

Identity guidelines – eighth edition

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Introduction

The guidelines

The University of Cambridge is proud of its status as a leading higher education institute. Our name and logo are important assets that have recognition around the world.

These guidelines are designed to help us present our logo and our image in a consistent way in all communication materials we need to produce.

If you have any queries contact the Communication team.
communicationsresources@admin.cam.ac.uk

The logo

December 2019

The logo

History of the University's coat of arms

In the United Kingdom armorial bearings are granted under Royal authority by the Kings of Arms, who are officers appointed by the Crown; they are in law akin to a dignity such as a peerage. Their regulation in England, Wales and Northern Ireland is conducted through the Earl Marshal and the College of Arms in London. In Scotland authority to regulate coats of arms lies with the Lord Lyon King of Arms.

The University of Cambridge was granted its arms in 1573 by Robert Cooke, Clarenceux King of Arms and a graduate of St. John's College, for use by the Chancellor, Masters, Fellows and Scholars as a corporate body. The arms Cooke granted are officially described in heraldic terminology or blazon as follows:

Gules on a Cross Ermine between four Lions passant guardant Or a Bible fesswise Gules clasped and garnished Or the clasps in base.

This may be rendered into plain English as follows:

On a red background, a cross of ermine fur between four gold lions walking but with one fore-leg raised, and facing the observer. These lions must always face the left-hand edge of the page or item on which the arms are displayed (which means they are facing right, heraldically speaking). On the centre of the cross is a closed book with its spine horizontal and with clasps and decoration, the clasps pointing downward.

The University coat of arms is often mistakenly called the University crest. A crest is a particular part of a full armorial achievement that also includes helm, mantling, shield and sometimes supporters. The University, like some other older corporate bodies, has no crest. The University shield is a better term to use, since the shield contains the complete coat of arms and is the most usual way of displaying them, but they can also be presented on other shapes, such as an oval.

In England a motto is not an official part of the official grant and so the University coat of arms is complete without it. The University has by custom an adopted motto, which can be used if required and should be placed either under or around the arms. The motto is usually given as:

Latin: Hinc lucem et pocula sacra

English: Literal: From here, light and sacred draughts, **Non-literal:** From this place, we gain enlightenment and precious knowledge.

The University has no right to change its coat of arms without Royal Authority; it must remain true to the blazon given above.

The lettering in the University logo has been slightly adjusted to make it clearer for digital use.

Logos can be downloaded from the Communications Resources website:
www.admin.cam.ac.uk/offices/communications/services/logos/

Old version



UNIVERSITY OF
CAMBRIDGE

New version



UNIVERSITY OF
CAMBRIDGE

The logo

Core element

The logo consists of the coat of arms and the University of Cambridge logotype. As shown opposite, these two elements must **always** be reproduced together. The logo should not be redrawn, digitally manipulated or altered. It must always be positioned on the left (see page 10).

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg and gif format. Please ensure the appropriate artwork format is used (a Raven password is required). www.admin.cam.ac.uk/offices/communications/services/logos/

File formats

eps: professional usage
jpeg: desktop publishing
gif: digital usage

Colour

The logo only appears in the four colour variants shown on this page. Black, Red Pantone 032, Yellow Pantone 109 and white coat of arms with black or white name. Single colour black or white. Please try to avoid any other colour combinations. CMYK breakdowns will be determined by individual application software.

Red Pantone 032

R237 G41 B57

Yellow Pantone 109

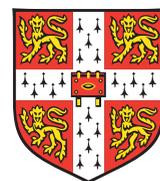
R254 G209 B0

These colours are unique to the logo and should not be used elsewhere on our communications. See page 15 for our colour palette. Yellow Pantone 109 can be replaced with Gold Pantone 872.

Accessibility

The logo must always have good contrast with the background to ensure maximum impact and accessibility.

An exclusion zone is required around the logo (see page 08).



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For departmental logos see page 12

The logo

Trademark and licensing

The University coat of arms has significant commercial value, for example, through use on merchandising and promotional items.

The University names and arms are registered trademarks and may only be used with permission of the University or by registered licence holders.

Use of logo

The University's coat of arms and logotype are used to identify an official publication, presentation or website of the University of Cambridge.

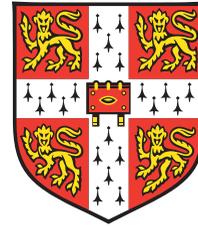
You may use the name and logo to support activities for which the University itself (or one of its delegated authorities) is accountable.

All other uses require permission from the Office of External Affairs and Communications, which issues licences to other organisations wishing to produce items bearing our logo.

Holograms

Hologram marked tags identify official products with unique identity numbers.

For more information about our logo and licensing, contact the Communication team.
communicationsresources@admin.cam.ac.uk



UNIVERSITY OF CAMBRIDGE

The logo

Exclusion zone

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the width of the coat of arms. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

For use of the logo with departmental names, please see page 12.



The coat of arms

The coat of arms should not be used as a substitute for the logo. **The logo should always be used as a whole, including both the coat of arms and the name of the University.**

The coat of arms can sometimes be used as a graphic device or watermark in printed publications where there are no images to complement the text. It is usually printed bleeding off the page and sized approximately 55% of the height of the page and placed one third of the distance from the top (see example).



The logo

Recommended sizing

Logo size consistency is important when producing a wide range of communications.

A size formats

Shown here are the recommended sizes for reproduction across various A series formats.

DL 48mm
A5 48mm
A4 65mm
A3 92mm

Placement

The logo always appears in a set size and position on all our communications. See pages 10–11

Minimum size

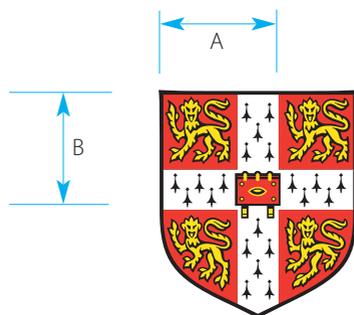
Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 30mm measured across the width of the logo.

The logo does not have a maximum reproduction size.

Alternative sizes

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down **in proportion**.

Measurements A and B must always be the same.



DL and A5



minimum size



A4



A3

The logo

Positioning – top left

Consistent positioning of the logo is vital, it must always appear on the left.

The logo can appear in two set positions. Either at the top of the area or at the bottom, but **always** ranged left.

Logo size and position

DL

Logo 48mm
left margin 8mm
top margin 9mm

A5

Logo 48mm
left margin 8mm
top margin 9mm

A4

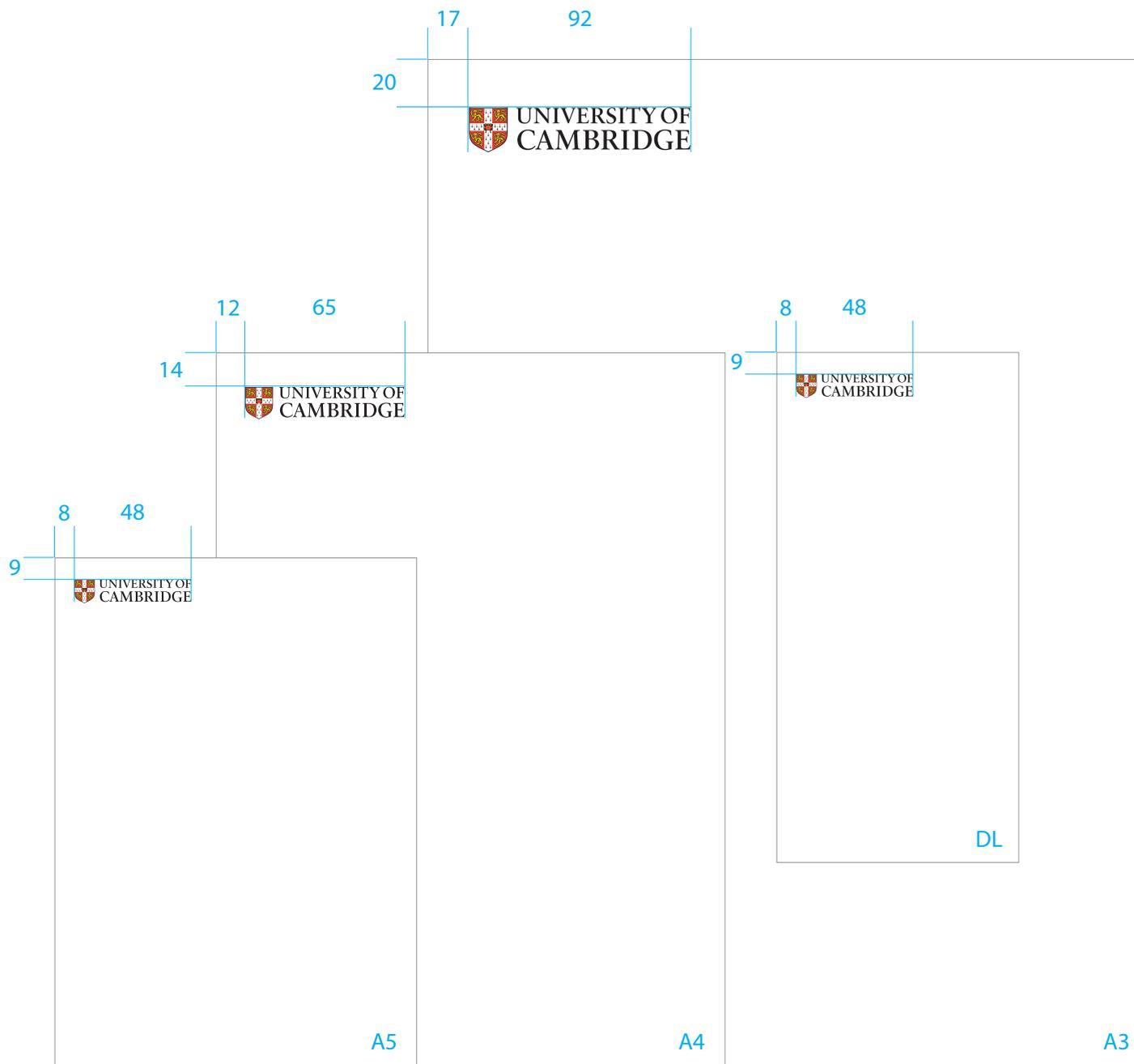
Logo 65mm
left margin 12mm
top margin 14mm

A3

Logo 92mm
left margin 17mm
top margin 20mm

Landscape formats

The top and left hand margins remain the same for the corresponding landscape formats.



The logo

Positioning – bottom left

Consistent positioning of the logo is vital, it must always appear on the left.

The logo can appear in two set positions. Either at the top of the area or at the bottom, but **always** ranged left.

Logo size and position

DL

Logo 48mm
left margin 8mm
base margin 9mm

A5

Logo 48mm
left margin 8mm
base margin 9mm

A4

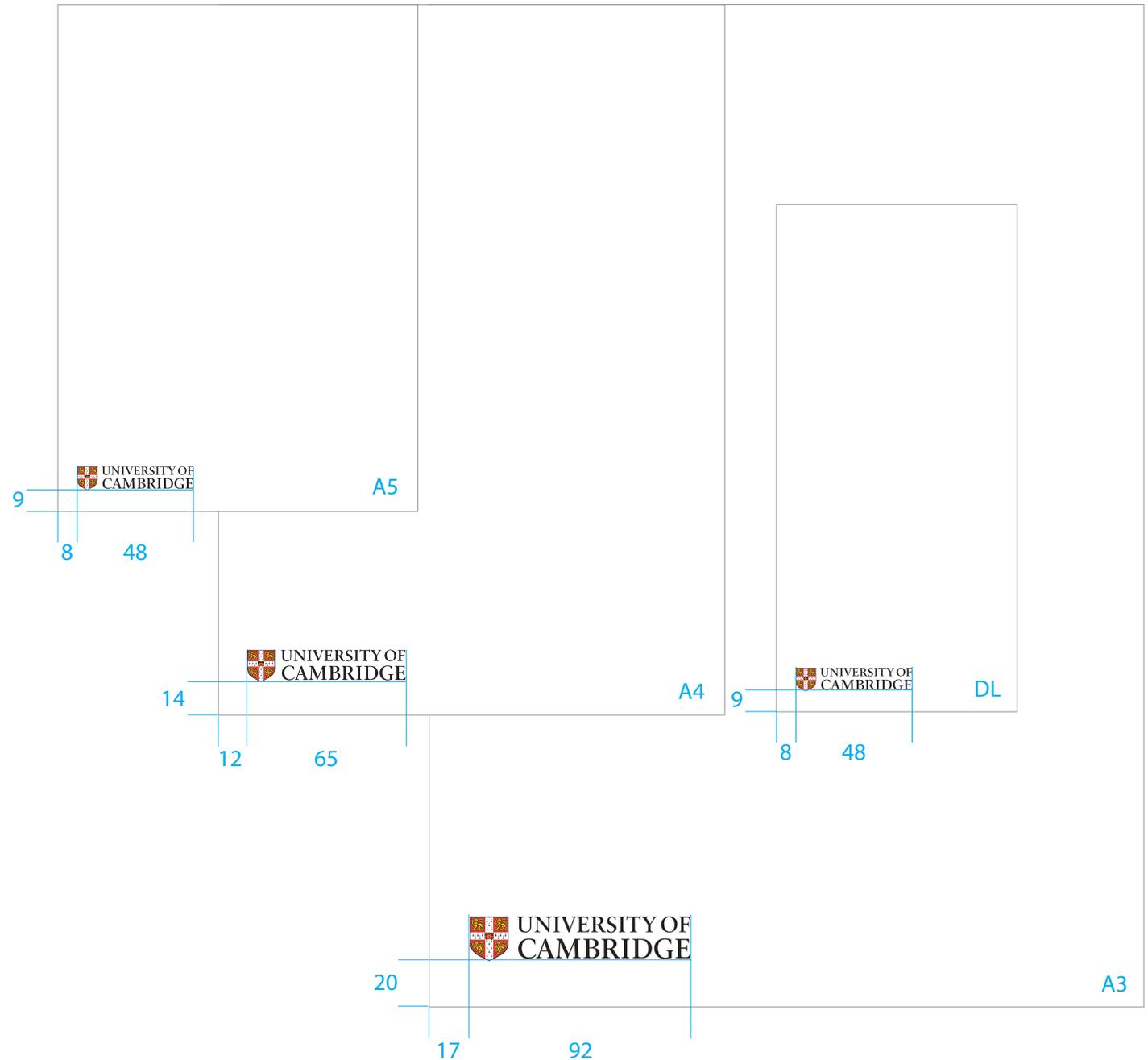
Logo 65mm
left margin 12mm
base margin 14mm

A3

Logo 92mm
left margin 17mm
base margin 20mm

Landscape formats

The bottom and left hand margins remain the same for the corresponding landscape formats.



The logo

Departmental logos for stationery only

Departmental names work with the logo as shown opposite. This relationship is designed for **stationery applications only**.

Please see page 28 - 32 for departmental names **on publications other than stationery**. The font sizes for one, two and three line departmental names are as follows:

one line: 14 point type
two lines: 12 point type
three lines: 8 point type

These size relationships are determined by the departmental name length. The departmental name should not extend beyond the bounds of the logo.

All departmental stationery templates can be found online at www.admin.cam.ac.uk/cam-only/offices/communications/services/templates
(a Raven password is required)



UNIVERSITY OF
CAMBRIDGE
Version one



UNIVERSITY OF
CAMBRIDGE
Department of Zoology



UNIVERSITY OF
CAMBRIDGE
Version two, for names that
appear on two lines



UNIVERSITY OF
CAMBRIDGE
Office of External Affairs
and Communications



UNIVERSITY OF
CAMBRIDGE
Version three, this is designed for very
long divisional names that appear on
three lines of text or more



UNIVERSITY OF
CAMBRIDGE
Wellcome Trust/Cancer Research UK
Gurdon Institute of Cancer and
Developmental Biology

Examples

Sub-branding/additional logos

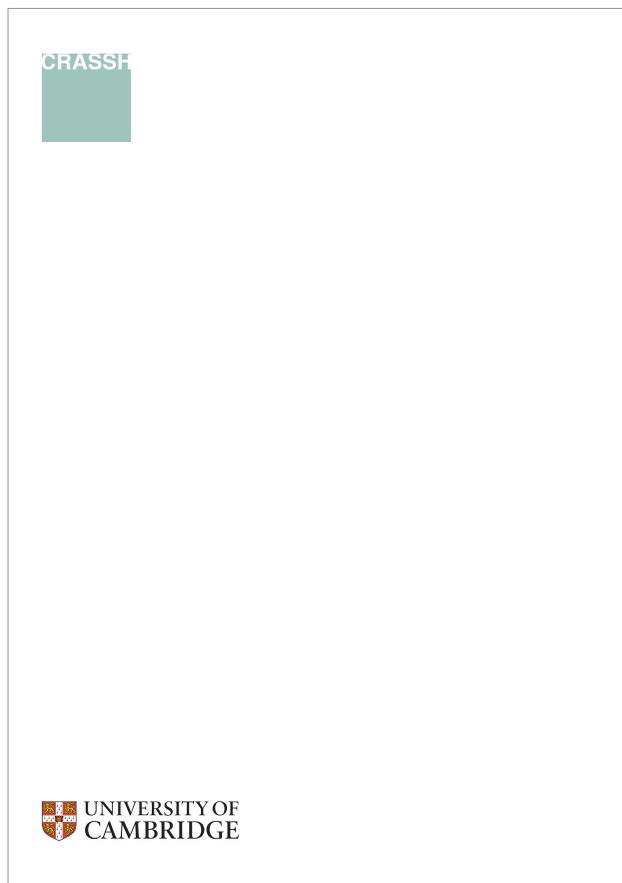
Recommended positioning for any additional partnership logos is at the opposite end of the page to the University logo. If multiple logos are required, they should start from left and be placed next to each other leaving sufficient space around them.

Please observe the exclusion zone for all logos (see page 08).

The creation of additional logos is discouraged. The University logo should be sufficient - see page 12 for treatment of departmental names on stationery and page 28 of departmental names on publications.

Please contact the Communications team for further advice on stationery template requiring two logos.

communicationsresources@admin.cam.ac.uk



Colour

December 2019

Colour Palette

The core colour palette is shown opposite (middle row). It should be used on all our communications.

