

# Social Media

APRIL 2015

## Social Media

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## Social Media

# Introduction

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](mailto:communicationsresources@admin.cam.ac.uk)



## Social Media

# From the University of Cambridge

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](http://www.cam.ac.uk/brand-resources)



## Social Media

### From the University of Cambridge

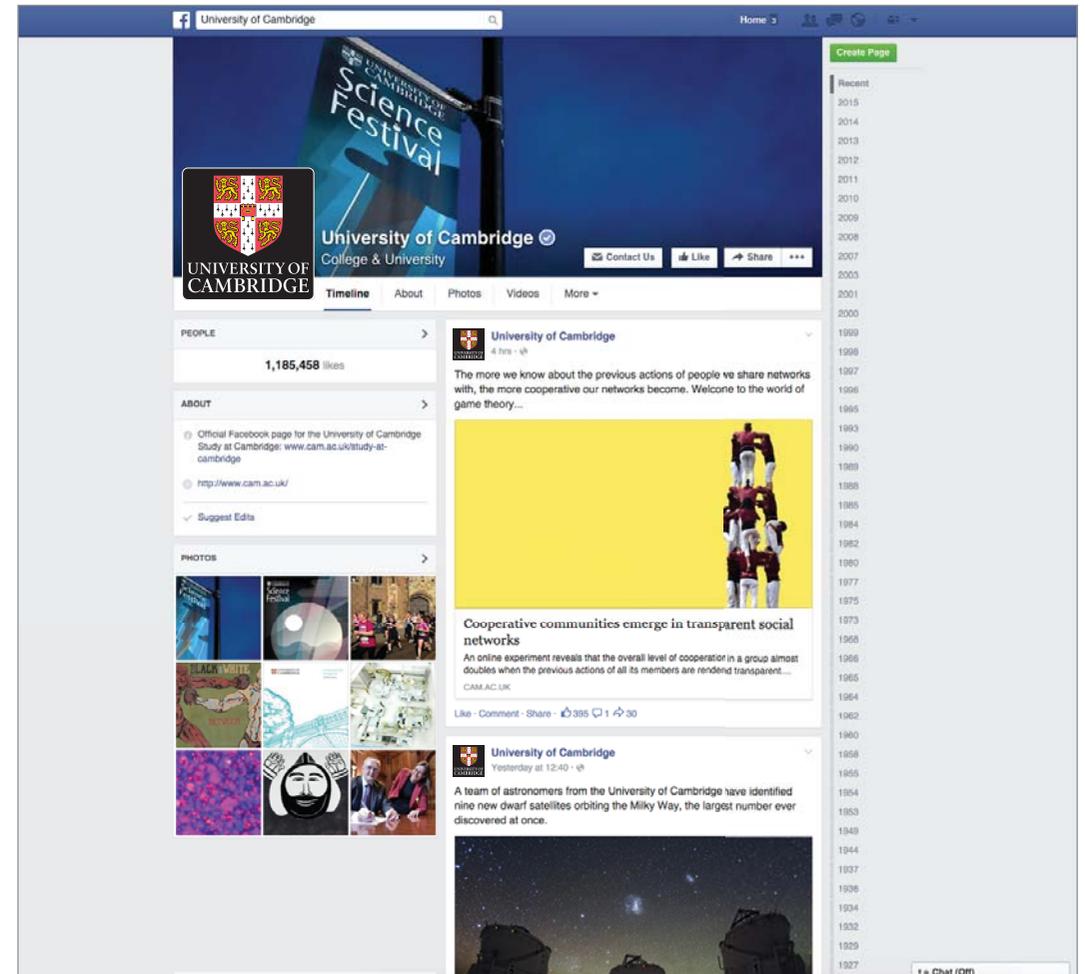
Two examples of where the University logo would be used are on the University's core Twitter and Instagram pages.



## Social Media

# From the University of Cambridge

Another example of where the University logo would be used is on the University's core Facebook page.



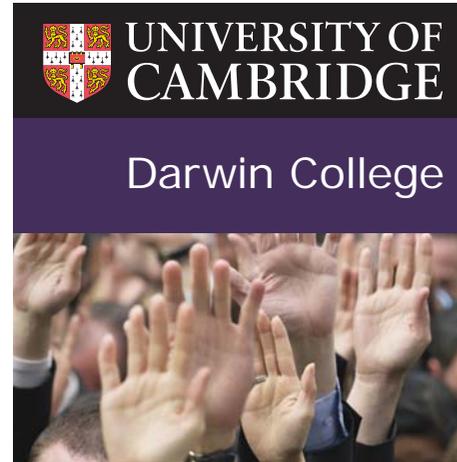
## Social Media

### Creating artwork for Podcasts

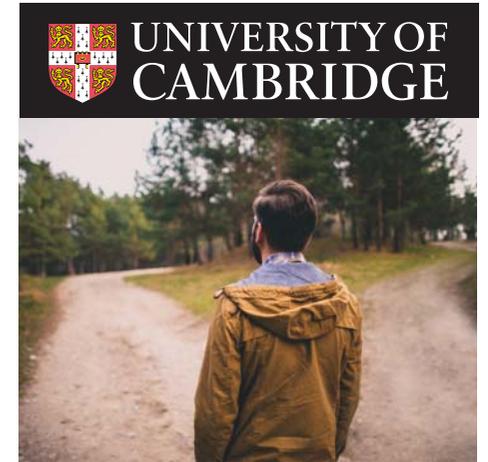
Artwork for Podcasts needs to give a quick and clear indication about what the podcast is about and who it's by at a first glance.

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.



Darwin College  
Lecture Series 20...  
University of Cambridge



Moral Sciences Club –  
Faculty of Philosophy  
University of Cambridge

## 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.

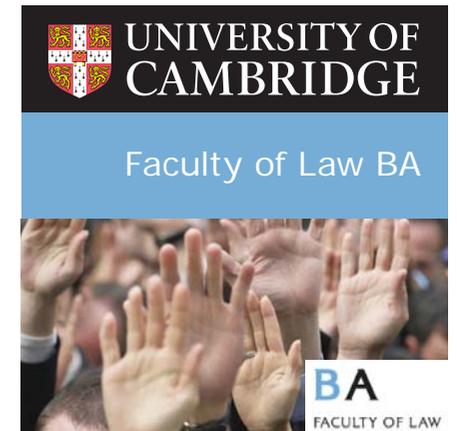


**One line copy,  
Minimum size**

Type size: 160pt

Centered vertically in section two.

Left aligned against UoC  
type lock up.



## Social Media

### Podcast artwork, minimum and maximum type sizes

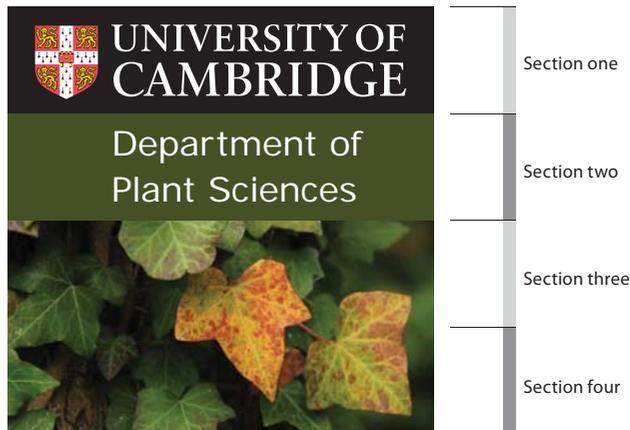
Please note: These sizes are only relevant when using the template provided.  
Please refer to pages 21–23 for template guidelines and download link.

