

# 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.

# **CHAPTER 1**

## **LOGO AND LOGOFRAME**

# 1.1

## LOGO AND LOGOFRAME **THE LOGO**

OXFORD  
**BROOKES**  
UNIVERSITY

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.

# 1.2

## LOGO AND LOGOFRAME EXCLUSION ZONE



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.

# 1.3

## LOGO AND LOGOFRAME THE LOGOFRAME



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.



OXFORD  
BROOKES  
UNIVERSITY

# CHAPTER 2

# TYPOGRAPHY



# 2.1

## TYPOGRAPHY PRIMARY TYPEFACES

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Helvetica Neue 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789?!@£\$%^&\*+=:()''/.**

Helvetica Neue 95 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789?!@£\$%^&\*+=:()''/.**

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.

# 2.2

## TYPOGRAPHY SECONDARY TYPEFACES (restricted use)

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.

# CHAPTER 3

## COLOUR

Using a consistent colour palette will help our materials be instantly recognisable.

# 3.1

## COLOUR PRIMARY COLOURS

### OXFORD BROOKES CHARCOAL

PANTONE 432  
C69 M55 Y46 K13

### OXFORD BROOKES LIME

PANTONE 383  
C29 M3 Y99 K19

### OXFORD BROOKES PINK

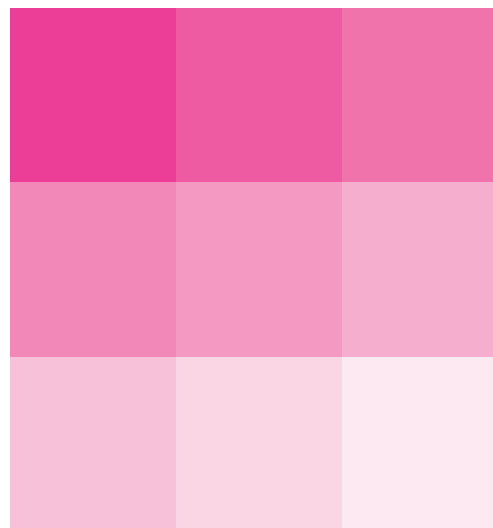
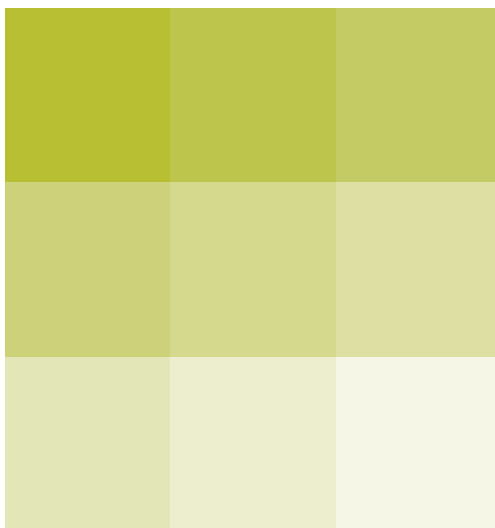
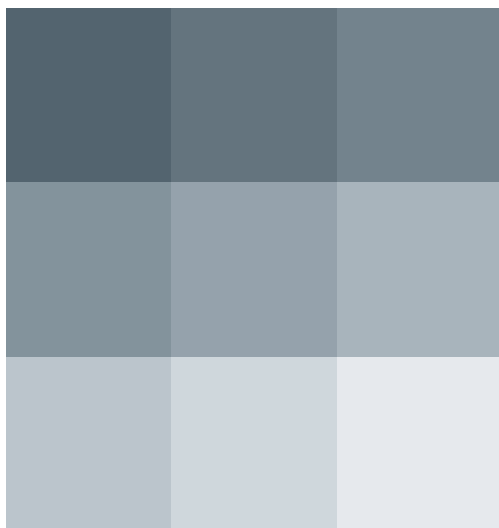
PANTONE 226  
C2 M94 Y2 K0

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.

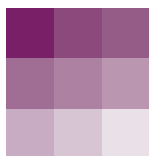


# 3.2

## COLOUR SECONDARY COLOURS

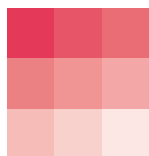
### OXFORD BROOKES PURPLE

PANTONE 229  
C56 M100 Y25 K15



### OXFORD BROOKES RED

PANTONE 1935  
C2 M97 Y93 K5



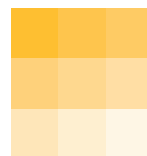
### OXFORD BROOKES YELLOW

PANTONE 7406  
C1 M17 Y93 K3



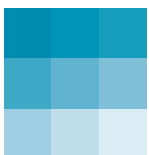
### OXFORD BROOKES GOLD

PANTONE 130  
C0 M31 Y90 K0



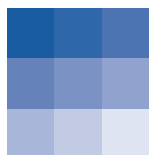
### OXFORD BROOKES AQUA

PANTONE 314  
C100 M3 Y18 K14



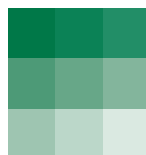
### OXFORD BROOKES BLUE

PANTONE 287  
C92 M62 Y0 K0



### OXFORD BROOKES GREEN

PANTONE 349  
C95 M10 Y85 K30



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.

# CHAPTER 4

## PHOTOGRAPHY

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.

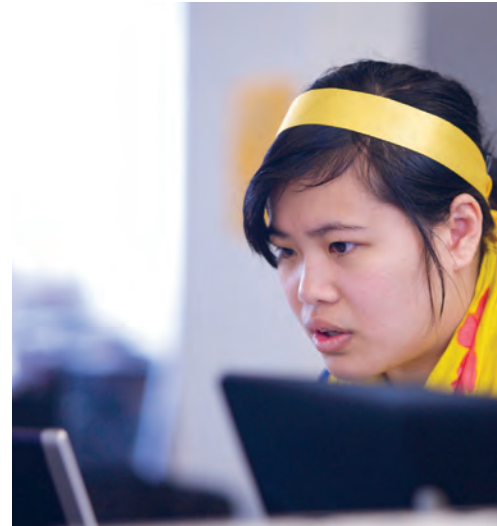
Shots should be simple but interesting and creative without feeling posed or contrived.

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)**

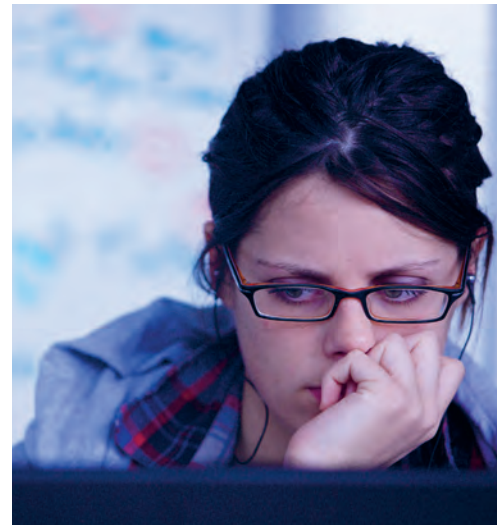
# 4.1

## PHOTOGRAPHY INDIVIDUAL PEOPLE



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.





# 4.2

## PHOTOGRAPHY GROUPS OF PEOPLE



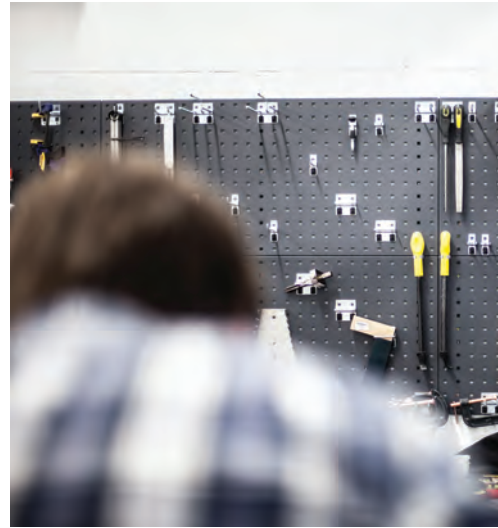
Groups of people should be imaginatively shot, showing people in their environment.





# 4.3

## PHOTOGRAPHY DETAILS OF PEOPLE



People can be shown without necessarily showing their faces.

Detail shots can be useful in giving extra interest to a cover or spread.



# 4.4

## PHOTOGRAPHY SUBJECT SPECIFIC



Specific subject matter may be needed for different faculties and departments.

Original and creative images should be used to illustrate familiar themes.





# 4.5

## PHOTOGRAPHY OXFORD LOCATION



Images of Oxford should capture the atmosphere and its various characteristics and attributes.

Wherever possible, these images should include people.



# 4.6

## PHOTOGRAPHY CAMPUS ARCHITECTURE



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

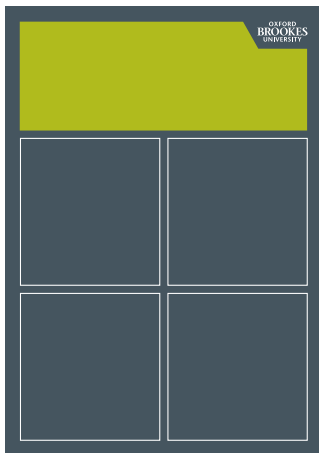
## FRAMEWORKS FOR PRINT – COVERS

### FRAMEWORKS

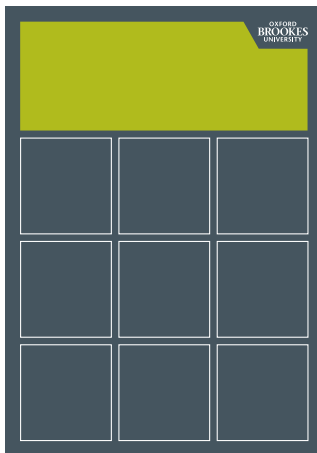
#### A-SIZE PORTRAIT FORMAT



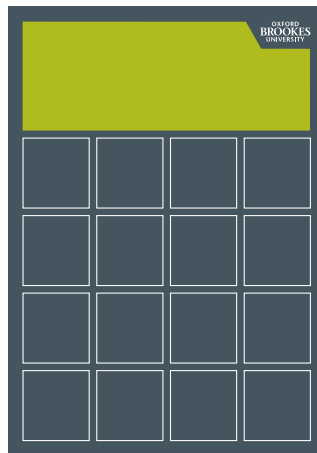
1x1  
Framework



2x2  
Framework



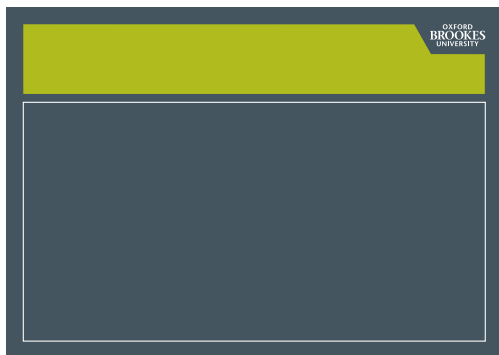
3x3  
Framework



4x4  
Framework

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

#### A-SIZE LANDSCAPE FORMAT



1x1  
Framework



6x3  
Framework

#### DL FORMAT



1x1  
Framework



3x5  
Framework



# FRAMEWORKS FOR PRINT – COVERS

## LAYOUT OVERVIEW



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

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

Background colour is always Oxford  
Brookes Charcoal or white

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

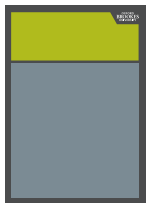
Coloured boxes can be used in the grid to add vibrancy.

Text can be used within coloured boxes.

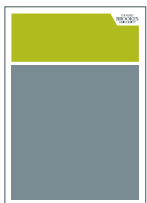
# 5.3

## FRAMEWORKS FOR PRINT – COVERS A-SIZE PORTRAIT FORMAT: 1x1 FRAMEWORK

### TEMPLATE



A4\_port\_1x1.indd



A4\_port\_1x1\_white-bg.indd

### EXAMPLE



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.

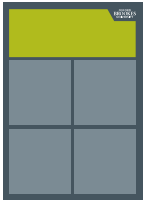


# 5.4

## FRAMEWORKS FOR PRINT – COVERS

### A-SIZE PORTRAIT FORMAT: 2x2 FRAMEWORK

#### TEMPLATE



A4\_port\_2x2.indd

#### EXAMPLE



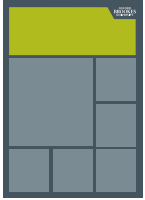
Coloured boxes cannot be used with this format.

# 5.5

## FRAMEWORKS FOR PRINT – COVERS

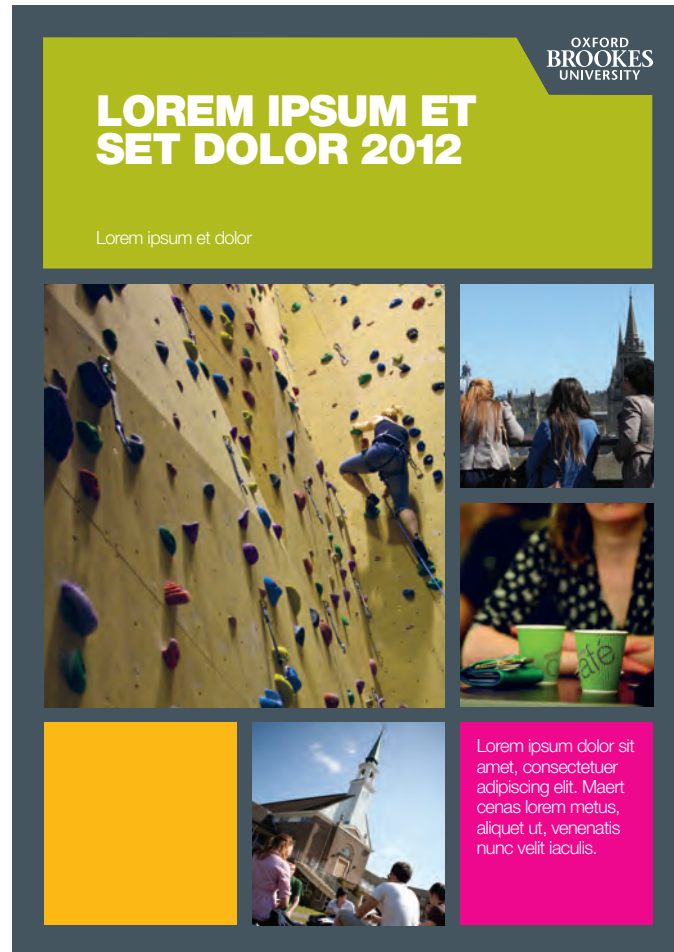
### A-SIZE PORTRAIT FORMAT: 3x3 FRAMEWORK

#### TEMPLATE



A4\_port\_3x3.indd

#### EXAMPLE

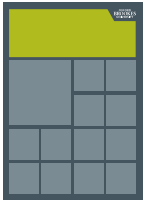


No more than two boxes should be coloured.

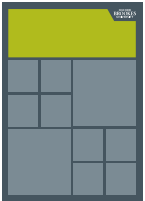
# 5.6

## FRAMEWORKS FOR PRINT – COVERS A-SIZE PORTRAIT FORMAT: 4x4 FRAMEWORK

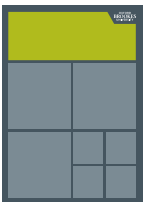
### TEMPLATES



A4\_port\_4x4\_13boxes.indd



A4\_port\_4x4\_10boxes.indd



A4\_port\_4x4\_7boxes.indd

### EXAMPLE

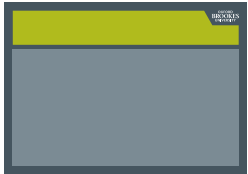


Only use the templates given here. Do not use three different sizes of box.

