



Working with our brand: Visual identity guidelines

January 2024

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Our Brand

UCL is the university for brave thinkers - who have the freedom to challenge, think differently, and make real-world impact.

The UCL brand is a shared language to communicate the essence of our brand narrative.

UCL's visual brand elements include our logo, fonts, faculty/department logos, brand colours and branded templates (Word, Powerpoint etc.) which act as a foundation for all our communications and marketing.

Having brand consistency through all our departments/faculties ensures we tell UCL's collective story with the power of one voice. It also creates a cohesive identity which raises awareness and reinforces trust in our institution. This in turn increases the equity and reputation of the UCL brand.



The Brand team are here to help you tell your part of the UCL story and help all our audiences understand who we are and what we stand for.

For any queries, please contact us: ucl.ac.uk/brand



Banner

The UCL banner is designed to span the width of the page.

The banner is a rectangular block with the letters UCL cut out of the shape.

Any colour from our **eight colour core palette** can be used.



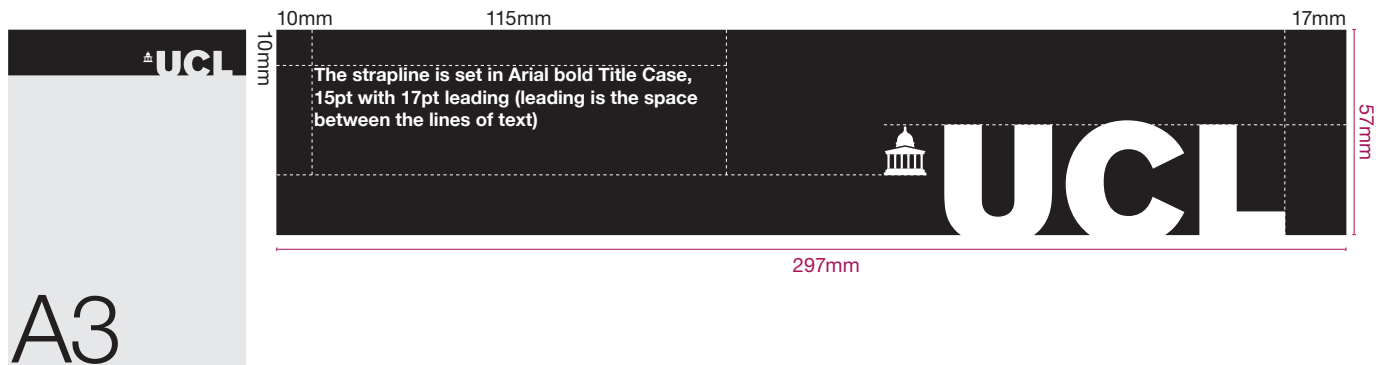
Banner sizes for standard paper formats

The banner should always be positioned at the top of the page.

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.

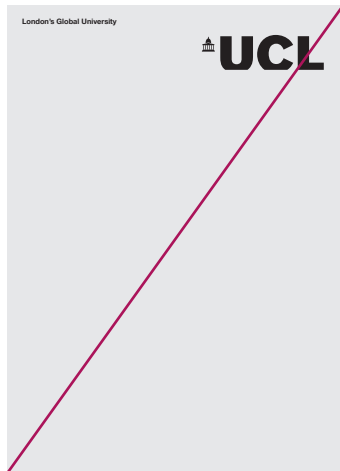


Banner examples

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



What you can't do...



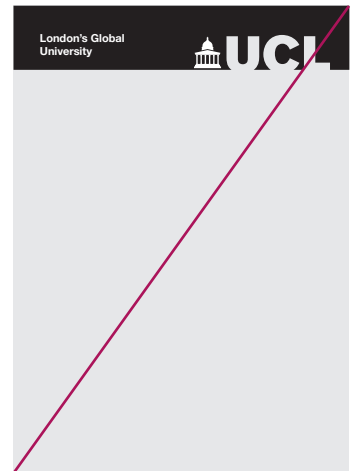
Don't use the letters reversed



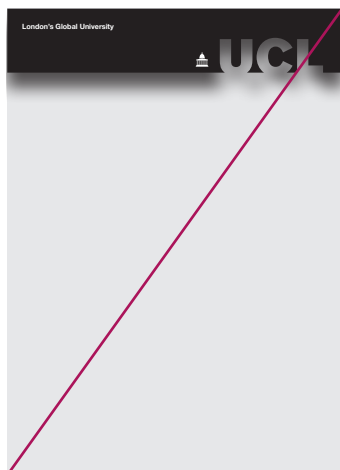
Don't add a logo inside the banner



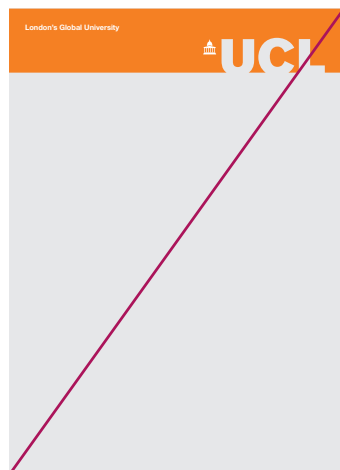
Don't change the shape of the banner



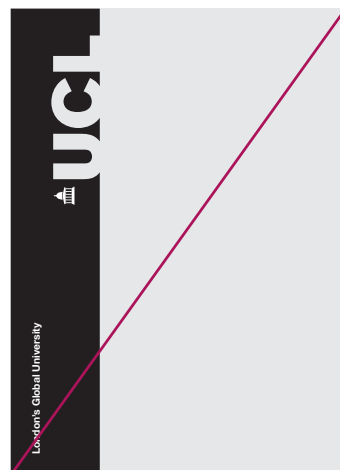
Don't change the size or position of the strapline or portico



