Connection with the University through social media is now most people’s initial form of contact. Because of the University’s high online presence and the large amount of people who connect with the University online, certain rules should be followed to portray a unified and cohesive brand.

The following chapters focus on the University’s social media platforms and how these should be presented.

Two templates have been created to help users create social media artwork with ease and speed. These can be found at the back of these social media guidelines on pages 21–23.

If you have any queries contact the Communications Team, communicationsresources@admin.cam.ac.uk
When information is coming directly from the University of Cambridge (UoC) its own logo can be used. We have a bespoke version of the logo for this which must always appear on a black background. The UoC logo makes it clear that the profile and information is not from a faculty or department and is coming direct from the University itself.

Only the Office of External Affairs and any communications from centrally managed accounts which represent the University as a whole are allowed to use this layout.

This identifier can be downloaded at: www.cam.ac.uk/brand-resources
Two examples of where the University logo would be used are on the University’s core Twitter and Instagram pages.
Another example of where the University logo would be used is on the University’s core Facebook page.
Artwork for Podcasts needs to give a quick and clear indication about what the podcast is about and who it’s by at a first glance.

To make our podcasts intriguing we fill the majority of the space with a photo. This photo must represent the content of the channel or who the department is; it must also follow the University’s photography guidelines.

University brand colours also help the small artwork area to stand out on iTunes.
Social Media

Podcast artwork guide

UoC identifier: This area must not be changed in any way.

This area supports an option to include the title of the department or faculty from which the podcast is from. Please refer to pages 07–08 for reference to type sizes and layouts.

This area is used for photography and must represent the content of the channel or the department. Please refer to page 23 of the main guidelines for photography reference.

UoC identifier: This must always sit on a black background.

This area background can appear in any brand colour. Refer to pages 13–17 of the main guidelines for colour reference.

This area supports space for a secondary logo from the department or faculty. The space of this area has specific guidelines. Please refer to page 22 in the template section.
Social Media

Podcast artwork, minimum and maximum type sizes

The following two pages explain the minimum and maximum type sizes to use for one, two and three line copy when creating podcast and social media artwork. Please note: These sizes are only relevant when using the template provided. Please refer to pages 21–23 for template guidelines and download link.

One line copy,
Maximum size – one word only
Type size: 255pt
Centered vertically in section two.
Left aligned against UoC type lock up.

One line copy,
Minimum size
Type size: 160pt
Centered vertically in section two.
Left aligned against UoC type lock up.

Alumni
Faculty of Law BA
Social Media
Podcast artwork, minimum and maximum type sizes

Please note: These sizes are only relevant when using the template provided. Please refer to pages 21–23 for template guidelines and download link.

Two line copy,
Maximum size
Type size: 165pt
Leading: 220pt
Centered vertically in section two.
Left aligned against UoC type lock up.

Two line copy,
Minimum size
Type size: 120pt
Leading: 220pt
Centered vertically in section two.
Left aligned against UoC type lock up.

Three line copy,
Minimum and maximum size
Type size: 110pt
Centered vertically in section two.
Left aligned against UoC type lock up.
Social Media

Podcast artwork, flexibility and variety

- Faculty of Law
- Department of Plant Sciences
- Laing O’Rourke Centre for Construction Engineering and Technology
- Department of Plant Sciences
- University of Cambridge
- University of Cambridge
- Judge Business School
- University of Cambridge
- University of Cambridge
- Turning against
- Faculty of Infectious Disease

- Tripos parts IB and II
- Faculty of Law
- University of Cambridge

- Department left aligned to the text area of the UoC logo, across one line at a higher point size.
- Department left aligned to the text area of the UoC logo, across two lines.
- Longer department names can be written across three lines aligned to the text area of the logo.
- If a department wants to include their own logo, they can add this to the bottom right hand corner.
- It is not mandatory for the department to be on the artwork. The full space can be used to place an image relevant to the podcast.

Social Media

Podcast artwork, flexibility and variety

- Faculty of Law
- Department of Plant Sciences
- Laing O’Rourke Centre for Construction Engineering and Technology
- Department of Plant Sciences
- University of Cambridge
- University of Cambridge
- Judge Business School
- University of Cambridge
- University of Cambridge
- Turning against
- Faculty of Infectious Disease

- Tripos parts IB and II
- Faculty of Law
- University of Cambridge

- Department left aligned to the text area of the UoC logo, across one line at a higher point size.
- Department left aligned to the text area of the UoC logo, across two lines.
- Longer department names can be written across three lines aligned to the text area of the logo.
- If a department wants to include their own logo, they can add this to the bottom right hand corner.
- It is not mandatory for the department to be on the artwork. The full space can be used to place an image relevant to the podcast.
Social Media

Podcast artwork, incorrect use examples

**Faculty of Law**
Text width must not be bigger than UoC identifier.

**Department of Plant Sciences**
Text must not be left aligned against UoC crest.

**CJBS**
Secondary logo must be placed bottom right and follow template for sizing.

**Centre for Engineering**
The typeface must be Verdana and cannot be changed.

**CRASSH**
Icon imagery cannot be used. Only photography following UoC photography guidelines.

**Faculty of Philosophy**
A full black background is not recommended as this interferes with the UoC identifier.

**Festival of Ideas**
Illustrations cannot be used. Only photography following UoC photography guidelines.

Text cannot be centered. Text must be left aligned against UoC text.
Social Media

Naming hierarchy

To make the brand consistent, we follow a hierarchy in iTunes that each podcast must follow. In the podcast’s title the name of the podcast series comes first, followed by the department or faculty. An en dash must separate the two.

