



# Branding ESSENTIALS

AUGUST 2015

## KING'S BRANDING

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The Brand Communications team is the guardian of the King's brand and is responsible for ensuring quality across all university visual branding.

**Self-service brand resources** Word and Powerpoint templates, branded stationery, folders, certificates and badges are available to all King's staff via the Brand Communications intranet pages at <https://internal.kcl.ac.uk/erd/depts/brand/day-to-day-essentials>. These resources are to help staff with everyday King's branding in the office environment.

**Higher profile items** should be created by one of the professional King's Designers from the supplier framework. Information on commissioning design is available at <https://internal.kcl.ac.uk/erd/depts/brand/corpdesign/commgraph.aspx>

## KING'S BRANDING ELEMENT 1

### MAIN KING'S LOGO



black line indicates (non-printing)  
exclusion zone

The King's College London name and logo are registered trademarks. High resolution logos are not available for general download – if you need a logo please contact [brand@kcl.ac.uk](mailto:brand@kcl.ac.uk).

The main version of the logo consists of a white logotype in a red box.

Pantone 485 red  
C: 0 M: 96 Y: 100 K: 0  
R: 226 G: 35 B: 26  
#e2231a

Its usual position is at the top right hand corner of items. On magazines with a masthead and posters it may be placed bottom right.

The boxed logo must be used at the appropriate size for the format (see page 3).

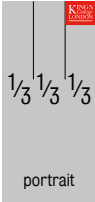
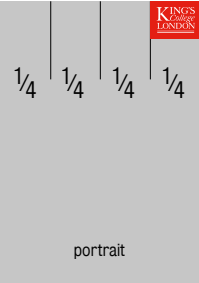
If the logo is used alone in **co-branding** environments please observe the exclusion zone as shown. No text or other bold visual elements should appear within this.

**For further detail see** <http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>

KING'S BRANDING  
ELEMENT 1

MAIN KING'S LOGO: SIZE AND POSITION ON PRINTED ITEMS

document format	document size	width of boxed logo	width of logotype inside the box	position on document
A0	841 x 1189mm	210mm	160.45mm	top and right hand page edges (the 'bleed')
A1	594 x 841mm	148.5mm	113.33mm	top and right hand page edges (the 'bleed')
A2	420 x 594mm	105mm	80.13mm	top and right hand page edges (the 'bleed')
A3	297 x 420mm	74.25mm	56.66mm	top and right hand page edges (the 'bleed')
A4	210 x 297	52.5mm	40.06mm	top and right hand page edges (the 'bleed')
Annual Report	179 x 260mm	44.75mm	34.37mm	top and right hand page edges (the 'bleed')
A5	148 x 210mm	37mm	28.665mm	top and right hand page edges (the 'bleed')
A6	105 x 148mm	26.25mm	20.2mm	top and right hand page edges (the 'bleed')
DL	99 x 210mm	33mm	25.36mm	top and right hand page edges (the 'bleed')



The main boxed logo is always positioned on the page edges (the 'bleed') at the top right hand corner of any item.

On magazines with a masthead and on posters the boxed logo may appear bottom right.

The box must be sized so that its wide top edge measures **one quarter** of the short edge of any standard **A size** document. This proportion should be maintained when an A format is used landscape.

For the **DL** format the box must be sized so that its wide top edge measures **one third** of the short edge. This proportion should be maintained when the format is used landscape.

**Box colour** Pantone 485 red  
C: 0 M: 96 Y: 100 K: 0  
R: 226 G: 35 B: 26  
#e2231a

If the design has a border, the border should be regarded as the page edge.

## KING'S BRANDING

### ELEMENT 1

## UNBOXED KING'S LOGOTYPE (ROUTINE OFFICE DOCUMENTS ONLY)



↑ black line indicates (non-printing) exclusion zone

On routine office documents (eg agenda, minutes etc) the logotype may simply be used unboxed in red (or occasionally) black on a white background. This allows for printing on local office printers which cannot print to the edge of the page.

Use this logotype at the appropriate size for the format (see page 5 for full details).

Do not undermine the brand by crowding the logotype with other visual elements.

Observe the exclusion zone as shown here. No text or other bold visual elements should appear within the exclusion zone.

Minimum size: 20mm wide.

