

# Identity guidelines – fifth edition

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## Introduction

# The guidelines

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

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

If you have any queries contact the Communication team.  
[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)

# The logo

**Fifth edition – March 2012**

## The logo

# History of the University's coat of arms

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

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

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

This may be rendered into plain English as follows:

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

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

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

**Latin:** Hinc lucem et pocula sacra

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

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

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

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

### Old version



UNIVERSITY OF  
CAMBRIDGE

### New version



UNIVERSITY OF  
CAMBRIDGE

## The logo

### Core element

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

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

#### File formats

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

#### Colour

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

**Red Pantone 032**

**R237 G41 B57**

**Yellow Pantone 109**

**R254 G209 B0**

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

#### Accessibility

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

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



UNIVERSITY OF  
CAMBRIDGE



UNIVERSITY OF  
CAMBRIDGE



UNIVERSITY OF  
CAMBRIDGE



UNIVERSITY OF  
CAMBRIDGE

For departmental logos see page 12

## The logo

# Trademark and licensing

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

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

### Use of logo

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

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

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

### Holograms

Hologram marked tags identify official products with unique identity numbers.

For more information about our logo and licensing, contact the Communication team.  
[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)



# UNIVERSITY OF CAMBRIDGE

## The logo

### Exclusion zone

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

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

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

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



## The coat of arms

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

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





## The logo

# Recommended sizing

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

### A size formats

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

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

### Placement

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

### Minimum size

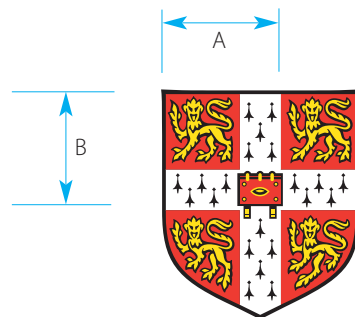
Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 30mm measured across the width of the logo.

The logo does not have a maximum reproduction size.

### Alternative sizes

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

Measurements A and B must always be the same.



DL and A5



minimum size



A4



A3

## The logo

# Positioning – top left

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

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

### Logo size and position

#### DL

Logo 48mm  
left margin 8mm  
top margin 9mm

#### A5

Logo 48mm  
left margin 8mm  
top margin 9mm

#### A4

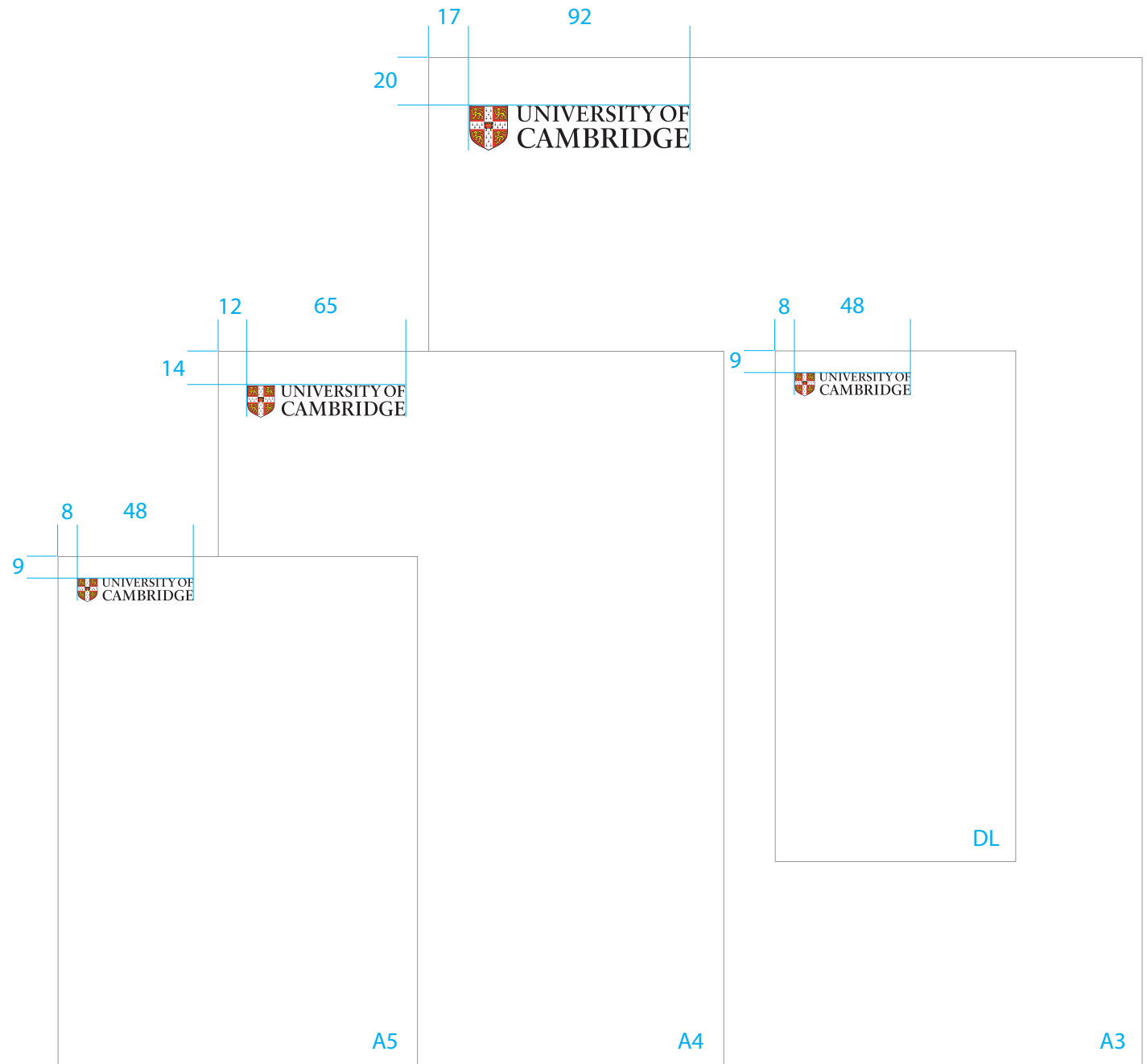
Logo 65mm  
left margin 12mm  
top margin 14mm

#### A3

Logo 92mm  
left margin 17mm  
top margin 20mm

### Landscape formats

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



## The logo

# Positioning – bottom left

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

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

### Logo size and position

#### DL

Logo 48mm  
left margin 8mm  
base margin 9mm

#### A5

Logo 48mm  
left margin 8mm  
base margin 9mm

#### A4

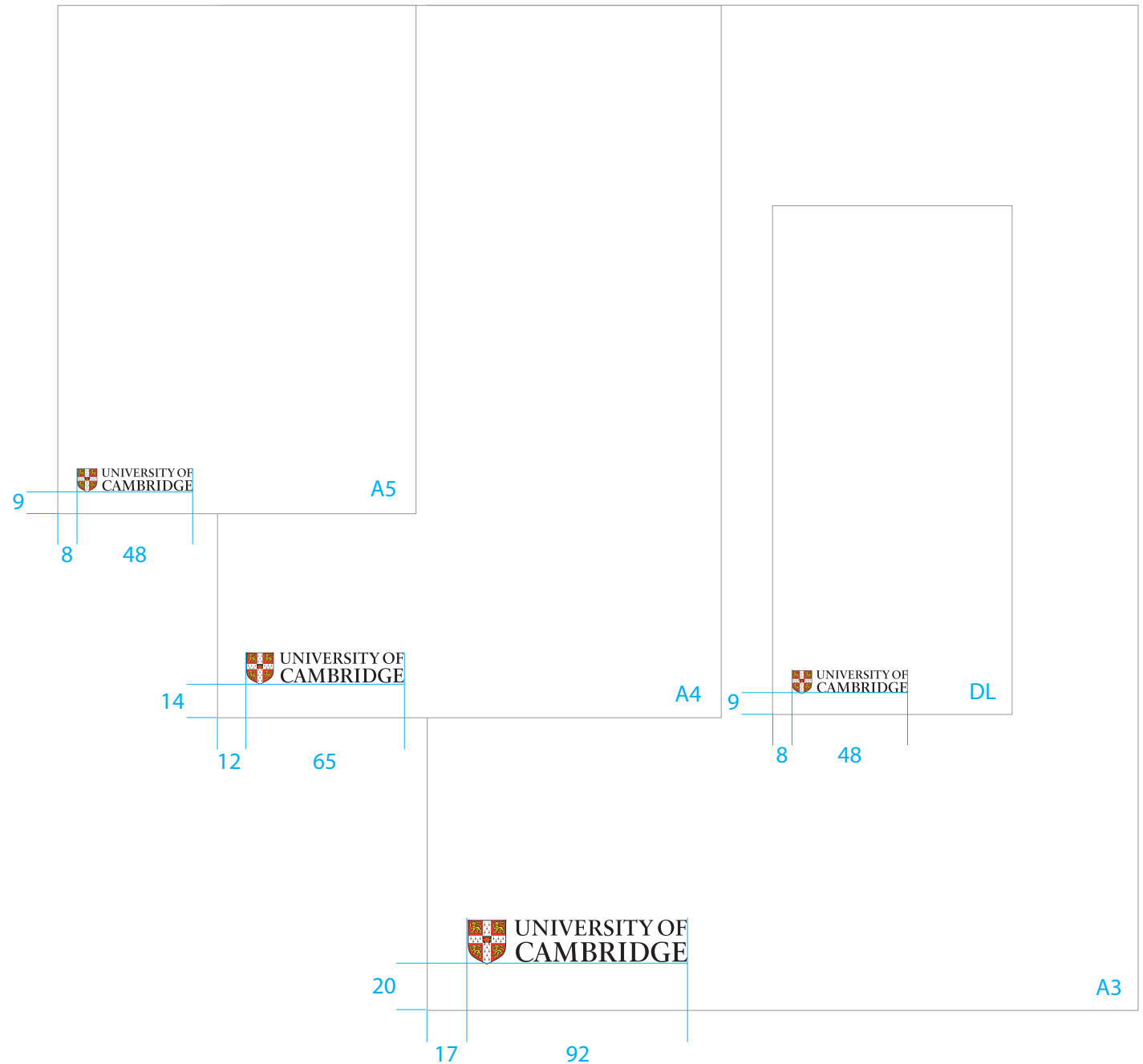
Logo 65mm  
left margin 12mm  
base margin 14mm