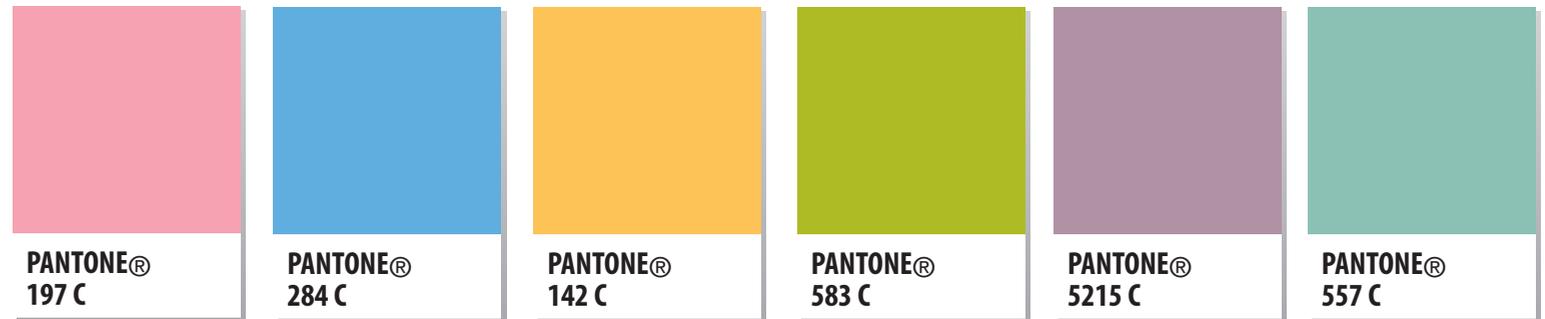
A set of tonally darker and lighter colours have been developed in order to support the six core colours. These 12 supporting colours are designed to work with the core colours, in various combinations. They should be used to add depth and variety.

There is no set colour for departments or areas of the University. Any of the 18 colours within the palette may be used for any communication. Attention should be given to the use of appropriate colours. Minimal colour usage is often the most effective.

Please see pages 32–34 for example applications.



Red Pantone 032 and Yellow Pantone 109 are unique to the University logo and should not be used elsewhere on our communications.



lighter palette

Cambridge Blue



core palette



darker palette

Colour

Palette and text legibility

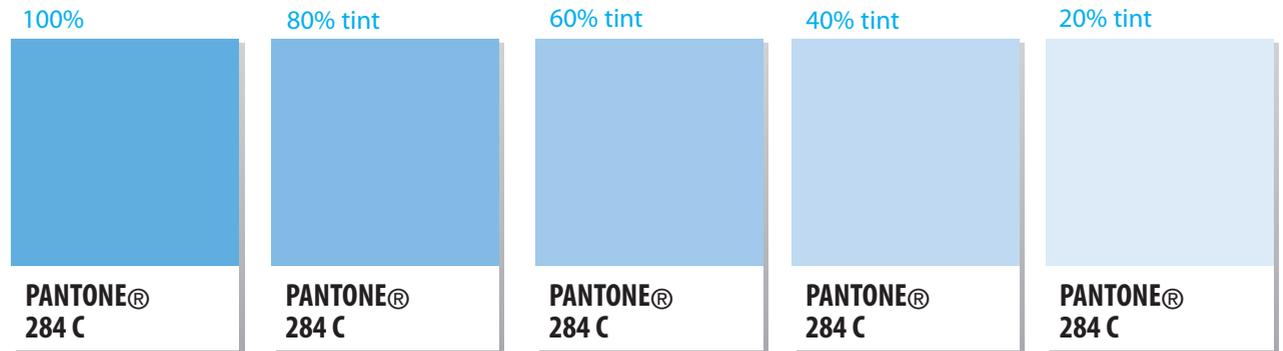
Accessibility

When choosing colour it is important to consider the best options from the palette that will project the information clearly, effectively and complement any chosen images.

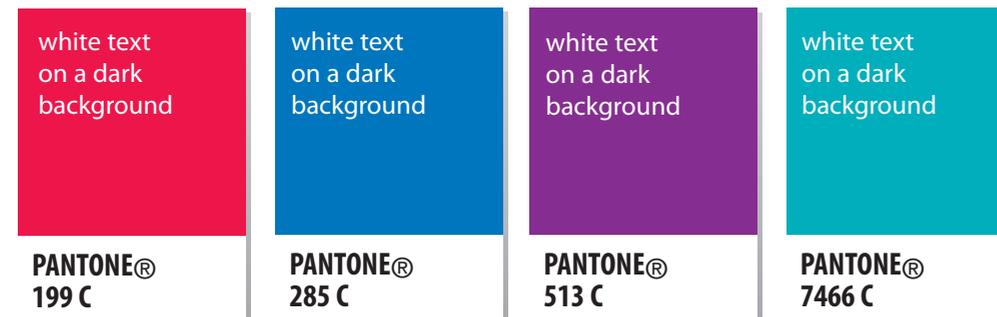
There must always be good contrast between text and the background colour. Dark type on a white or very pale background is the most legible. White type should only be used on a very dark background – for example Pantone 541, 574, 699, 1955 and 5473.

Colours such as Pantone 199, 285, 513 and 7466 are suitable background colours for small quantities of text, such as headings, charts and diagrams or small blocks of text that you wish to highlight.

All colours on the previous page are shown at values of 100%. To achieve paler tones, it is also possible to use any of the colours at lower percentages as illustrated here in the tints of Pantone 284.



tints of colour from lighter palette



core palette



darker palette

Colour

Pantone (PMS) and CMYK references

The Pantone® and CMYK references for the palettes are:

Pantone 197	C.0	M.45	Y.7	K.0
Pantone 284	C.54	M.19	Y.0	K.0
Pantone 142	C.0	M.21	Y.77	K.0
Pantone 583	C.24	M.0	Y.99	K.6
Pantone 5215	C.27	M.38	Y.16	K.3
Pantone 557	C.48	M.10	Y.36	K.3



lighter palette

Cambridge Blue

Pantone 199	C.0	M.100	Y.79	K.0
Pantone 285	C.90	M.47	Y.0	K.0
Pantone 158	C.0	M.62	Y.97	K.0
Pantone 369	C.58	M.0	Y.100	K.4
Pantone 513	C.48	M.96	Y.0	K.0
Pantone 7466	C.13	M.0	Y.30	K.0



core palette

Pantone 1955	C.0	M.100	Y.43	K.43
Pantone 541	C.100	M.61	Y.0	K.43
Pantone 718	C.0	M.74	Y.100	K.12
Pantone 574	C.49	M.22	Y.85	K.58
Pantone 669	C.80	M.97	Y.0	K.45
Pantone 5473	C.86	M.24	Y.33	K.43



darker palette

Colour

RGB and websafe references

The RGB and web safe references for the colour palette are:

Professional printing	Desktop printing	Web
Pantone 197	R.232 G.156 B.174	E89CAE
Pantone 284	R.108 G.172 B.228	6CACE4
Pantone 142	R.241 G.190 B.72	F1BE48
Pantone 583	R.183 G.191 B.16	B7BF10
Pantone 5215	R.175 G.149 B.166	AF95A6
Pantone 557	R.133 G.176 B.154	85B09A



lighter palette

Cambridge Blue

Pantone 199	R.213 G.0 B.50	D50032
Pantone 285	R.0 G.114 B.206	0072CE
Pantone 158	R.232 G.119 B.34	E87722
Pantone 369	R.100 G.167 B.11	64A70B
Pantone 513	R.147 G.50 B.142	93328E
Pantone 7466	R.0 G.176 B.185	00B0B9



core palette

Pantone 1955	R.138 G.21 B.56	A81538
Pantone 541	R.0 G.60 B.113	003C71
Pantone 718	R.190 G.77 B.0	BE4D00
Pantone 574	R.78 G.91 B.49	4E5B31
Pantone 669	R.63 G.42 B.86	3F2A56
Pantone 5473	R.17 G.94 B.103	115E67



darker palette

Use the RGB references above to change colours given on templates.

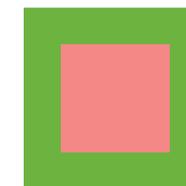
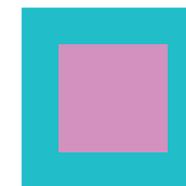
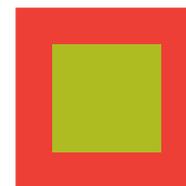
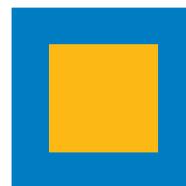
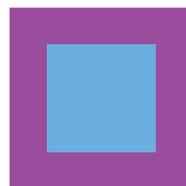
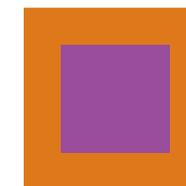
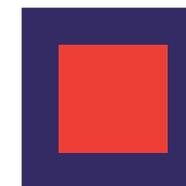
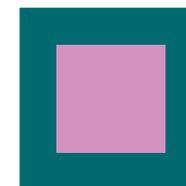
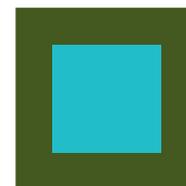
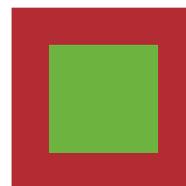
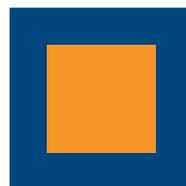
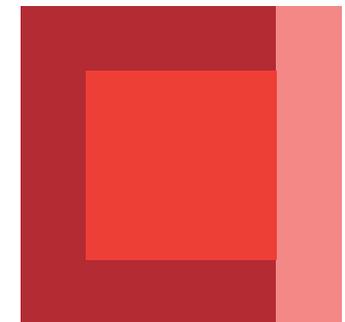
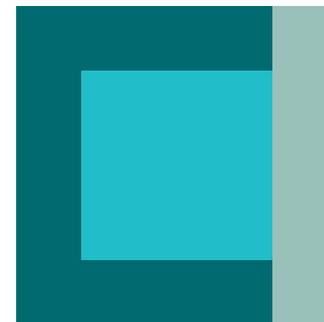
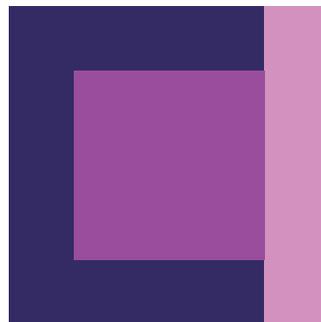
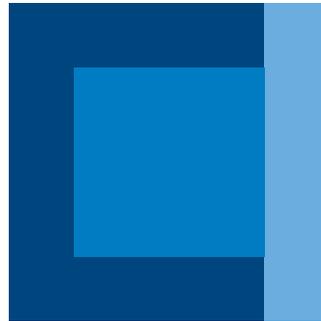
Colour

Working with the palette

The palette of 18 colours has been designed to work independently or together in various combinations.

Each core colour has a corresponding lighter and darker colour. The lighter palette works well as a background, highlight or graphic. The darker palette is the most suitable for type. They can be used as individual colour sets ie just the blue palette. Or the colour sets can be effectively combined. For example, the blue set works visually with the orange/yellow set.

There is no preordained colour for departments or areas within the University. When choosing colour please consider the most appropriate options from the palette that will project the information clearly, effectively and complement your chosen images.



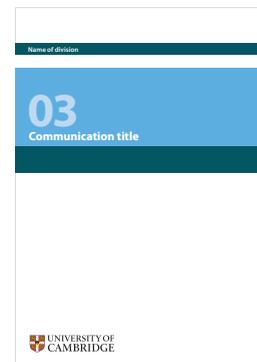
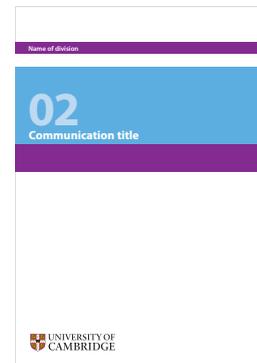
Colour

Working with the palette

When designing suites of literature you may want to choose a consistent colour combined with a selection of alternative highlight colours to code the individual publications and create a family feel.

Minimal colour usage is often the most graphically effective. Undisciplined colour usage and tonally inappropriate combinations will dilute the impact of our identity. Therefore you should only use colours from our palette.

There must always be good contrast between text and the background colour. Dark type on a white or very pale background is the most visually accessible. White type should only be used on a very dark background. (See page 32).



suite of literature

Typography

December 2019

Typography

Typeface

Arial has been selected as the University's primary typeface, and is used for promotional materials that are produced in-house.

Please see pages 36–44 for templates, examples and further information.

Arial has been selected in consultation with the Disability Resource Centre. We know it will not suit every application and an investigation is underway for a complementary font for use by non-Microsoft users. Further information will also be provided with respect to a monospace typeface.

Text can be either ranged from the left-hand edge of the coat of arms or the left-hand edge of the logotype. Please avoid centred or justified titles and text.

Sans serif font alternative (for use by professional designers)

Myriad

Myriad is used for items where the design is commissioned from external agencies ie the University Annual Report, undergraduate and graduate prospectus, exhibition stands, advertising, magazines etc.

Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft software applications, Apple Mac OS X and many PostScript computer printers. It should be used for all our internally produced communications.

Serif font alternatives

Sabon/Times New Roman

Sabon or Times New Roman may be used where a serif font is required – for example in large bodies of text.

Imagery

December 2019

Imagery

Our image style

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do.

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications. Our images show natural, real-life people and situations. They should convey emotions, atmosphere and engage the audience.

Images should feel observational and spontaneous rather than staged, and show a contrast with our heritage – beautiful architecture and the energy of the people who interact with the University.

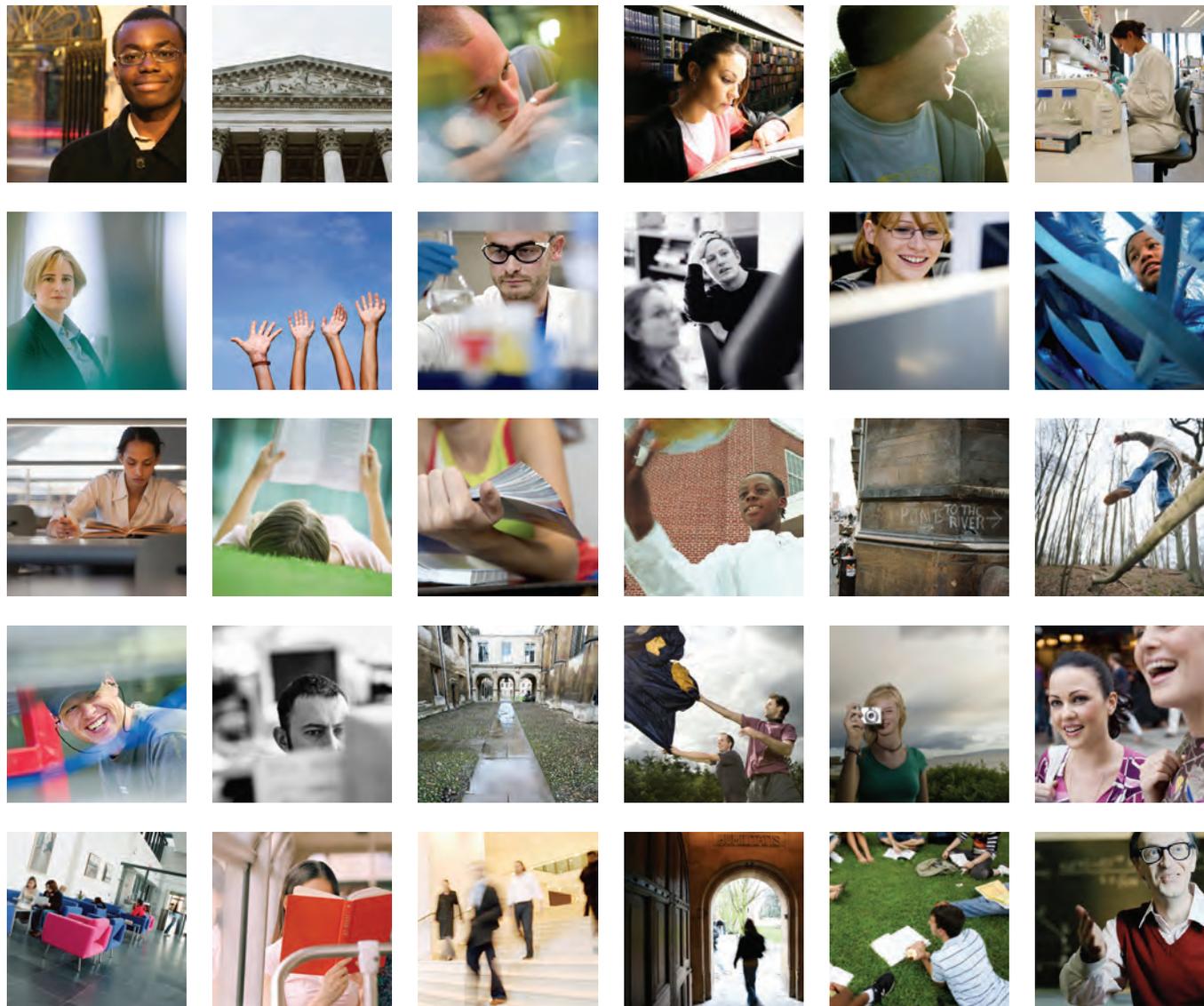
Images can be reproduced in full colour, single colour (monotone) and black and white.

Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.

Images that are used in printed materials should be reproduced at print quality – 300 dpi.

Important guidance regarding consent, usage and copyright issues can be found at

www.admin.cam.ac.uk/offices/communications/services/photos/index.html



Imagery

Image library

Our Flickr photostream has hundreds of photographs you can download and use for free to enhance your communications.

Visit our website for a step-by-step guide on how to create a free Flickr account.

www.admin.cam.ac.uk/offices/communications/services/photo.html

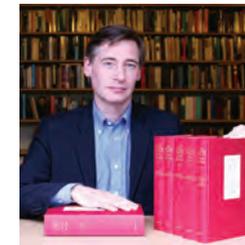
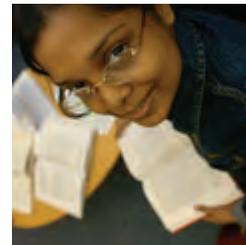
The copyright of the images belongs to the University of Cambridge and images can be used free of charge for University and College communications. Apart from the University's photostream, don't use images without gaining permission from the copyright holder. Just because an image is on the internet doesn't mean it is free from copyright.