# 5.7

## FRAMEWORKS FOR PRINT – COVERS A-SIZE LANDSCAPE FORMAT: 1x1 FRAMEWORK

### TEMPLATE



A4\_land\_1x1.indd



A4\_land\_1x1\_white-bg.indd

### EXAMPLE



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

# 5.8

## FRAMEWORKS FOR PRINT – COVERS

### A-SIZE LANDSCAPE FORMAT: 6x3 FRAMEWORK

#### TEMPLATE



A4\_land\_6x3.indd

#### EXAMPLE

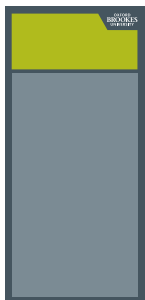


Three sizes of squares must be used in this format.

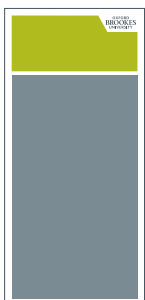
# 5.9

## FRAMEWORKS FOR PRINT – COVERS DL PORTRAIT FORMAT: 1x1 FRAMEWORK

### TEMPLATE

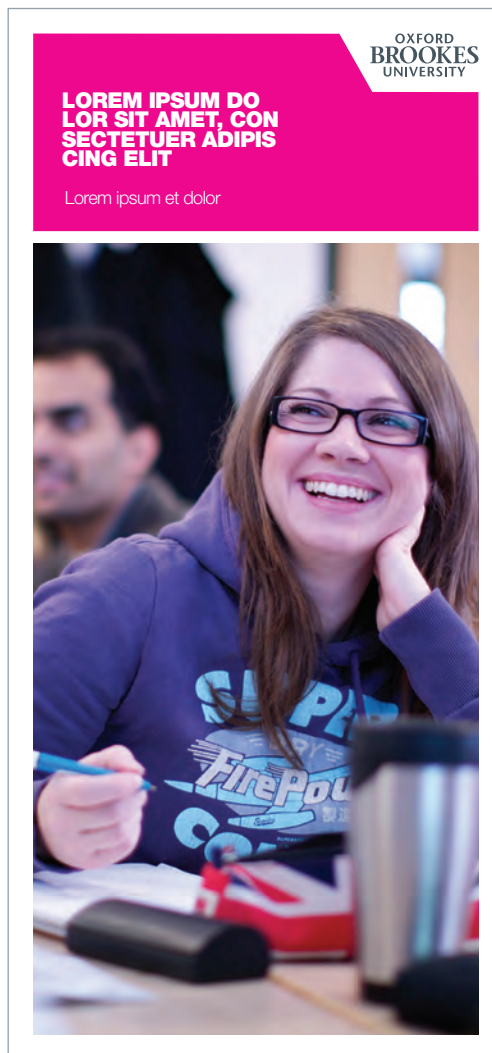
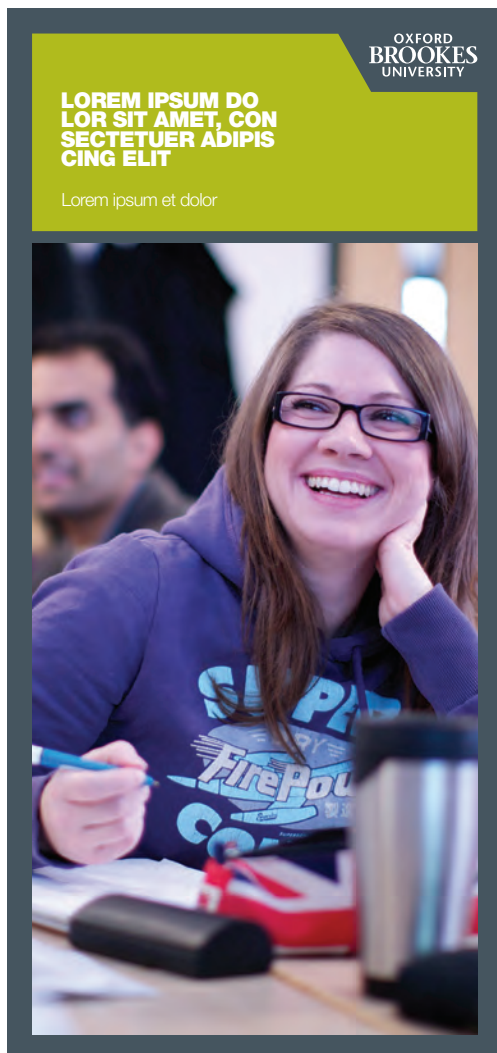


DL\_port\_1x1.indd



DL\_port\_1x1\_white-bg.indd

### EXAMPLE



This framework allows for a single image within the main panel.



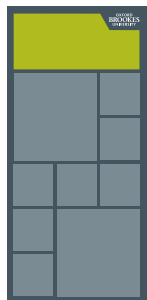
## 5.10 FRAMEWORKS FOR PRINT – COVERS

### DL PORTRAIT FORMAT: 3x5 FRAMEWORK

## 5.10 FRAMEWORKS FOR PRINT – COVERS

### DL PORTRAIT FORMAT: 3x5 FRAMEWORK

### EXAMPLE



DL\_port\_3x5.indd



# 5.11

## FRAMEWORKS FOR PRINT – COVERS

### FULL BLEED IMAGES

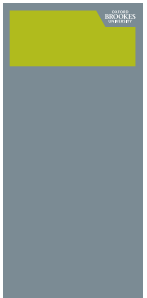
#### TEMPLATES



A4\_port\_fullbleed.indd



A4\_land\_fullbleed.indd



DL\_port\_fullbleed.indd

#### EXAMPLE



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

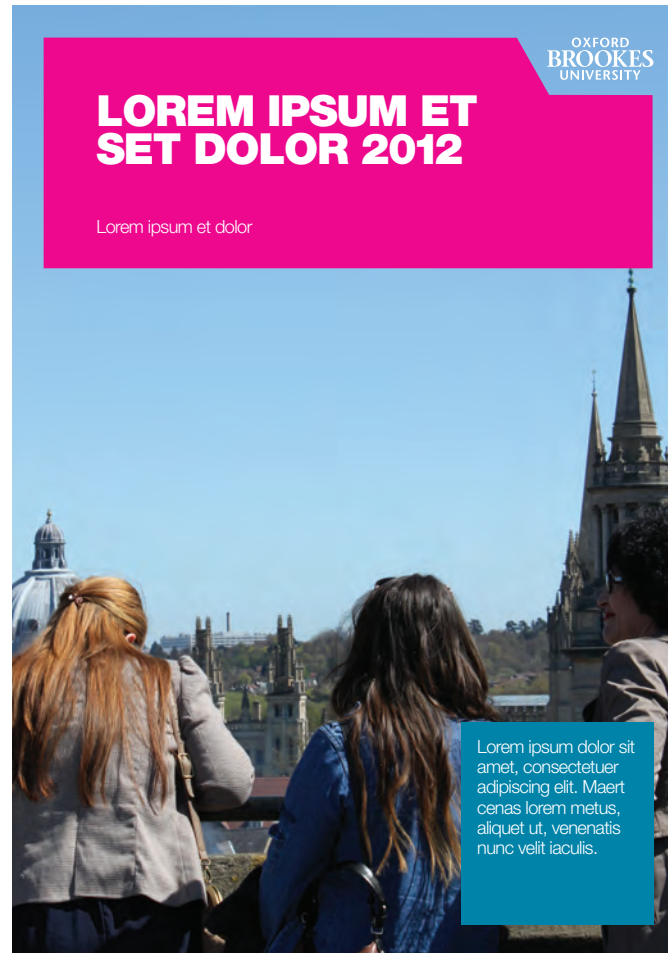
## FRAMEWORKS FOR PRINT – COVERS

### COLOURED TEXT BOXES: ON ONE IMAGE

#### EXAMPLE



1X1 Frameworks



Full bleed images

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

#### 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)

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.

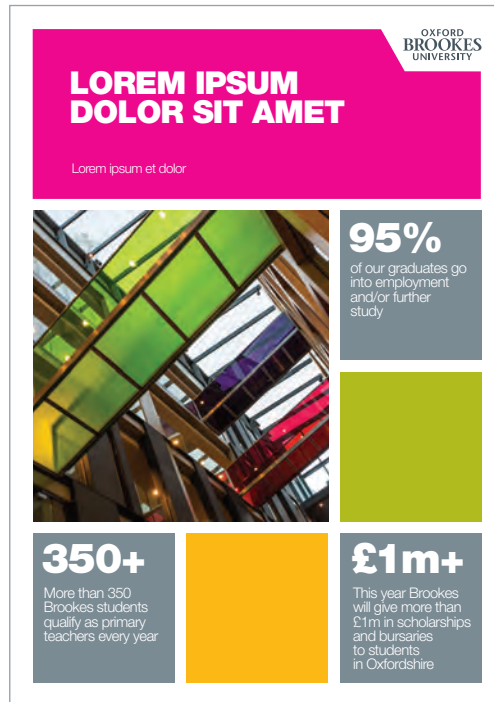
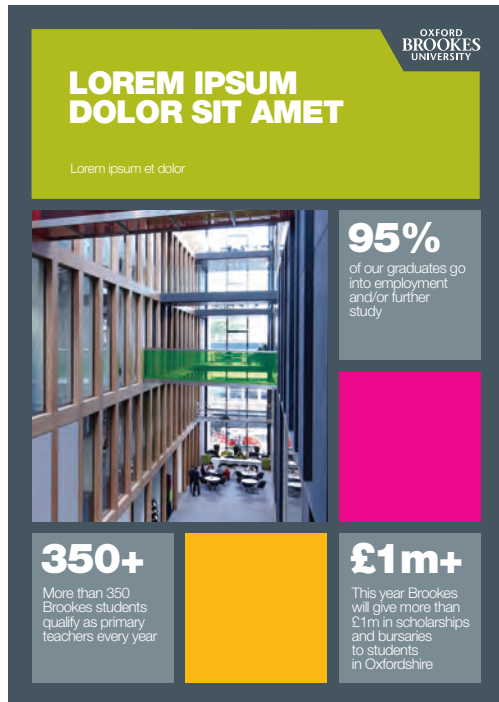
Coloured boxes should also obey the guidelines shown in the Don'ts section 5.15.

# 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.

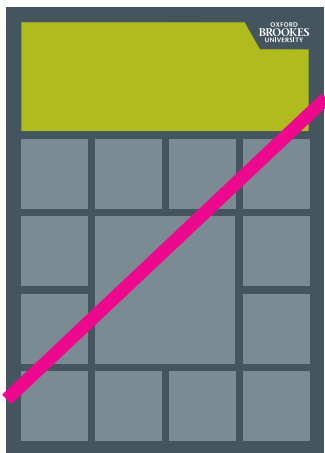
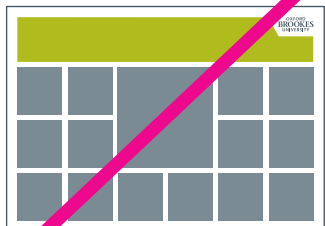
This approach can only be used with the 3x3 Framework.

A4 typographic brochure cover

# 5.15

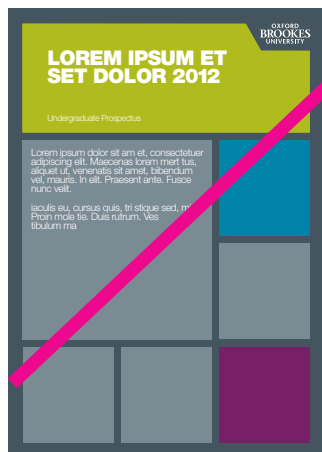
## FRAMEWORKS FOR PRINT – COVERS DON'TS

### LAYOUT



Don't centre larger boxes within the frameworks

### TEXT IN COLOURED BOXES

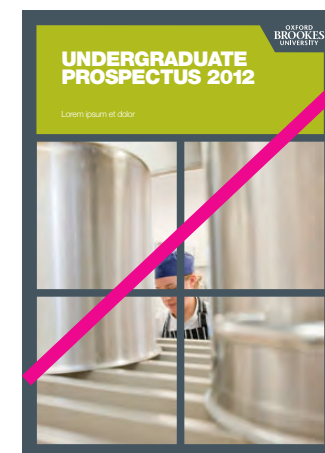


Don't place text in largest box size



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

# 5.16

## FRAMEWORKS FOR PRINT – COVERS

### TITLE HEADING

#### EXAMPLE



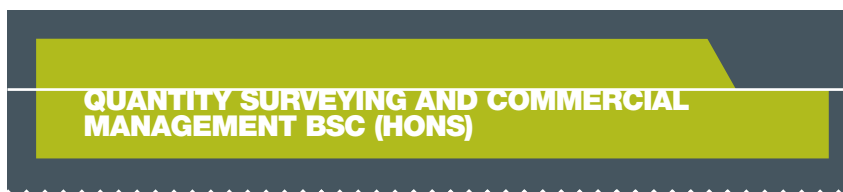
A4 portrait  
brochure cover



Title heading is  
inset to align to  
the 12 column grid  
within template



A4 landscape  
brochure cover



A4 landscape  
brochure cover –  
long heading



Title heading hanging  
from the second line

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.

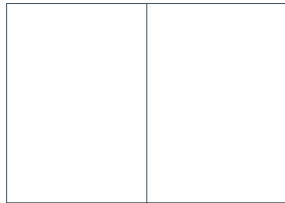
Subheadings should be set in Helvetica Neue 45 Light. They should sit below the title heading with some space in between. Sub headings can vary in size depending on line length.

Jagged edge represents continuation of cover

# 5.17

## FRAMEWORKS FOR PRINT SAMPLE SPREAD

### TEMPLATES



A4spread\_grid.indd

### EXAMPLE



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.

A4 brochure

# 5.18

## FRAMEWORKS FOR PRINT PAPER AND ENVIRONMENTAL POLICY



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.



# **CHAPTER 6**

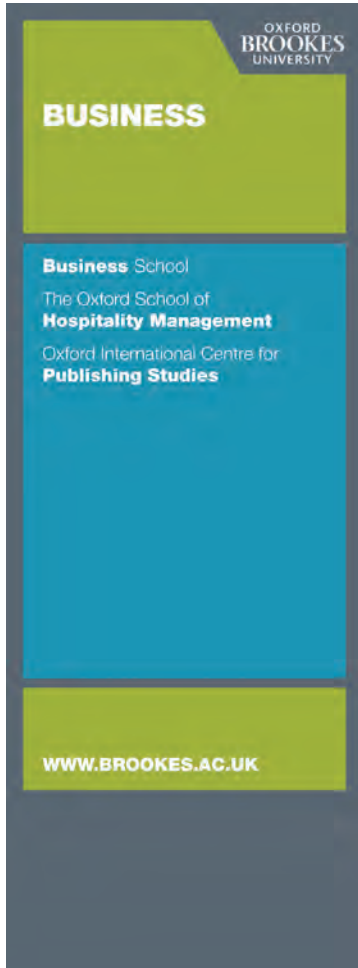
## **BANNERS, POSTERS, POSTCARDS AND FLYERS**



# 6.1

## BANNERS, POSTERS, POSTCARDS AND FLYERS VERTICAL BANNERS

### EXAMPLE



**OXFORD BROOKES UNIVERSITY**

**BUSINESS**

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

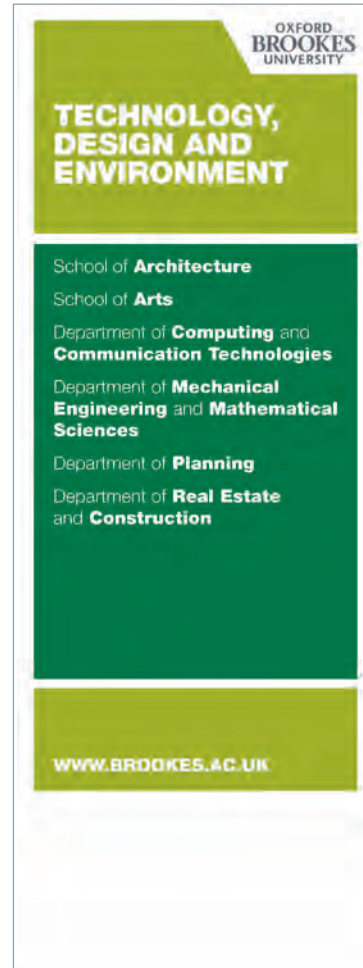
**WWW.BROOKES.AC.UK**



**OXFORD BROOKES UNIVERSITY**

**UK Centre of Excellence in Teaching and Learning.**

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



**OXFORD BROOKES UNIVERSITY**

**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 8% world-leading.  
RAE 2008

**“**  
Our students graduate with the in-demand skills that can be applied immediately in practice.  
**”**

# 6.2

## BANNERS, POSTERS, POSTCARDS & FLYERS LANDSCAPE BANNERS

### EXAMPLE

# 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](http://www.brookes.ac.uk/go/svec)

# 6.3

## BANNERS, POSTERS, POSTCARDS AND FLYERS A-SIZE POSTERS, POSTCARDS AND FLYERS

### EXAMPLE



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.