Don't add effects such as a drop shadow



Don't use patterns or colours outside the palette



Don't use the banner vertically

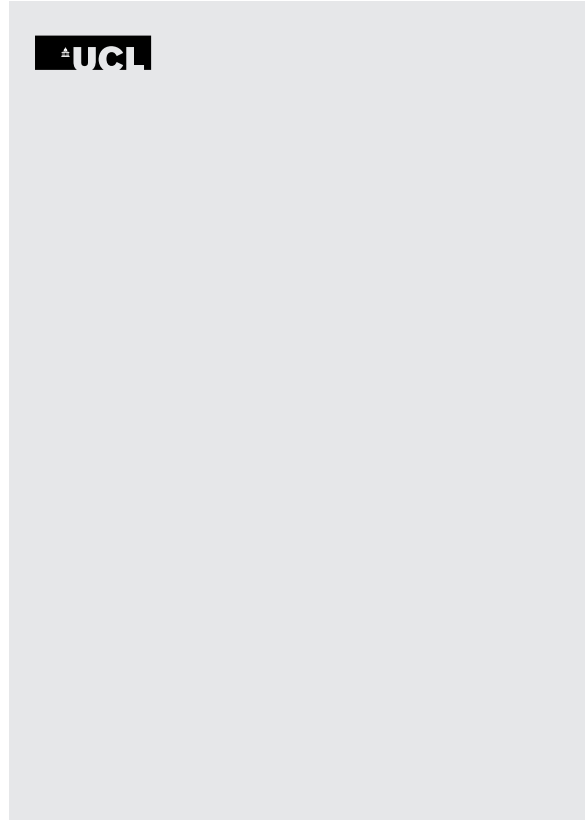


Ensure there is enough contrast between the image/background and the banner

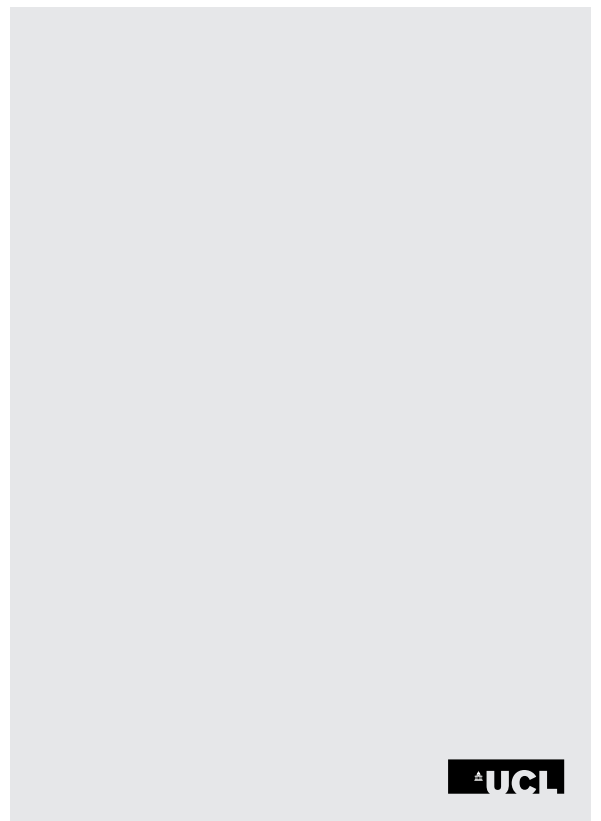
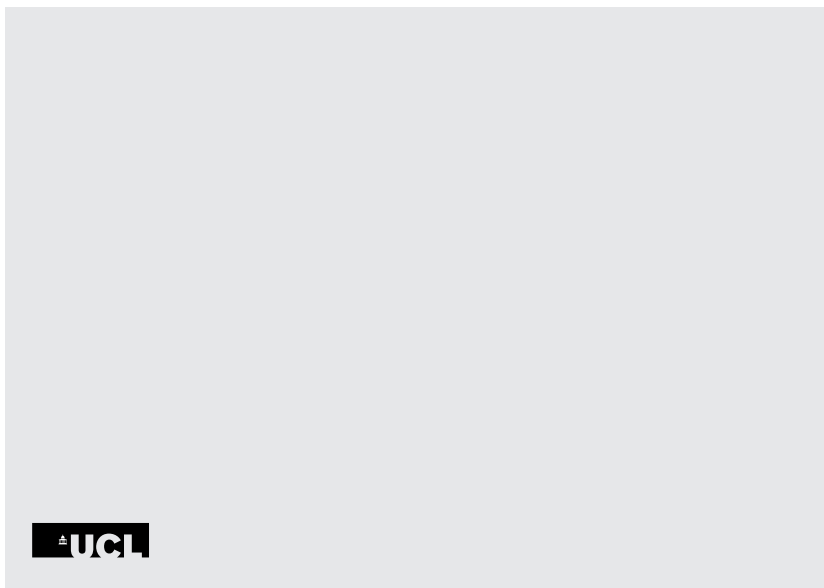
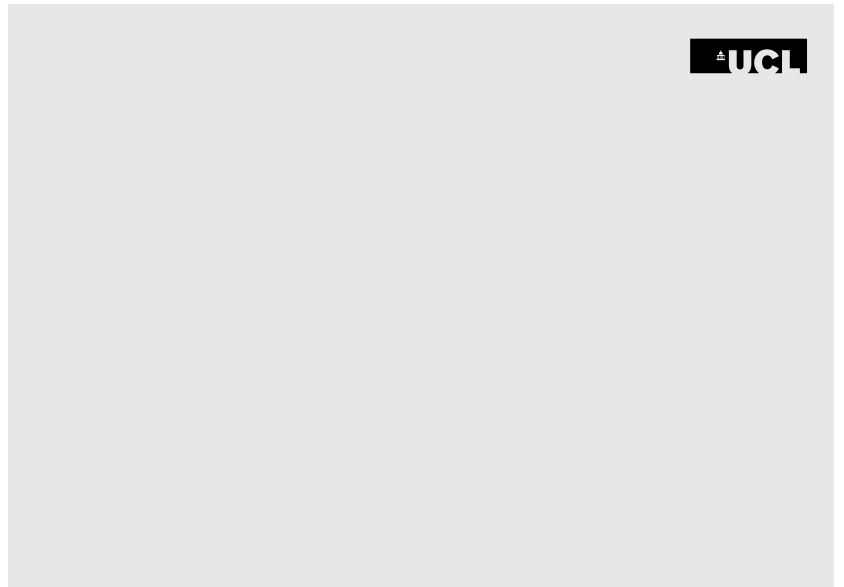
Logo

The logo should only appear in black or white, it can be positioned in any corner.

Ensure there is enough contrast between the image/background and the logo.



