

IMPERIAL COLLEGE UNION BRAND GUIDELINES

2017/18

imperialcollegeunion.org



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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.

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 unioncoms@imperial.ac.uk.

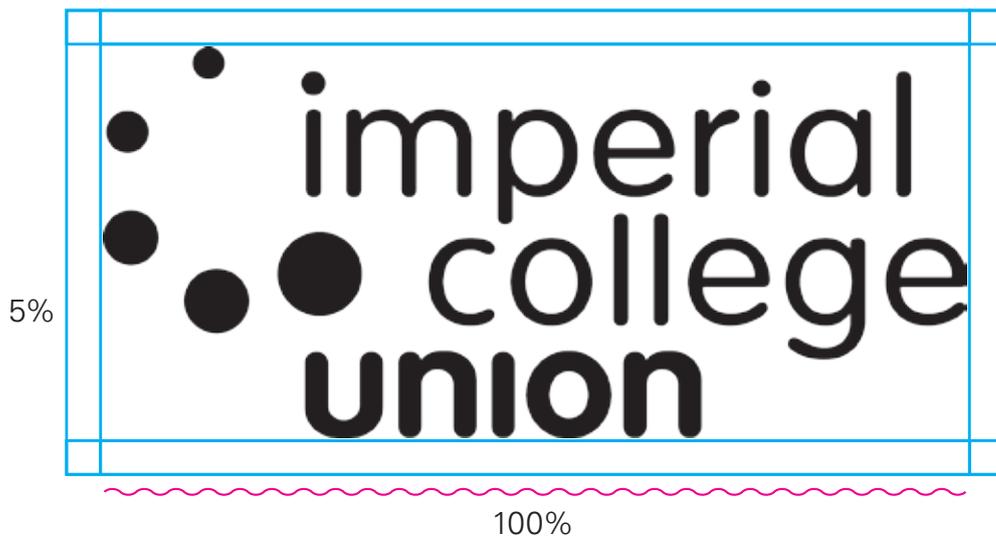
LOGO

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 (pictured below) is available in black or white. There were older iterations of the logo that featured parts of it in blue and orange - **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!

PLEASE DO NOT...

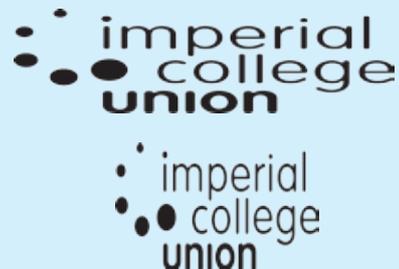
EXAMPLE OF MISUSE

Use versions of the logo with colour in them - these are previous versions of the logo



Stretch the logo.

Logo should be displayed at the correct scale displayed in these guidelines.



Change the colour of the logo.

Logo must be black or white.



Use the logo on a colour/graphic where it isn't fully visible.

Use the light logo on dark colours/graphics, and dark logo on light colours/background.



FONT

The main font we use in all of our documents/materials 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 and our secondary fonts, can be obtained by emailing unioncoms@imperial.ac.uk.

Univers Light

For body text (Optically Kerned -10)

Univers Bold

For titles (Optically Kerned -40)

Arial Regular

Arial Bold

For accessibility, body text should be at least 12pt where possible, and at any point text should not be smaller than 7pt.

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

There are few other fonts that we use in Union documents for headings or to highlight information. They also form part of some of the sub-brands at the Union. For some purposes you can use the following fonts.

Alte Haas Grotesk Open Sans

Alte Haas Grotesk (in bold) and Open Sans (in light, regular and bold) 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 typically used for numbers and statistics.

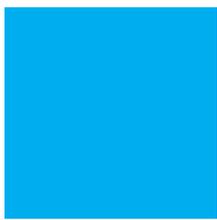
FF CHARTWELL

Typeface used for creating simple graphs within documents. Using OpenType features, simple strings of numbers are automatically transformed into charts.

COLOUR PALETTE

The Union's Colour Palette is made up of two categories. These colours are suggested for use in all promotional material. You can also use tints of these colours - examples are presented on the next pages and throughout this document. Below are the names we refer colours as, alongside CMYK and RGB values.