A-sized posters, postcards and flyers

# **CHAPTER 7**

# **ADVERTISEMENTS**



## EXAMPLE

**OXFORD BROOKES UNIVERSITY**

**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 on 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
- leading modules and programmes where appropriate
- 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
- a commitment to research with a publication record commensurate with current stage of academic career.

Training in teaching methods is provided for those without relevant experience. Please note: the successful applicant will need to be subject to a background disclosure check by the Criminal Records Bureau (CRB) before any appointment can be confirmed.

Ref: 360/18079/BC

**Closing date: 28 October 2011**

**Apply online or contact Human Resources**  
**Tel: 01865 484537 (answerphone) Minicom: 01865 485928**  
**Follow us at <http://twitter.com/BrookesJobs>**  
**Working for equal opportunities**  
**[www.brookes.ac.uk/vacancy](http://www.brookes.ac.uk/vacancy)**



**OXFORD BROOKES UNIVERSITY**

**[www.brookes.ac.uk/vacancy](http://www.brookes.ac.uk/vacancy)**

**Chef (variable hours)**  
 Starting salary: pro-rata to £21,652, rising annually to £23,661 Hourly rate £11.22  
 Based at Headington Campus Ref: 171/17263/PR

**Kitchen Porter (20 hours per week)**  
 Starting salary: pro-rata to £14,608 rising annually to £15,353  
 Based at Headington Campus Ref: 178/17481/PR

**Catering Assistant x 11**  
 Starting salary: pro-rata to £15,353 rising annually to £16,226 Hourly rate £7.96

Based at Marston Road Campus variable hours x 3 Ref: 172/18057/PR  
 Based at Headington Campus variable hours x 2 Ref: 179/17131/PR  
 Based at Wheatley Campus (part-time x 6) Ref: 173/11963/PR  
 37 hours/30 weeks Ref: 174/15713/PR  
 25 hours/30 weeks Ref: 175/17526/PR  
 15 hours/38 weeks Ref: 176/17523/PR  
 6.5 hours/38 weeks variable hours x 2 Ref: 177/17429/PR

**Closing date for all posts: 14 October 2011**  
**Apply online or contact Human Resources**  
**Tel: 01865 484537 (answerphone) Minicom: 01865 485928**  
**Follow us at <http://twitter.com/BrookesJobs>**  
**Working for equal opportunities**

 Oxford Brookes is channelling nearly **£4 million** to boost businesses and skills during these challenging economic times

 Oxford Brookes was the world's first ever **Fairtrade university**

**OXFORD BROOKES UNIVERSITY**

**[www.brookes.ac.uk/vacancy](http://www.brookes.ac.uk/vacancy)**

**Faculty of Health and Life Sciences**

**Clinic Receptionist, Ferndale Clinic in Swindon (part-time, 0.54fte)**  
 Starting salary: pro-rata to £17,179, rising annually to £18,718

**You will be:**

- working 20 hours per week (Monday-Friday, 1.45-5.45 pm)
- managing all relevant telephone, face to face, email and postal enquiries
- administering the appointment system for the Clinic, including making appointments, allocating treatment rooms, allocating students to patients, management of patient files and student records, receiving payments from patients, analysis and forwarding of clinic revenue, and maintaining on-going audit of clinic patient throughput and maintaining records of marketing initiatives
- ensuring that clinical and stationery supplies are maintained

**You should have:**

- GCSEs or equivalent
- previous receptionist experience and customer-facing experience
- good IT skills and an understanding of centralised database systems
- an ability to work on own initiative, prioritise and manage competing demands
- excellent communication and organisational skills

Ref: 405/17893/AW

**Closing date for both posts: 30 September 2011**

**Apply online or contact Human Resources**  
**Tel: 01865 484537 (answerphone) Minicom: 01865 485928**  
**Follow us at <http://twitter.com/BrookesJobs>**  
**Working for equal opportunities**  
**[www.brookes.ac.uk/vacancy](http://www.brookes.ac.uk/vacancy)**

**Programme Administrator(s), Ferndale Clinic in Swindon (1 x 1.0fte, 1 x part-time, 0.5fte)**  
 Starting salary: £21,652, rising annually to £23,661 (pro-rata for part-time post)

Hours for 0.5fte post:  
 10 am-2 pm Mon-Thur, 10am-12.30 pm Fri



**You will be:**

- providing comprehensive administrative support to the assigned programme portfolio
- taking responsibility for faculty-based elements of student recruitment and appropriate admissions procedures, student induction and student examination and progression
- liaising with external partners/stakeholders with respect to funding and other student related issues
- maintaining and archiving all programme and short course documentation, handbooks etc
- providing administrative support and contributing to formal programme committees/ meetings, subject examination committees, annual reviews and other associated meetings for the relevant programmes

**You should have:**

- A-levels or equivalent experience
- previous administrative experience
- experience of working to strict deadlines in a high-performing team
- an ability to work effectively on own initiative
- an ability to pay close attention to detail and to ensure that all required documentation and administrative arrangements are precisely as required
- strong written and oral communication skills
- an ability to draft concise notes and minutes from complex discussions

Ref: 406/18041/AW

# **CHAPTER 8**

## **STATIONERY**

# 8.1

# STATIONERY LETTERHEAD

### EXAMPLE



# 8.2

# STATIONERY COMPLIMENTS SLIP

## EXAMPLE

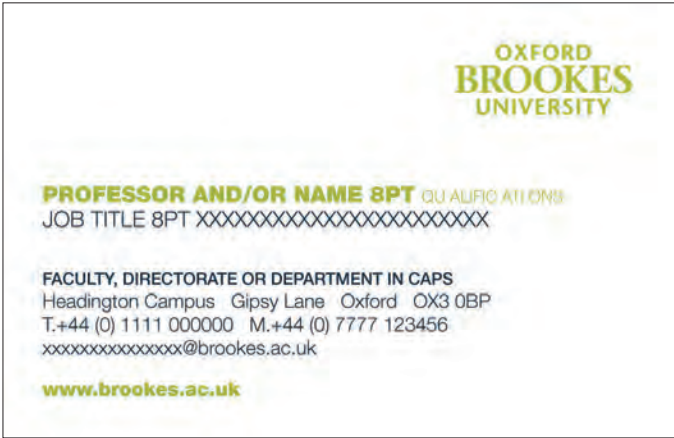




# 8.3

## STATIONERY BUSINESS CARD

### EXAMPLE



Front

# **CHAPTER 9**

## **WORD DOCUMENTS**

# WORD DOCUMENTS

## FAX & MEMO

<p><b>FAX</b></p> <p>TO:           &lt;type name&gt;</p> <p>ORGANISATION: &lt;type name&gt;</p> <p>FROM:       &lt;type name&gt;</p> <p>DATE:       &lt;type name&gt;</p> <p>PAGES:     &lt;type name&gt; (including this one)</p> <p>CC:          &lt;type name&gt;</p>  <p>&lt;type subject heading here&gt;</p> <p>&lt;type your document copy here&gt;</p>	<p><b>MEMO</b></p> <p>TO:           &lt;type name&gt;</p> <p>FROM:       &lt;type name&gt;</p> <p>DATE:       &lt;type name&gt;</p> <p>CC:          &lt;type name&gt;</p>  <p>&lt;type subject heading here&gt;</p> <p>&lt;replace this text with your document copy&gt;</p>
---	---

# 9.2

## WORD DOCUMENTS COMMITTEE STATIONERY

### EXAMPLE

OXFORD  
BROOKES  
UNIVERSITY

**AGENDA**

<STATUS>  
<DOCUMENT REFERENCE>  
  
<NAME OF COMMITTEE>  
<FACULTY/DEPARTMENT/DIRECTORATE/SCHOOL NAME>  
  
<CLASS> agenda for a meeting to be held on <date> at <venue>  
  
SECRETARY: <name> <position>  
<venue> <phone>  
  
1. Apologies  
To receive apologies for absence  
  
2. Minutes of the meeting held on <date>  
To confirm the minutes as an accurate record <document reference>  
  
3. Matters arising from the minutes  
To consider matters arising from the minutes of the last meeting not appearing as substantive agenda items  
  
3.1 Minute <number> text <document reference>  
<name of person speaking to item>  
  
3.2 Minute <number> text <document reference>  
<name of person speaking to item>  
  
4. Heading  
Text  
  
4.1 Text <document reference>  
4.2 Text <document reference>  
<name of person speaking to item>  
  
5. Heading  
Text  
<name of person speaking to item>  
  
6. Date of Next Meeting  
To note that the next meeting is scheduled for <date> on <date> at <location>

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**REPORT**

<TYPE REPORT NAME HERE>  
  
1. <type first item here>  
1.1 <type second item here>

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UNIVERSITY

**MINUTES**

<STATUS>  
<DOCUMENT REFERENCE>  
  
<NAME OF COMMITTEE>  
<FACULTY/DEPARTMENT/DIRECTORATE/SCHOOL NAME (if applicable)>  
  
<CLASS> minutes of the meeting of the <name of committee> held on <date> at <venue> in <location>  
  
PRESENT: <members present>  
In attendance: <others in attendance>  
Absentees: <members not present>  
  
52 Minutes of the meeting held on <date>  
52.1 The minutes of the meeting held on <date> were accepted as an accurate record (repeat number).  
53 Matters Arising  
53.1 Minute <number>, Sub-heading Text  
53.1.1 Minute Text  
53.1.2 Minute Text <Action> <Initiator>  
54 Heading Text  
54.1 The Committee received and considered a paper concerning <topic> <document reference> <paper number>.  
54.2 Sub-heading Text  
54.2.1 Minute Text  
54.2.2 Minute Text  
54.3 Minute Text  
55 Date of Next Meeting  
55.1 The committee agreed that the next meeting was scheduled for <date> on <date> at <location>

# 9.3

## WORD DOCUMENTS COVERS

### EXAMPLE



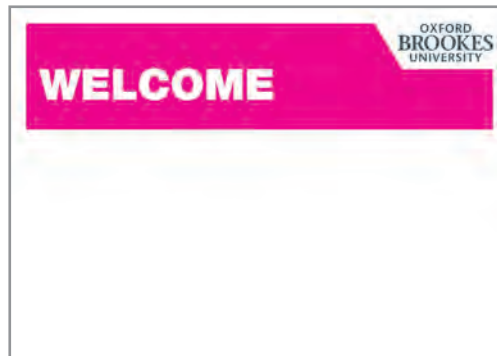
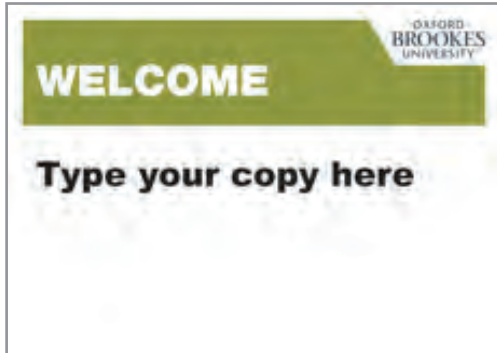
The coloured options are for use on white paper or card only.

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

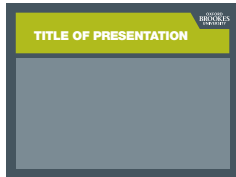
# POWERPOINT

The following templates  
should be used for all  
Powerpoint presentations.

# 10.1

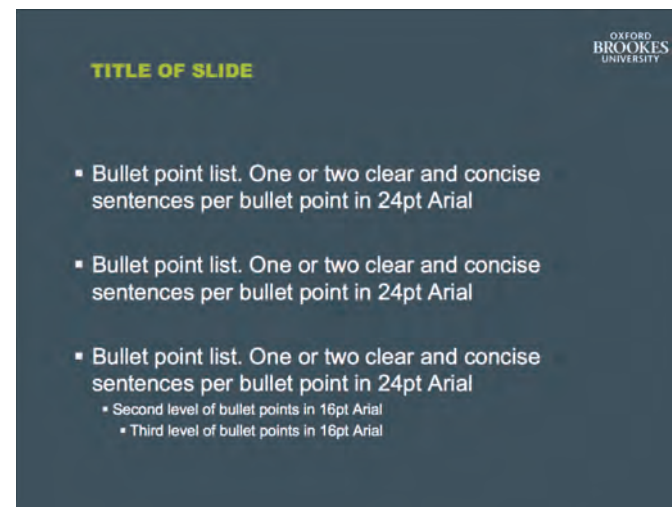
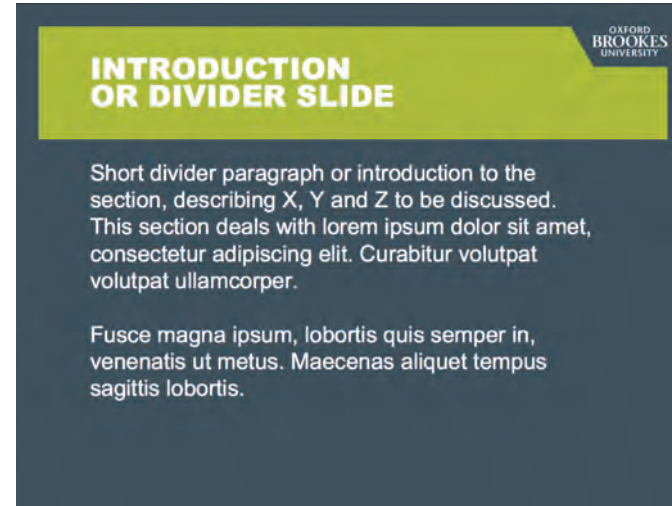
## POWERPOINT TEMPLATES STYLE GUIDES: CHARCOAL GREY BACKGROUND

