Oxford **blue**

Visual identity guidelines

UNIVERSITY OF OXFORD

Contents

Our global brand

The University of Oxford is one of the world's leading academic institutions and one of the oldest, with a unique heritage that dates back to the 11th century. Today its reputation, like its longevity, reflects a deep and abiding commitment to excellence in every area of teaching and research. As a result of that commitment, the University enriches international, national and regional communities in countless ways: through the fruits of its research and the skills of its alumni, through sharing academic and cultural resources, and by publishing outstanding materials in many formats for learning and study.

The University is also an immensely diverse institution with 38 colleges and 6 permanent private halls. It boasts a remarkable range of centres of knowledge and expertise, with the Bodleian Library and the Ashmolean Museum among its many architectural and cultural treasures.

Oxford's sheer diversity and dynamism present major challenges and rich opportunities when it comes to communicating to worldwide audiences its achievements and aspirations, its relevance and its rationale. It must do so in a rapidly changing and increasingly competitive global environment. So we need to innovate but we also need to be consistent, for those many audiences to have a clear and deepening sense of who we are and what we stand for. In visual terms a key element of that process is to use our well-established identity in a coherent and consistent manner. These guidelines are intended to help achieve that. We hope you will find them useful and informative.

'...we need to innovate but we also need to be consistent, for those many audiences to have a clear and deepening sense of who we are and what we stand for.'

Unique visual identity

The University of Oxford needs to present a consistent identity to ensure instant recognition of our global brand among a wide variety of audiences around the world.

Our visual identity is the graphic expression of who we are and what we represent. It has a major role to play in promoting a consistent and positive image of the University.

The concerted application of our unique visual identity has even greater significance in the modern world where communication systems have evolved to provide instant global messaging. Individuals now receive an extraordinary number of messages every day through a wide variety of media.

It is therefore in our shared interest to ensure that the messages from Oxford University achieve the greatest prominence, recognition and relevance by using all the communication skills at our disposal.

By applying these visual identity guidelines, we can all make our communications clear, consistent and professional. Together, we will be able to convey and promote the academic excellence and cultural significance of the University of Oxford.

These guidelines provide the tools to create a necessary visual uniformity among the rich diversity that is contained within the University of Oxford.

Effective communications

Our brand is who we are and what we represent, while our visual identity allows us to express our University brand and engage with a wide variety of audiences through effective communications.

Now more than ever it is essential that all our communications – whether in print, online or in any other graphic medium – conform to the same visual identity. Only then can we be assured of presenting a unified brand in keeping with the international standing of the University.

To be successful our messages must follow three key principles:

Clarity
All our communications must be clear and consistent in terms of the visual and verbal messaging they convey. Such clarity and consistency ensures the instant recognition of Oxford University.

Impact
Strong visual icons such as the Oxford logo and our distinctive colour, Oxford blue, deliver great visual impact that we can enhance through dramatic imagery, dynamic design and powerful language.

Inspiration
Over the centuries, the University of Oxford has achieved widespread recognition for its many attributes. Today, we must continue to develop and promote the University's academic and cultural standing as we seek to realise our potential and inspire a new generation.

Using these guidelines

The clear expression and instant recognition of the University of Oxford brand depends upon the consistent application of key visual elements that combine to create our unique identity.

By providing examples of correct usage, this guide aims to clarify and simplify the process of selecting and positioning these key elements.

Therefore, as well as enabling us to achieve a strong visual identity, these guidelines will save time and resources as we seek to convey essential messages promoting all aspects of the University.

The Oxford logo
The cornerstone of any visual identity is its logo. The primary Oxford University logo is the quadrangle logo. This contains the name of the University together with the belted crest device.

Oxford blue
No other university in the world is associated with such a well-known colour as Oxford blue: Pantone 282 provides the official colour reference for this distinctive dark blue.

Typefaces
For clarity and consistency the typeface for all professional communications, including commercially printed materials, is Foundry Sterling. For communications such as the text of letters and memos, the preferred alternative typeface is Arial, while for web and other digital applications the preferred typeface is PT Sans. See page 22.

NOTE
Our identifying graphic elements are extremely valuable assets that are recognised throughout the world. For this reason they must only be used in the specific ways outlined in these guidelines and not modified in any way.

Visit the **online branding toolkit** to download Oxford logo variations, the Foundry Sterling font plus Word and PowerPoint artwork templates.
www.ox.ac.uk/toolkit

The Oxford logo

At the heart of our visual identity is the Oxford logo. It should appear on everything we produce, from letterheads to leaflets and from online banners to bookmarks.

The primary quadrangle logo consists of an Oxford blue (Pantone 282) square with the words UNIVERSITY OF OXFORD at the foot and the belted crest in the top right-hand corner reversed out in white.

