



Working with our brand: Visual identity

Colour

We are colourful... Our extensive colour palette allows for maximum flexibility when creating communications.

For accessibility, use black or white text as shown on the colour blocks below.

For more information on colour, visit ucl.ac.uk/cam/brand

Dark Green Pantone 5815 CP / 5815 UP CMYK 35 30 100 75 RGB 85 80 37 Hex #555025	Mid Green Pantone 7495 CP / 583 UP CMYK 42 5 98 29 RGB 143 153 62 Hex #8F993E	Bright Green Pantone 390 CP / 388 UP CMYK 27 0 100 3 RGB 181 189 0 Hex #B5BD00	Light Green Pantone 7493 CP / 7493 UP CMYK 25 4 44 3 RGB 187 197 146 Hex #BBC592	Yellow Pantone 7408 CP / 7404 UP CMYK 0 29 100 0 RGB 246 190 0 Hex #F6BE00
Dark Red Pantone 7421 CP / 222 UP CMYK 18 100 45 67 RGB 101 29 50 Hex #651D32	Mid Red Pantone 7622 CP / 1807 UP CMYK 0 97 89 45 RGB 147 39 44 Hex #93272C	Bright Red Pantone 199 CP / 199 UP CMYK 0 100 72 0 RGB 213 0 50 Hex #D50032	Light Red Pantone 179 CP / 1795 UP CMYK 0 87 85 0 RGB 224 60 49 Hex #E03C31	Orange Pantone 716 CP / 716 UP CMYK 0 61 99 0 RGB 234 118 0 Hex #EA7600
Dark Purple Pantone 7448 CP / 7447 UP CMYK 67 79 24 59 RGB 75 56 76 Hex #4B384C	Mid Purple* Pantone 2607 CP / 2607 UP CMYK 83 99 0 2 RGB 80 7 120 Hex #500778	Bright Pink Pantone 215 CP / 214 UP CMYK 6 100 26 24 RGB 172 20 90 Hex #AC145A	Light Purple Pantone 5225 CP / 5225 UP CMYK 8 25 4 14 RGB 198 176 188 Hex #C6B0BC	Grey Pantone Warm Grey 8CP / Warm Grey 8UP CMYK 17 24 25 49 RGB 140 130 121 Hex #8C8279
Dark Blue Pantone 548 CP / 548 UP CMYK 100 21 28 76 RGB 0 61 76 Hex #003D4C	Mid Blue Pantone 295 CP / 295 UP CMYK 100 69 8 54 RGB 0 40 85 Hex #002855	Bright Blue Pantone 7711 CP / 3135 UP CMYK 98 0 28 4 RGB 0 151 169 Hex #0097A9	Light Blue Pantone 550 CP / 550 UP CMYK 42 7 8 8 RGB 141 185 202 Hex #8DB9CA	Blue Celeste* Pantone 635 CP / 635 UP CMYK 30 0 7 0 RGB 164 219 232 Hex #A4DBE8
Dark Brown Pantone 476 CP / 476 UP CMYK 30 71 75 81 RGB 78 54 41 Hex #4E3629	Stone Pantone 7527 CP / 7527 UP CMYK 3 4 14 8 RGB 214 210 196 Hex #D6D2C4	Black Hex #000000	White Hex #FFFFFF	Institute of Education Blue Pantone 286 CP / 286 UP CMYK 87 59 0 0 RGB 50 85 164 Hex #3255A4

*Mid Purple and Blue Celeste are UCL's traditional colours.

Typefaces

Arial is UCL's primary typeface, since it is available on all computers and systems at UCL. It can be used in any weight. Helvetica can also be used where available.

We also use Garamond as a secondary typeface.

Arial

Type is an integral element in successful communication.

Stick to a maximum of three type sizes *or weights*.

Black or condensed weights should be used sparingly.

Leave some clear space.

Garamond

Using just one typeface can be elegant, modern, vibrant or understated...

It just depends how you use it.

Keep it left aligned, never mix alignment styles and never use justified text.

Banner

Our general rule is: if it's from UCL, use the banner. If it's with UCL, use the logo.

The banner and logo are rectangular blocks with the letters UCL cut out of the shape.

These blocks have been hand-drawn. The letters are not the logo.



Logo

We use the logo when it's not possible to use the banner, or when working with partners.



Introduction to the banner

The UCL banner is not designed to work as a standalone logo, instead it should span the width of the page.

Any full tint colour from our colour palette can be used.



Always make sure that there is enough contrast in the image/background and the banner.



