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

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.

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.

The depth of the bar below the banner should be the same height as the portico.
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.

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

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
**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
Examples

Introducing the BREI

UCL LANCET LECTURE 2017

Pre-booking essential, please visit: #UCLLancet17

City policy (aka "global gag rule").

Filling the sexual and reproductive health gap left by Trump's global reproductive health funding.

In particular, Lilianne Ploumen will talk about initiating the idea to set up the fund for sexual and reproductive health. Mrs Ploumen came up with this initiative in Brussels in March 2017. The fund for sexual and reproductive health, which was formally called "She Decides", is a global fund that aims to inspire new investments in sexual and reproductive health. In response to the expected $600m shortfall for family planning in the world's poorest countries as a result of the Trump administration's policy, the Dutch government has committed $50m. The total fund includes commitments from 15 donors, including the UK, the Netherlands, Germany, France and Sweden.

At this year's UCL Lancet lecture on global health, Mrs Lilianne Ploumen will speak on sexual and reproductive health issues.

In 2013/14 my colleague Kath Woolf and I ran three programmes of events for International Women's Day.

These talks have inspired medical students to set up their own public engagement events.

These events made them think about the doctors' decisions affect women's lives. We received feedback about how the events had motivated medical students with members of the public to explore how breast cancer. Set in UCL's museums, the events brought together healthcare providers and medical students with members of the public to explore how music to stimulate debate about abortion, FGM and consent. We used story telling and music to stimulate debate about abortion, FGM and consent.

In 2013/14, the Department of the Year was Scandinavian Studies. We used story telling and music to stimulate debate about abortion, FGM and consent.

Winner of the Academic staff category, Grade 8 + was Clare Elwell.

Runner-up was Academic/research grade 6/7 Steve Gray.

Winner of the Professional services staff category was Subhadra Das.

Winner of the Post-graduate student category was Nadia Abdul-Karim.

Winner of the Academic/research grade 8+ was Jayne Kavanagh.

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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

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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.

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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 by side and at approximately the same size.

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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
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