



Identity guidelines – second edition

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Introduction

The guidelines

I am pleased to endorse these revised Identity Guidelines, which deliver improvements in the way we present ourselves, and I hope you will adopt them. They have been carefully considered and developed after wide-ranging consultation, and I am grateful to Pro-Vice-Chancellor Professor Andrew Cliff for chairing the project.

The grid structure recommended as the framework is flexible and can be used to create recognisable and distinctive communication materials. The guidelines have been developed to enable consistent and economical in-house production for a range of communications. For externally commissioned design projects, the Communications Services team has a roster of recommended designers who are all briefed in using the guidelines.

If you have any questions about these guidelines or how to implement them, please contact the Communications Services team who will be happy to help: communicationservices@admin.cam.ac.uk

A handwritten signature in black ink that reads "Alison Richard". The signature is written in a cursive, flowing style.

Professor Alison Richard
Vice-Chancellor

The identifier

first edition – May 2008

The identifier

Core element

Our identifier is the core element of our visual identity. It should be seen on everything we do from letterheads to job adverts to merchandising.

The identifier consists of two elements: the shield and the University of Cambridge logotype. It should not be redrawn, digitally manipulated or altered. The shield should not be used independently of the University of Cambridge logotype.

The identifier 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.

File formats

eps: all professionally printed applications

jpeg: Microsoft programmes

gif: online usage

Colour

The identifier only appears in the four colour variants shown on this page.

Black, Red Pantone 032, Yellow Pantone 109 and white shield 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.

Pantone 032 R237 G41 B57

Pantone 109 R254 G209 B0

These colours are unique to the identifier and should not be used elsewhere on our communications. See page 17 for our colour palette.

Accessibility

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



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The identifier

800 year identifier

To celebrate our 800 year history an adaptation of the core identifier has been commissioned. This should be used on communications in the time period up to and including 2009.

The 800 year identifier consists of three elements: the shield, the University of Cambridge logotype and the 800 years wording. It should not be redrawn, digitally manipulated or altered. The elements should not be used independently and their relationship should remain consistent.

The 800 year identifier 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.

File formats

eps: all professionally printed applications

jpeg: Microsoft programmes

gif: online usage

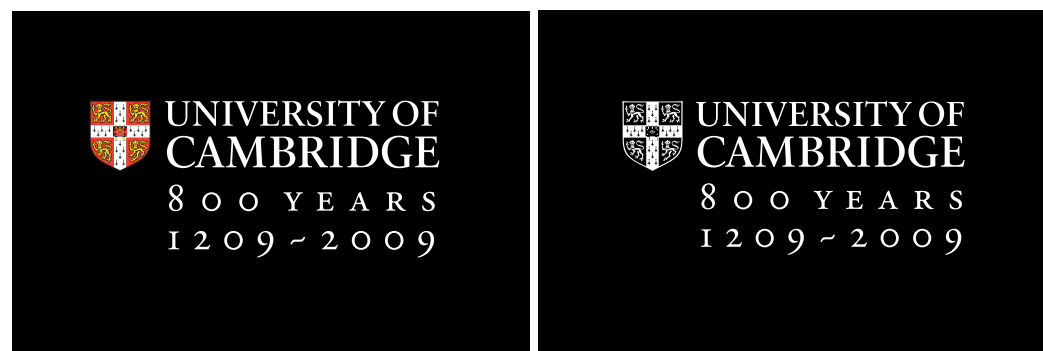
Colour

The 800 year identifier only appears in the five colour variants shown on this page.

Black, Red Pantone 032, Yellow Pantone 109 and white shield with black (or white name). Single colour black or white. Please try to avoid any other colour combinations.

Pantone 032 **R237 G41 B57**

Pantone 109 **R254 G209 B0**



The identifier

800 year identifier online version

A horizontal version of the 800 year identifier is available for online usage only. This has been specifically designed to work with online or screen based applications ie web and PowerPoint where space is restricted.

The 800 year identifier 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.

File formats

eps: all professionally printed applications

jpeg: Microsoft programmes

gif: online usage

Colour

The 800 year identifier only appears in the five colour variants shown on this page.

Black, Red Pantone 032, Yellow Pantone 109 and white shield 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.

Pantone 032 **R237 G41 B57**

Pantone 109 **R254 G209 B0**



The identifier

Trademarks and licensing

The University shield has significant commercial value, for example, through use in merchandising and promotional items.

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

The University's shield and logotype are used to identify an official publication or website of the University of Cambridge.

If the use falls outside official use, you will need to gain permission from the appropriate office before publication.

For more information about licensing, contact Communications Services.



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The identifier

Exclusion zone

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

The exclusion zone is equal to the width of the shield. Always allow at least this amount of clear space around the identifier. 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 identifier. The identifier 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 identifier with departmental names, please see page 15.



The 800 year identifier

Exclusion zone

In order to maximise its visual presence the 800 year identifier requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the width of the shield. Always allow at least this amount of clear space around the 800 year identifier. 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 identifier. The identifier 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.



The identifier

Recommended sizing

Identifier 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 identifier always appears in a set size and position on all our communications. See pages 11–14.

Minimum size

Our identifier 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 identifier.

The identifier does not have a maximum reproduction size.

Alternative sizes

The identifier is reduced or enlarged proportionately to accommodate alternative sizes.



DL and A5



minimum size



A4



A3

The identifier

Positioning – top

Consistent positioning of the identifier is vital.

The identifier can appear in two set positions. Either at the top of the area or at the base, ranged left, see page 12.

Identifier size and position

DL

Identifier 48mm
left margin 8mm
top margin 9mm

A5

Identifier 48mm
left margin 8mm
top margin 9mm

A4

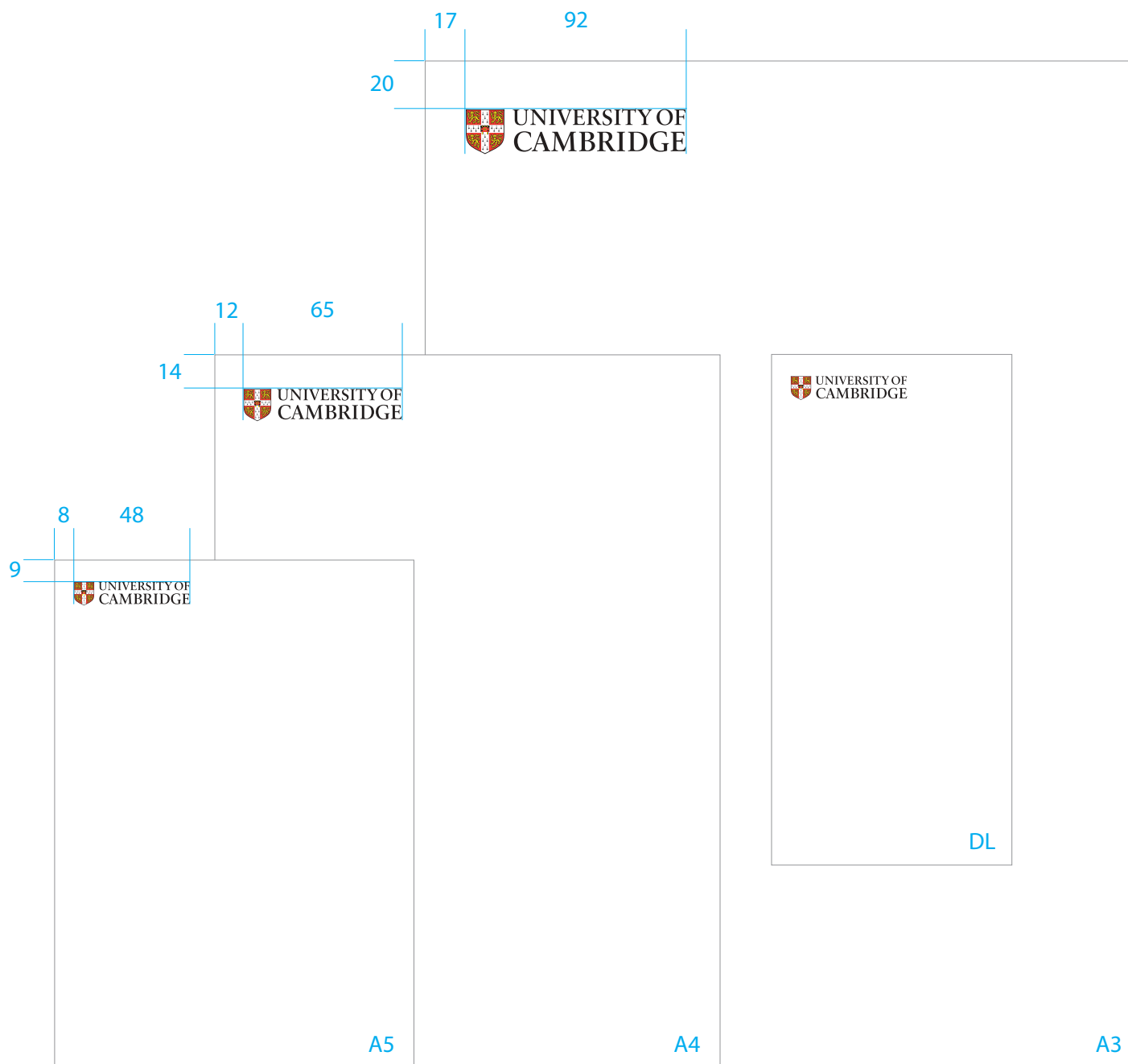
Identifier 65mm
left margin 12mm
top margin 14mm

A3

Identifier 92mm
left margin 17mm
top margin 20mm

Landscape formats

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



The identifier

Positioning – base

Consistent positioning of the identifier is vital.