If an item is designed with a clearly delineated border this should be regarded as the page edge in terms of logotype placement.

**KING'S BRANDING**  
**ELEMENT 1**

**UNBOXED KING'S LOGO (ROUTINE OFFICE DOCUMENTS ONLY)**  
**SIZE AND POSITION ON PRINTED ITEMS**

DOCUMENTS

document format	document size	logo width	exclusion zone	logo position	
A0	841 x 1189mm	160mm	40mm	40mm	from top and right edges
A1	594 x 841mm	110mm	30mm	30mm	from top and right edges of front page
A2	420 x 594mm	80mm	20mm	20mm	from top and right edges of front page
A3	297 x 420mm	56mm	15mm	15mm	from top and right edges of front page
A4	210 x 297mm	40mm	10mm	10mm	from top and right edges of front page
	179 x 260mm	35mm	7.5mm	7.5mm	from top and right edges of front page
A5	148 x 210mm	30mm	7.5mm	7.5mm	from top and right edges of front page
A6	105 x 148mm	25mm	5mm	5mm	from top and right edges of front page
DL	99 x 210mm	25mm	5mm	5mm	from top and right edges of front page

Use the logotype in the appropriate format for the application and at the appropriate size for the format.

The logotype is always positioned at the top right hand corner of standard documents. It appears at proportionately different sizes depending on the document format.

Minimum size: 20mm wide.

Size measurements refer to the width of the logotype itself and not to the box surround shown on the previous page, which indicates the exclusion zone.

## KING'S BRANDING ELEMENT 2

## PRIMARY FONT

# King's Caslon Display regular

for text sizes of 13pt and above

# King's Caslon Text regular

for text sizes of 12pt and under

# Georgia regular

alternative system font if King's Caslon regular is unavailable

The university's primary font is King's Caslon.

King's Caslon must be used prominently on all university items. A blended use of King's Caslon plus King's Bureau Grotesk 37 is also acceptable to title a piece.

It is NOT acceptable to use King's Bureau Grotesk 51 alone in primary position.

Always use King's Caslon first in your information hierarchy.

If your text is 13 points or over in size, use the display version (King's Caslon Display).

If your text is 12 points or under in size, use the text version (King's Caslon Text).

**ALTERNATIVE FONT:**  
use Georgia regular if King's Caslon regular is unavailable.

The university's secondary font is King's Bureau Grotesk 37.

Always use King's Bureau Grotesk 37 second in your information hierarchy.

ALTERNATIVE FONTS: use Impact if King's Bureau Grotesk 37 is unavailable.

**For further detail see**

<http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>

# King's Bureau Grotesk 37

# Impact

alternative system font if King's Bureau Grotesk 37 is unavailable



# KING'S BRANDING

## ELEMENT 4

## SUPPORT FONTS

### *King's Bureau Grotesk 37 italic*

King's Bureau Grotesk 51 regular

*King's Bureau Grotesk 51 italic*

*King's Caslon Display italic*

*King's Caslon Text italic*

King's Caslon Text bold

*King's Caslon Text bold italic*

*Arial bold italic*

Arial regular

*Arial regular italic*

*Georgia italic*

*Georgia italic*

**Georgia bold**

***Georgia bold italic***

alternative system fonts if King's  
corporate support fonts are not available

The university support fonts are the remainder of the King's Bureau Grotesk font family and the remainder of the King's Caslon font family.

Always use these support fonts after the primary and secondary fonts in your information hierarchy.

#### ALTERNATIVE FONTS:

use variants of Arial and Georgia if the King's corporate support fonts are not available.

It is not acceptable to introduce any additional fonts to the set of ten listed on these pages.

#### For further detail see

<http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>

# KING'S BRANDING ELEMENT 5 COLOUR

Do not use colours other than the set shown here. Please observe the exact CMYK and RGB values specified as these are bespoke and are the result of careful testing.

PANTONE: single inks, specify for merchandise  
CMYK: for 4 colour printing  
RGB: for screen  
HEX: for web coding  
RAL: for paint



Our red deliberately aligns us with iconic London buses and telephone boxes.

King's core primary palette is red and white with a touch of black. Red and white are the dominant colours with black used in very limited amounts.

