VISUAL IDENTITY GUIDELINES
August 2017
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INTRODUCTION

Oxford Brookes University produces a wide variety of printed and digital pieces of communication every year.

These new guidelines have been created to ensure that there is consistency and clarity for each of them.

Previous guidelines are to be replaced by this updated version.

Our brand is very important as it differentiates us from other universities. It represents our personality as a modern, forward-looking university.

Please help us by following these guidelines so that Brookes can communicate its messages and its personality effectively at all levels.
This is our logo. It should appear in Oxford Brookes Charcoal (Pantone 432) or reversed out in white or black for b/w material.

For digital usage see chapter 13.
A minimum distance has been allowed between the logo and other graphic elements, such as typography and margins. The logo must not be reproduced smaller than 7mm high.
The logo is used with the logoframe for brochures, leaflets and external posters.

The logoframe will always appear in Oxford Brookes Lime or Pink for colour applications.

The Oxford Brookes logo is aligned to the top and to the right of the logoframe.
CHAPTER 2
TYPOGRAPHY
Selected Helvetica Neue fonts have been chosen to consistently communicate the Oxford Brookes University identity.

Italic versions of these fonts should only be used to highlight words in a passage of text but only if strictly necessary.

In the event of any of these fonts being unavailable, for instance in a digital format, Arial and Arial Bold are the alternatives.
Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£%&*+=:( )’”./.

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£%&*+=:( )’”./.

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£%&*+=:( )’”./.

Our secondary font is Georgia. This is a standard system font and should be available on your Mac or PC.

Georgia should be used sparingly to add a tone of voice by highlighting words ie headings and quotes. It should never be used for body copy.

Georgia should never be used for text inside the logo frame.
Using a consistent colour palette will help our materials be instantly recognisable.
Our primary colours should be used on the covers of all our external communication materials.

Oxford Brookes Charcoal or white should be used as a background colour for covers when not using a full bleed background image.

Tints can be used in support of the full strength colours if required.

For screen colours see chapter 15.
Secondary colours are only to be used in conjunction with at least one of the primary colours: lime or pink.

Secondary colours are not restricted to any specific audience, faculty, department or directorate and can be used to add variety.

Tints can be used in support of the full strength colours if required.

See chapter 5 for examples.
The photography we use centres around people.

The style is reportage: candid and real, capturing everyday student life in a modern university environment.

The images should be crisp, using natural colours with use of different focus where appropriate.

Shots should be simple but interesting and creative without feeling posed or contrived.

See [www2.brookes.ac.uk/marketing/photo](http://www2.brookes.ac.uk/marketing/photo) for more advice when taking photos.

Our image library can be found at [www.brookes.ac.uk/imagelibrary](http://www.brookes.ac.uk/imagelibrary)
Honesty is key – posed shots straight to camera should be avoided unless the person is being profiled.

Subject should be active in his or her environment.
Groups of people should be imaginatively shot, showing people in their environment.
People can be shown without necessarily showing their faces.

Detail shots can be useful in giving extra interest to a cover or spread.
Specific subject matter may be needed for different faculties and departments.

Original and creative images should be used to illustrate familiar themes.
Images of Oxford should capture the atmosphere and its various characteristics and attributes. Wherever possible, these images should include people.
Wherever possible images of our environment should include people, with the architecture shown in its best light.
CHAPTER 5
FRAMEWORKS FOR PRINT

Our frameworks for print help keep our covers recognisable yet give us the flexibility to use different layouts.

To ensure consistency throughout our printed material, standard formats such as A4 and DL should always be used.
5.1 FRAMEWORKS FOR PRINT – COVERS

Our frameworks are all based on a grid structure which enables us to create a number of different compositions.

A-SIZE PORTRAIT FORMAT

1x1 Framework
2x2 Framework
3x3 Framework
4x4 Framework

A-SIZE LANDSCAPE FORMAT

1x1 Framework
6x3 Framework

DL FORMAT

1x1 Framework
3x5 Framework
5.2 FRAMEWORKS FOR PRINT – COVERS
LAYOUT OVERVIEW

LOGO
Reverses out white from Oxford Brookes Charcoal or Charcoal logo on a white background

TITLE PANEL
Titles are in Upper Case Helvetica Neue Black. Subtitles are in Helvetica Neue Light

BACKGROUND
Background colour is always Oxford Brookes Charcoal or white

GRID
There are options for different formats. Boxes are used chiefly for photography.

COLOURED BOXES
Coloured boxes can be used in the grid to add vibrancy.

COLOURED BOXES WITH TEXT
Text can be used within coloured boxes.
5.3 FRAMEWORKS FOR PRINT – COVERS
A-SIZE PORTRAIT FORMAT: 1x1 FRAMEWORK

The 1x1 Framework allows for a single image within the main panel.

A white frame can be used on internally printed communications where bleeding off the Oxford Brookes Charcoal would be impossible.
5.4 FRAMEWORKS FOR PRINT – COVERS
A-SIZE PORTRAIT FORMAT: 2x2 FRAMEWORK

Coloured boxes cannot be used with this format.
5.5

FRAMEWORKS FOR PRINT – COVERS
A-SIZE PORTRAIT FORMAT: 3x3 FRAMEWORK

No more than two boxes should be coloured.