Banner sizes for standard paper formats

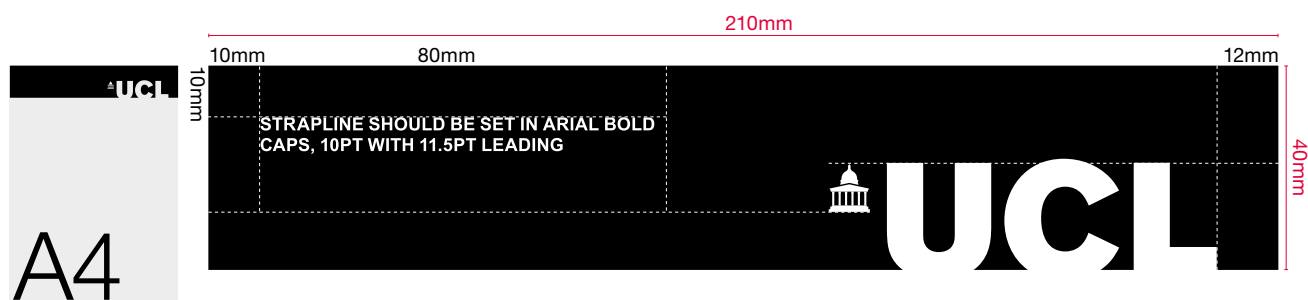
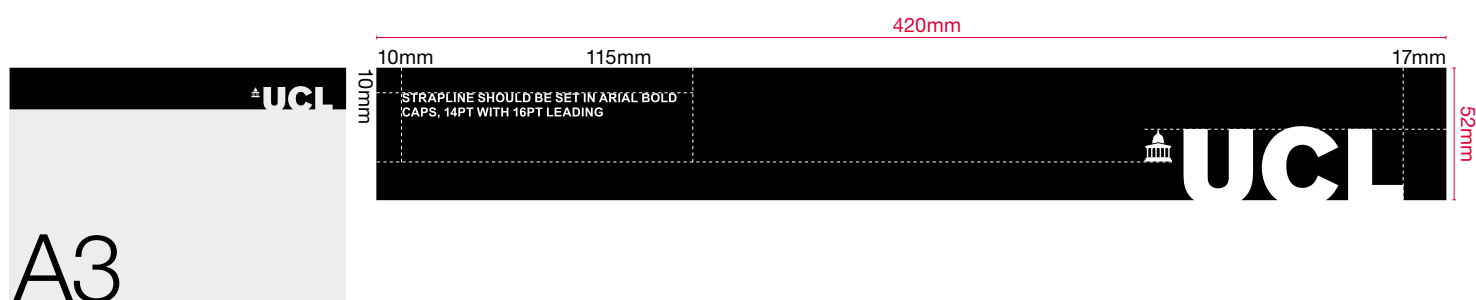
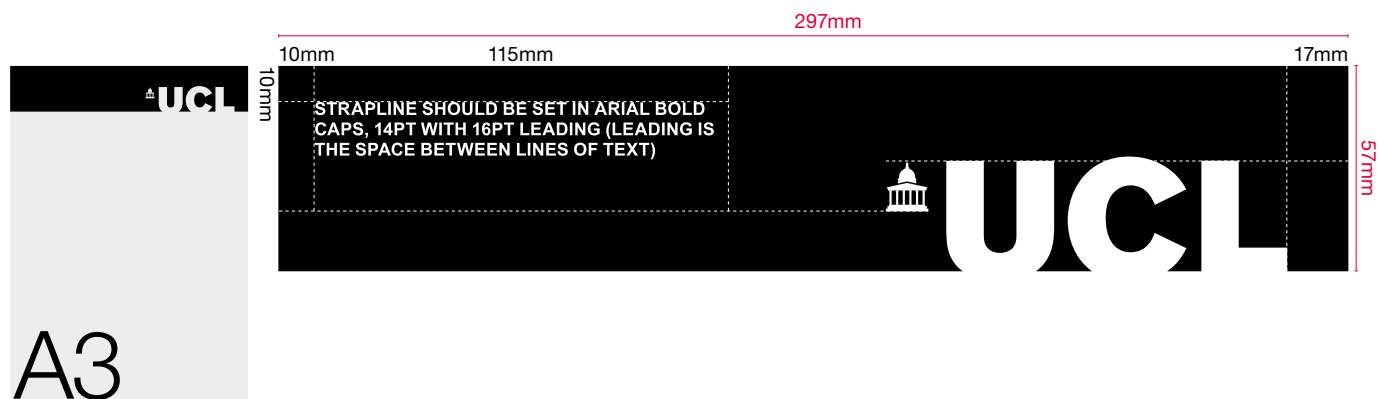
These sizes have been calculated to be most appropriate relative to the page size.

Use this page as a checklist to make sure that your banner is the right depth.

Download the landscape or portrait file, then scale up or down to fit your page size.