PRIMARY COLOURS



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



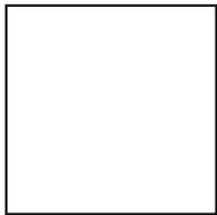
Magenta
C 0 R 236
M 100 G 0
Y 0 B 140
K 0



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



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



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

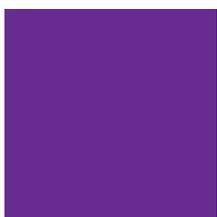
SECONDARY COLOURS



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



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



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



Strategy Purple
C 86 R 74
M 87 G 68
Y 5 B 149
K 0

GRADIENTS

We have a variety of gradients that can be used in our communications. They can be used as a background, or as a block to highlight important information.



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



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



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



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



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



Radial gradient / Gradient marker 50% on Gradient Ramp
Start colour: C0 M0 Y0 K0 / R255 G255 B255
End colour: C0 M0 Y0 K20 / R209 G211 B212

EXAMPLES OF COLOUR AND GRADIENT USE



Cover of Union strategy document, using range of Primary and Secondary colours.



Document cover using dark grey gradient, and various tints of two Primary colours.



Cover of leaflet, using light grey gradient and Primary and Secondary colours.

Meeting Room 3

All of our Meeting Rooms, including Meeting Rooms 3 and 4 (behind this room) and Meeting Rooms 1 and 2 were recently renovated to create a more comfortable working atmosphere and give the events taking place in these rooms a modern feel. Another plus to their modernisation is that all Meeting Rooms have a built-in projector, screen and speakers. All Meeting Rooms come with tables and chairs.

Meeting Room 3, our biggest meeting room, is a perfect space to hold a small conference in. The space can accommodate up to 60 people and catering can also be provided in here. This room is occasionally used to hold presentations, training sessions and important boardroom style meetings.

The room can be set up in various ways, depending on the needs for your event: Theatre, Horseshoe (with or without tables), Seminar/Classroom, Boardroom and Reception. If you are planning something a little less conventional, talk to your guide for more information.

Current setup: at the moment this room is set up in a boardroom style with Afternoon Tea Menu 1.

Style	Theatre	Horseshoe (no tables)	Seminar/ Classroom	Boardroom	Dance	Cabaret	Reception/ Clear Space
Capacity	60	50	16	28	-	-	65

Meeting Room 4

The next room, Meeting Room 4, is our second biggest space and has the capacity of up to 55 people (see table below). This room is perfectly suited for learning sessions and educational conferences set up as either classroom or horseshoe (with tables or without). One of the best things about this room is that you get a beautiful view of the Royal Albert Hall outside the windows.

This room can accommodate various setups: Theatre, Horseshoe, Seminar/Classroom, Boardroom and Reception. Again, if you would like to do something less conventional, please speak to your guide and they will answer all your questions!

Current setup: at the moment this room is set up in a classroom style with tea, coffee and biscuits.

Style	Theatre	Horseshoe (no tables)	Seminar/ Classroom	Boardroom	Dance	Cabaret	Reception/ Clear Space
Capacity	50	46	12	22	-	-	55

beitvenues.org
Part of Imperial College Union / imperialcollegeunion.org

Display board in Union building, using purple gradient, alongside tints of Primary and Secondary colours.

GRAPHIC ELEMENTS

A number of graphic elements are used as part of the Union’s brand. These further develop the consistency of the brand and allow for specific choices depending on the 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)