LOREM IPSUM ET SET DOLOR 2012

Lorem ipsum et dolor
FRAMEWORKS FOR PRINT – COVERS
A-SIZE PORTRAIT FORMAT: 4x4 FRAMEWORK

Only use the templates given here. Do not use three different sizes of box.
FRAMES WORKS FOR PRINT – COVERS
A-SIZE LANDSCAPE FORMAT: 1x1 FRAMEWORK

The 1x1 Framework allows for a single image within the main panel.
Three sizes of squares must be used in this format.
5.9 FRAMEWORKS FOR PRINT – COVERS

DL PORTRAIT FORMAT: 1x1 FRAMEWORK

This framework allows for a single image within the main panel.
FRAMEWORKS FOR PRINT – COVERS
DL PORTRAIT FORMAT: 3x5 FRAMEWORK

EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lorem metus, aliquet ut, venenatis nunc velit iaculis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lorem metus, aliquet ut, venenatis nunc velit iaculis.
An image can be used “full bleed” in both A sizes and DL formats.

Care should be taken to ensure that there is enough tone and simplicity in the top right corner of the image for the legibility of the logo.
5.12 FRAMEWORKS FOR PRINT – COVERS

COLOURED TEXT BOXES: ON ONE IMAGE

Coloured text boxes can be used on 1x1 Frameworks and for full bleed images in any format. The boxes should be positioned from the 3x3 and 4x4 frameworks.

Only one coloured text box is to be used.

Ensure the coloured text box is positioned to complement the image underneath.
5.13 FRAMEWORKS FOR PRINT – COVERS

COLOURED BOXES

Tints of colour can be used for coloured text boxes, as long as one of the boxes is 100% of that colour.

For example three coloured boxes might have 100%, 50% and 25% tints.

Text should only be placed within the 100% of the secondary colour box to ensure good legibility.

Tints of more than one secondary colour should not be used.

Coloured boxes should also obey the guidelines shown in the Don’ts section 5.15.

EXAMPLE

2 coloured boxes: (one box in 100% tint, the other box in a 50% tint)

3 coloured boxes: (one box in 100% tint, one box in 50% tint, and another box in 25% tint)
5.14  
FRAMEWORKS FOR PRINT – COVERS  
TYPOGRAPHIC COVERS

EXAMPLE

For more message-driven covers, strong bold typography can be employed in conjunction with one feature image. The image must always appear in the largest box.

This approach can only be used with the 3x3 Framework.

A4 typographic brochure cover
5.15 FRAMEWORKS FOR PRINT – COVERS
DON'TS

LAYOUT
Don’t centre larger boxes within the frameworks

TEXT IN COLOURED BOXES
Don’t place text in largest box size

LOREM IPSUM ET SET DOLOR 2012

Don’t place text in top row of framework unless it is a typographic cover, see 5.14

COMPROMISING IMAGES
Don’t place coloured boxes over images or crop images in a way that hides / interferes with the content
The title heading is always to appear in caps set in Helvetica Neue 95 Black.

For A4, the recommended title heading is 38pt on 34pt leading with tracking of -30. A smaller text size can be used if the title is very long and a larger size if the title is very short.

The title hangs from the horizontal frame edge beneath the Oxford Brookes logo.

The title is inset to align to the 12 column grid found within the template.

Where a long title is required in a landscape framework, the title heading may hang from the second line.

Subheadings should be set in Helvetica Neue 45 Light. They should sit below the title heading with some space in between. Sub headings can vary in size depending on line length.
Inside pages and spreads will utilise a 12 column grid to create strong and dynamic designs that engage the reader.

Coloured text boxes should be used to enhance the design and highlight specific points within the copy.
Uncoated stock is recommended for all Oxford Brookes publications.

All papers should have FSC (or equivalent) certification.

Recommended paper:
Edixion Challenger Offset FSC.

The recycle logo can also be used on our publications.
6.1 BANNERS, POSTERS, POSTCARDS AND FLYERS

VERTICAL BANNERS

EXAMPLE

BUSINESS

UK Centre of Excellence in Teaching and Learning.

Business School
The Oxford School of Hospitality Management
Oxford International Centre for Publishing Studies

Strong links with prestigious employers including IBM Global Business Solutions, BMW, Microsoft, Fairmont Hotels and Resorts, and Cambridge University Press.

www.brookes.ac.uk

TECHNOLOGY, DESIGN AND ENVIRONMENT

School of Architecture
School of Arts
Department of Computing and Communication Technologies
Department of Mechanical Engineering and Mathematical Sciences
Department of Planning
Department of Real Estate and Construction

www.brookes.ac.uk

75% of our research has been internationally recognised, with 89% world-leading.

RAE 2008

Our students graduate with the in-demand skills that can be applied immediately in practice.
THE SUSTAINABLE VEHICLE ENGINEERING CENTRE (SVEC)

Where engineering and science come together to help the motor industry meet the sustainability challenges of the future.

svec@brookes.ac.uk
+44 (0)1865 48 44 00

www.brookes.ac.uk/go/svec
For more message driven communications, strong bold typography can be employed in conjunction with one feature image. The image must always appear in the largest box.

This approach can be used with the 1x1, 3x3 or 4x4 Framework.

