

UCL CULTURE



UCL



UCL Culture User Manual

This User Manual is for anyone who creates communications for UCL Culture. In the following pages you'll find pointers on our style and tone, some technical details about how to design using our visual identity and examples of on-brand communications.

We are proudly UCL. Our work is plugged directly into the university's mission to tackle humanity's global challenges. That's why this manual is not about redesigning the UCL visual identity, instead it's about interpreting and expressing it in a way which emphasises our unique role.

How we roll



We believe in the power of open. UCL has always broken boundaries and borders. We were the first university in Britain to open our doors to anyone of any gender and belief and we've never been afraid to challenge the status quo.

At UCL Culture we harness this founding principle to create stimulation and inspiration, mixing themes and disciplines, creating events and interventions and bringing the outside in. We're here to spark connections between people and ideas across UCL and it's a vital part of the university's vibrant, problem solving culture.

All our communications should embody this radical spirit, lead with a thought provoking tone and serve to deliver our belief and purpose. To find out more about what makes us tick, we recommend you read our Manifesto.

Vital statistics



IN A NUTSHELL

We are a **creative community**, at large and active across UCL.

BELIEF

We believe in the **power of open**. We believe in opening borders, opening eyes and opening minds.

PURPOSE

To **spark connections** between people and ideas, inside and outside the university.

We do it to stimulate breakthroughs that change the world. By being production partners for teams and individuals across UCL, giving people the creative push and technical knowhow they need to spark connections with their research, insights and ideas.

PRINCIPLES

Light sparks

We inspire and empower with our energy, our creativity, our special skills, tools, objects and platforms.

Co-create

We play an active role as enablers and creators in our own right, working closely with others to spark connections across UCL.

Sow seeds

We spread a culture of openness, connection and creativity wherever we go, encouraging others to spark connections of their own.

TONE

Surprising

Intelligent

Positive

The 7.5%

Our visual identity is the UCL visual identity. With a kink. 92.5% of what you need to know to create comms for UCL Culture is in the central UCL brand guidelines, so start there. This manual covers the remaining 7.5%, the subtle variation on the theme we've crafted to help us stand out and stir things up.

There are four things you need to know about:

1. Our take on the banner
2. What we do with hero imagery
3. Our cut of the colour palette
4. How we use type

01/ Our take on the banner

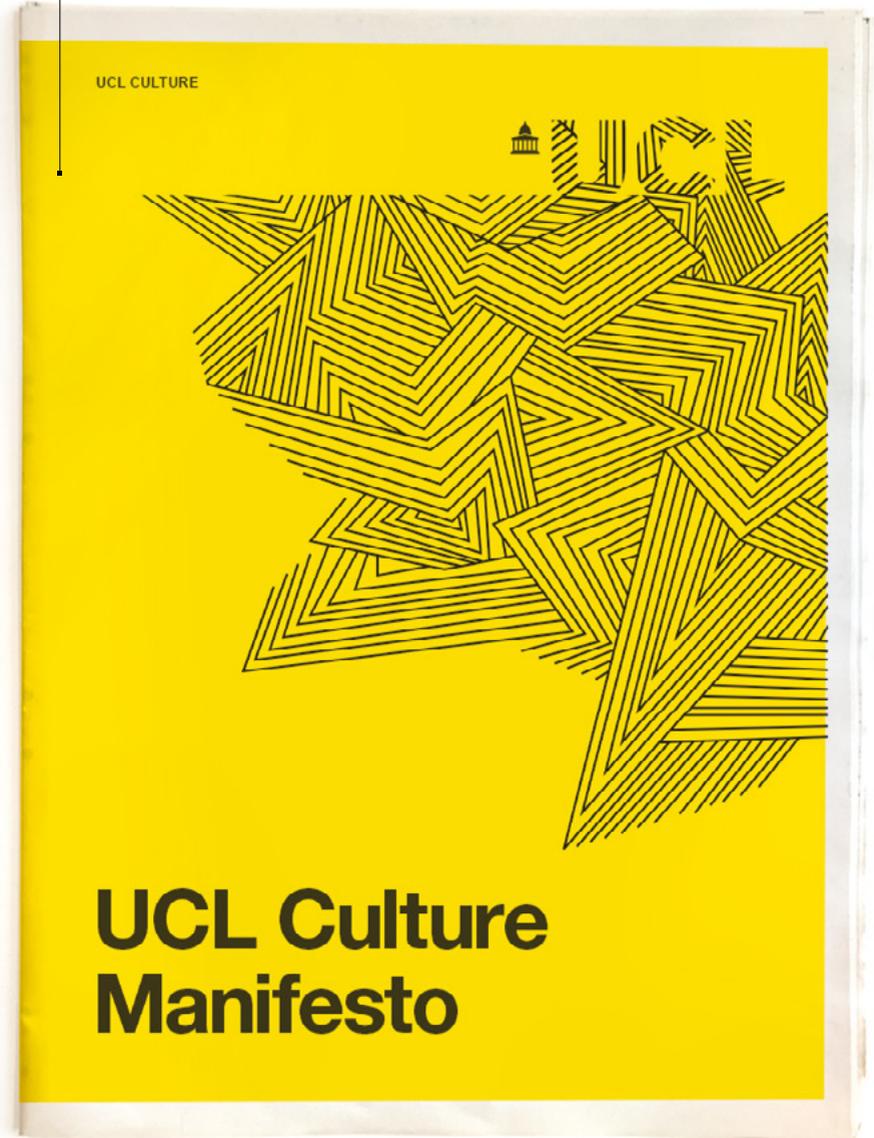
For UCL Culture, the standard UCL banner is used as outlined in the UCL brand guidelines. The only caveat is that we always set the banner in the same colour as the background.