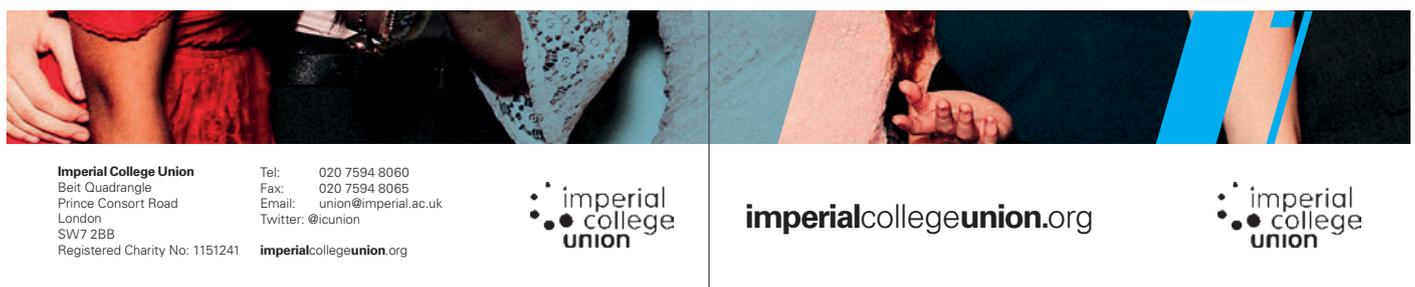
Univers
Light
(as before)

Univers Bold
(as before)

FOOTERS

For the bottom of posters/signs/front covers, the footer style 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.

For the back cover of documents, the footer includes our address, phone number, contact email address, charity number and Twitter handle.



Footers from back and front cover (respectively, as a spread) of Undergraduate Handbook 2017/18

TABLES

We use tables to help display information. If using tables in any documents, these should have clear borders except for the header row, and alternately fill rows with a light shade of cyan and/or grey. Borders on the header row should be light cyan or grey also.

Vital Statistics

Department	Satisfaction 2016	Satisfaction 2015	Difference
Overall	83%	88%	-5%
Aeronautics	74%	91%	-17%
Bioengineering	81%	97%	-16%
Chemical Engineering	89%	90%	-1%
Chemistry	86%	75%	+11%
Civil & Environmental Engineering	96%	91%	+5%
Computing	90%	90%	0%
Electrical & Electronic Engineering	87%	89%	-2%
Life Sciences	80%	77%	+3%
Materials	76%	91%	-15%
Mathematics	84%	92%	-8%
Mechanical Engineering	83%	96%	-13%
Physics	67%	87%	-20%
Biomedical Sciences	76%	N/A	-
School of Medicine	87	88%	-1%

30 ▲ NSS Response 2016

From response document

HASHING

In some documents we use lines, or hashing, as graphical elements in print in our primary and secondary colours. They are often used in a triangle shape, alongside photographs, or in free spaces on a page.

Handing over checklist

To check ✓

New Committee: contact details of fellow new Committee members and their roles.

Union Reception: location (Level 2, Beit Quad), contact information.

Requesting rooms: how to, rules & procedures

Constituent Unions: which Constituent Union and Management Group does your Dep Soc belong to? Where is the Constituent Union's pigeon hole? What role do they have (check with previous Chair)? Do you have to attend any of their meetings?

Constituent Union details: Do you have the contact details of your Constituent Union and Management Group's Chair & Treasurer? What is your Constituent Union's typical annual event schedule?

Equipment: does the society have any equipment? Where is this stored? Where are the keys? Do you know how to borrow equipment (e.g. projectors) from ICU?

Coaches & minibuses: how to request these.

Ongoing concerns: negotiations, contracts, unresolved issues, relationships/collaborations with other societies/groups.

Handover 2016/17 ▲ 9

From training booklet for volunteers

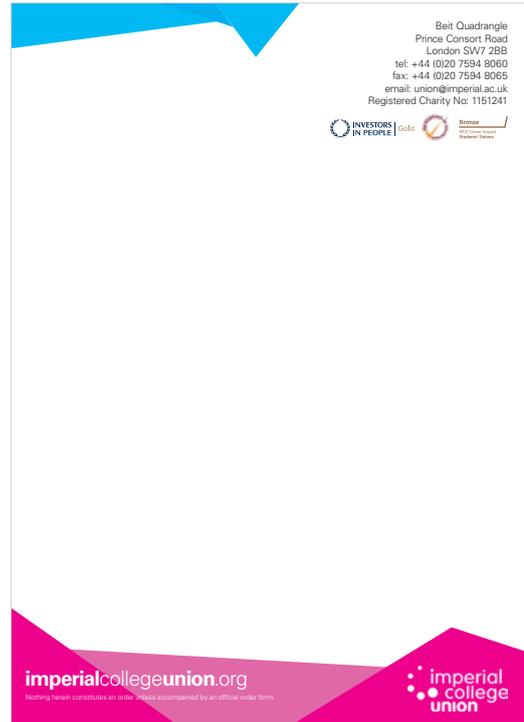
TRIANGLES

These are used in a number of ways. They can be used as:

- Accents on covers for documents
- Backgrounds in images/videos
- Combined in different structures and colours for use as headers and/or footers
- Used in layouts within documents as well

They can be used in various tints of the Primary or Secondary colours, so that there is a range of light and dark triangles.

Right-angle triangles are used for bullet points in some documents; acute, obtuse, isosceles and/or scalene triangles are used in all other cases.



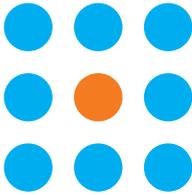
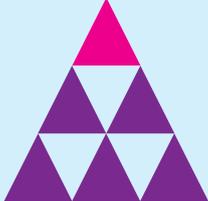
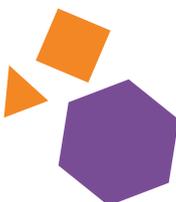
Union's headed paper design - for a digital or print copy of this, please contact one of the Union's Administration team



Screenshot from Union Welcome video

STRATEGIC COLOURS AND SYMBOLS

For Our Plan 2017-20, there are certain colours and symbols allocated to each strategic theme. These can be used in documents related to the strategy, and in other Union documentation to reference the themes. Examples of how the colours and symbols are used can be found in our strategy documents (imperialcollegeunion.org/strategy).

STRATEGIC THEME	PRIMARY COLOUR	SECONDARY COLOUR	SYMBOL	EXPLANATION OF SYMBOL
For You	Orange	Cyan		The Union is surrounding our members (in orange) with a range of events/initiatives/activities, no matter their location or level of study.
For Your Support	Magenta	Purple		The Union is here when members need us (pink triangle), supporting them at various and every level.
For Your Development	Purple	Orange		The Union develops our members and increase their skills and confidence to become well-rounded people (hence the growth of sides on the shapes).
For Your Voice	Green	Magenta		The Union helps students have a voice inside and outside of Imperial, and making sure that its heard.
Your Union	Cyan	Green		The Union is the foundation of all of the strategic themes, and encompasses all of them in its work to be a sustainable organisation.

DOCUMENT STYLES

The Union produces a number of documents each academic year (some every three years). This is alongside materials for specific teams/events/programmes which may have their own look and feel to fit in with their own sub-brand. Central Union documents include:

- Annual Report
- Impact Reports
- Undergraduate and Postgraduate handbooks
- Survey response documents
- Training booklets for volunteers
- Strategy document (every three years)

We have developed different styles for these documents, which are explained below. There are a number of previous document templates to use as a base/template. If you need some assistance with styling a document, please contact one of the Marketing team.

CENTRAL UNION DOCUMENTS, E.G. ANNUAL REPORT, IMPACT REPORT, STUDENT HANDBOOKS

Front cover title font: Open Sans bold, capitalised, with primary colour line underneath title.

Main title font: Univers Bold capitalised, with primary colour line underneath title.

Subtitle font: Open Sans Bold, capitalised, primary colour (e.g. cyan), with coloured line underneath title when used in body copy, larger than body copy font.

Highlight font (e.g. URLs): Univers Bold, primary colour (e.g. cyan).

Body copy font: Univers Light in black. Contents in Open Sans or Univers.

Graphic elements: full line across part/all of page, bullet points can be plus signs depending on document.

Inside page headers: vertical line with IMPERIAL COLLEGE UNION on the left, and name of document (capitalised) on the right. Font to use is Univers Light.

Inside page footer: vertical line with page number in Univers Bold.