#### Two line copy, Maximum size

Type size: 165pt  
Leading: 220pt

Centered vertically in section two.

Left aligned against UoC  
type lock up.

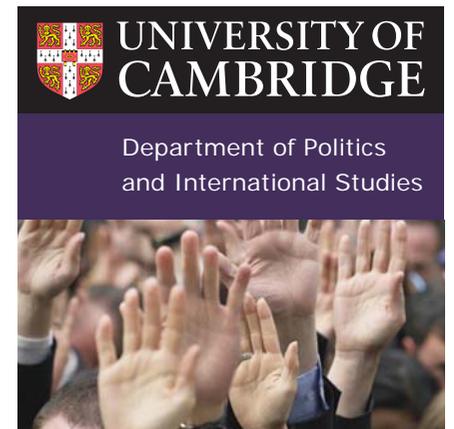


#### Two line copy, Minimum size

Type size: 120pt  
Leading: 220pt

Centered vertically in section two.

Left aligned against UoC  
type lock up.

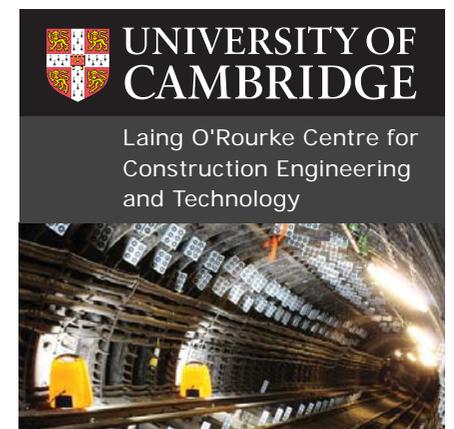


#### Three line copy, Minimum and maximum size

Type size: 110pt

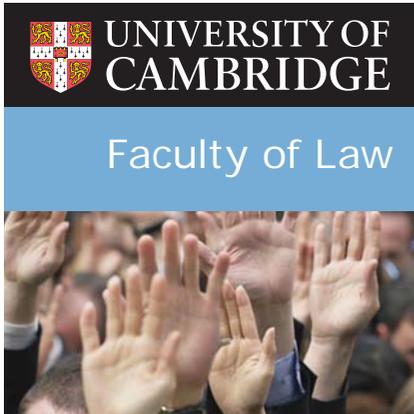
Centered vertically in section two.

Left aligned against UoC  
type lock up.



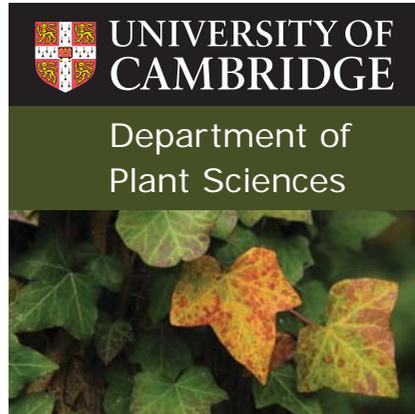
## Social Media

### Podcast artwork, flexibility and variety



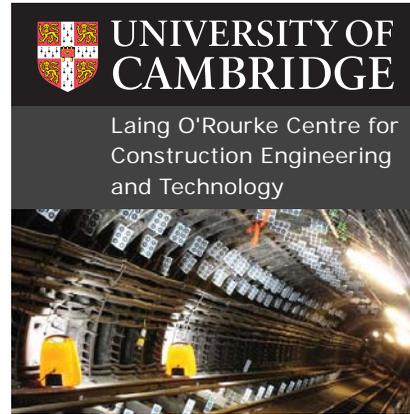
Tripods parts IB and II...  
Faculty of Law  
University of Cambridge

Department left aligned to the text area of the UoC logo, across one line at a higher point size.



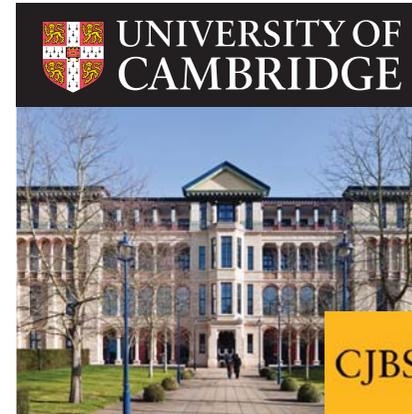
The Tropical Tropo...  
Department of Plan...  
University of Cambridge

Department left aligned to the text area of the UoC logo, across two lines.



Installing systems t...  
Laing O'Rourke Ce...  
University of Cambridge

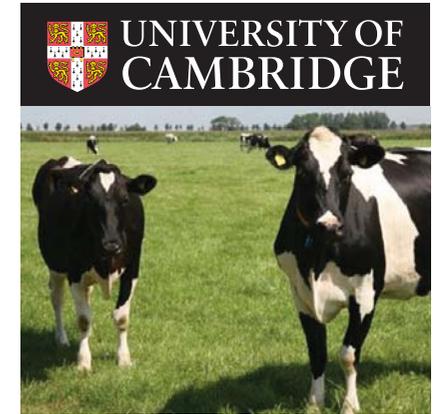
Longer department names can be written across three lines aligned to the text area of the logo.



Discussions on entr...  
Judge Business Sc...  
University of Cambridge

If a department want 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.

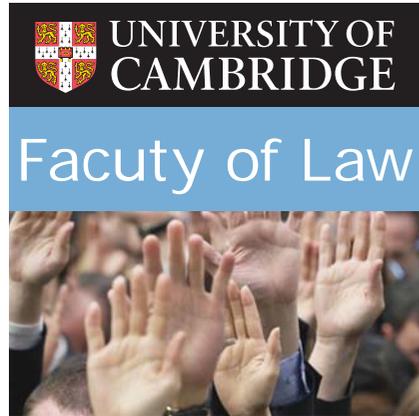


Vaccinating agains...  
Faculty of infectiou...  
University of Cambridge

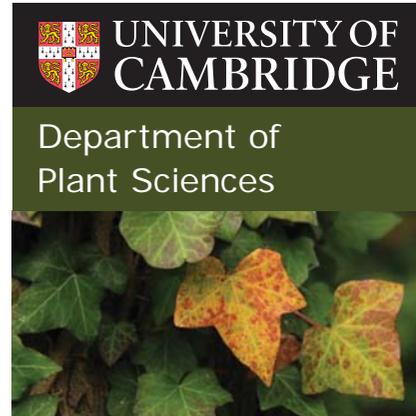
Artwork doesn't have to include the department name or a secondary logo. The space below the University identifier can be used to hold a single image.

## Social Media

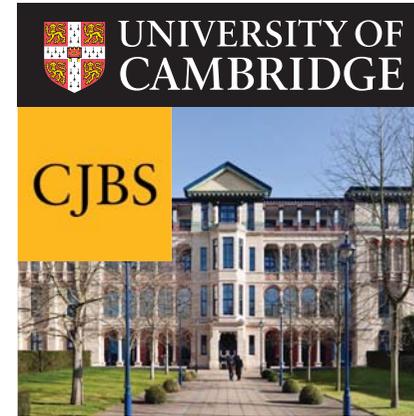
### Podcast artwork, incorrect use examples



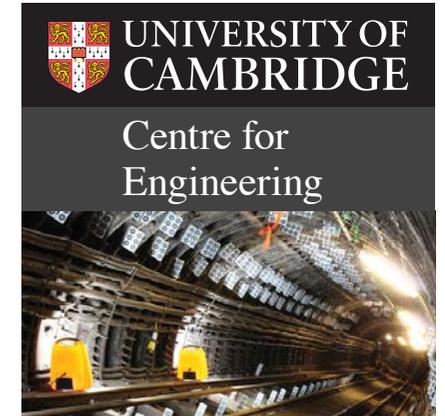
Text width must not be bigger than UoC identifier.