Consistently using the banner in this way helps us build immediate recognition for UCL Culture communications across the university.

Grant Museum flyer—
The banner and the background
are the same colour – PMS 583
UP Mid Green



UCL Culture Manifesto—
The banner and the background are
the same colour – PMS 7404 UP Yellow



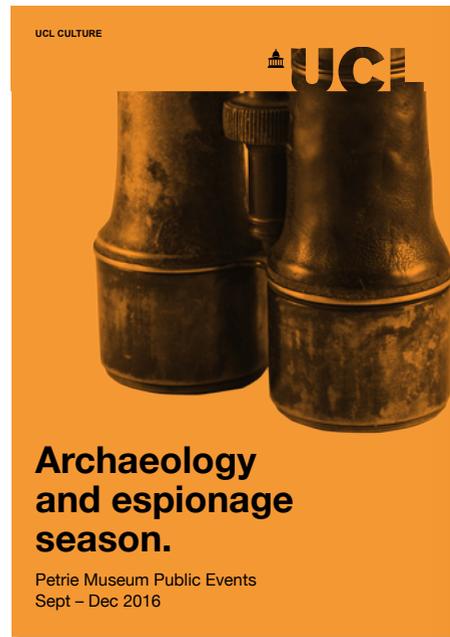
A colour banner or a black banner?

We have a simple rule for this – for digital applications we use a black banner on a black background, and for print we use a colour banner on a colour background.

Why? Simple really – the black background works better on screen, and the opposite applies for print.