See chapter 11 for guidance on posters for display within the University.
7.1 ADVERTISEMENTS

EXAMPLE

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Senior Lecturer in Child Development and Special Educational Needs (SEN)/Inclusion

Starting salary: £36,862, rising annually to £45,336

You will be responsible for: teaching child development, undergraduate and postgraduate programmes, including some leading to Qualified Teacher Status; contributing to teaching aspects of programmes focused on SEN and inclusion issues; planning, assessing and marking student work across programmes; writing modules and programmes; supervising research; researching and publishing in the areas of child development, SEN and inclusion.

You should have: a higher degree in psychology or education, a relevant professional qualification, experience of teaching psychology or child development, experience of working with children or adults with special educational needs.

Apply online or contact Human Resources
Tel: 01865 488068 (answering machine) M: 01865 485928
F: www.brookes.ac.uk/vacancy

www.brookes.ac.uk/vacancy

www.brookes.ac.uk/vacancy

Chef (variable hours)
Starting salary: pro-rata to £21,652, rising annually to £26,441. Hourly rate £11.20
Based at Headington Campus Ref: 17/10/2013 PR

Catering Assistant x 11
Starting salary: pro-rata to £15,335, rising annually to £16,225. Hourly rate £7.36
Based at Marston Road Campus variable hours x 9
Based at Headington Campus variable hours x 2
Based at Wheatley Campus part-time x 6
37 hours/30 weeks 20 hours/30 weeks 15 hours/30 weeks 8.5 hours/36 weeks variable hours x 2
Ref: 17/10/2013 PR

Closing date for all posts: 14 October 2011
Apply online or contact Human Resources
Tel: 01865 480537 (answering machine) M: 01865 485928
Follow us at http://twitter.com/BrookesJobs
Working for equal opportunities

INVESTORS IN PEOPLE | Gold

INVESTORS IN PEOPLE | Gold

Kitchen Porter (20 hours per week)
Starting salary: pro-rata to £14,559, rising annually to £15,355
Based at Headington Campus Ref: 17/10/2013 PR

Closing date for all posts: 14 October 2011
Apply online or contact Human Resources
Tel: 01865 480537 (answering machine) M: 01865 485928
Follow us at http://twitter.com/BrookesJobs
Working for equal opportunities

INVESTORS IN PEOPLE | Gold

INVESTORS IN PEOPLE | Gold

www.brookes.ac.uk/vacancy

Clinic Receptionist, Ferndale Clinic in Swindon
(part-time, 0.5fte)

Starting salary: pro-rata to £17,179, rising annually to £18,710

You will be: working 30 hours per week; managing the appointment system for the Clinic; maintaining appointment diaries; answering incoming telephone calls, dealing with telephone and email enquires; taking responsibility for the clinic, including reception duties.

Closing date for all posts: 14 October 2011
Apply online or contact Human Resources
Tel: 01865 480537 (answering machine) M: 01865 485928
Follow us at http://twitter.com/BrookesJobs
Working for equal opportunities

INVESTORS IN PEOPLE | Gold

INVESTORS IN PEOPLE | Gold

Programme Administrator(s), Ferndale Clinic in Swindon (1 x 1.0fte, 1 x part-time, 0.5fte)

Starting salary: £21,652, rising annually to £25,891 (pro-rata for part-time posts)

You will be: providing comprehensive administrative support to the Programme Coordinator; making appointments, providing administrative support to clinic staff, maintaining records of patient and student records, preparing correspondence, maintaining records of marketing initiatives and ensuring that clinical and administrative files are maintained.

Closing date for both posts: 30 September 2011
Apply online or contact Human Resources
Tel: 01865 480537 (answering machine) M: 01865 485928
Follow us at http://twitter.com/BrookesJobs
Working for equal opportunities

INVESTORS IN PEOPLE | Gold

INVESTORS IN PEOPLE | Gold

www.brookes.ac.uk/vacancy
STATIONERY
LETTERHEAD

EXAMPLE

[Letterhead Image]

Dear [Recipient],

Further to our discussion earlier today, please find enclosed new guidelines for stationery etc. Please find attached revised materials, please check these materials.

Quaerat lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Yours sincerely,

[Signature]

[Position]

[Name]
8.2 STATIONERY COMPLIMENTS SLIP

EXAMPLE
EXAMPLE

PROFESSOR AND/OR NAME 8PT QUALIFICATIONS
JOB TITLE 8PT XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

FACULTY, DIRECTORATE OR DEPARTMENT IN CAPS
Headington Campus, Glycine Lane, Oxford, OX3 0BP
T: +44 (0) 1111 000000  M: +44 (0) 7777 123456
www.brookes.ac.uk
CHAPTER 9
WORD DOCUMENTS
EXAMPLE

WORD DOCUMENTS
FAX & MEMO

FAX

MEMO

Example text to fill in the templates.

Example text to fill in the templates.
9.3 WORD DOCUMENTS

COVERS

EXAMPLE

The coloured options are for use on white paper or card only.
The black keyline options are for use on coloured paper or card only.
9.4 WORD TEMPLATES
EVENT SIGNAGE

EXAMPLE

Recruitment event signage
eg open days, induction and enrolment

Event signage
eg conferences, open lectures
CHAPTER 10

POWERPOINT

The following templates should be used for all Powerpoint presentations.
10.1 POWERPOINT TEMPLATES
STYLE GUIDES: CHARCOAL GREY BACKGROUND

TEMPLATE
EXAMPLES

OB_templates_grey.ppt

TITLE OF PRESENTATION

INTRODUCTION OR DIVIDER SLIDE
Short divider paragraph or introduction to the section, describing X, Y and Z to be discussed. This section deals with lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur volutpat volutpat ullamcorper.