The identifier can appear in two set positions. Either at the top of the area or at the base, ranged left, as shown.

Identifier size and position

DL

Identifier 48mm
left margin 8mm
base margin 9mm

A5

Identifier 48mm
left margin 8mm
base margin 9mm

A4

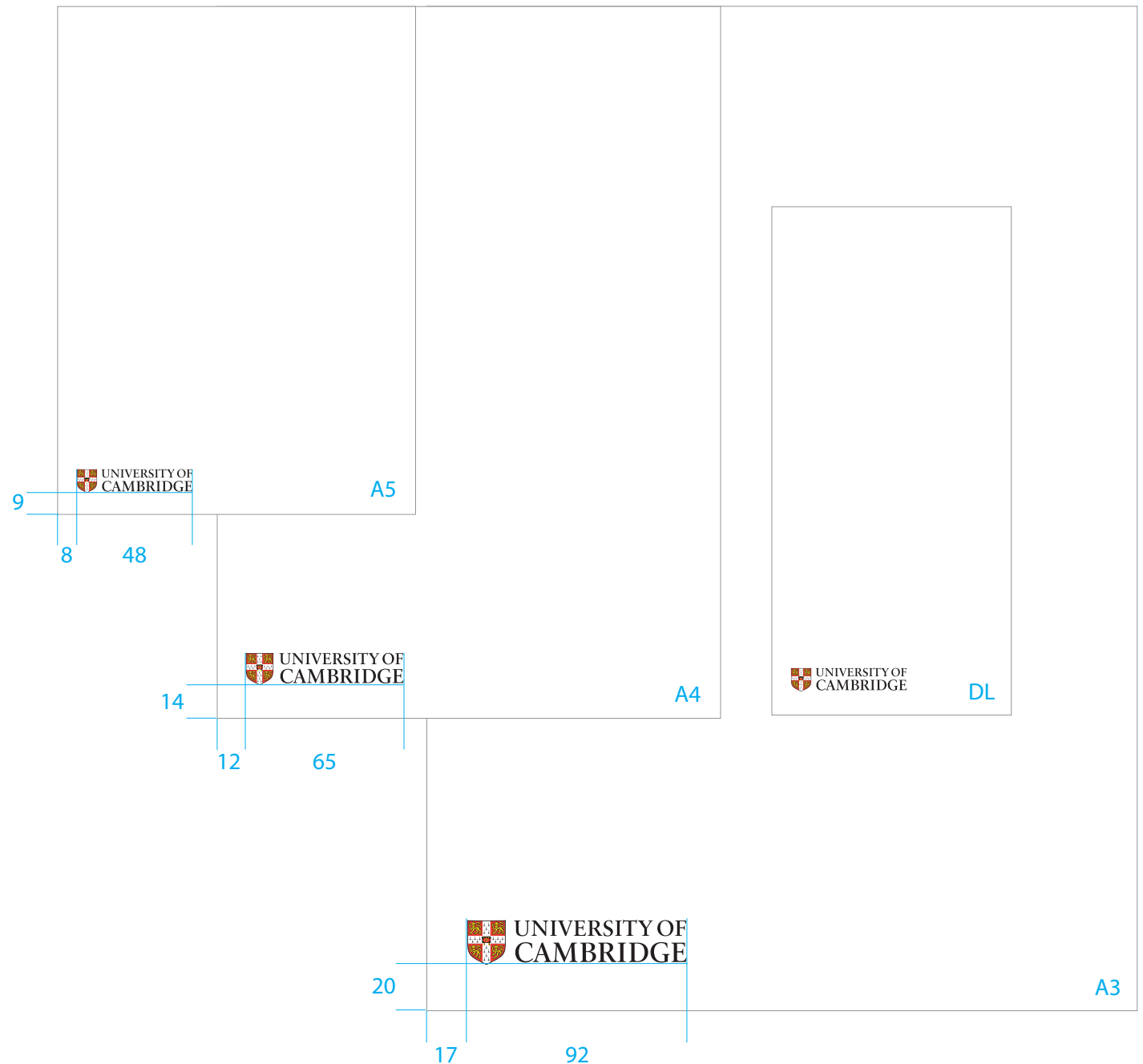
Identifier 65mm
left margin 12mm
base margin 14mm

A3

Identifier 92mm
left margin 17mm
base margin 20mm

Landscape formats

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



The 800 year identifier

Positioning – top

Consistent positioning of the 800 year identifier is vital.

The 800 year identifier can appear in two set positions. Either at the top of the area or at the base, ranged left, see page 14.

800 year identifier size and position

DL

800 year identifier 48mm
left margin 8mm
top margin 9mm

A5

800 year identifier 48mm
left margin 8mm
top margin 9mm

A4

800 year identifier 65mm
left margin 12mm
top margin 14mm

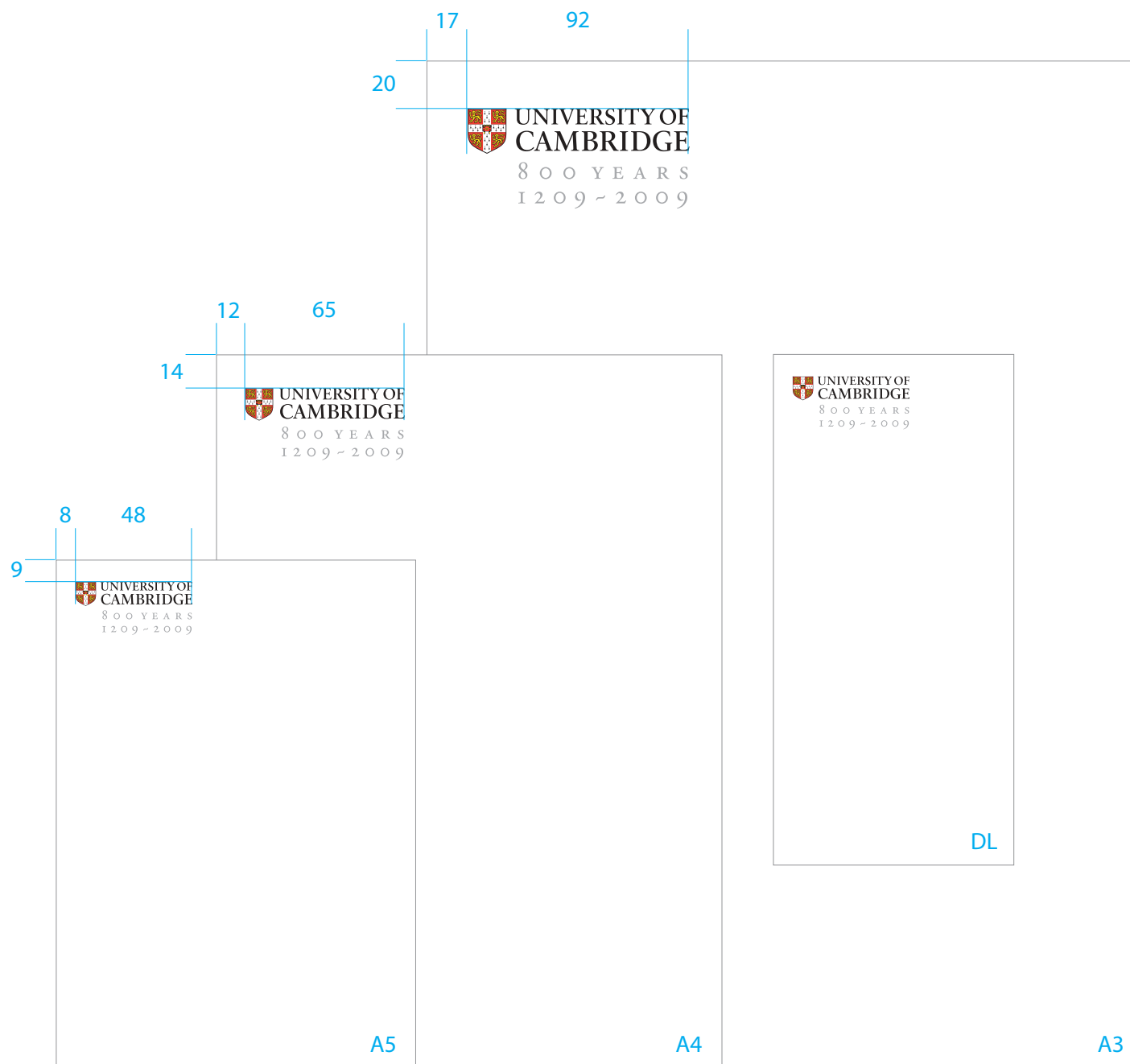
A3

800 year identifier 92mm
left margin 17mm
top margin 20mm

Landscape formats

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

The horizontal 800 identifier should only be used in electronic applications (please see templates for powerpoint (page 39) and websites (page 53)).



The 800 year identifier

Positioning – base

Consistent positioning of the 800 year identifier is vital.