Some of the secondary palette colours are inspired by the silk edging of our graduation gowns, designed by Vivienne Westwood in 2008. The faculties (as constituted in 2008) continue to be represented by particular colours on the gowns:

- ARTS & HUMANITIES
- DENTAL INSTITUTE ■ LAW
- BIOMEDICAL EDUCATION
- MEDICAL EDUCATION
- NATURAL & MATHEMATICAL SCIENCES
- NURSING & MIDWIFERY
- PSYCHIATRY, PSYCHOLOGY & NEUROSCIENCE
- SOCIAL SCIENCE & PUBLIC POLICY

(NB the loPPN dark red gown edging does not feature in the current palette.) Faculties are not obliged to extend this colour usage to their general materials.

No colour is the exclusive preserve of any area of the university – they are for general use and may be used as required.

PRIMARY PALETTE	<b>PANTONE 485 KING'S RED</b> CMYK C0 M96 Y100 K0 RGB R226 G35 B26 HEX #E2231A RAL 3028	<b>WHITE</b> CMYK C0 M0 Y0 K0 RGB R255 G255 B255 HEX #FFFFFF RAL 9016	<b>BLACK</b> CMYK C35 M60 Y60 K100 RGB R0 G0 B0 HEX #000000 RAL 9005	
	<b>PANTONE 271 LILAC</b> CMYK C45 M42 Y0 K0 RGB R155 G130 B210 HEX #9B82D2 RAL 290 60 35	<b>PANTONE 306 SKY BLUE</b> CMYK C75 M0 Y0 K0 RGB R0 G185 B225 HEX #00B9E1 RAL 230 60 40	<b>PANTONE 339 PEA GREEN</b> CMYK C81 M0 Y54 K0 RGB R40 G195 B130 HEX #28C382 RAL 160 70 50	<b>PANTONE 381 LIME GREEN</b> CMYK C25 M0 Y100 K0 RGB R200 G225 B40 HEX #C6E128 RAL 100 80 80
	<b>PANTONE 267 PURPLE</b> CMYK C76 M100 Y0 K0 RGB R80 G20 B145 HEX #501491 RAL 300 30 40	<b>PANTONE 285 SEA BLUE</b> CMYK C90 M48 Y0 K0 RGB R0 G90 B210 HEX #005AD2 RAL 260 50 40	<b>PANTONE 320 TEAL BLUE</b> CMYK C100 M0 Y33 K5 RGB R0 G158 B160 HEX #009EA0 RAL 200 60 40	<b>PANTONE 124 YELLOW</b> CMYK C0 M30 Y100 K5 RGB R245 G185 B15 HEX #F5B90F RAL 080 80 90
	<b>PANTONE 534 MIDNIGHT BLUE</b> CMYK C95 M74 Y10 K50 RGB R10 G45 B80 HEX #0A2D50 RAL 270 20 25	<b>PANTONE REFLEX BLUE</b> CMYK C100 M90 Y0 K0 RGB R0 G35 B149 HEX #002395 RAL 280 30 40	<b>PANTONE 165 ORANGE</b> CMYK C0 M70 Y95 K0 RGB R255 G95 B5 HEX #FF5F05 RAL 050 60 80	<b>PANTONE 240 HOT PINK</b> CMYK C25 M95 Y0 K0 RGB R200 G50 B150 HEX #C83296 RAL 340 50 45
NEUTRAL PALETTE	<b>PANTONE 410 PEBBLE</b> CMYK C20 M35 Y25 K60 RGB R95 G85 B80 HEX #5F5550 RAL 020 50 05	<b>PANTONE 431 SLATE GREY</b> CMYK C35 M15 Y15 K60 RGB R90 G100 B105 HEX #5A6469 RAL 240 40 10	<b>PANTONE 7528 MUSHROOM</b> CMYK C5 M10 Y15 K15 RGB R205 G195 B185 HEX #CDC3B9 RAL 080 80 05	<b>PANTONE 537 PEARL GREY</b> CMYK C15 M5 Y5 K5 RGB R205 G215 B220 HEX #CDD7DC RAL 260 80 10