### TEMPLATE



OB\_templates\_grey.ppt

### EXAMPLES

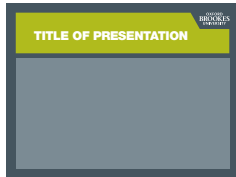




# 10.2

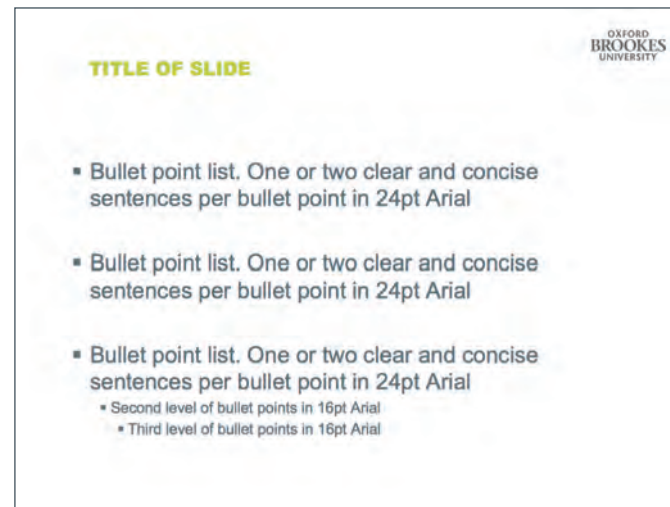
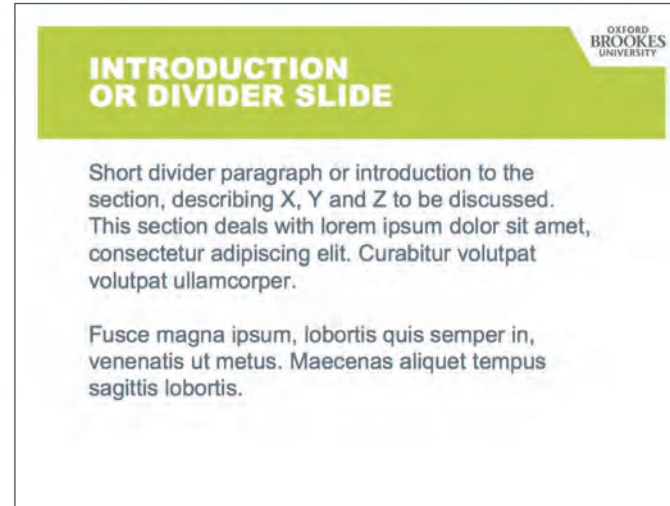
## POWERPOINT TEMPLATES STYLE GUIDES: WHITE BACKGROUND

### TEMPLATE



OB\_templates\_white.ppt

### EXAMPLES



# 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.

# 11.1 INTERNAL COMMUNICATIONS

## NO LOGO FRAME

### EXAMPLE



# COMPUTER SHOP

GROUND FLOOR, ABERCROMBIE BUILDING



### COLOUR PRINTING

A4, A3, A2 & A1 Collection

Credits/refunds  
Charge accounts

### IT KIT

ink cartridges  
memory sticks  
USB drives  
cds & dvds  
headphones,  
speakers & monitors  
paper

### CONTACT US

01865 483333  
csshop@brookes.ac.uk

### HIRE SERVICES

Laptops from £10 per week

Cameras  
Projectors  
Voice recorders

### OPENING HOURS

Semester  
M-F 09.30 – 17.30

Vacation  
M-F 09.00 – 12.00  
13.00 – 16.30



# COMPUTER SHOP

GROUND FLOOR, ABERCROMBIE BUILDING



### COLOUR PRINTING

A4, A3, A2 & A1 Collection

Credits/refunds  
Charge accounts

### IT KIT

ink cartridges  
memory sticks  
USB drives  
cds & dvds  
headphones,  
speakers & monitors  
paper

### CONTACT US

01865 483333  
csshop@brookes.ac.uk

### HIRE SERVICES

Laptops from £10 per week

Cameras  
Projectors  
Voice recorders

### OPENING HOURS

Semester  
M-F 09.30 – 17.30

Vacation  
M-F 09.00 – 12.00  
13.00 – 16.30

When producing internal communications (where the audience is exclusively current students and/or staff) the logoframe 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.

# CHAPTER 12

## CAMPAIGNS

For University campaigns  
ie 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



OXFORD  
BROOKES  
UNIVERSITY

**Up for some  
*amazing  
research?***

**UP FOR THE CHALLENGE?  
VISIT OUR POSTGRADUATE FAIR  
on Wednesday 16 October from 4-6pm**

To register visit [www.brookes.ac.uk/challenge](http://www.brookes.ac.uk/challenge) or  
contact us on 01865 483713 or [pgfairs@brookes.ac.uk](mailto:pgfairs@brookes.ac.uk)  
**#brookeschallenge**

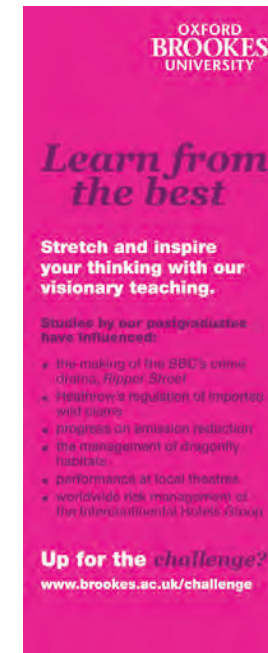


OXFORD  
BROOKES  
UNIVERSITY

**Up for some  
*career-changing  
studies?***

**UP FOR THE CHALLENGE?  
VISIT OUR POSTGRADUATE FAIR  
on Wednesday 16 October from 4-6pm**

To register visit [www.brookes.ac.uk/challenge](http://www.brookes.ac.uk/challenge) or  
contact us on 01865 483713 or [pgfairs@brookes.ac.uk](mailto:pgfairs@brookes.ac.uk)  
**#brookeschallenge**



OXFORD  
BROOKES  
UNIVERSITY

***Learn from  
the best***

**Stretch and inspire  
your thinking with our  
visionary teaching.**

**Studies by our postgraduates  
have influenced:**

- the making of the BBC's crime  
drama, *Popper Street*
- Heathrow's regulation of imported  
wild plants
- progress on emission reduction
- the management of dragonfly  
habitate
- performance at local theatres
- worldwides risk management of  
the International Hotels Group

**Up for the challenge?**  
[www.brookes.ac.uk/challenge](http://www.brookes.ac.uk/challenge)

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.

# **CHAPTER 13**

## **DIGITAL LOGOS**



# 13.1

## DIGITAL LOGOS THE LOGO



OXFORD  
BROOKES  
UNIVERSITY

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

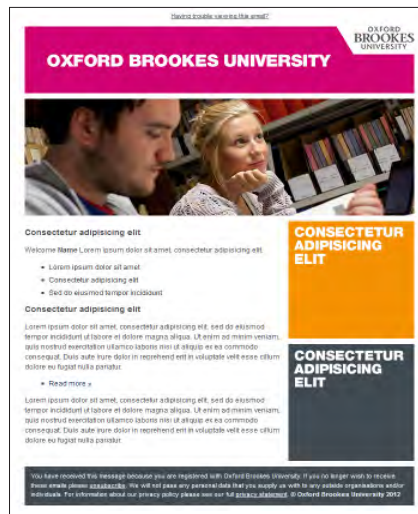
There is usually a minimum distance of 10 pixels around the logo, and wherever possible the logo has a minimum size of 101 x 40 pixels.

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](http://www.brookes.ac.uk/about-brookes/corporate-identity/150th-anniversary)



# **CHAPTER 14**

## **WEB TYPOGRAPHY**



# 14.1

## WEB TYPOGRAPHY PRIMARY TYPEFACES

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

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.

# 14.2

## WEB TYPOGRAPHY SECONDARY TYPEFACES (restricted use)

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&\*+=:()''/.

*Georgia Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789?!@£\$%^&\*+=:()''/.*

***Georgia Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
VWXYZ***

***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

# CHAPTER 15

## SCREEN COLOUR

Using a consistent colour palette will help our digital presence be instantly recognisable.

# 15.1

## SCREEN COLOUR PRIMARY COLOURS

### OXFORD BROOKES CHARCOAL

100%  
#424a52  
R66 G74 B82

### OXFORD BROOKES LIME

100%  
#9eab05  
R158 G171 B5

### OXFORD BROOKES PINK

100%  
#d10373  
R209 G3 B115

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.

60%  
#c5cd69

20%  
#eceedc

10%  
#f5f6e6

60%  
#e368ab

20%  
#f6cde3

10%  
#fae5f1

# 15.2

## SCREEN COLOUR SECONDARY COLOURS

### OXFORD BROOKES PURPLE

100%  
#6a2150  
R106 G33 B80

60%  
#a67a96  
20%  
#e1d3dc  
10%  
#f0e9ee

### OXFORD BROOKES RED

100%  
#c70540  
R199 G5 B64

60%  
#d86b8e  
20%  
#f2ced9  
10%  
#f9e7ec

### OXFORD BROOKES YELLOW

100%  
#e3ba12  
R227 G186 B18

60%  
#e7cd74  
20%  
#f7eed1  
10%  
#fbf7e8

### OXFORD BROOKES GOLD

100%  
#f49103  
R244 G145 B3

60%  
#f0b66d  
20%  
#fae7ce  
10%  
#fdf3e7

### OXFORD BROOKES AQUA

100%  
#0085a1  
R0 G133 B161

60%  
#6cb0c2  
20%  
#cee5eb  
10%  
#e7f2f5

### OXFORD BROOKES BLUE

100%  
#003896  
R0 G56 B150

60%  
#6c86bc  
20%  
#ced7e9  
10%  
#e7ebf4

### OXFORD BROOKES GREEN

100%  
#006338  
R0 G99 B56

60%  
#6c9e89  
20%  
#cedfd8  
10%  
#e7efec

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.

# 15.3

## SCREEN COLOUR NEUTRAL COLOURS

### MID GREY

#adafaf

### LIGHT GREY

#f3f3f3

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](http://www.brookes.ac.uk/imagelibrary)

# 16.1 IMAGES PHOTOGRAPHY AND DIGITAL ASSETS



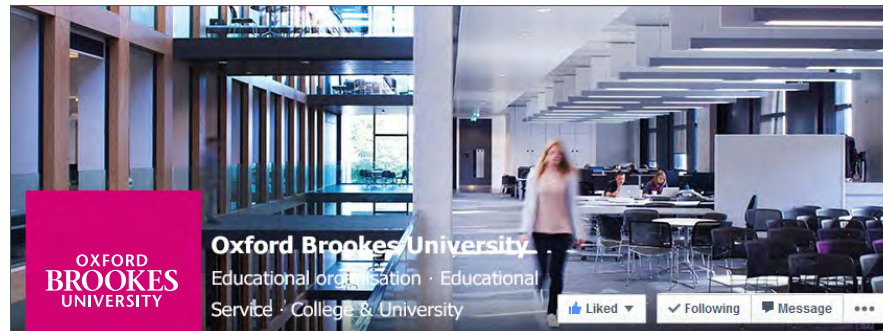
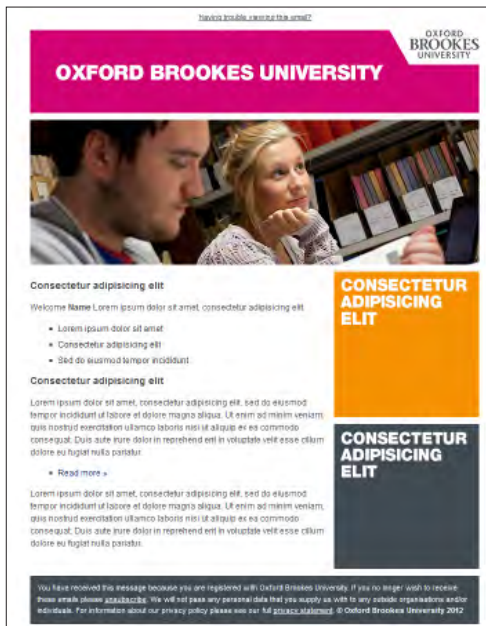
We have an image library with a large selection of images and digital assets, which can be found at

[www.brookes.ac.uk/imagelibrary](http://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](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](http://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.

# CHAPTER 17

## WEB

Our web templates help keep our sites recognisable yet give us the flexibility to use different layouts.

# 17.1

## WEB BASIC PAGE LAYOUTS - OVERVIEW

### LANDING PAGE



### SIGNPOSTING PAGE



### MAIN PAGE



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](http://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.

# 17.2 WEB BASIC PAGE LAYOUTS - LANDING PAGE

## EXAMPLE - DESKTOP, TABLET AND MOBILE



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.

## BANNER

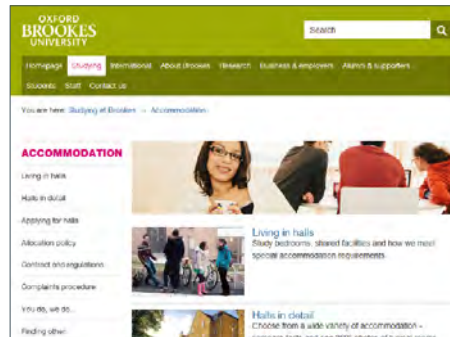


**NEW STUDENTS**  
Essential info  
for arrival,  
induction and  
enrolment »



# 17.3 WEB BASIC PAGE LAYOUTS - SIGNPOSTING PAGE

## EXAMPLE - DESKTOP, TABLET AND MOBILE



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.

## BANNER

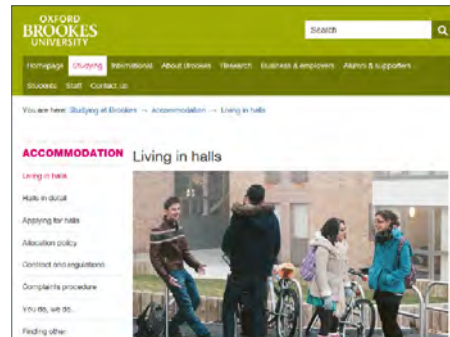


## THUMBNAIL



# 17.4 WEB BASIC PAGE LAYOUTS - MAIN PAGE

## EXAMPLE - DESKTOP, TABLET AND MOBILE



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.

## MAIN IMAGE





# 17.5 WEB PAGE COMPONENTS

## EXAMPLES

### DISCOVER OXFORD BROOKES

Outstanding teaching, courses that will help you develop both personally and professionally, and beautiful, brand new library and teaching facilities on our Headington campus – just a few of the reasons to join Oxford Brookes in 2014.

Why choose this course	+
This course in detail	+
Teaching, learning and assessment	-

Book this event online »



“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec”

Lorem ipsum

### CONTACT US

**Enquiry Centre**  
+44 (0)1865 484848  
[query@brookes.ac.uk](mailto:query@brookes.ac.uk)

### RELATED LINKS

[Lorem ipsum dolor](#)  
[Sit amet consectetur](#)  
[Adipiscing elit](#)

### READ ONLINE

**Postgraduate Guide**  
**2014 »**



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

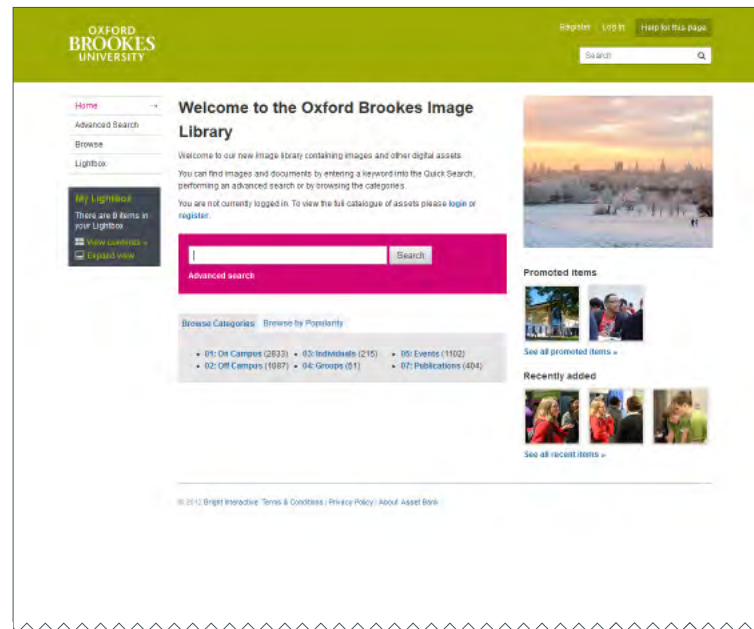
- capitalise text other than headings
- use italics
- use keylines
- use rounded corners
- centre text (except on buttons)

# 17.6 WEB EXTERNAL SITES

## FULL BRANDING: WORDPRESS



## HEAVY BRANDING: IMAGE LIBRARY



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.

