

Brand Guidelines

▲ 2015/16



Contents

- 02 ▲ Contents
- 03 ▲ Introduction
- 04 ▲ Logo
- 06 ▲ Font
- 07 ▲ Colour Palette
- 08 ▲ Graphic Elements
- 11 ▲ Sub Brands
- 14 ▲ House Style
- 15 ▲ College House Style - 2012 edition

To download the Union logos contained in this booklet as well as templates for PowerPoint presentations and letterheads head to

imperialcollegeunion.org/brand



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23 July 2015

Introduction

Ensuring consistent branding is crucial to building and maintaining an organisation's image. If the branding is consistent in everything the organisation promotes, whether it is signage, leaflets or on the barrel of a pen, its members will recognise the organisation and everything they associate with it instantly, almost without even thinking about it.

However, creating a professional brand is pointless if the standards of presenting the brand are not maintained. A logo that has been resized incorrectly such that its dimensions are stretched in one direction more than the other is very noticeable and looks highly amateurish. Ensuring that headings are kerned properly is less noticeable, especially to the untrained eye, but still important. Successful branding works on a subconscious level and by adhering to consistency the organisation demonstrates unity, professionalism, discipline and sticking to its principles.

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This booklet outlines Imperial College Union's branding guidelines including what fonts we use and how to use them properly, our colour palette, correct usage of our logos and more. Follow the rules outlined in this booklet and your documents will look professional and be perfectly on brand.

To download the Union logos contained in this booklet as well as templates for PowerPoint presentations and letterheads head to imperialcollegeunion.org/brand.. For any questions on the material contained in this booklet, contact Shakira Hylton at s.hylton@imperial.ac.uk.

Logo

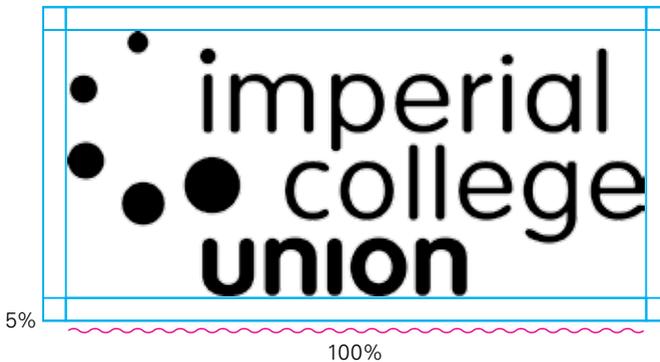
The Union's Logo is one of the key parts of our graphic identity and brand. People, regardless of language spoken or background instantly spot a logo and recognise what it represents. It is important the logo is used consistently and correctly in all communications.



The logo is available in black or white. **The older blue and orange versions should no longer be used.**

Logo Safe Space

To ensure the logo is best represented and not cluttered there must be a minimum distance around it. This area is called the safe space.



Incorrect Logo Usage

To ensure consistency, the Union logo also needs to be applied correctly. Using the logo incorrectly is worse than not using it at all!

DO NOT!

Use the blue or orange versions of the logo



EXAMPLE

Stretch the logo



Change the colour of the logo



Font

The font we use is called Univers. Univers has a range of different versions that make up the font family. We primarily use Univers Light for all body text and Univers Bold for titles, and highlighting information within body copy. As Univers is a licensed font that is not a standard install on College computers Arial should be used in place of Univers. Univers can be obtained by emailing Shakira Hylton at s.hylton@imperial.ac.uk.

Univers Light **Univers Bold**

For body text (Optically Kerned -10)

For titles (Optically Kerned -40)

Arial Regular **Arial Bold**

Where possible headings should be kerned to bring the letters together. This can be achieved by using the tracking function in Adobe Creative Suite programs, or character spacing as it is called in Microsoft Office. Typical kerning values for InDesign are listed above.

Un-Kerned **Kerned**

Secondary Fonts

For some purposes you can use the following fonts.