Please see pages 32- 34 for examples of how to use pictures in different layouts.

Consent forms

Appropriate consent forms should be completed if participants are photographed, recorded or filmed during University events or activities.

A selection of consent forms is available at www.admin.cam.ac.uk/offices/communications/services/photos/index.html



Graphic language

December 2019

Graphic language

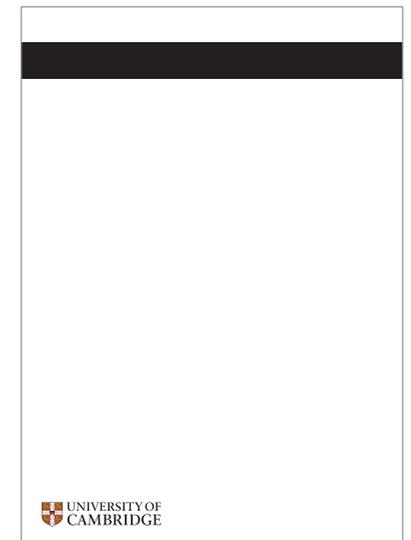
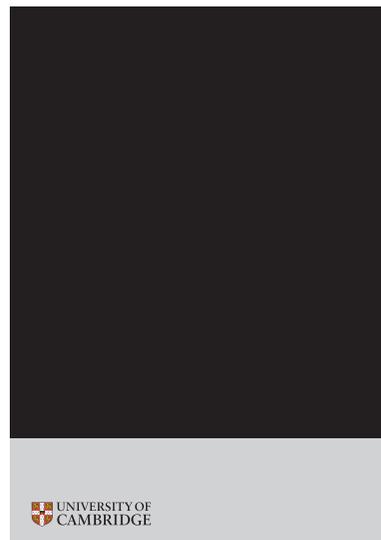
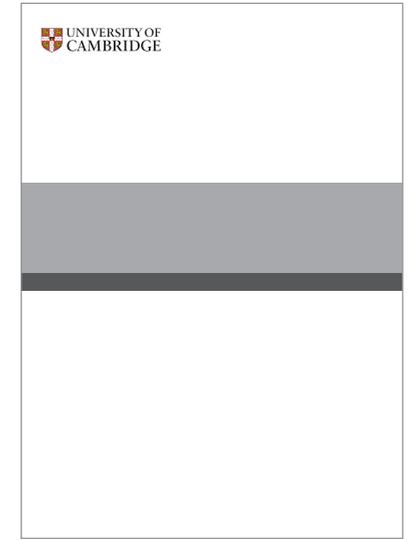
The design grid

The horizontal grid structure forms the basis of the University's brand language. It adds a unique and distinctive personality. It generates brand recognition and creates an underlying and consistent structure for all our promotional communications.

The grid allows a customised design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts and designs to be created, whilst maintaining maximum brand presence.

The horizontal grid is a flexible device designed to add structure to the layout of images, text and other graphic elements. It should be used as a guide for the placement of text and images. **This includes departmental names and headlines which should appear as part of the main design of the page.** On promotional materials, departmental names should not sit with the logo as on stationery.

Please see page 32 for examples.



Graphic language

A5 grid

The example opposite illustrates our A5 grid template. The logo should always appear in a consistent size and position, either at the top or bottom of the page. See pages 9-11 for size and positioning guidance.

The A5 grid consists of 30 horizontal panels. Each panel has a depth of 7mm.

The grid is available as an eps file in A5, A4 and A3 formats.

The grid should be used as a guide for the placement of text and images. This includes **departmental names and headlines which should appear as part of the main design of the page**. On promotional materials, departmental names should not sit with the logo as on stationery. Please see page 32 for examples.



Bottom of page logo positioning option

8 48

9



UNIVERSITY OF
CAMBRIDGE



Albani Masterclasses 2010

Institute of Continuing Education

7

Graphic language

A4 grid

The example opposite illustrates our A4 grid template. The logo should always appear in a consistent size and position, either at the top or bottom of the page. See pages 9-11 for size and positioning guidance.

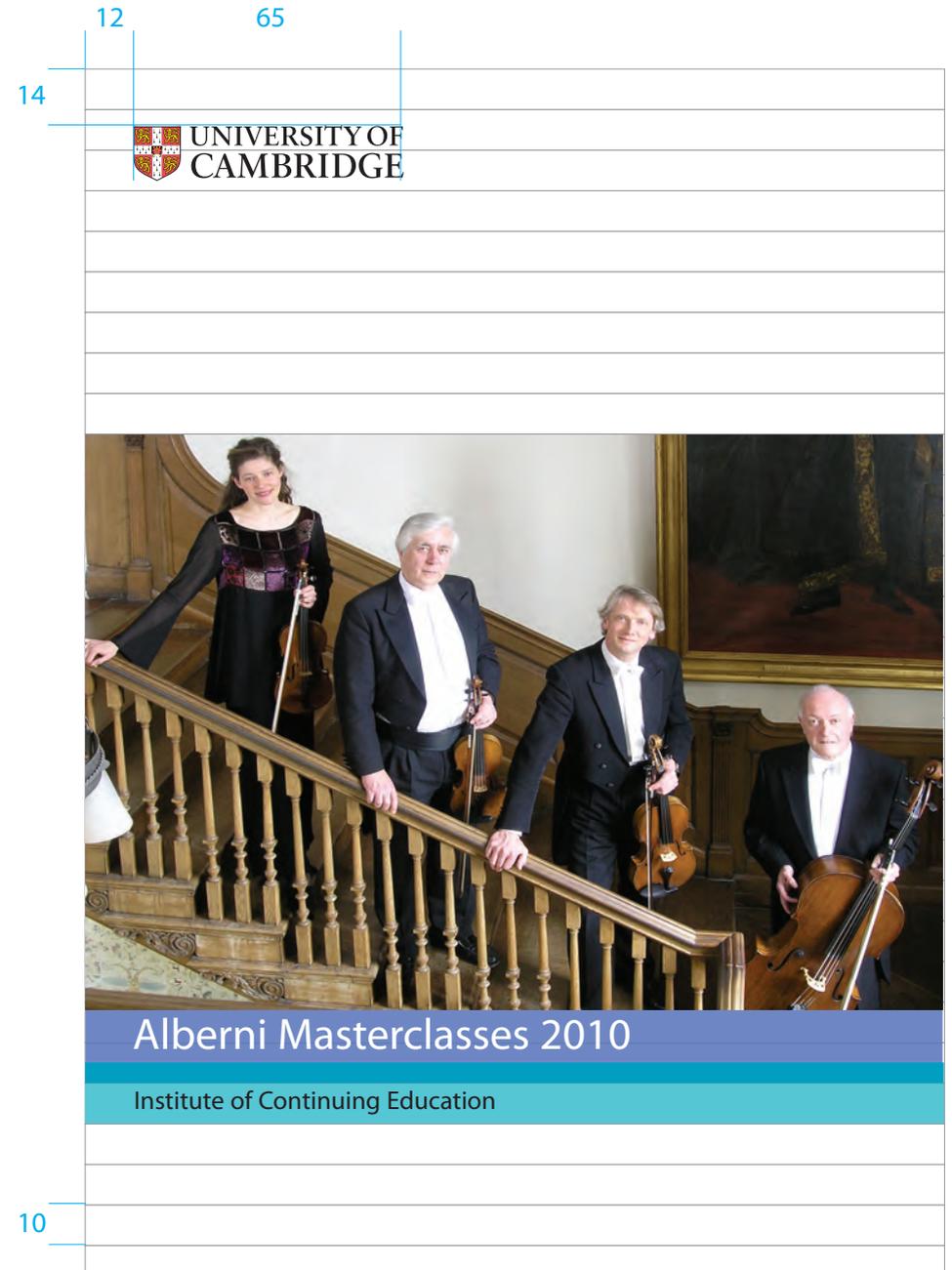
The A4 grid consists of 30 horizontal panels. Each panel has a depth of 10mm, except for the final base panel which is 7mm.

The grid is available as an eps file in A5, A4 and A3 formats.

The grid should be used as a guide for the placement of text and images. This includes **departmental names and headlines which should appear as part of the main design of the page**. On promotional materials, departmental names should not sit with the logo as on stationery. Please see page 32 for examples.



Bottom of page logo positioning option



Graphic language A3 grid

The example opposite illustrates our A3 grid template. The logo should always appear in a consistent size and position, either at the top or bottom of the page. See pages 9-11 for size and positioning guidance.

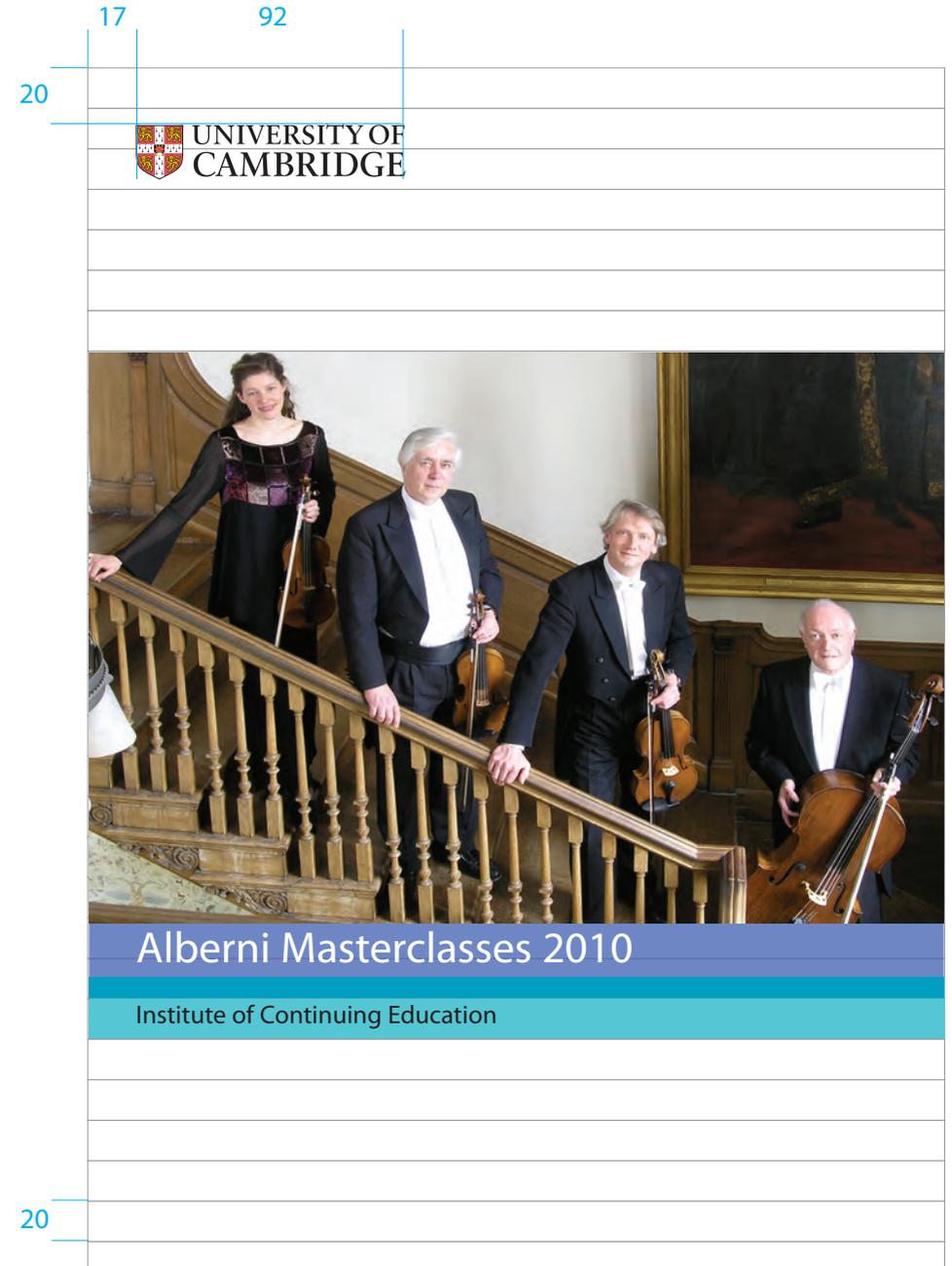
The A3 grid consists of 30 horizontal panels. Each panel has a depth of 20mm except for the final base panel which is 14mm.

The grid is available as an eps file in A5, A4 and A3 formats.

The grid should be used as a guide for the placement of text and images. This includes **departmental names and headlines which should appear as part of the main design of the page**. On promotional materials, departmental names should not sit with the logo as on stationery. Please see page 32 for examples.



Bottom of page logo positioning option



Graphic language

Using the grid

These examples highlight the versatility of the grid used in cover layouts.

Templates have been created to provide a range of options using this grid system. See pages 32-44 for examples.

For externally commissioned materials, the designer will be able to apply the appropriate grid system for your communication materials.

Method

Different combinations of the horizontal panels can be used as required.

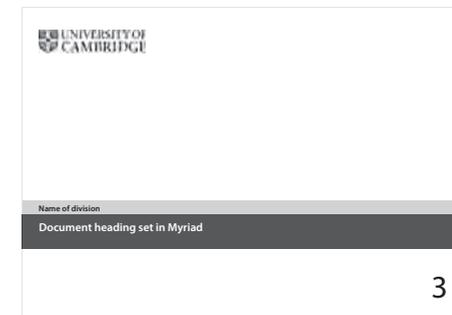
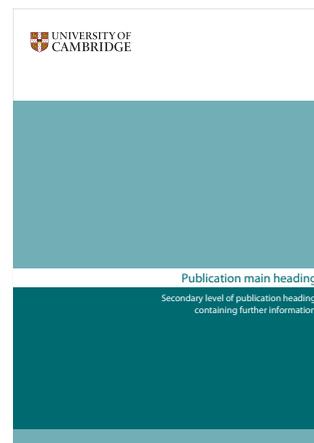
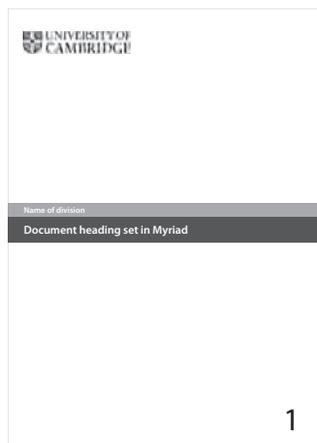
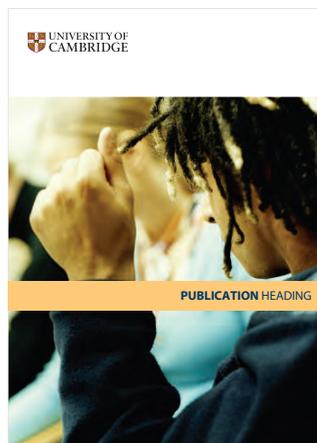
Use the grid structure to hold titles, departmental names and images.

The grid can also be used to create an effect by overlaying an image with different tints in each or a combination of panels.

Titles

Please note that titles can be ranged left or ranged right. Please avoid centred or justified titles and text. Titles and text can be either ranged from the left-hand edge of the the coat of arms or the left-hand edge of the logotype.

For departmental names as part of the design, please see examples 1, 2 and 3.



Graphic language

Sample layouts and examples

Our typographic style is strong, clear and simple.

The grid is used as a versatile, underlying horizontal structure for typography. Headlines should be prominent and limited to a small number of words.

Introductory text, paragraphs and quotations or facts can act as a summary of the content or key messages.

Body copy is generally typeset ranged left, ragged right. Never justify text.

The recommended minimum point size for body copy on an A4 page is 11 point set on 13 point leading.

We aim to engage people by presenting our words and messages in a contemporary and clear way. Unnecessary graphic elements should be avoided as they distract from the message. Avoid typographic clutter.

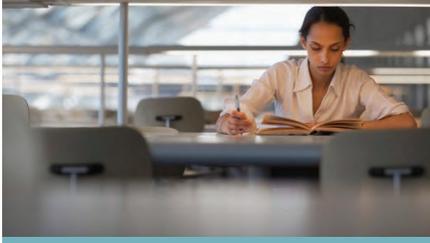
Tension and pace in a document is created through the controlled use of type size, images and colours from our palette.

The inclusion of sufficient white (clear) space allows important text to stand out in a layout. Scale change is also a useful tool in the creation of layouts.

Juxtapose small with large to achieve dynamic layouts, ie small type (body copy) next to large type (a quote), a large full bleed image next to a white page.

Consistent typefaces and appropriate use of typography will maintain our strong visual identity.

Article main title style typeset on two lines



10 University of Cambridge **Running head for publication**

Introductory copy style. While the transfer of research and ideas from the lab to the commercial arena is thriving, medical research continues to make significant advances. The grants and prizes awarded to University researchers are testament to the contribution they make to medical understanding.

There is a large-scale programme of investment and recruitment at the Cavendish Laboratory (Department of Physics). Work started this year on the £12.5 million Centre for the Physics of Medicine, which will house the national test interdisciplinary research in medicine and biology.

Dr Dennis Bray, Department of Physiology, Development and Neurology, has won the £170,000 Royal Society and Academie des Sciences Microsoft European Science Award, one of the largest prizes in science, for his innovative use of computer simulations to better understand bacteria. Dr Bray is using his prize to set up a computational facility for his department, which will help to advance his work and that of others.

Secondary level heading

The Cambridge Institute for Medical Research has been awarded a £4 million grant by the Wellcome Trust, which will enable the Institute to stay at the leading edge of research into how disease arise and to play a key role training tomorrow's academic doctors and medical scientists. Veterinary teaching and research has also been enhanced thanks to a £107 million Wellcome Trust initiative to encourage students to pursue research careers in veterinary medicine. Dummy copy appears here.

The programme is being carried out in partnership with the seven UK Veterinary Schools, and will include several new fellowships and a range of scholarships. Veterinary research makes major contributions to animal and human health, improving quality and safety through the food chain and providing comparative studies that inform human medicine. Dr Dino Giussani has won the highly competitive Royal Society Wolfson Research Merit Award, which means he can now continue his work at Cambridge, rather than moving abroad.

outstanding research ability and is designed to help universities retain internationally recognised scientists. Dr Giussani's work in prenatal physiology has led to exciting possibilities for bringing preventative medicine back into the dummy copy.