To download banner artwork, visit the brand site ucl.ac.uk/cam/brand



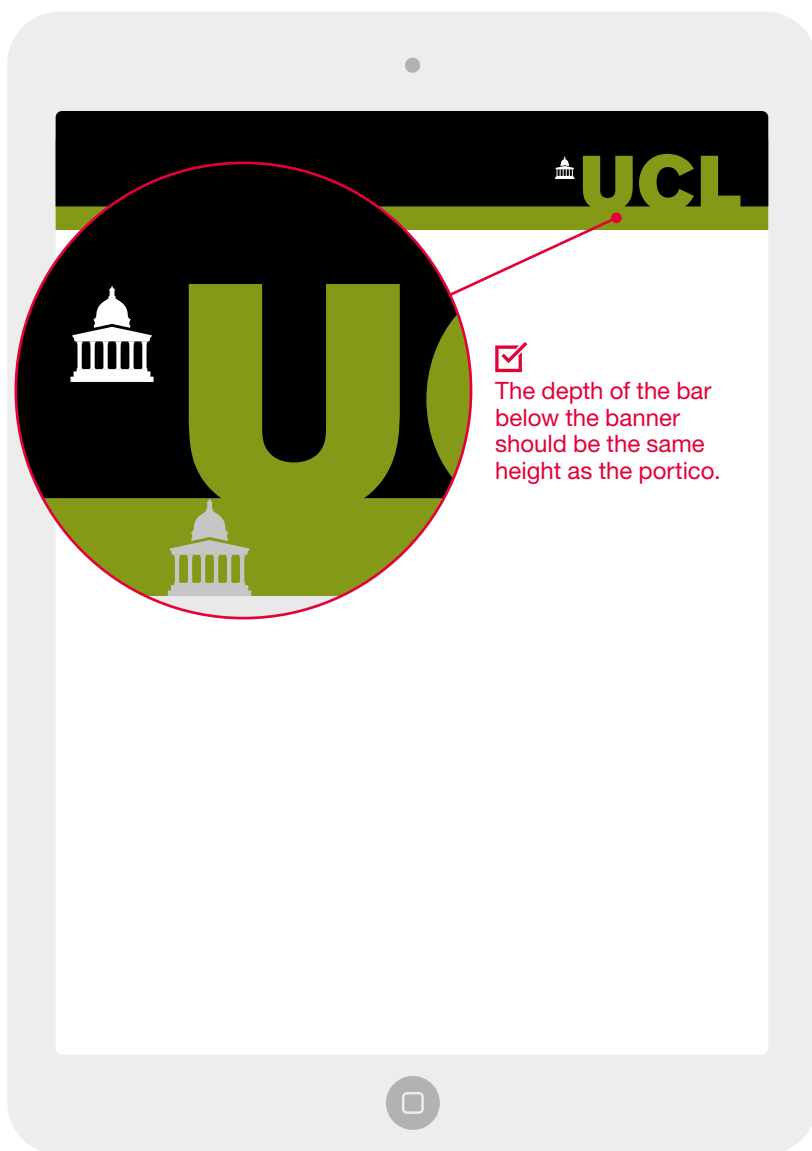
Banner variants

Variants of the banner are available for some applications.

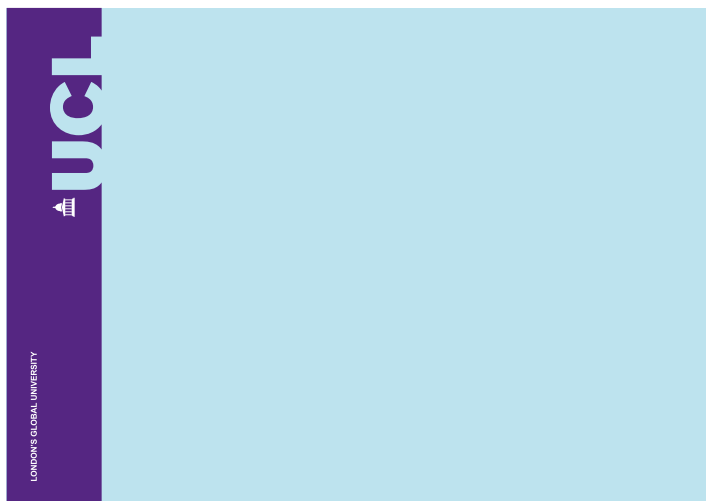
For more information contact brand.comms@ucl.ac.uk



Landscape banner on portrait page.
The banner must always be positioned on the left hand edge of the page.



Portrait banner on a landscape page.
The banner must always be positioned on the left hand edge of the page.

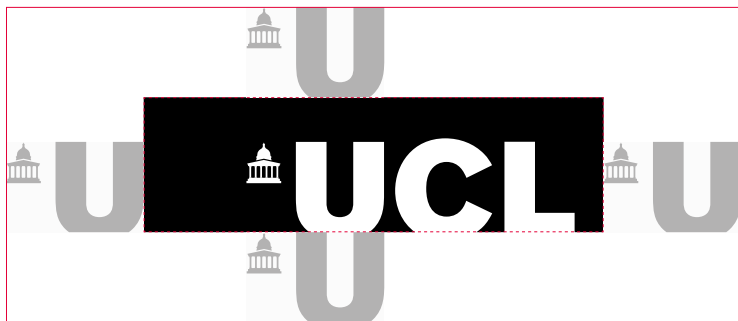


Only use the line-only banner on a solid background – never over an image.

Introduction to the logo

The logo is used when it is not possible to use the banner, or when we are working with partners. Don't attempt to make your own logo.

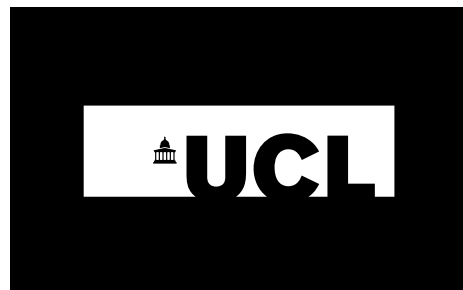
Contact brand.comms@ucl.ac.uk for assistance



To ensure legibility and impact of the logo, there is an exclusion zone, where no other elements such as other logos, type or graphics may intrude.