The word OXFORD is a specially drawn typeface while all other text elements use the typeface Foundry Sterling.

The secondary version of the Oxford logo, the horizontal rectangle logo, is only to be used where height (vertical space) is restricted.

These standard versions of the Oxford logo are intended for use on white or light-coloured backgrounds, including light uncomplicated photographic backgrounds.

Examples of how these logos should be used for various applications appear in the following pages.

NOTE
The minimum size for the quadrangle logo and the rectangle logo is 24mm wide. Smaller versions with bolder elements are available for use down to 15mm wide. See page 7.

Quadrangle Logo

This is the square logo of first choice or *primary Oxford logo*.

Rectangle Logo

The rectangular *secondary Oxford logo* is for use only where height is restricted.

The Oxford logo: keyline

These versions of the quadrangle logo and rectangle logo have been modified with the addition of a white keyline border to enhance visibility.
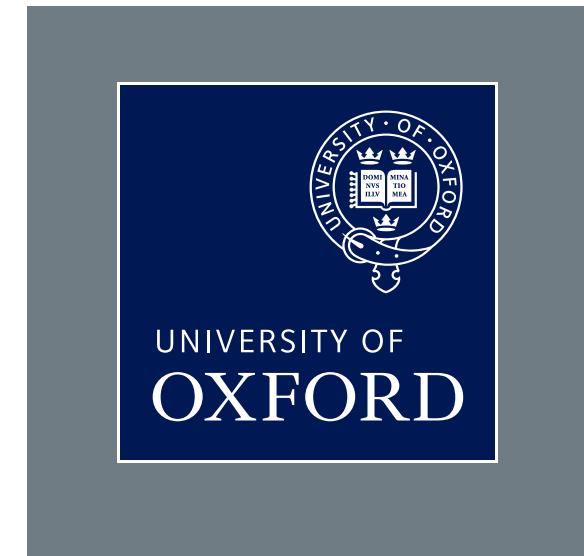
They have been designed for use only on dark backgrounds, including dark photographic backgrounds, as in these examples where the keyline provides greater clarity.

NOTE
Do not use these keyline Oxford logos on white or light backgrounds where standard Oxford logos must be used.

Keyline logos are for use only on dark backgrounds and dark or complex picture backgrounds.

Keyline quadrangle logo

Keyline rectangle logo

The Oxford logo: small

Small versions of the quadrangle logo and rectangle logo, in both standard and keyline versions, are also available.

These small Oxford logos feature emboldened elements for clear reproduction at small sizes and therefore need to be used when space is too restricted to allow the use of the larger versions.

The maximum size for these small versions of the Oxford logo is 23mm wide. The minimum size for these small versions is 15mm wide.

NOTE
Do not use any small versions of the Oxford logo any wider than 23mm. The standard versions of the logo should be used for widths greater than 23mm.

Small Oxford logos should only be used where space will not allow use of the standard logos.

Small Quadrangle Logo

Small Rectangle Logo

Small Keyline Quadrangle Logo

Small Keyline Rectangle Logo

The Oxford logo: colour

Wherever possible the Oxford logo must appear in the University colour: Oxford blue (Pantone 282 and its CMYK and RGB equivalents. See page 20).

However, there are circumstances where the accurate reproduction of the logo in Oxford blue is not possible. These include print media where only black ink is available, such as press advertisements, or black and white laser printing.

In these circumstances, the use of the Oxford logo in black is permitted. However, it is important to use the special black artwork versions, as use of the Oxford blue artwork versions could result in a half-tone grey.

Special Pantone ink, CMYK and black-only artwork is available for all versions of the Oxford logo.

University staff can download Oxford logo artwork files from the Downloads section of the online branding toolkit.

NOTE
Do not print letterheads in colour on a laser or inkjet printer as the colour of the Oxford logo will not be correct. Please print in black using only the specific black artwork versions of the logo.

Online branding toolkit:
www.ox.ac.uk/toolkit

Oxford Blue

Black

The Oxford logo: exclusion zone

The Oxford logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.

The exclusion zone should be a minimum of 0.3x where 'x' is the height of the logo for both the quadrangle logo and the rectangle logo.
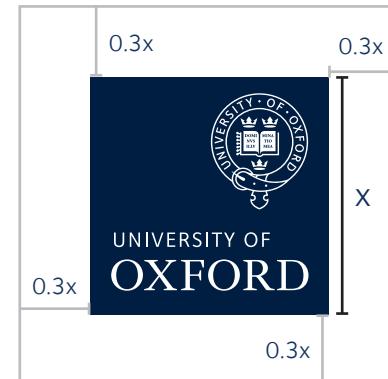
Similarly, the minimum distance from the cut or folded edge of any brochure or document to which the logo is applied should also allow a minimum gap of 0.3x.