The 800 year identifier can appear in two set positions. Either at the top of the area or at the base, ranged left, as shown

800 year identifier size and position

DL

800 year identifier 48mm
left margin 8mm
base margin 9mm

A5

800 year identifier 48mm
left margin 8mm
base margin 9mm

A4

800 year identifier 65mm
left margin 12mm
base margin 14mm

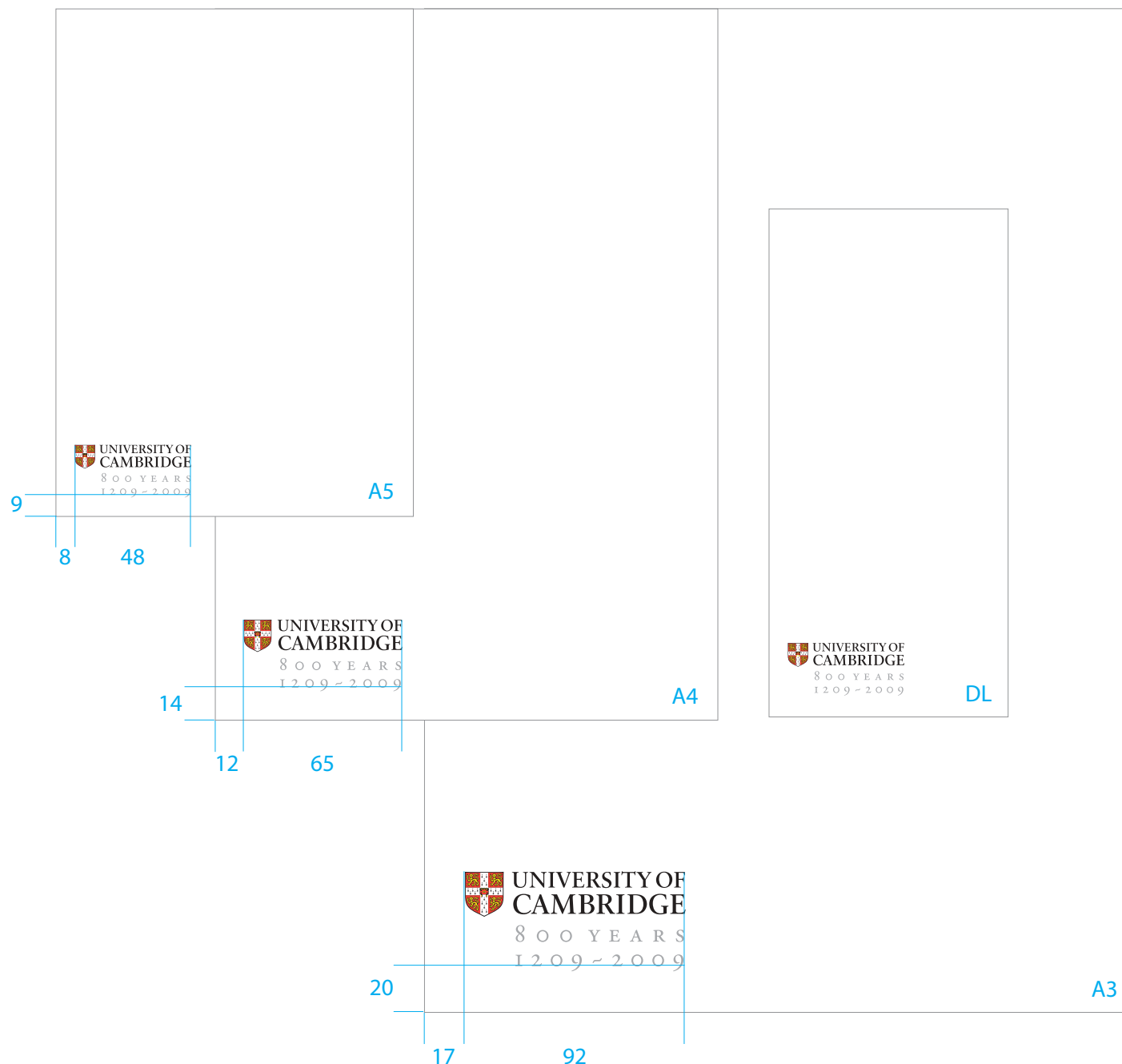
A3

800 year identifier 92mm
left margin 17mm
base margin 20mm

Landscape formats

The base and left hand margins remain the same for the corresponding landscape format.

The horizontal 800 identifier should only be used in electronic applications (please see templates for powerpoint (page 39) and websites (page 53)).



The identifier

Divisional identifiers

Divisional names work alongside the identifier as shown opposite. This relationship is designed for stationery applications only.

Please see page 33, 35 and 40 for department 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 divisional name length. The divisional name should not extend beyond the bounds of the identifier.

All divisional identifiers are available as master file formats. They must always be reproduced from a digital master reference and should not be redrawn. They are available in jpeg and eps format. Please ensure the appropriate artwork format is used.



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Version one



**UNIVERSITY OF
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Secretariat



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



**UNIVERSITY OF
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Office of External Affairs
and Communications



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



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

Colour

first edition – May 2008

Colour Palette

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

A set of tonally darker and lighter colours have been developed in order to support the five core colours. These 10 supporting colours are designed to work with the core colours, in various combinations. They should be used to add depth and variety.

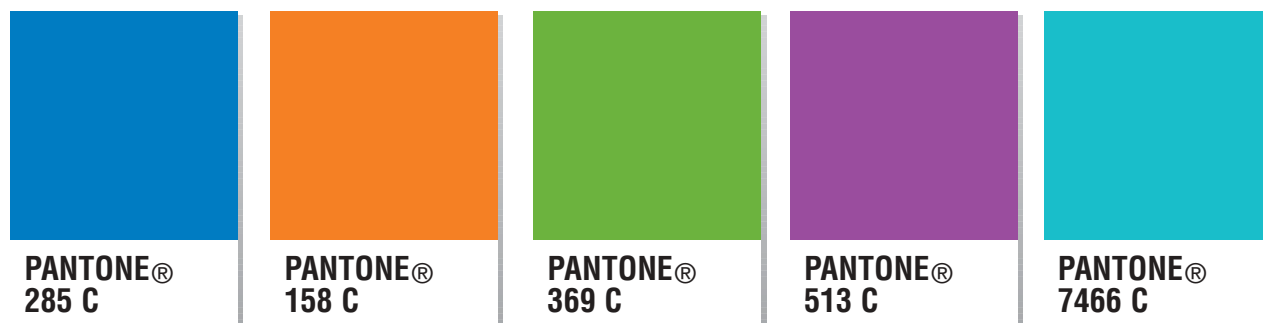
There is no set colour for departments or areas of the University. Any of the fifteen colours within the palette may be used for any communication. Attention should be given to the use of appropriate colours. Minimal colour usage is often the most effective.

Please see pages 31–33 for example applications.