In print

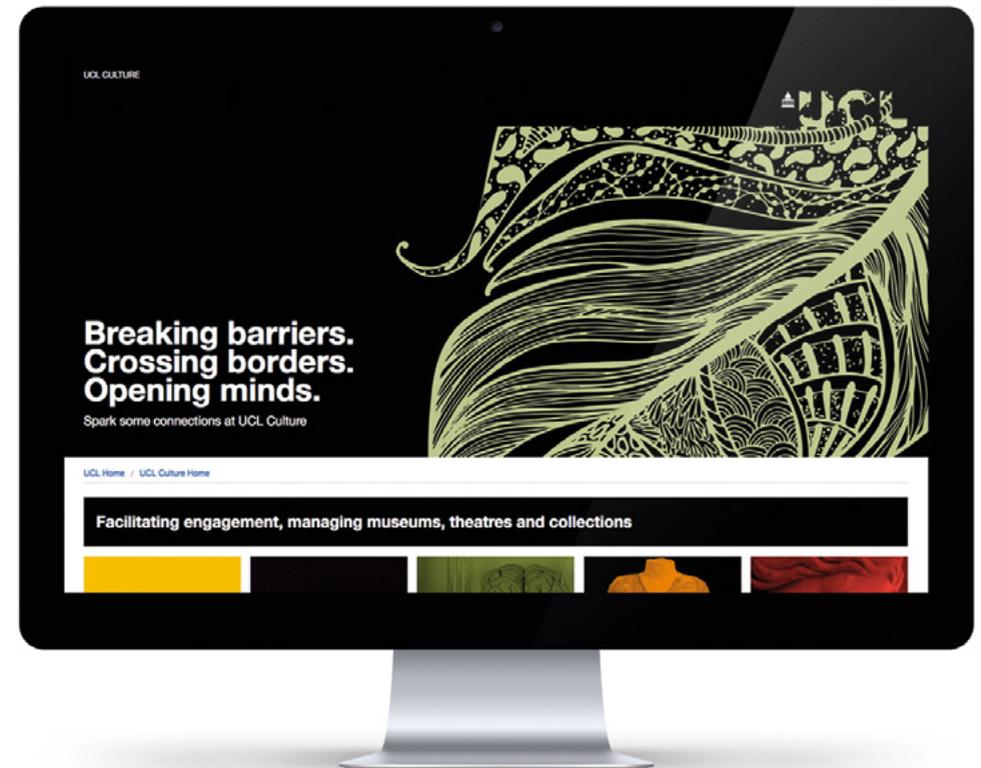
Colour banner on a colour background



Petrie Museum print leaflet

On screen