Example document/s:

- Brand Guidelines
- Our Strategy 2017-20 (view online at imperialcollegeunion.org/strategy)

opportunities we have on offer at imperial!
You're spoilt for choice!

TRAINING MANUALS FOR VOLUNTEERS

Front cover title font: Alte Haas Grotesk bold, any year/date in Open Sans Light.

Main title font: Univers Bold, in blue box with pink triangle at the end.

Subtitle font: Open Sans Light, cyan colour, larger than body copy font.

Highlight font (e.g. URLs): Univers Light, various colours (e.g. green, pink, red) or light blue with dotted underline (specifically for URLs).

Body copy font: Univers Light in grey (except for Contents - where possible, Open Sans Light to be used).

Graphic elements: hashing in right angle triangle shape in document - can be cyan or magenta. Hashing (right-angle triangle or otherwise) can be used to fill space in document - can be cyan or magenta. Grey right-angle triangle used on back cover. Bullet points are right-angled triangles - colour can vary within Primary and Secondary colour palettes.

Inside page headers: page headers after start of section should have cyan trapezium header in top left or right hand corner, with section/page title on it in white in Open Sans Light.

Inside page footer: page number, right-angle triangles (left in blue with right angle to the left; right in pink with right angle to the right), title of document in Univers Light in grey.

Example document/s:

- Training manuals on Union website (view online at imperialcollegeunion.org/training)



RESPONSE DOCUMENTS AND DEPARTMENTAL DOCUMENTS, E.G. TRAINING FOR STAFF, REPORTS

Front cover title font: Open Sans Light; secondary part of title (e.g. for a date) may be accompanied by right-angle triangle.

Main title font: Alte Haas Grotesk bold, in one of the Primary colours.

Subtitle font: Alte Haas Grotesk bold, smaller font than main title, in one of the Primary colours. Can use Open Sans Light for further title highlights in sub-sections.

Highlight font (e.g. URLs): Univers Light, light blue with dotted underline (specifically for URLs). Can use Univers Bold. Stats to use Alégre Sans NC for digits and FF Chartwell for accompanying graph, using Primary colours first.

Body copy font: same as Training Manuals for Volunteers.

Graphic elements: triangles in various shades of cyan and magenta on front cover and inside, or photographs. Triangles/photos can have white border. Hashing in right angle triangle shape in document - can be cyan or magenta. Grey right angle triangle used on back cover. Bullet points are right-angle triangles - colour can vary within Primary and Secondary colour palettes.

Inside page headers: same as Training Manuals for Volunteers.

Inside page footer: same as Training Manuals for Volunteers.

Example document/s:

- Response documents on Union website (view online at imperialcollegeunion.org/responses)

Reynolds Bar Refurbishment Project

Consultation results

imperialcollegeunion.org

What the Teachers Say

Special Mentions from the Teachers

All of our tutors did an excellent job.
Tim Gilchrist, Chelsea Academy

All the tutors were brilliant - well organised, enthusiastic, knowledgeable about their subjects and genuinely interested in and committed to the project.
Miriam Keith, Morpeth School

I would like to thank all the tutors who participated in this project and in particular James, who was very dedicated and hardly missed any sessions. I would also like to thank Elodie who showed passion and took extra care to help individual students with their work and never left until she was sure that they understood it all. Mash was a last addition but he showed dedication, passion and care to his teaching and the children appreciated it so great thanks to him as well. Dasha and Mohammed, missed majority of sessions so we were hardy saw them but when they did come they were very helpful to the students so for that we thank them for their efforts.
Samira Said, Crescent Supplementary School

Ian and Chris were great, always happy to help and very amenable to anything the students requested support with.
Tallulah Simmonds, London Nautical

How often did the respondents use the Reynolds Bar

Interestingly we saw another fairly even spread here. It's important to note that 10% of respondents had never been to the bar with 26% only currently visiting once a month. 25% were the most regular customers visiting at least once a week. The wide range of responses is important in ensuring that the project caters for the needs of current users as well as groups who we have traditionally struggled to attract.