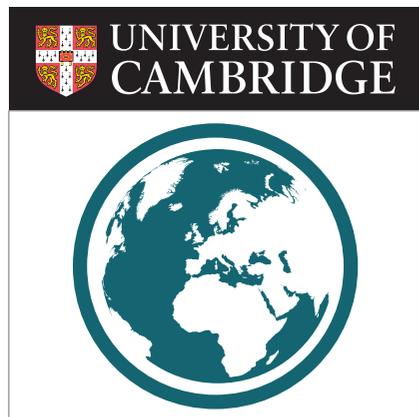
Text must not be left aligned against UoC crest.



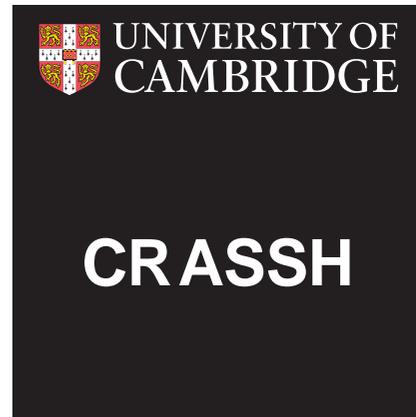
Secondary logo must be placed bottom right and follow template for sizing.



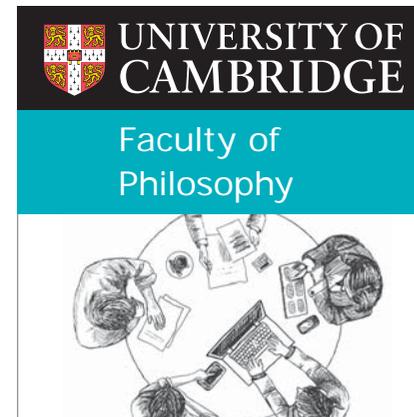
The typeface must be Verdana and cannot be changed.



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



A full black background is not recommended as this interferes with the UoC identifier.



Illustrations cannot be used. Only photography following UoC photography guidelines.



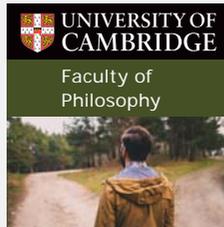
Text cannot be centered. Text must be left aligned against UoC text.

## 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. A en dash must separate the two.

1. University logo
2. Department podcast is from



Moral Sciences Club –  
Faculty of Philosophy  
University of Cambridge

3. Podcast series name, followed by department, faculty etc with en dash separating the two

1. University logo
2. Department podcast is from

iTunes U > Cambridge University

UNIVERSITY OF CAMBRIDGE  
Faculty of Philosophy

Moral Sciences Club – Faculty of Philosophy  
Cambridge University >

Details Ratings and Reviews Related

Description  
Recordings of talks at the Faculty of Philosophy Moral Sciences Club.

NAME	TIME
1 The Aptness of Anger	53 min
2 The Agency Theory of Causation: Unsound or Incomplete	27 min
3 The ontology of conceptual art: against the idea idea	46 min
4 Ramsoy's Cognitivism: Ethics, Aesthetics and the Meaning of Life	42 min
5 Does fictionalism rest on a mistake?	43 min
6 A Plea for Dispositional Essentialism	39 min
7 On biological individuality	37 min
8 First chop your logos: Socrates and the sophists on language, logic and ...	41 min
9 Innuination, Indirection, and the Conversational Record	41 min
10 Virtue and the Natural Goods: An Aristotelian Perspective	47 min
11 Indiscernible Universals	26 min
12 To Blame or to Forgive? Reconciling Punishment and Forgiveness in Crim...	42 min
13 The Tale of Bella and Credea	35 min
14 The Argument from Illusion	35 min
15 Value, Agency and Desire	29 min
16 Feeling For Others: Is Empathy the Answer to Ethical Problems?	43 min
17 How it Makes a Moral Difference that One is Worse Off than One Would H...	41 min
18 Flights and Wrongs	49 min
19 Why isn't there more progress in philosophy?	37 min

Audio Society 2015

LINKS  
Report a Concern

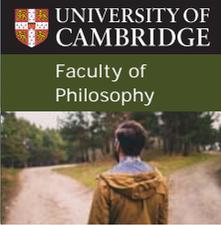
3. Podcast series name, followed by department, faculty etc with en dash separating the two

## 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.

iTunes U > Cambridge University



UNIVERSITY OF CAMBRIDGE  
Faculty of Philosophy

Subscribe

Audio Society 2015

LINKS  
Report a Concern

### Moral Sciences Club – Faculty of Philosophy

Cambridge University >

Details Ratings and Reviews Related

**Description**

Recordings of talks at the Faculty of Philosophy Moral Sciences Club.

▲	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	The Aptness of Anger	53 min	4 Mar, 2015	A talk given by Amlia Srinivasan (Oxford) at the ...	<i>i</i>	Get
2	The Agency Theory of Causation: Unsound or Incomplete	27 min	25 Feb, 2015	A talk given by Shyane Siriwardena (Cambridg...	<i>i</i>	Get
3	The ontology of conceptual art: against the idea idea	46 min	18 Feb, 2015	A talk given by Julian Dodd (Manchester) at th...	<i>i</i>	Get
4	Ramsey's Cognitivism: Ethics, Aesthetics and the Meaning of Life	42 min	11 Feb, 2015	A talk given by Cheryl Misak (Toronto) at the M...	<i>i</i>	Get
5	Does fictionalism rest on a mistake?	43 min	5 Feb, 2015	A talk given by Kyle Mitchell (Cambridge) at th...	<i>i</i>	Get
6	A Plea for Dispositional Essentialism	39 min	30 Jan, 2015	A talk given by Claudine Tiercelin (Collège de F...	<i>i</i>	Get
7	On biological individuality	37 min	21 Jan, 2015	A talk given by Eilon Clarke (Oxford) at the Mor...	<i>i</i>	Get
8	First chop your logos: Socrates and the sophists on language, logic and ...	41 min	5 Dec, 2014	A talk given by M. M. McCabe (KCL) the Moral ...	<i>i</i>	Get
9	Innuation, Indirection, and the Conversational Record	41 min	3 Dec, 2014	A talk given by Liz Carrp (Rutgers) at the Moral...	<i>i</i>	Get
10	Virtue and the Natural Goods: An Aristotelian Perspective	47 min	20 Nov, 2014	A talk given by Sarah Broadie (St Andrews) at t...	<i>i</i>	Get
11	Indiscernible Universals	26 min	12 Nov, 2014	A talk given by Gonzalo Rodríguez-Pereyra (Ox...	<i>i</i>	Get
12	To Blame or to Forgive? Reconciling Punishment and Forgiveness in Crim...	42 min	6 Nov, 2014	A talk given by Nicola Lacey (LSE) & Hanna Pic...	<i>i</i>	Get
13	The Tale of Bella and Creda	35 min	31 Oct, 2014	A talk given by Scott Sturgeon (Birmingham) at...	<i>i</i>	Get
14	The Argument from Illusion	35 min	23 Oct, 2014	A talk given by Craig French (Cambridge) at th...	<i>i</i>	Get
15	Value, Agency and Desire	29 min	21 Oct, 2014	A talk given by Akeel Bilgrami (Columbia) at th...	<i>i</i>	Get
16	Feeling For Others: Is Empathy the Answer to Ethical Problems?	43 min	10 Apr, 2014	A talk by Rowan Williams entitled 'Feeling For ...	<i>i</i>	Get
17	How It Makes a Moral Difference that One is Worse Off than One Would H...	41 min	22 Nov, 2013	A talk given by Michael Otsuka (LSE) at the Mo...	<i>i</i>	Get
18	Rights and Wrongs	49 min	4 Nov, 2013	A talk given by Judith Jarvis Thomson (MIT) at ...	<i>i</i>	Get
19	Why isn't there more progress in philosophy?	37 min	20 May, 2013	Talk given by David Chalmers (ANU, NYU) at th...	<i>i</i>	Get