Fusce magna ipsum, lobortis quis semper in, venenatis ut metus. Maecenas aliquet tempus sagittis lobortis.

TITLE OF SLIDE


Longer paragraphs of 16pt Arial set in two columns.

TITLE OF SLIDE

- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial

- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial

- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial
  * Third level of bullet points in 16pt Arial
10.2 POWERPOINT TEMPLATES
STYLE GUIDES: WHITE BACKGROUND

TEMPLATE

EXAMPLES

INTRODUCTION OR DIVIDER SLIDE

Short divider paragraph or introduction to the section, describing X, Y and Z to be discussed. This section deals with lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur volutpat volutpat ullamcorper.

Fusce magna ipsum, lobortis quis semper in, venenatis ut metus. Maecenas aliquet tempor sagittis lobortis.

TITLE OF SLIDE

Lorem ipsum dolor sit

Duac consqu feugiat

TITLE OF SLIDE

- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial
- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial
- Bullet point list. One or two clear and concise sentences per bullet point in 24pt Arial
- Third level of bullet points in 16pt Arial
CHAPTER 11
INTERNAL COMMUNICATIONS

The following page illustrates when the Brookes logo may be used without the logoframe.

This is reserved for internal communications only.
When producing internal communications (where the audience is exclusively current students and/or staff) the logo frame can be removed.

The Brookes logo should always appear top right and the grid for images and text stays the same.

Text can be placed in all of the boxes if needed.

The main heading can be set in Brookes lime or pink and you can increase the font size.

If a full-bleed coloured background is being used the main header must be white.
For University campaigns, i.e., open days and the PG fair, the logoframe and grid can be removed. The next page shows some examples of how this can work.
12.1 CAMPAIGNS
NO LOGO FRAME AND GRID

EXAMPLE: POSTGRADUATE FAIR

For core campaigns that need to stand out from our standard recruitment material the logo frame and the grid of text and images can be removed.

The Brookes logo should always sit top right and there is greater flexibility with the typography.

Georgia may be used as a headline font alongside Helvetica neue.
13.1 DIGITAL LOGOS

THE LOGO

The logo must be white on a coloured background and Charcoal on a white background.

There is usually a minimum distance of 10 pixels around the logo, and wherever possible the logo has a minimum size of 101 x 40 pixels.

Templates are provided for most uses - please see the relevant chapters - and these will already include a logo. The logo is to be used as provided in the templates. It may not be resized, cropped or converted to other colourways.

NOTE: ANNIVERSARY LOGO

During the period September 2014 to June 2016 the University celebrates its 150th anniversary and an amended logo may be used. A guide for using this anniversary logo, the 150 toolkit, is available from:

www.brookes.ac.uk/about-brookes/corporate-identity/150th-anniversary
The University’s typeface is Helvetica. As this is a system font for Mac but not for Windows, we also combine it, and sometimes replace it, with Arial.

Use capitalisation only for single words or very short phrases or titles.

Ampersands (&) are only permitted in very long department names or occasionally in navigation where it improves readability.

WEBSITES
Sites using our responsive templates link to Helvetica on our web server. These templates use a combination of Helvetica for headings and Arial for body text.

Sites using older templates, and externally-hosted websites, just use Arial.

GRAPHICS
For text in graphics, Helvetica Neue 45 Light and Helvetica Neue 95 Black are the preferred fonts, but Arial and Arial Bold are acceptable substitutes.

Designers using Windows will need a licence for Helvetica. Alternatively, contact the Web Team for use of a PC with Photoshop and Helvetica installed.

Helvetic

Helvetica Neue 45 Light
ABCDEFGHJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=():"

Helvetica Neue 65 Medium
ABCDEFGHJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=():"

Arial

Arial Bold
ABCDEFGHJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=():"
WEB TYPOGRAPHY
SECONDARY TYPEFACES (restricted use)

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=:( )’”./.

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=:( )’”./.

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVW
XYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$%^&*+=:( )’”./.

Our secondary font is Georgia. This is a standard system font and should be available on your Mac or PC.

Georgia should be used sparingly to add a tone of voice by highlighting words i.e. headings and quotes. It should never be used for body copy.

Georgia should never be used for text inside the logo frame.
Using a consistent colour palette will help our digital presence be instantly recognisable.
A primary colour should be used in all external digital communications.

For websites, Oxford Brookes Lime is the default primary colour used for headers.

Elsewhere either Oxford Brookes Lime or Oxford Brookes Pink may be used in combination with Oxford Brookes Charcoal or white.

White is used as the main background colour on screen because it offers the best contrast for longer text for the majority of users. The exception is for TV screens which are to be viewed from a distance, where white text on a dark background is easier to read.

Tints can be used in support of the full strength colours if required. In practice, we mainly use 60% and 20% tints, and these are included as classes in our central website CSS.

NOTE
If using RGB colour values (for example, with MS Office software) please note they are meant for screen - you will not colour match a print publication using a normal colour printer.
Secondary colours can be used to add variety. They should only be used in conjunction with at least one of the primary colours Lime or Pink.

They are not restricted to any specific audience, faculty, department or directorate.