Alte Haas Grotesk Open Sans

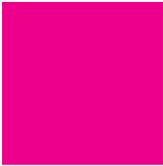
Alte Haas Grotesk and Open Sans are sometimes used for titles in print (typically Optically Kerned -20). Open Sans is also the font on used on our website.

ALÉGRE SANS NC Alégre Sans NC is used for numbers and statistics.

Colour Palette

The Union's Colour Palette is made up of Primary and Secondary colours. These colours are suggested for use in all promotional material.

Primary Colours



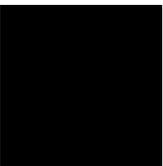
C 0 R 236
M 100 G 0
Y 0 B 140
K 0



C 100 R 44
M 0 G 170
Y 0 B 226
K 0



C 67 R 79
M 61 G 78
Y 51 B 86
K 32



C 0 R 0
M 0 G 0
Y 0 B 0
K 100

Black



C 0 R 255
M 0 G 255
Y 0 B 255
K 0

White

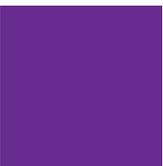
Secondary Colours



C 0 R 244
M 64 G 123
Y 100 B 32
K 0



C 66 R 75
M 0 G 155
Y 100 B 58
K 21



C 74 R 104
M 100 G 44
Y 0 B 145
K 0

Graphic Elements

A number of graphic elements are used as part of the Union's brand. These further develop the consistency of the brand while allowing specific choices depending on the intended audience and medium.

Web Address

The Union's key communication tool is our website. In order to promote the site we include the web address, or a URL related to the event or activity, on all of our communications. We have a graphic element that ensures we always display the URL in the same way. You can also add the web address to your comms using normal type; please ensure that it adheres to the following rules.

imperialcollegeunion.org

Univers Bold
Optically Kerned -40

Univers Light
Optically Kerned -10

Univers Bold
Optically Kerned -40

Univers Light
(as before)

imperialcollegeunion.org/whats-on

Univers Bold
Optically Kerned -40

Univers Light
Optically Kerned -10

Univers Bold
(as before)

Univers Light
(as before)

Univers Bold
(as before)

Hashing

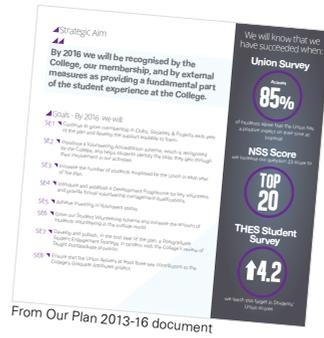
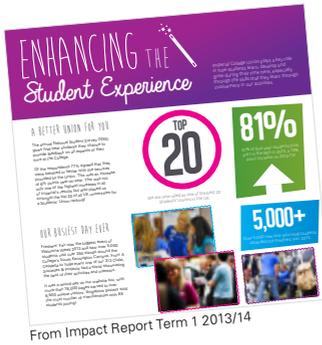
We use lines, or hashing, as graphical elements in print in our primary and secondary colours. They are often used alongside photographs, or in free spaces on a page.



From Postgraduate Handbook 2013/14

Gradients

We have a variety of gradients that can be used in our communications. They can be used as a backgrounds, or as a block to highlight important information (see examples).



Linear gradient
50% on Gradient Ramp
Start colour: C0 M100 Y0 K0 / R236 G0 B140
End colour: C0 M100 Y38 K0 / R237 G16 B102



Linear gradient
50% on Gradient Ramp
Start colour: C100 M0 Y0 K0 / R44 G170 B226
End colour: C100 M29 Y0 K0 / R19 G138 B203



Linear gradient
50% on Gradient Ramp
Start colour: C66 M0 Y100 K21 / R75 G155 B58
End colour: C48 M0 Y100 K21 / R118 G165 B50