Positive



Negative



When used on a busy background image, place on a bounding box. Use the portico as sizing guide.



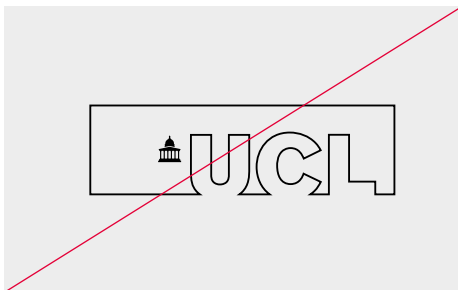
When used on a busy background image, place on a bounding box. Use the portico as sizing guide.



The standalone can be any colour from the palette



Don't reverse it



Don't outline it



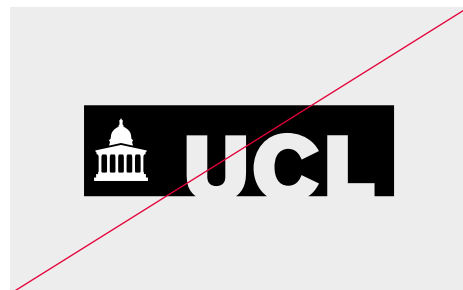
Don't add effects



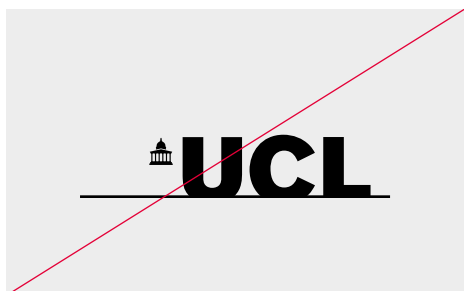
Don't change the shape



Don't use colours not in the colour palette



Don't change the size or position of the portico



Don't add a line below



Don't infill the UCL letters



Don't write inside the logo

Logo sizes for standard paper formats

These sizes have been calculated to be most appropriate relative to the page size.

Minimum sizes are extremely important in maintaining the legibility of the logo and should be strictly adhered to.

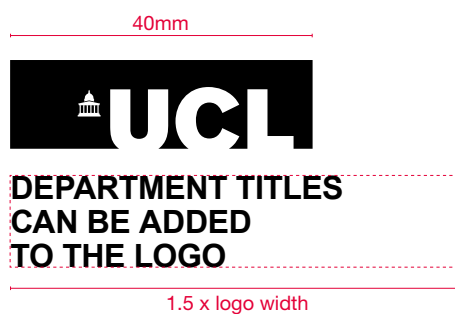
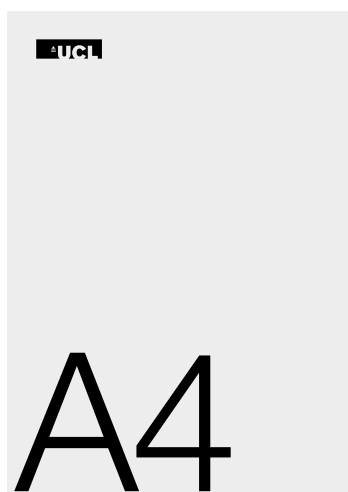
Remember, the logo should be used only when communicating with partners.



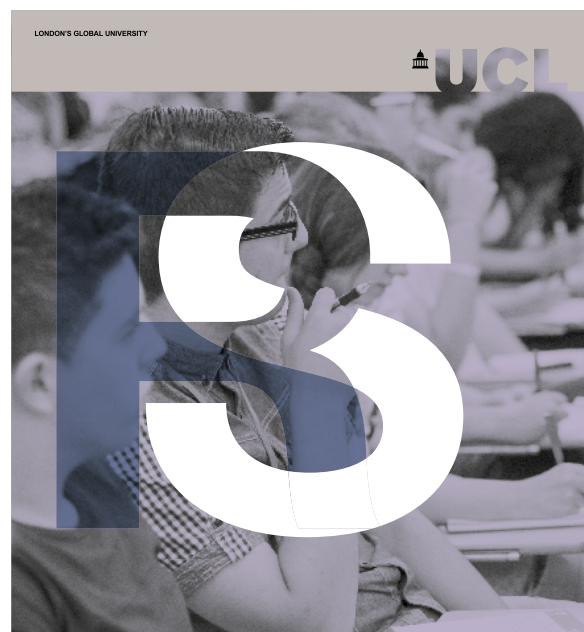
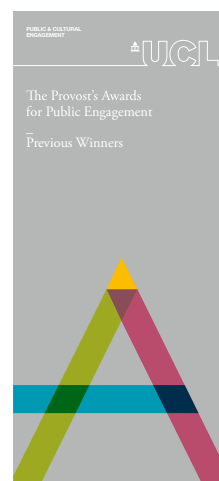
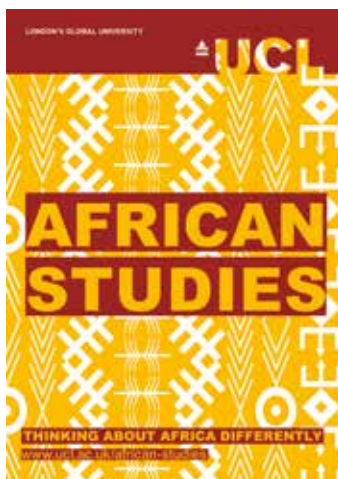
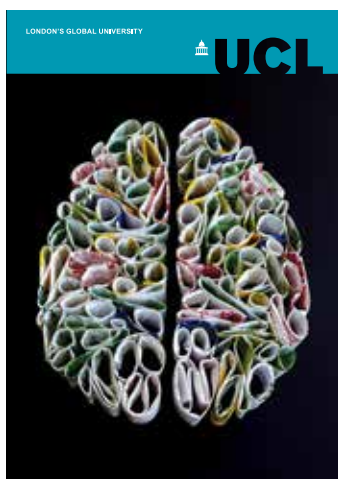
To download logo artwork visit the brand site ucl.ac.uk/cam/brand