TIPS
Do not use all the colours together - too many colours soon become confusing. Instead, we recommend using:

- a secondary colour that complements a primary colour (such as Green/Lime)
- complementary pairs (Blue/Aqua)
- groups of similar tones (Aqua/Blue/Green)
- tints in support of full strength colours
- a combination of colour and neutral tones

Consider how colour can help emphasise your key content, for instance using one of a colour pair to highlight a call to action.

For interactivity, we recommend 100% colour for link blocks only (especially important for touchscreens).

Make sure there is sufficient contrast to make your text legible.
Neutral colours can be used in combination with the primary colour palette as an alternative to the secondary colours, and in combination with either as an alternative to tints.

They are particularly useful to distinguish between areas of content which do not need to be particularly highlighted.

The light grey colour is only intended to give faint differentiation.
CHAPTER 16
IMAGES

Our image library can be found at www.brookes.ac.uk/imagelibrary
16.1 IMAGES
PHOTOGRAPHY AND DIGITAL ASSETS

We have an image library with a large selection of images and digital assets, which can be found at

www.brookes.ac.uk/imagelibrary

If you commission your own photography you should use one of our approved photographers

http://www2.brookes.ac.uk/marketing/external/approved_photo

For advice on our photography style see Chapter 4.

See www2.brookes.ac.uk/marketing/photo for more advice when taking photos.

If you are using any other photos or digital assets, you must ensure they are either royalty-free, or that you have the permission to use them.

Advice on correct image sizes for use with our templates for web, email and social media can be found in the relevant chapters.
Our web templates help keep our sites recognisable yet give us the flexibility to use different layouts.
There are three basic page layouts:

- landing pages are design-heavy pages with top-level navigation and promotional items - see 17.2
- signposting pages are simple navigational pages with minimal text that route people based on task - see 17.3
- main pages are standard content pages - see 17.4

In some special cases, a 100% width page layout is also available.

The Brookes image library allows you to crop photos to the correct sizes for each layout:

www.brookes.ac.uk/imagelibrary

For access to the image library, please use the ‘Register’ button.

If you are using photos or graphics, you must ensure they are either royalty-free, or that you have the permission to use them.
Landing pages are design-heavy pages with top-level navigation and promotional items.

A top banner image illustrates and may caption the page. Banners are 758 pixels wide and 246 pixels deep.

They may include white text in Helvetica 95 Black over a solid block of colour. Sites using our responsive templates link to Helvetica on our web server (sites using older templates may include text as part of a graphic). Pick a background colour that matches or complements the photo, and/or any relevant printed materials.
Signposting pages are simple navigational pages with minimal text that route people to more detailed content based on task. They also use a top banner image to illustrate the page. These banners are 758 pixels wide 170 pixels deep.

We recommend 419 x 257 pixels for thumbnail page images for maximum impact. These are displayed at their full size on mobile screens but resize for desktop and tablet.
Main pages are the standard content pages, containing the greatest level of detail - most of your pages will probably use this layout.

They can be with or without a right-hand column. This column is used for contact details and related content - remember that this column wraps to the bottom of the content when viewed on a tablet or mobile device.

**IMAGES AND MEDIA**

If including images, we recommend 700 x 430 pixels for main page images for maximum impact, positioned at the top of the page. These are displayed at full size on iPad or tablet screens and resize for desktop and mobile.

If you have video content, position it here instead of a main image.
There are set styles for many common web page components, including:

- Contact us
- Related links
- Download / read online
- Social media links
- Flickr gallery
- YouTube video
- Feature panel
- Blockquote
- Accordion
- Buttons

Examples and code samples are available in a pattern library at:

http://static.brookes.ac.uk/pattern-library

As a general guideline, DO NOT

- capitalise text other than headings
- use italics
- use keylines
- use rounded corners
- centre text (except on buttons)
Sometimes it may be necessary to brand pages hosted externally because there is a need for functionality which Brookes cannot offer or support.

If the site uses a content management system, it should be possible to brand it fully by customising its templates.

Flat HTML templates can be provided, which can be taken apart and reassembled around whatever code the third party site uses. The level of branding required will depend on how the site is to be integrated with the main Brookes website.

Please contact your external supplier and make sure that time and resources to do this are included in your contract with them.

All work needs to be signed off by Creative Services.
Sometimes it may not be possible to brand a third party site or application - it might be an off-the-shelf product, have its own branding (social media sites, for example), or it may simply not be possible to access the underlying code. In these circumstances a ‘light touch’ approach to branding is appropriate.

**WHAT IS ‘LIGHT TOUCH’?**

If something cannot be branded fully, it’s better to keep it simple. In practice this may mean adding a simple header, or just the Oxford Brookes logo.

If you require a logo of specific dimensions we can provide one - please email creativeservices@brookes.ac.uk

If it is possible to specify colours, please refer to the digital colour palettes.

All work needs to be signed off by Creative Services.
A ‘light touch’ Oxford Brookes template is available for Google Sites, with a plain Lime header and the Brookes logo.

To use this template:
1. Go to Google Sites
2. Click the ‘Create’ button
3. ‘Select a template to use’
4. ‘Browse the gallery for more’
5. Click ‘brookes.ac.uk’
6. Select ‘Oxford Brookes Lime Template’
7. Click the ‘Select’ button
18.1 BANNER ADS

DESIGN

Normal branding rules apply to our logo - see 13.1. Where appropriate, position it on the right. Place any accreditation marks or third party logos next to ours, vertically aligned.