#### A3

Logo 92mm  
left margin 17mm  
base margin 20mm

### Landscape formats

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



## The logo

# Departmental logos for stationery only

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

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

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

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

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



UNIVERSITY OF  
CAMBRIDGE  
Version one



UNIVERSITY OF  
CAMBRIDGE  
Department of Zoology



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



UNIVERSITY OF  
CAMBRIDGE  
Office of External Affairs  
and Communications



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



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

## Examples

# Sub-branding/additional logos

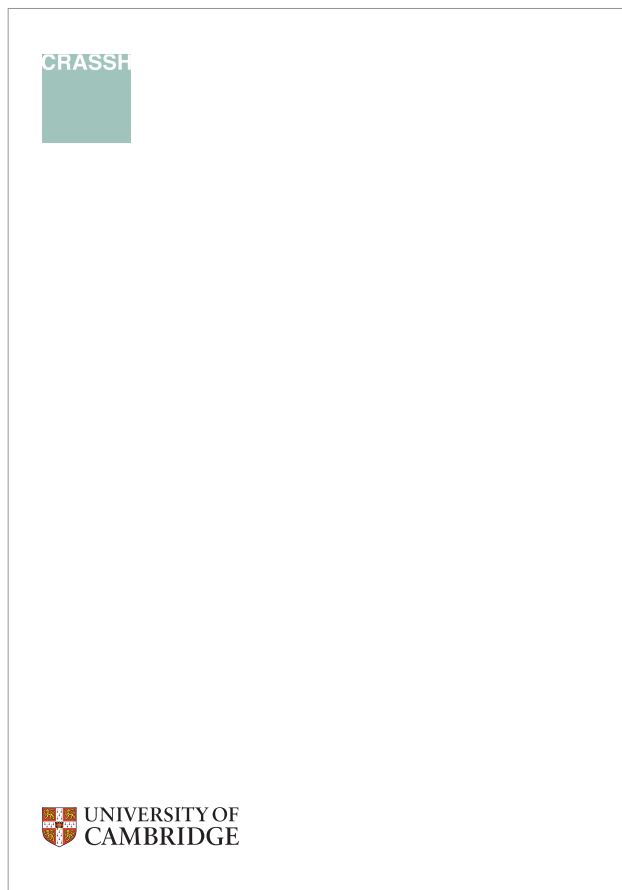
Recommended positioning for any additional partnership logos is at the opposite end of the page to the University logo. If multiple logos are required, they should start from left and be placed next to each other leaving sufficient space around them.

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

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

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

[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)



# Colour

**Fifth edition – March 2012**

# Colour Palette

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

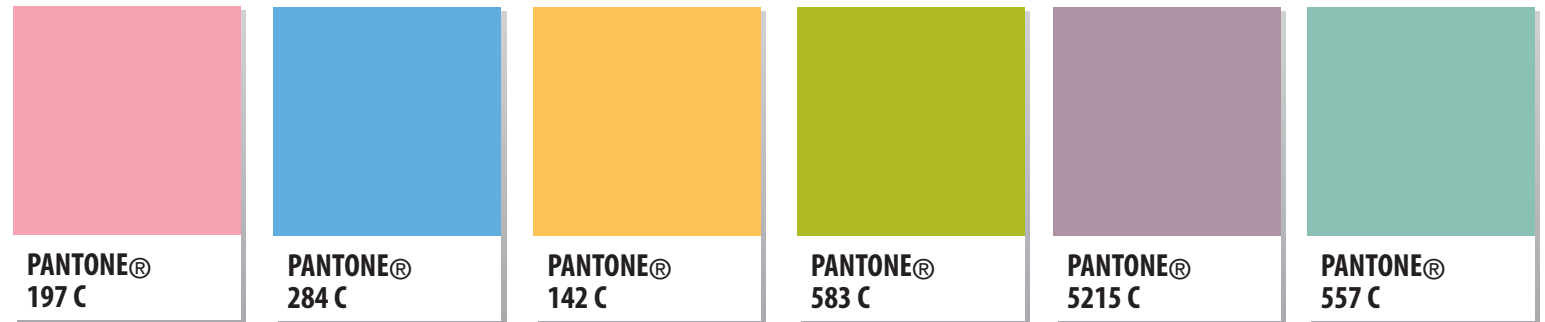
A set of tonally darker and lighter colours have been developed in order to support the six core colours. These 12 supporting colours are designed to work with the core colours, in various combinations. They should be used to add depth and variety.

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

Please see pages 32–34 for example applications.

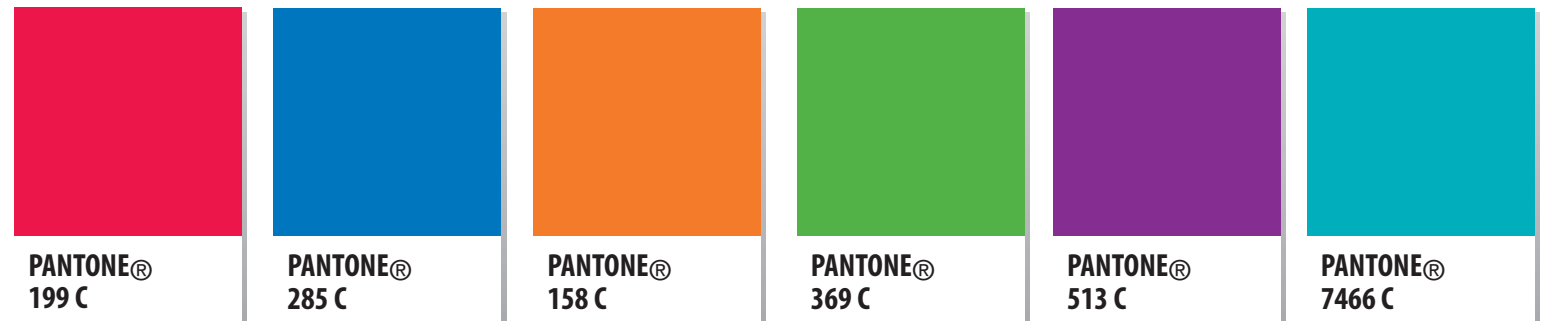


Red Pantone 032 and Yellow Pantone 109 are unique to the University logo and should not be used elsewhere on our communications.