A maximum of three lines of text are permitted in the department title.



Examples



Imagery

Strong images are key to the look and effectiveness of any communications that you produce. Imagery should be vibrant, engaging and relevant – it is important to look through the letters of the UCL banner and see something interesting.

It is important when using digital imagery in printed publications, PowerPoint and online that you are aware of the file size of your image and also the image resolution.

For more information on imagery, visit ucl.ac.uk/brand



Images should convey a sense of exploration and discovery; of looking at things differently and making an impact.



Choose images that match your tone and appeal to your target audience.



Less is more – be selective. Images should always add value to your content.



Apply caution when using close-ups of people unless you are sure that you have their consent to be photographed.



Try cropping an image to create a more interesting composition.



Use vibrant, strong images. Avoid dull, dark muddy images as they may not reproduce well on screen or in print.

Our naming protocol

UCL is the university's official name. Only spell it out in the postal address:

University College London
Gower Street, London
WC1E 6BT

Use the following format for departments:

UCL English Language & Literature
UCL Mathematics

Use an ampersand (&) to replace “and” in UCL faculty and department names.

Certain centres and institutes have “at UCL” in their name instead, for funding reasons, e.g.

MRC Prion Diseases Unit at UCL
The Wolfson Institute for Biomedical Research at UCL

In the first reference to a UCL faculty, institute or school, use the full official name prefixed by “UCL”:

UCL Bartlett Faculty of the Built Environment
UCL Institute of the Americas
UCL School of Pharmacy

For more information on our editorial house style and tone of voice visit ucl.ac.uk/cam/brand

What you can and can't do

The banner works with different designs:
be creative with how you use it.