DO’S
Always keep at least 10 pixels padding inside the edges of the banner when positioning logos or text. Please ensure sufficient size, weight and contrast for your text to be legible. A mix of upper and lower case often works best, with upper case restricted to short phrases.

Photos should be cut out, or have very plain backgrounds.

DON’TS
Don’t use the logoframe - most banners are too narrow or shallow to fit it in with a decent-sized logo - or the 60° angle from the logoframe.

Don’t use ‘full bleed’ photos or gradients for animated GIFs - the compression in GIF format causes ‘dithering’, resulting in a very grainy image. They also add significantly to filesize.

Don’t make text too wordy, especially in frame animations.

Don’t add a border, unless the host site explicitly requires them.
Always keep 10 pixels padding inside the edges of the banner when positioning logos and text. Photos and illustrations can be ‘full bleed’ up to the edges of the banner.

**LOGOS**
The logo appears top right in square and rectangular layouts. In the narrow ‘skyscraper’ and shallow ‘leaderboard’ formats, keep the logo centre-aligned horizontally and vertically respectively.
**18.3 BANNER ADS**

**ANIMATION**

**SPEED**
Avoid trying to fit in too much text per frame, keep the number of frames down and keep to a slow and steady frame rate. An animation of four frames over 10 seconds is a good benchmark.

Try and finish on a longer frame with a call to action. If possible, keep the logo or a URL visible throughout.

**LOGO**
Templates contain the Brookes logo in the correct position at the correct size. Where there is not space to include the logo at all times, the animation should finish with the logo in the final frame.

**TIPS**
Photos, gradients and long transitions all produce much higher file sizes in animated gifs.

Photos look pixellated since they lose definition in GIF format.

Text is also more legible on a flat colour background.

**FLASH**
With Flash, smoother transitions and animation are possible. General advice on speed and text still applies.
Templates for all these common sizes can be downloaded in one archive. All templates include gridlines, sample text in three styles, background colours and the Brookes logo:

**web-banner-ads.zip**

For other sizes you may adapt the nearest template to your required size, extending the background as necessary, but the logo must be kept in the same position (in the top right corner, at the top or on the right, depending on which template you are adapting). For any non-standard sizes please email [creativeservices@brookes.ac.uk](mailto:creativeservices@brookes.ac.uk)

You can also contact the Web Team for use of a PC/laptop with Photoshop and Helvetica installed.
Extending our digital presence across online social spaces.
19.1  SOCIAL MEDIA  FACEBOOK – PROFILE PICTURES

This image appears inset in the header of your page, as a medium-sized thumbnail in news feeds, and as a small thumbnail next to each of your posts.

Your profile image should always be the Oxford Brookes logo. You may use any colour from the primary and secondary palettes as the background. Do not combine the Brookes logo with any other text or graphic.

Profile pictures are displayed at a size of 160 x 160 pixels - however, Facebook currently requires uploaded images to be a minimum of 180 pixels wide. Our profile template is 180 x 180 px, but designed so that the logo displays correctly at 160 x 160 px.

To ensure the best quality result upload the logo as a PNG file - this will minimise pixellation.

Please also ensure that you edit your thumbnail image and select ‘Scale to fit’. This is to allow enough of an exclusion zone around the logo at the smaller sizes.
Cover photos are displayed at a size of 851 x 315 pixels. If you upload a photo larger than this, Facebook will resize it, and allow you to reposition it. If smaller, it will be stretched to this larger size. The image you upload must be at least 399 pixels wide and 150 pixels tall.

If you want to position certain elements of your cover photo precisely, our template includes some gridlines based on the size of the Oxford Brookes logo.

Text can be included, either with or without a box. Text should be Helvetica 95 Black.

Bear in mind that parts of the photo will be obscured by your profile image, page name and description, and ‘Like / Follow / Message’ buttons. Our template includes placeholders for these so you can preview your cover accurately.

TIPS
Facebook is a social space, so we recommend photographs showing groups of people interacting or active around our campuses.

Changing covers regularly with timely and seasonal content also keeps content fresh and generates engagement.

For images with text, you will get a higher quality result by using a PNG file.
The profile image should always be the Brookes logo (except for approved sub-brands), to keep consistency across different Brookes Twitter accounts. Images must be square, with sufficient space around the logo.

Profile images with department or office names will not be legible on mobile devices, or when the image is resized next to individual tweets. Because the name always appears next to the image, individual account names are sufficient to distinguish between accounts.

Twitter recommends image dimensions of 400 x 400 pixels*. Please use PNG or GIF format.

* If still using the old design, image dimensions are 128 x 128 pixels.
This is the image displayed across the full width of the top of your profile page.

Twitter recommends image dimensions of 1500 x 500 pixels.

For desktop users, it appears as a very wide image, but with the top and bottom of the image is cropped out. For mobile users, the full height is visible on mobile apps and the sides are cropped off.

So, when you are preparing the image for your cover photo, allow for the fact that the top and bottom will not show on the website and the sides won’t show on the mobile app.

**TIPS**

If you upload an image with different proportions, for example 1500 x 700, you can reposition the image before you save by dragging it up and down.

If the image isn’t 1500 pixels wide it will be stretched to fit the width which will result in a fuzzy image when viewed on a large monitor.
This is the image displayed behind the profile image at the top of an Twitter page for desktop users, and the main background image visible for mobile users. Header photos are automatically resized and cropped to a display size of 520px x 260px. Maximum file size is 5MB.