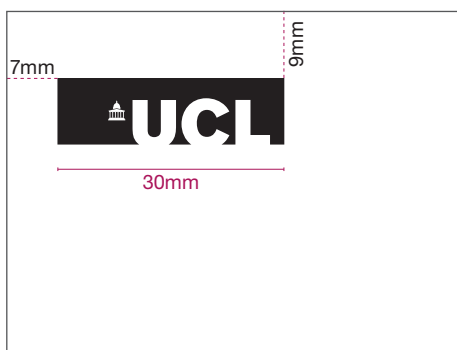
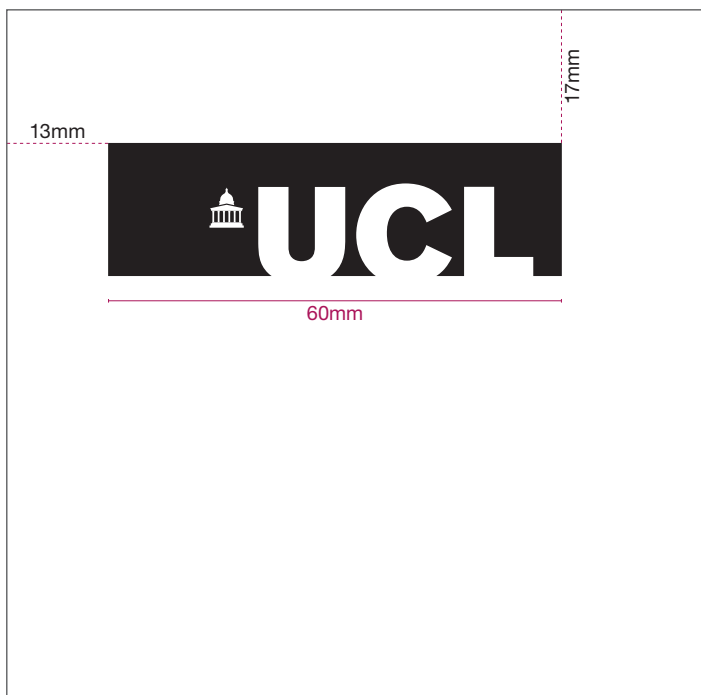
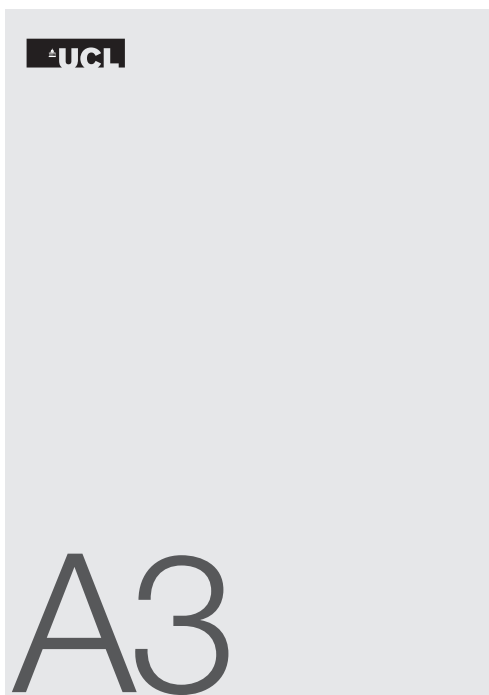
To obtain a copy of the logo file in either black or white, you will need to submit a logo request form, visit ucl.ac.uk/brand



Logo sizes for standard paper formats

These sizes and positioning 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.



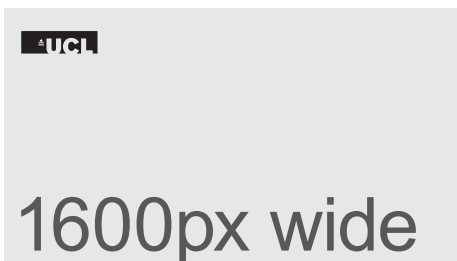
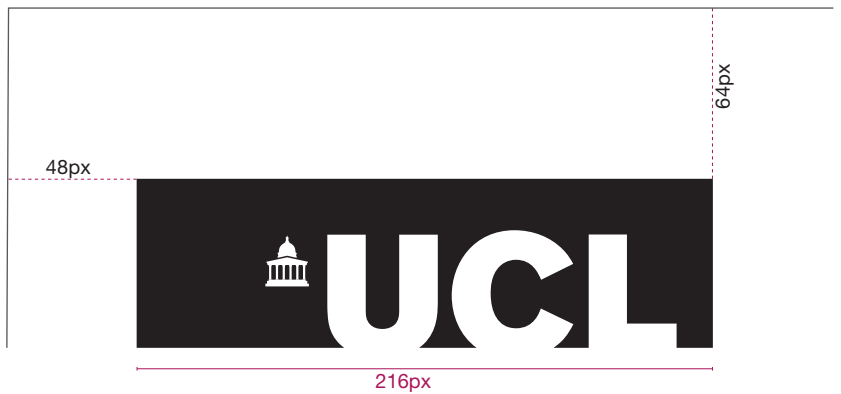
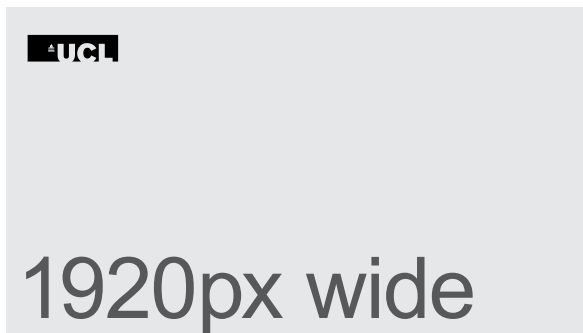
Minimum size for print artwork.



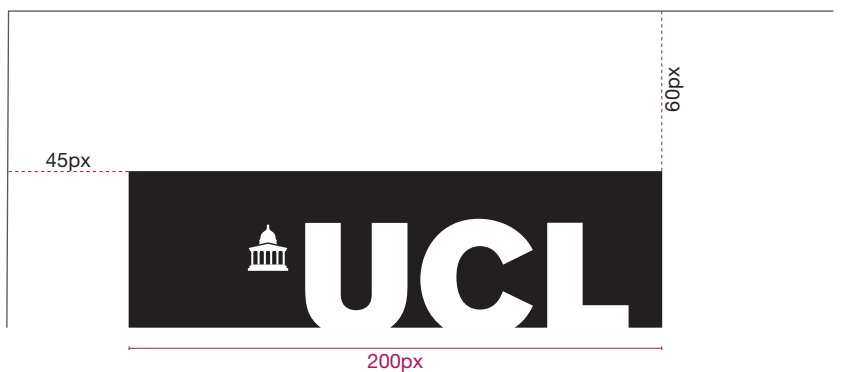
Logo sizes for standard digital formats

These sizes have been calculated to be most appropriate relative to the dimensions of the artwork. Positioning of the logo can vary where additional factors have to be considered, in particular when producing video and social media assets.

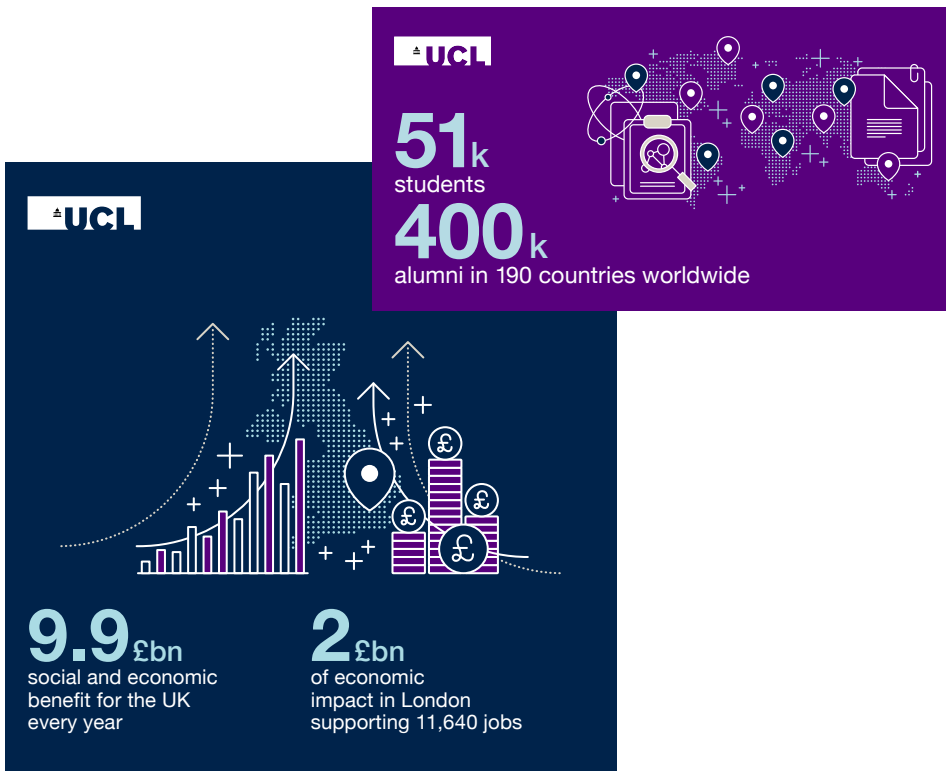
Minimum sizes are extremely important in maintaining the legibility of the logo and should be adhered to where possible.