There may well be instances where the logo needs to be positioned further than this minimum distance from format edges to ensure well-balanced design.

The only exception to the exclusion zone is in the case of partner branding – see page 10.

Exclusion zones

More than the 0.3x zone may be needed to ensure well-balanced design.

0.3x

0.3x

0.3x

X

0.3x

0.3x

0.3x

0.3x

0.3x

X

The rectangle logo should only be used where vertical space is restricted.

The Oxford logo: partner brands

The only exception to the 0.3x exclusion zone rule is when the Oxford logo needs to appear next to a 'partner brand' logo, such as college logos or other identifying logos and symbols.

In this case, the exclusion zone between the two logos can be reduced up to 0.1x as in these examples.

NOTE
Ideally the Oxford logo should appear to the right of the partner logo. However, in some circumstances it might be appropriate to have the Oxford logo positioned to the left of the partner logo or other identifying symbol.

Partnership branding

When partner branding is used, the exclusion zone between the two brand marks can be reduced up to 0.1x.

0.1x

x

OXFORD MARTIN SCHOOL
JAMES MARTIN 21ST CENTURY SCHOOL

UNIVERSITY OF OXFORD

UNIVERSITY OF OXFORD

Isis INNOVATION

SAID BUSINESS SCHOOL
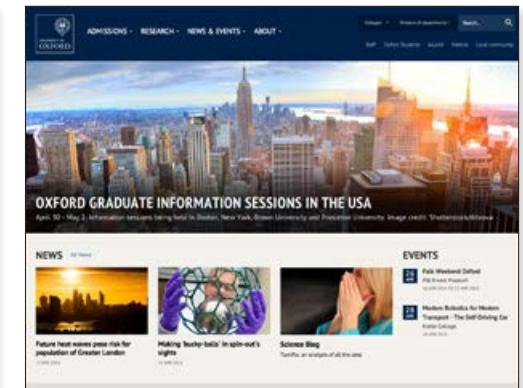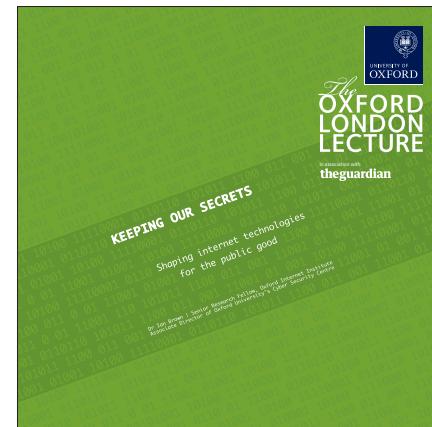
UNIVERSITY OF OXFORD

The Oxford logo: placement

The placement of the Oxford logo will always require judgement by the designer.

Ideally the quadrangle logo should be positioned top right, although there may be times when placement on the left is the only sensible option.

Central placement of the logo should generally be avoided, unless there is no other option due to the narrow width of the item being branded.

Here are some examples of recommended placement for the quadrangle logo and, where vertical space is restricted, the rectangle logo.
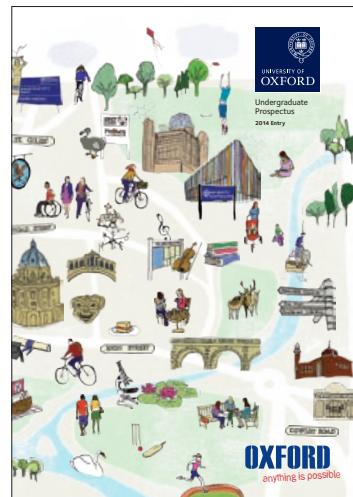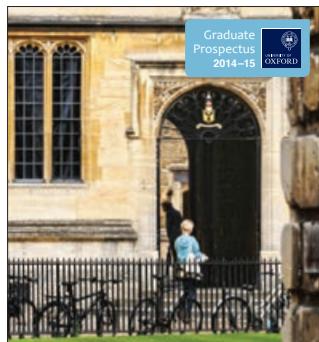
Logo placement examples