Secondary level heading

The academic research excellence of the University combined with the complete clinical infrastructure provided by the Cambridge University Hospitals NHS Trust and the associated presence of other organisations such as the MRC and Cancer Research UK fosters the development of translational research and new therapies. Dummy copy appears here.

The government has recognised the contribution made by these partnerships, as well as the potential for more, and the area has been designated as one of the government's new Comprehensive Biomedical Research Centres. The Centre will receive substantial new research and development funding from the National Institute for Health Research and will address major health priorities such as cancer, cardiovascular disease, neurodegeneration, metabolic disorders and organ transplantation.

Researchers from the Department of Pharmacology, in collaboration with colleagues in Edinburgh, India and Japan, have, for the first time, been able to film the interaction between a bacterial enzyme and a DNA strand from an attacking virus. The real-time footage of these nano-scale events has marked implications for scientists. Dummy copy appears here.

An international team of researchers, led by Cambridge scientists, have conducted the world's first large-scale, whole genome search for faulty genes that increase breast cancer risk. They studied the DNA.

11

University of Cambridge **Running head for publication**

Article heading

Introductory copy style set in myriad roman. Transfer of research and ideas from the lab to the commercial arena is thriving, medical research continues to make very significant advances. The grants and prizes awarded to University researchers are testament to the amazing contribution they make to medical understanding.

Dr Dennis Bray, Department of Physiology, Development and Neurology, has won the £170,000 Royal Society and Academie des Sciences Microsoft European Science Award, one of the largest prizes in science, for his innovative use of computer simulations to better understand bacteria. Dr Bray is using his prize to set up a computational facility for his department, which will help to advance his work and that of others.

The Cambridge Institute for Medical Research has been awarded a £4 million grant by the Wellcome Trust, which will enable the Institute to stay at the leading edge of research into how disease arise and to play a key role training tomorrow's academic doctors and medical scientists. Veterinary teaching and research has also been enhanced thanks to a £107 million Wellcome Trust initiative to encourage students to pursue research careers in veterinary medicine.

The programme is being carried out in partnership with the seven UK Veterinary Schools, and will include several new fellowships and a range of scholarships. Veterinary research makes major contributions to animal and human health, improving quality and safety through the food chain and providing comparative studies that inform human medicine. Dr Dino Giussani has won the highly competitive Royal Society Wolfson Research Merit Award, which means he can now continue his work at Cambridge.

10

Outstanding research ability and is designed to help universities retain internationally recognised scientists. Dr Giussani's work in prenatal physiology has led to exciting possibilities for bringing preventative medicine back into the dummy copy. The academic research excellence of the University combined with the complete clinical infrastructure provided by the Cambridge University Hospitals NHS Trust and the associated presence of other organisations such as the MRC and Cancer Research UK fosters the development of translational research and new therapies. Dummy copy appears here.

The government has recognised the contribution made by these partnerships, as well as the potential for more, and the area has been designated as one of the government's new Comprehensive Biomedical Research Centres. The Centre will receive substantial new research and development funding from the National Institute for Health Research and will address major health priorities such as cancer, cardiovascular disease, neurodegeneration, metabolic disorders and organ transplantation.

Researchers from the Department of test Pharmacology, in collaboration with colleagues in Edinburgh, India and Japan, have, for the first time, been able to film the interaction between a bacterial enzyme and a DNA strand from an attacking virus. The real-time footage of these nano-scale events has marked implications. An international team of researchers.



University of Cambridge **Running head for publication**

11

Graphic language Examples

Examples of page layouts show different interpretations of the guidelines yet maintain a consistent graphic language.

Undergraduate Prospectus
2009
entry

UNIVERSITY OF CAMBRIDGE

Peterhouse Queens' College

UNIVERSITY OF CAMBRIDGE

Information and contact details for various departments and colleges.

Moving forward together
INTRODUCTION TO THE WGS COUNCIL

Cambridge education is a story of many students. We have been educating young scholars for 1000 years, with students from all over the world. Now, more than 1000 miles from home, they continue to support Cambridge in the far reaches.

Cambridge education is a story of many students. We have been educating young scholars for 1000 years, with students from all over the world. Now, more than 1000 miles from home, they continue to support Cambridge in the far reaches.

Cambridge education is a story of many students. We have been educating young scholars for 1000 years, with students from all over the world. Now, more than 1000 miles from home, they continue to support Cambridge in the far reaches.

Maddingly Hall Gardens
Guide

Institute of Continuing Education

UNIVERSITY OF CAMBRIDGE

Blue Geraniums... Several Rhymns carpet the ground... North Border... Round Lawn and Alpine Bed... Large Shrub Border...

Thinking numbers
Developing a new generation of supercomputers and exploring the origins of the universe are just two activities within a wide array of research programmes underway in the mathematics and physics departments at Cambridge.

Quantum... Research... Thinking numbers... Developing a new generation of supercomputers and exploring the origins of the universe are just two activities within a wide array of research programmes underway in the mathematics and physics departments at Cambridge.

Templates and examples

Templates Overview

Templates are available for the following communication materials that are produced in-house. They are specifically designed to enable consistent, time-efficient and economical in-house production when access to bespoke externally produced design facilities are unavailable or inappropriate. Colour bars can be adjusted as appropriate to typographic content (see RGB references on page 18).

The following templates are available:

Stationery

Agenda
Business cards
Certificates
Compliment slips
Fax
Letterhead
Memo
Minutes

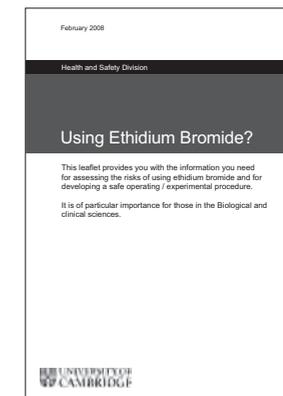
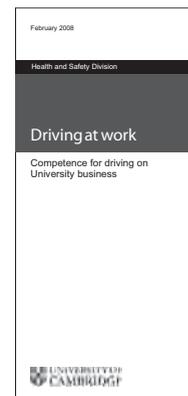
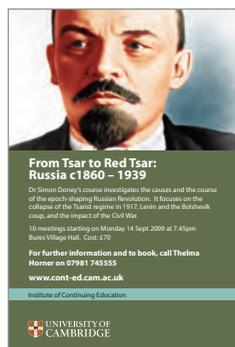
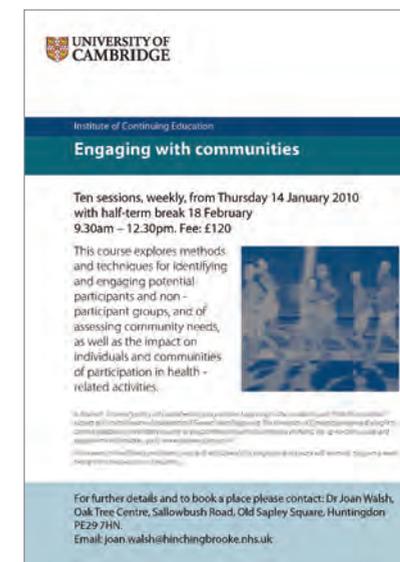
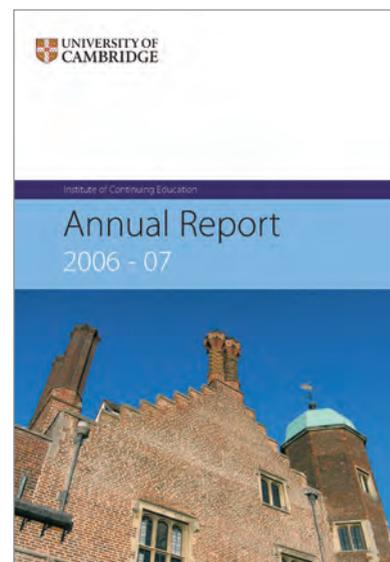
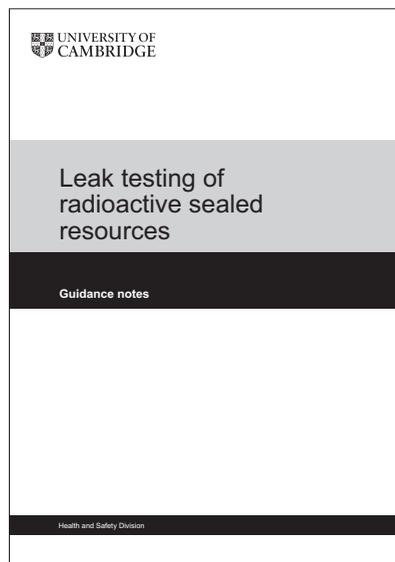
PowerPoint

Design

Templates for posters, leaflets, newsletters, publication and report covers are available in Microsoft Word: A5, A4, A3, DL
Microsoft Publisher: A5, A4, A3, DL

An HTML template for electronic newsletters is also available.

All templates are available from www.admin.cam.ac.uk/offices/communications/services/templates



Templates

Stationery – compliment slip

A colour or black and white Microsoft Word template is available for in-house production of compliment slips.

All grey areas should be personalised.

Master artwork files have also been produced for compliment slips that are externally printed (ie litho printed).

The recommended style for telephone numbers and email addresses is as follows:

+44 (0)1223 123456 or 01223 123456
 firstname.surname@department.cam.ac.uk

Template information is stacked from the base so that the template will re-adjust upwards when new information, such as a mobile phone number etc, is added.

Microsoft Word templates are available from:
www.admin.cam.ac.uk/offices/communications/services/templates/

For preprinted colour compliment slips, please refer to the recommended supplier list or contact the Communications team.

communicationsresources@admin.cam.ac.uk

UNIVERSITY OF CAMBRIDGE
 Departmental name

Type text here

with compliments

1st Address Line
 2nd Address Line
 Town and Postcode

Tel: +44 (0) 1223 XXXXXX
 Fax: +44 (0) 1223 XXXXXX
 Mobile: +44 (0) 7000 XXXXXX
 firstname.surname@department.cam.ac.uk
 www.cam.ac.uk

All grey areas should be amended

UNIVERSITY OF CAMBRIDGE
 Departmental name

Type text here

with compliments

Joe Bloggs
 Administrative Officer

Central Building
 1 South Street
 Cambridge CB2 1TN

Tel: +44 (0) 1223 123456
 Fax: +44 (0) 1223 123456
 Joe.Bloggs@admin.cam.ac.uk
 www.cam.ac.uk

personalised example

Templates

Stationery – business cards

Business card templates are available in two different formats, horizontal and vertical.

The recommended style for telephone numbers and email addresses is as follows:

+44 (0)1223 123456 or 01223 123456

firstname.surname@department.cam.ac.uk

Template information will be stacked from the base so that the template will re-adjust upwards when new information, such as a mobile phone number etc, is added.

Microsoft Publisher templates are available from:

www.admin.cam.ac.uk/offices/communications/services/templates/

For preprinted business cards, please refer to the recommended supplier list or contact the Communication team.

communicationsresources@admin.cam.ac.uk



Email signature

This is the recommended method of presenting contact information and disclaimers at the foot of the email. From the email view In Microsoft Office 2010 go to File > Options > Mail. Once the Mail window is open, look down the right side for the third option 'Signatures'. After clicking on Signatures a new window will open. Click 'New' and type a name into the box. Click 'OK'. Copy and paste the example below into the 'Edit Signature' space. Update the contact details to your own.

The information should be presented as below, with the main text in black, 10 point Arial font. The University logo should not be used in the email signature. There should only be one web address or url link and it should be underlined. The disclaimer at the end of the signature should be in black 8 point Arial.

Name Surname
Job title
Office/department name
University of Cambridge
Address 1, Address 2, Cambridge Postcode

Tel: 44 (0)1223 (x)xxxxx | name.surname@dept.cam.ac.uk

www.cam.ac.uk

This email (together with any files transmitted with it) is intended only for the use of the individual(s) to whom it is addressed. It may contain information which is confidential and/or legally privileged. If you have received this email in error, please notify the sender by return email (or telephone) and delete the original message. The sender has taken reasonable precautions to check for viruses but the recipient opens this message at his or her own risk.

Templates

PowerPoint

A PowerPoint template has been produced to ensure visual consistency and should be used for all our presentations.

This template should be used for internal and external presentations.

If using images, the style and content of photographs should reflect the diverse work of the University and be vibrant, inspirational and engaging. Only use images that are relevant and add value.

Text slide heading set in Arial



Improve communication with all colleagues involved in administration and management in the University

Provide a forum for discussion and information about significant developments or proposals

Help me understand what you think and want to contribute

UNIVERSITY OF CAMBRIDGE



Title slide heading set in Arial

Secondary level information
Secondary level information

Division name appears here

Text slide heading set in Arial

Improve communication with all colleagues involved in administration and management in the University

Provide a forum for discussion and information about significant developments or proposals

Help me understand what you think and want to contribute

Learn more about parts of the administration from presentations led by practitioners

Provide a network to facilitate sharing of information, to stimulate new ideas and contacts and to strengthen the sense of our profession in the University

UNIVERSITY OF CAMBRIDGE

Templates

Publication and report covers

A series of templates are available for the creation of publication and report covers.

These templates help to create consistent, economical communication material for in-house production, when bespoke design facilities are unavailable.

The templates will work with desktop printers where full bleed printing is unavailable and a clear border is created. Please see the example at right.

If you are printing on coloured paper stock please ensure the paper colour matches our palette as closely as possible, and that the contrast between the colour of the paper and colour of the text is adequate.

All template covers use Arial. Please avoid using any other typefaces.

Microsoft Word and Publisher templates are available from:

www.admin.cam.ac.uk/offices/communications/services/templates/



template example with printer border



Templates

Posters

The principles of our brand language must be applied to all of our communication activities in order to reinforce a strong and unified presentation of the University.

Posters should be eye-catching, informative and easy to understand.

In order to achieve maximum impact and consistency a set of templates are available specifically for in-house production when bespoke design facilities are unavailable.

The examples opposite show three different styles. They can be created using a full range of colours from the University palette. No colourway is used for a specific purpose or area within the University. Please choose the most appropriate for your information and communication needs.

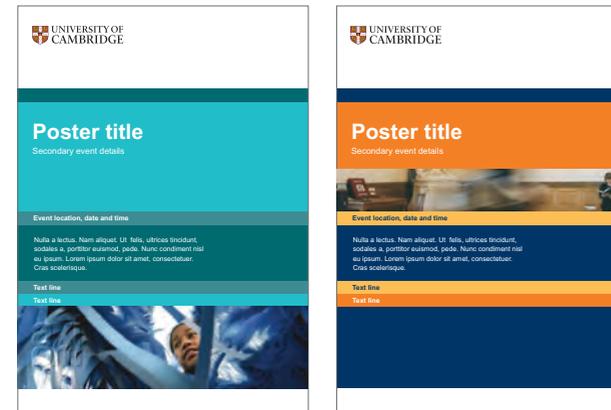
The examples are designed to work with desktop printers where full bleed printing is unavailable and a clear border is created. The logo and information areas are positioned a sufficient distance from the page edge (example 4).

If you are printing onto coloured paper stock please ensure the chosen colour matches our palette as closely as possible (see page 15).

example 1



example 2



example 3



example 4
(with printer border)



Examples

Certificates

Microsoft Word templates allow the details to be customised with the recipient's name, course details, achievement and signatories etc.

The name and course titles are set in Arial Bold and the remaining copy in Arial Roman. The signatures should be written by hand.

Microsoft Word templates are available online at www.admin.cam.ac.uk/offices/communications/services/templates


Course name
<p>This is to certify that</p> <p>Student Name</p> <p>has undertaken a course of study and reached the required standard</p> <p>13 April 2012</p> <p>Name/Title of person issuing certificate</p>


Certifies that
<p>Student Name</p> <p>has completed the requirements for the</p> <p>Course Name</p> <p>Day Month Year</p> <p>Job Title and Department Name</p>

Examples

Advertisements

The design, size and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

The advertisements opposite illustrate how the horizontal panels of our system can be applied and used to hold different levels of information, headings and images. Impact can be created in both colour and black and white.

Copy is set in upper and lowercase, ranged left and ragged right.

For further information regarding recruitment advertisements, please contact the Human Resources Division:

Compliance Team
Human Resources Division
complianceteam@admin.cam.ac.uk

 UNIVERSITY OF CAMBRIDGE

Looking for work this summer?

University of Cambridge International Summer Schools can offer 4–7 weeks work for senior Cambridge undergraduate and graduate students. £200 per week plus college accommodation.

For details call network: 60850 or 01223 760850 or email: intrestut@cont-ed.cam.ac.uk

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 UNIVERSITY OF CAMBRIDGE

Institute of Continuing Education

The Alburni Masterclasses
24–26 July 2009 and 2–6 April 2010

Plus
A wide range of music courses from classical to opera, jazz and theatre musicals to film

Call 01223 746262 for details
www.cont-ed.cam.ac.uk



 UNIVERSITY OF CAMBRIDGE A world of opportunities
www.cam.ac.uk/jobs/

Administrator
Office of External Affairs and Communications

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce non posuere neque. Mauris in volutpat ante. Praesent justo elit, pharetra eget elementum ut, commodo quis augue. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce lacinia blandit massa ut condimentum. Phasellus non est quis sapien commodo commodo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce venenatis sagittis ante eu pulvinar.

Nulla ipsum odio, faucibus in blandit a, convallis id urna. Sed varius vulputate mauris, egestas euismod sapien rutrum a rhoncus vel, gravida porta magna. Aenean rhoncus rhoncus augue et faucibus. In ultricies malesuada lacus interdum blandit.

For further information...Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce lacinia blandit massa ut condimentum.

Examples Newsletters

Department/Section
Newsletter

Headline

Body text

University of Cambridge logo

UNIVERSITY OF CAMBRIDGE
Newsletter

Headline

Body text

University of Cambridge logo

THE OSPREYS

Headline

Message from the President...

Table with 3 columns: Sport, Date, Location

University of Cambridge logo

UNIVERSITY OF CAMBRIDGE

Political Affairs Analysis

7 May 2010

About this newsletter

Weekly policy news

06/0510

Conservative 2010

The Conservatives have won the most MPs in the UK general election but fallen short of a majority, leading to the first hung parliament since 1874.

