
Envelopes can also carry the official University branding, which should be placed in the bottom right-hand corner.

Postal (franking) stamp

Franking machines can be set up or programmed by the manufacturer (usually Pitney Bowes) to print the University brand as part of the franking process. The example below shows the approved style. If you have any queries please contact the Publications and Web Office.

Most franking machines are set up to print in red. This is acceptable even when using the University brand. However, a blue ink is the preferred colour.

Folders and wallets

The Publications and Web Office can supply a variety of folders and a wallet with the University brand. These are purchased in quantity and supplied at cost and can be viewed on the toolkit. To order please contact the Publications and Web Office.
USING THE BRAND WITH OTHER IDENTIFIERS

The brand guidelines enable departmental, college and other logos to be used alongside the University brand. Partner brands can appear to the left or right of the University brand depending on the placement of the brand. However, the preferred placement is for the partner brand to be positioned to the left of the University brand as shown opposite.

Please note: When using a partner brand the exclusion zone should be a minimum of \(0.1x\) from the University brand. See page 5 for more information.
EXHIBITIONS

The design and content of exhibition material will vary to meet the specific needs of each exhibition: target audience, size, format, venue, etc. Therefore the size of the brand will depend on the size of the material. The examples shown should be used as guidelines as to how the brand should be placed. In most instances the brand should be placed on the top right of the exhibition panel.

SIGNAGE

As well as having a functional role, signs are an important brand signifier. The University is currently working on a new signage plan which will be phased in throughout the University over time. Further information and templates will be available on the toolkit website in due course.

For further information contact:
Oxford University Estates Directorate
Email: reception@oued.ox.ac.uk
POWERPOINT PRESENTATIONS

It is important that the University is identified throughout the course of PowerPoint presentations with consistent branding.

A PowerPoint presentation template with the core components of the brand is available to download from the branding toolkit. This includes a title slide and a text template.

The title slide carries the University of Oxford’s logo positioned to the right and can carry one or two additional logos where partners are involved in the presentation. Departmental Identification should be entered in the top left field.

On text slides, the University logo appears at the base of the slide, aligned to the left, again with provision for one or two partner logos to follow to the right.

Background colours

The colour of background for text slides is set to pastel blue as a default, but other colours from the Brand Guidelines colour palette may be used to either reflect the subject matter or provide a coding device for different sections within large presentations. Pure white as a background colour is not recommended for text pages as these can create unacceptable levels of glare that adversely affect legibility.
BRAND MARKS ON THE WEB

While the general guidelines in other sections apply, there are some important exceptions regarding placement and artwork for web use.

› Colour

The RGB values for Oxford blue are R=0 G=33 B=71. Whenever any element of a web page is intended to be coloured Oxford blue then these values, or the equivalent hex value #002147, must be used.

› Source files for brand marks on the web

A set of approved files is provided specifically for screen use. These are provided in GIF format, a standard file format for web graphics. A range of sizes is provided for the quadrangle and rectangle in both positive and reversal versions. Do not generate individual versions of the brand marks as the set provided has been optimised for visual quality and file size. In all cases the colour in the files is set to the correct screen values for Oxford blue.

There are four sizes of the quadrangle and six of the rectangle – this is because the logo element within the rectangle is relatively larger than in the quadrangle.

Do not resize or distort the GIF files either by code or imaging applications as this always results in quality reduction.

If it is absolutely essential to use a brand mark at an alternative size, then use the vector graphics supplied elsewhere in the online toolkit (www.ox.ac.uk/toolkit), but adhere to the minimal and maximum sizes.

Please note: the smallest versions of both brand mark types should only be used on sites, or versions of sites, anticipated to be viewed on small screens, i.e. where the page design and the space allocated for University branding is small. The smallest sizes should not be used on site designs or on sites that are expected to be viewed on standard monitor sizes and resolutions.
The logo is a trademark of the University and is registered as such in a number of jurisdictions. However, the ® symbol should not accompany the logo unless you have been specifically authorised to use it by the Managing Director of Oxford Limited (in the context of merchandising) or the Director of Legal Services. Otherwise the ™ symbol should be used.

Please note that no other logo may be used without approval under the University’s Trade Mark and Domain Name Strategy (www.admin.ox.ac.uk/iso/faq/trademark.shtml). Under the Strategy, OUP’s authorisation must be sought for the use of the word 'Oxford' in connection with publishing services, published material or information services by any part of the University other than OUP. This includes use of the new University visual identity.

CEREMONIAL USE

For certain ceremonial uses the logo is permitted to be used on its own. For example, on items such as invitation cards, certificates, place cards and menus. However, careful judgement should be used in deciding when to use the logo instead of the brand mark. For further advice please contact the Publications and Web Office.

Three colours are permitted for the logo: Oxford blue, gold and white. The gold is a special metallic ink (or PANTONE 872) C, U or M depending on whether coated, uncoated or matt coated paper stock is used. The full colour breakdown is specified as: C=0 M=21 Y=60 K=30.

The ™ signifier is not included on any logo artworks and must be added by the department that wishes to include it. The keystroke to generate it on an Apple Macintosh® is Shift/Alt/2 and on a PC is Alt/0153.

It should be set in Foundry Sterling Medium at 15pt for the full size logo. The signifier should be positioned as shown left and should adopt the colour of the belt element of the version to which it is being applied.