lighter palette

Cambridge Blue



core palette



darker palette

## Colour

# Palette and text legibility

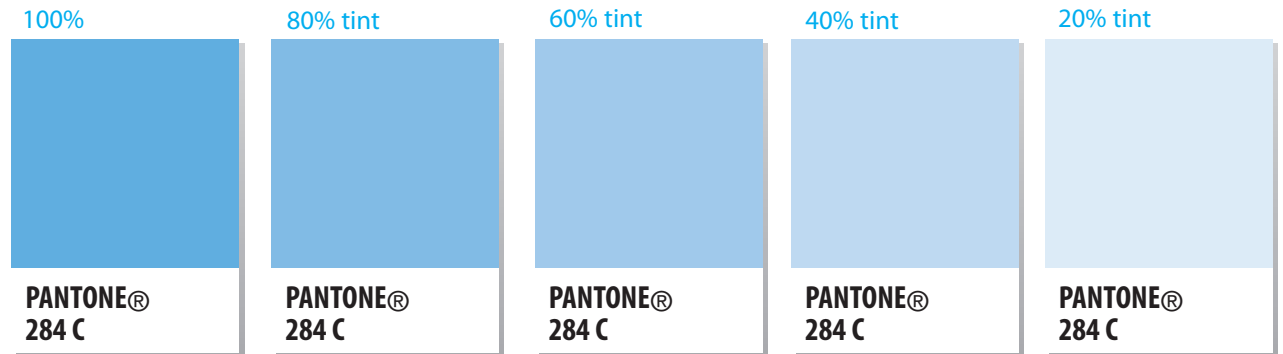
### Accessibility

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

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

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

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



tints of colour from lighter palette



core palette



darker palette

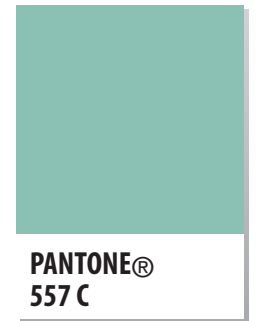


## Colour

# Pantone (PMS) and CMYK references

The Pantone® and CMYK references for the palettes are:

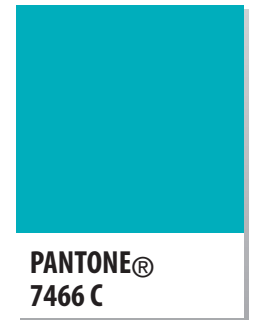
Pantone 197	C.4	M.48	Y.17	K.0
Pantone 284	C.56	M.21	Y.0	K.0
Pantone 142	C.4	M.27	Y.83	K.0
Pantone 583	C.39	M.17	Y.100	K.1
Pantone 5215	C.33	M.42	Y.25	K.0
Pantone 557	C.45	M.13	Y.39	K.0



lighter palette

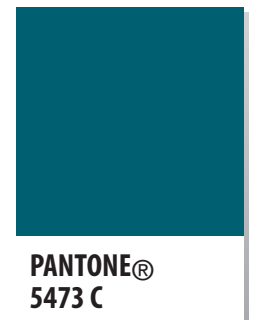
Cambridge Blue

Pantone 199	C.10	M.100	Y.78	K.0
Pantone 285	C.89	M.52	Y.0	K.0
Pantone 158	C.4	M.68	Y.99	K.0
Pantone 369	C.71	M.11	Y.100	K.1
Pantone 513	C.51	M.98	Y.4	K.0
Pantone 7466	C.95	M.0	Y.29	K.0



core palette

Pantone 1955	C.30	M.99	Y.67	K.25
Pantone 541	C.100	M.75	Y.33	K.22
Pantone 718	C.15	M.80	Y.100	K.5
Pantone 574	C.67	M.47	Y.97	K.43
Pantone 669	C.83	M.91	Y.34	K.26
Pantone 5473	C.89	M.47	Y.46	K.18



darker palette

## Colour

# RGB and websafe references

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

Professional printing	Desktop printing	Web
Pantone 197	R.235 G.153 B.169	EB99A9
Pantone 284	R.106 G.173 B.228	68ACE5
Pantone 142	R.239 G.189 B.71	F3BD48
Pantone 583	R.168 G.180 B.0	AAB300
Pantone 5215	R.181 G.147 B.155	AF95A3
Pantone 557	R.163 G.193 B.173	91B9A4



lighter palette



Cambridge Blue

Pantone 199	R.214 G.8 B.59	D6083B
Pantone 285	R.0 G.115 B.207	0072CF
Pantone 158	R.227 G.114 B.34	EA7125
Pantone 369	R.88 G.166 B.24	55A51C
Pantone 513	R.142 G.37 B.141	8F2BBC
Pantone 7466	R.0 G.179 B.190	00B1C1



core palette



Pantone 1955	R.144 G.28 B.59	901C3B
Pantone 541	R.0 G.62 B.114	003E74
Pantone 718	R.200 G.78 B.0	CB4F00
Pantone 574	R.67 G.81 B.37	445026
Pantone 669	R.65 G.45 B.93	422E5D
Pantone 5473	R.21 G.101 B.112	106470



darker palette



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

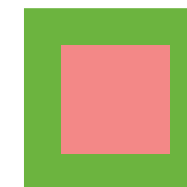
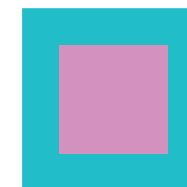
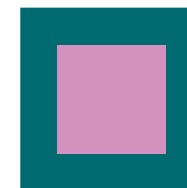
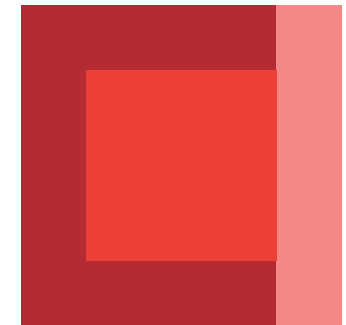
## Colour

# Working with the palette

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

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

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



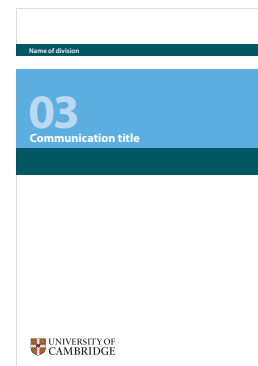
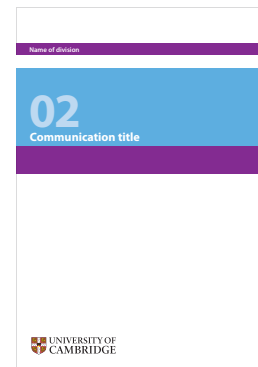
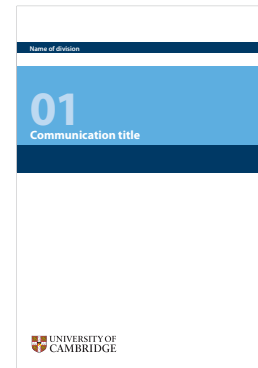
## Colour

# Working with the palette

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

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

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



suite of literature

# Typography

**Fifth edition – March 2012**

## Typography

### Typeface

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

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

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

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

**Sans serif font alternative (for use by professional designers)**

## Myriad

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

# Arial

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

**Serif font alternatives**

## Sabon/Times New Roman

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



# Imagery

**Fifth edition – March 2012**



## Imagery

# Our image style

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

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

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

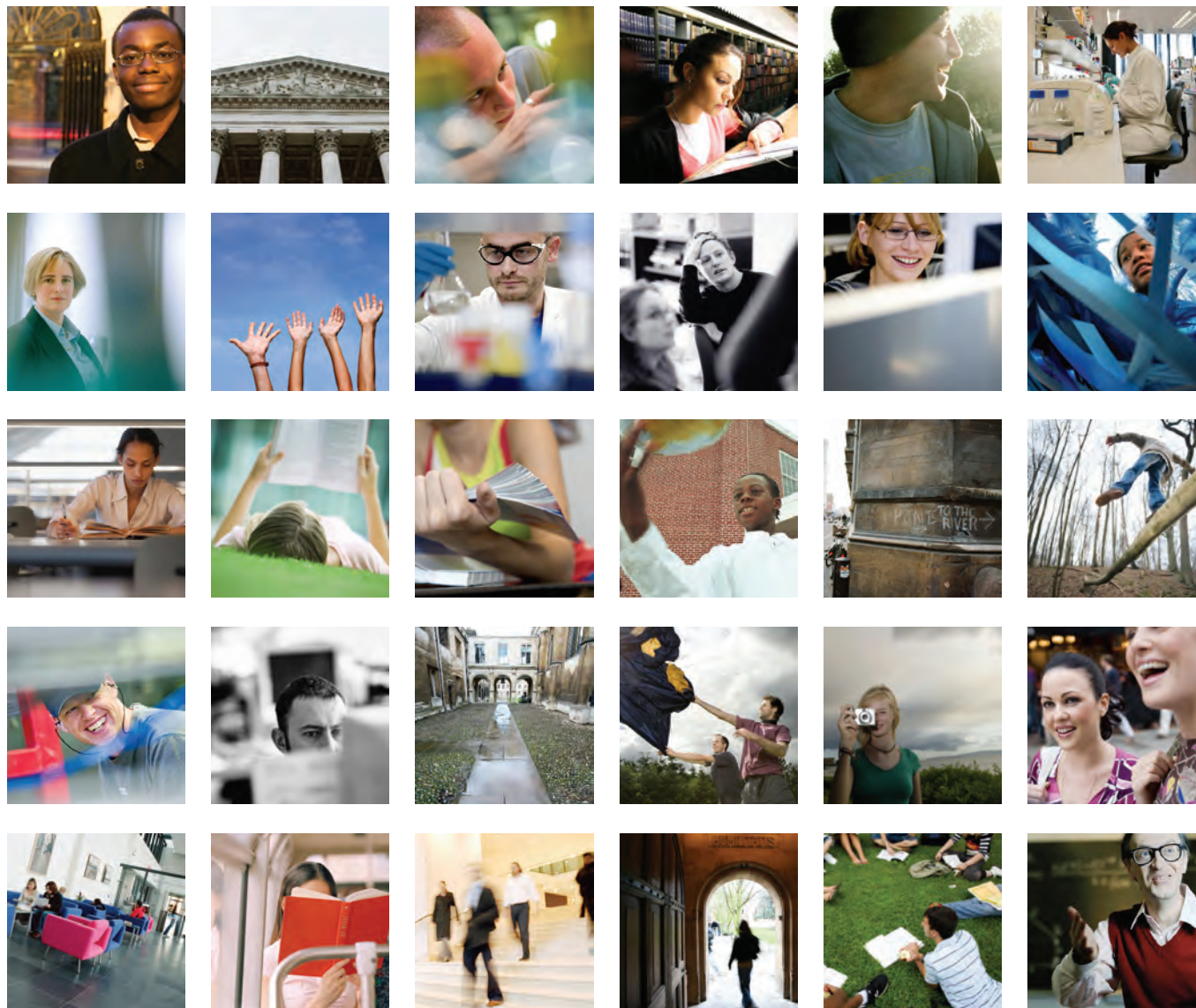
Images can be reproduced in full colour, single colour (monotone) and black and white.