TOTAL: 19 ITEMS

Background colour  
must be white

## Social Media

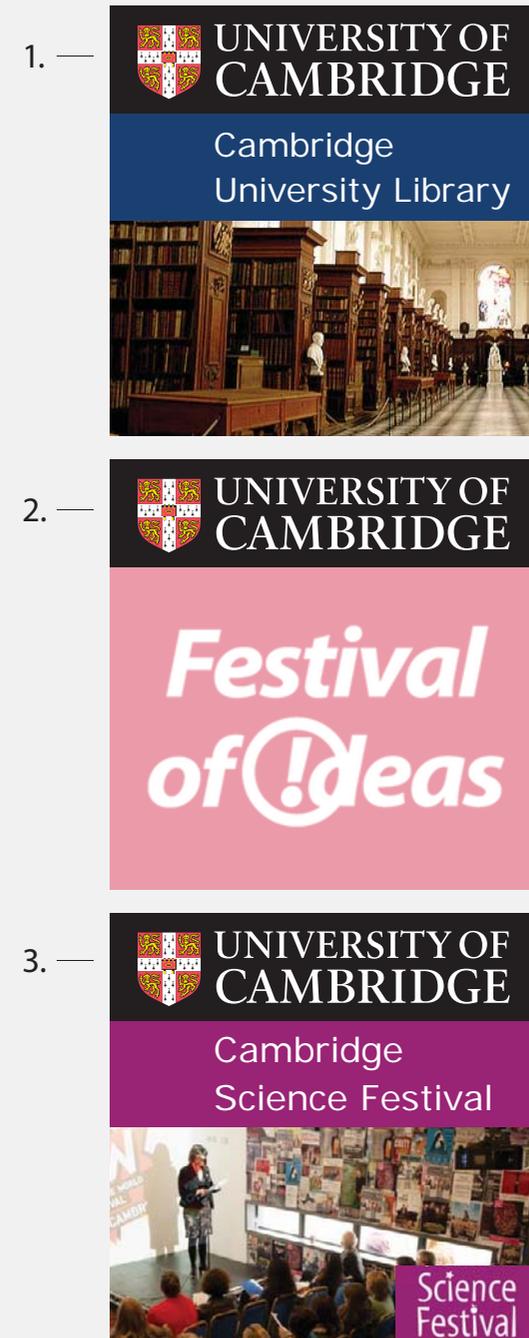
### Designing for all other social media

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 chose 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.

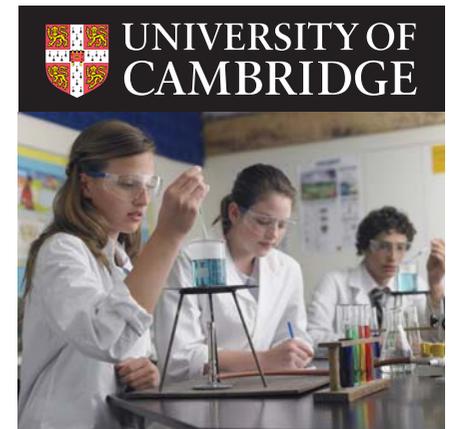
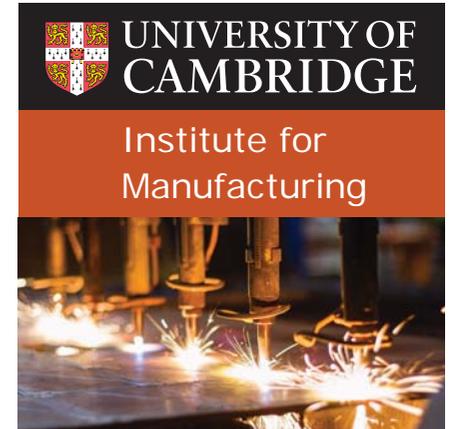
If the department name is used, typography minimum and maximum sizes must be followed. These can be found in the podcast artwork section on pages 07–08. The colour used in this section must follow the University's brand colours, please refer to pages 13–17 of the main guidelines.

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

Area supports option to include department or faculty name.

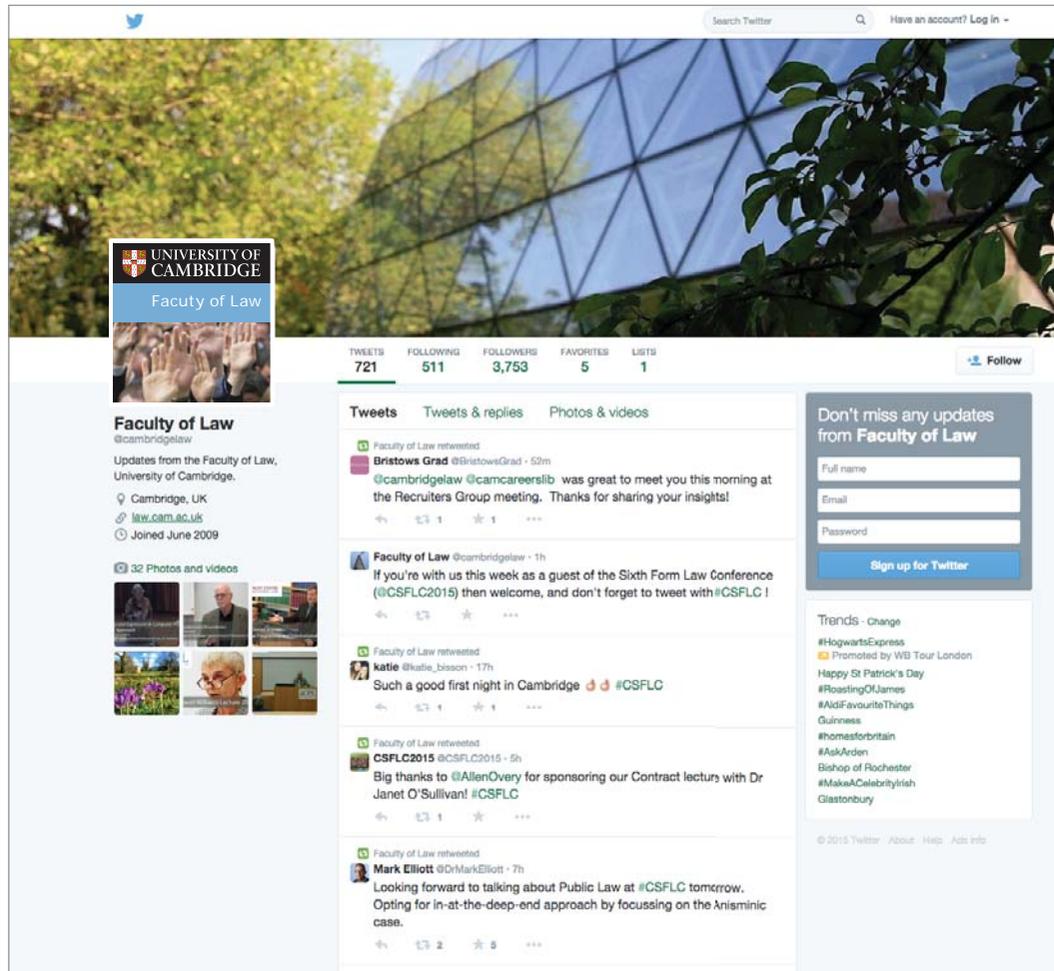
Area used for photography relating to department, faculty or subject.