At the time of writing (16.00, 07/05/10) the split between the three main parties is as follows:

- Conservatives - 303 seats, - 97
- Labour - 250 seats, - 91
- Liberal Democrats - 57 seats, - 5
- Other - 28 seats, - 1

The results are very close to those predicted by the exit poll, which forecast that the Conservatives would gain 307 seats, Lab 255 and Lib Dem 59 with the other parties taking 29 seats.

Notable results include:

- The Liberal Democrats have retained Cambridge, with Julian Huppert achieving 39.1% of the vote, despite a 7% swing to the Conservatives
- Northern Ireland's first minister and DUP leader Peter Robinson has been defeated in East Belfast by the Alliance party.
- The Greens have gained their first MP at Westminster - party leader Caroline Lucas in Brighton Pavilion.
- Education secretary Ed Balls hung on in Morley and Outwood by just over 100 votes but former
- Home Secretary Charles Clarke narrowly lost to the Lib Dem candidate in Norwich South.
- Jacqui Smith, who stood down as home secretary over her expenses, lost her Redditch seat to the Conservative but faced Brexit related her seat in Safford.
- Labour's Margaret Hodge beat the SNP's Nick Griffin in Barking and Dagenham, with a 5% increase in her vote.

UNIVERSITY OF CAMBRIDGE

WHAT'S ON

Selection of events at the University of Cambridge open in the public:

HIGHLIGHTS FOR MAY

Garden wildlife watching

28 May 10am-1pm

This half-day course is designed to introduce you to the wildlife in your garden, and give practical advice and ideas on how to make your garden more wildlife-friendly.

£25, PM-BOOK

Botanic Garden, 1 Brookside, tel: 01223 331876, email: events@cam.ac.uk

Exhibitions

Cambridge in the 1950's

From 18 May

10am-5pm, Sun: 2-5pm

Memorial from Cambridge residents, photographs and a whole host of 50's ephemera, this exhibition will have its evening show on Monday 18th, 6.30pm, on the 1st Floor of the Old Library, 100 Brookside, Cambridge. Tel: 01223 350129

Fur, feathers and flutterbys

Until 24 May

Mon-Fri: 10am-4.45, Sat: 11am-4pm

An exhibition inspired by the Museum of Zoology by students and staff from supportive education at Cambridge Regional College (The Barn of Zoology), Downing St, tel: 01223 336650

Talks

The Alternative Easter Term

12 May

2.20-7.20pm

Explore the recently reopened Greek and Roman gallery with museum staff and find out more about the educational resources we offer adults and groups.

PRE-BOOK 7.30am-10.30am, Museum, Trumpington St, tel: 01223 322904, www.museum.cam.ac.uk

Cambridge Handel Opera Group and Cambridge University Collegium Musicum

8 May

7.30pm

Vocal and instrumental music by Handel, directed by Margareta Paulticia (violin), soprano soloist: Ruby

Newsletter templates are available for printed and electronic newsletters.

The electronic template is suitable for use by people that have a basic understanding of HTML. It can be used in conjunction with Microsoft Outlook to produce Outlook stationery. The template has been tested on a variety of email programmes.

Templates for printed A4 newsletters are available in Microsoft Publisher. A small booklet style template is available in Microsoft Word and Publisher formats.

Creating leaflets and booklets

There are a few basic things to consider when creating any communications material for the University.

Before concentrating on the style and design, think about the purpose of the publication. Why are you creating it and what do you want to achieve?

Make sure you know

- who your target audience is
- what your main messages are

When creating the content and design, make sure you follow the University's house style. At the most basic level, this includes the correct position of the University logo, the use of the correct typeface and appropriate colour palette.

Text

- informative
- easy to understand and read (consider the language and font size)
- style suitable for the target audience
- not too much text in a small space, only the most important information required

Images

- interesting and not staged
- relevant to the text and to the audience
- that add value to your message (for example, telling people what your building looks like does not add value)

Colour

- use the University's colour palette
- do not use Red Pantone 032 colour (reserved for the University's coat of arms)

Printing

- booklets usually require a page number divided by four (4, 8, 16, etc. pages)
- if using a desktop printer, make sure that the logo and text are far enough from the edge of the paper
- A5 and DL leaflet and booklet templates are available in black and white and colour

Digital communication

December 2019

Website

Basic design guidelines for University of Cambridge websites

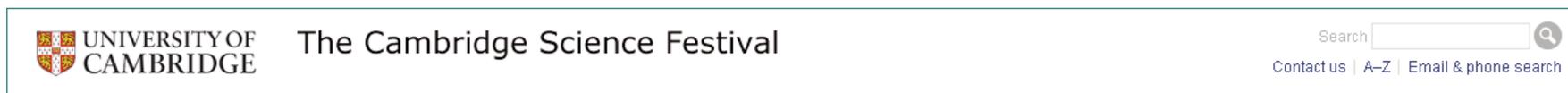
The logo

The University logo should appear at the top left of web pages where it is used. The logo needs to link to www.cam.ac.uk



Sub-branding

If a sub-brand is introduced into a website header, please allow at least a coat of arms width between the University logo and the site name.



If space permits, it may be more elegant to introduce the sub-brand below the logo banner. This is the preferred and recommended approach. Please see the example below.



Website

Colour

Please use the websafe colour palette on page 18. Tints of these colours can be used, but make sure that:

- any text that sits on top of colour is of a sufficient contrast to be legible
- the tints that you use are also websafe

A good resource online for checking contrast acceptability is:

<http://gmazzocato.altervista.org/colorwheel/wheel.php>

Font family

For the main body style in your css, please use the following font-family: Verdana, Arial, Helvetica, and sans-serif.

This font family has been tested as being the most legible on-screen font to read.

You can optionally use the following font-family in your css for large headings: Georgia, Times New Roman and serif. You should not use any other font styles.

Tool kits for building departmental websites

The University Computing Service offers a suite of templates and code kits which have been created in collaboration with Communications Services. They are available from:

<http://www.cam.ac.uk/about/webstyle/>

Website

Example websites

The following websites conform to these basic guidelines.

The screenshot shows the University of Cambridge Department of Engineering website. At the top left is the University of Cambridge logo. To the right is a search bar and a 'Contact us' link. Below the header is a green banner with the text 'Department of Engineering' and 'University of Cambridge'. The main content area features a large image of a globe with the text 'Addressing the world's most pressing challenges with science and technology'. Below this are two columns of links: 'Information about...' and 'Quick links'. The 'Information about...' column includes links for 'The Department', 'Research', 'Undergraduate Courses and Admissions', 'Graduate Studies', and 'Events and Seminars'. The 'Quick links' column includes links for 'Departmental Strategy', 'Outreach and Schools', 'Vacancies and Studentships', 'Library', and 'Information for local users'. At the bottom, there is a 'Latest news' section with three news items, each with a small image and a title: 'Clean engines on the front burner', 'The role of engineering in international development', and 'Carl Zeiss Photography Competition at the Department of Engineering'.

Department of Engineering

www.eng.cam.ac.uk

The screenshot shows the University of Cambridge Science Festival website. At the top left is the University of Cambridge logo. To the right is a search bar and links for 'Contact us', 'A-Z', and 'Email & phone search'. Below the header is a green banner with the text 'Science Festival' and 'Event spotlight: Discover how materials science can save the world in Power for the people'. Below this is a navigation menu with links for '2010 Programme', 'Information for schools', 'Video and audio', 'Other events', 'About us', 'Join our mailing list', 'Facebook', 'Twitter', and 'Blog'. The main content area features a large image of a tree with various scientific symbols and the text 'Discover the diversity of science'. Below this are three sections: 'Discover the diversity of science', 'Missed the Festival?', and 'Tell us what you think'. The 'Discover the diversity of science' section includes text about the 2010 and 2011 Science Festivals. The 'Missed the Festival?' section includes a link to a 'Video and audio page'. The 'Tell us what you think' section includes a link to a 'questionnaire' and a link to a '2WAYS survey'. At the bottom, there is a 'Coming up' section with text about the 'Marshall's Holiday Lectures'.

The Cambridge Science Festival

www.admin.cam.ac.uk/sciencefestival

Website

Example websites

UNIVERSITY OF CAMBRIDGE

RESEARCH HORIZONS

Home Quick search: Advanced Search >

Research News Spotlight Features Knowledge Transfer Preview In Focus Inside Out Events

Research Horizons reports on the latest research, discoveries and innovations from the University of Cambridge

Spotlight on Cancer
We explore some of the collaborative research across Cambridge that is helping to beat cancer.
[more...](#)

A campaign of silent resistance
A fascinating study of wartime artefacts is uncovering a story of symbolic resistance and creative necessity in the Channel Islands 60 years ago.
[more...](#)

Towards a 'super-vaccine' for swine bacterial diseases
A new multidisciplinary research programme aims to develop a single vaccine that will combat four major respiratory pathogens of pigs.
[more...](#)

Investing in the future of maths
A new Centre for Doctoral Training in mathematical sciences will train the next generation of mathematical analysts.
[more...](#)

Unlocking the history of the book
A new chapter in textual scholarship is beginning, thanks to the launch of the Centre for Material Texts.
[more...](#)

View contents for current and previous issues

Research Horizons

- Browse Current Issue
- Previous Issues
- About Us
- Feedback

Quick Links

- Research at Cambridge
- Cambridge Research Office
- Cambridge Enterprise

Latest Research News

- 14 March 2010
Cambridge discovery could pave the way for quantum computing
- 17 March 2010
Major new research effort targets key pig diseases
- 11 March 2010
Mother knows best – even before birth

Events

Home | Contact us | Terms of use. Accessibility | Privacy

Copyright © 2010 Research Horizons

UNIVERSITY OF CAMBRIDGE

Search

Contact us | A-Z | Email & phone search

Undergraduate Admissions

welcome why cambridge? courses colleges life applying finance events find out more...

University of Cambridge > Undergraduate Admissions

Request a Prospectus for 2011 >>

Find us on Facebook

applicant toolkit

CAMBRIDGE a-z

Impressions of Cambridge

Vote for your favourite image in our undergraduate student photography competition!

OUR COURSES
Our courses, the way they are taught and other key information.

THE COLLEGES
Profiles of the Cambridge Colleges, their role and how to choose one.

LIFE AT CAMBRIDGE
Find out what we're offering and what being a student at Cambridge is like.

APPLYING
How to apply, statistics, tests, interviews and entry requirements.

FEES & FINANCE
Financial support and how much it costs to study and live here.

OPEN DAYS & ACCESS EVENTS
Visit us at one of our events to find out more about Cambridge.

Latest News

See images from January and February in our Cambridge 2010 Photo Calendar

Quick Links

- Cambridge Bursary Scheme
- Publication downloads
- Frequently asked questions
- Important dates and deadlines
- Useful contacts

Information For

- Teachers and advisers
- International students
- Mature and affiliated students
- Students with a disability
- Students from ethnic minority backgrounds
- Care Leavers and Looked After Children
- Music Award applicants

© 2009 University of Cambridge, Cambridge Admissions Office, Fitzwilliam House, 32 Trumpington Street, Cambridge CB2 1QY [Map] Freedom of Information | Accessibility | Privacy
Information provided by

Research Horizons

www.research-horizons.cam.ac.uk

Undergraduate Admissions

www.cam.ac.uk/admissions/undergraduate/

If you need any additional support or guidance for building or commissioning University of Cambridge websites please contact communicationservices@admin.cam.ac.uk

Social networks

Social networking

Consider both strategic and practical issues when setting up a social networking site for a department. Who the site is aimed at, what kind of information will be published, who will update the page, what kind of style will be used and so on.

Persona

It is desirable to have a consistent voice, despite the multiple users who might be producing content for a departmental social networking site. To help maintain consistency:

- Speak in first person plural (We are holding an event tomorrow. Feel free to contact us.)
- Try to use active, rather than passive, words
- Try to maintain a semi-casual tone, without using slang or jargon

Promotion

There are a few simple steps that can be taken to promote departmental social networking sites in a subtle but effective way.

- All emails sent from the department should include a hyperlink to the social networking site(s). The hyperlink should be included in the email signature.
- Any mailings could highlight the department's presence in the social networking sites.
- Presentations should include details of the social networking sites in the 'how to contact us' section.
- Departmental webpage should have shortcut icons which lead directly to the social networking sites.
- Following an event, encourage participants to view photos/video clips on the departmental social networking sites.

Response monitoring and management

Checking for new queries or responses could be done a few times a day. In general, social networking site users don't expect an instant reply but queries should be acknowledged in a timely manner to maintain user's confidence.

- Responses to queries should give a short answer to an exact question posed, with a link to relevant information on the University's website.
- Avoid giving the impression that questions are foolish, or that info should have been easily found elsewhere.
- Make appropriate arrangements when people responsible for replying to the queries are on holiday.
- Publish your moderation policy.

Other useful things to remember

Consider an update strategy

- Decide what information will be shared through the social networking sites. Is it used to promote future events, help with general communications or student applications?
- When will the site be updated (before, during, after an event)?
- Decide if the updates include University-wide happenings or just departmental ones.
- Consider if the departmental newsfeed should appear on the social site.
- Create a timetable for all departmental events which should be included in the social networking updates.
- Keep updates relevant to the department. Consider if using a RSS feed from the University's news site will provide relevant information for your followers. Most relevant stories could always be posted manually. This would allow the departmental voice to be more consistent but requires more time and effort from the people updating the site.
- Updates should not breach e-safety; the use of names should be omitted.
- The guidelines on the departmental tone and voice should always be followed.

Suggestions for department-related updates

- Any major updates made to the departmental website
- Reminder of an up and coming event or a registering deadline.
- Photos from events (departmental or University)
- New videos, research findings.
- Forum/discussion questions that are posed to the current followers.

Social Media

December 2019

Social Media

Contents

<hr/> Introduction	01	<hr/> Designing for all other social media		<hr/> Templates	
<hr/> From the University of Cambridge	02	Introduction	13	Introduction	21
Podcasts		Option one	14	Option one and three template	22
Creating artwork for Podcasts	05	Option one examples	15	Option two template	23
Podcast artwork guide	06	Option two	16	Departmental logos	24
Minimum and maximum type sizes	07	Option two examples	17	<hr/>	
Flexibility and variety	09	Option three	18		
Incorrect use examples	10	Option three examples	19		
Naming hierarchy	11	Naming hierarchy on social media	20		
Background colour in iTunes	12	<hr/>			

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



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



Social Media

From the University of Cambridge

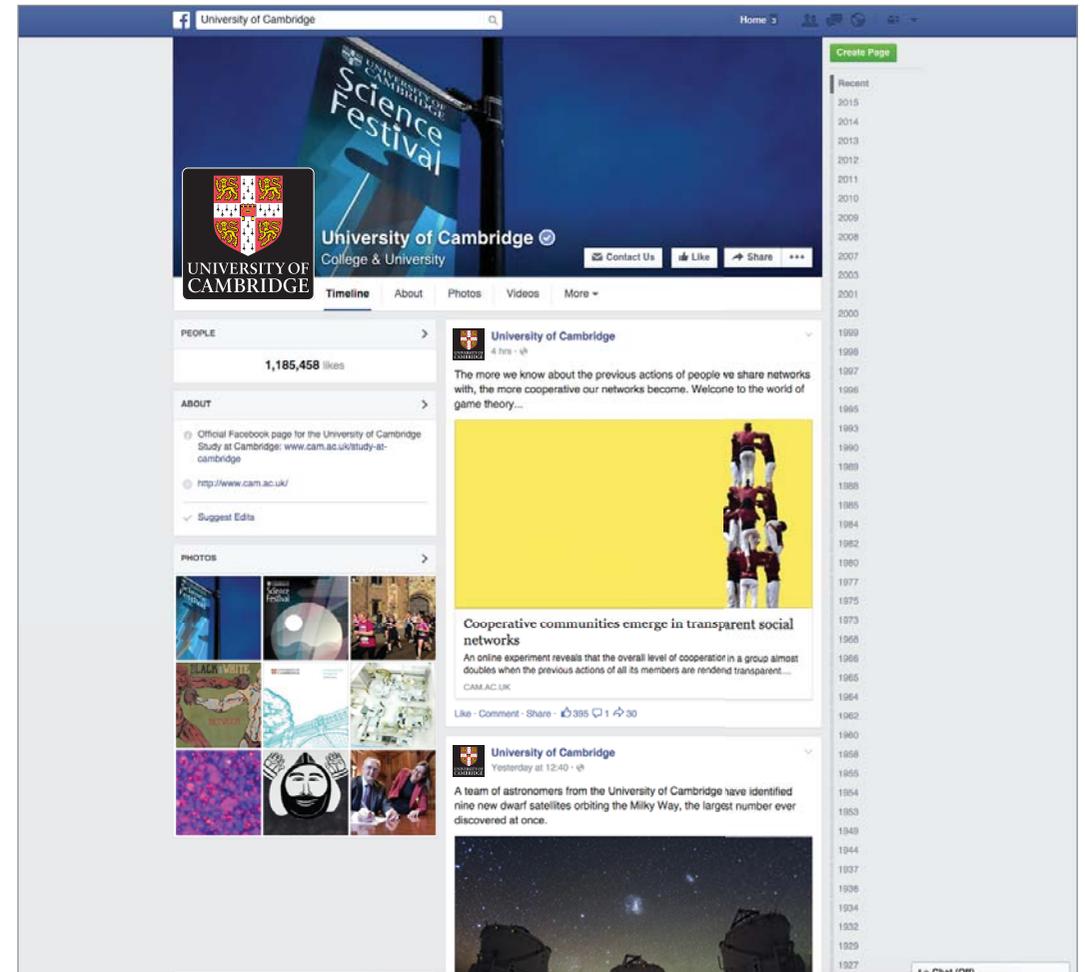
Two examples of where the University logo would be used are on the University's core Twitter and Instagram pages.



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.