Minimum size for digital artwork.



Logo examples



The logo is available in black or white. Ensure there is enough contrast between the image/background and the logo.



Black logo

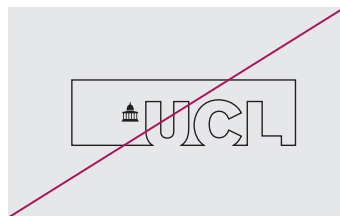


White logo

What you can't do...



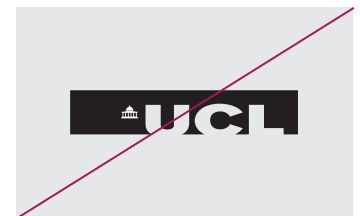
Don't remove the block



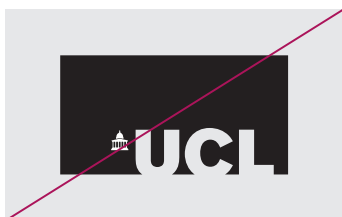
Don't outline it



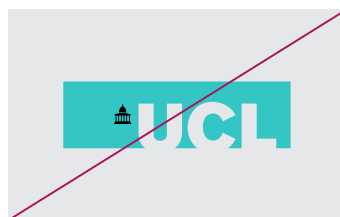
Don't add effects



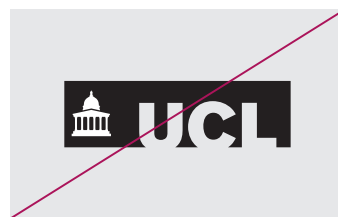
Don't change the logo proportions



Don't change the shape



Don't use a colour



Don't change the size or position of the portico



Don't remove the portico



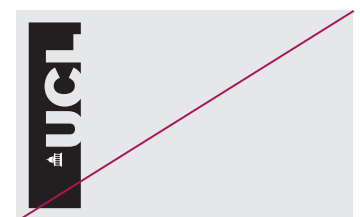
Don't add a line below



Don't infill the UCL letters



Don't add text inside the logo



Don't use the logo vertically

Colour

The new colour palette below has been created to streamline our use of colour and ensure accessibility and consistency across all our collateral in the digital and physical world.

As these changes are an interim measure while the Brand Refresh Project is ongoing, **we strongly advise departments to hold off on commissioning a lot of new materials**, especially if they need to have longevity beyond 2024 as the new brand will launch in early 2025.



If you need the Pantone™ reference in particular for printing (coated and uncoated), please contact the Brand team.

Eight colour core palette

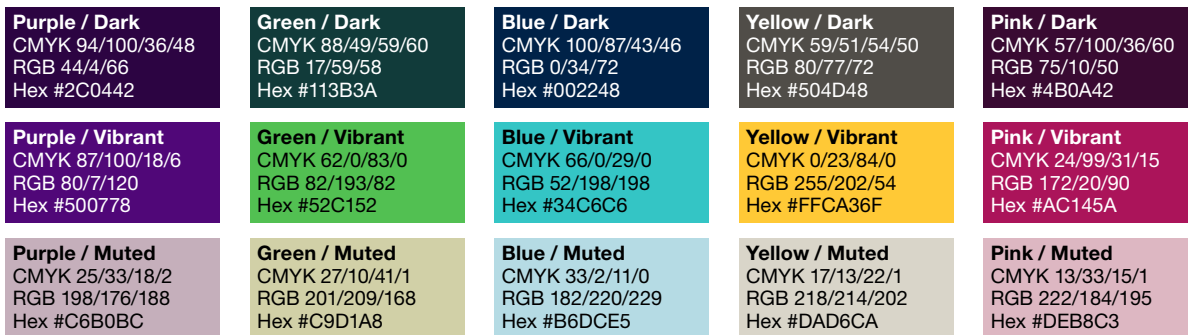
The palette has been streamlined to eight core colours - six from the full palette plus black and white.



Full colour palette

The remaining nine colours in the full palette (plus the shades in the monotone palette) are regarded as secondary colours and should only be used for external-facing campaign/creative work by UCL designers or commissioned designers.

The palette comprises Dark, Vibrant and Muted tones - shown with CMYK, RGB and HEX references.

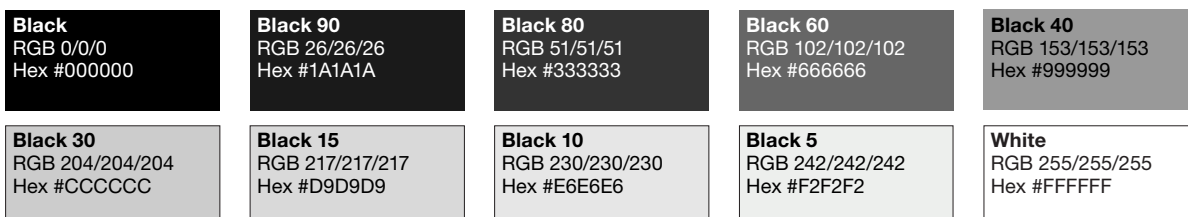


Use the exact colours on the palette shown.

No tint variation of any colour is allowed.

Monotone palette

A range of 10 monotone shades from Black to White is also available as shown below.



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

Accessible colour pairings

Where the full range of colours is used digitally or in creative design work, care must be taken to ensure all colour pairings are accessible and comply with WCAG (Web Content Accessibility Guidelines).