Solid colour with type



Colour blends



Image collage



Patterns



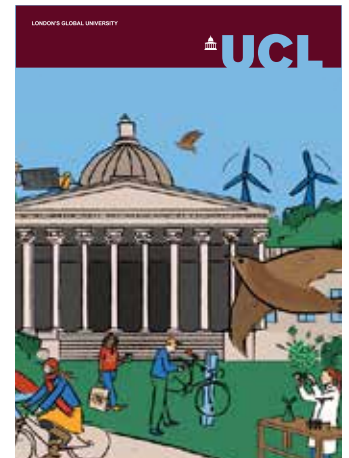
Full bleed photography



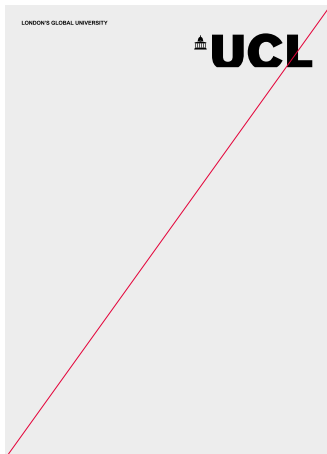
Cut out image



Duotone photography



Full bleed illustration



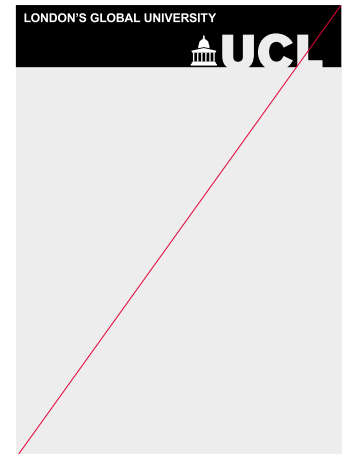
Don't use the letters reversed



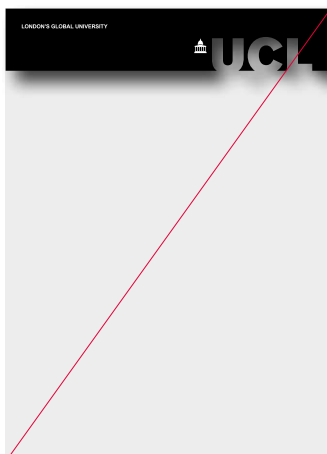
Don't add a logo inside the banner



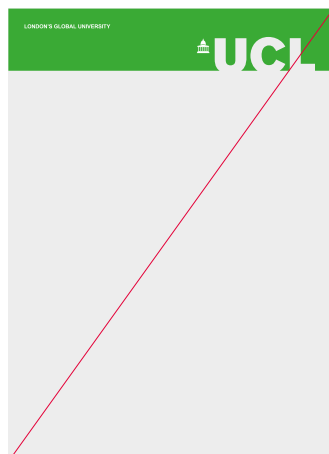
Don't change the shape of the banner



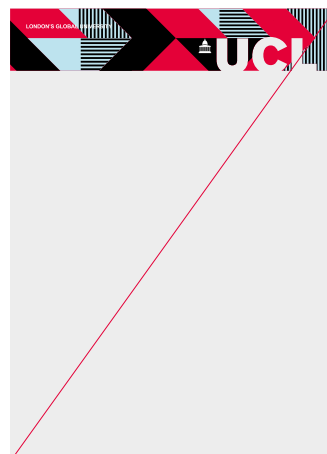
Don't change the size or position of the strapline or portico



Don't add effects such as a drop shadow



Don't use colours not in the colour palette



Don't fill the banner with a pattern



Don't use a dark coloured banner over a dark image

Websites

All UCL websites should be built in our content management system (CMS) and use the UCL domain name (ucl.ac.uk).

The Digital Presence team in UCL Information Services Division can assist you.

Indigo is UCL's responsive design language and front-end development framework for rapid development and deployment of UCL websites and applications.

Benefits of Indigo

It's responsive: it provides multi-device support, from smart screen to desktop.

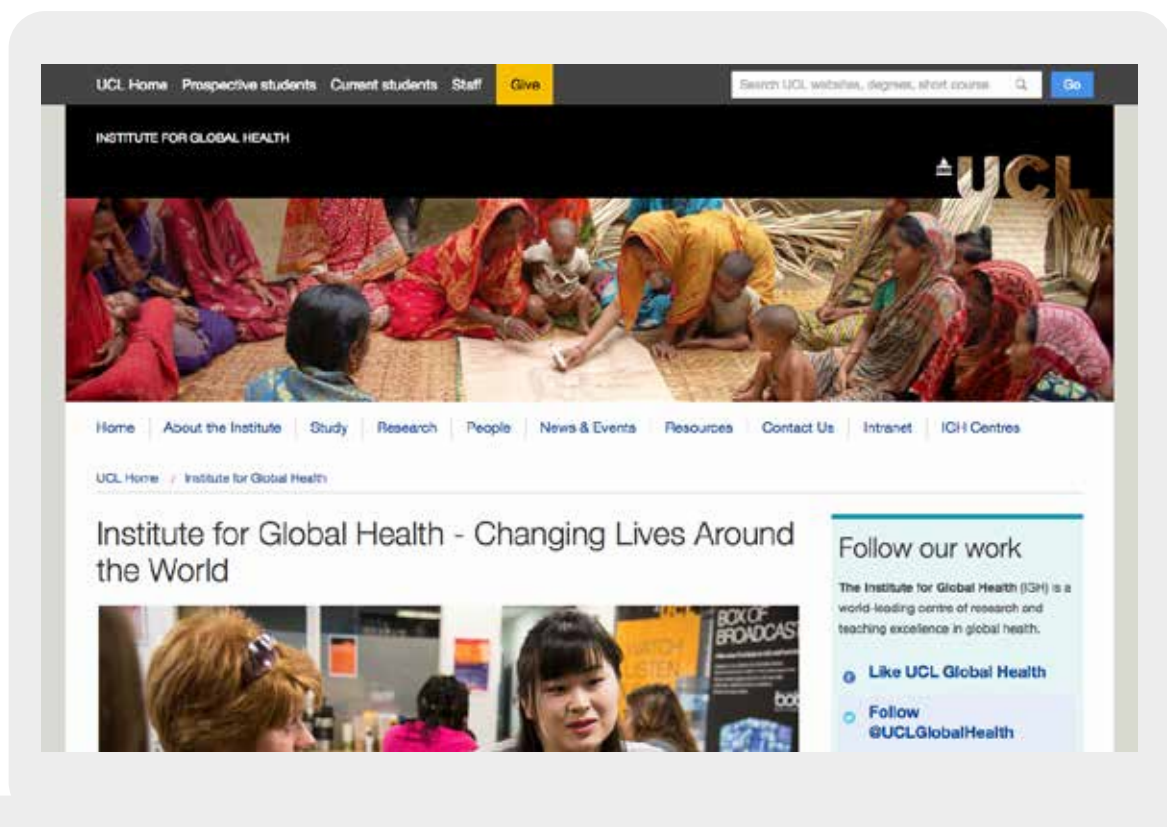
It's fast: rapid prototyping is easy with dozens of elements, styles and patterns to use.

Creative: it allows for creative design while retaining consistent user experience and UCL brand identity.

Externally-hosted websites

Websites not hosted on ucl.ac.uk should not carry the UCL banner.

For further information, contact brand.comms@ucl.ac.uk



Working with partners

UCL works with many types of partner in a host of different ways.

It is in the interests of all parties to be represented properly, and for the relationship to be clear in the minds of your audiences.