1. University logo —
2. Department — podcast is from
3. Podcast series name, followed by department, faculty etc with en dash separating the two
Social Media

Background colour in iTunes

The background on iTunes must be white and not any other brand colour as this interferes with the podcast creative.
For artwork on social media platforms other than those hosting podcasts we have multiple options. These three options are to give choice to the department or faculty and enough variance to accommodate what works for each department.

These guidelines only focus on the profile image of the social media platform. Any other imagery required should follow the standard University brand guidelines.

Each department can choose which artwork preference they want to use, however the University does have a suggested hierarchy preference. A visual of this hierarchy can be seen to the right and it will be explained throughout the follow six pages.

A department or faculty doesn’t have to choose one artwork route and follow this through across all social media platforms. For example route one could be used on Twitter and route two may be used on LinkedIn where artwork is smaller and harder to see. Therefore a larger logo route would work best here.
Social Media

Designing for all other social media, option one

Option one is the choice closest to the Podcast artwork and is also the University’s preferred option to use. This artwork is mostly photographic with the option of including the department or faculty name. The use of photography must represent the content of the department and also follow the University’s guidelines on page 23 in the main guidelines.

If the department name is used, typography minimum and maximum sizes must be followed. These can be found in the podcast artwork section on pages 07–08. The colour used in this section must follow the University’s brand colours, please refer to pages 13–17 of the main guidelines.

Identifier must sit on black and not be changed in any way.

Area supports option to include department or faculty name.

Area used for photography relating to department, faculty or subject.

This artwork shows an option of a purely photographic route.
Social Media
Designing for all other social media, option one examples

Faculty of Law, Twitter example

Cambridge Science Festival, Facebook example
Social Media

Designing for all other social media, option two

Option two is the University’s second preferred option to use. If a department has their own professionally produced logo this option gives the choice to use it. This secondary logo can be used in place of a photo providing it sits on a solid colour and the background is contrasting to the logo colour.

This option does not support including the department or faculty name.

Identifier must sit on black and not be changed in any way.

Area supports option to include department or faculty’s own logo.

Departmental logos are often connected to the main University identifier. This option shows how this works. Refer to page 24 for reference on how to edit the template to incorporate this.
Social Media

Designing for all other social media, option two examples

Cambridge Judge Business School, LinkedIn example

CRASSH, YouTube example

Note: When artwork appears on top of an image, as above, we would suggest using option two so that the two images do not compete and clash with each other.
Social Media

Designing for all other social media, option three

Option three is the University’s third preferred option. This option uses a secondary logo belonging to the department or faculty which has been produced professionally.

The use of photography must represent the content of the department and also follow the University’s guidelines on page 23 in the main guidelines.

If the department name is used, typography minimum and maximum typography sizes must be followed. These can be found in the Podcast artwork section on pages 07–08.

The colour used in this section must follow the University’s brand colours, please refer to pages 13–17 of the main guidelines.

The secondary logo must be placed in the bottom right hand corner of the artwork. There are specific guidelines around the placement of secondary logos. Please refer to page 22 for reference.

Identifier must sit on black and not be changed in any way.

Area supports option to include department or faculty name.

Area used for photography relating to department or faculty.

Secondary logo. Must be placed bottom right of the artwork and follow template instructions on page 22.
Social Media

Designing for all other social media, option three examples
As a recommendation we suggest that the main headline on social media should be your faculty, department or subject. The bio section should inform the user where the updates are coming from and that the department, faculty or subject is linked to the University of Cambridge.

1. Faculty, department or subject.
2. Bio area informing where the updates are coming from and that the faculty is related to the University.

Faculty of Law, Twitter example
Social Media

Template

A Photoshop template has been created to help users create social media artwork with ease and speed. This one template can be used to create all three of the artwork options.

When creating artwork it is important to know that the artwork image is broken up into four sections vertically and three sections horizontally. Visualising this will help you to understand the design and to create an accurate artwork piece.

Please use this template and follow the guidelines they come with in order to express a consistent and stable visual appearance though the University’s brand online.

This template can be downloaded at: www.cam.ac.uk/brand-resources
Social Media

Option one and three template

Option one and three are similar options, with the difference being the addition of the secondary logo. The figure above explains what each grid line in the Photoshop file represents.

Please refer to page 14 for guidelines on option one and page 16 for guidelines on option two.
Social Media

Option two template

The main grid line used for option two is the line that denotes section one to two. Sections two, three and four create the area in which a secondary professional logo can be placed on.
Departmental logos are often connected to the main University logo. If a department’s logo is attached to the University logo, section one can be extended into section two. The amount it can be extended by is 257px which is half of each sections height.