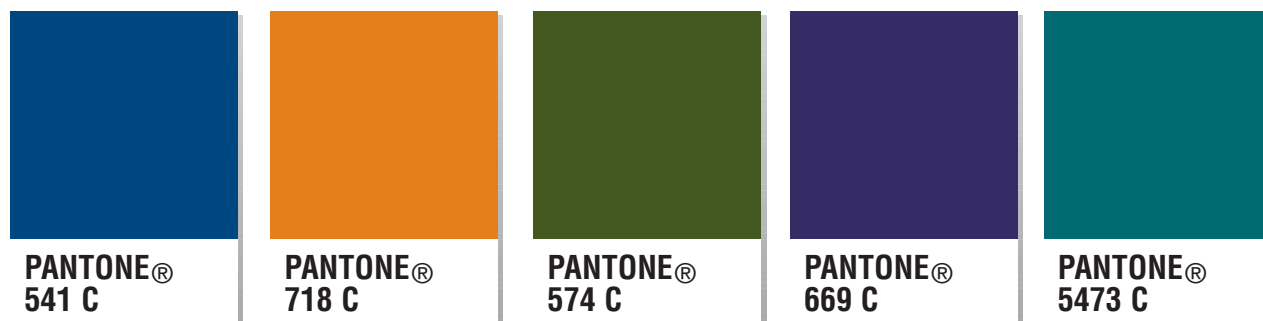


lighter palette

Cambridge Blue



core palette



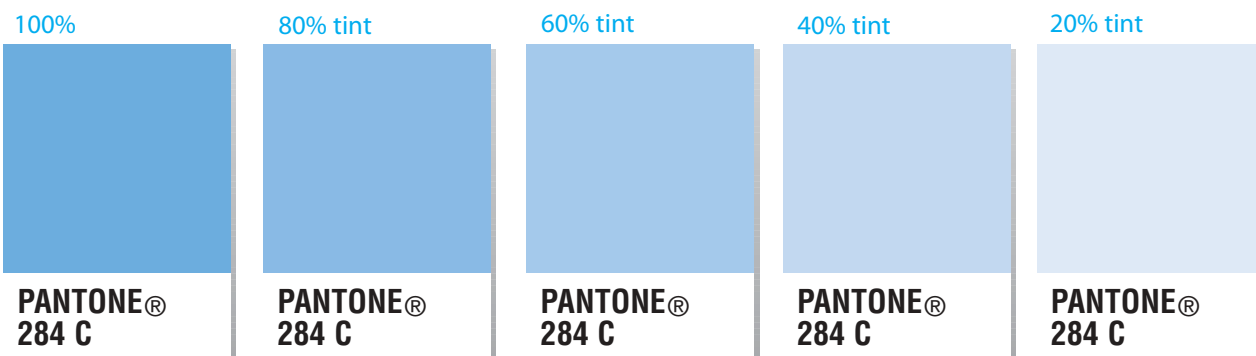
darker palette

Colour Palette – Accessibility

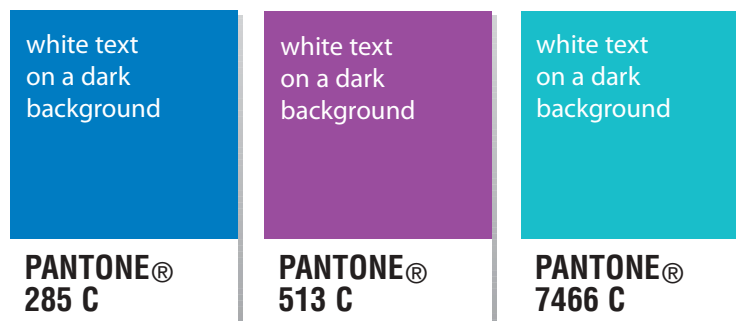
Accessibility

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 colours on a white or very pale background are the most legible. White type should only be used on a very dark background – for example Pantone 541, 574, 699 and 5473. Colours such as Pantone 285, 513 and 746 are suitable background colours for small quantities of text, such as headings, charts and diagrams or small blocks of text that you wish to highlight.

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



tints of colour from lighter palette



core palette



darker palette

Colour

RGB and websafe references

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

Professional printing	Desktop printing	Web
Pantone 284	R.106 G.173 B.228	6699ff
Pantone 142	R.239 G.189 B.71	ffcc33
Pantone 583	R.168 G.180 B.0	99cc00
Pantone 5215	R.181 G.147 B.155	cc9999
Pantone 557	R.163 G.193 B.173	99cccc

Pantone 285	R.0 G.115 B.207	0066cc
Pantone 158	R.227 G.114 B.34	ff6600
Pantone 369	R.88 G.166 B.24	669900
Pantone 513	R.142 G.37 B.141	993399
Pantone 7466	R.0 G.179 B.190	00cccc

Pantone 541	R.0 G.62 B.114	003366
Pantone 718	R.200 G.78 B.0	cc6600
Pantone 574	R.67 G.81 B.37	336633
Pantone 669	R.65 G.45 B.93	333366
Pantone 5473	R.21 G.101 B.112	006666



lighter palette

Cambridge Blue



core palette



darker palette

Colour

Working with the palette

The palette of 15 colours has been designed to work independently or together in various combinations.

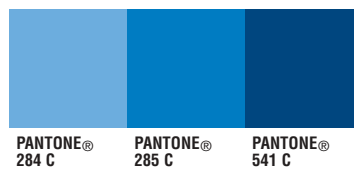
Each core colour has a corresponding lighter and darker colour. The lighter palette works well as a background, highlight or graphic. The darker palette is the most suitable for type. They can be used as individual colour sets ie just the blue palette or the colour sets can be effectively combined. For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

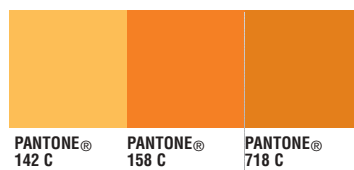
When designing suites of literature you may want to choose a consistent colour combined with a selection of alternative highlight colours to code the individual publications and create a family feel.

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. Some suggested colour combinations are shown opposite.

There must always be good contrast between text and the background colour. Dark type on a white or very pale background are the most visually accessible. White type should only be used on a very dark background. (See page 18).



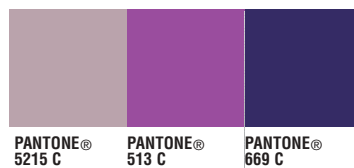
blue palette



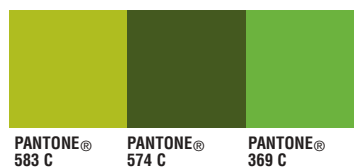
orange/yellow palette



teal palette



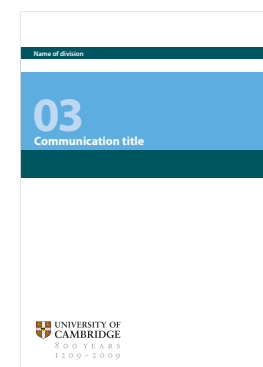
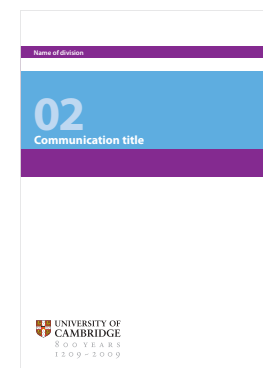
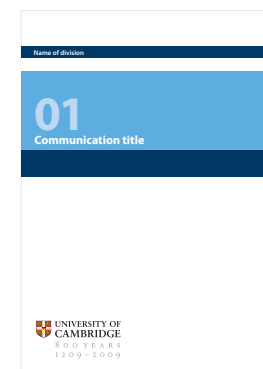
purple palette



green palette



colour combinations



suite of literature

Typography

first edition – May 2008

Typography

Typeface

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

Please see pages 35–44 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.

Arial

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

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 alternative

Sabon

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

Imagery

first edition – May 2008

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.

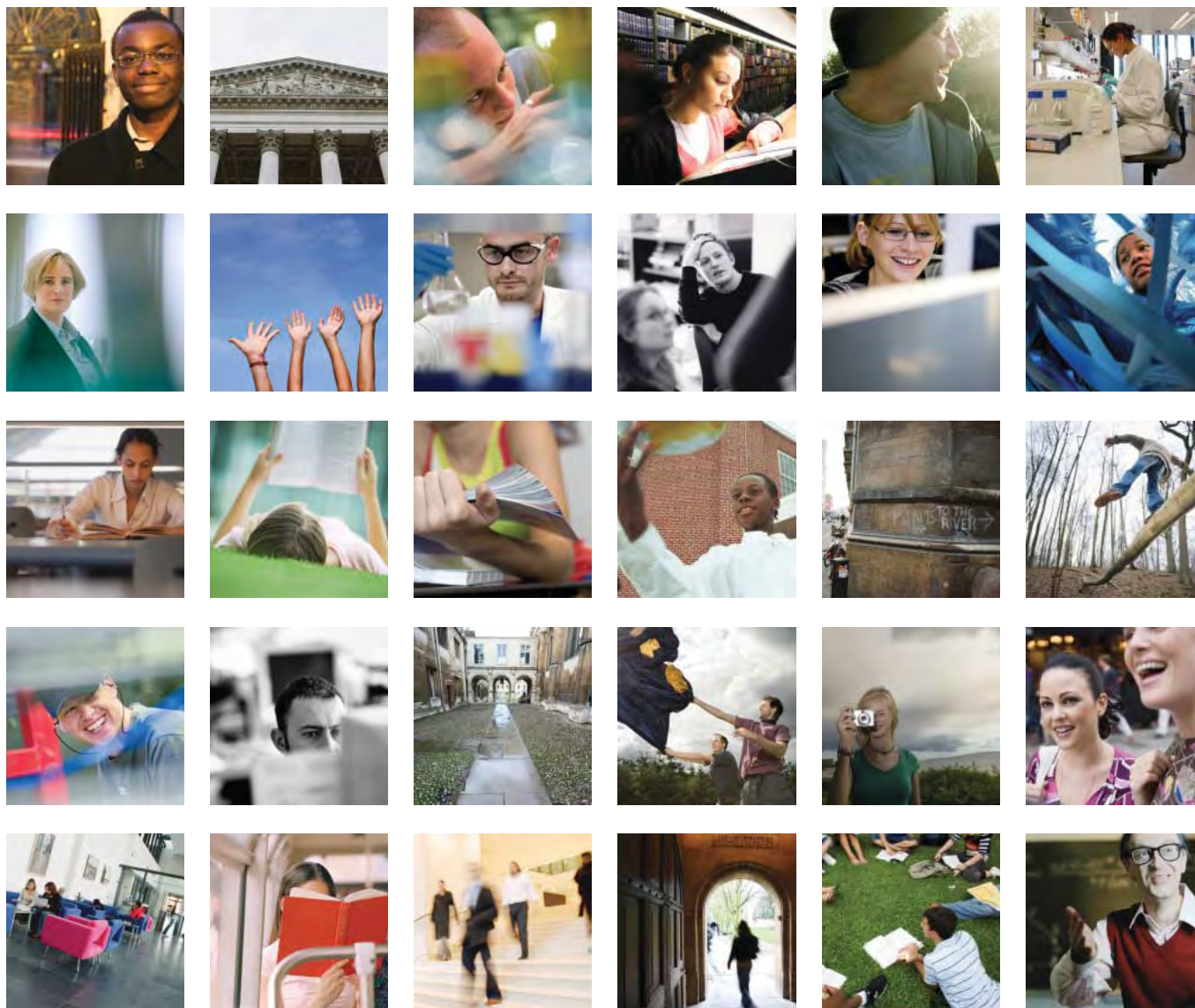
Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications. Our images show natural, real-life people and situations. They should convey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



Imagery

Image library – available from Summer 2008

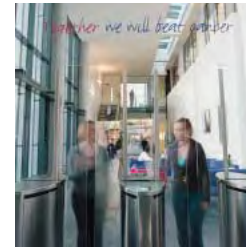
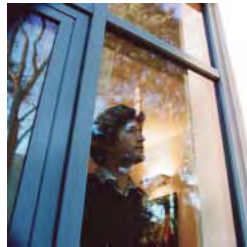
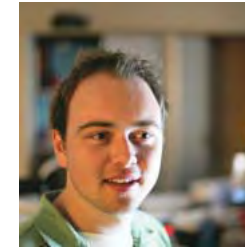
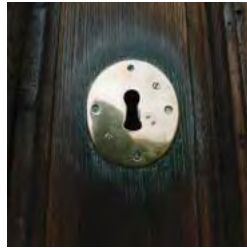
Our image library contains a selection of approved photography that can be used to enhance your communications.