This artwork shows an option of a purely photographic route.

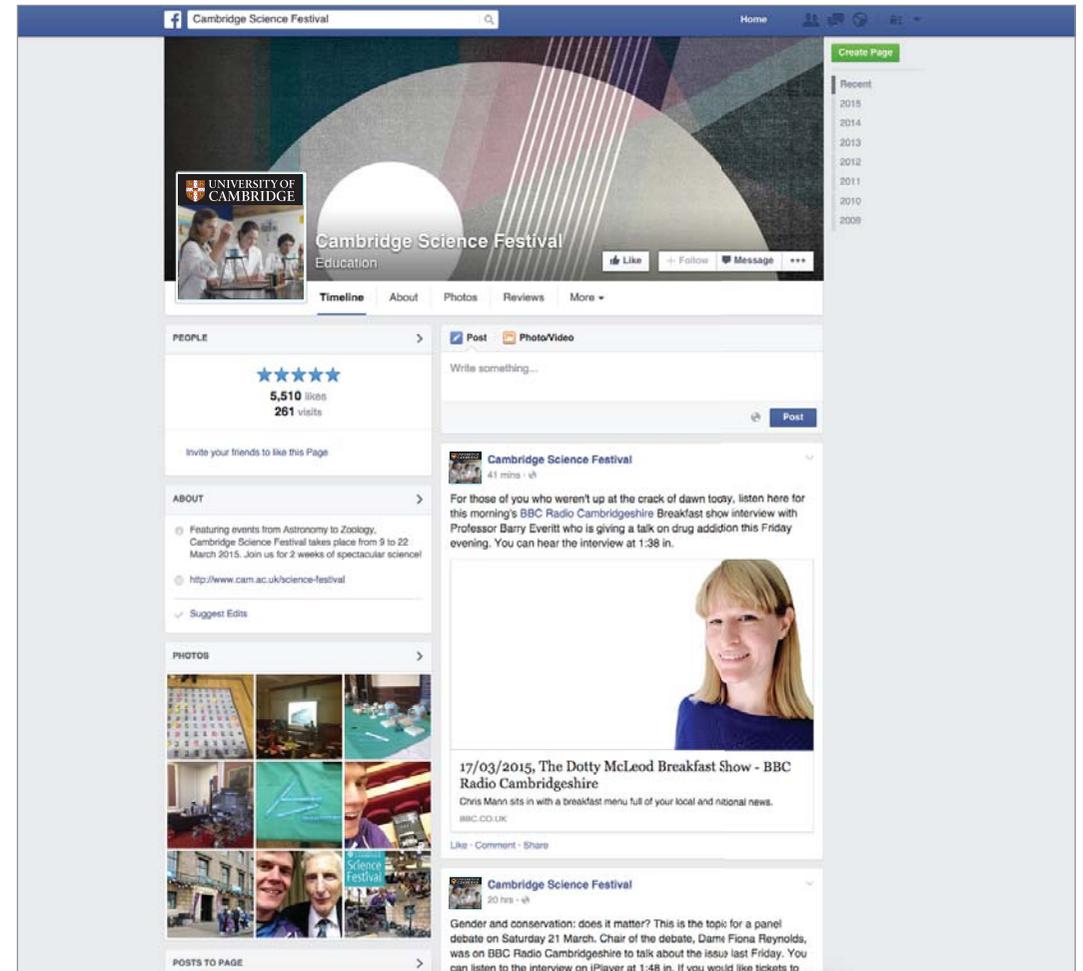


## Social Media

Designing for all other social media, option one examples



Faculty of Law, Twitter example



Cambridge Science Festival, Facebook example

## Social Media

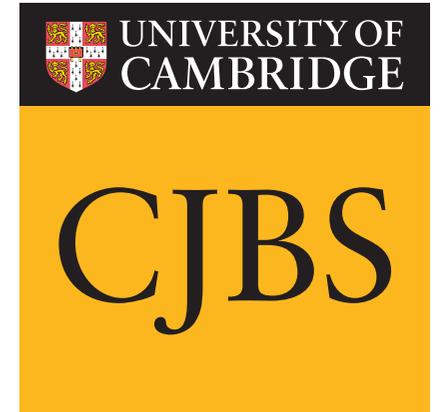
### Designing for all other social media, option two

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.

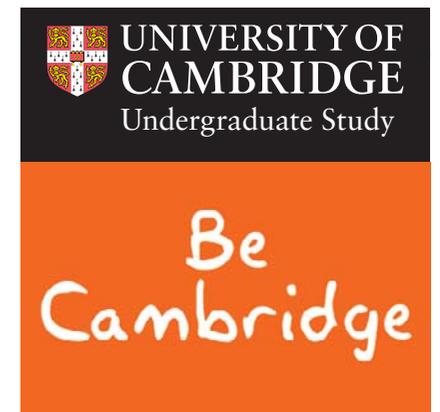
This option does not support including the department or faculty name.