The Oxford logo: examples

Here and on the following pages are some examples showing the appropriate use of the Oxford logo for a wide variety of applications.
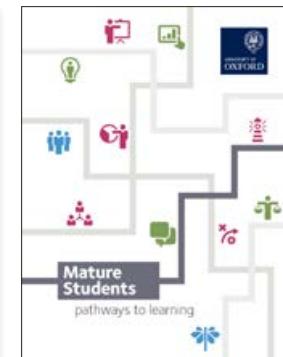
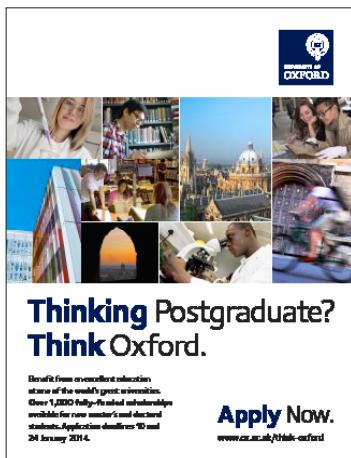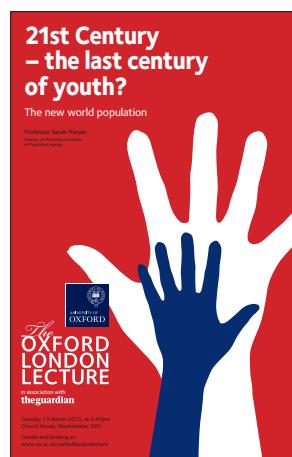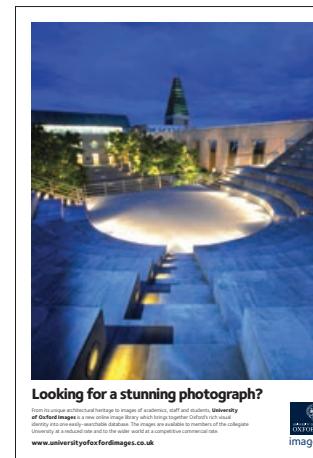The Oxford logo works particularly well on a clean white background.

The Oxford logo: examples

Advertising

Posters
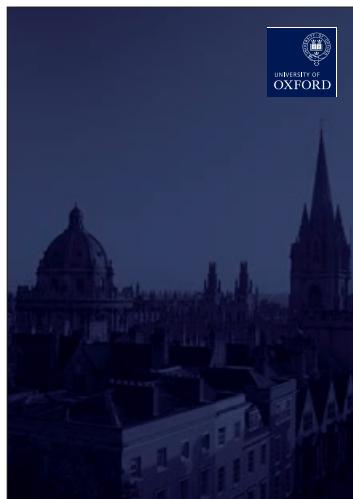
The Oxford logo: examples

Folders

Printed folders and other branded conference items are available to order.
www.ox.ac.uk/conferenceitems

Banners

The Oxford logo: examples

Livery

Signage

External Sign Design Guidelines are available from Estates Services. To view guidelines go to Exhibitions and Signage in the branding toolkit.

Online branding toolkit:
www.ox.ac.uk/toolkit

The Oxford logo: examples

Webpages

The Oxford logo: examples

Social media

Video and animation ident

The Oxford logo: what **not** to do

The strength of Oxford's logo is dependent on its consistent application, which means that the correct logo artwork must always be used without any modifications or additions.
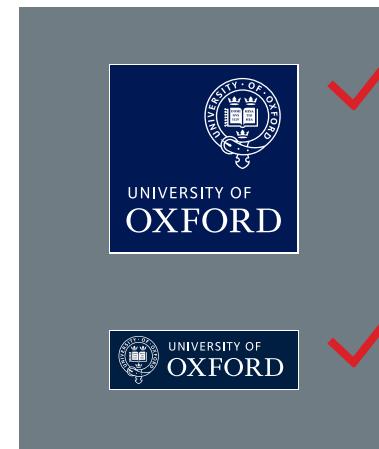
As well as not modifying or adding to the logo in any way, you should always retain the original proportions when resizing the logo to avoid distorting the image.

NOTE
High-resolution colour-correct logos are available for downloading from the online branding toolkit.

Online branding toolkit:
www.ox.ac.uk/toolkit

Correct use of the logo

Incorrect use of the logo

Here are some examples of how NOT to use the logo, featuring a variety of errors that debase our visual identity and ultimately damage our brand.

Do not modify or create extended versions of the logos.

You must always retain the original proportions when resizing the logo.

Do not squeeze or expand the logos.

Incorrect use of the logo

Do not change the colour, tint/fade or create outline versions of the logo.
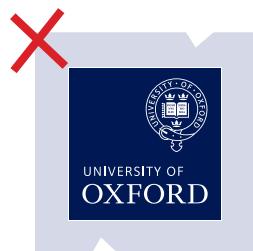
Do not use low-quality versions.
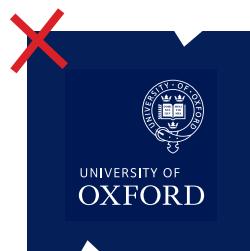
Do not add text within the exclusion zone.

High-resolution colour-correct logos are available from the online branding toolkit.

Do not use the keyline version on light or white backgrounds.

Do not use the non-keyline version of the brand marks on dark backgrounds.

Do not copy the logo by creating other logos or identifiers with visual identity elements.