When we work with partners, the way we use our combined branding depends on the weight of balance in the relationship.

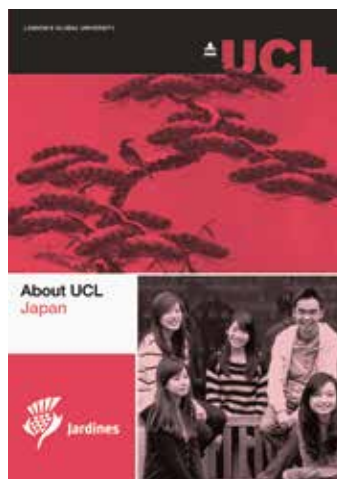
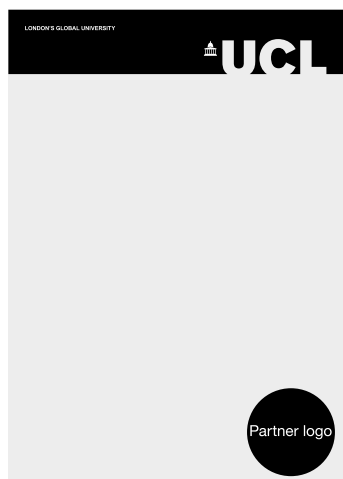
For more information on partnerships, visit ucl.ac.uk/cam/brand

Scenario 1

UCL as lead partner

This is the most common partnership type at UCL, usually where funding bodies who need to be credited by adding their logo to your UCL communications, or when projects have been undertaken with help from another organisation.

Place the partner logo away from the banner, preferably in the lower right corner.

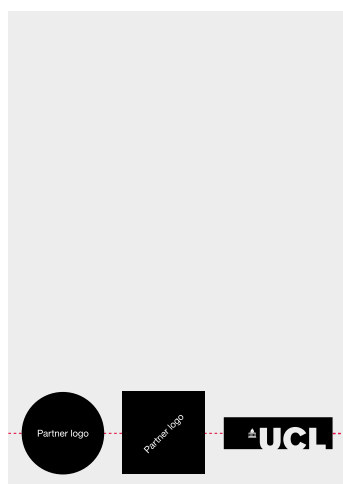


Scenario 2

UCL as equal partner

This type of partnership is usually for research projects when more than one university is involved.

Place each logo side by side, side and at approximately the same size.



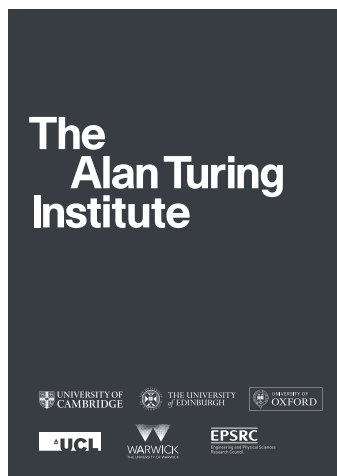
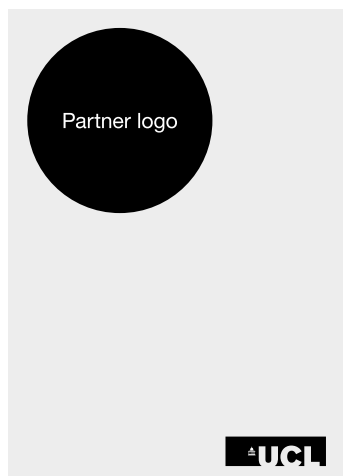
Scenario 3

UCL as multiple/minor partner

Provide the lead partner with the relevant UCL logo in eps for print and png for digital. Never use jpegs.

The lead partner will use their visual identity and place the UCL logo appropriately.

Ask for a proof to check that you are happy with the result before it is published.



Branding your UCL social media channels

Naming your channel

Use UCL as a prefix in the name of the channel, e.g. UCL News, UCL History, UCL Art Museum.

Profile icons

UCL has official social media icons. Use these to reassure your audience that they are following an official UCL channel.

To order your social media icon contact brand.comms@ucl.ac.uk

Considerations

Profile icons work in both circular and square formats.

Choose two colours from the UCL palette – or one colour and a tint.

If you use multiple social media channels, use the same icon for all your accounts, so that you are easily identifiable as the same source.



Video

Video is a powerful tool through which we can excite, inform and engage with our audiences.

Through a combination of sound and visuals, all our video content should be lively and engaging.

The style should be uncluttered, clear and direct – using high photographic and production values, simple, clear graphics and captioning that don't get in the way of the messages.

It is an essential requirement that all UCL video content uses subtitles. Templates are available as pre-built Photoshop templates.

For more information on our video guidelines, visit ucl.ac.uk/brand



The banner should be used on film title sequences: always use the pre-built Photoshop templates.



If there isn't a title, the logo can be used as a watermark for the first five seconds of the film.



Lower thirds should be used where identification of a person, place or idea, or a chapter heading is needed.



The name caption should be placed on a coloured 70% transparent holding panel.



As with name captions, subtitles should be placed on a 70% transparent holding panel.



The logo should be used at the end of the film as a sign-off. If the film is in partnership, the rules for working with partners should be followed.