Some examples are shown opposite.

Please contact Communications Services if you have a specific image requirement. We can search our library to see if we have anything available.

From the summer of 2008 we will have an online image library that can be viewed from the website.

Please see page 31 for examples of how to use pictures in different layouts.



Graphic language

first edition – May 2008

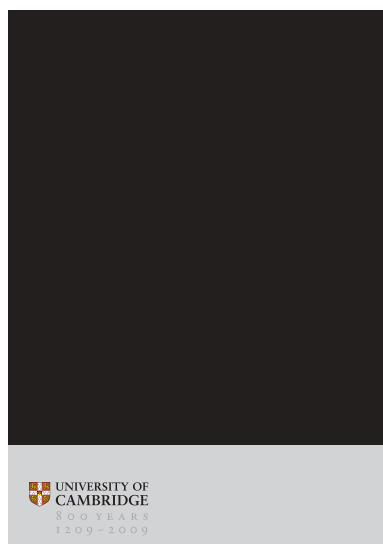
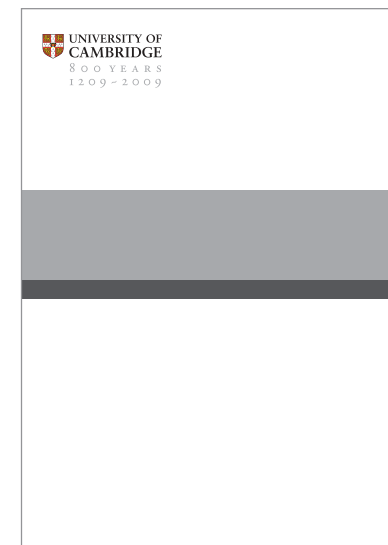
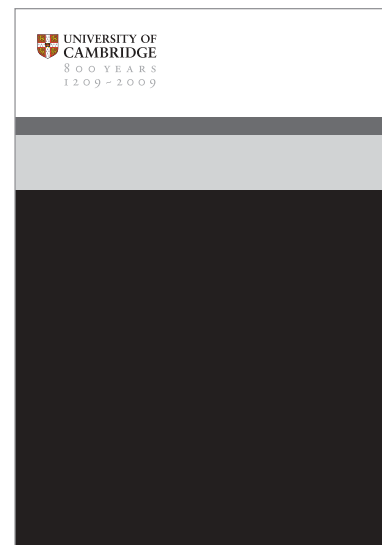
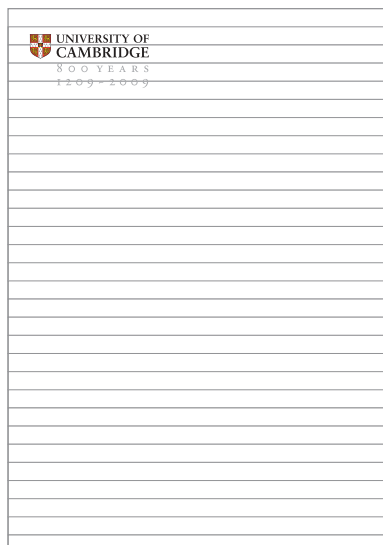
Graphic language

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 department names and headlines, which should appear as part of the main design of the page. On promotional materials, department names should not sit with the identifier as on stationery. Please see page 31 for examples.



Graphic language

A5 grid

The example opposite illustrates our A5 grid template. The identifier should always appear in a consistent size and position, either at the top or base of the page. See pages 11–12 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 department names and headlines which should appear as part of the main design of the page. On promotional materials, department names should not sit with the identifier as on stationery. Please see page 31 for examples.



Base of page identifier positioning option



Graphic language

A4 grid

The example opposite illustrates our A4 grid template. The identifier should always appear in a consistent size and position, either at the top or base of the page. See pages 13–14 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 department names and headlines which should appear as part of the main design of the page. On promotional materials, department names should not sit with the identifier as on stationery. Please see page 31 for examples.



Base of page identifier positioning option



Graphic language

A3 grid

The example opposite illustrates our A3 grid template. The identifier should always appear in a consistent size and position, either at the top or base of the page. See pages 13–14 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 department names and headlines which should appear as part of the main design of the page. On promotional materials, department names should not sit with the identifier as on stationery. Please see page 31 for examples.



Base of page identifier positioning option



Graphic language

Using the grid

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

Templates have been created to provide a range of options using this grid system. See pages 35–42 for examples.

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

Method

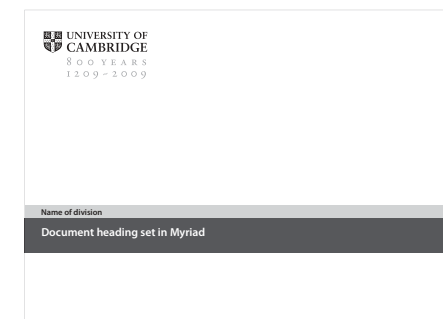
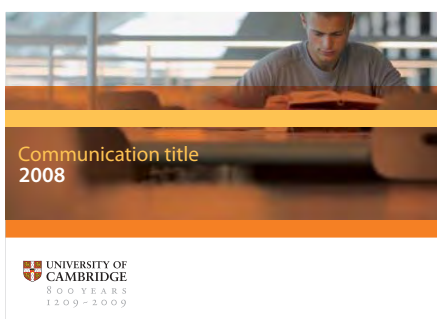
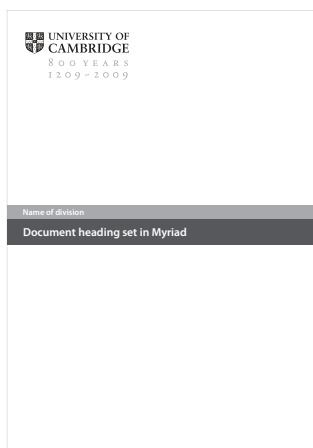
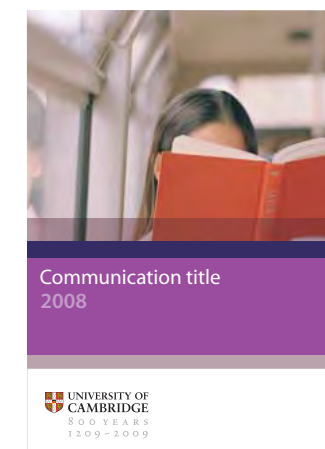
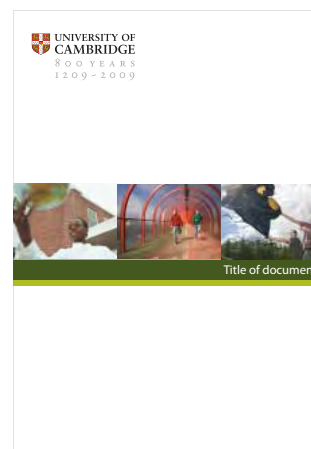
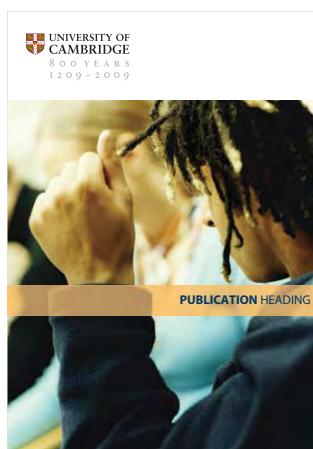
Different combinations of the horizontal panels can be used as required.

Use the grid structure to hold titles, department 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 centered or justified titles and text. Titles and text can be either ranged from the left-hand edge of the shield or the left-hand edge of the logotype.



Graphic language

Typographic style – sample layouts

Distinctive, well-designed typography strengthens and adds character to our communications.

Our typographic style is strong, clear and simple – we pride ourselves on the clarity of our communications.

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

Introductory text, paragraphs and quotations or facts can act as a summary of the content or key messages. Body copy is generally typeset ranged left, ragged right. Never justify text. The recommended minimum point size for body copy on an A4 page is 11 point set on 13 point leading.

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

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

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

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

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

Article main title style typeset on two lines



Secondary heading
The Cambridge Institute for Medical Research has been awarded a £4 million grant by the Wellcome Trust, which will enable the Institute to stay at the leading edge of research into how diseases arise and to play a key role training tomorrow's academic doctors and medical scientists. Veterinary teaching and research has also been enhanced thanks to a £10.7 million Wellcome Trust initiative to encourage students to pursue research careers in veterinary medicine. Dummy copy appears here.