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

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

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

[www.admin.cam.ac.uk/offices/communications/services/photos/index.html](http://www.admin.cam.ac.uk/offices/communications/services/photos/index.html)



## Imagery

# Image library

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

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

[www.admin.cam.ac.uk/offices/communications/services/photo.html](http://www.admin.cam.ac.uk/offices/communications/services/photo.html)

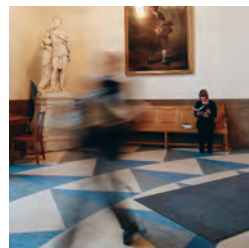
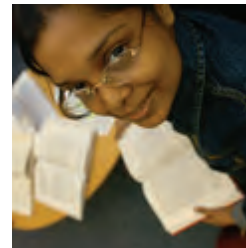
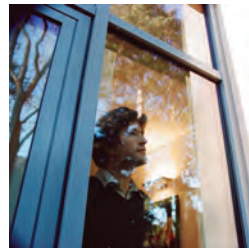
The copyright of the images belongs to the University of Cambridge and images can be used free of charge for University and College communications. Apart from the University's photostream, don't use images without gaining permission from the copyright holder. Just because an image is on the internet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

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

### Consent forms

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

A selection of consent forms is available at [www.admin.cam.ac.uk/offices/communications/services/photos/index.html](http://www.admin.cam.ac.uk/offices/communications/services/photos/index.html)



# Graphic language

**Fifth edition – March 2012**

## Graphic language

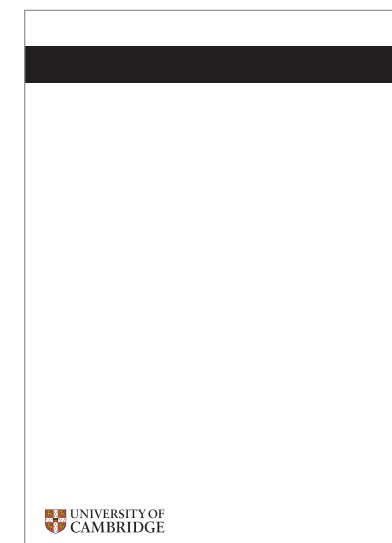
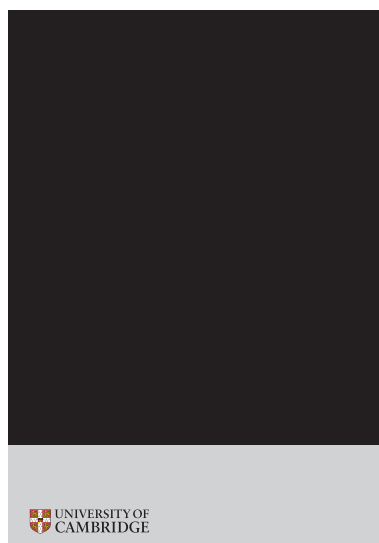
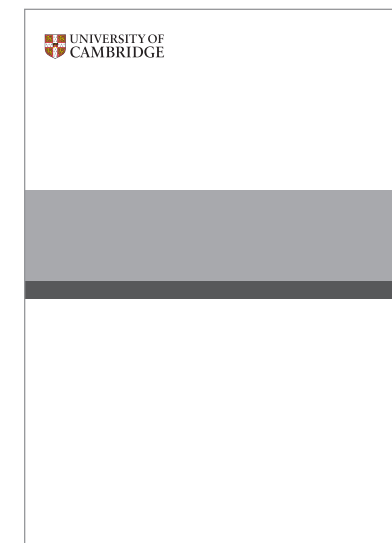
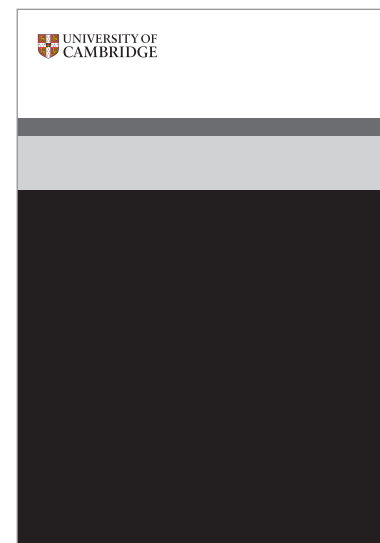
# The design grid

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

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

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

Please see page 32 for examples.