Branding your department

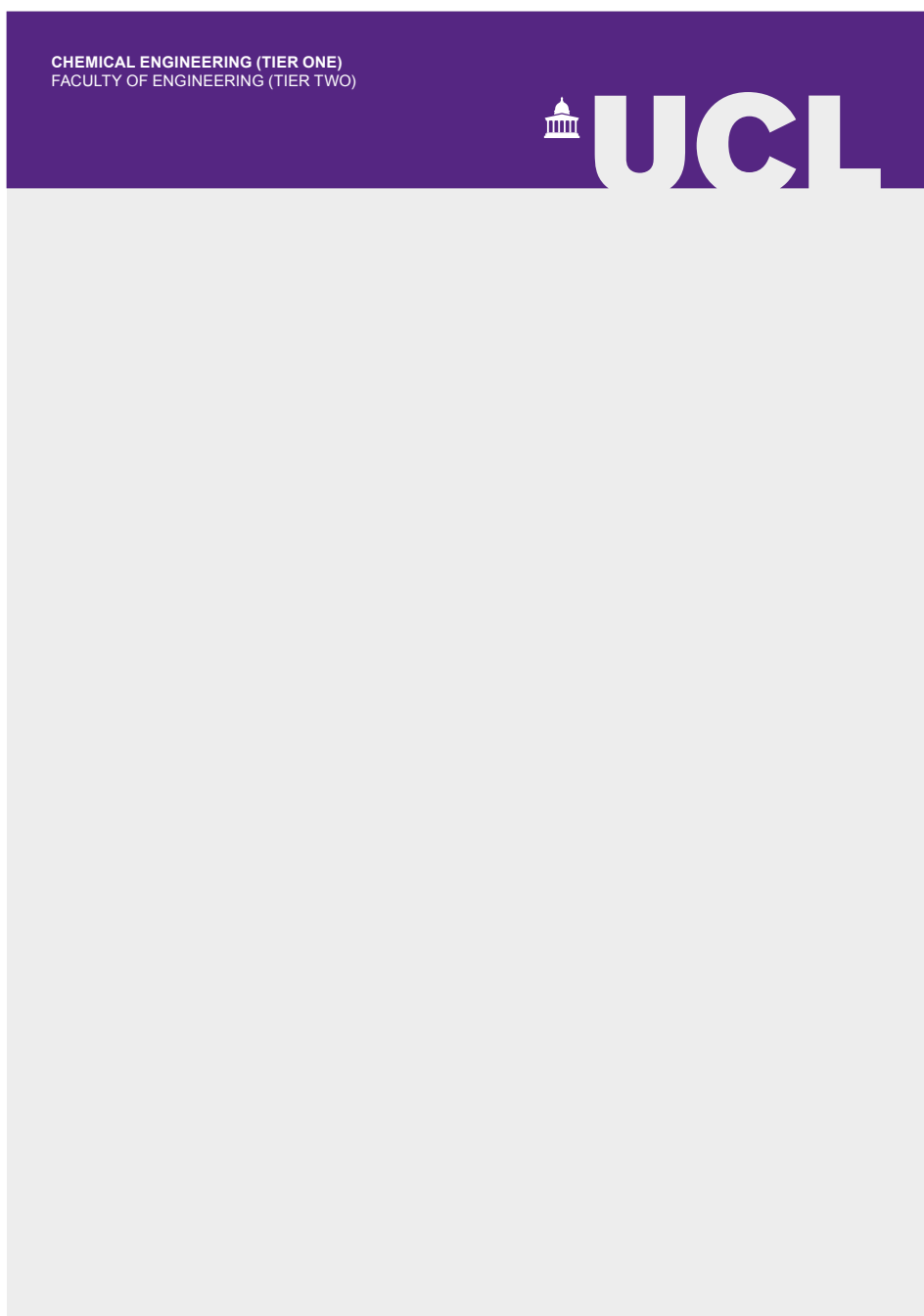
Use the strapline inside the banner to create your official faculty/institute /department logo.

This is your department logo:
do not create any other logos.

Two tiers of type can be used, both should be set in Arial uppercase, left-aligned. Tier one should be Arial bold, tier two should be Arial regular.

You can choose any colour from the colour palette for your department logo.

To order your department banner, contact brand.comms@ucl.ac.uk



Add your department or project to the logo to create a personalised departmental logo.

Text should be restricted to the field marked by the pink dotted line.

This is your personalised logo:
do not use, create or commission any other logos.

To order your department logo, contact brand.comms@ucl.ac.uk



DEVELOPMENT & ALUMNI
RELATIONS OFFICE



HEBREW & JEWISH STUDIES



CENTRE FOR PAEDIATRIC
INFECTIOUS DISEASES
& MICROBIOLOGY



LAWS

1.5 x logo width

Merchandise

When creating and ordering branded merchandise, use the UCL logo.

When ordering small or oddly shaped items, consider the available print area of the product (e.g. some pens have smaller print areas than others) and choose products that have the most appropriate size.

Consider the environment and try to choose eco-friendly or recycled products.

For more information on our merchandise, visit ucl.ac.uk/brand