# KING'S BRANDING

## ELEMENT 5

## TEXT ON COLOURED BACKGROUNDS

*text colour can be*  
**White**

*text colour can be*  
**White Yellow Lime  
Green Sky Blue**

SECONDARY PALETTE

*text colour can be*  
**White Black**

*text colour can be*  
**White Black  
Midnight Blue**

*text colour can be*  
**White Black  
Midnight Blue**

*text colour can be*  
**Black Midnight Blue  
Purple Reflex Blue**

*text colour can be*  
**White Yellow  
Lime Green Orange  
Sky Blue Pearl Grey**

*text colour can be*  
**White Yellow  
Lime Green**

*text colour can be*  
**White Black Yellow  
Lime Green**

*text colour can be*  
**Black White King's  
Red Reflex Blue  
Purple**

*text colour can be*  
**White Black  
Pearl Grey**

*text colour can be*  
**White Yellow  
Lime Green  
Pearl Grey Orange**

*text colour can be*  
**White Yellow  
Lime Green Pearl  
Grey Orange**

*text colour can be*  
**White Black  
Midnight Blue Purple**

*text colour can be*  
**White Pearl Grey**

NEUTRAL PALETTE

*text colour can be*  
**White Yellow  
Lime Green Sky Blue  
Pearl Grey**

*text colour can be*  
**White Yellow  
Lime Green**

*text colour can be*  
**Black King's Red Midnight Blue  
Reflex Blue Purple Slate Grey**

*text colour can be*  
**Black King's Red Midnight Blue  
Reflex Blue Pebble**

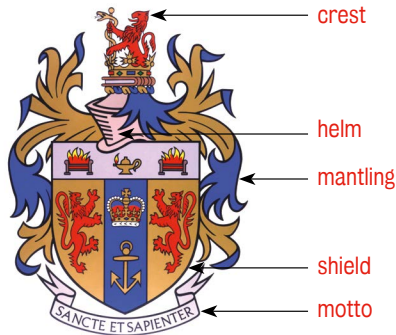
Government figures estimate that there are over 11 million disabled people in the UK. 2 million of these have visual impairments.

**Coloured text on a coloured background must be LARGE and BOLD enough to be legible to ALL readers.**

There should be strong contrast between the text and the background – please see the recommended colour combinations on the left.

Red/green combinations must be avoided – 1 in 12 men and 1 in 200 women can't distinguish between red and green.

Limit the use of black as a solid background colour to very small areas only.

**KING'S BRANDING****ELEMENT 6****COAT OF ARMS****King's College London****King's College London****King's College London**

The coat of arms has an exclusive role. It is only used on formal and ceremonial items such as examination certificates, formal invitations and graduation materials to lend dignity and status. The coat of arms also acts as a legitimising device on legal and official titles and documents.

The current university coat of arms was developed following the mergers with Queen Elizabeth College and Chelsea College in 1985, and incorporates aspects of their heraldry. A warrant for the use of this coat of arms was granted in 1995 by the College of Arms, where a copy is kept on record. The right to use the Royal Crown in our armorial bearings was granted by Her Majesty The Queen.

If it appears on its own, the coat of arms should always be used in conjunction with the name 'King's College London' beneath it.

# KING'S BRANDING ELEMENT 7

## HOSPITAL SHIELDS



i) King's College London  
coat of arms  
1829-1985



ii) King's College London  
shield  
1829-1985



iii) King's College London  
current coat of arms  
1985-



iv) King's College London  
current shield  
1985-



The three hospital shields representing Guy's, King's College and St Thomas' Hospitals may be used in conjunction with the King's logo to promote the GKT School of Medical Education.

### Historical background

In the case of Guy's and St Thomas', the medical (and dental) schools grew out of the hospitals, and they have continued to use the hospitals' shields for some purposes.

In the case of King's College Hospital however, the Hospital grew out of the College, and the Hospital has therefore in the past used the shield of the College as it was at the time of the Hospital's founding (ii).