# Graphic language

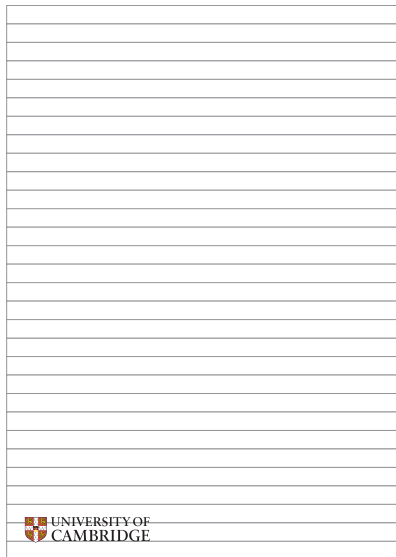
## A5 grid

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

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

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

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



Bottom of page logo positioning option



## Graphic language

# A4 grid

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

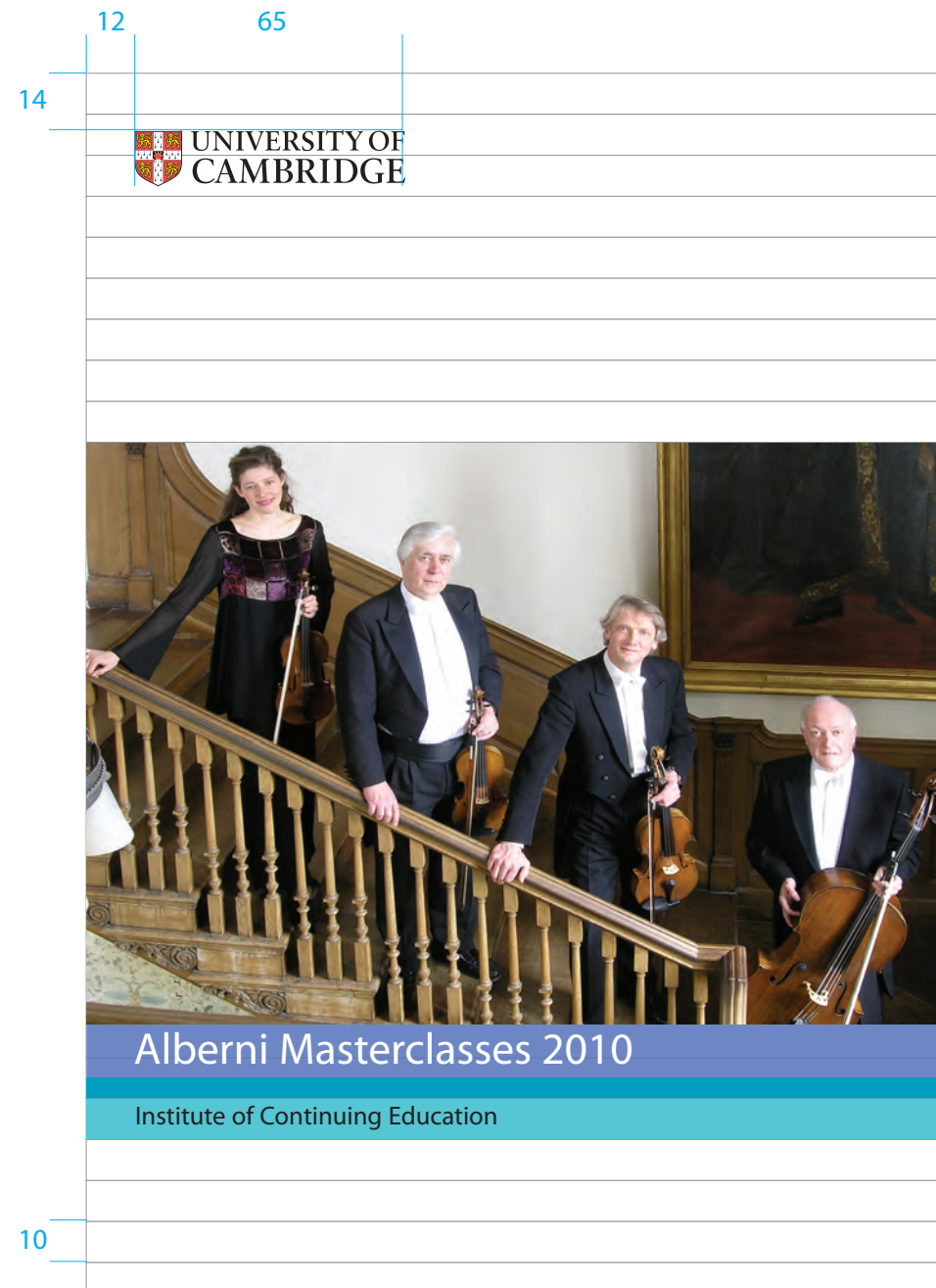
The A4 grid consists of 30 horizontal panels. Each panel has a depth of 10mm, except for the final base panel which is 7mm.

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

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



Bottom of page logo positioning option



# Graphic language A3 grid

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

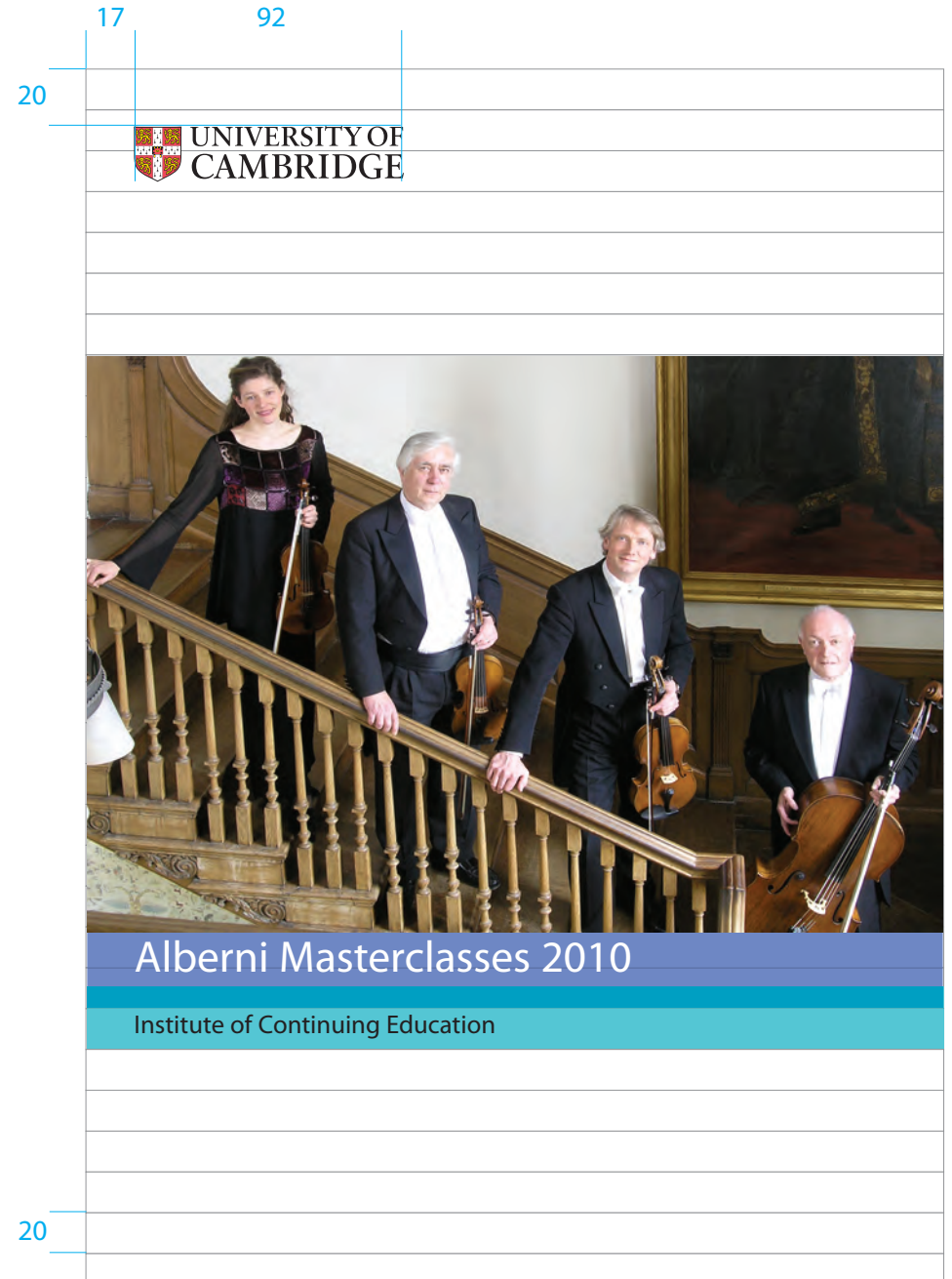
The A3 grid consists of 30 horizontal panels. Each panel has a depth of 20mm except for the final base panel which is 14mm.

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

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



Bottom of page logo positioning option



## Graphic language

# Using the grid

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

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

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

### Method

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

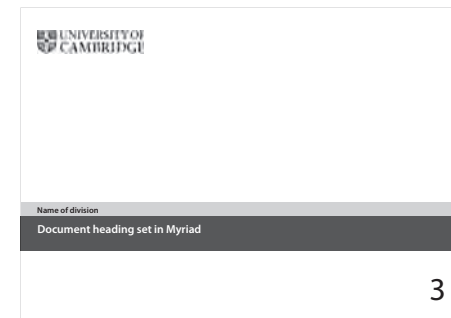
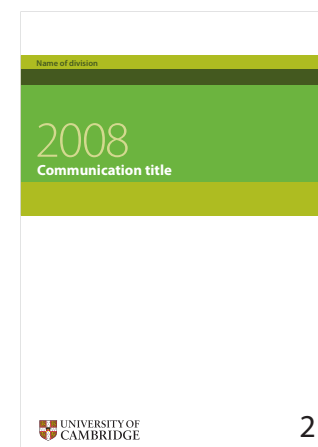
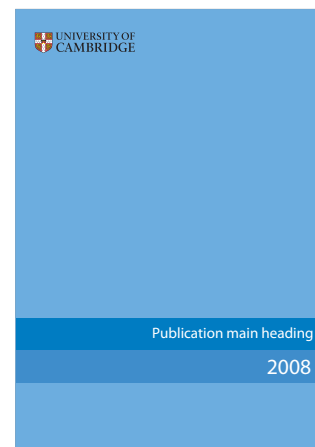
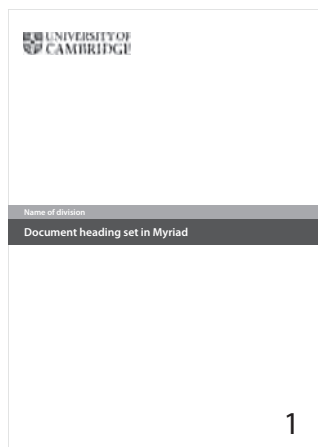
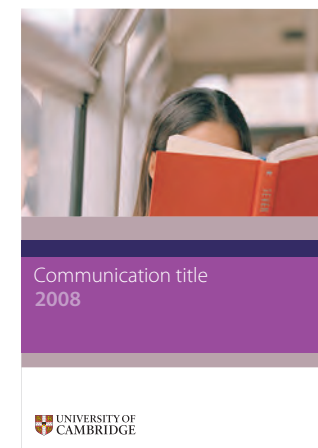
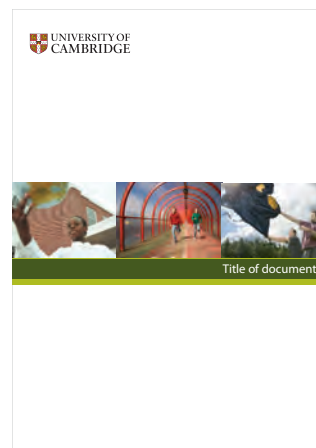
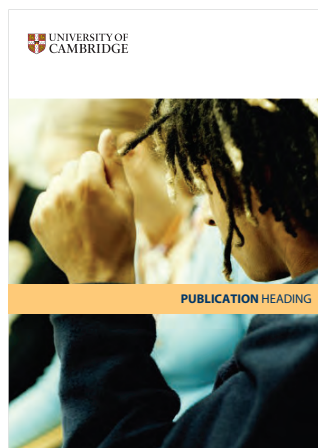
Use the grid structure to hold titles, departmental names and images.