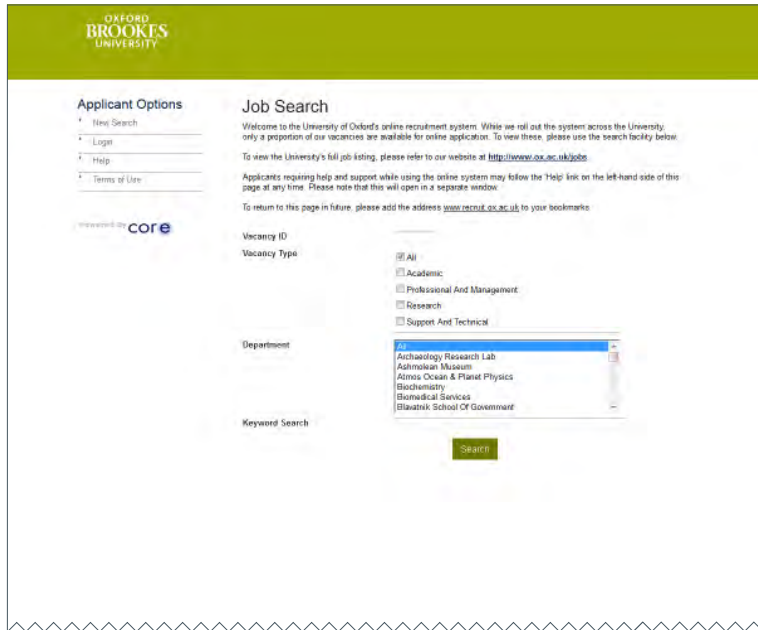
Flat HTML templates can be provided, which can be taken apart and reassembled around whatever code the third party site uses. The level of branding required will depend on how the site is to be integrated with the main Brookes website.

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

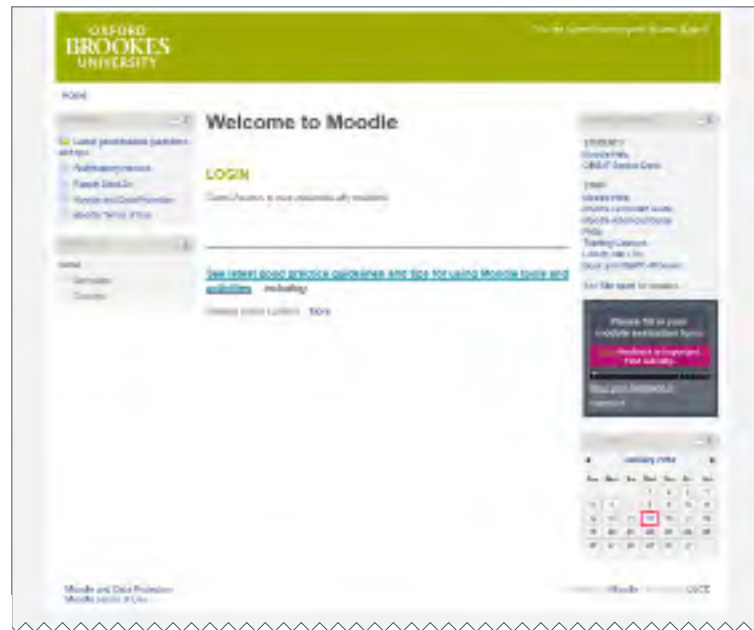
All work needs to be signed off by Creative Services.

# 17.7 WEB EXTERNAL SITES – LIGHT TOUCH BRANDING

## CORE HR JOB



## MOODLE



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'?

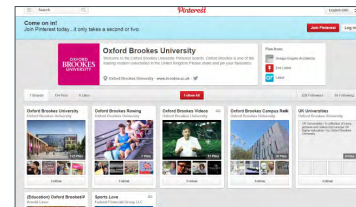
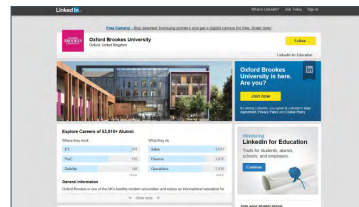
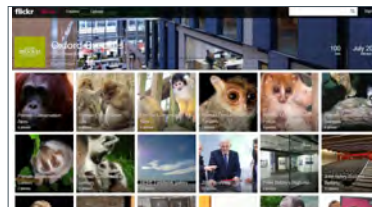
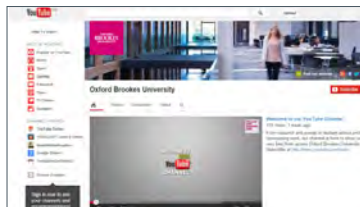
If something cannot be branded fully, it's better to keep it simple. In practice this may mean adding a simple header, or just the Oxford Brookes logo.

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

## SOCIAL MEDIA



# 17.8 WEB

## GOOGLE SITES

### EXAMPLE

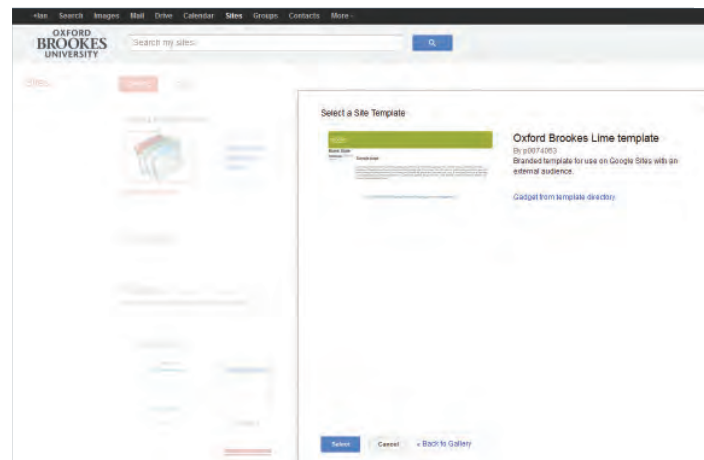
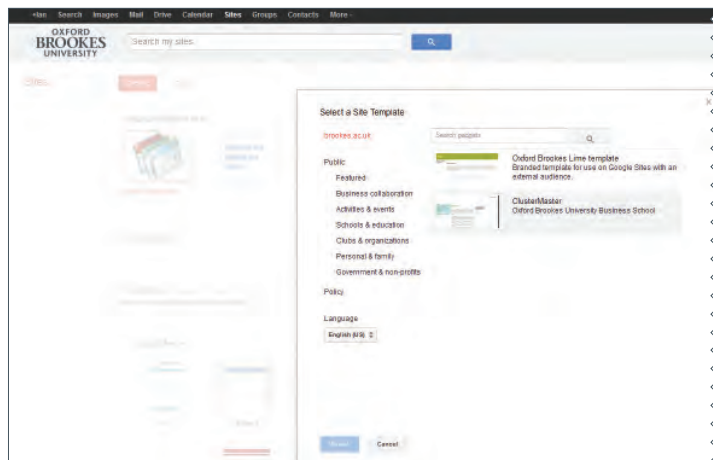


A 'light touch' Oxford Brookes template is available for Google Sites, with a plain Lime header and the Brookes logo.

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

### TEMPLATE



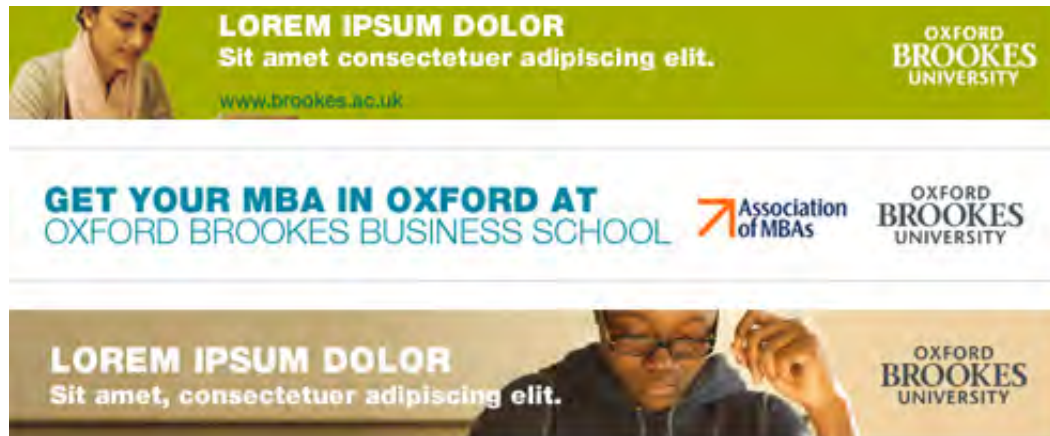
# **CHAPTER 18**

## **BANNER ADS**



# 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.

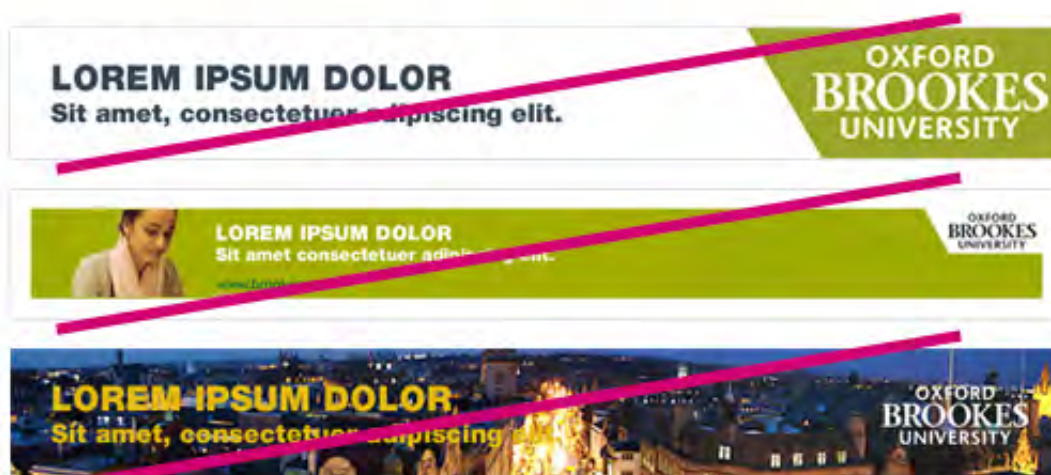
### DON'TS

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.



# 18.2

## BANNER ADS EXAMPLE SUITE



300 x 250 rectangle



200 x 200 square



120 x 60 button



728 x 90 leaderboard



160 x 600 skyscraper

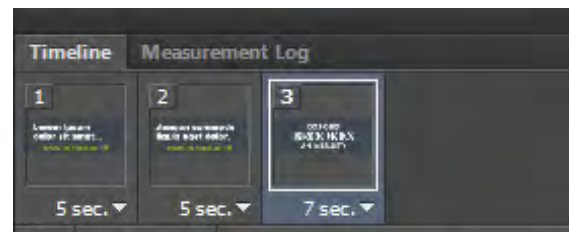
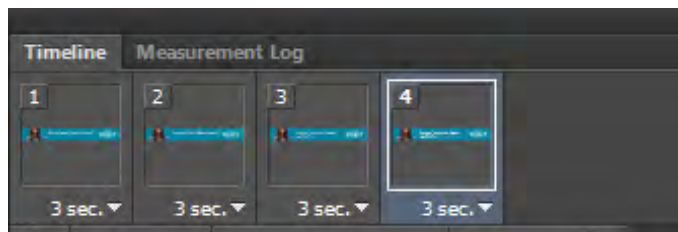
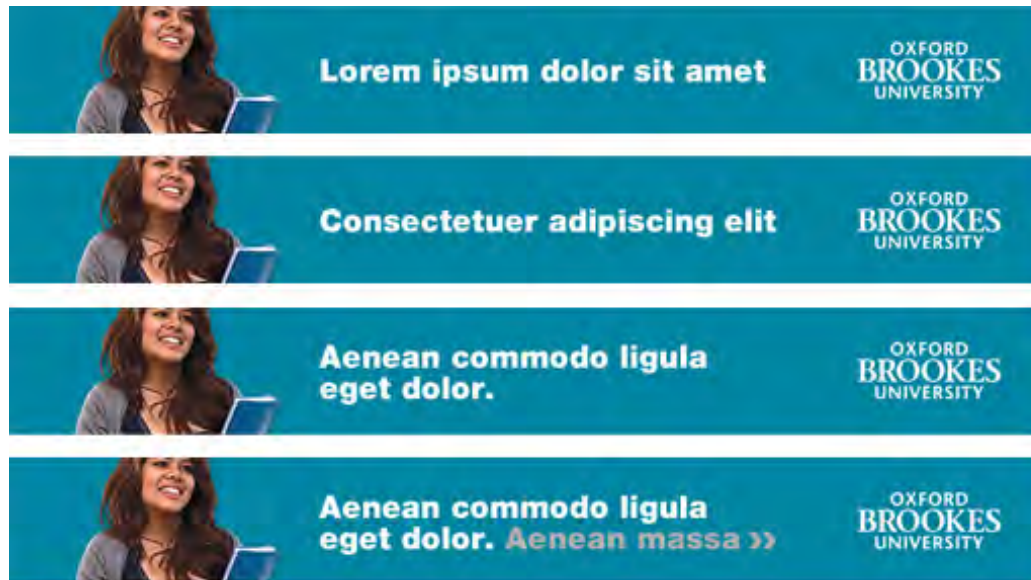
Always keep 10 pixels padding inside the edges of the banner when positioning logos and text. Photos and illustrations can be 'full bleed' up to the edges of the banner.

### 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.

# 18.4 BANNER ADS TEMPLATES

## TEMPLATES FOR COMMON SIZES



mpu300x250.psd



mpu250x250.psd



mpu336x280.psd



mpu200x200.psd



skyscraper160x600.psd



skyscraper120x600.psd



button120x60.psd



button160x60.psd



button200x60.psd



leaderboard620x80.psd



leaderboard460x60.psd



leaderboard720x90.psd



leaderboard300x50.psd

Templates for all these common sizes can be download 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.

# CHAPTER 19

## SOCIAL MEDIA

Extending our digital presence  
across online social spaces.