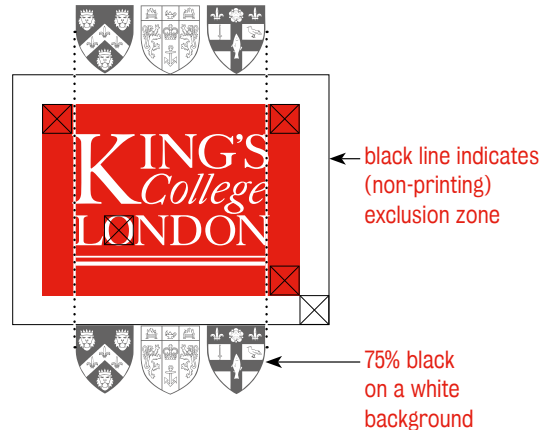
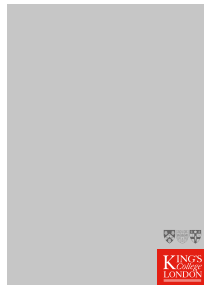
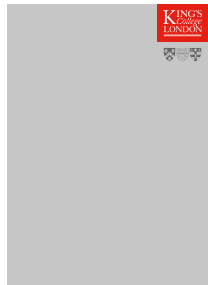
The King's College London coat of arms (i) changed in 1985 following mergers, and a warrant for its use was granted by the College of Arms in 1995. It is therefore appropriate for the current King's medical and dental schools to reference the College's current coat of arms (iii) by using the shield (iv).

## KING'S BRANDING ELEMENT 7

## HOSPITAL SHIELDS



Position the shields either below or above the King's logo, not to one side.



The three shields must always be used in conjunction with the King's logo.

**Artwork:** the three shields are supplied grouped together as shown and are available as a vector graphic.

**Position:** either below or above the King's logo – never alone or to one side.

**Sizing:** to the width of the scotch rule beneath the King's logotype. They are positioned at the edge of the exclusion zone, calculated by measuring the cap height of 'LONDON' in the logotype.

**Colour:** to give prominence to the King's logo, the three hospital shields always appear in a monochrome tint – see next page for details.

# KING'S BRANDING

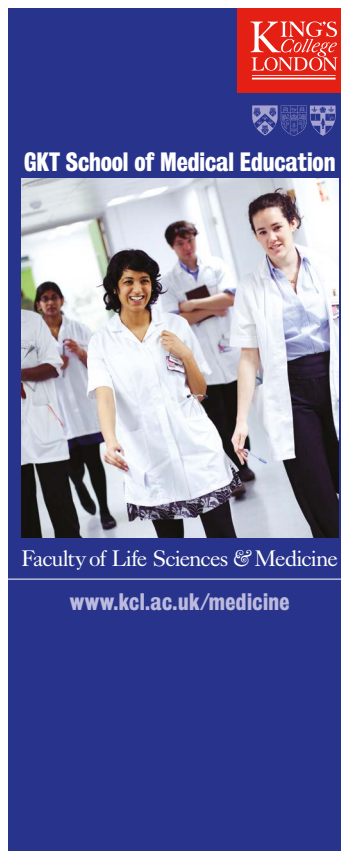
## ELEMENT 7 HOSPITAL SHIELDS



← 75% black over a **light** uncluttered photographic background



← 40% black on a **dark** uncluttered photographic background



← 40% reflex blue on solid reflex blue background



To give prominence to the King's logo, the three hospital shields appear in a monochrome tint.

75% black on a white background

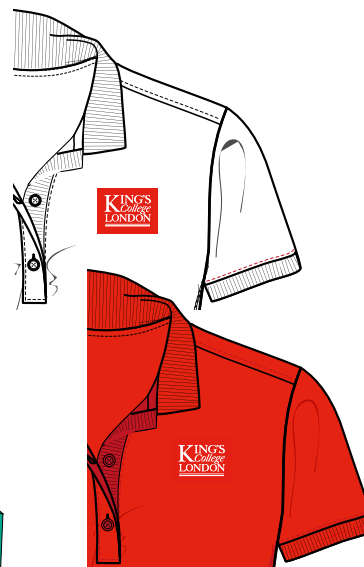
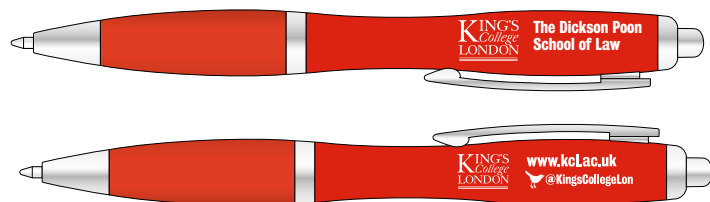
75% black over a light uncluttered photographic background

40% black over a dark uncluttered photographic background

40% of that solid colour on a solid colour background



## KING'S BRANDING MERCHANDISE



The King's College London logo must appear on all university merchandise items.