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

### Titles

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

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





# Graphic language

## Sample layouts and examples

Our typographic style is strong, clear and simple.

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

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

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

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

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

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

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

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

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

### Article main title style typeset on two lines



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

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

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

Dr Dennis Bray, Department of Physiology, Development and Neurology, has won the £170,000 Royal Society and 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 level heading**

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

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

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

**Secondary level heading**

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

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

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

11

University of Cambridge **Running head for publication**

### Article heading

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

Dr Dennis Bray, Department of Physiology, Development and Neurology, has won the £170,000 Royal Society and 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 £107 million Wellcome Trust initiative to encourage students to pursue research careers in veterinary medicine.

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

10

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

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



University of Cambridge **Running head for publication**

11

# Graphic language Examples

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

Undergraduate Prospectus  
2009  
entry

UNIVERSITY OF CAMBRIDGE

Peterhouse Queens' College

UNIVERSITY OF CAMBRIDGE

Information and contact details for various departments and colleges.

Moving forward together  
INTRODUCTION TO THE VICES COUNCIL

Cambridge education is a story of many students. We have been educating over 800 years... We are excited and proud to share with you the many ways in which we are working together to move forward together...

UNIVERSITY OF CAMBRIDGE

Maddingly Hall Gardens  
Guide

Institute of Continuing Education

UNIVERSITY OF CAMBRIDGE

Blue Geraniums... North Border... Round Lawn and Alpine Bed... Large Shrub Border... Cambridge has one of the greatest concentrations of mathematics and physics in the world.

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

Thinking numbers... Research in mathematics... Research in physics...

# Templates and examples

# Templates Overview

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

The following templates are available:

## Stationery

Agenda  
Business cards  
Certificates  
Compliment slips  
Fax  
Letterhead  
Memo  
Minutes

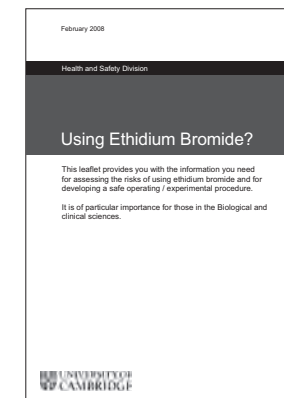
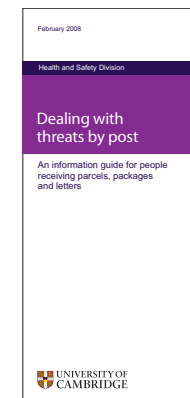
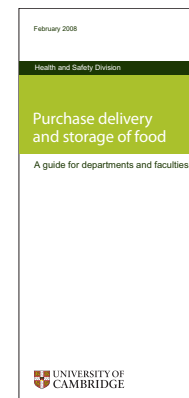
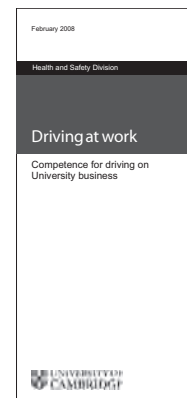
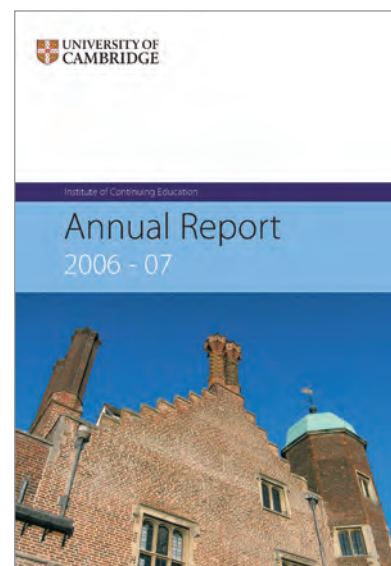
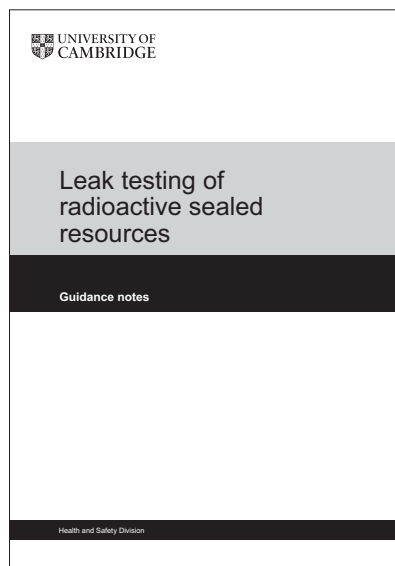
PowerPoint

## Design

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

An HTML template for electronic newsletters is also available.

All templates are available from [www.admin.cam.ac.uk/offices/communications/services/templates](http://www.admin.cam.ac.uk/offices/communications/services/templates)



# Templates

## Stationery – agenda, compliment slip, fax, letterhead, memo, minutes

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

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

Microsoft Word templates are available from: [www.admin.cam.ac.uk/offices/communications/services/templates/](http://www.admin.cam.ac.uk/offices/communications/services/templates/)

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

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

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

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

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

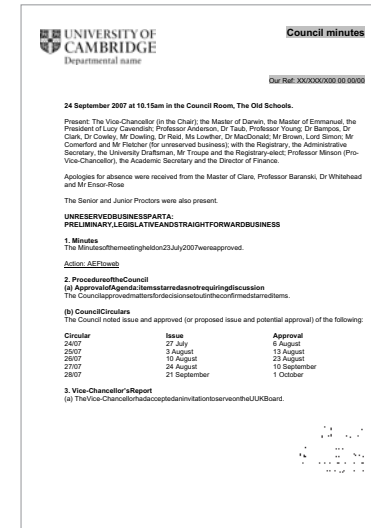
[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)



1 page letter



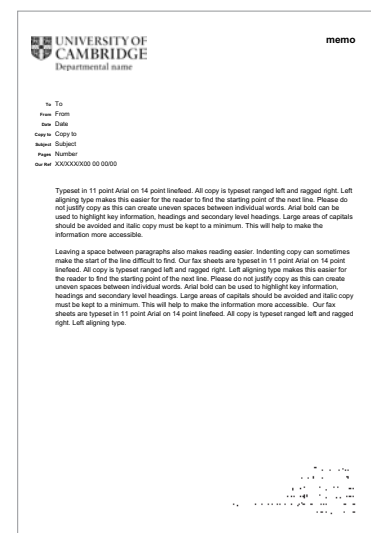
continuation



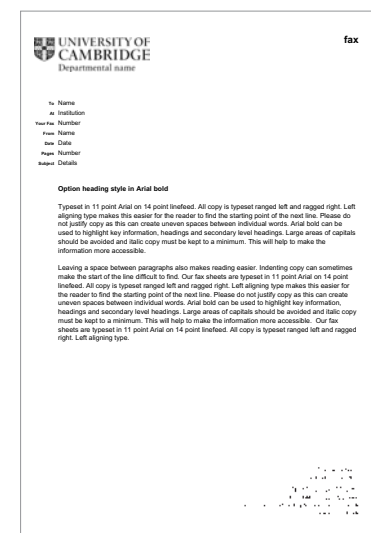
minutes



agenda



memo



fax

← All grey areas should be amended

← All grey areas should be amended

## Templates

# Stationery – compliment slip

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

### All grey areas should be personalised.

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

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

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

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

Microsoft Word templates are available from:  
[www.admin.cam.ac.uk/offices/communications/services/templates/](http://www.admin.cam.ac.uk/offices/communications/services/templates/)

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

[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)