# 19.1

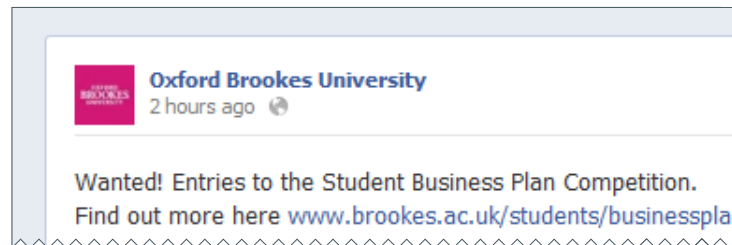
## SOCIAL MEDIA FACEBOOK – PROFILE PICTURES

### TEMPLATE



facebook-profile.psd

### EXAMPLE



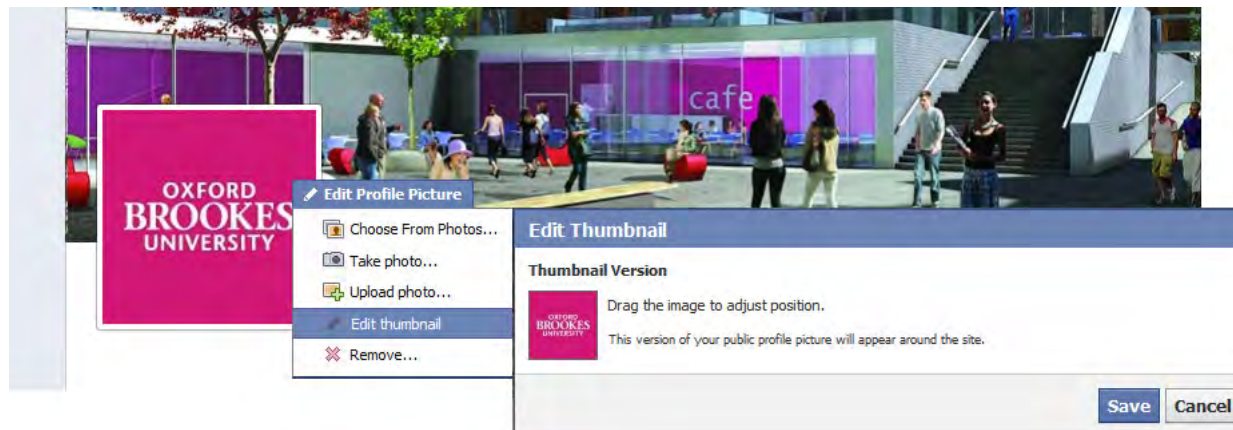
This image appears inset in the header of your page, as a medium-sized thumbnail in news feeds, and as a small thumbnail next to each of your posts.

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.



# 19.2

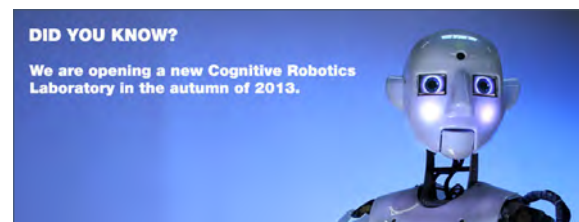
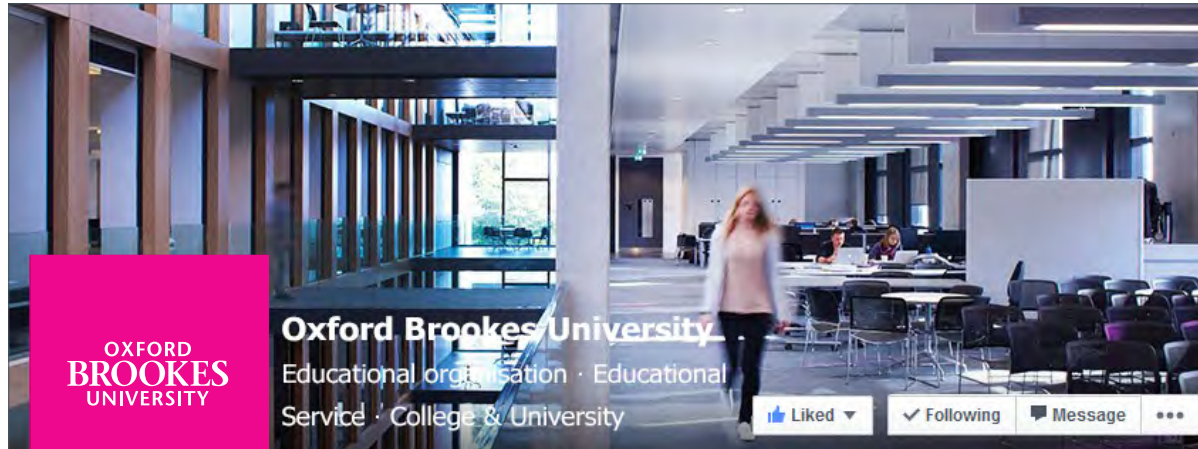
## SOCIAL MEDIA FACEBOOK – COVER PHOTOS

### TEMPLATE



facebook-cover.psd

### EXAMPLES



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.



# 19.3

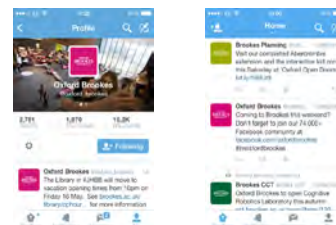
## SOCIAL MEDIA TWITTER – PROFILE PICTURES

### TEMPLATE



twitter-profile.psd

### EXAMPLE



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.*



# 19.4

## SOCIAL MEDIA TWITTER – COVER IMAGES

### TEMPLATE



twitter-cover.psd

### EXAMPLES



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.



# 19.5

## SOCIAL MEDIA TWITTER (OLD DESIGN) – HEADER PHOTOS

### TEMPLATE



twitter-header.psd

### EXAMPLE: FINAL BANNER



### EXAMPLE: ORIGINAL PHOTO



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.

# 19.6

## SOCIAL MEDIA TWITTER (OLD DESIGN) – BACKGROUND IMAGES

### TEMPLATE



twitter-background.psd

### EXAMPLE



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.

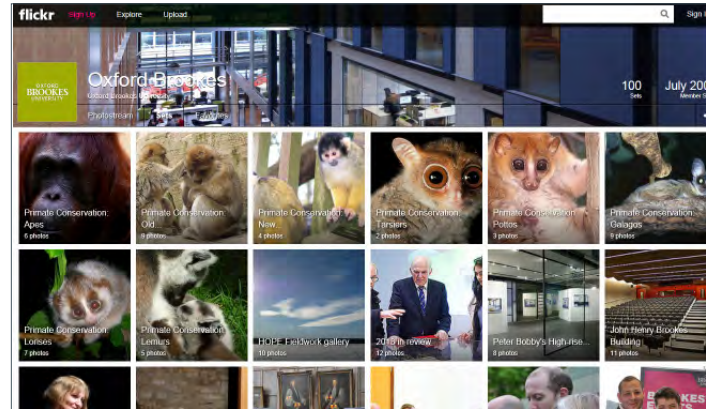
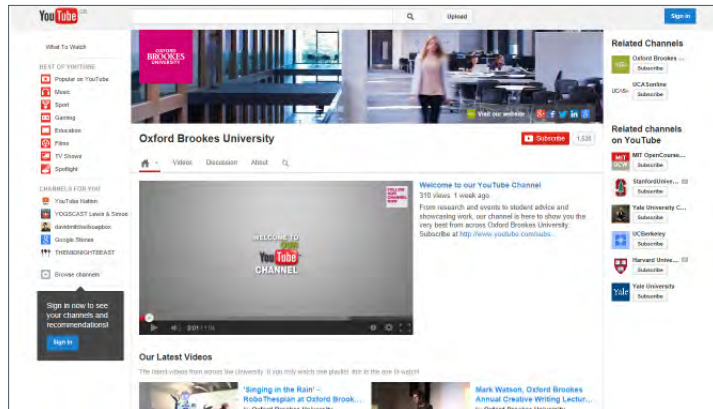
### PLAIN BACKGROUND



### PHOTO BACKGROUND

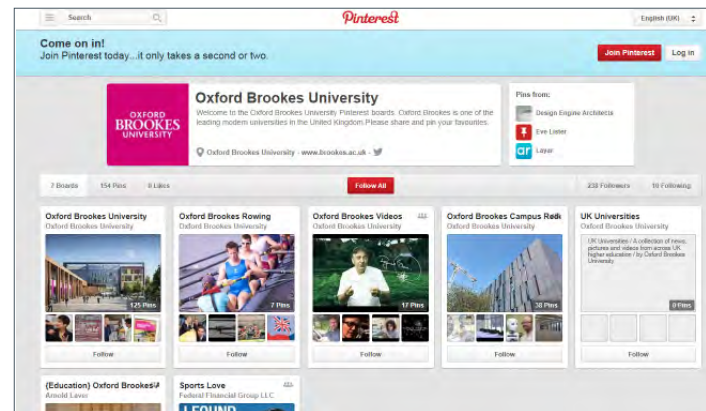
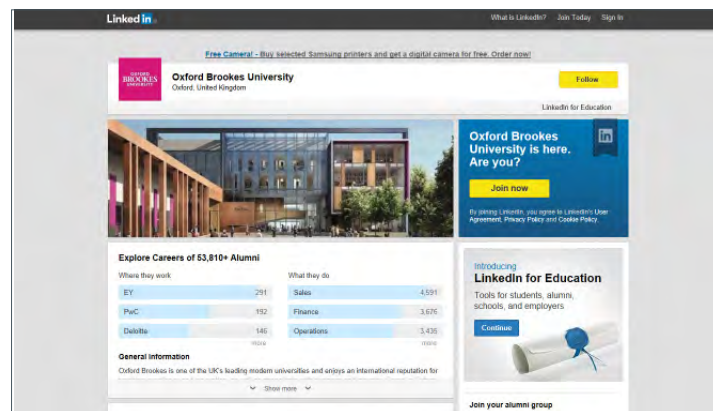


# 19.6 SOCIAL MEDIA OTHER



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](mailto:socialmedia@brookes.ac.uk)





# 19.7 SOCIAL MEDIA BLOGS



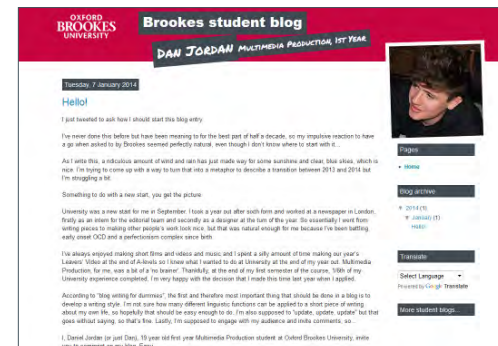
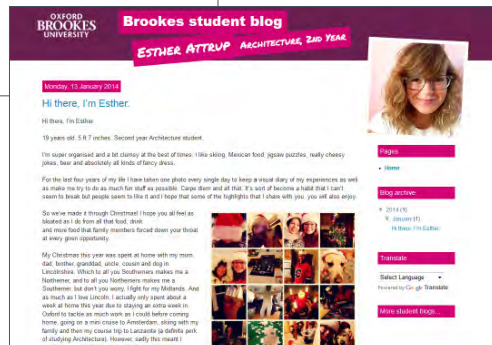
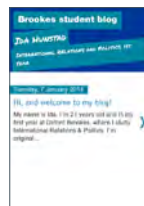
Blogger is the preferred platform for staff or student blogs because it integrates well with Google Mail.

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](mailto:creativeservices@brookes.ac.uk)

For blogs as a CMS, see 17.4 on Wordpress



# CHAPTER 20

## EMAIL

# 20.1 EMAIL OVERVIEW



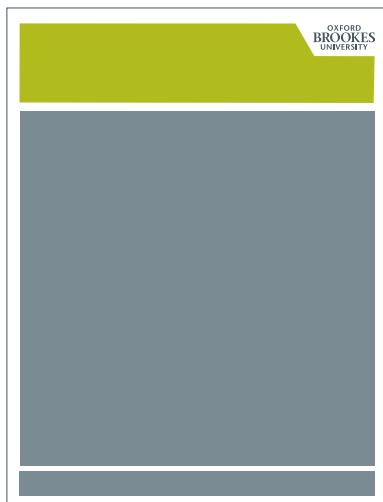
HTML email designs are available in a range of styles suitable for different uses, from plain letter-style designs to more complicated and colourful designs for marketing campaigns.

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

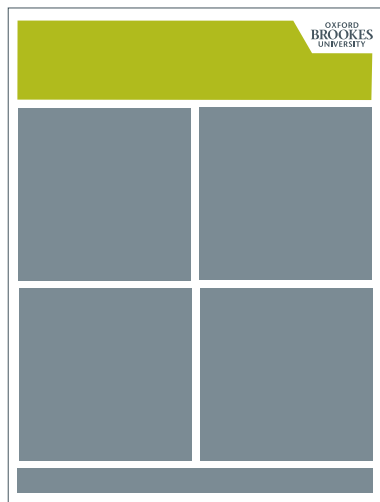
There are placeholders for 'Read as HTML' and 'unsubscribe' links at the top and bottom of the templates. If your email software uses a WYSIWYG editor to insert these, you may need to edit in 'code' view to remove any default styling.

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

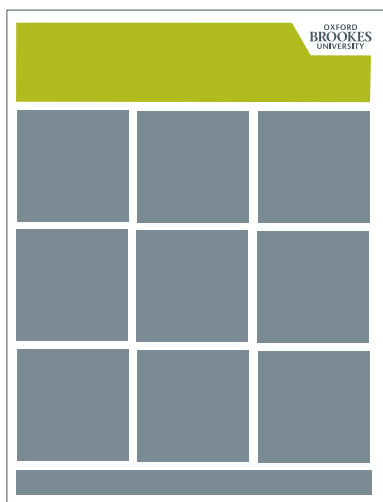
# 20.2 EMAIL LAYOUTS



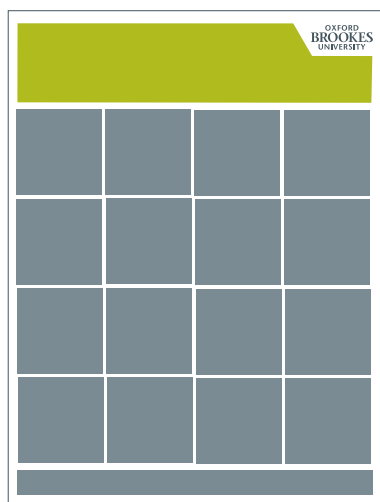
1 x 1 Framework



2 x 2 Framework



3 x 3 Framework



4 x 4 Framework

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.



# 20.3

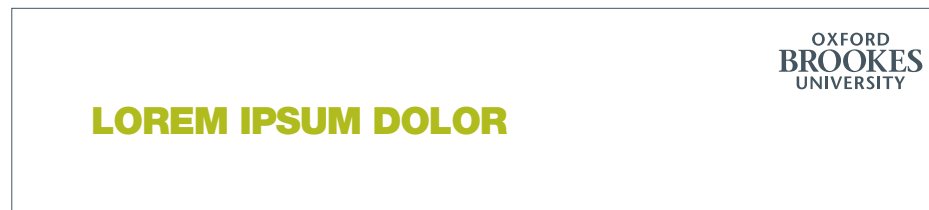
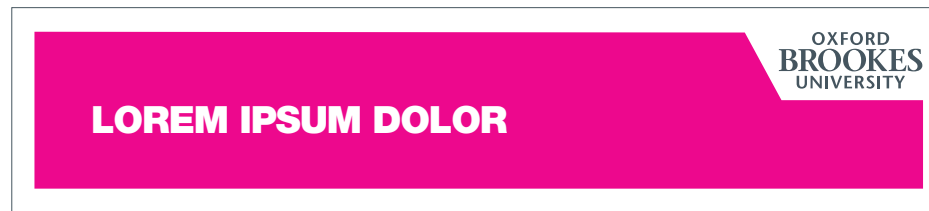
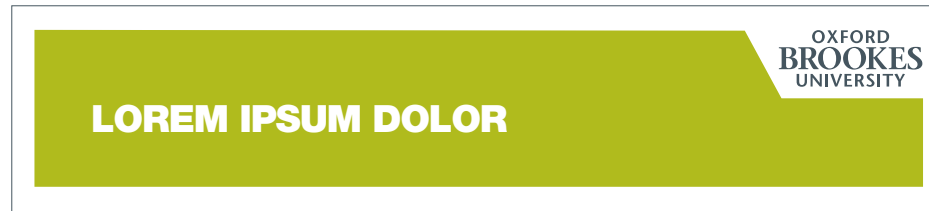
## EMAIL HEADER

### TEMPLATE



email-header.psd

### EXAMPLES



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.

