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</tbody>
</table>
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
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/
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).
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
**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.
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.
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)
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
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.
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.
Colour

Pantone (PMS) and CMYK references

The Pantone® and CMYK references for the palettes are:

<table>
<thead>
<tr>
<th>Pantone 197</th>
<th>C.0</th>
<th>M.45</th>
<th>Y.7</th>
<th>K.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 284</td>
<td>C.54</td>
<td>M.19</td>
<td>Y.0</td>
<td>K.0</td>
</tr>
<tr>
<td>Pantone 142</td>
<td>C.0</td>
<td>M.21</td>
<td>Y.77</td>
<td>K.0</td>
</tr>
<tr>
<td>Pantone 583</td>
<td>C.24</td>
<td>M.0</td>
<td>Y.99</td>
<td>K.6</td>
</tr>
<tr>
<td>Pantone 5215</td>
<td>C.27</td>
<td>M.38</td>
<td>Y.16</td>
<td>K.3</td>
</tr>
<tr>
<td>Pantone 557</td>
<td>C.48</td>
<td>M.10</td>
<td>Y.36</td>
<td>K.3</td>
</tr>
</tbody>
</table>

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

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

**lighter palette**

**core palette**

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

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Professional Printing</th>
<th>Desktop Printing</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>197</td>
<td>R.232 G.156 B.174</td>
<td>E89CAE</td>
<td></td>
</tr>
<tr>
<td>284</td>
<td>R.108 G.172 B.228</td>
<td>6CACE4</td>
<td></td>
</tr>
<tr>
<td>142</td>
<td>R.241 G.190 B.72</td>
<td>F1BE48</td>
<td></td>
</tr>
<tr>
<td>583</td>
<td>R.183 G.191 B.16</td>
<td>B7BF10</td>
<td></td>
</tr>
<tr>
<td>5215</td>
<td>R.175 G.149 B.166</td>
<td>AF95A6</td>
<td></td>
</tr>
<tr>
<td>557</td>
<td>R.133 G.176 B.154</td>
<td>85B09A</td>
<td></td>
</tr>
<tr>
<td>199</td>
<td>R.213 G.0 B.50</td>
<td>D50032</td>
<td></td>
</tr>
<tr>
<td>285</td>
<td>R.0 G.114 B.206</td>
<td>0072CE</td>
<td></td>
</tr>
<tr>
<td>158</td>
<td>R.232 G.119 B.34</td>
<td>E87722</td>
<td></td>
</tr>
<tr>
<td>369</td>
<td>R.100 G.167 B.11</td>
<td>64A70B</td>
<td></td>
</tr>
<tr>
<td>513</td>
<td>R.147 G.50 B.142</td>
<td>93328E</td>
<td></td>
</tr>
<tr>
<td>7466</td>
<td>R.0 G.176 B.185</td>
<td>00B0B9</td>
<td></td>
</tr>
<tr>
<td>1955</td>
<td>R.138 G.21 B.56</td>
<td>A81538</td>
<td></td>
</tr>
<tr>
<td>541</td>
<td>R.0 G.60 B.113</td>
<td>003C71</td>
<td></td>
</tr>
<tr>
<td>718</td>
<td>R.190 G.77 B.0</td>
<td>BE4D00</td>
<td></td>
</tr>
<tr>
<td>574</td>
<td>R.78 G.91 B.49</td>
<td>4E5B31</td>
<td></td>
</tr>
<tr>
<td>669</td>
<td>R.63 G.42 B.86</td>
<td>3F2A56</td>
<td></td>
</tr>
<tr>
<td>5473</td>
<td>R.17 G.94 B.103</td>
<td>115E67</td>
<td></td>
</tr>
</tbody>
</table>

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).
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.

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.

Sans serif font alternative (for use by professional designers)

Myriad

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

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.
Typography

Readability

Lower case letters, with their ascenders and descenders, make it easy for the eye to process word formations.

UPPER CASE LETTERS HAVE NO VARIETY OR OUTLINE AND THEREFORE MAKE IT HARDER TO READ

Reserve capital letters for headlines if necessary - certainly never use in body copy.

Alignment

Text can be ranged from the left hand edge of the coat of arms or left hand edge of the logotype.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

Unjustified text

Always use unjustified text (ranged left)

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.
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

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
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.
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.
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.
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, i.e. 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.

---

**Graphic language**

**Sample layouts and examples**

---

**Article main title style**

- Typeset on two lines

---

**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 significant advances. The grants and prizes awarded to University researchers are testament to the contribution they make to medical understanding.

---

**Introductory text, paragraphs and quotations or facts**

- Prominent and limited to a small number of words.

---

**Secondary heading**

- Sizes smaller than that of the main headline.

---

**Running text**

- Sizes smaller than that of the main headline.

---

**Small text**

- Sizes smaller than that of the main headline.

---

**Body copy**

- Generally typeset ranged left, ragged right. Never justify text.

---

**Footnotes**

- Sizes smaller than that of the main headline.

---

**Graphics and images**

- Typically not justified.
Examples of page layouts show different interpretations of the guidelines yet maintain a consistent graphic language.
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

**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

**PowerPoint**
- 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 – agenda, compliment slip, fax, letterhead, memo, minutes

Tailored departmental templates are available for agendas, compliment slips, fax sheets, letterheads, memos and minutes.

All grey areas can be amended or removed and personal/departmental contact details should be added to the bottom right-hand corner.

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

Template address and contact 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.

Extra leading is recommended for the body copy of letters. 11/14 type is suggested for optimal readability.

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

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

communicationsresources@admin.cam.ac.uk

1 page letter
continuation
minutes
agenda
memo
fax
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
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)xxxx I 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.
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.

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

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
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/
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).
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
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 andragged right.

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

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

Department of Engineering

www.eng.cam.ac.uk

The Cambridge Science Festival

www.admin.cam.ac.uk/sciencefestival
Example websites

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 communications-services@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

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Social Media

Introduction

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

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

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

If you have any queries contact the Communications Team, communicationsresources@admin.cam.ac.uk
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
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.
Artwork for Podcasts needs to give a quick and clear indication about what the podcast is about and who it’s by at a first glance.

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

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

Podcast artwork guide

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

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

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

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

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

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

Podcast artwork, minimum and maximum type sizes

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

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

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

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

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

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.

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.

It is not mandatory for the department to be on the artwork. The full space can be used to place an image relevant to the podcast.
Social Media

Podcast artwork, incorrect use examples

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. An en dash must separate the two.

1. University logo —
2. Department podcast is from

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

Background colour in iTunes

The background on iTunes must be white and not any other brand colour as this interferes with the podcast creative.
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
**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
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.
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.
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.
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

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

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
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

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