Do not extract the word 'Oxford' from the logos. It is a specially drawn font and cannot be used in isolation.

'OXFORD' is a rights-protected font for exclusive use within the Oxford logo.

Oxford blue

The colour associated with the University is Oxford blue, which is recognised worldwide as our identifying colour.

Oxford blue needs to match Pantone 282 in the official colour chart (with the suffix C, U or M depending on whether coated, uncoated or matt coated paper stock is used for print items).

Pantone 282 can be specified as a special ink or created from these breakdowns of the process colours (CMYK) or screen colours (RGB) as required.

Oxford blue or black (where blue is not available) are the only colours to be used for the logo.

Oxford blue colour reproduction

Colour name

Oxford blue
(Pantone 282)

Process (CMYK)

C=100
M=80
Y=0
K=60

Screen (RGB)

R=0
G=33
B=71

Always specify Pantone 282 or the equivalent CMYK print or RGB digital colour breakdowns.

Complementary colours

A wide palette of preferred colours has been selected to complement Oxford blue (Pantone 282). This is not an exhaustive list and there may be times when another colour might be used, such as to complement a particular photo.

These complementary colours can be used for a wide variety of graphic design elements including backgrounds and typography.

For practical reasons, the colours in this table have been printed in CMYK colours (rather than Pantone-specific inks) while colour breakdowns are provided for CMYK (print) and RGB (online) use.

NOTE
Where you need to specify a Pantone colour for print, you need to provide the appropriate suffix C, U or M after the Pantone number, depending on whether the colour is to be printed on coated, uncoated or matt coated paper stock.

The colours shown throughout this toolkit have not been evaluated by Pantone, Inc. and may not match the PANTONE Colour Standards. PANTONE® is the property of Pantone, Inc.

Pantone no	Process (CMYK)	Screen (RGB)
Pantone 279	C=69 M=35 Y=0 K=0	R=72 G=145 B=220
Pantone 291	C=36 M=7 Y=2 K=0	R=158 G=206 B=235
Pantone 5405	C=78 M=51 Y=37 K=13	R=68 G=104 B=125
Pantone 549	C=65 M=27 Y=25 K=1	R=95 G=155 B=175
Pantone 551	C=36 M=12 Y=14 K=0	R=161 G=196 B=208
Pantone 562	C=88 M=34 Y=57 K =14	R=0 G=119 B=112
Pantone 624	C=55 M=23 Y=43 K=1	R=123 G=162 B=150
Pantone 559	C=27 M=7 Y=25 K=0	R=188 G=210 B=195
Pantone 576	C=64 M=25 Y=100 K=7	R=105 G=145 B=59
Pantone 578	C=30 M=6 Y=51 K=0	R=185 G=207 B=150
Pantone 580	C=20 M=4 Y=37 K=0	R=206 G=219 B=175
Pantone 583	C=39 M=17 Y=100 K=1	R=170 G=179 B=0
Pantone 585	C=16 M=3 Y=69 K=0	R=219 G=222 B=114
Pantone 587	C=12 M=2 Y=51 K=0	R=227 G=229 B=151
Pantone 7412	C=16 M=59 Y=96 K=2	R=207 G=122 B=48
Pantone 129	C=4 M=16 Y=84 K=0	R=245 G=207 B=71
Pantone 127	C=6 M=8 Y=66 K=0	R=243 G=222 B=116
Pantone 202	C=31 M=95 Y=67 K=31	R=135 G=36 B=52
Pantone 200	C=18 M=100 Y=83 K=8	R=190 G=15 B=52
Pantone 196	C=6 M=25 Y=10 K=0	R=235 G=196 B=203
Pantone Warm Gray 6	C=36 M=35 Y=38 K=1	R=167 G=157 B=150
Pantone Warm Gray 3	C=22 M=19 Y=23 K=0	R=199 G=194 B=188
Pantone Warm Gray 1	C=11 M=9 Y=12 K=0	R=224 G=222 B=217
Pantone 872 (Gold)	C=0 M=21 Y=60 K=30	not applicable
Pantone 877 (Silver)	C=51 M =40 Y=39 K=4	not applicable

Typography

Commercially printed materials
The primary typeface for commercially printed materials is Foundry Sterling. This typeface has been chosen for its clarity and readability and should be used on all printed materials including leaflets and brochures.

Complementary typefaces
To allow for a greater degree of variety across the range of University communications, there are a number of alternative complementary serif typefaces, including Minion, Perpetua and Sabon.

Office typefaces
Arial has been selected as an alternative sans serif typeface for internally produced communications for its clarity and wide availability. Foundry Sterling or Arial should therefore be used for such items as stationery and reports. A complementary serif face, Minion, can also be used if required.

Web typefaces
The University's central webpages, including the homepage, use PT Sans. This is suggested as a web-friendly universal typeface that complements the Oxford typeface, Foundry Sterling.