UNIVERSITY OF CAMBRIDGE  
 Departmental name  
 Type text here

with compliments

1st Address Line  
 2nd Address Line  
 Town and Postcode  
 Tel: +44 (0) 1223 XXXXXX  
 Fax: +44 (0) 1223 XXXXXX  
 Mobile: +44 (0) 7000 XXXXXX  
 firstname.surname@department.cam.ac.uk  
 www.cam.ac.uk

All grey areas should be amended

UNIVERSITY OF CAMBRIDGE  
 Departmental name  
 Type text here

with compliments

Joe Bloggs  
 Administrative Officer

Central Building  
 1 South Street  
 Cambridge CB2 1TN  
 Tel: +44 (0) 1223 123456  
 Fax: +44 (0) 1223 123456  
 Joe.Bloggs@admin.cam.ac.uk  
 www.cam.ac.uk

personalised example

## Templates

# Stationery – business cards

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

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

+44 (0)1223 123456 or 01223 123456

firstname.surname@department.cam.ac.uk

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

Microsoft Publisher templates are available from:

[www.admin.cam.ac.uk/offices/communications/services/templates/](http://www.admin.cam.ac.uk/offices/communications/services/templates/)

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

[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)



# Email signature

This is the recommended method of presenting contact information and disclaimers at the foot of the email. It can be edited in Microsoft Outlook by clicking on 'Tools' in the top left, followed by 'Options' in the drop-down menu, then click the 'Mail format' tab at the top of the grey box, and the 'Signature' button within that tab. This will give you the option to edit your email footer.

The information should be presented as below, with the main text in 10 point arial font that is both in bold and italics. This text should also be presented in a dark blue. There should only be one web address or url link in a signature, and it should be underlined. The disclaimer at the end of the signature should be in black 8 point arial.

***Tim Holt***  
***Head of Communications***  
***Office of External Affairs and Communications***  
***University of Cambridge***  
***The Pitt Building***  
***Trumpington Street***  
***Cambridge CB2 1RP***

***Tel: 44 (0)1223 (7)65954***  
***Fax: 44 (0)1223 (3)30262***  
***tim.holt@admin.cam.ac.uk***

***[www.admin.cam.ac.uk/offices/communications/](http://www.admin.cam.ac.uk/offices/communications/)***

This email (together with any files transmitted with it) is intended only for the use of the individual(s) to whom it is addressed. It may contain information which is confidential and/or legally privileged. If you have received this email in error, please notify the sender by return email (or telephone) and delete the original message.

The sender has taken reasonable precautions to check for viruses but the recipient opens this message at his or her own risk.



## Templates

# PowerPoint

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

This template should be used for internal and external presentations.

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

**Text slide heading set in Arial**



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

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

Help me understand what you think and want to contribute

UNIVERSITY OF CAMBRIDGE

UNIVERSITY OF CAMBRIDGE

**Title slide heading set in Arial**

Secondary level information  
Secondary level information

Division name appears here

**Text slide heading set in Arial**

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

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

Help me understand what you think and want to contribute

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

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

UNIVERSITY OF CAMBRIDGE

## Templates

# Publication and report covers

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

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

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

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

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

Microsoft Word and Publisher templates are available from:

[www.admin.cam.ac.uk/offices/communications/services/templates/](http://www.admin.cam.ac.uk/offices/communications/services/templates/)



template example with printer border



# Templates

## Posters

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

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

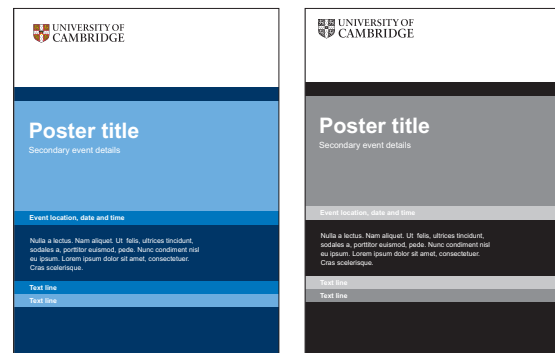
In order to achieve maximum impact and consistency a set of templates are available specifically for in-house production when bespoke design facilities are unavailable.

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

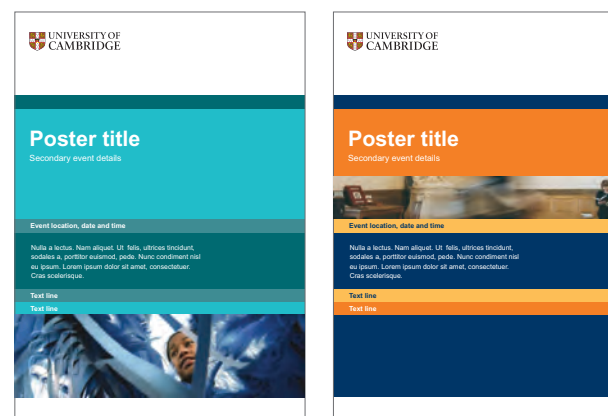
The examples are designed to work with desktop printers where full bleed printing is unavailable and a clear border is created. The logo and information areas are positioned a sufficient distance from the page edge (example 4).

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

example 1



example 2



example 3



example 4  
(with printer border)




## Examples


# Certificates

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

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

Microsoft Word templates are available online at [www.admin.cam.ac.uk/offices/communications/services/templates](http://www.admin.cam.ac.uk/offices/communications/services/templates)

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

 UNIVERSITY OF CAMBRIDGE <small>Departmental name</small>
Certifies that
<p><b>Student Name</b></p> <p>has completed the requirements for the</p> <p><b>Course Name</b></p> <p>Day Month Year</p> <p>Job Title and Department Name</p>

## Examples

# Advertisements

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

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

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

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

Compliance Team  
Human Resources Division  
[complianceteam@admin.cam.ac.uk](mailto:complianceteam@admin.cam.ac.uk)

 UNIVERSITY OF CAMBRIDGE

**Looking for work this summer?**

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

For details call network: 60850 or 01223 760850 or email: [intrestut@cont-ed.cam.ac.uk](mailto:intrestut@cont-ed.cam.ac.uk)

 UNIVERSITY OF CAMBRIDGE

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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.

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For details call network: 60850 or 01223 760850 or email: [intrestut@cont-ed.cam.ac.uk](mailto:intrestut@cont-ed.cam.ac.uk)

 UNIVERSITY OF CAMBRIDGE

Institute of Continuing Education

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

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

**Call 01223 746262 for details**  
**[www.cont-ed.cam.ac.uk](http://www.cont-ed.cam.ac.uk)**



 UNIVERSITY OF CAMBRIDGE A world of opportunities  
[www.cam.ac.uk/jobs/](http://www.cam.ac.uk/jobs/)

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**Administrator**  
Office of External Affairs and Communications

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

# Examples Newsletters

Department/Section  
Newsletter

Headline

University of Cambridge

UNIVERSITY OF CAMBRIDGE  
Newsletter

Issue No. 11 | 7 July 2010

Headline

UNIVERSITY OF CAMBRIDGE

THE OSPREYS

Left Term Newsletter 2008

Your Committee

President  
Vice-President  
Secretary  
Treasurer  
Sports Liaison  
Sports Editor  
Bar Manager  
Social Secretaries

Message from the President...

Message from the President...

Sport	Date	Location
Athletics	17 May	Hilly Road, Oxford
Badminton	16 Feb	Hilly Road, Oxford
Basketball	24 Feb	TBC
Boat Race	23 Mar	Henley-on-Thames, London
Cricket	17 Jun	Lord's, London
Fencing	23 Feb	Examination School, Oxford
Golf	28/29 Mar	Royal Liverpool Golf Club
Gymnastics	16 Feb	Hartington, Cambs

UNIVERSITY OF CAMBRIDGE

Can't read this email? [Click here](#)

UNIVERSITY OF CAMBRIDGE

Political Affairs Analysis

7 May 2010

About this newsletter

The Political Affairs Bulletin is a weekly summary of political and policy developments relevant to higher education and the University of Cambridge.

Weekly policy news

06/05/10  
General Election 2010

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

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

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

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

Notable results include:

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

UNIVERSITY OF CAMBRIDGE

WHAT'S ON

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

Newsletter templates are available for printed and electronic newsletters.