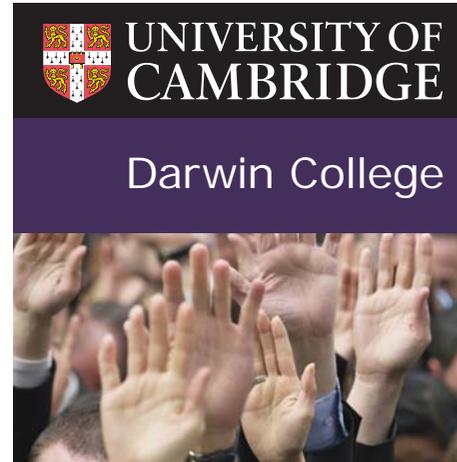
Social Media

Creating artwork for Podcasts

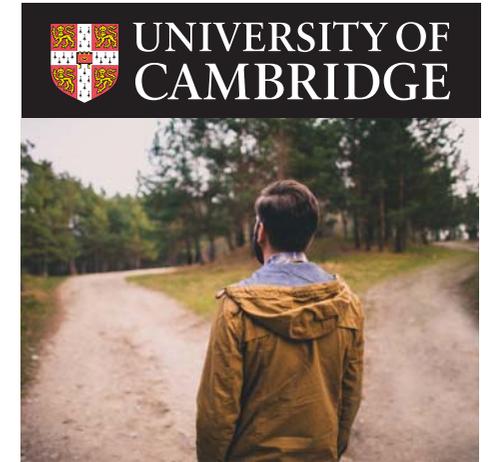
Artwork for Podcasts needs to give a quick and clear indication about what the podcast is about and who it's by at a first glance.

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

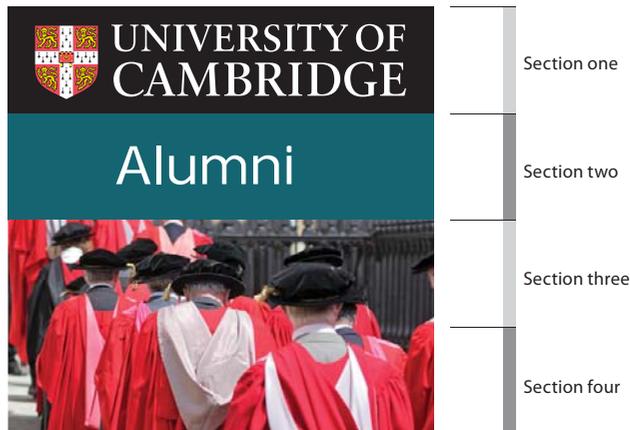
The following two pages explain the minimum and maximum type sizes to use for one, two and three line copy when creating podcast and social media artwork. Please note: These sizes are only relevant when using the template provided. Please refer to pages 21–23 for template guidelines and download link.

**One line copy,
Maximum size – one word only**

Type size: 255pt

Centered vertically in section two.

Left aligned against UoC
type lock up.

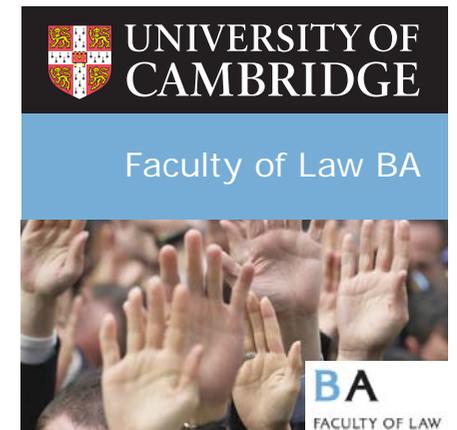


**One line copy,
Minimum size**

Type size: 160pt

Centered vertically in section two.

Left aligned against UoC
type lock up.



Social Media

Podcast artwork, minimum and maximum type sizes

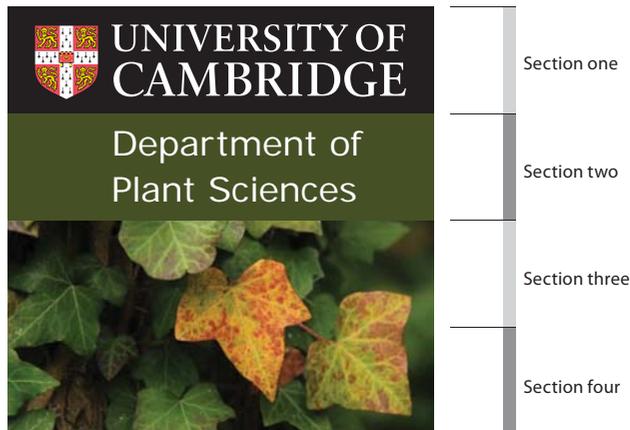
Please note: These sizes are only relevant when using the template provided.
Please refer to pages 21–23 for template guidelines and download link.

Two line copy, Maximum size

Type size: 165pt
Leading: 220pt

Centered vertically in section two.

Left aligned against UoC
type lock up.

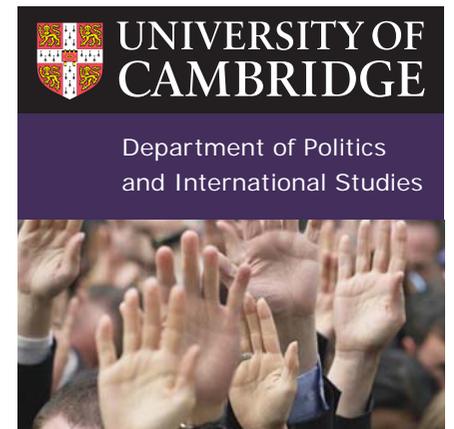


Two line copy, Minimum size

Type size: 120pt
Leading: 220pt

Centered vertically in section two.

Left aligned against UoC
type lock up.

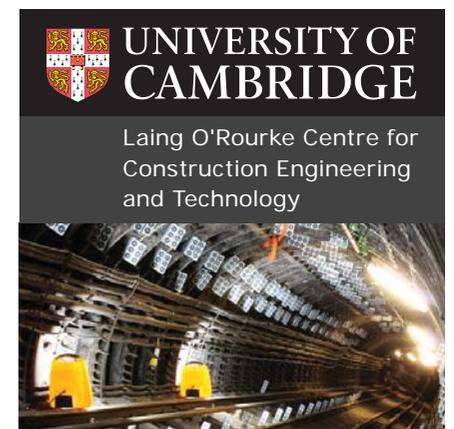


Three line copy, Minimum and maximum size

Type size: 110pt

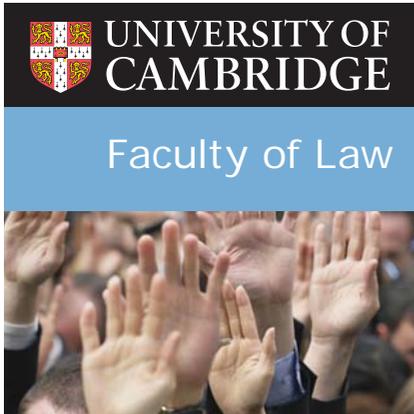
Centered vertically in section two.

Left aligned against UoC
type lock up.



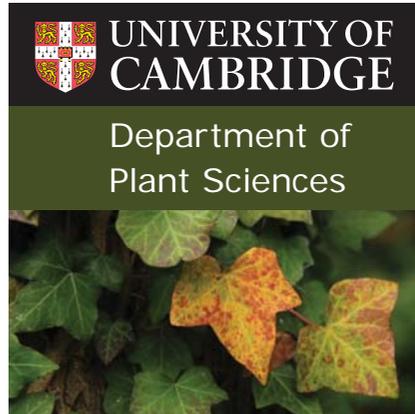
Social Media

Podcast artwork, flexibility and variety



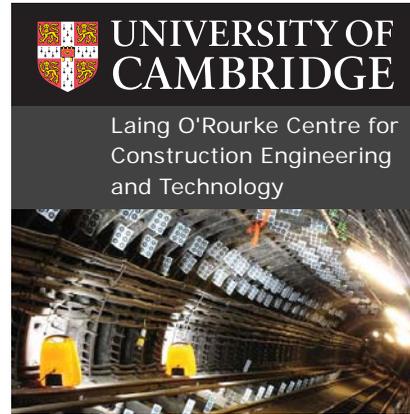
Tripods parts IB and II...
Faculty of Law
University of Cambridge

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



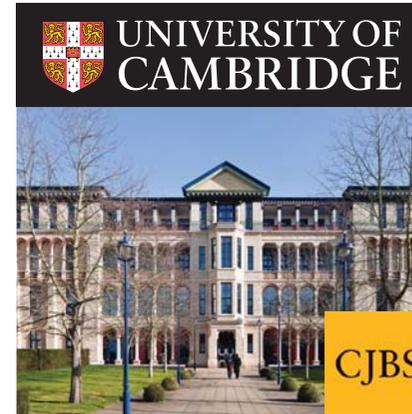
The Tropical Tropo...
Department of Plan...
University of Cambridge

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



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

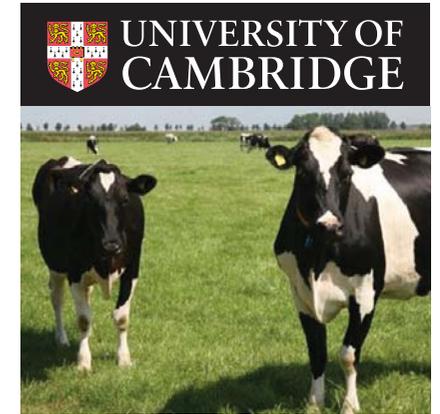
Longer department names can be written across three lines aligned to the text area of the logo.



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.

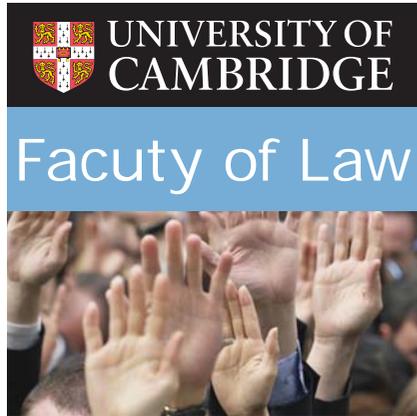


Vaccinating agains...
Faculty of infectiou...
University of Cambridge

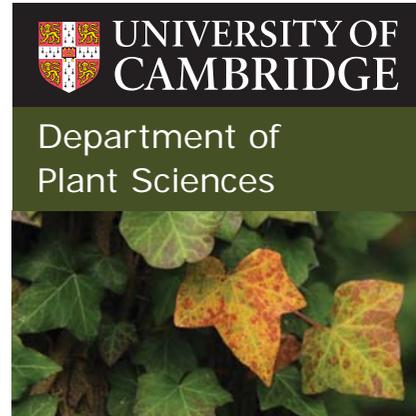
Artwork doesn't have to include the department name or a secondary logo. The space below the University identifier can be used to hold a single image.

Social Media

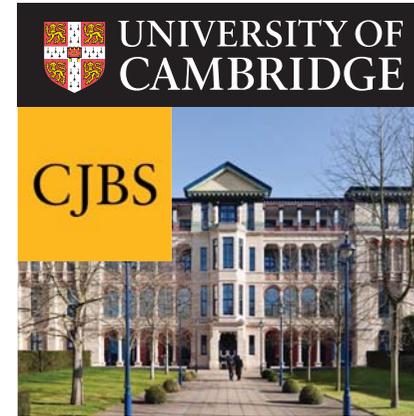
Podcast artwork, incorrect use examples



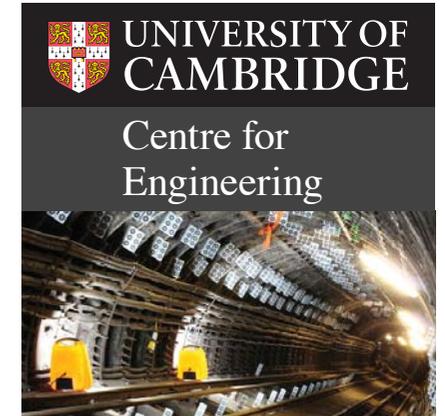
Text width must not be bigger than UoC identifier.



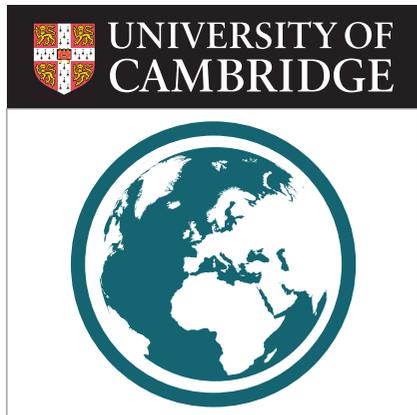
Text must not be left aligned against UoC crest.



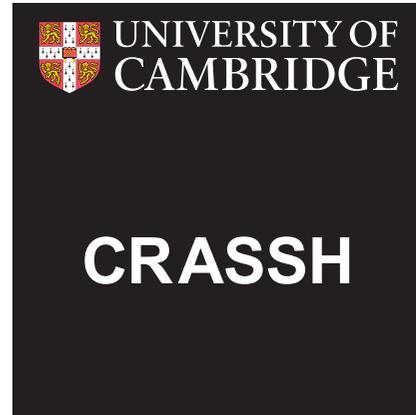
Secondary logo must be placed bottom right and follow template for sizing.



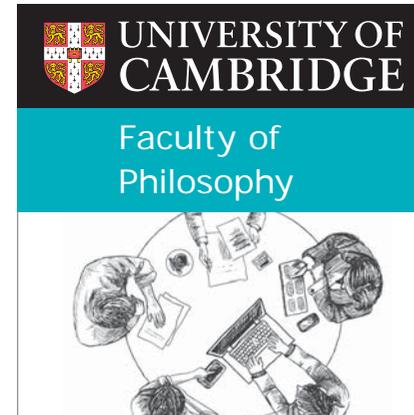
The typeface must be Verdana and cannot be changed.



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.



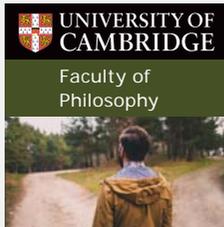
Text cannot be centered. Text must be left aligned against UoC text.

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

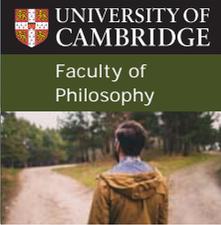
3. Podcast series name, followed by department,
faculty etc with en dash separating the two

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 Amla 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 Ramsoy'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 Insignation, 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

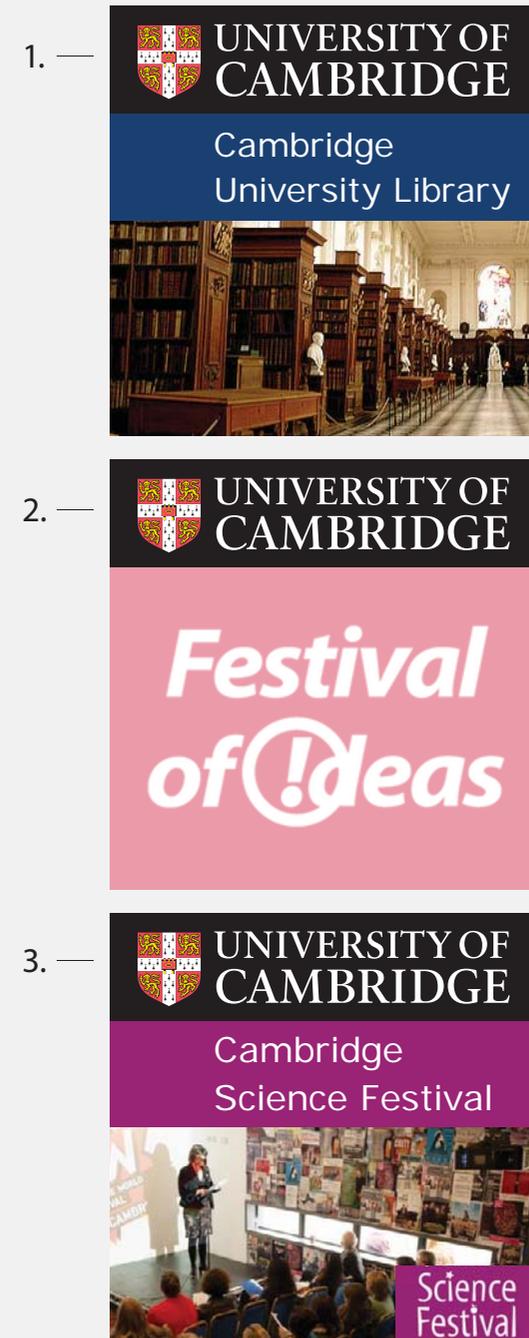
Designing for all other social media

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.

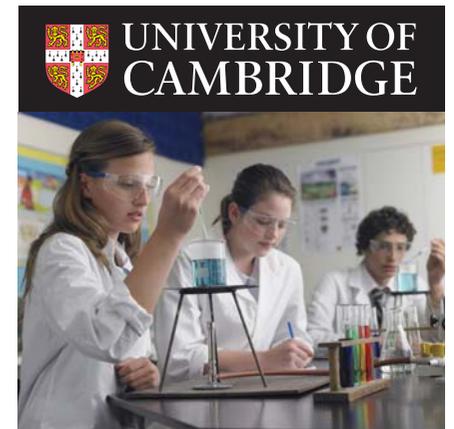
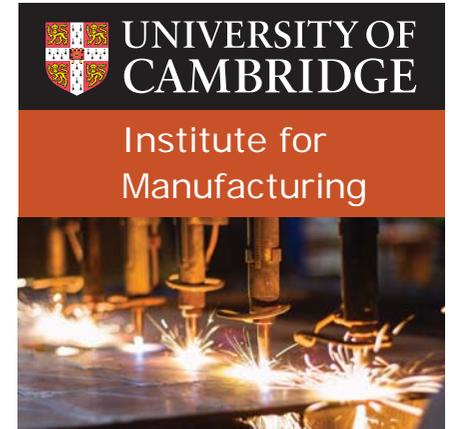
If the department name is used, typography minimum and maximum sizes must be followed. These can be found in the podcast artwork section on pages 07–08. The colour used in this section must follow the University's brand colours, please refer to pages 13–17 of the main guidelines.

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

Area supports option to include department or faculty name.