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

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

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

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

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

The government has recognised the contribution made by these partnerships, as well as the potential for more, and the area has been designated as one of the government's new Comprehensive Biomedical Research Centres. The Centre will receive substantial new research and development funding from the National Institute for Health Research and will address major health priorities such as cancer, cardiovascular disease, neurodegeneration, metabolic disorders and transplantation. Researchers from the Department of Pharmacology, in collaboration with colleagues in Edinburgh, Osaka and Japan, have, for the first time, been able to film the interaction between a bacterial enzyme and a DNA strand from an attacking virus. The real-time footage of these nano-scale events has marked implications for scientists. Dummy copy appears here.

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

10 University of Cambridge Running head for publication 11

University of Cambridge Running head for publication

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

Article heading

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

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

The Cambridge Institute for Medical Research has been awarded a £4 million grant by the Wellcome Trust, which will enable the Institute to stay at the leading edge of research into how diseases arise and to play a key role training tomorrow's academic doctors and medical scientists. Veterinary teaching and research has also been enhanced thanks to a £10.7 million Wellcome Trust initiative to encourage students to pursue research careers in veterinary medicine.

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



University of Cambridge Running head for publication

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

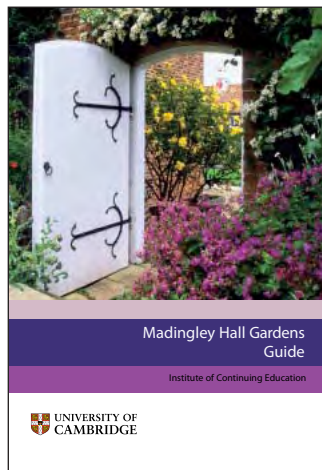
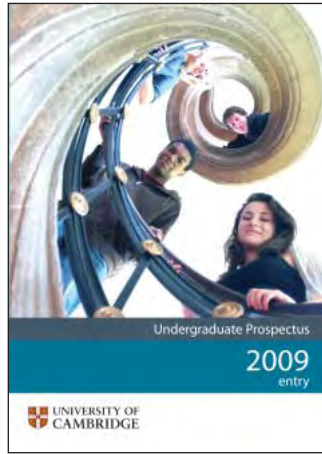
Secondary heading
The academic research excellence of the University combined with the complete clinical infrastructure provided by the Cambridge University Hospitals NHS Trust and the associated presence of other organisations such as the MRC and Cancer Research UK fosters the development of translational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

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10 University of Cambridge Running head for publication 11

Graphic language Typographic style – examples

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



Templates & examples

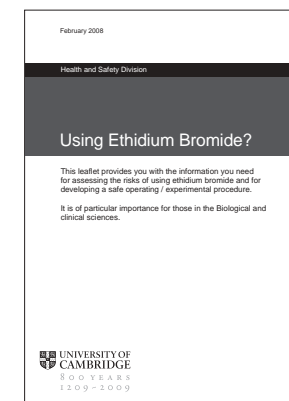
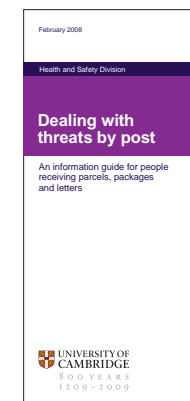
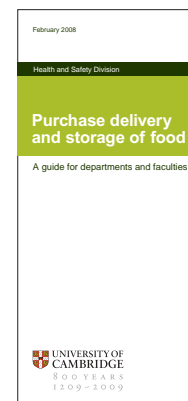
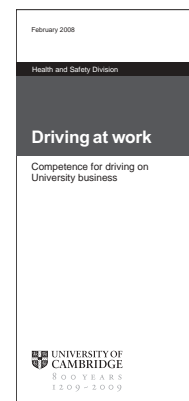
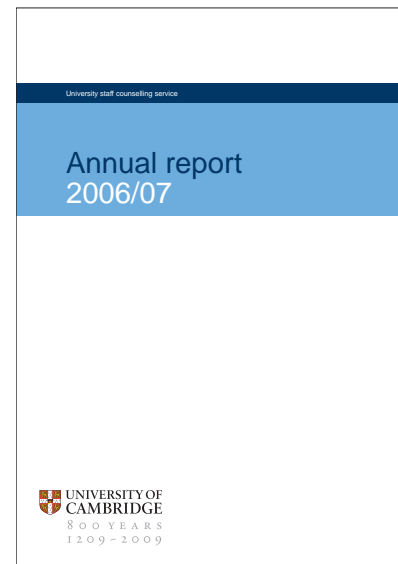
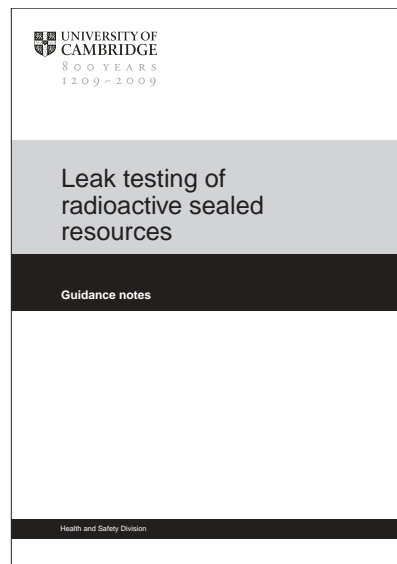
Templates Overview

Templates will shortly be available for the following communications 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.

The following templates are available:

- Letterhead
- Compliment slips
- Business cards
- Memo
- Fax
- Minutes
- Agenda
- PowerPoint
- Lecture notes
- Committee papers
- A4 publication cover
- A5 publication cover
- Posters
- Certificates

Please see pages 36–42 for further information and examples.



Templates

Stationery – letterhead, memo, fax, continuation sheet, minutes, agenda

Stationery templates and master artwork files have been produced and can easily be used.

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 is as follows:

+44 1223 337733 or 01223 337733

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

Microsoft Word templates or master artwork is available from:

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

For preprinted colour letterheads, please contact:

The Reprographics Centre
01223 332231 or 01223 332324
reprographics.enquiries@admin.cam.ac.uk

Cambridge University Press
Richard Weston 01223 326316 or 07983 991321
rweston@cambridge.org
Jo Crick 01223 326208
jcrick@cambridge.org

UNIVERSITY OF CAMBRIDGE
Divisional name

Name Surname
Academy Position

Name
Institution
1st line address
2nd line address
Town & postcode

Date

Dear

This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right. This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

Name Surname
Job title or description

The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

1 page letter

UNIVERSITY OF CAMBRIDGE
Divisional name

This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right. This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase. All University letters are set in the typeface Arial. No other font can be used. Our letters are ranged left and ragged right.

Our letters are typed ranged left and ragged right. This letter template is set in Arial 11 point copy with 14 point linefeed. All copy is upper and lowercase.

John

Name Surname
Job title or description

The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

continuation

UNIVERSITY OF CAMBRIDGE
Divisional name

council minutes

24 September 2007 at 10.15am in the Council Room, The Old Schools.

Present: The Vice-Chancellor (in the Chair); the Master of Darwin; the Master of Emmanuel; the President of Lucy Cavendish; Professor Anderson; Dr Taub; Professor Young; Dr Bamford; Dr Clark; Dr Cowley; Mr Downing; Dr Reid; Ms Lowther; Dr MacDonald; Mr Brown; Lord Simon; M Comerford and Mr Fletcher (for unannounced business); with the Registrar, the Administrative Secretary, the University Datafuser, M Troupe and the Registrar-elect, Professor Mission (Pro-Vice-Chancellor), the Academic Secretary and the Director of Finance.

Apologies for absence were received from the Master of Clare, Professor Baranski, Dr Whitehead and M. Essex-Rose.

The Senior and Junior Proctors were also present.

UNRESERVED BUSINESS PART A:
PRELIMINARY, LEGISLATIVE AND STRAIGHTFORWARD BUSINESS

1. Minutes
The Minutes of the meeting held on 23 July 2007 were approved.

Action: AEF to write.

2. Procedure of the Council
(a) Approval of Agenda: items starred as not requiring discussion
The Council approved matters for decision set out in the confirmed standard terms.

(b) Council Circulars
The Council noted issue and approved (or proposed issue and potential approval) of the following:

Circular	Issue	Approval
2407	27 July	6 August
2507	3 August	13 August
2607	10 August	23 August
2707	24 August	10 September
2807	21 September	1 October

3. Vice-Chancellor's Report
(a) The Vice-Chancellor had accepted an invitation to serve on the UK Board.

The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

minutes

UNIVERSITY OF CAMBRIDGE
Divisional name

agenda

Name
Institution
Number
Name
Date
Number
Details

This header for agenda in Arial bold

Present: List of attendees
Apologies: List of names

1. First agenda point
Speaker
Any additional information

2. Second agenda point
Speaker
(a) Any additional information
Details
(b) Any additional information
Details

The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

agenda

UNIVERSITY OF CAMBRIDGE
Divisional name

memo

To
From
Date
Copy to
Subject

Our memos are typeset in 11 point Arial on 14 point linefeed. All copy is typeset ranged left and ragged right. Left-aligning type makes this easier for the reader to find the starting point of the next line. Please do not justify copy as this can create uneven spaces between individual words. Arial bold can be used to highlight key information, headings and secondary level headings. Large areas of capitals should be avoided and italic copy must be kept to a minimum. This will help to make the information more accessible.