Oxford typeface

Foundry Sterling [@&£¥%1234]

light, book, *book italic*, medium, **demi**, **bold**, **extra bold**

Complementary typefaces

Minion: regular, *italic*, **bold**, ***bold italic***

Perpetua: regular, *italic*, **bold**, ***bold italic***

Sabon: roman, *italic*, **bold**, ***bold italic***

Office typefaces

Foundry Sterling: book, *book italic*, medium, **bold**

Arial: regular, italic, **bold**, ***bold italic***

Minion: regular, *italic*, **bold**, ***bold italic***

Web typefaces

PT Sans: regular, *italic*, **bold**, ***bold italic***

Stationery templates

There are some established design templates for University of Oxford stationery including letterheads and compliment slips. These templates are available to view and download from the online branding toolkit.

As you can see in these examples, the Oxford logo is positioned to the top right of the letterhead, allowing sufficient space from the top and right-hand edges of the A4 sheet. The typeface for the text elements is Foundry Sterling.

The format for business cards is landscape, allowing the Oxford logo to be positioned top right while the contact details are ranged to the left of the logo.
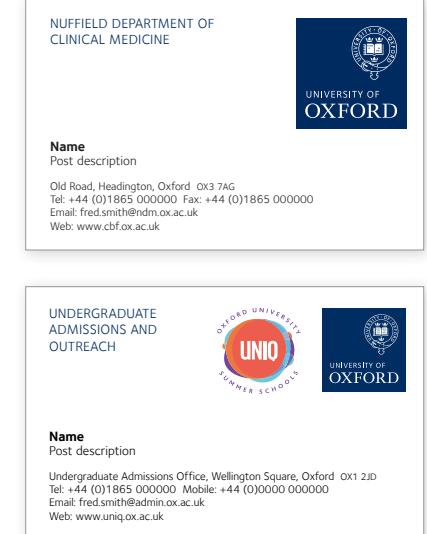
Business cards can be produced on your behalf by the Reprographics Service in Wellington Square who hold the artwork template. Visit www.admin.ox.ac.uk/ estates/fm/university_wide_services/ reprographics for more information.

Online branding toolkit:
www.ox.ac.uk/toolkit

Stationery templates

Business cards

NUFFIELD DEPARTMENT OF
CLINICAL MEDICINE

Name
Post description

Old Road, Headington, Oxford OX3 7AG
Tel: +44 (0)1865 000000 Fax: +44 (0)1865 000000
Email: fred.smith@ndm.ox.ac.uk
Web: www.cbf.ox.ac.uk

UNDERGRADUATE
ADMISSIONS AND
OUTREACH

Name
Post description

Undergraduate Admissions Office, Wellington Square, Oxford OX1 2JD
Tel: +44 (0)1865 000000 Mobile: +44 (0)0000 000000
Email: fred.smith@admin.ox.ac.uk
Web: www.uniq.ox.ac.uk

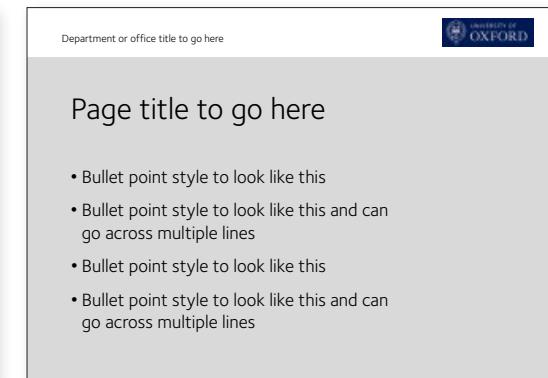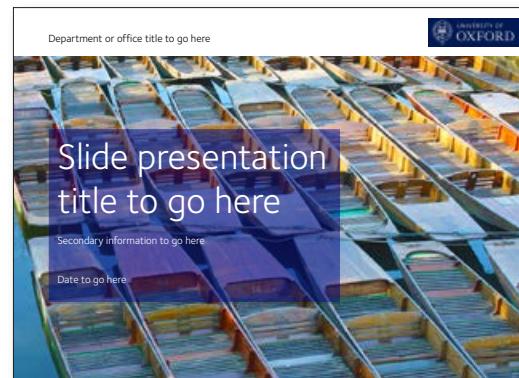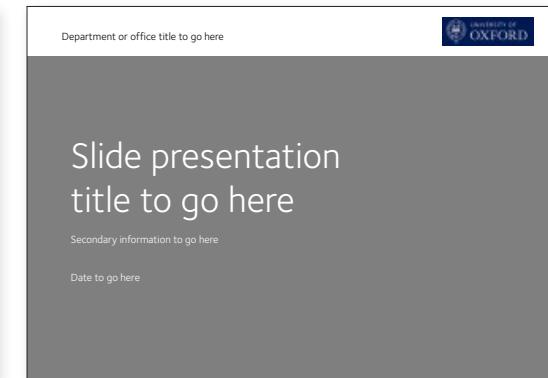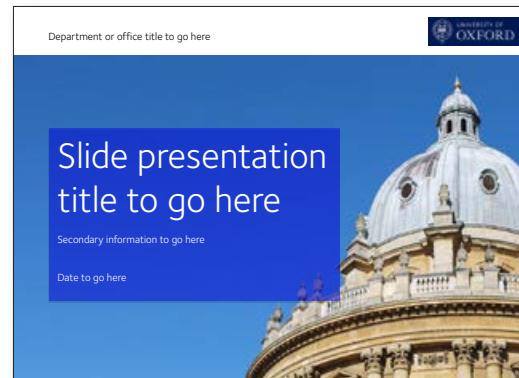For further guidance on dual branding please see partner brand guidelines on page 10.