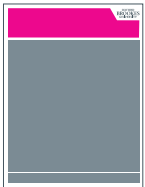
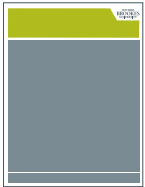
The default title is 'OXFORD BROOKES UNIVERSITY', in Helvetica 95 Black, set at 30 pixels high with tracking of -35 pixels and anti-aliasing set to 'crisp'. You may substitute your own title (for example, OPEN DAY, POSTGRADUATE FAIR) using the Photoshop template provided, adjusting the size where necessary.

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](mailto:creativeservices@brookes.ac.uk).

# 20.4

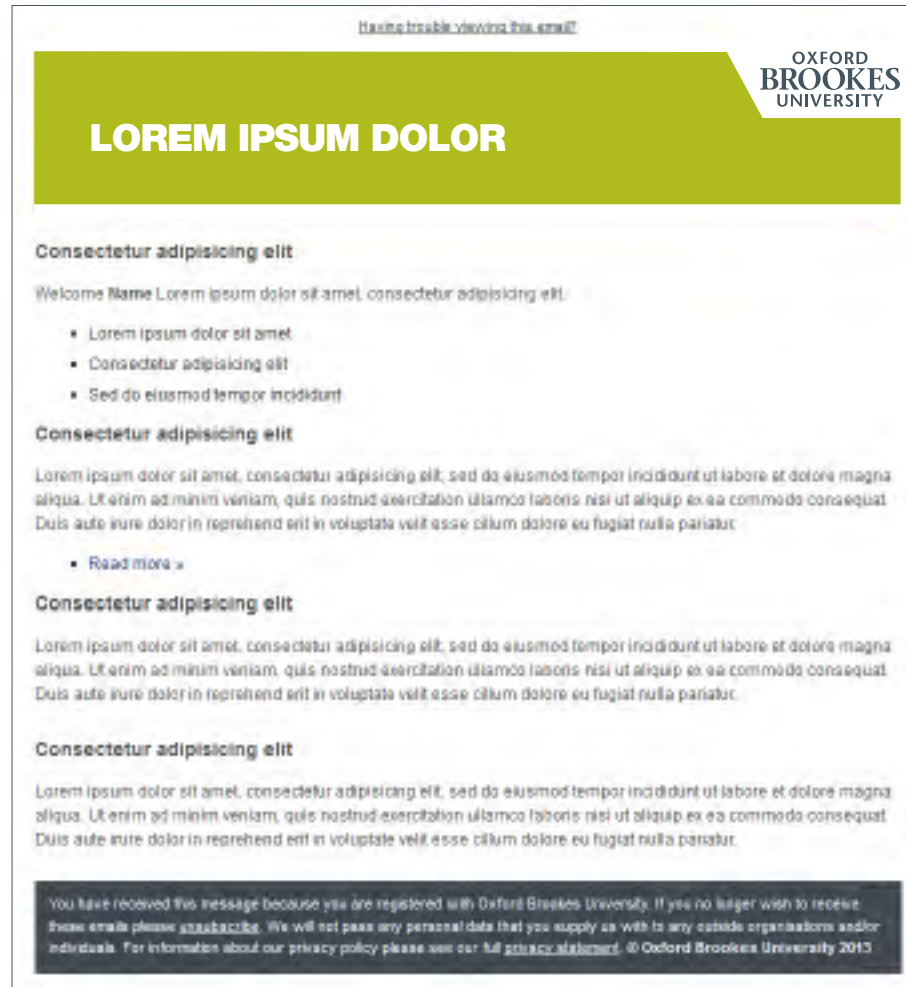
## EMAIL TEMPLATES – 1x1

### TEMPLATE



email-1x1.zip

### EXAMPLE



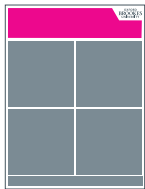
The 1x1 template is the simplest type of branded email.

Use this for formal communications or for informational emails which contain predominantly text.

# 20.5

## EMAIL TEMPLATES – 2x2

### TEMPLATE



email-2x2.zip

### EXAMPLE



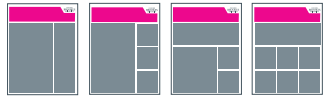
The 2x2 template is also intended for informational emails which contain predominantly text.

It contains an area to highlight specific content or a call to action.

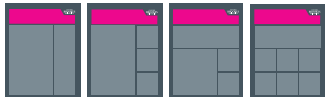
# 20.6

## EMAIL TEMPLATES – 3x3

### TEMPLATE



email-3x3-white.zip



email-3x3-charcoal.zip

### EXAMPLE



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.

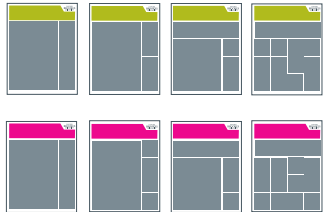
Photos can be edited to the correct size using any image editing software. To produce graphics with type you will need knowledge of Photoshop / Fireworks or other graphics software, or the services of a web/graphic designer.

You can also contact the Web Team for use of a PC / laptop with Photoshop and Helvetica installed

# 20.7

## EMAIL TEMPLATES – 4x4

### TEMPLATE

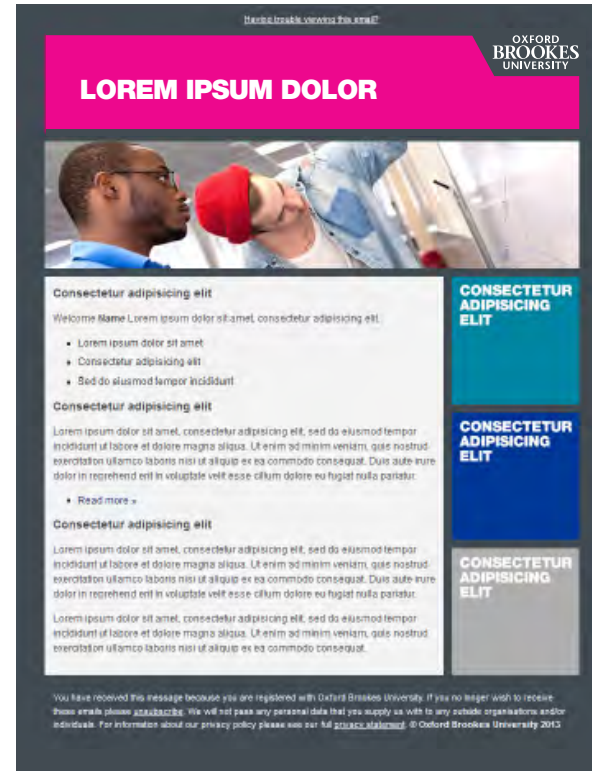
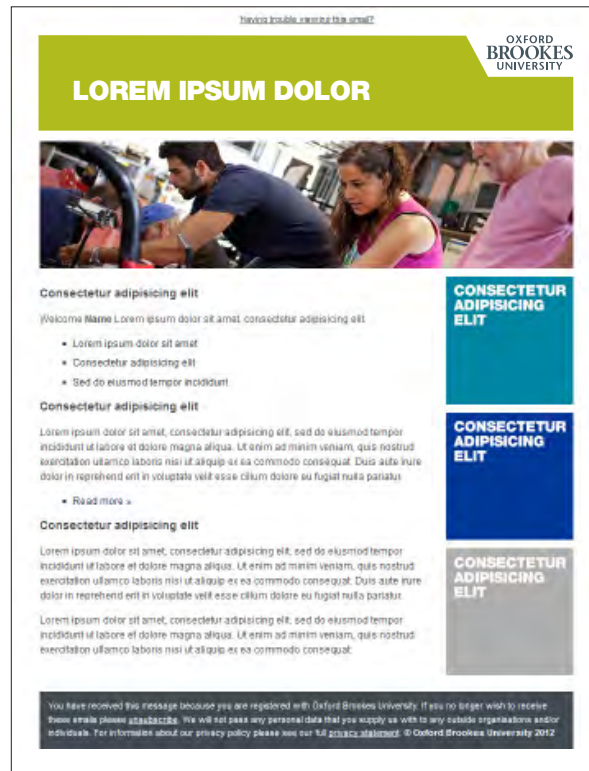


email-4x4-white.zip



email-4x4-charcoal.zip

### EXAMPLE



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.

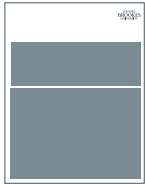
You can also contact the Web Team for Use of a PC / laptop with Photoshop and Helvetica installed



# 20.8

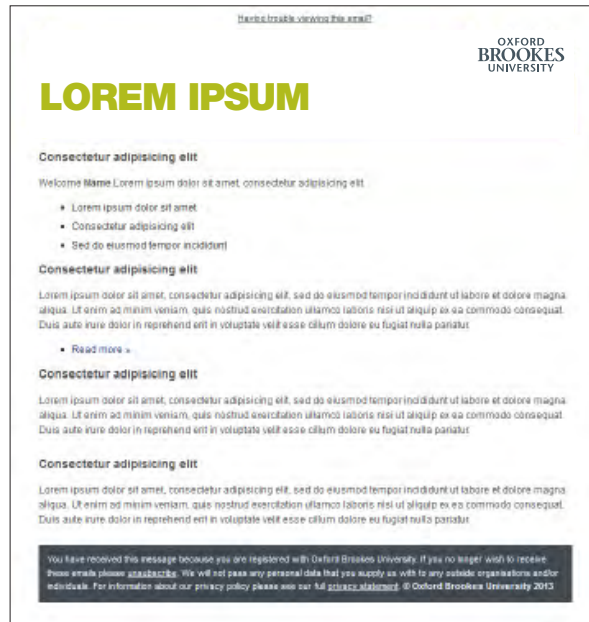
## EMAIL TEMPLATES – INTERNAL COMMS

### TEMPLATE



email-internal.zip

### EXAMPLE



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](mailto:creativeservices@brookes.ac.uk).



# CHAPTER 21

## VIDEO

# 21.1

## VIDEO IDENTS

### TEMPLATES



video-branding-assets.zip

### EXAMPLES - ANIMATED AND STATIC



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.

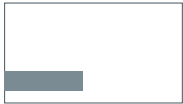
Instructions for use are included.

A video tutorial is also available at:  
[www.youtube.com/watch?v=McY6i8ARhY0](https://www.youtube.com/watch?v=McY6i8ARhY0)

Video should use 16:9 aspect ratio as standard.

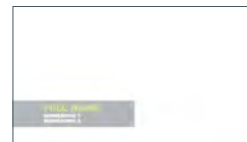
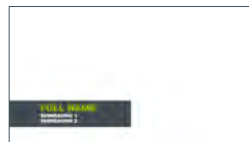
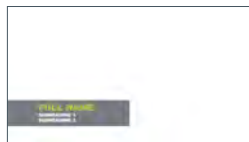
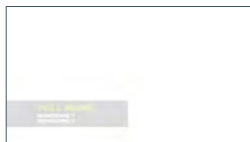
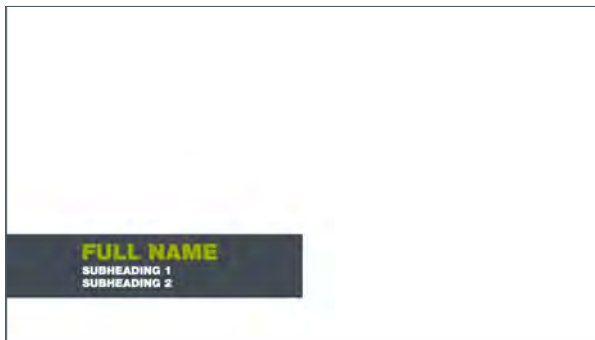
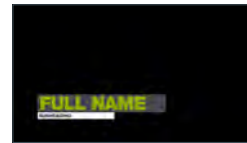
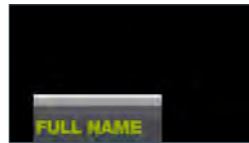
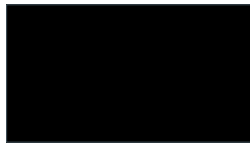
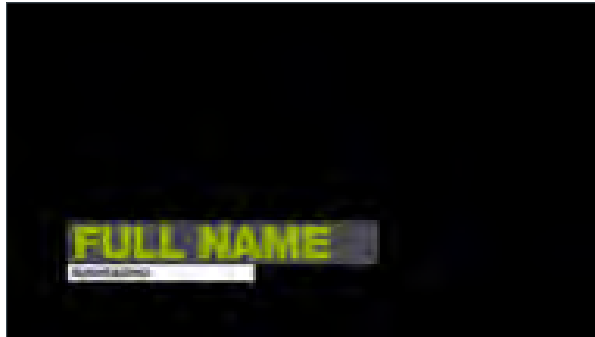
# 21.2 VIDEO LOWER THIRD

## TEMPLATES



video-branding-assets.zip

## EXAMPLES - ANIMATED AND STATIC



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](https://www.youtube.com/watch?v=McY6i8ARhY0)

Video should use 16:9 aspect ratio as standard. Text should be Helvetica Neue 95 Black.

# **CHAPTER 22**

## **DIGITAL MAGAZINES**

# 22.1

## DIGITAL MAGAZINES OVERVIEW

### DIGITAL UNDERGRADUATE PROSPECTUS



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.

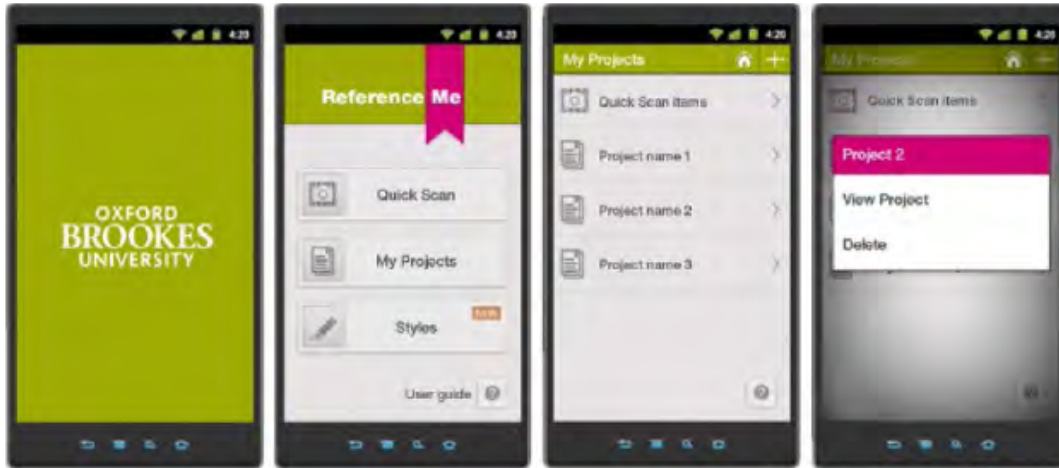
Where additional rich media content is added, keep the UI elements simple with flat colours and simple lines, and avoid rounded corners. Light drop shadows or outer glow are allowed if it aids usability.