Who do the respondents prominently use the bar with

Option	%
Friends for a 'non event' get together	26%
Sports Club Social	51%
Arts Club Social	7%
Society Social	15%
Bops	43%
Cocktail Night	5%
Other	19%

Again, respondents had the option to select as many as options as they wished. A high proportion of respondents currently use the space for Sports Nights (51%) and Bops (43%). This is a predictable response, considering the bars current and historic use; however the relatively high 26% of respondents who have indicated they use the bar for a 'non event' get together is positive; one of the key aims of the project is to create a better social space for non-event trade.

help our students who needed extra support. committed.

The Perilico Connection Annual Report 2016/17 23

Imperial College Union
Belt Quadrangle
Prince Consort Road
London
SW7 2BB
Registered Charity No: 1151241

Tel: 020 7594 8060
Fax: 020 7594 8065
Email: union@imperial.ac.uk
Twitter: @icunion

imperial college union

SUB-BRANDS

Certain areas of the Union also have their own brands, which are used alongside the central Union identity. These provide services with their own distinct identity while still retaining their association with the Union as a whole.

Most of our sub-brands have further guidelines, and versions in alternative colours or further elements to use online or on publicity, and/or their own templates for their materials and their publicity. If you require any of the logos below, please email unioncoms@imperial.ac.uk.

ACTIVITIES



The Officer Academy delivers training for Club, Society & Project Officers. As well as an induction to the Union, there is training given on finance, funding opportunities, and running and managing events.

imperialcollegeunion.org/activities

twitter.com/icu_activities

facebook.com/ICUActivities



Give it a Go (GIAG) allows students to try something new, meet new people at College and explore what our different clubs and societies have to offer before committing to membership. There are four categories under GIAG that activities are themed under - Active, Create, Explore and Variety.

imperialcollegeunion.org/giag



STUDENT DEVELOPMENT



Imperial Plus is the Union's development and recognition scheme for volunteers at Imperial College London. Imperial Plus awards certificates between 25 – 500 hours volunteering, puts on termly celebration events, and promotes self-reflection on personal development. Students can also attend an ILM endorsed Skills Development Programme, and work towards a Level 5 qualification.

imperialcollegeunion.org/imperialplus



Community Connections enables students to take action on the social issues that they feel passionately about through volunteering. We have over 150 community and charitable partner organisations. Our partners work with us on fantastic one-off Volunteering events.

imperialcollegeunion.org/volunteering

twitter.com/icu_cc



A.C.T. Now! is the Union's programme that supports growing student social enterprises and helps students to develop your entrepreneurial skills. We provide guidance, funding and a place for students to discover and test their innovative side.

imperialcollegeunion.org/act-now



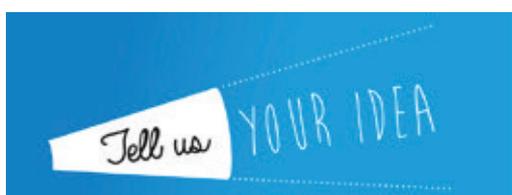
The #helloicu Crew are our fantastic team of volunteers who help new students feel welcome at Imperial. They're a friendly face during Welcome Week to help students move into halls, mingle at events and are there for any questions new students may have.

imperialcollegeunion.org/helloicu.



The Pimlico Connection is a voluntary tutoring scheme where undergraduate and postgraduate students attend primary and secondary state schools to engage in tutoring and mentoring in Science, Technology, Engineering and Maths.

imperialcollegeunion.org/pimlico



Imperial College Union is built on student ideas, and Your Idea captures those. Through a form on our website, student submit their idea. We can then provide dedicated support from student officers and Union staff, as well as funding and resources to take your idea from the drawing board into reality.

imperialcollegeunion.org/youridea

EDUCATION & WELFARE

Academic Representation Network



The Academic Representation Network consists of over 500 elected Academic Representatives across all Undergraduate and Postgraduate programs and groups, led by the Deputy President (Education). These Reps are responsible for identifying issues affecting students' learning experience. They work with staff across the College to come up with student-centric solutions, resulting in positive changes for the students that they represent.