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

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

HIGHLIGHTS FOR MAY

Garden wildlife watching  
26 May 10am-1pm

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

£25, pm+book  
Botanic Garden, 1 Brookside, tel: 01223 331876, email: [events@cam.ac.uk](#)

Exhibitions

Cambridge in the 1950's  
From 18 May

10am-5pm, Sun: 2-5pm  
An exhibition inspired from Cambridge residents, photographs and a whole host of 50's ephemera, this exhibition will have its evening show on Monday 18th, 6.30pm. Child £1, Friends and Local's Ticket Holders Free

Cambridge and County Film, Cambridge  
01223 331876, tel: 01223 330129

Talks

The Alternative Easter Term  
22 May  
2.20-7.20pm

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

pre-book 7.30pm  
Trumpington St, tel: 01223 332904, [www.arts.cam.ac.uk](#)

Fur, feathers and flutterbys  
Until 24 May  
Mon-Fri: 10am-4.45, Sat: 11am-4pm

An exhibition inspired by the Museum of Zoology by students and staff from supportive education at Cambridge Regional College

The Barn of Zoology  
Downing St, tel: 01223 336650

Cambridge Handel Opera Group and Cambridge University Collegium Musicum  
8 May  
7.30pm

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

# Creating leaflets and booklets

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

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

## **Make sure you know**

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

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

## **Text**

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

## **Images**

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

## **Colour**

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

## **Printing**

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

# Digital communication

**Fifth edition – March 2012**

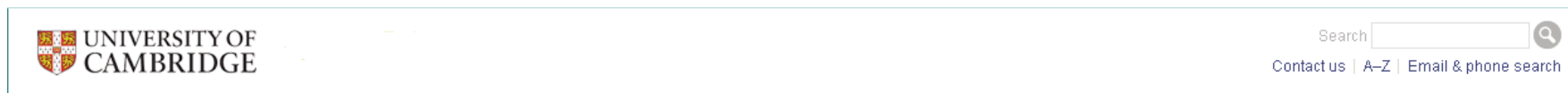


## Website

# Basic design guidelines for University of Cambridge websites

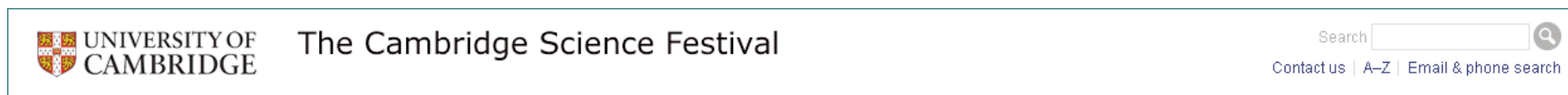
### The logo

The University logo should appear at the top left of web pages where it is used. The logo needs to link to [www.cam.ac.uk](http://www.cam.ac.uk)

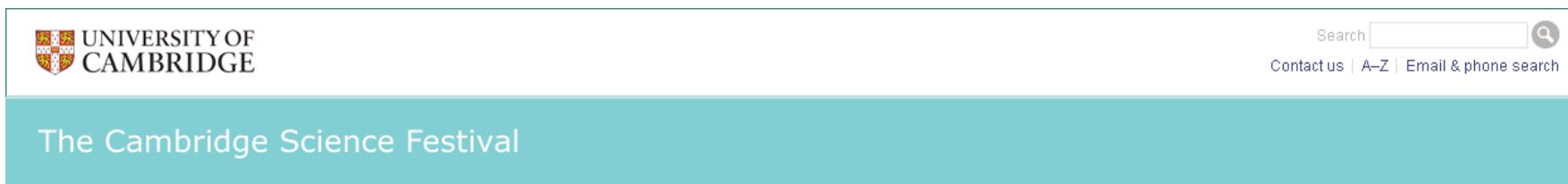


### Sub-branding

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



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



## Website

### **Colour**

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

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

A good resource online for checking contrast acceptability is:

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

### **Font family**

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

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

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

### **Tool kits for building departmental websites**

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

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

# Website

## Example websites

The following websites conform to these basic guidelines.

The screenshot shows the top navigation bar with the University of Cambridge logo, a search box, and a 'Contact us' link. Below this is a green header for the 'Department of Engineering'. A large banner image features a colorful topographical map with the text 'Addressing the world's most pressing challenges with science and technology'. To the left of the banner is a 'University of Cambridge' breadcrumb. Below the banner are two columns of links: 'Information about...' (The Department, Research, Undergraduate Courses and Admissions, Graduate Studies, Events and Seminars) and 'Quick links' (Departmental Strategy, Outreach and Schools, Vacancies and Studentships, Library, Information for local users). At the bottom, a 'Latest news' section contains three news items with images and titles: 'Clean engines on the front burner', 'The role of engineering in international development', and 'Carl Zeiss Photography Competition at the Department of Engineering'.

### Department of Engineering

[www.eng.cam.ac.uk](http://www.eng.cam.ac.uk)

The screenshot shows the top navigation bar with the University of Cambridge logo, a search box, and links for 'Contact us', 'A-Z', and 'Email & phone search'. Below this is a dark blue header for the 'Science Festival' with an 'Event spotlight' section featuring a photo of a man and the text 'Discover how materials science can save the world in Power for the people'. A breadcrumb trail reads 'University of Cambridge > Cambridge Science Festival Home'. On the left is a vertical menu with links: '2010 Programme', 'Information for schools', 'Video and audio', 'Other events', 'About us', 'Join our mailing list', 'Facebook', 'Twitter', and 'Blog'. The main content area has a heading 'Discover the diversity of science' followed by text about the 2010 and 2011 festivals. To the right is a large tree graphic with various scientific icons. Below the main text are sections for 'Missed the Festival?' (with a link to video and audio), 'Tell us what you think' (with links to a questionnaire and a survey), and 'Coming up' (with text about Marshall's Holiday Lectures).

### The Cambridge Science Festival

[www.admin.cam.ac.uk/sciencefestival](http://www.admin.cam.ac.uk/sciencefestival)

# Website

## Example websites

UNIVERSITY OF CAMBRIDGE

RESEARCH HORIZONS

Home Quick search:  Advanced Search >

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

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

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

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

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

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

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

**View contents for current and previous issues**

**Research Horizons**

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

**Quick Links**

- Research at Cambridge
- Cambridge Research Office
- Cambridge Enterprise

**Latest Research News**

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

Events

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

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UNIVERSITY OF CAMBRIDGE

Search

Contact us | A-Z | Email & phone search

Undergraduate Admissions

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

University of Cambridge > Undergraduate Admissions

Request a Prospectus for 2011 >>

Find us on Facebook

applicant toolkit

CAMBRIDGE a-z

**Impressions of Cambridge**

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

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

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

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

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

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

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

**Latest News**

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

**Quick Links**

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

**Information For**

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

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

Information provided by

## Research Horizons

www.research-horizons.cam.ac.uk

## Undergraduate Admissions

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

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

# Social networks

## Social networking

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

## Persona

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

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

## Promotion

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

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

## Response monitoring and management

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

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

## Other useful things to remember

### Consider an update strategy

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

### Suggestions for department-related updates

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

# Other guidance

## Templates

# Livery

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



## Examples Signage

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

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

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



UNIVERSITY OF  
CAMBRIDGE

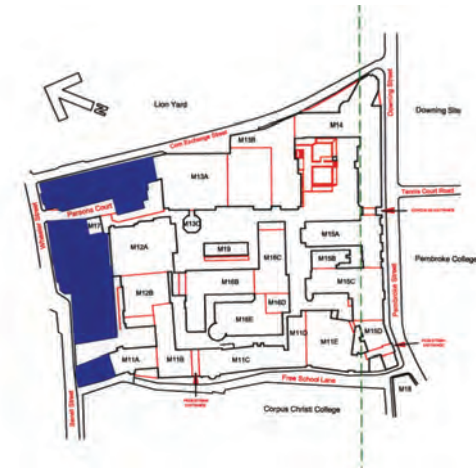
### New Museums Site

#### Departments

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

#### Buildings

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





# Legal advice

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

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

The guidance notes include sample forms for use in filming/recording University events, lectures, etc. Samples of the following forms can be found at [www.admin.cam.ac.uk/offices/communications/services/photos/uploading/useful-documents.html](http://www.admin.cam.ac.uk/offices/communications/services/photos/uploading/useful-documents.html)

[www.admin.cam.ac.uk/offices/communications/services/photos/uploading/copyright.html](http://www.admin.cam.ac.uk/offices/communications/services/photos/uploading/copyright.html)

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

# Accessibility

**Fifth edition – March 2012**

## Accessibility

# Best practice

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

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

### Type size

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

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

For further information on accessibility please visit [www.rnib.org.uk](http://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

**Fifth edition – March 2012**

## Paper and printing

# Recommendations

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

### Professional printing

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

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

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

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

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

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

### Further information

[www.waterless.org](http://www.waterless.org)  
[www.fsc-uk.org](http://www.fsc-uk.org)

### Desktop printing

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

### Further information

Please contact the Central Purchasing Office  
[purchasing.office@admin.cam.ac.uk](mailto:purchasing.office@admin.cam.ac.uk)  
 01223 332233.

# Contact

**Fifth edition – March 2012**

## Contact

# Useful information

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

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

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

### **Further information**

[communicationsresources@admin.cam.ac.uk](mailto:communicationsresources@admin.cam.ac.uk)

01223 764059