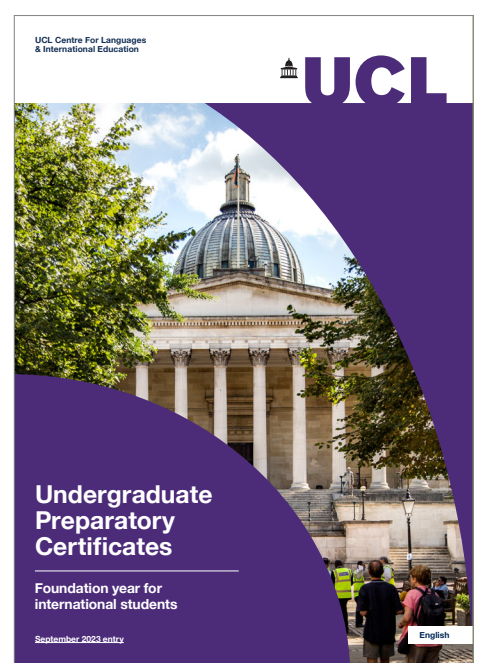
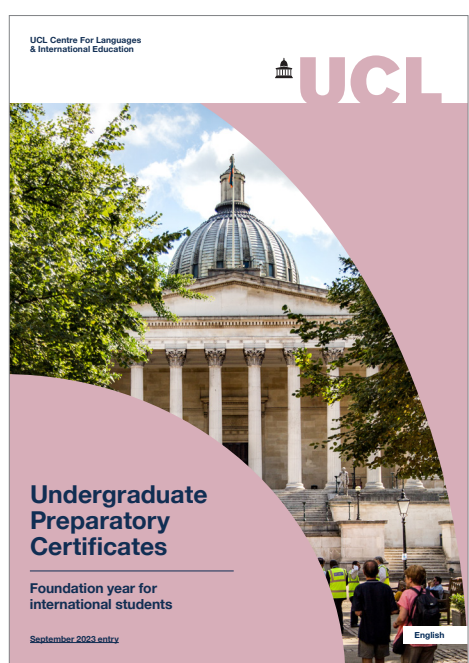
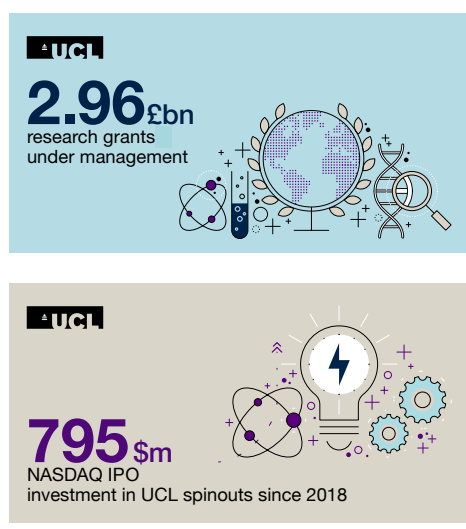
You should aim for a minimum contrast ratio of 4.5:1.

Theme examples

The complimentary colour groupings below are helpful when working with the full colour palette.



Colour examples



Typefaces

Arial is UCL's primary typeface, as 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.

Helvetica

While Arial tends to be supplied as a system font.

Helvetica will usually need to be licensed or purchased.

This typeface has additional weights, for example, *thin* & **medium**.

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.

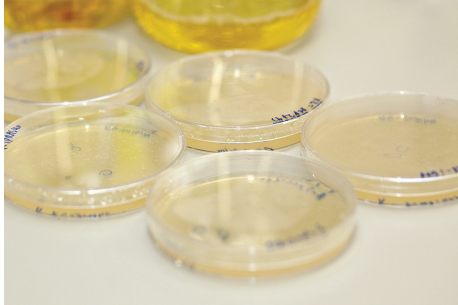
Imagery

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 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.



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



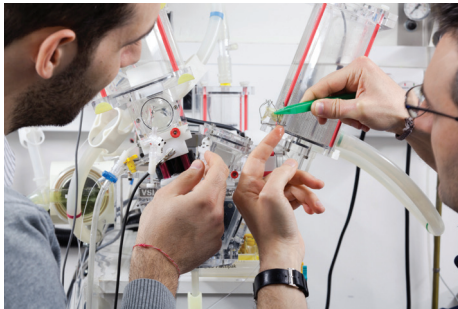
✓ Less is more – be selective. Images should always add value to your content.



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



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



✓ 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.