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

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

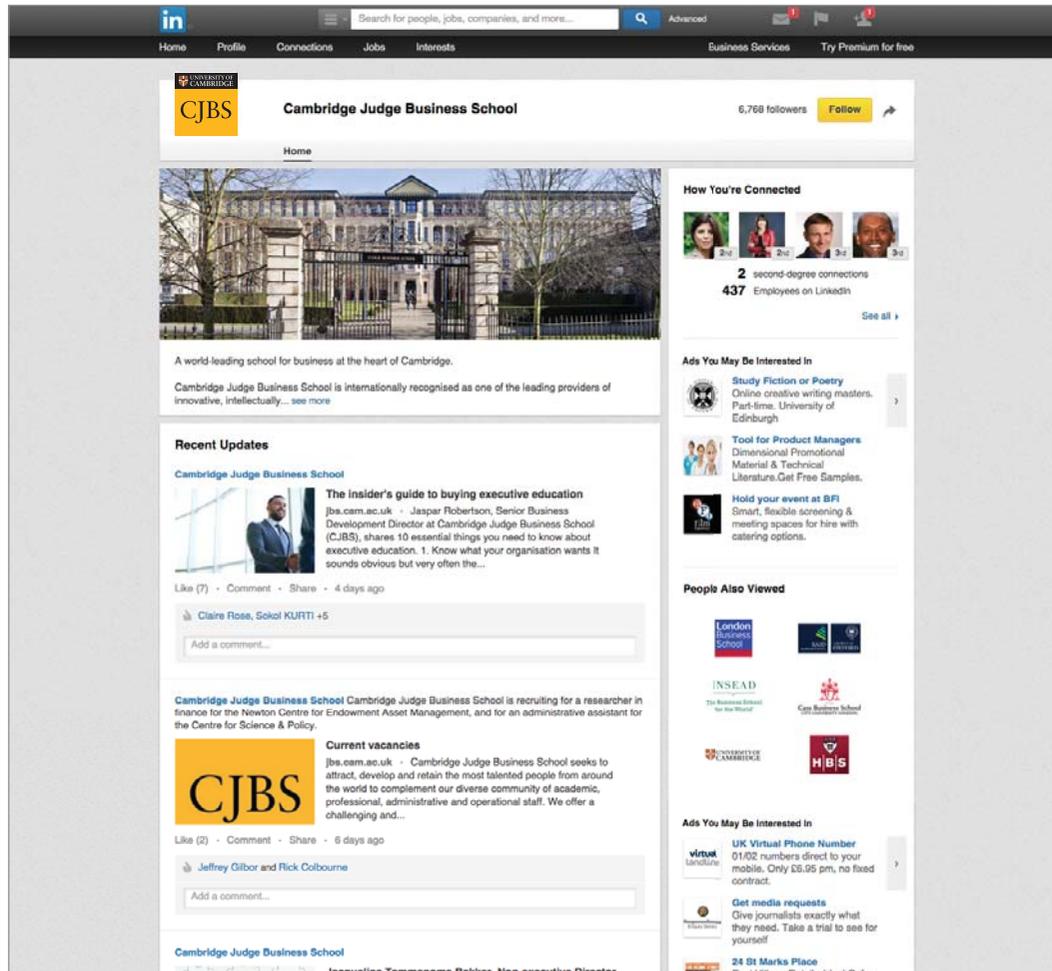


Departmental logos are often connected to the main University identifier. This option shows how this works. Refer to page 24 for reference on how to edit the template to incorporate this.

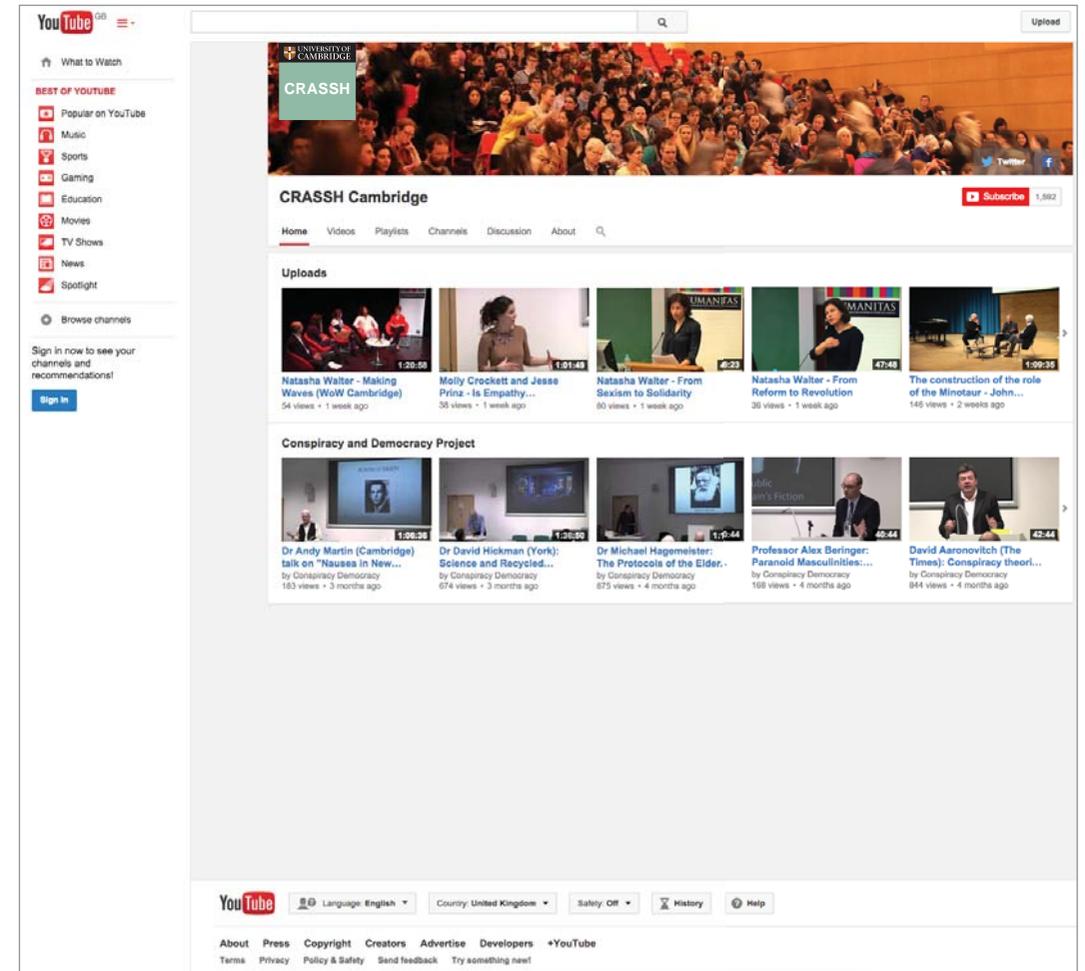


## Social Media

### 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.

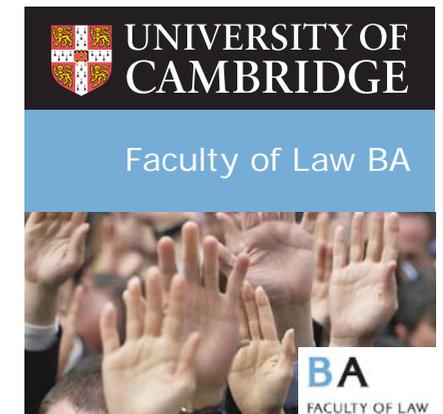
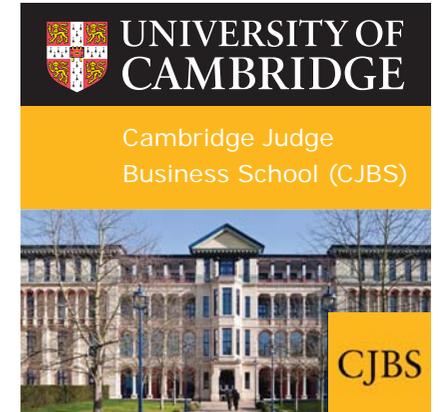
The secondary logo must be placed in the bottom right hand corner of the artwork. There are specific guidelines around the placement of secondary logos. Please refer to page 22 for reference.

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

Area supports option to include department or faculty name.

