UCL is proud to have a global alumni community, with groups and community networks led by volunteers around the world.

As UCL’s logo, portico icon and the letters ‘UCL’ are registered trade marks, they must not be used, recreated or modified without permission.

In this document, we set out the branding guidelines which apply to all groups and networks globally. We show how the UCL logo must be used in a variety of situations, including presentations, materials and merchandise.

If you have any questions about branding, or if you would like to use UCL’s logo in a way not covered in this document, please contact: alumni@ucl.ac.uk
**UCL Branding**

We understand that you will need to create a visual identity for your group or network. The UCL logo can only be combined with alumni-specific text in the following ways:

- Alumni location name may be added to the standalone logo.

- The examples on the right show how the logo artwork should be set up. You must follow the sizes and positioning shown here.

- Type for ‘Alumni’ should be set in Arial bold uppercase, left-aligned.

- Type for the location eg ‘New York’ should be set in Arial regular uppercase.

- Type for ‘Institute of Education’ alumni groups should be put as ‘Institute of Education’ without the location set in Arial regular uppercase.

- The location name starts on the next line after ‘Alumni’.

- When the width of the logo is 30mm set type size 9pt with 9.5pt leading (leading is the space between lines of text). If you are using a smaller or larger logo, type should be scaled in proportion with the logo.

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

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If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk
Background colours

The UCL logo can be used on certain coloured backgrounds in the following ways:

- **Institute of Education** alumni groups in black or white only.

Main colours

- **Bright Pink**
  - Pantone 214 UP
  - RGB: 224 44 129
  - Hex: #E02C81
- **Bright Green**
  - Pantone 390 CP
  - RGB: 181 189 0
  - Hex: #B5BD00
- **Bright Blue**
  - Pantone 7711 CP
  - RGB: 0 151 169
  - Hex: #0097A9
- **Yellow**
  - Pantone 7408 CP
  - RGB: 246 190 0
  - Hex: #F6BE00

Secondary / complimentary colours

- **Campaign Blue**
  - RGB: 0 79 159
  - Hex: #004F9F
- **Campaign Purple**
  - RGB: 92 36 131
  - Hex: #5C2483
- **White**
  - RGB: 255 255 255
  - Hex: #FFFFFF
- **Black**
  - RGB: 0 0 0
  - Hex: #000000

*If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk*
Social media logos and backgrounds

Social media logos can be used on coloured backgrounds in the following ways:

If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk
Common mistakes

On this page, we show common mistakes to avoid when creating the visual identity for your group or network:

If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk
Logo positioning on documents or templates

When creating documents or templates, the visual identity for your group or network should always be placed in the bottom right hand corner - as shown below:

**PowerPoint**

If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk
Print guidelines

Here we cover how to position and space your club’s visual identity in printed form, including on merchandise:

Clear space

The only branding allowed on merchandise is the UCL logo in conjunction with your alumni group or network name - as shown on the above T-shirt. Please do not add slogans, taglines or images.

If you are unclear about how to use the UCL logo, please contact: alumni@ucl.ac.uk
Example images

Here you can find example imagery. For guidelines on how to select appropriate imagery, see the UCL Brand Portal: https://www.ucl.ac.uk/cam/brand/guidelines/imagery

If you require stock imagery, please email: alumni@ucl.ac.uk
Example materials

Please see below for guidelines on how to use your group or network's visual identity across a range of designed materials, e.g. for events. The logo can typically be found in the bottom right hand corner:

Posters

<table>
<thead>
<tr>
<th>Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position the logo in the bottom right</td>
</tr>
<tr>
<td>Clear space around the logo</td>
</tr>
<tr>
<td>Put the logo on a black, white or coloured background</td>
</tr>
</tbody>
</table>

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