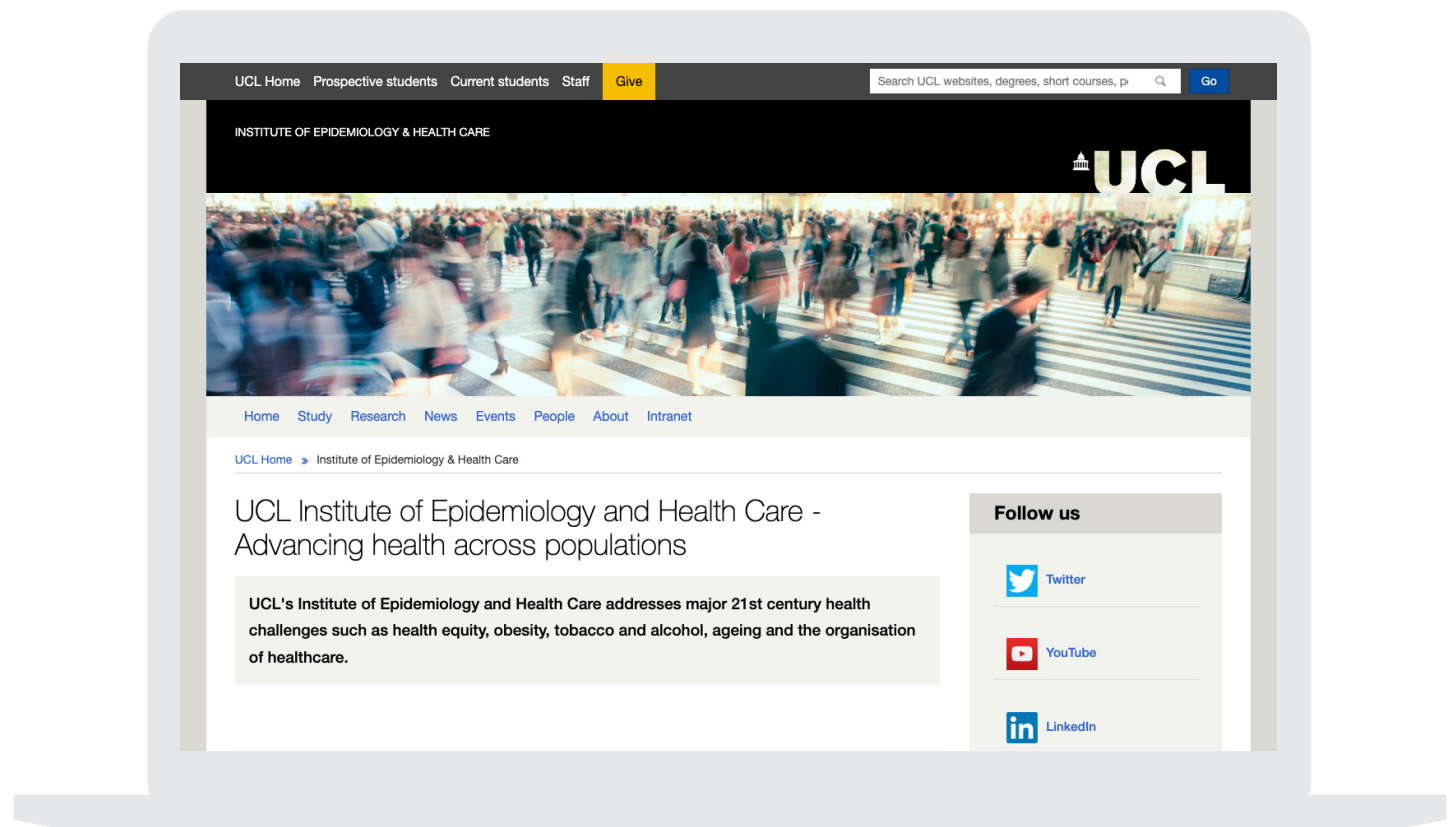
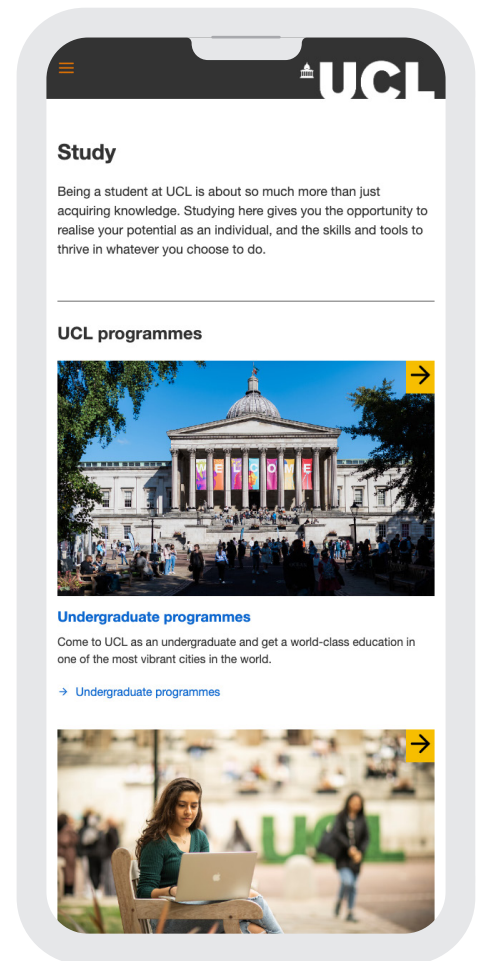
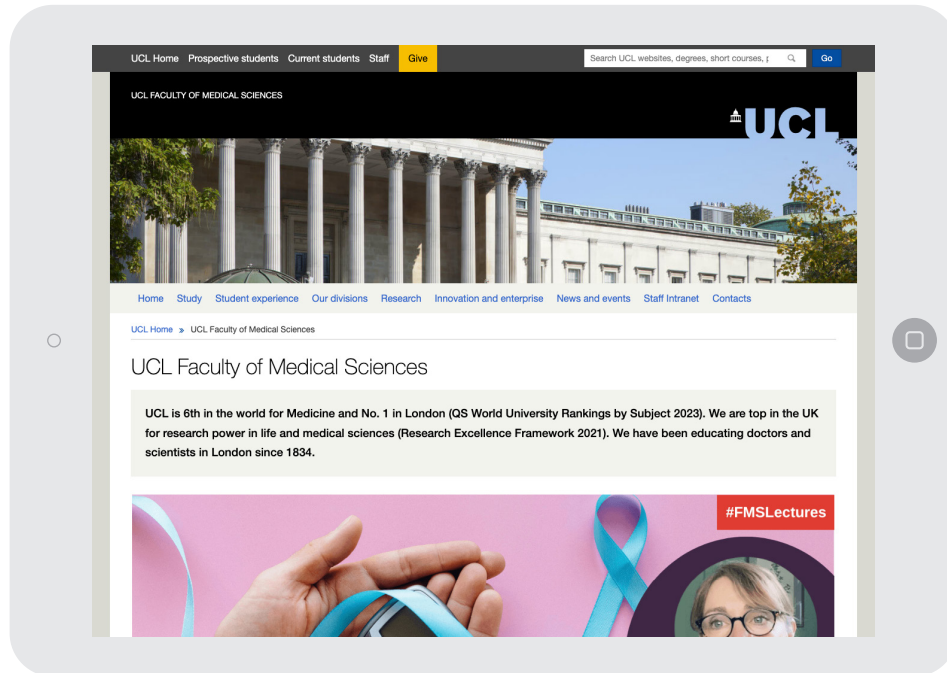
Websites

All UCL websites for external audiences should be built in our Drupal content management system (CMS) and use the UCL domain name (www.ucl.ac.uk). All website templates in the CMS are fully on-brand and compliant with accessibility guidance.

The Digital Experience team in UCL Information Services Division and VP External Engagement can assist you with requests for new content.



Visit their SharePoint site to find out more: liveuclac.sharepoint.com/sites/UCLDigitalExperience



Social media



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

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.

Considerations

Profile icons work in both circular and square formats.

Any colour from our **eight colour core palette** can be used in combination with a black or white banner.

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

✓ Pre-built Photoshop templates are available to download from UCL Imagestore.

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 doesn't get in the way of the message.

It is an essential requirement that all UCL video content uses subtitles.



Please ensure that you start and end all videos with the UCL bookends also available to download in Imagestore.



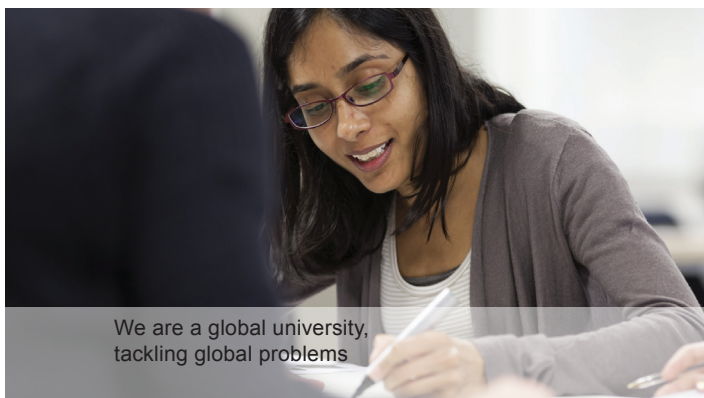
The logo should be used on film title sequences: always use the pre-built Photoshop templates.



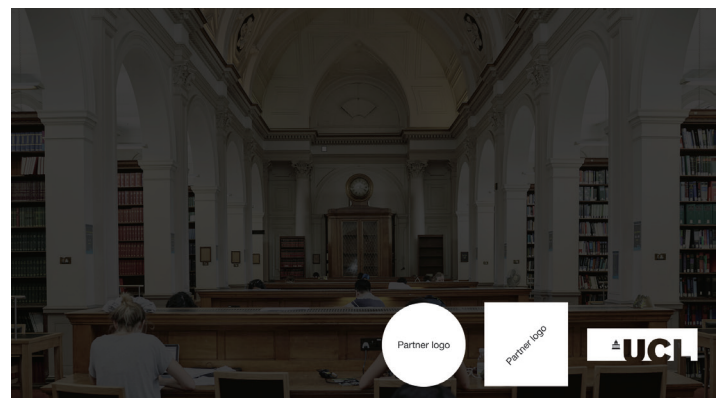
If there isn't a title, the logo can be used as a watermark for the first five seconds of the film.