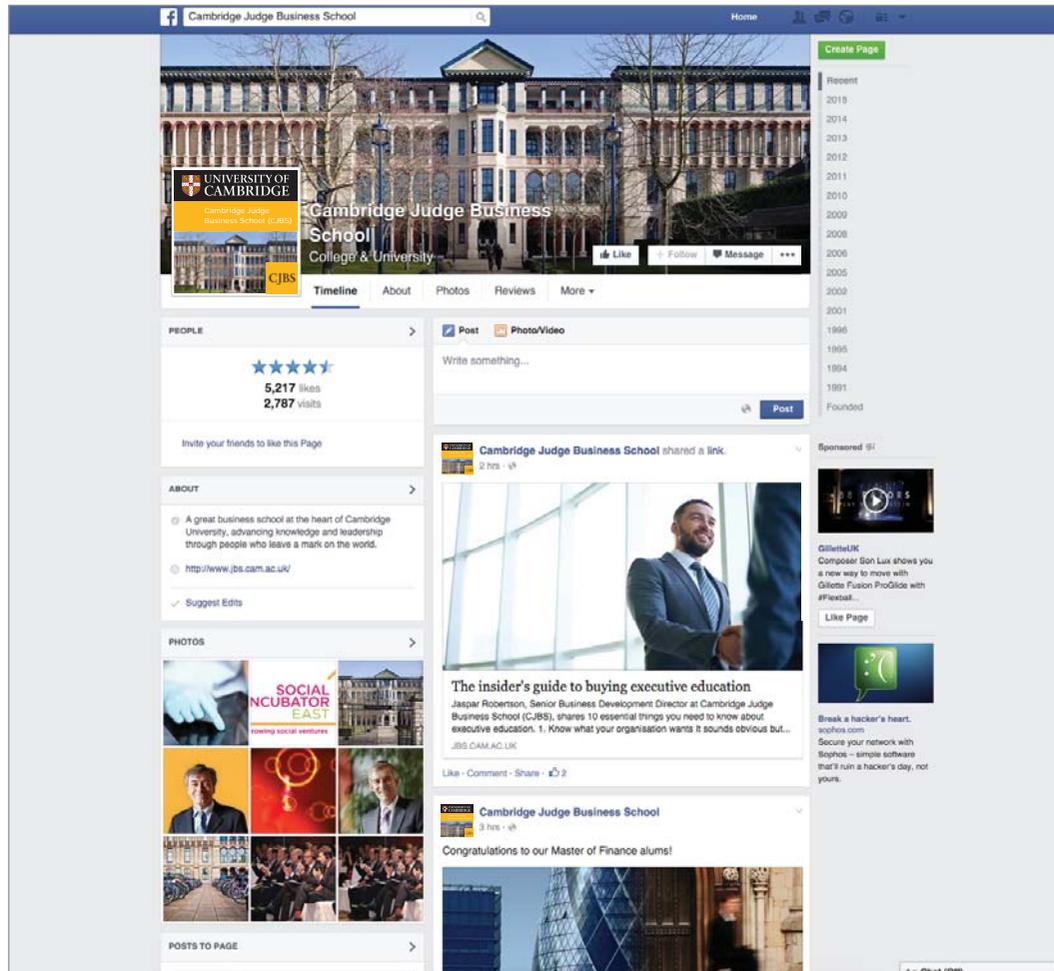
Area used for photography relating to department or faculty.