imperialcollegeunion.org/representation

Wellbeing Representation Network



This year we are introducing our Wellbeing Representation Network, the first of its kind in universities across the UK. The Network will mirror the Academic Rep Network, and will be led by the Deputy President (Welfare). Teams of Wellbeing Reps will be present in each department to support and champion the wellbeing of their peers, ensuring that any concerns raised are addressed in student-staff meetings.

imperialcollegeunion.org/representation

STUDENT ACADEMIC CHOICE AWARDS

The Student Academic Choice Awards - or SACAs for short - are Imperial College Union's flagship event for empowering students to recognise, reward and celebrate excellence among College staff. The SACAs cycle covers almost an entire academic year - nominations open in the first term, leading to a prestigious prize ceremony held in May of each year.

imperialcollegeunion.org/sacas

MUMS & DADS

Every year we run the Mums & Dads scheme, where we match incoming first year students with returning students based on their department and interests. We then give these matchings to your Departmental Societies to run Mums & Dads themed events, where you will get to meet your family and engage in some family fun activities.

imperialcollegeunion.org/mumsanddads

ADVICE

advice centre



The Union's Advice Centre provides impartial, confidential and independent advice on academic and non-academic issues. They also produce booklets on a range of topics and run events throughout the year on issues that affect students to help make your life a little easier. The Advice Centre works closely with student representatives to better understand what problems students face in the different departments. They also work with College support services such as the Counselling and mental health support service and liaise with Registry.

imperialcollegeunion.org/advice

DEMOCRACY & GOVERNANCE



The Union runs a number of elections through the year, which all use the same look/feel in terms of branding. Elections throughout the year are:

- Autumn Elections in Term 1 to elect Ordinary Members of Council, Academic Representatives, some Club, Society & Project committee positions and our Graduate Students' Union committee.
- The Leadership Elections in Term 2 to elect a range of full and part-time positions, including our Officer Trustee positions, Constituent Union committees and Liberation Officers.
- By-elections and/or Your Officer Elections in Term 3 to elect remaining Club, Society & Project positions, and remaining Constituent Union and/or Officer Trustee positions.

imperialcollegeunion.org/elections



Celebrating the huge impact and hard work of our volunteers the Union Awards are the annual showcase of the best of Imperial College Union and our membership. There are 14 awards across the board, all designed to recognise the great work that students do at the Union. The Union Awards are nominated by students, decided by students and awarded at our gala event in June.

imperialcollegeunion.org/unionawards

SOCIAL ENTERPRISES



FiveSixEight is our main bar on the South Kensington campus, and is open to all students. There is an extensive food menu, which includes gluten-free and vegan options. It hosts regular events during term time for students, and shows all major sporting events in HD on its big screens.

imperialcollegeunion.org/food-drink
facebook.com/beitbars



The Union Bar is Imperial's oldest bar. Since 1957 The Union Bar has been home to the Union's tankard collection. Each tankard belongs to an elected role within the Union with the tankard holder for each year engraved on it. It's also home to darts, real ales and the RSM Bottle.

imperialcollegeunion.org/food-drink
facebook.com/beitbars



Metric is the Union's nightclub that plays hosts to club nights, live bands and social nights. It features a range of modern tech including a superb sound system, stylish lighting and two big screen TVs. Wednesday and Friday nights are the staple club nights for this venue.

imperialcollegeunion.org/food-drink
facebook.com/beitbars



The h-bar is a Postgraduate and staff pub and cafe managed by Imperial College Union and Campus Services. There is a lunchtime and evening food service provided by Campus Services, with evening drinks and social events provided by the Union. Events include Wine Tasting, Pub Quiz and Silent Disco.

imperialcollegeunion.org/food-drink
facebook.com/hbarpub



Reynolds Bar is in the Reynolds building at Charing Cross Hospital, Reynolds is open for a drink at the end of the day full of lectures or work, offers pool or board games to play, and the latest sport on its big screen. During the day, the Reynolds cafe is run by Taste Imperial; in the evening, Reynolds Bar serves a range of pizzas alongside drinks offers, and put on a range of social events.

imperialcollegeunion.org/food-drink
facebook.com/reynoldsbarcx



Beit Venues, our venue hire service, helps students put on events ranging from cocktail workshops and quizzes to formal dinners. They also help run internal events, such as the Union's President's Dinner, and host events from external companies as well.

beitvenues.org

RETAIL

The Union runs two shops on the Sherfield walkway near the Senior Common Room on the College's South Kensington campus.