**TIPS**
When choosing a photo remember that your profile picture will obscure the centre.

A semi-transparent black gradient is automatically overlaid over the bottom 3/4 of the photo to create contrast with the white ‘bio’ text. This can look dirty on some colour schemes - choosing a darker image will lessen this.

Using a portrait orientation photo will produce an error.

The Twitter header makes the overall design less about a busy background and more about a vivid header. Making both busy can be distracting.
This is displayed in a fixed position aligned top left.

The default background is plain Charcoal. Backgrounds may be a plain branded colour or a single, full-bleed photo. The images must be in PNG, gif or JPG format, smaller than 800k. Animated GIFs are not supported.

If you wish to include your department or office name as part of the background, it should be aligned horizontally to the logo in the profile image (the Photoshop template includes placeholder text and guides).

Text should be Helvetica 95 Black, and white if on a dark background or Charcoal on a light background.
The University also has a presence on other social networks. Our branding is kept ‘light touch’ so that it does not clash with the existing network branding.

To maximise traffic we recommend using the official Oxford Brookes sites channels rather than setting up your own. For help promoting and sharing your content, please contact socialmedia@brookes.ac.uk
Blogger is the preferred platform for staff or student blogs because it integrates well with Google Mail.

A ‘light touch’ template is available with a plain Lime header, keeping page width, header depth, logo size / position, font and text size consistent with the main Oxford Brookes website.

Other templates can be provided for specific campaigns - for example, Student Blogs to support recruitment.

For templates and advice, please email creativeservices@brookes.ac.uk

For blogs as a CMS, see 17.4 on Wordpress
HTML email designs are available in a range of styles suitable for different uses, from plain letter-style designs to more complicated and colourful designs for marketing campaigns.

Templates should only be used in conjunction with dedicated email-sending software to manage your email campaigns and comply with privacy policies.

There are placeholders for ‘Read as HTML’ and ‘unsubscribe’ links at the top and bottom of the templates. If your email software uses a WYSIWYG editor to insert these, you may need to edit in ‘code’ view to remove any default styling.

If you are using photos or graphics, you must ensure they are either royalty-free, or that you have the permission to use them.
Our email layouts are all based on a grid structure which enables us to create a number of different compositions.

All layouts are based on a framework 650 pixels wide, with a gap of 10 pixels between elements.
The email header contains the logoframe and title.

The logoframe may be either Lime or Pink. The logo is aligned to the top right of the logoframe. The title hangs from the horizontal frame edge beneath the Oxford Brookes logo.

The default title is ‘OXFORD BROOKES UNIVERSITY’, in Helvetica 95 Black, set at 30 pixels high with tracking of -35 pixels and anti-aliasing set to ‘crisp’. You may substitute your own title (for example, OPEN DAY, POSTGRADUATE FAIR) using the Photoshop template provided, adjusting the size where necessary.

Where the audience is exclusively current students or staff, an internal comms template omitting the logoframe may be used. If in any doubt, please contact creativeservices@brookes.ac.uk.
The 1x1 template is the simplest type of branded email.

Use this for formal communications or for informational emails which contain predominately text.
The 2x2 template is also intended for informational emails which contain predominantly text.

It contains an area to highlight specific content or a call to action.
The 3x3 template is more complex, but offers greater flexibility.

This layout is suited to more promotional content. Boxes are primarily for photographs or graphics with type set in Helvetica 95 Black.

Photos can be edited to the correct size using any image editing software. To produce graphics with type you will need knowledge of Photoshop / Fireworks or other graphics software, or the services of a web/graphic designer.

You can also contact the Web Team for use of a PC / laptop with Photoshop and Helvetica installed.
The 4x4 template offers the greatest flexibility for design.

This layout is suited to more promotional content. Boxes are for primarily for photographs or graphics with type set in Helvetica 95 Black.

Photos can be edited to the correct size using any image editing software. To produce graphics with type you will need knowledge of Photoshop / Fireworks or other graphics software, or the services of a web/graphic designer.

You can also contact the Web Team for Use of a PC / laptop with Photoshop and Helvetica installed.
When producing an email for internal communication (where the audience is exclusively current students and/or staff) the logoframe can be removed.

To use these templates, please contact creativeservices@brookes.ac.uk.
Two styles of Brookes idents are available. The animated style is for use in more promotional content, and comes as an Adobe After Effects template. The static style is more suitable for informational content, or for video produced using other packages. Instructions for use are included. A video tutorial is also available at: www.youtube.com/watch?v=McY6i8ARhY0

Video should use 16:9 aspect ratio as standard.
Two styles of lower third captioning are available. The animated style is for use in more promotional content, and comes as an Adobe After Effects template. The static style is more suitable for informational content, or for video produced using other packages. Instructions for use are included. A video tutorial is also available at: www.youtube.com/watch?v=McY6i8ARhY0

Video should use 16:9 aspect ratio as standard. Text should be Helvetica Neue 95 Black.
Our core publications are offered in digital versions, both online and as downloadable apps. These are generated from PDF, so exactly reproduce the printed design and follow print branding.

Where additional rich media content is added, keep the UI elements simple with flat colours and simple lines, and avoid rounded corners. Light drop shadows or outer glow are allowed if it aids usability.
LOGO
The Brookes logo is only required on the splash / start-up screen.
Do not use a miniature logo within the app.