Digital communication templates

A range of design templates for Oxford University digital communications is available, including standard email and PowerPoint templates.

These templates can be viewed and downloaded from the online toolkit.

Online branding toolkit:
www.ox.ac.uk/toolkit

PowerPoint templates

Writing style guidelines

The University of Oxford Style Guide provides a reference tool for University staff who need to write and format documents and is part of the University's branding toolkit.

The Style Guide does not tell you how to write – but it does offer guidance on grammar and helps ensure consistency for such elements as punctuation and capitalisation.

The Style Guide is available online as an interactive PDF, where it is easy to search for information and cross-reference various topics. It can also be downloaded and printed off as required.

www.ox.ac.uk/styleguide

Writing guidelines

Numbers

How to write numbers
Spell out whole-number words for one to ten; use figures for numbers above ten

- There were two people in the queue ahead of me, and six behind me.
- I need to buy Christmas presents for 12 people this year.

Use a combination of a figure and a word for very large round numbers (such as multiple millions/billions etc), or abbreviate it to 'm', 'bn' etc

- The population of the earth is now 7 billion people.
- The population of the earth is now 7bn people.
- The budget came in at just under £2m.

If there are a lot of figures in a paragraph or text, some above ten and some below, use figures throughout to allow easy comparison by readers

- There were 2 people in the queue ahead of me, and 22 behind me. The queues for other advisors had 10, 3 and 12 people.

Spell out words for 'first', 'second' and so on up to and including 'tenth'; use numbers and 'st'/ 'nd'/ 'rd'/ 'th' for larger ordinal numbers. Don't use superscript

- She was the first person from her school to get a place at Oxford.
- He got an upper second, to his relief.
- She got a 3rd class degree.
- The 17th president of the United States was Andrew Johnson.

Always use figures for percentages, measurements and currency. Use commas to punctuate large numbers

- He scored 10% of the available marks.
- The cost, at £5.99, was less than their overall budget of £50.
- The population of New York City is estimated to be 8,008,278.

Times
Use either the 12- or 24-hour clock – not both in the same text. The 12-hour clock uses a full stop between the hour and minute; the 24-hour clock uses a colon

- The lecture starts at 11.30am and ends at 1pm.
- The lecture starts at 11:30 and ends at 13:00.
- The lecture starts at 11.30am and ends at 13:00.

Use 'noon' or 'midnight' instead of '12', '12 noon' or '12 midnight'

- The closing date for applications is noon on 12 July.

Do not use 'am' or 'pm' with 24-hour times

- The lecture starts at 16:00pm.

If using the 12-hour clock, don't use additional '.00' for times on the hour, and close up space between the number and the 'am' or 'pm'

- The lecture starts at 9am.
- The lecture starts at 11.30am and ends at 1pm.
- The lecture starts at 9.00am.
- The lecture starts at 9 am.

University of Oxford Style Guide | Numbers

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Photography

Photographs have a vital role to play in many of the publications we produce. A photo can get a message across quickly and effectively, so it is important that it says what you need it to. Your choice of image in terms of its content, style and mood depends on the impression you are trying to achieve and the message you wish to convey.

There are also various technical aspects that you need to consider when selecting or creating photographs, so we provide comprehensive online guidelines. The online toolkit covers the use of library shots, briefing professional photographers and ensuring you use the correct file type and resolution for successful reproduction in print or online.

www.ox.ac.uk/toolkit/photography

High-quality photographs of the University are available to view at Oxford University Images and new images are added on a regular basis. These photographs are available to departments and colleges at heavily discounted rates for use in publications and on the web. A small selection of images is available to download free of charge.

www.oxforduniversityimages.com

NOTE
The digital file sizes for print-based images need to be much larger (300dpi) than those required for online display (72dpi). Please make sure you use the correct image resolution for effective reproduction.

