



UCL

STYLE GUIDE

Version 1
June 2016

**IT'S
ALL
ACADEMIC**

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Introduction

A new, bold-fashioned campaign.

'It's All Academic' is an attention grabbing global philanthropy campaign, designed to generate funds for UCL's ground-breaking research and projects.

It captures the concept that we are a bold, do-more institution: we're not afraid of approaching challenges in unconventional, unexpected ways in order to make breakthroughs and propel progress. The campaign aims to convince wide audiences of the importance of our work and compel them to become a part of it by donating.

The tagline "It's All Academic" flips the derogatory saying "It's academic" on its head – and firmly lodges our messages in the heads of readers, reflecting our refreshingly rebellious spirit.

This campaign makes it clear who UCL are and what we do is exceptionally different to the closed-off, stuck-up, self-indulgent stereotypes of academia. Our work has a practical, pragmatic focus grounded in the real world. Its impact resonates across the globe.

"It's All Academic" showcases UCL's many inspirational stories from the fields of medicine, politics and society. It turns the spotlight on our multitude of talented alumni and their game-changing achievements, and highlights how our dedication to 'disruptive thinking' is pushing things forward.

It positions us as brave breakers of moulds, rules, and outdated traditions – and as makers of both brilliant history and even brighter futures, in London and beyond.





The UCL Banner

The UCL banner is the main link back to UCL within the campaign system. It is therefore fundamental that it features across all communications.

The UCL Banner

How the UCL banner works

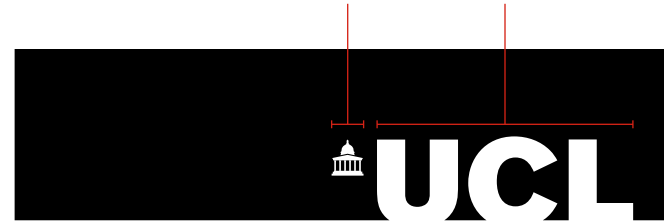
- The UCL identity is not designed to work as a standalone logo.
- It works as a viewfinder, where the image or colour beneath is always visible through the letters 'UCL'.
- The UCL visual identity is used as a banner spanning the top or side of the page.
- It is recommended that a black banner is used, however, if chosen with care, any banner in the UCL colour palette can be used.
- Please ensure that there is sufficient contrast between the banner and background image or colour.



Banner Elements

- The UCL logo consists of the letters 'UCL', which work as cut-outs, and the UCL portico.
- Please note, the portico is always solid white (or black on light colour banners), not cutout.
- The portico has fixed proportions in relation to the letters UCL.
- Never separate the portico from the letters or change the proportions.
- Always use the logo artwork supplied, and avoid contorting the proportions.
- To avoid this when manipulating the banner in any programme, hold the shift key while resizing. This will 'lock' the proportions.

UCL PORTICO UCL LETTERS



Never use the letters without the portico.



Never change the proportions of the portico or letters.



Never use the letters reversed.



Never use the portico without the letters.



Using The Banner

- The UCL logo requires clear space around it to prevent any graphic element interfering with its integrity.
- Always keep a clear space around the logo as shown on the right.
- Use the portico to define the clear space area. There is not a set measurement for this, as the clear space will increase or decrease proportionally with the size of the logo.
- Never put another logo in the banner. Other logos can be placed at the bottom of the page, if necessary.
- Never add words to the banner to make a 'logo'. Follow the labelling system by placing titles in the top left-hand corner.
- **Do not alter the UCL banner.**
- Please use the artwork available at:
www.ucl.ac.uk/visual-identity



Never put another logo in the banner.



Never add words to the banner to make a 'logo'. Follow the labelling system by placing titles on the top left hand corner.



Campaign Elements

These following elements shown form the basis of our campaign identity. When used correctly, they make our communications recognisable and memorable:

- Our Logo
- Our Colour Palette
- Our Typography
- Our Imagery
- Our Tone of Voice

The way these elements are applied and used, and their relationship to each other, is critical. Consistent use of these basic elements is fundamental to the success of our communications.

Wordmark

The 'It's All Academic' wordmark encapsulates everything about the UCL campaign. The name represents all that UCL has done and will do and should be featured prominently on all communications.