Where identification of a person, place or idea, or a chapter heading is needed. The name caption should be placed on a coloured 60% transparent holding panel.



Subtitles should be placed on a 50% transparent holding panel.



The UCL bookend should be used at the end of the film as a sign-off unless the film has been created in partnership. In this case, the rules for working with partners should be followed.

Branding your department

Department banner

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

Any colour from our **eight colour core palette** can be used.

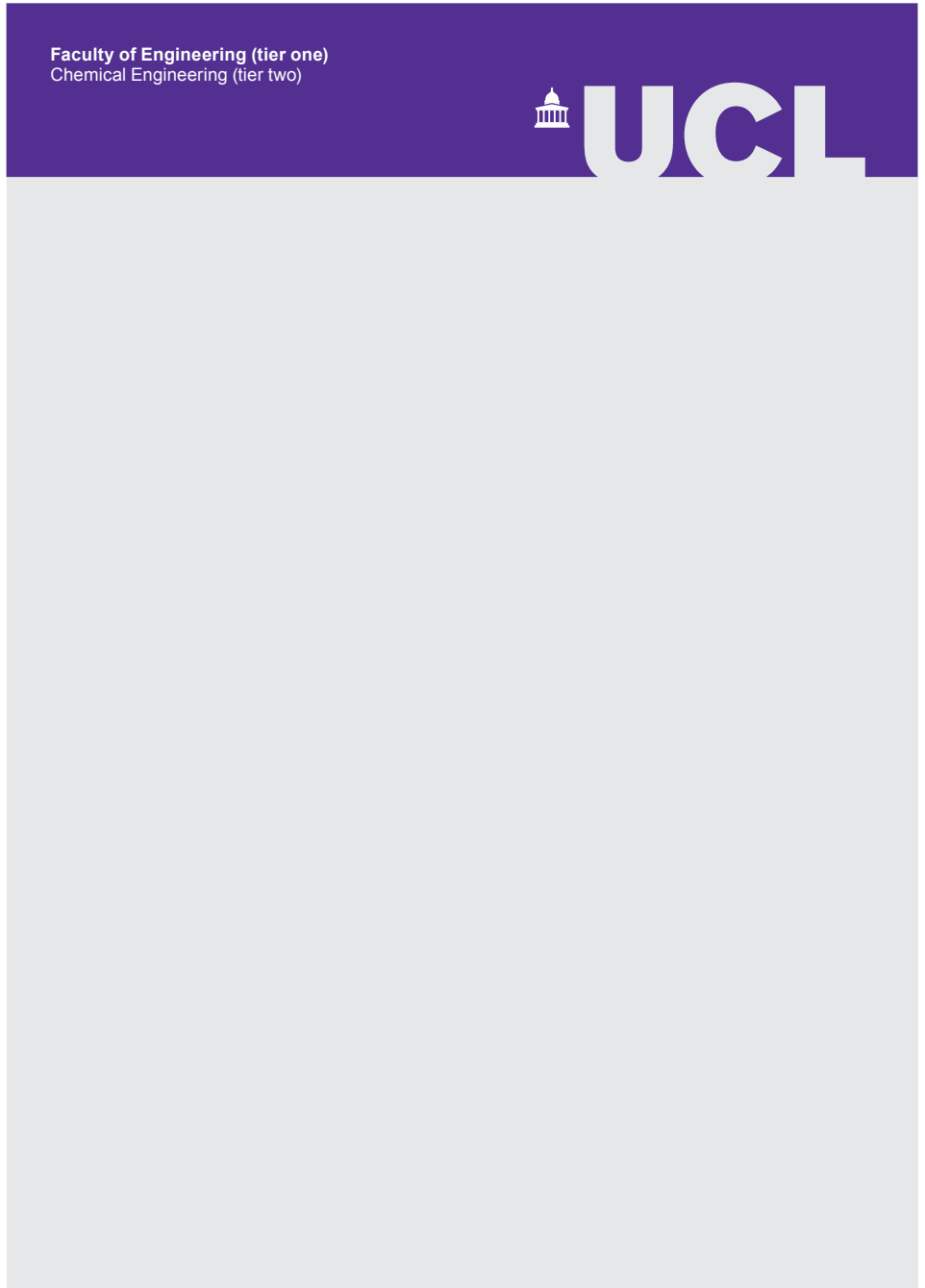
Use an ampersand (&) to replace “and” in UCL faculty and department names.

Two tiers of type can be used, both should be set in Arial tile case, left-aligned:

- Tier one should be **Arial bold**.
- Tier two should be Arial regular.



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



Department logo

Add your department name to the logo to create a personalised departmental logo. Department logos should only be used when co-branding with partners.

Your department name should be in title case. There is no requirement to include ‘Faculty of’ in your department logo.

Department logos will be issued in black or white and should only appear in these colours.

Text should be restricted to the width indicated, equal to 1.5x logo width.

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

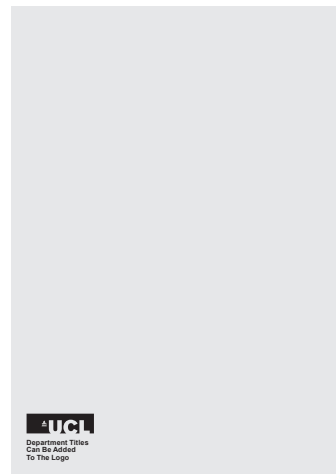
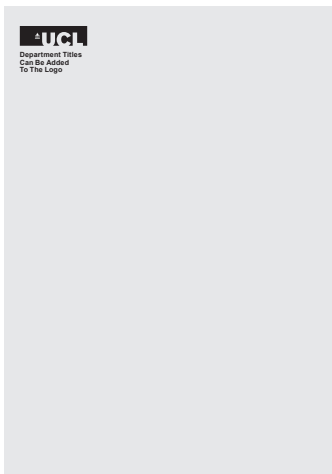


Department titles can be added to the logo

1.5 x logo width



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



Department logos should be positioned in the top left or bottom left corners.



To request your department logo, you will need to submit a logo request form, visit ucl.ac.uk/brand

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

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

For accessibility purposes we always use 'and' rather than ampersand, except for faculty and department names.