The most cost-effective way to buy merchandise is to order red items with a white overprint, or white items with a red overprint, as this removes the need to print in two colours.

If the item of merchandise itself is a bright red (which must match Pantone 485, the King's red), then the red box surrounding the King's logotype may be omitted. Otherwise the red box of the logo must appear at all times.

Items of merchandise should conform to the colour scheme detailed in this document.

It is advisable to ask a King's Designer to set up and supply the artwork for merchandise so that quality is maintained. Details of the designers and how to commission them are here: <https://internal.kcl.ac.uk/erd/depts/brand/corpdesign/commgraph.aspx>



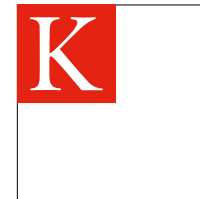
## KING'S BRANDING SOCIAL MEDIA



Central corporate  
Facebook account



Central corporate  
Twitter account



Departmental  
account template

Single use of the King's logo is reserved for the corporately run central social media accounts.

Departmental accounts should be branded with the quartered square icon design. This has a solid red top left quarter containing the white capital K from the King's logo, which leaves the remaining three quarters of the icon available for a relevant image.

A layered Photoshop template for this icon is available from [brand@kcl.ac.uk](mailto:brand@kcl.ac.uk).



IoPPN



Law



Estates  
Helpdesk



Champion  
Hill



Cultural  
Institute

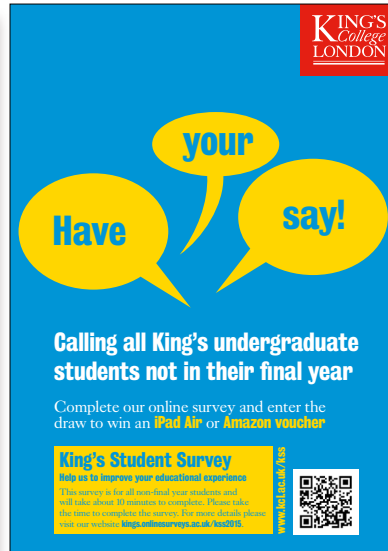
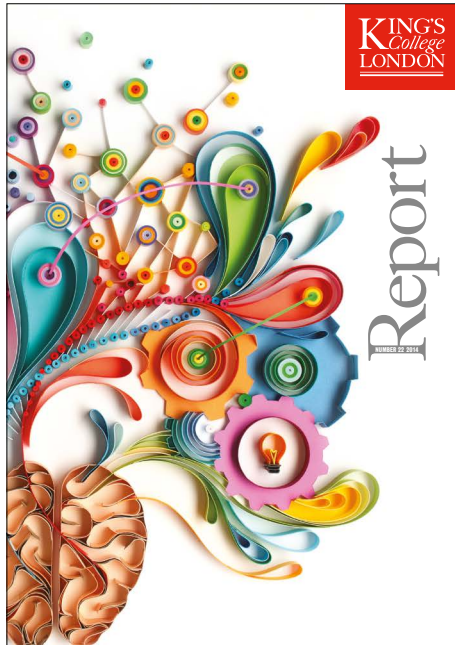


Dentistry



War  
Crimes

# KING'S BRANDING EXAMPLES



external signage



lapel pin

Centres, Institutes and departments that are part of King's College London are not entitled to their own stand-alone logo and identity.

## KING'S SUB-BRANDING

**USE ELEMENT 1**    **KING'S LOGO**  
*institution*



**USE ELEMENT 3**    **SECONDARY FONT**  
*institution's issuing area*



**USE ELEMENT 2**    **PRIMARY FONT**  
*issuing area's current initiative*



**USE ELEMENT 5**    **COLOUR**  
*from the colour palette*



**USE**                    **CONSISTENT, APPROPRIATE IMAGERY**  
*from the image library, or correctly licensed  
from elsewhere*