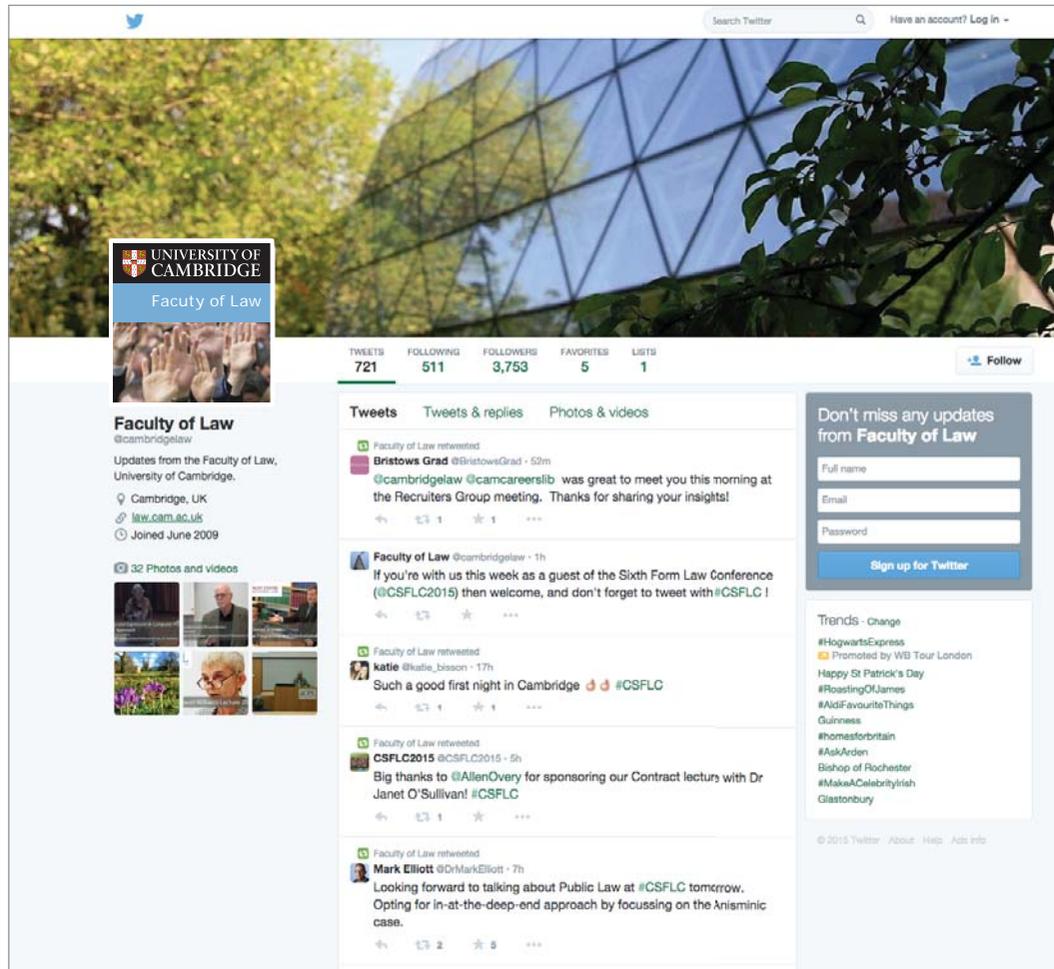
Area used for photography relating to department, faculty or subject.

This artwork shows an option of a purely photographic route.

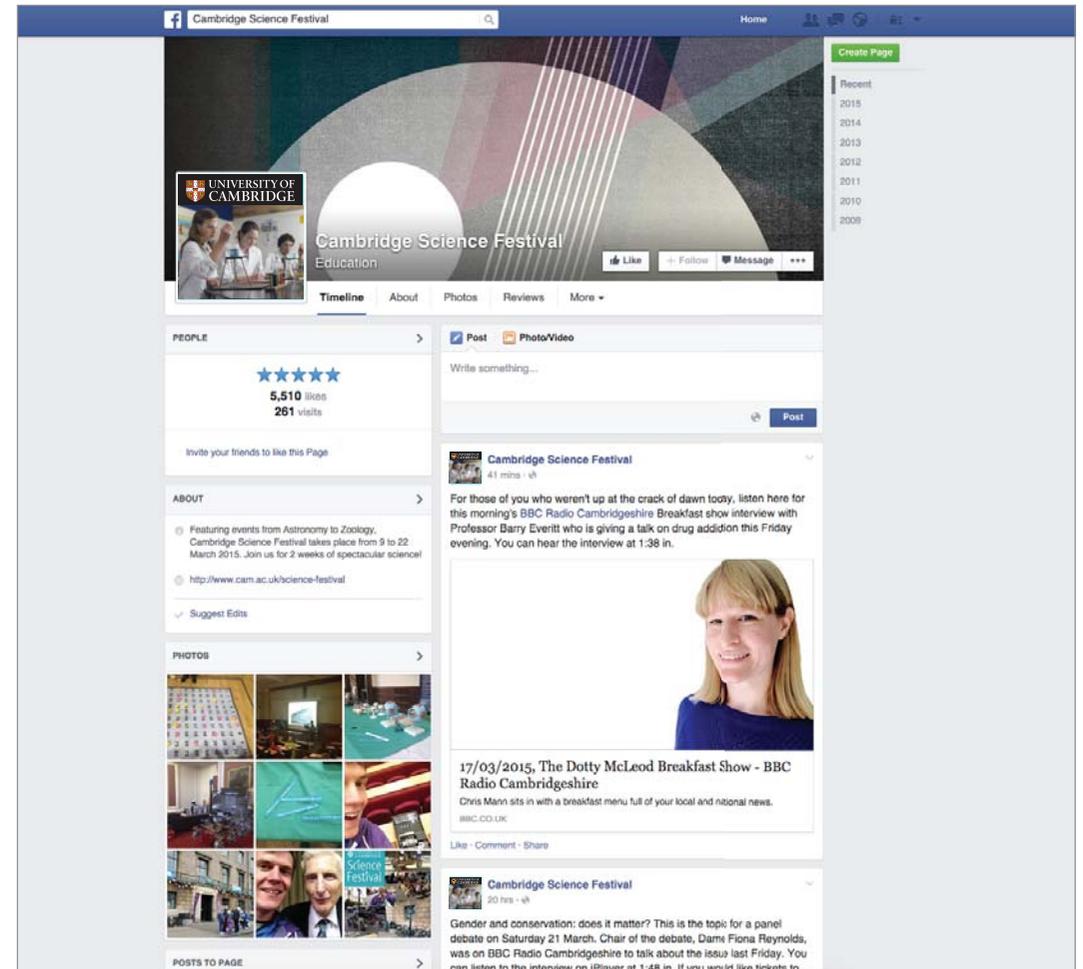


Social Media

Designing for all other social media, option one examples



Faculty of Law, Twitter example



Cambridge Science Festival, Facebook example

Social Media

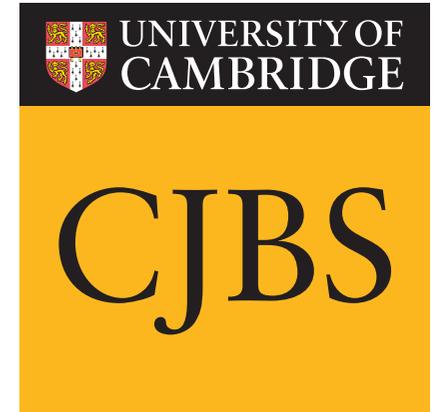
Designing for all other social media, option two

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.

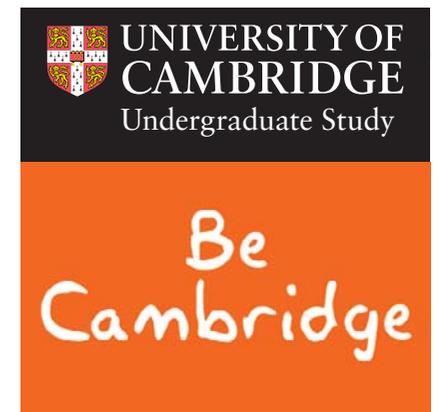
This option does not support including the department or faculty name.

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

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

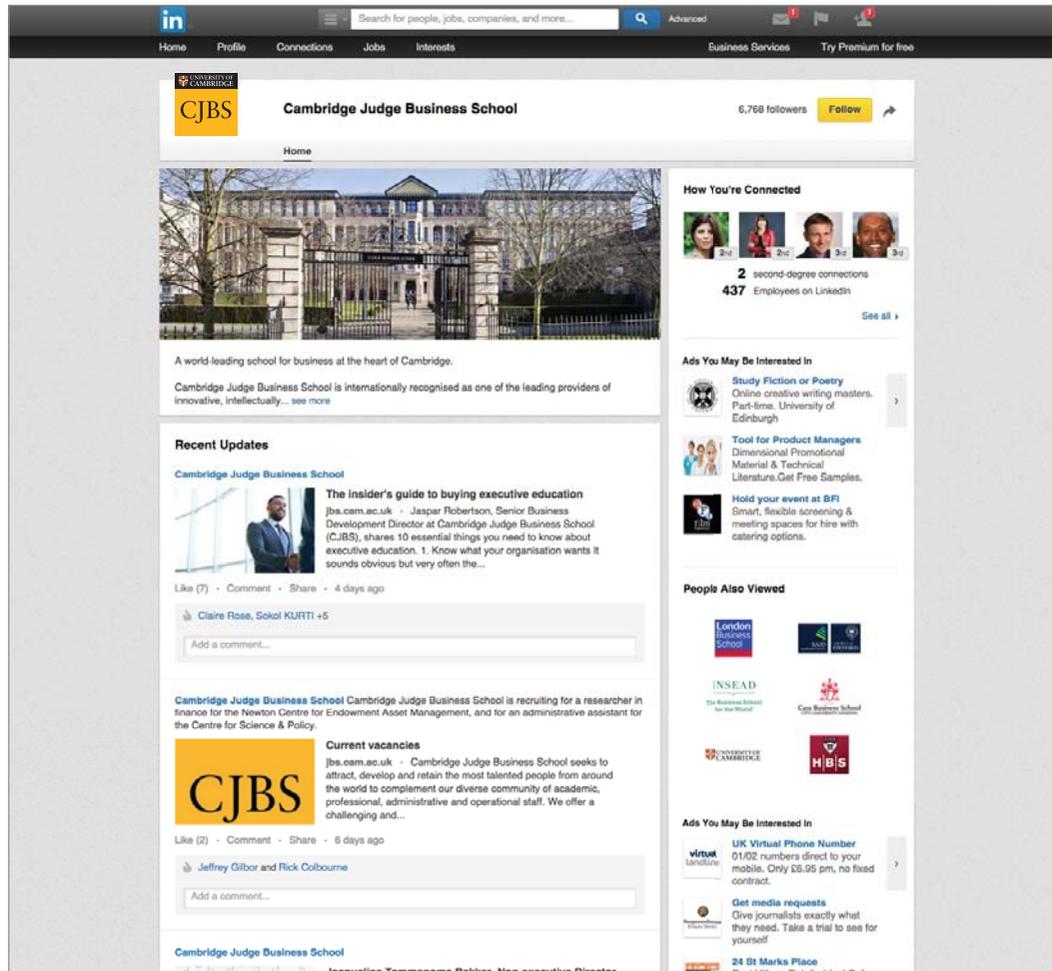


Departmental logos are often connected to the main University identifier. This option shows how this works. Refer to page 24 for reference on how to edit the template to incorporate this.

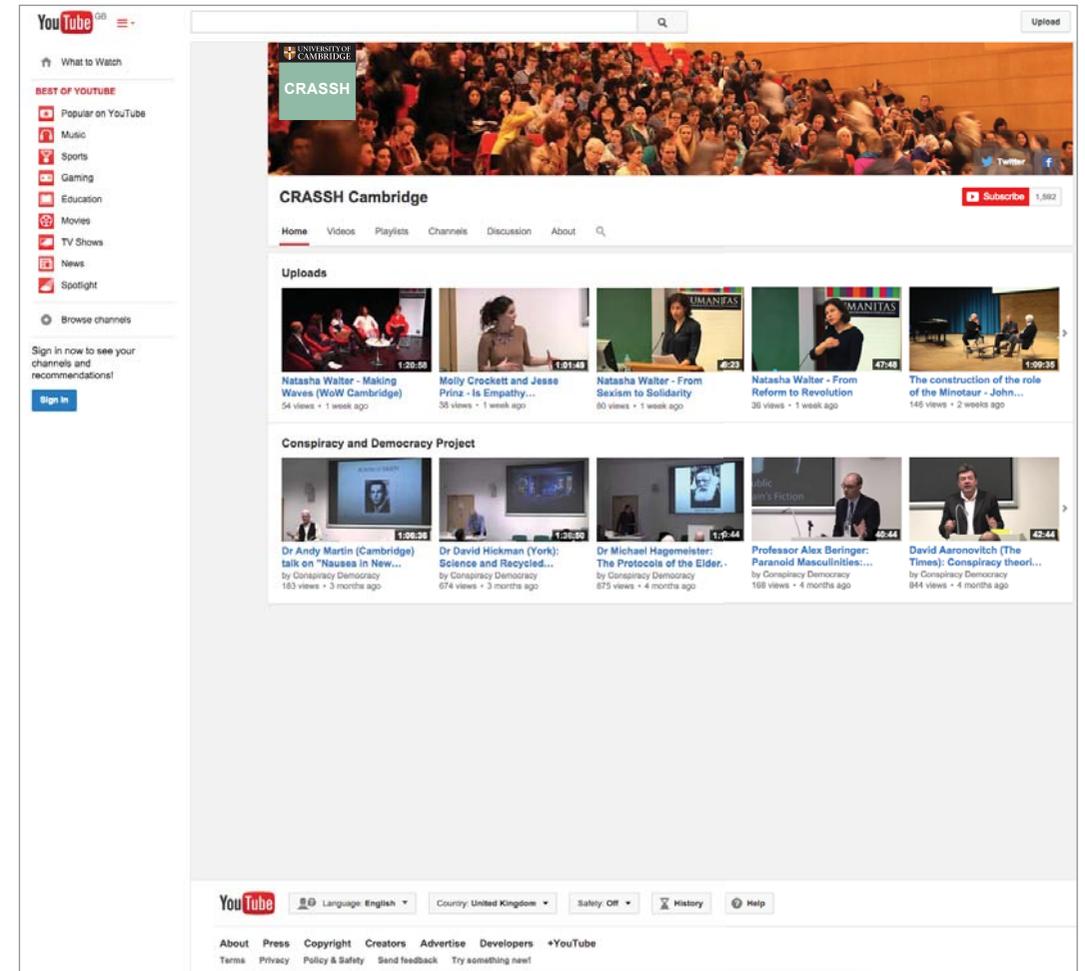


Social Media

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.

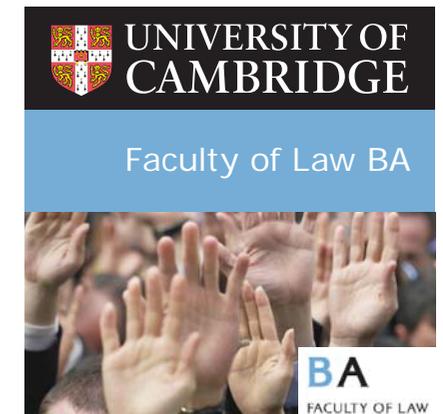
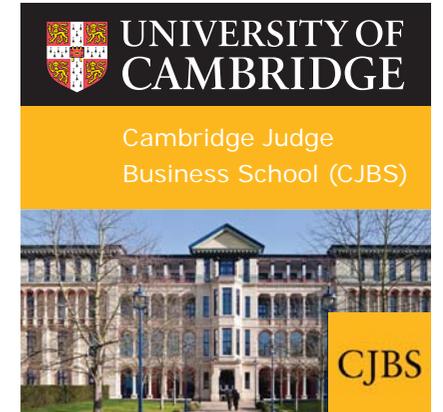
The secondary logo must be placed in the bottom right hand corner of the artwork. There are specific guidelines around the placement of secondary logos. Please refer to page 22 for reference.

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

Area supports option to include department or faculty name.

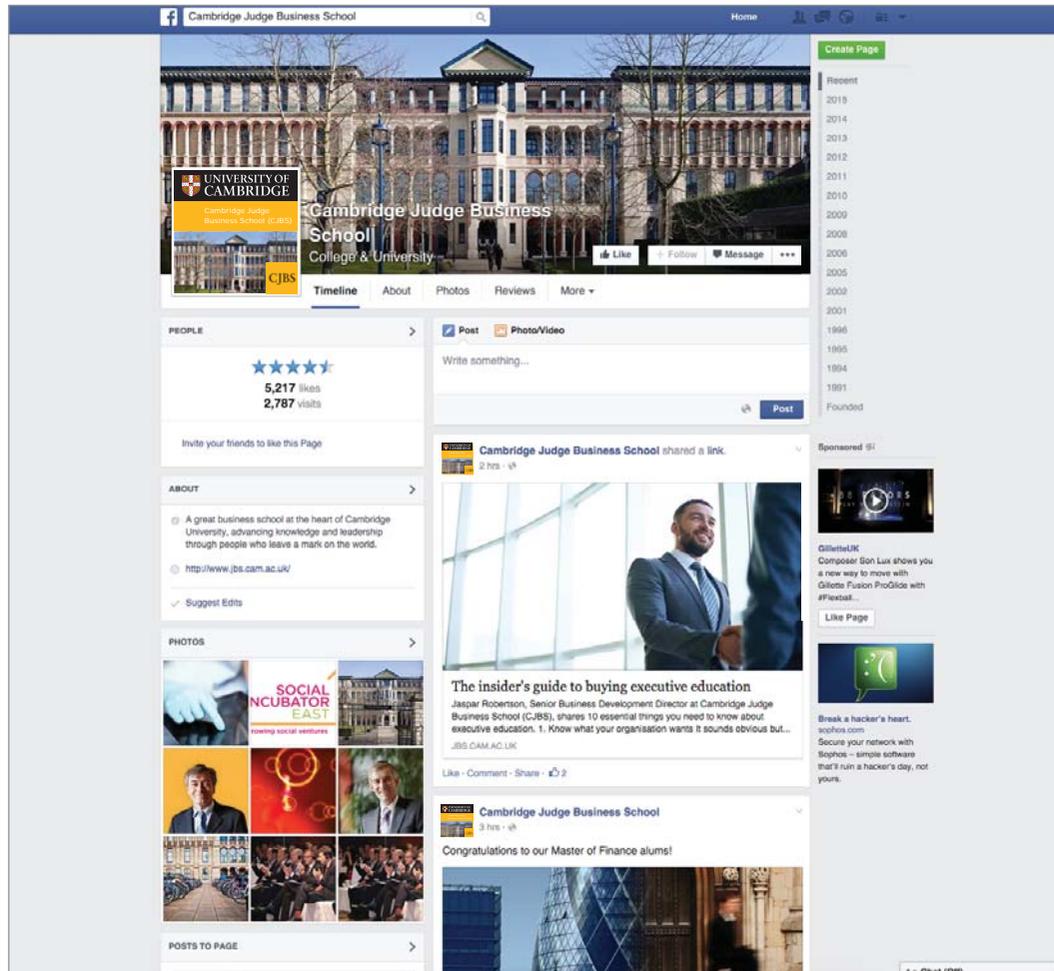
Area used for photography relating to department or faculty.