Black banner on a black background



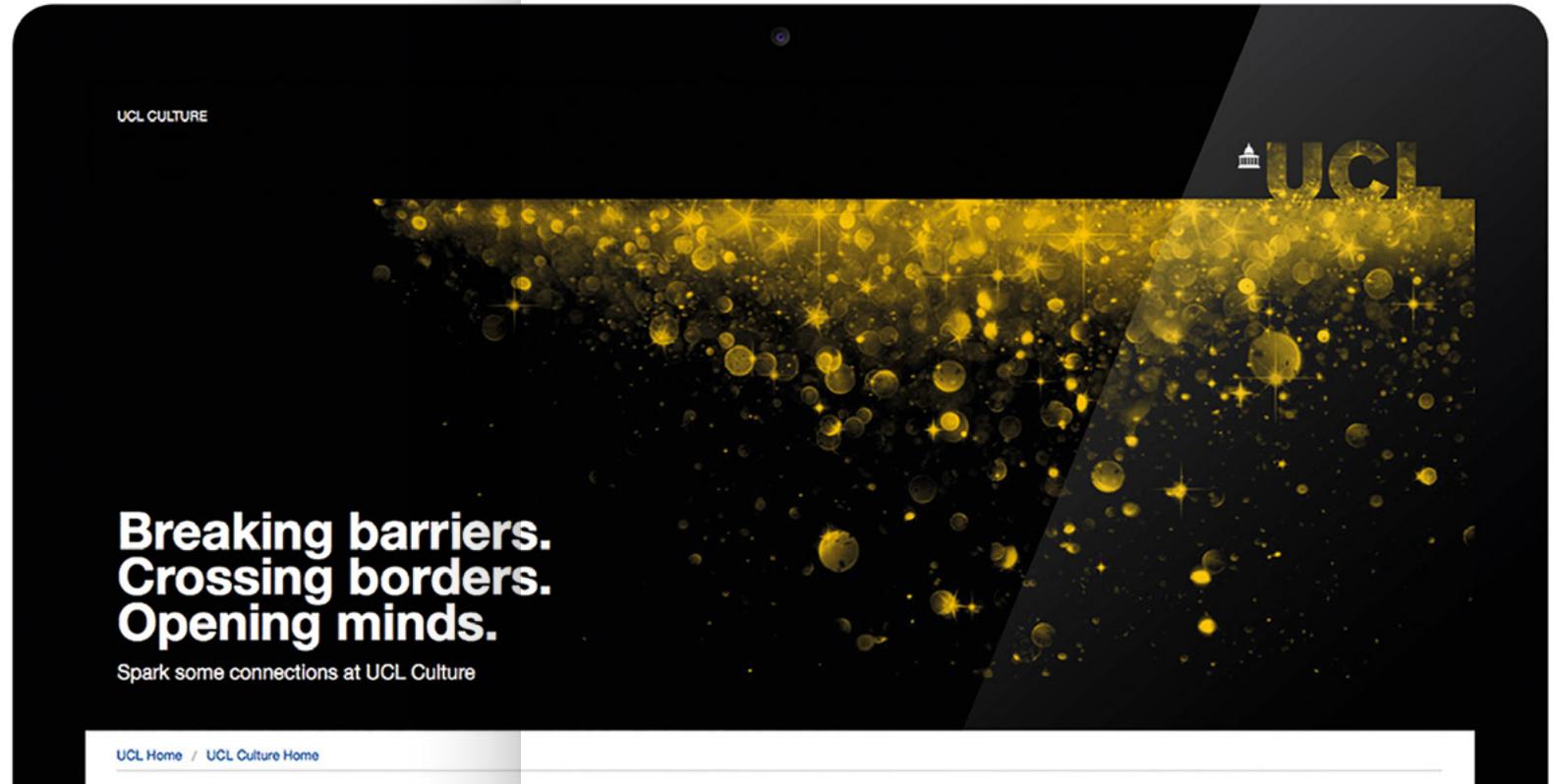
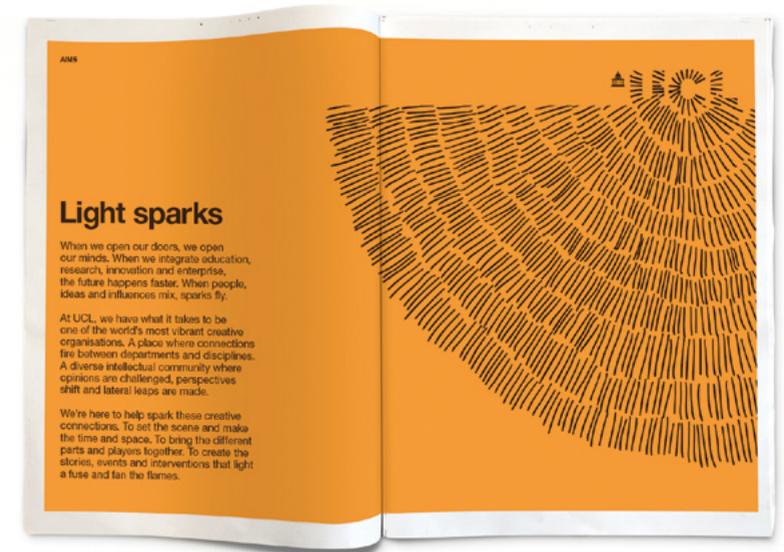
UCL Culture website