**Centre for Science  
& Security Studies**

**Institute of  
Gerontology**

**Department of  
Geography**

Sub-branding (expressing the name of a Centre, Institute, faculty or department visually) uses the secondary font, King's Bureau Grotesk 37. Lines of text should be balanced and may be placed in the top left hand corner of an item, or added as part of the heading structure – for guidance please contact [brand@kcl.ac.uk](mailto:brand@kcl.ac.uk)

**The King's logo must always be in primary position on all materials.**

**For further detail see**  
<http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>

## KING'S SUB-BRANDING STRUCTURE



**The Compass**

Drop-in  
sessions



**Department of Education  
& Professional Studies**

Annual  
lecture



**Faculty of Arts  
& Humanities**

Arts &  
Humanities  
Festival

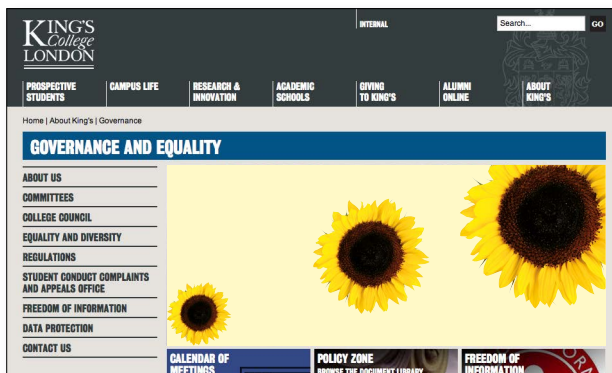
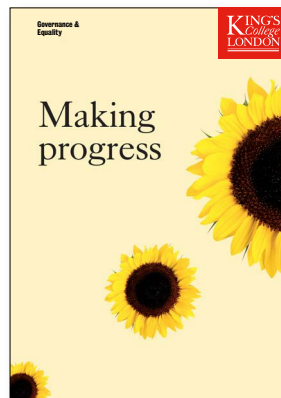
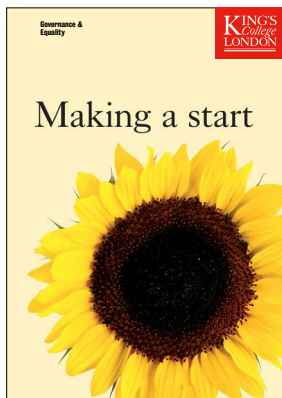
On stand-alone items such as merchandise, the name may appear under or beside the King's logo. It is advisable for any merchandise to be designed by one of our external approved designers – for guidance please contact [brand@kcl.ac.uk](mailto:brand@kcl.ac.uk)

**The King's logo must always be in primary position on all materials.**

**For further detail see**  
<http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>

## KING'S SUB-BRANDING

### EXAMPLE USING CONSISTENT COLOUR AND IMAGERY



- Choose an appropriate image.
- Have the image applied to your collateral.
- Add the name of your area.
- Use a blend of the King's corporate fonts.
- Ensure that the King's logo is correctly sized and placed.
- Use the same image on your web pages and in social media.

## KING'S SUB-BRANDING FAQS

### Why can't we have our own separate logo?

Because any different secondary logos would detract from our parent brand, dilute its impact and confuse our audiences.

### But having our own logo will solve all our branding problems.

You can add distinctiveness with colour and top quality subject-specific imagery as appropriate to the medium.

**Can we choose a colour to achieve differentiation on our materials?** Yes. You must choose from our colour palette (see page 9).

### Can we use imagery to achieve differentiation?

Yes – this is the recommended route. Make sure you have either bought the image outright or have licensed it correctly, and be careful of image quality, image suitability and the effect on legibility if an image is used behind text.

### Can we use additional typographic devices at all?

Just your name in King's Bureau Grotesk 37, top left on an item or as part of the headings structure. Please contact [brand@kcl.ac.uk](mailto:brand@kcl.ac.uk) for guidance.

Quality imagery adds to any communication, conveying nuanced meaning at a glance.

**For information on sourcing imagery please see**  
<https://internal.kcl.ac.uk/erd/depts/brand/corpdesign/commphoto.aspx>

## DUAL BRANDING WITH EXTERNAL PARTNERS

ELEMENT 1



ELEMENT 2

KING'S LOGO

PARTNER LOGO

These examples show visual dual branding for project collateral such as posters, leaflets, hoardings, one-off presentation slides and commemorative plaques and are NOT applicable to permanent King's corporate signage or stationery unless expressly detailed by contract.



black rule shows exclusion zone

Imperial College  
London



**Please contact Brand Communications for assistance with all dual branding.**

The King's brand must not be undermined by crowding the logo with other visual elements. Red is the preferred colour.