Leaving a space between paragraphs also makes reading easier. Indenting copy can sometimes make the start of the line difficult to find. Our memos are typeset in 11 point Arial on 14 point linefeed. All copy is typeset ranged left and ragged right. Left-aligning type makes this easier for the reader to find the starting point of the next line. Please do not justify copy as this can create uneven spaces between individual words. Arial bold can be used to highlight key information, headings and secondary level headings. Large areas of capitals should be avoided and italic copy must be kept to a minimum. This will help to make the information more accessible.

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The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

memo

UNIVERSITY OF CAMBRIDGE
Divisional name

fax

To
Institution
Number
Name
Date
Number
Details

Option heading style in Arial bold

Typeset in 11 point Arial on 14 point linefeed. All copy is typeset ranged left and ragged right. Left-aligning type makes this easier for the reader to find the starting point of the next line. Please do not justify copy as this can create uneven spaces between individual words. Arial bold can be used to highlight key information, headings and secondary level headings. Large areas of capitals should be avoided and italic copy must be kept to a minimum. This will help to make the information more accessible.

Leaving a space between paragraphs also makes reading easier. Indenting copy can sometimes make the start of the line difficult to find. Our fax sheets are typeset in 11 point Arial on 14 point linefeed. All copy is typeset ranged left and ragged right. Left-aligning type makes this easier for the reader to find the starting point of the next line. Please do not justify copy as this can create uneven spaces between individual words. Arial bold can be used to highlight key information, headings and secondary level headings. Large areas of capitals should be avoided and italic copy must be kept to a minimum. This will help to make the information more accessible. Our fax sheets are typeset in 11 point Arial on 14 point linefeed. All copy is typeset ranged left and ragged right. Left-aligning type

The Old Schools
Cambridge CB2 3PU
Tel: +44 (0)1223 330396
Fax: +44 (0)1223 764602
Email: names@cam.ac.uk
www.cam.ac.uk

fax

Templates

Stationery – compliment slip

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

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

The recommended style for telephone numbers is as follows:

+44 1223 337733 or 01223 337733

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 or master artwork is available from:


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

For preprinted colour letterheads, please contact:

The Reprographics Centre
01223 332231 or 01223 332324
reprographics.enquiries@admin.cam.ac.uk

Cambridge University Press
Richard Weston 01223 326316 or 07983 99132
rweston@cambridge.org
Jo Crick 01223 326208
jcrick@cambridge.org

 UNIVERSITY OF CAMBRIDGE Divisional name	with compliments
	1st line address 2nd line address Town and Postcode Tel: +44 (0)1223 339396 Fax: +44 (0)1223 764062 Mobile: +44 (0)1234 567890 AAA000@department.cam.ac.uk www.cam.ac.uk

 UNIVERSITY OF CAMBRIDGE Divisional name	with compliments
	Name Title 1st line address 2nd line address Town and Postcode Tel: +44 (0)1223 339396 Fax: +44 (0)1223 764062 Mobile: +44 (0)1234 567890 AAA000@department.cam.ac.uk www.cam.ac.uk

personalised example

Templates

Stationery – business cards

Master artwork files have been produced and can easily be used. Artwork is available in two different formats, horizontal and vertical.

The recommended style for telephone numbers is as follows:

+44 1223 337733 or 01223 337733

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 Word templates or master artwork is available from:


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

For preprinted colour letterheads, please contact:

The Reprographics Centre
01223 332231 or 01223 332324
reprographics.enquiries@admin.cam.ac.uk

Cambridge University Press
Richard Weston 01223 326316 or 07983 991321
rweston@cambridge.org
Jo Crick 01223 326208
jcrick@cambridge.org

 UNIVERSITY OF CAMBRIDGE Divisional name
<p>Name Surname Position</p> <p>1st line address 2nd line address Town Postcode Tel: +44 (0)1223 339396 Fax: +44 (0)1223 764062 AAA000@department.cam.ac.uk www.cam.ac.uk</p>

 UNIVERSITY OF CAMBRIDGE Divisional name
<p>Name Surname Position</p> <p>1st line address 2nd line address Town County United Kingdom Postcode</p> <p>Tel: +44 (0)1223 339396 Mobile: +44 (0)1234 567890 Fax: +44 (0)1223 764062 AAA000@department.cam.ac.uk www.cam.ac.uk</p>

Templates

PowerPoint

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

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

Text slide heading set in Arial



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

UNIVERSITY OF CAMBRIDGE 800 YEARS 1209-2009

UNIVERSITY OF CAMBRIDGE
800 YEARS
1209-2009

Title slide heading set in Arial

Secondary level information
Secondary level information

Division name appears here

Text slide heading set in Arial

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

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

Help me understand what you think and want to contribute

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

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

UNIVERSITY OF CAMBRIDGE 800 YEARS 1209-2009

Templates

Publication covers

A series of templates will be available for the creation of publication covers.

These templates will be designed to create consistent, economical communications 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 templates or master artwork is available from:

<http://www.admin.cam.ac.uk/offices/communications/services>

When printing out A4 documents on office printers, now image will print within approximately a centimetre from the paper's edge. An example of this is shown at right.



template example with printer border



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 35–42 for examples.

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

Method

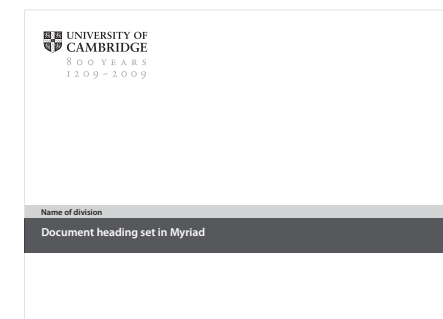
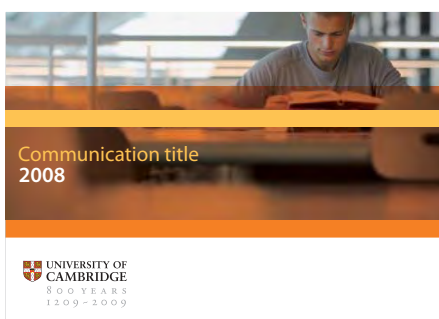
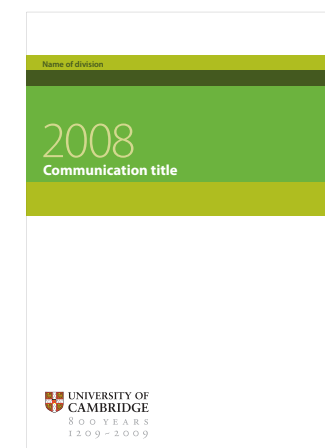
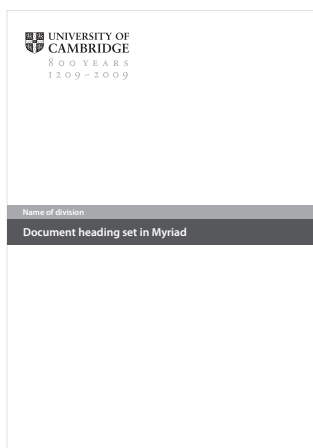
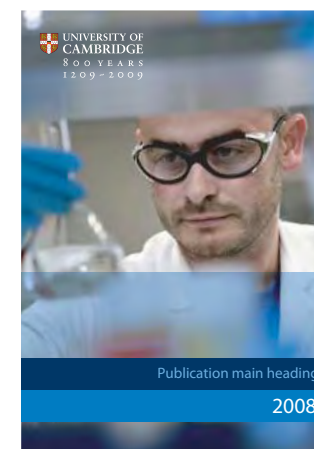
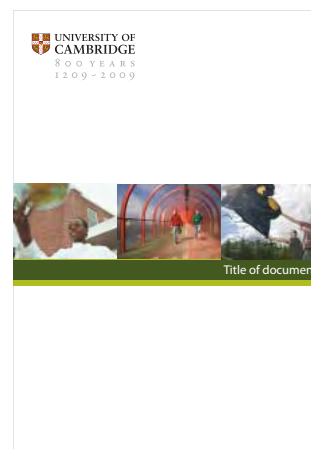
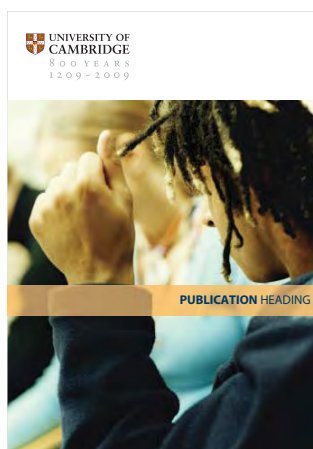
Different combinations of the horizontal panels can be used as required.

Use the grid structure to hold titles, department 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 centered or justified titles and text. Titles and text can be either ranged from the left-hand edge of the shield or the left-hand edge of the logotype.



Examples


Certificates


The examples opposite show sample layouts for certificates.