Please note: The 'It's All Academic' wordmark will be introduced at the brand launch in September 2016. It shouldn't be used in any pre-launch communications.



Usage

Exclusion zone

The 'It's All Academic' logo requires clear space around it to ensure maximum standout. The exclusion zone (x) is the minimum area that should remain clear.

The size of the exclusion zone (x) is equivalent to the height of the 'Academic' box. This formula should be applied universally, regardless of the size at which the logotype is to be reproduced.

It may be necessary in exceptional circumstances to break the exclusion zone.

Minimum size

In order to ensure that the 'It's All Academic' logo remains legible and effective, it should not, under any circumstances be reproduced at less than 30mm or 225 pixels.

Please note: The 'It's All Academic' wordmark shouldn't be used in any pre-launch communications.



Size and Positioning

Please follow these useful principles to ensure maximum standout for the logo.

Size

A size portrait:

No smaller than 1/4 of the width

No larger than 1/2 of the width

A size landscape:

No smaller than 1/5 of the width

No larger than 1/3 of the width

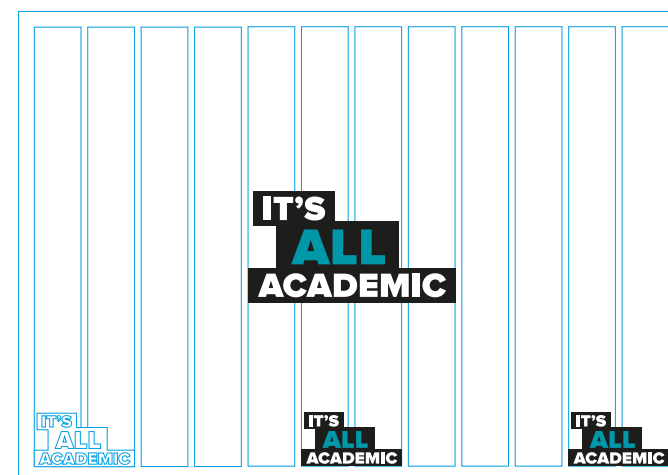
These proportions are shown in the page column plans opposite. Sizes are approximate so please approach each application as appropriate.

Positioning

The logo can sit in one of two places. Either large and centred if it's leading a communication or smaller and anchored to the bottom of the application, centred or right aligned.

Only very rarely should the logo sit to the left.

Please note: The 'It's All Academic' wordmark shouldn't be used in any pre-launch communications.



Colourways

Our logo comes in five colourways. In each version the 'All' of 'It's All Academic' adopts a different colour from our brand colour palette – green, yellow, pink, orange and blue.

When set on newsprint in black and white, a sixth version of the logo, with the 'All' set in a 50% tint of black, should be used. This should not be used on any other occasion.

Please note: The 'It's All Academic' wordmark shouldn't be used in any pre-launch communications.



NEWSPRINT ONLY

Colourways

In order to achieve variation across the colour palette and maintain stand out and coherence, coloured logos should appear on specific background colours in accordance with the colour combinations as define on page 17. Under no circumstances should other colour variations be used.

A: Blue background

Green logotype on a blue background.

B: Orange background

Yellow logotype on an orange background.

C: Yellow background

Blue logotype on a yellow background.

D: Green background

Blue logotype on a green background.

E: Pink background

Yellow logotype on a pink background.

F: Newsprint

On newsprint when set in black and white, only the 50% tint black version of the 'It's All Academic' logotype should be used.

Please note: The 'It's All Academic' wordmark shouldn't be used in any pre-launch communications.



Incorrect Usage

A: White 'All'

The 'All' of 'It's All Academic' should not appear in white. In this example, the 'All' should appear in green on the blue background.

B: Coloured 'It's/Academic'

The 'It's' and 'Academic' of 'It's All Academic' should always appear in white – never in colour.

C: Incorrect colour combination

Only the specified colour combinations should be used.

D: Angled logo

The logo should not appear on an angle.

E: The black box

The black box surrounding the type should not be altered in any way. It should always remain in black.

F: Multicoloured 'All'

The 'All' of 'It's All Academic' should not appear in multiple colours.