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

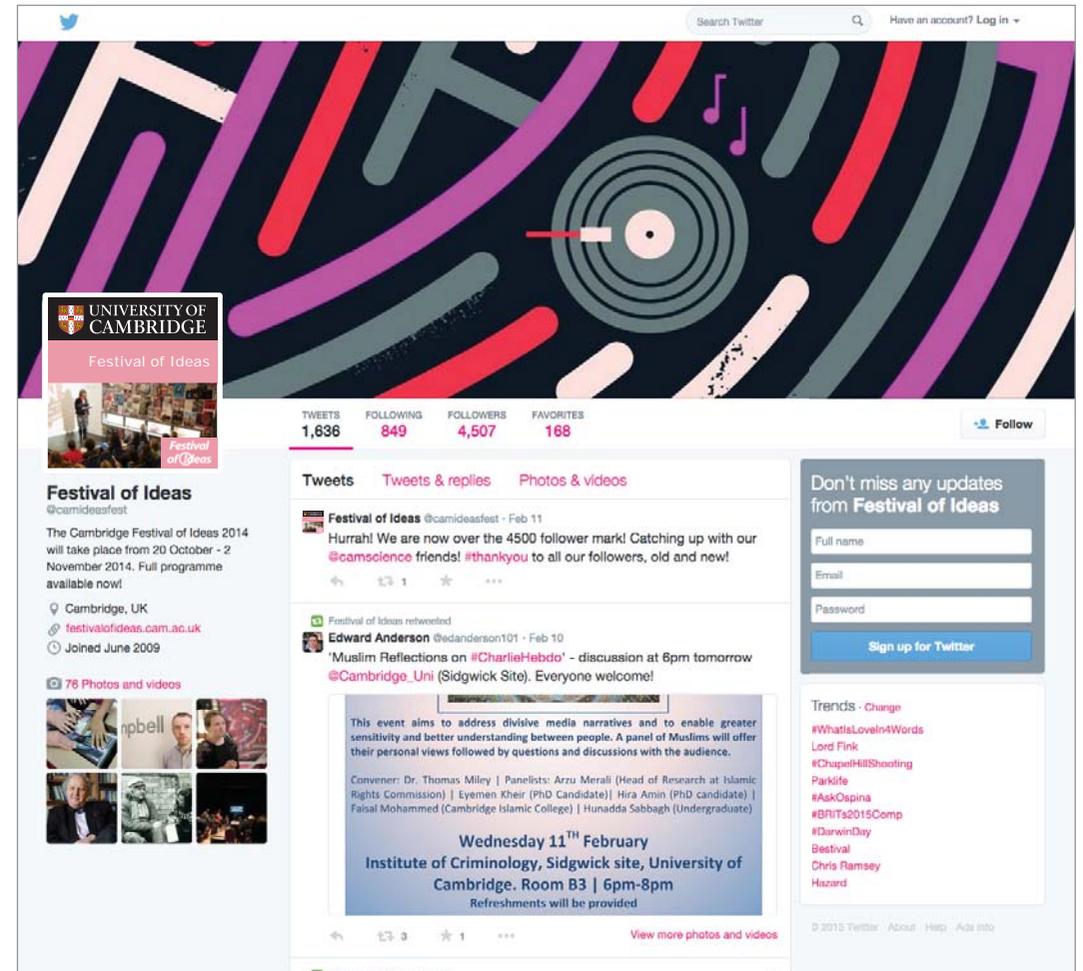


## Social Media

Designing for all other social media, option three examples



Cambridge Judge Business School, Facebook example



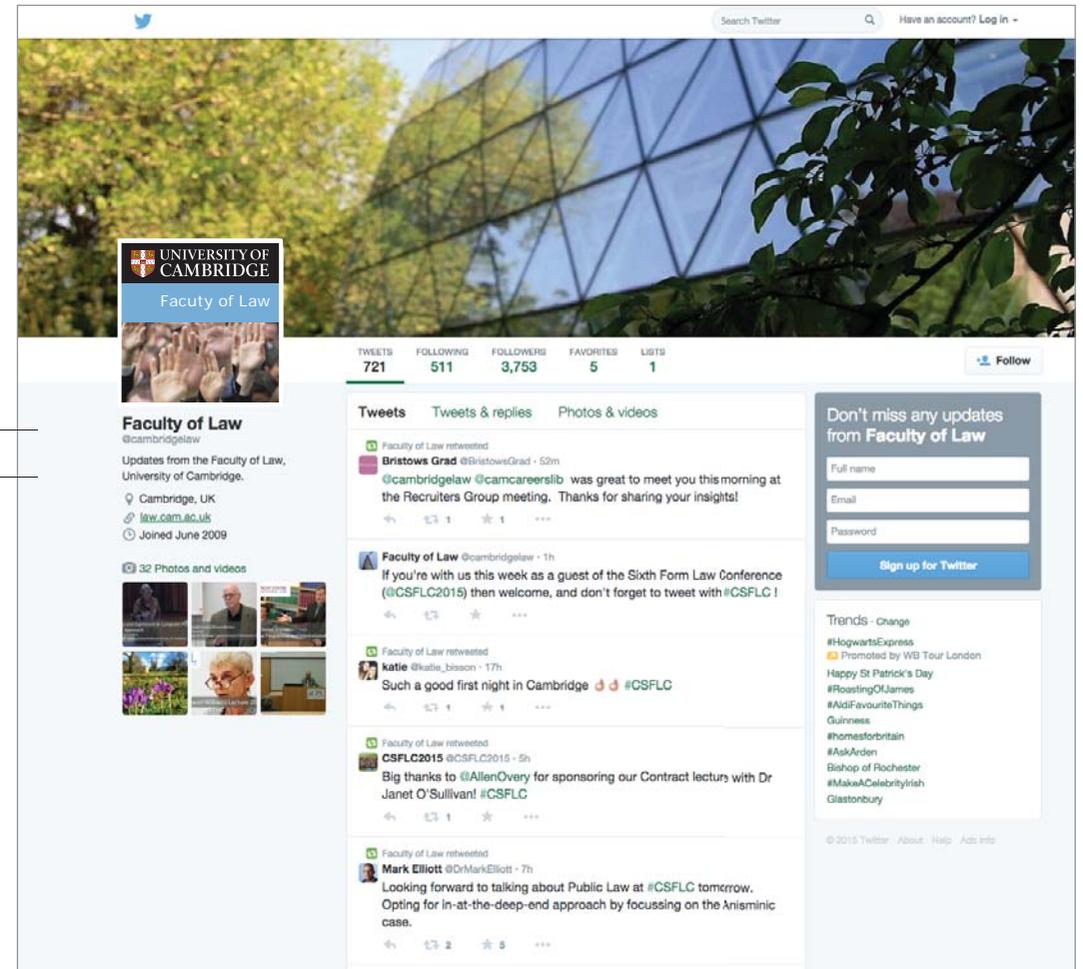
Festival of Ideas, Twitter example

## Social Media

### Naming hierarchy for your department or faculty on social media

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

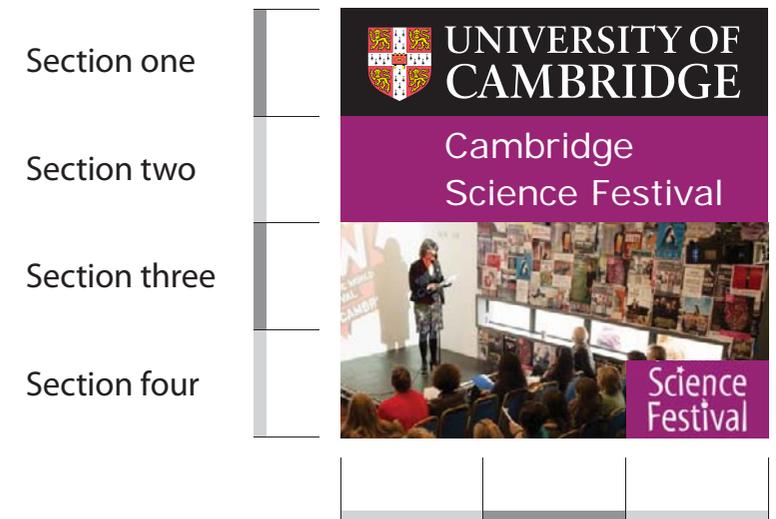
## Social Media Template

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](http://www.cam.ac.uk/brand-resources)



Three equal sections

## Social Media

### Option one and three template

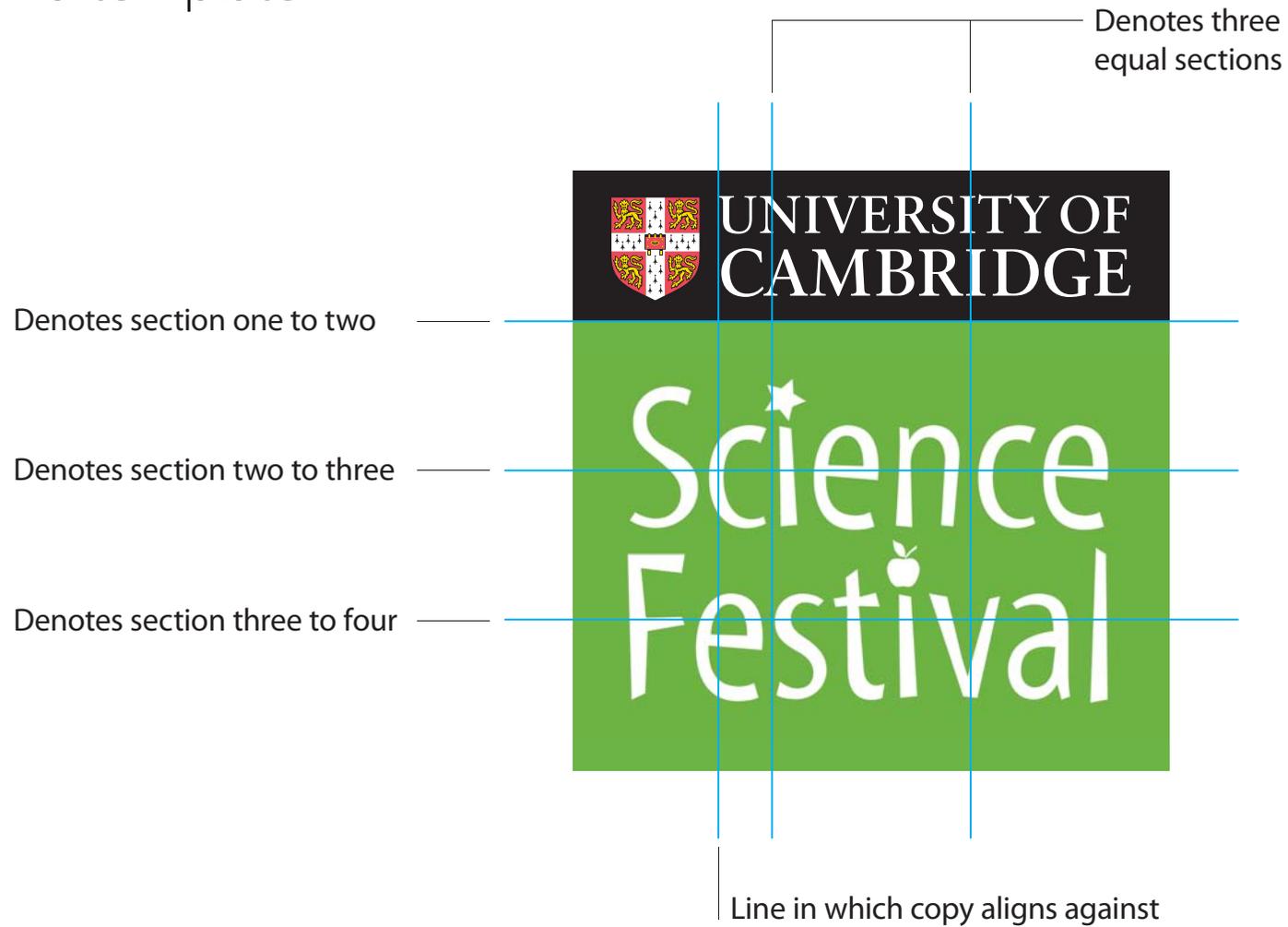


Option one and three are similar options, with the difference being the addition of the secondary logo. The figure above explains what each grid line in the Photoshop file represents.

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.

## Social Media

### Departmental logos

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.