# CHAPTER 23

## APPS



# 23.1 APPS MOBILE AND TABLET



## 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.

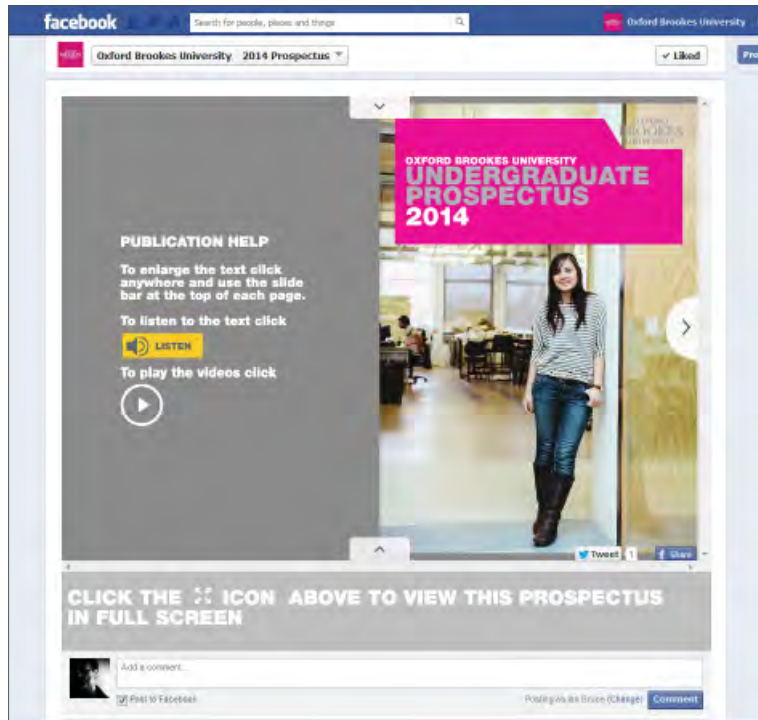
## USER INTERFACE

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.

# 23.2 APPS FACEBOOK



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](mailto:socialmedia@brookes.ac.uk).

# CHAPTER 24

## SCREENS

# 24.1

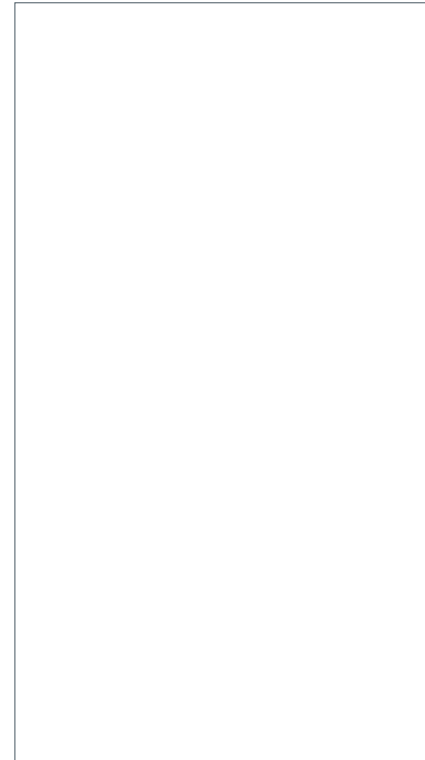
## SCREENS TV DISPLAYS - STATIC INFORMATION

### TEMPLATES



tv-screens.zip

### EXAMPLES



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 ?
- blocks of colour: primary, primary + charcoal or primary + secondary
- no logo
- inset blocks, or flush with screen edge

# 24.2

## SCREENS TV DISPLAYS - DYNAMIC INFORMATION

NEXTBUS.BROOKES.AC.UK

LIVE BUS DEPARTURES					
City Centre			Harcourt Hill		
8	B5	3 mins	U1	B5	34 mins
8	B5	6 mins	U1	B5	65 mins
400	Girl's School	7 mins			
9	B5	9 mins			
Marston Road			Wheatley Campus		
U5	Gipsy Lane	DUE	U1	B2	17 mins
U5	B5	2 mins	U1	B2	43 mins
nextbus.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.

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.

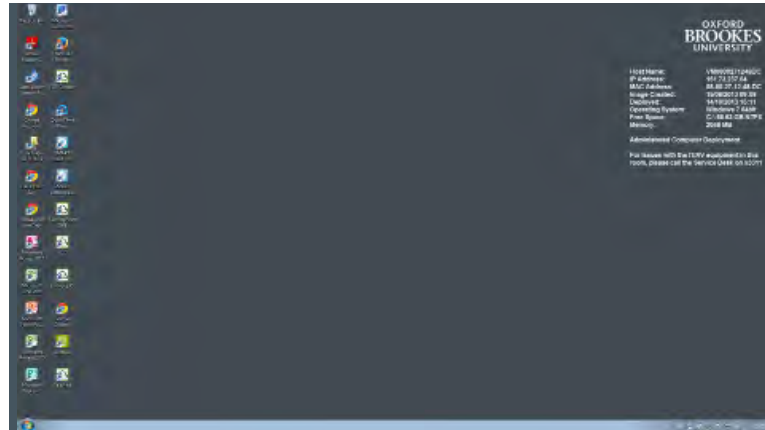
# 24.3

## SCREENS PC DESKTOPS

### LOGGED OUT



### LOGGED IN



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.



# 24.4

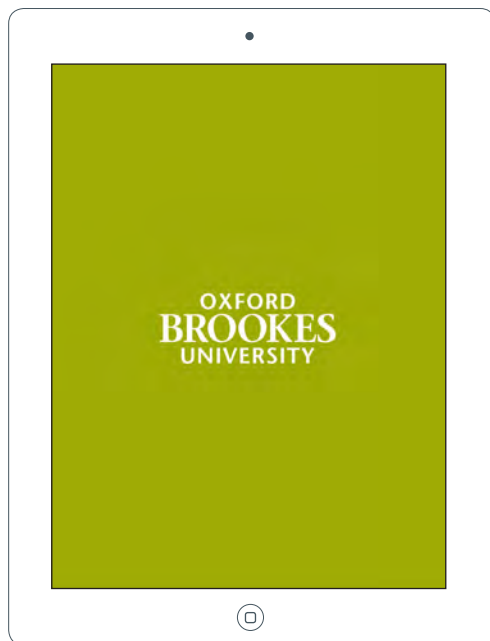
## SCREENS IPAD WALLPAPER

### TEMPLATE

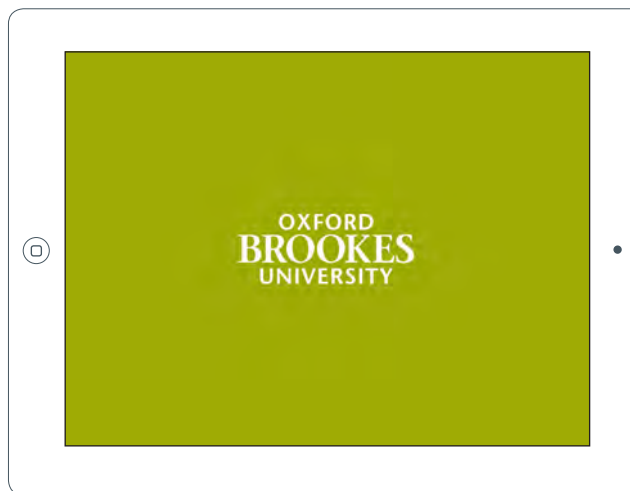


ipad-wallpaper.zip

### PORTRAIT ROTATION



### LANDSCAPE ROTATION



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.



# CHAPTER 25

## OXFORD BROOKES IN SWINDON

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)

# 25.1

## BROOKES IN SWINDON THE LOGO

STACKED VERSION

OXFORD  
**BROOKES**  
UNIVERSITY

---

**IN SWINDON**

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.

LINEAR VERSION

OXFORD  
**BROOKES**  
UNIVERSITY

---

**IN SWINDON**

# 25.2

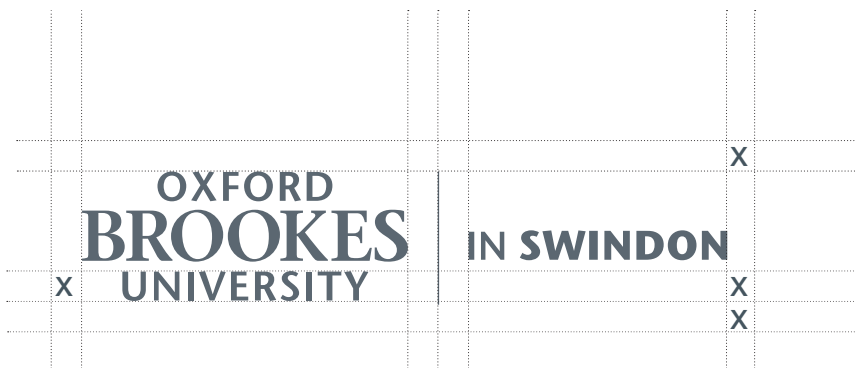
## BROOKES IN SWINDON LOGO EXCLUSION ZONE



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.



# 25.3

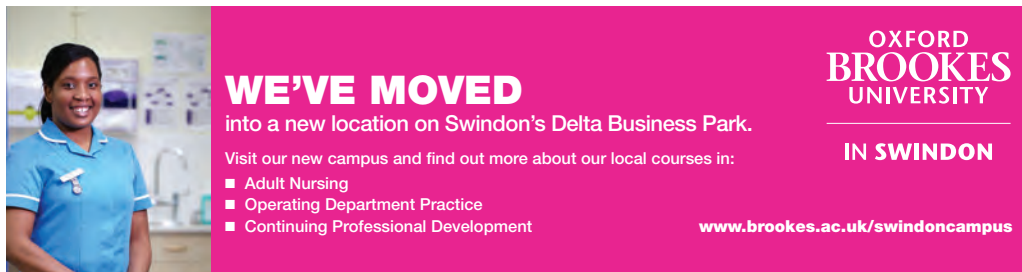
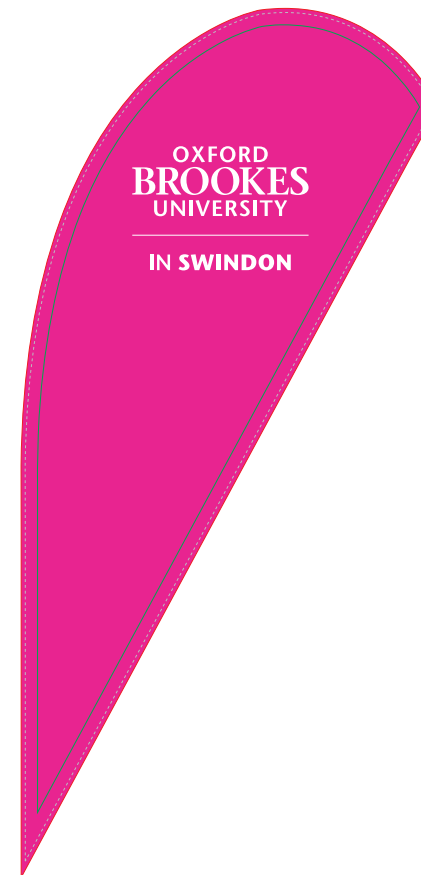
## BROOKES IN SWINDON LOGO WHEN TO USE IT: CAMPAIGNS AND ADVERTISING (NO LOGO FRAME)

### EXAMPLES



FLYING BANNER

The 'Brookes in Swindon' logo should always be placed top right and never be used with the logoframe. See 12.1 for more detail.



# 25.4 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.

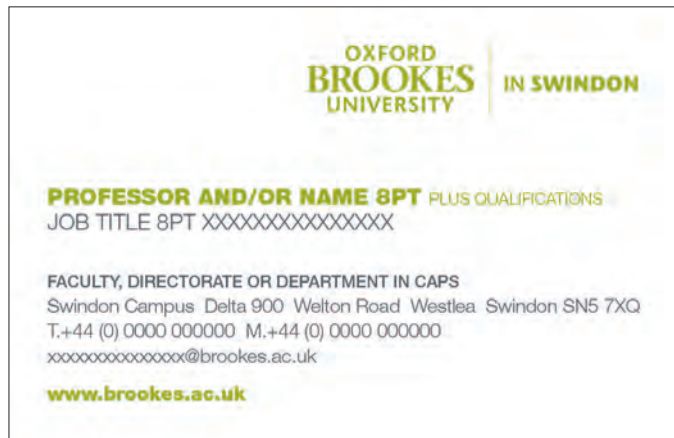
If using the logoframe the 'Brookes in Swindon' logo should be used on the reverse or back cover.



# 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.

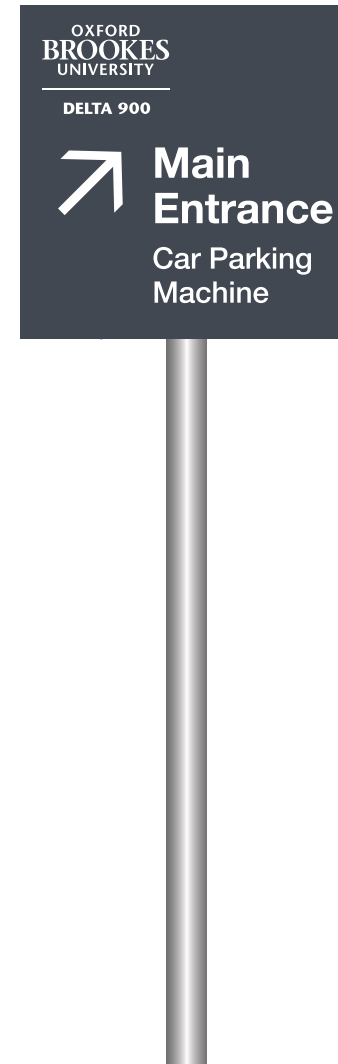
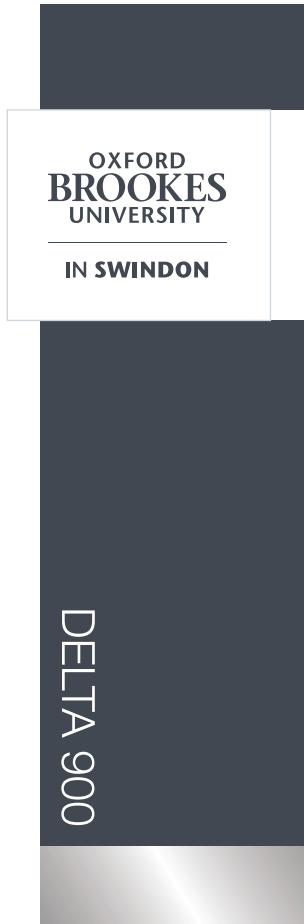
All other stationery will be as shown in Chapter 8.

To order your business cards please email your details to [stationery@brookes.ac.uk](mailto:stationery@brookes.ac.uk)

# 25.6

## BROOKES IN SWINDON LOGO WHEN TO USE IT: SIGNAGE

EXAMPLE CAMPUS SIGNAGE



# 25.7

## BROOKES IN SWINDON LOGO WEB BANNERS

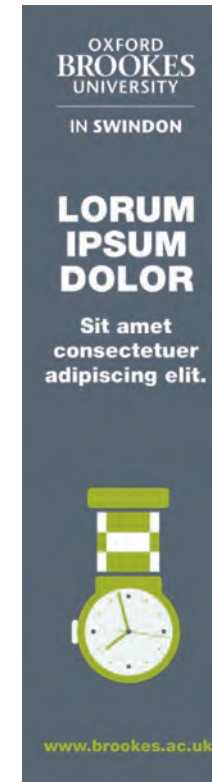
EXAMPLE: 300 X 250 RECTANGLE



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)

OXFORD  
BROOKES  
UNIVERSITY  
IN SWINDON

IN MORE THAN ONE COLOUR

OXFORD  
BROOKES  
UNIVERSITY | IN SWINDON

IN A DIFFERENT FONT

OXFORD  
BROOKES  
UNIVERSITY | IN SWINDON

# FURTHER INFORMATION

## WHO TO CONTACT

Hopefully these guidelines  
have helped you apply the  
Oxford Brookes brand.

If you have any questions,  
please contact:

Communication Services  
[creativeservices@brookes.ac.uk](mailto:creativeservices@brookes.ac.uk)