02/ What we do with hero imagery

The way we use hero imagery forms the heart of our take on the UCL visual identity. Open, radical and surprising imagery reveals the banner and the logo in an infinitely varied yet cohesive aesthetic style. The overall effect is wholeheartedly UCL, but distinctly UCL Culture.

UCL Culture website

UCL Culture
Manifesto



All the examples in this manual should serve as inspiration and guidance for UCL Culture hero imagery, but here are a few extra pointers to help.

UCL Culture manifesto



Image style

—All hero images should have no background so that they feel free and open on the page.

—We can use photography or illustration – anything goes as long as it’s relevant to the piece, is visually arresting and delivers on the UCL Culture spirit and tone (see page 06).

Colour

—On black backgrounds, the hero image should be rendered in a single colour from our UCL Culture palette.

—On colour backgrounds, the hero image should be black.

—Hero imagery can be solid (for example with line illustration) or can have tints within it (typically found in photography with light and dark tones). Both are fine.

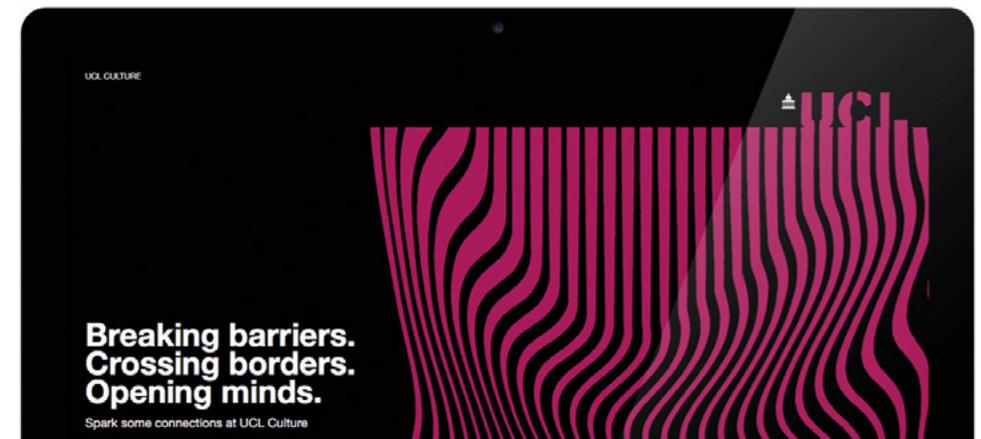
Composition

—Hero imagery sits between the background and the bar, revealing the logo and a portion of the bar through its presence on the page.

—Don’t reveal the whole bar – just enough to let the viewer’s eye see it’s there and complete it in their minds.

—Make sure the logo is legible, but don’t feel the need to fully block it out. It’s fine to have empty areas with the logo, as long as it’s still clear. Be bold!

UCL Culture website



03/ How we harness colour

We have a range of 9 colours available for use in UCL Culture communications. They are selected from the master UCL palette, and have been chosen because they work with our use of the bar and hero image approach.

A few notes

- Only use one colour at a time along with black, and feel free to choose whichever colour works.
- Yellow is a nice default colour for standalone core UCL Culture pieces, though it isn't mandatory.
- Tints are allowed for some of the stronger colours (as noted opposite)
- Refer to master UCL guidelines for more info on colour values for different applications.

Yellow

Pantone
7408 CP / 7404 UP
RGB: 246 190 0
Hex: #F6BE00

Bright Pink

Pantone
215 CP / 214 UP
RGB: 172 20 90
Hex: #AC145A

Use tint if required

Blue Celeste

Pantone
635 CP / 635 UP
RGB: 164 219 232
Hex: #A4DBE8

Bright Blue

Pantone
7711 CP / 3135 UP
RGB: 0 151 169
Hex: #0097A9

Use tint if required

Light Green

Pantone
7493 CP / 7493 UP
RGB: 187 197 146
Hex: #BBC592

Mid Green

Pantone
7495 CP / 583 UP
RGB: 143 153 62
Hex: #8F993E

Orange

Pantone
716 CP / 716 UP
RGB: 234 118 0
Hex: #EA7600

Light Red

Pantone
179 CP / 1795 UP
RGB: 224 60 49
Hex: #93272C

Use tint if required

Light Purple

Pantone
5225 CP / 5225 UP
RGB: 198 176 188
Hex: #C6B0BC

04/ How we use type

We use the standard
UCL brand fonts at
UCL Culture.

Our headlines are set in
Helvetica Neue Bold 75,
sentence case.

Our body copy is set in
Helvetica Neue Roman
55, sentence case.

Simple stuff!

**This is Helvetica
Neue Bold 75.
Size 48pt.
Leading 42pt.
Tracking -25pt.
Kerned.**

Follow this example
when typesetting
headlines. Take
the time to make
them look cared for.
And set them at a
confident size, big
and bold can be
beautiful.

PS. This text you are
reading is Helvetica
Neue Roman 55,
standard body copy.
Size 9.5pt on 12pt.
0 tracking.

This is Helvetica Neue
Roman 55, sentence
case. Size 15pt on 18pt
leading. Tracking -5pt
(because it's larger than
standard body copy).

Further examples

A quick snapshot of the pieces we've already produced using the UCL Culture look and feel.



UCL Culture manages museums, theatres, collections and facilitates engagement within and outside of UCL. This includes the Public Engagement Unit, the Bloomsbury Theatre & Studio, the Grant Museum of Zoology, the Petrie Museum of Egyptian Archaeology, the UCL Art Museum, the Pathology Museum and collections including the auto icon Jeremy Bentham. We bring diverse performers and audiences into the heart of UCL to energise the student experience and fuel UCL's creative culture.

For any queries on this User Manual talk to:

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Finally, if you need to use a UCL Culture logo for external partnerships or as an endorsement on 3rd party materials, this is the one to use. For detailed info on how to use the UCL brand in this way, see the central UCL brand guidelines.