A black version exists but should only be used when setting up a document to be printed by the University Reprographics Office (the logo is then printed in Oxford blue or gold) or for legal agreements.
EXAMPLES: CORRECT USE OF THE BRAND MARKS

(a) and (b) magazines
(c), (d) and (g) posters
(e) and (f) newsletters
(h) letterhead
(i) fliers
EXAMPLES: STATIONERY TEMPLATES

Head of Department circular template

Other staff fax template

Other staff letterhead template

Head of Department compliment slip template
EXAMPLES: INCORRECT USE OF THE BRAND MARKS

The effectiveness of the visual brand depends on its consistent application. Here are some examples of incorrect use of the brand marks which ultimately degrade the value of the brand.

Do not modify or create additional versions of the brand marks.

Do not extract the word 'Oxford' out of the brand marks. It is a hand-drawn type and is rights protected.

Do not use a tint of the brand marks or transparency.

Ensure only the approved artworks and colours are used for the brand marks.

Ensure the X/horizontal and Y/vertical values match when importing the brand marks.

Ensure the brand marks used are high resolution.

Do not create a reverse version of the brand marks.

Do not use the reverse version of the brand marks on white/light backgrounds.

Do not use the positive version of the brand marks on dark backgrounds.

Do not 'bleed' the brand marks off the edge of formats.

Do not add elements to the brand marks.

Do not use the positive versions on dark backgrounds.

Do not use the logo on complicated backgrounds.

Do not create additional versions of the logo.
Using Foundry Sterling for commercially printed materials

Foundry Sterling should be used for titling section and departmental names. Such titles should always be set in Foundry Sterling capitals and coloured Oxford blue when available. When on dark or dark photographic backgrounds the type should be white. The title should always be aligned left as shown on the right. Do not use ampersands within titles.

Capitals should always be slightly letter spaced and this can be defined as a tracking of 3pt in QuarkXpress®, 17pt in Adobe® programmes or 0.5pt in Word (character spacing).

The size of section or departmental names should relate to the size of the quadrangle. The principle is broadly that the capital height of the title equates to a 12th of the quadrangle height, or a 6th of the rectangle height. As a guide 34 point yields a capital height of a 12th when the quadrangle is 100% scale (or 100mm square).

Using this principle means that a simple calculation will lead to the correct type size (rounded up or down) when the brand marks are reduced or enlarged by percentage scale.

Section and departmental titles should align with the top of the brand mark wherever possible. Line breaks in titles will depend on available space and the discretion of the designer and editor.

Space between lines of capitals should exceed the width of the word space. Opposite is the size and leading relationship for a range of type sizes to achieve this consistently. It can be referred to for other uses of Foundry Sterling, as well as titles.

DEPARTMENT OF PHYSIOLOGY, ANATOMY AND GENETICS

<table>
<thead>
<tr>
<th>Size of title</th>
<th>Appropriate leading</th>
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</thead>
<tbody>
<tr>
<td>6pt type</td>
<td>7pt leading</td>
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<tr>
<td>7pt type</td>
<td>8.5pt leading</td>
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<tr>
<td>8pt type</td>
<td>9.5pt leading</td>
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<td>9pt type</td>
<td>11pt leading</td>
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<td>10pt type</td>
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<td>16.75pt leading</td>
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<td>17pt type</td>
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<td>18pt type</td>
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<td>19pt type</td>
<td>22.75pt leading</td>
</tr>
<tr>
<td>20pt type</td>
<td>24pt leading</td>
</tr>
</tbody>
</table>

University staff members can download Foundry Sterling Book from the ‘Downloads’ section of the online toolkit.

Others can purchase Foundry Sterling from The Foundry at: www.foundrytypes.co.uk
Other typefaces

To allow for variety across the range of communications produced by the University, typefaces other than Foundry Sterling can be used. These should be limited to quality text faces and a list of candidates that fit that description is provided right. The list is not exhaustive, but is provided as a guide.

The brand colour – Oxford blue

The main brand colour is Oxford blue which must match Pantone® 282 (C, U or M depending on whether coated, uncoated or matt coated paper stock is used).

Oxford blue or black are the only colours to be used for the brand marks. A palette of colours for other uses is provided opposite.

The crest colours

Three colours only are used for the crest: Oxford blue, gold and white. The gold is a special metallic ink (or Pantone 872) C, U or M depending on whether coated, uncoated or matt coated paper stock is used.
> Colour palette

There is a palette of preferred colours that have been selected to complement Oxford blue. These colours are for use in graphic elements within designs such as backgrounds, graphic shapes and typography. The colours in the palette are shown opposite. For practical reasons the colours are shown in full colour only with stated specifications for various media.

Please note where PANTONE® Colours are provided, the appropriate suffix C, U or M (depending on whether the colour is printed on coated, uncoated or matt coated paper stock) should be specified after the number.

In lieu of the colours named in the left-hand column below and elsewhere in this toolkit, you may use the PANTONE® Colours given, the standards for which are as shown in the current edition of the PANTONE® formula guide.

Please note: The colours shown throughout this toolkit have not been evaluated by Pantone, Inc. and may not match the PANTONE Colour Standards. PANTONE® is the property of Pantone, Inc.

> Online branding toolkit

Please see the online branding toolkit at [www.ox.ac.uk/toolkit](http://www.ox.ac.uk/toolkit), for downloads and information on producing brochures and other printed items, writing, style guide, photography and more.