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

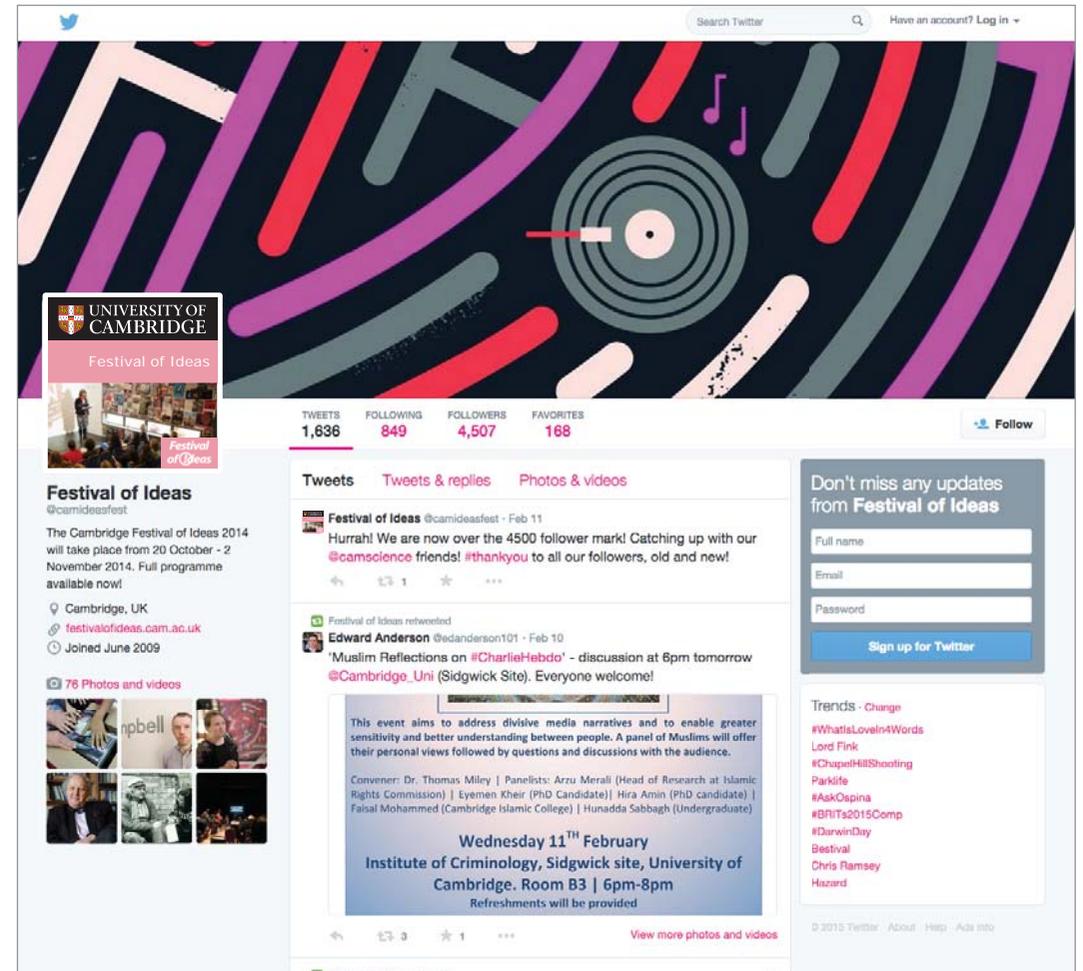


Social Media

Designing for all other social media, option three examples



Cambridge Judge Business School, Facebook example



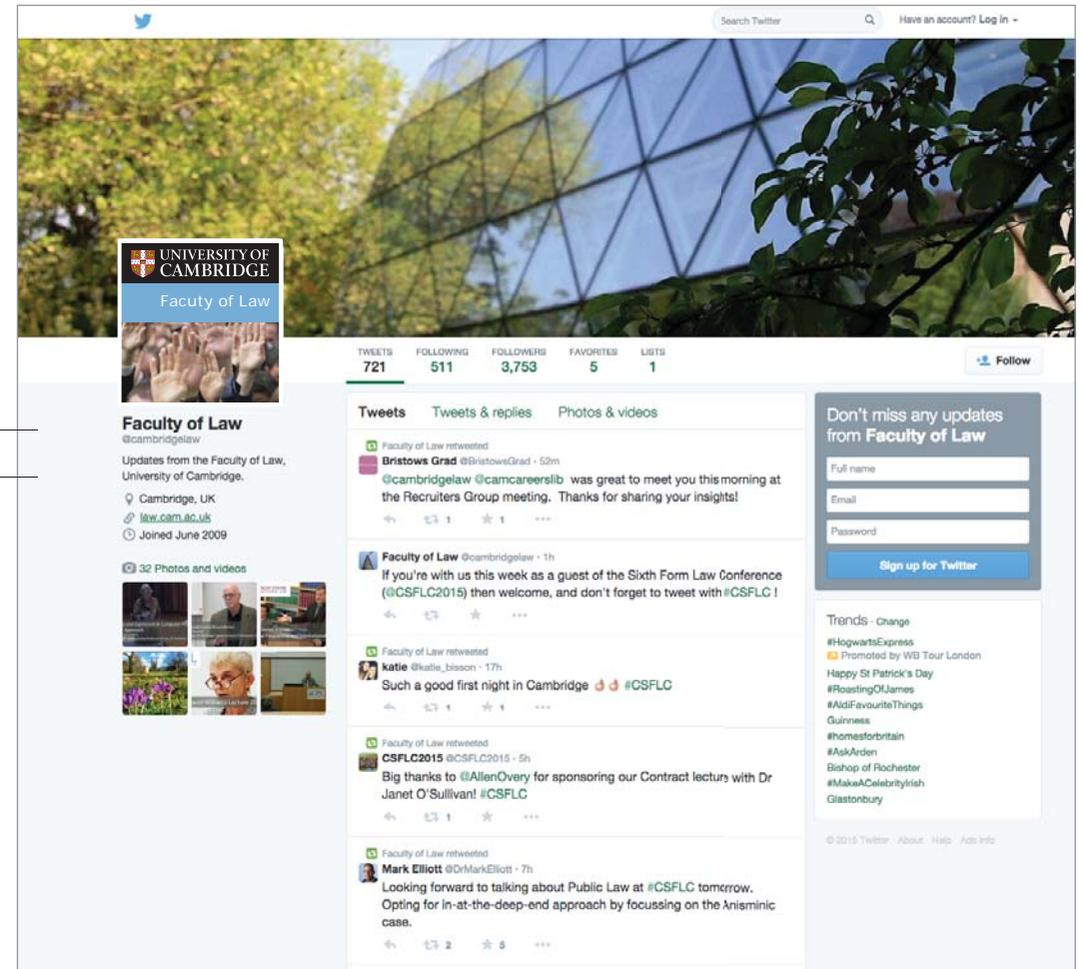
Festival of Ideas, Twitter example

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



Social Media

Option one and three template

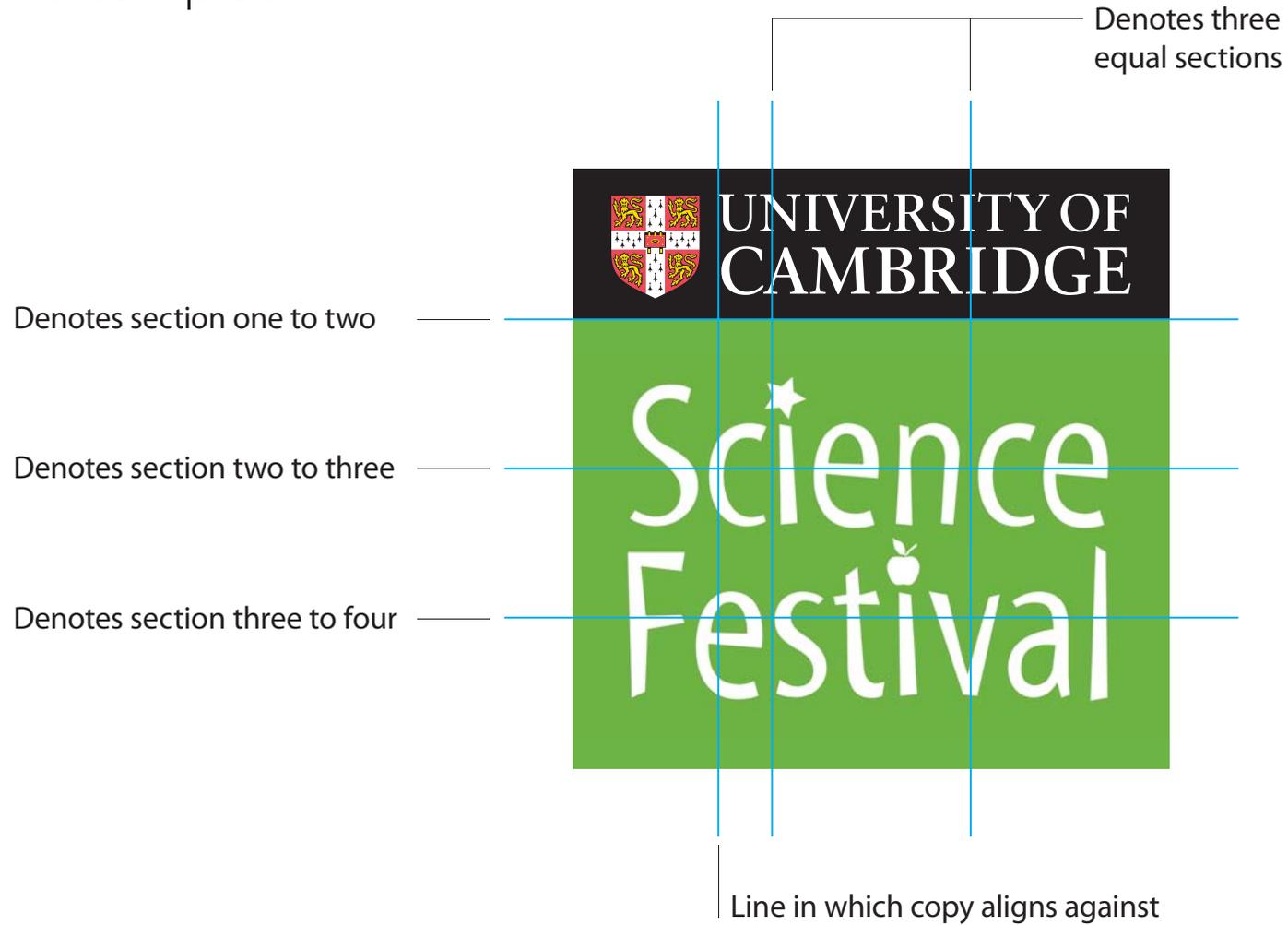


Option one and three are similar options, with the difference being the addition of the secondary logo. The figure above explains what each grid line in the Photoshop file represents.

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.



Other guidance

December 2019

Templates

Livery

The University logo should appear on the side and on the back of University vehicles. Where required, the office, department or faculty name should be positioned and set in the same proportions as for the stationery design (see page 12), and the exclusion zone should also be observed (see page 8).



Examples Signage

University signage should have a white background and be produced using either vinyl lettering, paint or digital printing. All text should appear in black.

This example demonstrates the basic principle in the design of signage. It is important that any signage produced is consistent in its appearance and design to maximise impact and accessibility.

The signage information aligns with the left hand edge of the logo, wherever possible. All type is set in Myriad upper and lowercase, ranged left, ragged right. Heading should be Myriad Bold or Semi Bold and the remaining copy is Myriad Roman.



UNIVERSITY OF
CAMBRIDGE

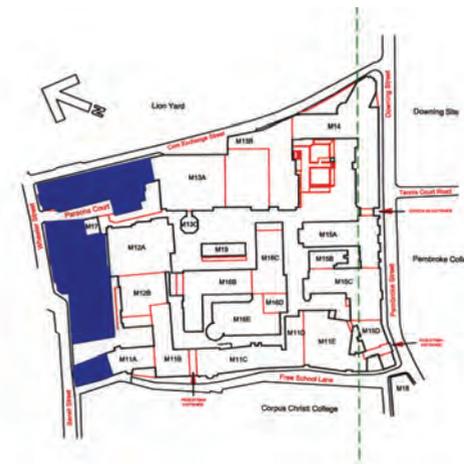
New Museums Site

Departments

M15C Biological Anthropology
M12B Cambridge Philosophical Society
M12A Cambridge University Students Union
M15A Chemical Engineering
M12B Central Science Library
M12A Central Sites Technical Services
M16E Centre For African Studies
M11B Centre For Family Research
M16C Computing Service
M11E History And Philosophy Of Science
M13C Materials Science and Metallurgy
M16E Mongolia & Inner Asia Studies Unit
M13A Museum Of Zoology
M13C School Of Humanities And Social Sciences
M11C Social Anthropology
M11B Social And Political Sciences
M11B Sociology
M12A Varsity
M11E Whipple Museum Of The History Of Science
M14 Zoology

Buildings

M12B Arts School
M13A Arup Building (Main)
M13B Arup Building (East Tower)
M13C Arup Tower (West Tower)
M16B Austin Building
M13A Babbage Lecture Theatre
M16D Balfour Building
M16C Cockcroft Building
M12A Examination Halls
M15B Goldsmiths Laboratory
M15D Heycock Wing
M11C Maxwell Lecture Theatre
M16E Mond Building
M11A Old Cavendish And Rayleigh Wing
M11C Old Cavendish Laboratory
M11B Old Cavendish East Wing
M15C Old Metallurgy
M11E Old Physical Chemistry
M17 4 Parsons Court
M11D Phoenix Building
M??? Rayleigh Lecture Room
M19 Rolls Royce University Technology Centre
M15A Shell Building
M14 Zoology Building



Legal advice

Important guidance for all people taking, recording, commissioning and using photographs, video and audio.

This guidance is intended for use by University staff and covers consent, usage and copyright.

The guidance notes include sample forms for use in filming/recording University events, lectures, etc. Samples of the following forms can be found at www.admin.cam.ac.uk/offices/communications/services/photos/uploading/usefuldocuments.html

www.admin.cam.ac.uk/offices/communications/services/photos/uploading/copyright.html

- Sample consent/release form: photo/video/film/sound recording
- Sample parent/legal guardian consent/release form: photo/video/film/sound recording of child/vulnerable adult
- Sample filming/recording location perimeter signage and printed warning of photography and/or filming and/or sound recording to take place
- Sample assignment of copyright in photographs, video/film and/or sound recordings to the University from commissioned production companies, commercial photographers, etc

The University takes seriously its requirement to report content or views that promote or incite criminal extremist behaviour on its social media platforms or as a result of the misappropriation of its brand. Members of the University should report such concerns to prevent@admin.cam.ac.uk.

Accessibility

December 2019

Accessibility

Best practice

Designing accessible communications can present a real challenge. Accessible print and digital communications material needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalised by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, whilst also being creative and visually stimulating.

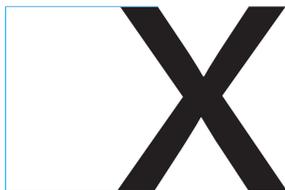
Type size

Our recommended minimum size for printed body copy is 11 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend a minimum x-height of 2mm. (The x-height is the height of a lowercase 'x' in the typeface).

Large print documents should use a minimum x-height of 2.8mm.

For further information on accessibility please visit www.rnib.org.uk

x-height



Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

Italics

These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or a strong colour to add emphasis is a good alternative.

Leading

Leading (or line feed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Word spacing, letter spacing and horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

Reversing out copy

The background colour should be as dark as possible. White copy reversed out of a very dark colour or black are the most legible. Attention should be paid to typesize and very light weights of type to ensure copy is always legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

Design

Accessible design is clean, simple and uncluttered with good visual navigation.

Paper and printing

December 2019

Paper and printing

Recommendations

When sourcing printers and paper stocks it is important to consider your environmental responsibility.

Professional printing

Choose paper that is 50–100% post-consumer waste (PCW), from sustainable sources, elemental chlorine free (ECF), uncoated, Forest Stewardship Council (FSC) certified and/or made by renewable energy sources like wind or solar power.

Use non-toxic water-based vegetable or soy inks instead of petroleum-based inks. Look for a printer that uses renewable energy sources. Try waterless printing, which eliminates the dampening systems used in conventional printing. Digital printing, which avoids the film and chemicals in traditional printing processes, is another good alternative. Digital printing is also more economical for smaller quantities.

Conserve ink use by determining whether print projects need to be full colour. A two-colour or single colour design can be just as effective.

You can also save paper by using standard press sheet sizes and synchronising the printing of projects that use the same paper stock.

Evaluate if projects need to be printed. Could the information be promoted digitally?

The Communications team holds a list of recommended local printers. Each printer can provide information on their environmental credentials and policies.

Further information

www.waterless.org
www.fsc-uk.org

Desktop printing

The University's preferred suppliers provide a wide range of different paper sizes, shades and quality levels from budget 'own-brand' paper to more premium ranges. Their products range includes a number of environmentally friendly, recycled or FSC accredited papers.

Further information

Please contact the Central Purchasing Office
purchasing.office@admin.cam.ac.uk
 01223 332233.

Contact

December 2019

Contact

Useful information

The Communications team provides advice and guidance to University departments and Colleges on print, digital and new media design.

They can recommended designers, production companies, photographers and printers, who are familiar with the University's house style.

The team also looks after licensing for the University logo and an image library, which includes hundreds of copyright free images of the University.

Further information

communicationsresources@admin.cam.ac.uk

01223 332430