The Union Shop is the place to get all your stationery and study products as well as a great range of Imperial College London clothing and merchandise.



Shop Extra is our newsagent situated opposite the Union Shop and sells confectionery, drinks, healthy snacks, international drinks, snacks and confectionery, newspapers and magazines, everyday essentials such as toiletries and batteries, and giftwrap and cards.

imperialcollegeunion.org/shop

ADMINISTRATION



The President's Dinner is an invitation only event every July to celebrate the last year in office. The dinner is hosted by the Union and President, and is put on to thank College and Union staff and volunteers who have helped the Union over the course of the academic year. The Union's Administration team works with the Union President every year to put on this event.

SYSTEMS

eActivities is a tool designed for volunteers and staff of Imperial College Union enabling them to easily administer their activities and services, and is maintained by the Union's Systems team.

eactivities.union.ic.ac.uk

HOUSE STYLE

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

PLEASE USE	NOT
Imperial College Union	ICU (also stands for Intensive Care Unit). For use in social media hashtags and #helloicu name only
Union	union
Students' Union or Union	Student Union, student union, Student's Union, student's union
Deputy President titles, e.g. 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/s	Reference to CSCs, CUs, CAG, RAG and GSU
City & Guilds College Union (CGCU)	
Imperial College School of Medicine Students' Union (ICSM or ICSMSU)	
Royal College of Science Union (RCSU)	
Royal School of Mines Union (RSMU)	Just RSM
Graduate Students' Union (GSU)	Graduate Student Union, Graduates Student Union, Graduates Student's Union, Graduate Students Union
Adviser	Advisor
Monday 1 January	Mon 1st Jan, Monday 1st January
2017/18 or 2017-20	2017/2018, 2017-18, 2017-2020
eActivities	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 (last two for internal use only)
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.

A-level	not A level, “A” level or ‘A’ level	electromagnetic	not electro-magnetic
advisor	not adviser (N.B. adviser was formerly our house style, Careers still adhere in job titles)	email	not e-mail
iew! <u>alumnus, alumna, alumni</u>	<u>not alum or alumnae</u>	encyclopaedia	not encyclopedia (and in all instances, use ae, not e)
iew! <u>and</u>	<u>not & (except for President & Rector and where limited by space)</u>	etc.,	not etc,
artefact	not artifact	Faculty of Engineering	Engineering Faculty (same for others)
biopharma	not bio-pharma	Fetus, fetal	not foetus, foetal
Campus	not campus when used as a proper noun, e.g. South Kensington Campus	field station	not fieldstation
College	not college when referring to Imperial	field trip	not fieldtrip
cooperative	not co-operative	fieldwork	not field work, field-work
cooperation	not co-operation	finite-element	not finite element
coordinat-e, -or	not co-ordinat-e, -or	first, First, etc	not 1st, etc
computer-aided	not computer aided	focuses	not focusses
council tax	not Council Tax	full-time	not full time (recent change in style from hyphenation for adjectival usage)
coursework	not course work	hands-on	not hands on
decision-making	not decision making	healthcare	not health care
the Department	not the department	Honours	not honours
a department	not a Department	ice cream	not icecream, ice-cream
departmental	not Departmental	IDEA League	not IDEA-League, Idea League
departments	not Departments	i.e.	not ie
Department of Chemistry	not Chemistry Department (same for others)	Imperial College London	not ‘Imperial College, London’, IC or ICL (acceptable abbs. in text are ‘the College’ or ‘Imperial’)
Diploma of the Imperial College	not Diploma of Imperial College	in-house	not in house
Dr	not Dr.	internet	not Internet
e.g.	not eg	interrelate	not inter-relate
Earth	not earth (when referring to the planet)	-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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