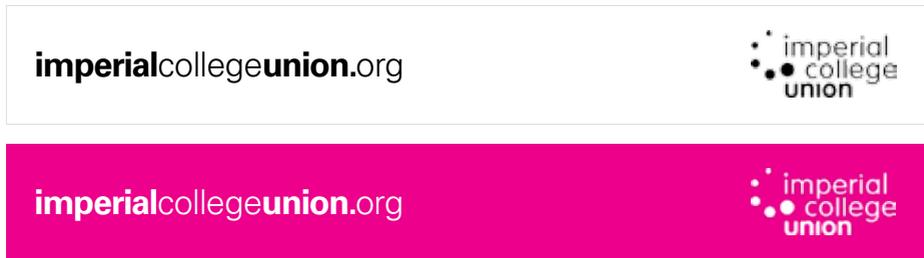
Linear gradient
50% on Gradient Ramp
Start colour: C74 M100 Y0 K0 / R104 G44 B145
End colour: C42 M100 Y0 K0 / R159 G36 B143



Radial gradient
50% on Gradient Ramp
Start colour: C67 M50 Y37 K0 / R105 G123 B141
End colour: C67 M61 Y51 K32 / R79 G78 B86

Footer

The footer of all Union documentation contains our website address and Union logo, positioned on the left and right respectively. Both elements should be in black on a white block; otherwise, elements should preferably be in white if being used on a coloured or photo background.

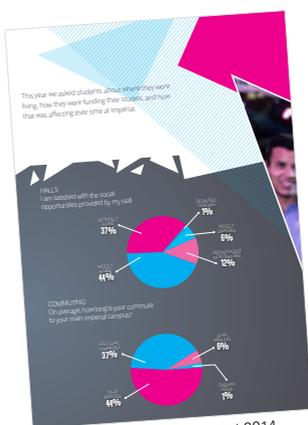


Triangles

These are primarily used as accents on covers of documents in cyan, magenta or grey, or have photo inserts. They can also be used in layouts within documents as well. We also use triangles as bullet points in some of documents, and on our website.



From PTES Response document 2014



From SES Response document 2014



From imperialcollegeunion.org

Sub-brands

Certain areas of the Union also have their own brands that complement the main Union brand. These provide the services with their own distinct identity while still retaining their association with the Union as a whole. Some of our sub-brands have versions in alternative colours or further elements to use online or on publicity (e.g. footers); if you require these, please email s.hylton@imperial.ac.uk.

The Union Shop



Shop Extra



The Advice Centre



The Student Activities Centre



Academic Representation Network



Student Academic Choice Awards



Metric



The h-bar



FiveSixEight



Beit Venues



The Union Bar



eActivities



Reynolds Bar



Union Awards



Graduate Students' Union



Imperial Plus



Community Connections



House Style

Based on the College's House Style – 2012 edition, the Union House Style ensures consistency across all of our communications. This aides professionalism and ensures we don't confuse our services to our members. We have a few additions and changes to College's House Style listed below.

	NOT
Imperial College Union	ICU
Union	union
Students' Union	Student Union, student union, Student's Union
Deputy President (Finance & Services)	Deputy President Finance and Services
imperialcollegeunion.org	www.imperialcollegeunion.org or union.ic.ac.uk
Clubs, Societies & Projects	clubs and societies, clubs, societies, clubs and societies, projects
Management Group	Reference to CSCs, CUs, CAG, RAG and GSU
Graduate Students' Union (GSU)	Graduate Student Union, Graduates Student Union, Graduates Student's Union, Graduate Students Union
Adviser	Advisor
2013/14	2013/2014, 2013-14
eActivities, eLearning	eactivities or e-activities
00:00 - 24 hour time with a colon	00.00, 12.00, 12am
Undergraduate/s, Postgraduate/s	undergraduate/s, postgraduate/s, undergrad/s, postgrad/s, UG/s, PG/s
Board of Trustees	Trustee Board
Use '&', e.g. Finance & Risk Committee	'and', e.g. Finance and Risk Committee

Imperial College London

House Style – 2012 edition

These style guidelines are used in Imperial’s undergraduate and postgraduate prospectuses, news releases, *Reporter* newspaper, *Imperial* magazine, as well as other centrally produced communications and College webpages.