Oxford University Images

Photos from oxforduniversityimages.com

Design matters

You need to ensure that any design project you are involved in is carried out to a professional standard. That means it needs to be produced by experienced designers working with industry-standard design software.

Oxford University departments and colleges can take advantage of an internal design service that produces items such as brochures, leaflets and posters as well as integrated print and digital campaigns.

To find out more about how the University of Oxford Design Studio can help with your publicity and marketing requirements please visit our website.

www.ox.ac.uk/designstudio

Design Studio

Ceremonial belted crest

The belted crest is a traditional device featuring elements from the arms of the University including three crowns and an open book with the motto 'Dominus illuminatio mea' (the Lord is my light) contained within a buckled belt.

For ceremonial uses the belted crest can be used on its own. These include such items as invitation cards, certificates, place cards and menus.

Three colours are permitted for the belted crest: Oxford blue, gold or white. The gold should ideally be a special metallic ink (Pantone 872). The four-colour breakdown for the colour gold is specified as: C=0 M=21 Y=60 K=30.

A black version of the belted crest exists but should only be used when setting up a document to be printed by the University Reprographics Office, when the logo is then printed in Oxford blue or gold, or for legal agreements.

Other, limited uses of the ceremonial crest will be considered on a case-by-case basis by the Design and Publications Office.
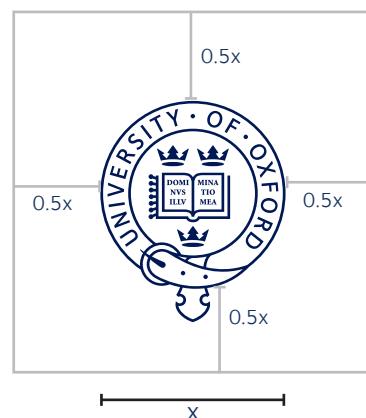
NOTE
Careful judgement should always be used when deciding whether to use the belted crest instead of the Oxford logo. If you are in any doubt about the appropriate use of the belted crest, contact the Design and Publications Office for guidance.

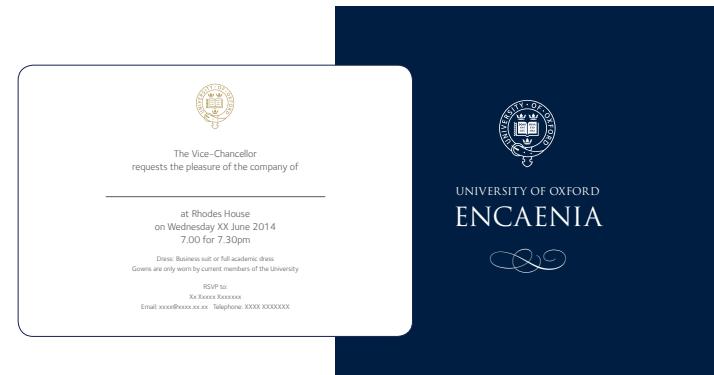The use of the belted crest is restricted and generally confined to ceremonial applications.

Colour variations

Exclusion zone

0.5x

0.5x   0.5x

0.5x

x

Examples of use

The Vice-Chancellor
requests the pleasure of the company of

at Rhodes House
on Wednesday XX June 2014
7.00 for 7.30pm

Dress: Business suit or full academic dress
Gowns are only worn by current members of the University

RSVP to:
Xx Xxxxx Xxxxxxx
Email: xxxx@xxxx.xx.xx   Telephone: XXXX XXXXXXX

UNIVERSITY OF OXFORD
ENCAENIA

Online branding toolkit

There is an online version of these visual identity guidelines at **www.ox.ac.uk/toolkit**.

This is where you will find templates, logos and typefaces as well as links to Oxford University Images, the Style Guide and the Design Studio.

It is the first port of call for any projects carried out by external designers or anyone who produces their own print-based or online communications.

However, if you require professional assistance in the design and production of your marketing and communications material, please contact the University of Oxford Design Studio who will be happy to help you.

www.ox.ac.uk/designstudio

Online branding toolkit:
www.ox.ac.uk/toolkit

Online branding toolkit

Further information

These visual identity guidelines have been produced
by the Public Affairs Directorate, May 2014, and replace
the Printing Brand Guidelines Second Edition.

Please contact the Design and Publications Office
for any additional information.

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Feedback

We hope these guidelines
demonstrate how the
visual identity elements can
work together, in fresh and
interesting ways, to create
materials that reflect the
University brand.

Your feedback on how useful
these guidelines have been
would be most welcome.

Please email your comments to
publications@admin.ox.ac.uk
or send this page to the Design
and Publications Office.