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

UCL Institute of the Americas

UCL School of Pharmacy



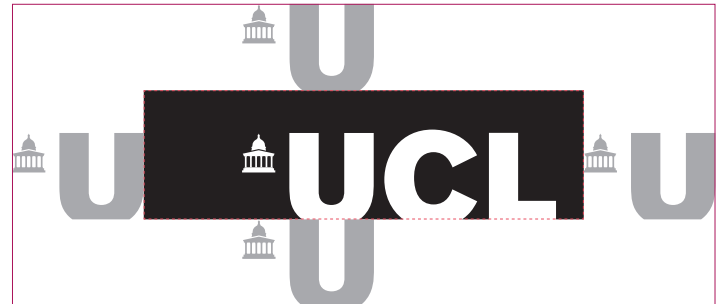
For more information on our editorial house style and tone of voice visit ucl.ac.uk/brand

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 mind of your audience.

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

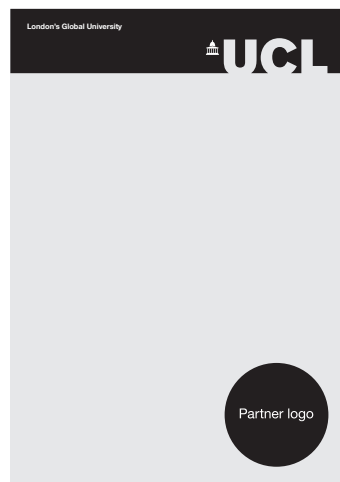


To ensure legibility and impact of the logo, there is an exclusion zone, where no other elements such as other logos, type or graphics may intrude.

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.

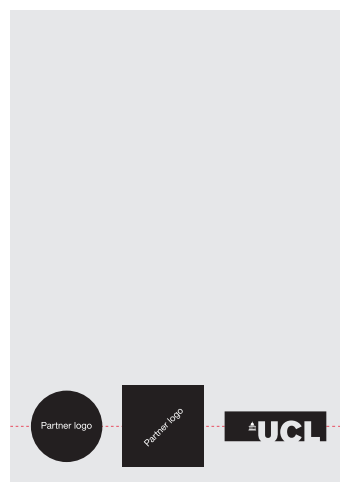
Place the partner logo away from the banner, preferably in the lower right corner.



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 and at approximately the same size.

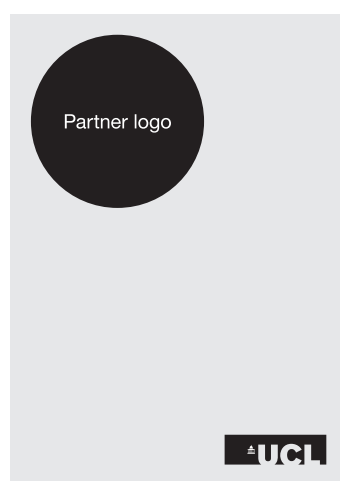


UCL as multiple/ minor partner

Provide the lead partner with the relevant UCL logo as an eps file for print and as a png file for digital. Never use jpegs.

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

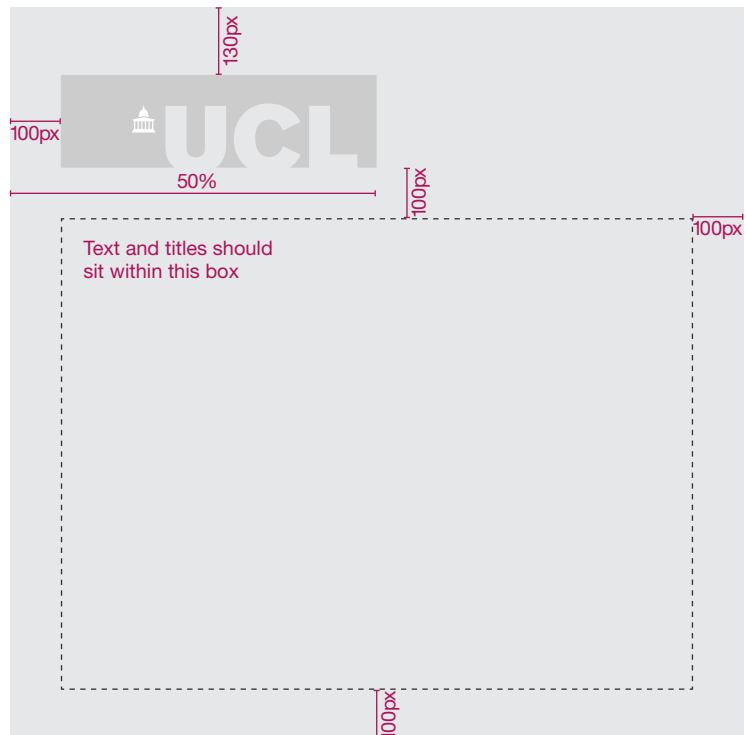
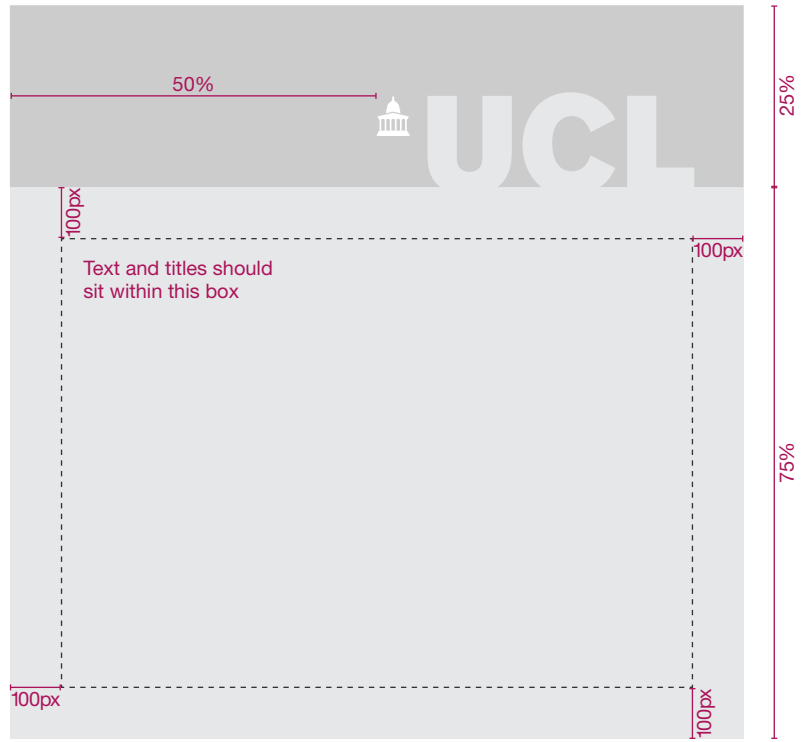
Ask for a proof to check that you are happy with the result before it is published.



Podcasts

Podcast artwork should use either the UCL banner or the UCL logo. Any colour from our **eight colour core palette** can be used in combination with a black or white banner or logo. Alternatively an image can be used in the background. Ensure there is enough contrast between the image/background and the banner/logo/any text.

These sizes have been calculated to be most appropriate relative to the dimensions of the artwork.



The logo can be positioned in any corner.



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 can best accommodate the logo.

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



✓ UCL has an approved supplier for merchandise and all orders should be made via them, visit ucl.ac.uk/brand