COLOUR
Use one of the primary colours as your main colour. Other primary colours and secondary colours may also be used in combination, but we recommend using a limited colour palette to keep it simple.
See 15.1 and 15.2 for hexadecimal and RGB values.

USER INTERFACE
You can use icons and buttons - please use flat colours and simple lines, and avoid rounded corners. Subtle gradients are allowed if it aids usability.

TYPEFACE
Set Helvetica as the default text for apps for iOS devices. For other devices, use Arial.
The University uses TabSite to create and manage apps within its Facebook pages. Design is light-touch to avoid clashing with Facebook’s branding, and usually uses Helvetica Neue 95 Black text and a primary or secondary colour.

For advice on adding central TabSite apps to departmental Facebook pages, or creating new apps, please contact socialmedia@brookes.ac.uk.
A primary colour should be used in all external digital communications - Oxford Brookes Lime or Oxford Brookes Pink may be used in combination with Oxford Brookes Charcoal.

TYPOGRAPHY
Helvetica Neue

Rules of thumb:
- keep leading the same as the font size
- URLs look better in Helvetica 45 Light (because they can often be long)
- allow a minimum margin around text of 2
- blocks of colour: primary, primary + charcoal or primary + secondary
- no logo
- inset blocks, or flush with screen edge
A primary colour should be used in all external digital communications - Oxford Brookes Lime or Oxford Brookes Pink may be used in combination with Oxford Brookes Charcoal.

White text on a Charcoal background offers the best contrast for viewing from a distance. Try to avoid unnecessary use of strongly contrasting colour, shapes, edges and borders around text.
The logo must be positioned top right, indented by the same amount from the top and the side.

**POOLED ROOMS**
Charcoal has been selected to minimise screen brightness and offer best contrast for desktop icons. Technical PC support information is in white, to be compatible with any colour desktop background colour.

**PERSONAL DESKTOPS**
Branded desktop wallpaper is available on request at different resolutions.

In Windows 7 desktop personalisation, set the wallpaper ‘to fit’. Set the ‘window color’ is to ‘frost’ - which is transparent white - to avoid clashing with the wallpaper colour.
Wallpapers are available for iPad in the full range of primary and secondary branded colours.

Please note that from iOS7, images set as wallpaper are automatically zoomed in to allow for the parallax effect that makes it appear to move when the iPad moves. When setting the wallpaper you will need to manually “move and scale” the image, unless “reduce motion” is enabled in the settings (it is disabled by default).

Wallpapers for other devices can be made on request.
Oxford Brookes has a significant presence in Swindon and an ‘Oxford Brookes in Swindon’ logo has been created to consistently mark out the range of the University’s investments and activities in the town.

This logo can be used on marketing material in relation to the new campus and also to signify other investments - (e.g. our partnerships with Swindon College and Swindon UTC or our WP activities).
This is the ‘Brookes In Swindon’ logo. When used it should appear in Brookes charcoal (Pantone 432) or white.

It may also be used in Brookes lime on merchandise and stationery, and in black for black and white material.
25.2 BROOKES IN SWINDON LOGO

EXCLUSION ZONE

A minimum distance has been allowed between the logo and other graphic elements, such as typography and margins.

The stacked logo must not be reproduced smaller than 12mm high.

The linear logo must not be reproduced smaller than 7mm high.
WE’VE MOVED

Please visit us at our new location on the Delta Business Park
Delta 900, Welton Road, Westlea, Swindon SN5 7XQ
www.hls.brookes.ac.uk/joel-joffe

WE’VE MOVED

into a new location on Swindon’s Delta Business Park.
Visit our new campus and find out more about our local courses in:
- Adult Nursing
- Operating Department Practice
- Continuing Professional Development

www.brookes.ac.uk/swindoncampus

The ‘Brookes in Swindon’ logo should always be placed top right and never be used with the logoframe. See 12.1 for more detail.
BROOKES IN SWINDON LOGO

WHEN TO USE IT: PUBLICATIONS

EXAMPLE: BOOKLET COVER (NO LOGOFRAME)

EXAMPLE: BOOKLET COVER

When producing communications specific to Swindon without using the logoframe the “Brookes in Swindon” logo may be used.

If using the logoframe the “Brookes in Swindon” logo should be used on the reverse or back cover.
25.5 BROOKES IN SWINDON LOGO
WHEN TO USE IT: BUSINESS CARD

EXAMPLE

If you are based at our Swindon Campus you have the option of using the ‘Brookes in Swindon’ logo on your business card.

All other stationery will be as shown in Chapter 8.

To order your business cards please email your details to stationery@brookes.ac.uk
25.6 BROOKES IN SWINDON LOGO
WHEN TO USE IT: SIGNAGE

EXAMPLE CAMPUS SIGNAGE
25.7

WEB BANNERS

EXAMPLE: 300 X 250 RECTANGLE

EXAMPLE: 200 X 200 SQUARE

EXAMPLE: 160 X 600 SKYSCRAPER

EXAMPLE: 728 X 90 LEADERBOARD
**25.8** BROOKES IN SWINDON LOGO

**DON’TS**

- With the logoframe
- In a box
- In pink (or any other colour, other than charcoal, white, lime and black)
- In more than one colour
- In a different font
Hopefully these guidelines have helped you apply the Oxford Brookes brand.

If you have any questions, please contact:

Communication Services
creativeservices@brookes.ac.uk