The certificates are pre-printed. Please contact Communications Services for copies of the artwork. A Word template is being created so that the details can be customised with the recipient's name, course details, achievement and signatories etc. The signatures should be written by hand.

The name and course titles are set in Arial Bold and the remaining copy in Arial Roman.

Word templates will be available from the Communications Services.

 <p>UNIVERSITY OF CAMBRIDGE <small>Institute of Continuing Education</small></p>
Course name
<p>This is to certify that</p> <p>Student Name</p> <p>has undertaken a course of study and has reached the required standard</p> <p>6 December 2008</p> <p><small>Director of Continuing Education and Lifelong Learning</small></p>

 <p>UNIVERSITY OF CAMBRIDGE <small>Institute of Continuing Education</small></p>
Certifies that
<p>STEPHEN WARD</p> <p>has completed the requirements for the</p> <p>Postgraduate Diploma in Notarial Practice</p> <p>6 December 2008</p> <p><small>Director of Continuing Education and Lifelong Learning</small></p>

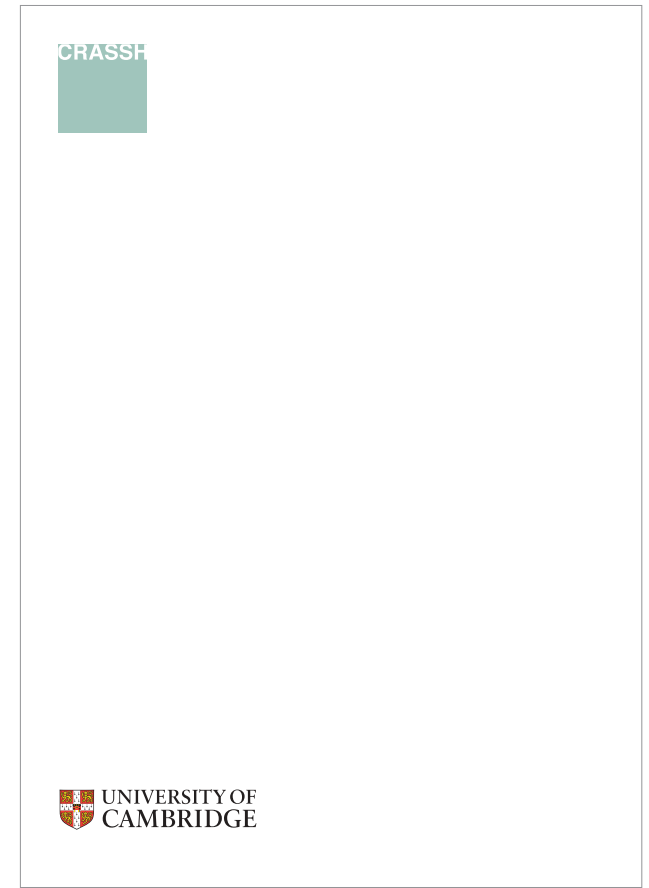
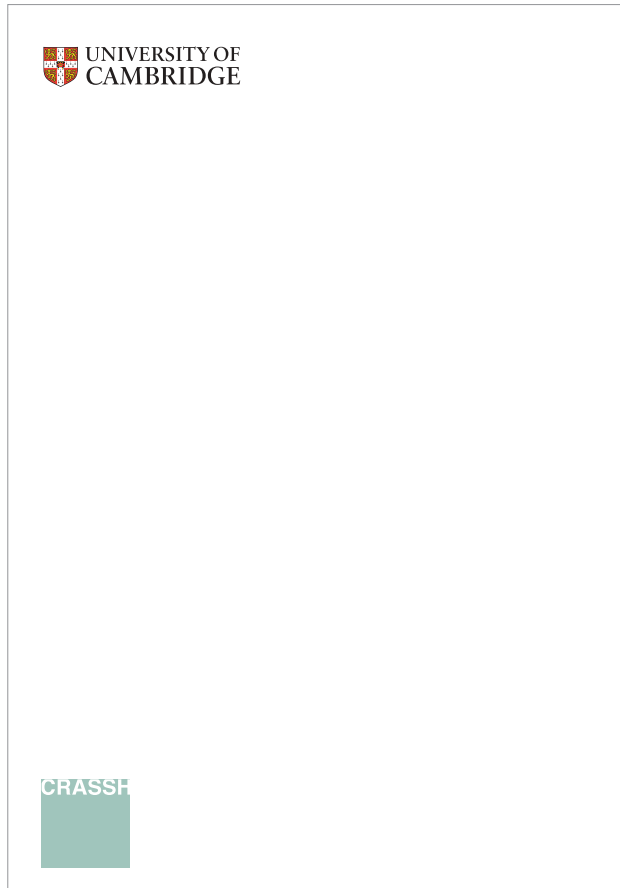
 <p>UNIVERSITY OF CAMBRIDGE <small>Health and Safety</small></p>
This Certificate confirms the attendance of
Student Name
<p>(Course name) on 6 December 2008 at the (Venue)</p>
<p><small>Mr.W J Hudson Acting Director of Health and Safety</small></p>

Examples

Sub-branding

The whole area of sub-branding is one that requires further consideration. A sub-committee to the Core Literature Review has been set up to review this topic. In the meantime, the recommended positioning for additional logos is at the opposite end of the page to the University identifier.

Please observe the exclusion zone for all logos.
(see page 8)



Examples Advertisements

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

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

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

The only exception to our colour palette rule is allowed on recruitment adverts where the Cambridge Red is used as a highlight colour.

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

Catherine Fage
Recruitment Policy Officer
Human Resources
caf28@admin.cam.ac.uk
01223 765121

 UNIVERSITY OF CAMBRIDGE

Looking for work this summer?

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

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

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 UNIVERSITY OF CAMBRIDGE
Institute of Continuing Education

Music at Madingley
The Alburni Masterclasses 2008
25–29 July



The Operatic Genius of Handel
9–11 May

Saint-saens, Satie and Les Six
27–29 June

Listen to the Cinema
19 July–1 August

Further information from:
The Courses Registrar (Ref CLAS)
University of Cambridge, Institute of Continuing Education
Madingley Hall, Madingley, Cambridge CB23 8AQ
Tel: 01954 280399 Fax: 01954 280200
www.cont-ed.cam.ac.uk

 UNIVERSITY OF CAMBRIDGE
Institute of Continuing Education

Study with the University of Cambridge

Counselling courses from Autumn 2008
All courses bound by BACP Ethical Framework

Certificate of Higher Education in Counselling
Two years part-time, evenings. No previous qualification required.
Closing date for applications: 30 June 2008.
Applications may be considered after 30 June if places are available.

Advanced Diploma in Counselling
Seven terms, part-time, evenings and Saturdays.
Applicants must hold Certificate of Higher Education in counselling or equivalent.
Closing date for applications: 31 May 2008. Applications may be considered after 31 May if places available.

Apply early as numbers are limited on all courses. Full details and an application form from:
Academic Programme Manager (Counselling)
University of Cambridge Institute of Continuing Education,
Madingley Hall, Madingley, Cambridge CB23 8AQ
Tel: 01954 280280 Fax: 01954 280200
Email: counsellingenqs@cont-ed.cam.ac.uk

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

Enigma Project Schools Officer
Millennium Mathematics Project
£22,774 – £26,402

The Millennium Mathematics Project (www.mmp.maths.org), based at the University of Cambridge, is seeking a graduate in maths, science or a related subject with very strong communication and teaching skills and real enthusiasm for sharing the excitement of mathematics, to take on the running of our highly successful Enigma Schools Project from the end of October 2006, or as soon as possible thereafter.

This is a demanding but exciting role with considerable potential for development. The Enigma Project focuses on codes and codebreaking as a means of engaging school pupils with maths and the history of maths. The School Officer is responsible for giving talks and running hands-on workshops for schools all over the UK, at science fairs and other public events.

For further information and the details of how to apply see
www.mmp.maths.org/jobs/first.html
or email mmp@maths.cam.ac.uk or phone 01223 766839/766692.

Closing date: 12 noon Friday 22nd September
Interviews: Monday 2nd October

Accessibility

first edition – May 2008

Accessibility

Best practice

Designing accessible communications can present a real challenge. Accessible print 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 body copy is 11 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend a minimum x-height of 2mm. (The x-height is the height of a lowercase 'x' in the typeface).

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

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

x-height



Capital letters

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

Italics

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

Leading

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

Word spacing, letter spacing and horizontal scaling

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

Alignment

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

Contrast

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

Reversing out copy

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

Copy on images

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

Design

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

Paper and printing

first edition – May 2008

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?

Communications Services 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 supplier, Office Depot, provides a wide range of different paper sizes, shades and quality levels from budget 'own-brand' paper to more premium ranges. Their product range includes a number of environmentally friendly, recycled or FSC accredited papers. Office Depot can be contacted via the Central Purchasing Office.

Further information

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

Contact

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Contact

Useful information

Communications Services

The Communications Services team provides advice and guidance to University departments and Colleges on print, web and multi-media design.

They have a roster of recommended designers, photographers and printers, who are familiar with the University's house style.

The team also looks after licensing for the University identifier and a photo library, which includes hundreds of copyright free images of the University.

Further information

communicationservices@admin.cam.ac.uk
01223 339397

Appendix

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Web & digital templates

Further details to follow shortly

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800th Anniversary branding

Further details to follow shortly

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