Following the house style for all materials published in the name of the College is good practice, looks professional, and can resolve issues that cause doubt or disagreement between writers and editors. The list is not exhaustive. If in doubt about something not included, consult *New Hart’s Rules: The Handbook of Style for Writers and Editors*, OUP, 2005.

new!

new!

A-level	not A level, “A” level or ‘A’ level
advisor	not adviser (N.B. adviser was formerly our house style, Careers still adhere in job titles)
alumna, alumnae	not alum or alumnae
and	<u>not & (except for President & Rector and where limited by space)</u>
artefact	not artifact
biopharma	not bio-pharma
Campus	not campus when used as a proper noun, e.g. South Kensington Campus
College	not college when referring to Imperial
cooperative	not co-operative
cooperation	not co-operation
coordinat-e, -or	not co-ordinat-e, -or
computer-aided	not computer aided
council tax	not Council Tax
coursework	not course work
decision-making	not decision making
the Department	not the department
a department	not a Department
departmental	not Departmental
departments	not Departments
Department of Chemistry	not Chemistry Department (same for others)
Diploma of the Imperial College	not Diploma of Imperial College
Dr	not Dr.
e.g.	not eg
Earth	not earth (when referring to the planet)

electromagnetic	not electro-magnetic
email	not e-mail
encyclopaedia	not encyclopedia (and in all instances, use ae, not e)
etc.,	not etc,
Faculty of Engineering	Engineering Faculty (same for others)
Fetus, fetal	not foetus, foetal
field station	not fieldstation
field trip	not fieldtrip
fieldwork	not field work, field-work
finite-element	not finite element
first, First, etc	not 1st, etc
focuses	not focusses
full-time	not full time (recent change in style from hyphenation for adjectival usage)
hands-on	not hands on
healthcare	not health care
Honours	not honours
ice cream	not icecream, ice-cream
IDEA League	not IDEA-League, Idea League
i.e.	not ie
Imperial College London	not ‘Imperial College, London’, IC or ICL (acceptable abbs. in text are ‘the College’ or ‘Imperial’)
in-house	not in house
internet	not Internet
interrelate	not inter-relate
-ise, -isation	not -ize, -ization
judgement	not judgment

Joint Honours	not joint honours, joint Honours
large scale	not large-scale
laser-Raman	not Laser-Raman, laser raman, laser Raman
liquefaction	not liquifaction
lunch hour	not lunch-hour
MBBS	not MB BS or MB, BS
manmade	not man-made
Master's	not Masters or masters
Milan, etc	not Milano (i.e. use English spelling where possible)
Monte Carlo	not Monte-Carlo
micro-organism	not microorganism
multi-cellular	not multicellular
multidisciplinary	not multi-disciplinary
multimedia	not multi-media
multivariable	not multi-variable
multi-storey	not multistorey
multi-user	not multiuser
nanotechnology	not nano-technology
non-linear	not nonlinear or non linear
north east	not northeast or North East (same for south west, etc.)
one-to-one	not one to one
online	not on-line
part-time	not part time (same for full-time)
per cent or %	not percent (do not mix styles in the same document)
policy making	not policy-making
postdoctoral	not post-doctoral
post-experience	not postexperience
prerequisite	not pre-requisite
pre-selected	not preselected
problem classes	not problems classes
Professor	not Prof.
program	only in software context, otherwise programme
public-private partnership	not public/private partnership

Queen's Gate	not Queensgate, Queens Gate
queueing	not queuing
reuse	not re-use
Southside	not South Side
specialty	not speciality (apart from medical usage)
state-of-the-art	not state of the art
Telephone:	not telephone, tel, Tel, (in addresses)
term time	(only hyphenate when adjectival, e.g. term-time attendance but not during term time.)
underpinned	not under-pinned
website	not web site
webpage	not web page
weekday	not week day
worldwide	not world-wide
world class	not world-class
X-ray	not x-ray, X-Ray