The exclusion zone must be observed. No text or bold visual elements may appear within it.

A partner logo may be placed next to the exclusion zone of the King's logo, or further away.

If the partnership is equal the logos should appear visually equal.

If the partnership is hierarchical this should be determined at the outset and expressed visually to the satisfaction of both parties.

The corporate branding rules of both parties should be observed.



## DUAL BRANDING WITH EXTERNAL PARTNERS

ELEMENT 1



BOXED KING'S LOGO

ELEMENT 2+

PARTNER LOGO(S)



Guy's and St Thomas'   
NHS Foundation Trust

King's College Hospital   
NHS Foundation Trust

South London and Maudsley   
NHS Foundation Trust

Approved logo styling for the King's Health Partners collaborating partners



Imperial College  
London



Monochrome treatment for a mixed group of logos



Group of visually balanced colour logos

Please contact Brand Communications for assistance with all dual branding.

Multiple logos often have to appear together.

The order they appear in must be determined to the satisfaction of all parties, alphabetical order often being a workable solution.

It is usually more elegant to show each logo in black rather than risk a proliferation of clashing colours.

Once equal logo relationships have been established these visual groupings may be drawn on again for other occasions.

## RESOURCES ON THE WEB

**<https://internal.kcl.ac.uk/erd/depts/brand>**

### **GUIDANCE ON**

Commissioning graphic design  
Buying print  
Commissioning photography  
Commissioning advertising  
Logos  
Coats of arms  
Fonts  
Imagery  
Written style

### **ACCESS BRAND RESOURCES**

Word templates  
Powerpoint templates  
Buying branded stationery  
Certificates of attendance/merit  
Multi-purpose folders  
Staff name badges  
Conference badges  
Rubber stamps

## KING'S IMAGE LIBRARY

**<https://digitalassets.kcl.ac.uk>**

The King's image library is available to all staff working with branded material in the corporate identity and offers imagery for anyone preparing webpages, presentations or other materials.

### **Clearance**

Images are cleared for university use only.

### **Access**

The system can be accessed using your King's ID and password. First time users will need to register for an account with the [IT Service Desk](#).

### **Download rights**

A standard user is able to download from the 'Image library' folder only, and not from any of the other departmentally owned folders unless special permissions are granted by the owner and set up by IT.

### **Further information**

<http://www.kcl.ac.uk/library/collections/archivespec/celum/index.aspx>

# KING'S HOUSE STYLE FOR WRITTEN MATERIAL

## – how to deal with:

- Acronyms
- Addresses
- Alumni
- Abbreviation
- A-levels
- Ampersand
- Biblical references
- Bibliography
- Block capitals
- Books
- Bullet points
- Campus
- Capital letters
- Century
- Chairman of King's College Council, forms of address and references
- College
- College or university?
- Commas
- Compass points
- Contact details
- Currencies
- Data
- Dates
- Degree classification
- Departments, research centres, groups and divisions – references to
- Email
- Email signatures
- Exclamation marks
- Faculty names
- Foreign words
- Fundraising campaign
- Ezine
- Hyphens and dashes
- Initials with surname
- Internet
- International telephone style
- King's – references to
- King's constituent institutions
- Lectures
- Measures
- Numbers
- Percentage
- Pre-registration and post-qualification
- Prefixes
- President & Principal, forms of address and references
- Programmes and modules
- Punctuation: full points and spaces
- Qualifications
- Quotation and reported speech
- Somerset House East Wing
- Spellings
- Students – references to
- Students' Union
- Telephone numbers
- Time
- Titles of people
- University
- Web URLs
- Web: standard article names
- Web: links to downloadable files
- Website

We aim for consistency in written style across university publications and the website. *King's house style for written material* details King's editorial conventions, listed here in outline.

**Download** the most recent version by following the links to the branding guidelines from

<http://internal.kcl.ac.uk/erd/depts/brand/corpdesign/index.aspx>