Address and titles

Senior Lecturer	not senior lecturer (ditto all Imperial job titles including in news/reportage)
Dear John or Dear Mr Smith	not Dear John Smith, Dear Mr J. Smith

We try and use people's full first name (or the name they choose to use) where possible. But if you are using initials:

J.H. Smith	not J H Smith, JH Smith
J-F. Leclerc	not J.-F. Leclerc

Numbers and symbols

Spell in full up to nine. Use numerals from 10. Spell out numbers at the start of a sentence.

1,800	not 1800
2.1	not 2:1
per cent or %	not percent (do not mix styles)
two-thirds	not two thirds (same for all fractions)

Dates and time

House style for dates is day month year, e.g. 30 November 2005. (Do not use 'st', 'th' or 'rd')

Use the 24-hour clock with the hour and minutes separated by a full point, e.g. 12.00 not 12:00.

Nineteenth century	not 19th century
1995-96	not 1995/96
spring	not Spring (same for all seasons)

Abbreviations

No full point following abbreviations where the last letter of the abbreviation is the same as the last letter of the full word, e.g. **St Mary's**

Full point to follow abbreviation where the last letter of the abbreviation is NOT the same as the last letter of the full word, e.g. **Hon.** Secretary

No full points in abbreviated postnominal qualifications, e.g. PHD. (N.B. Imperial house style is to use all small caps for postnominals not upper and lower case.)

Spell out measurements and quantities in full where possible, e.g. million, kilometre.

Italics

Foreign words and phrases, including Latin, where not normally part of the English language should be italicised e.g. *en suite*, *in vitro*, etc.

Titles of publications and news outlets (e.g. *Reuters*) to be italicised (include *The* where it is part of the title of the publication).

Names of projects and initiatives, websites, eating places and named sports facilities, e.g. *Ethos*, *FEC*.

Telephone numbers

Imperial house style is: +44 (0)20 7594 XXXX

Use the international dial code where appropriate, bearing in mind that we have an international audience online.

Avoid use of extensions in internal communications, bearing in mind audiences at other campuses or using mobile phones.

new! Disabilities

Avoid using the generic term 'the disabled' – using this collective noun implies that all disabled people have the same needs and issues, and reinforces their perceived separateness from the rest of society. Instead use the term 'disabled people'.

Do not use the term 'people with disabilities'. Use the term 'disabled people' in line with the social model of disability. This terminology is more positive.

Avoid phrases such as 'crippled by...', 'suffering from...', 'afflicted with...' Use 'person who has.../people with...' in preference.

Don't label people by their medical condition, e.g. 'the disabled' or 'a diabetic'. Use 'people who are disabled' or 'person with diabetes' in preference.

Punctuation for people using publishing programs

Hyphens and dashes

Use a simple hyphen to break words, to link numbers and words, e.g. 38-week.

Use an em dash (no space either side) to break clauses in sentence, e.g. "he has been a member of staff—in the loosest sense of the word—for three years".

Use an en dash between times, dates, etc., e.g. 2011–12

Apostrophes/quotation marks

Select 'smart quotes' in Preferences if you are working in InDesign/QuarkXPress/MS Publisher.

Use single quotation marks in text for unusual terminology.

Use double quotation marks for reported speech.

Use a single space after a full point. Double spacing after a full point is only for correspondence.

Don't use underlining in text to be printed by suppliers, use italic or bold for emphasis.

Punctuation for the web

When using Word to write web content: switch off 'smart quotes' in the AutoFormat/Options menu. (Reason: when text goes online in the CMS, smart quotes are automatically removed and make you look illiterate.)

Use a single space after a full point. Double spacing after a full point is only for correspondence.



Imperial College Union

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