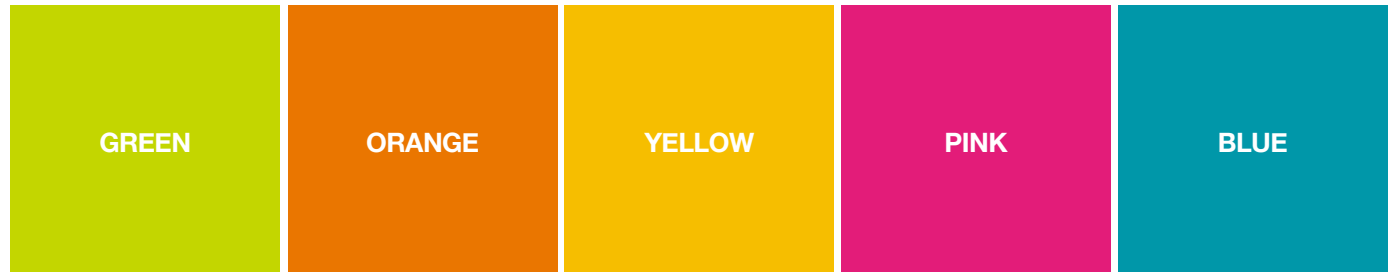
Please note: The 'It's All Academic' wordmark shouldn't be used in any pre-launch communications.



Colour Palette

Our colour palette contains five bright colours along with black and white. These complement the existing UCL brand colours. When designing applications for the 'It's All Academic' campaign, use these colours only.

Colour specifications for print and screen are provided opposite. Please ensure that colours are always matched visually to achieve colour consistency, as colours can vary across different media.



PANTONE

382

CMYK

C=33 M=0 Y=96 K=0

RGB

R=195 G=214 B=0

PANTONE

152

CMYK

C=2 M=63 Y=100 K=0

RGB

R=234 G=118 B=0

PANTONE

7406

CMYK

C=4 M=27 Y=95 K=0

RGB

R=246 G=190 B=0

PANTONE

Rubine Red

CMYK

C=2 M=95 Y=12 K=0

RGB

R=227 G=28 B=121

PANTONE

632

CMYK

C=79 M=19 Y=31 K=3

RGB

R=0 G=151 B=169



PANTONE

Black

CMYK

C=0 M=0 Y=0 K=100

RGB

R=0 G=0 B=0

PANTONE

-

CMYK

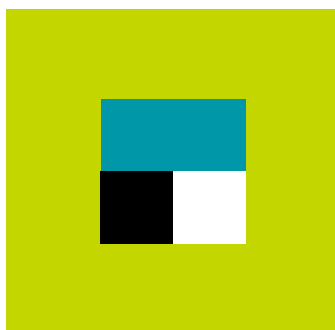
C=0 M=0 Y=0 K=0

RGB

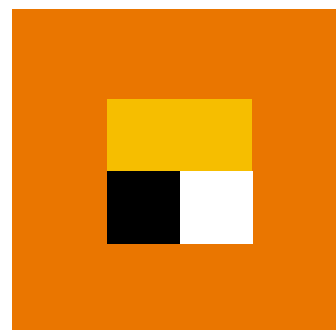
R=255 G=255 B=255

Colour Combinations

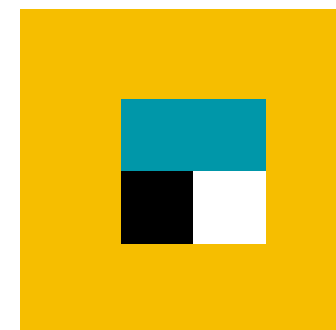
We use colours from across our palette to create complementary combinations. When using the combinations one colour should always be dominant, supported by an accent colour. Black and white are used across all combinations. No other combinations should be used.



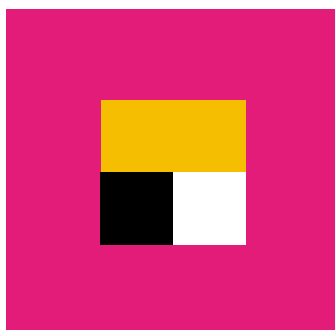
DOMINANT COLOUR Green
ACCENT COLOUR Blue



DOMINANT COLOUR Orange
ACCENT COLOUR Yellow



DOMINANT COLOUR Yellow
ACCENT COLOUR Blue



DOMINANT COLOUR Pink
ACCENT COLOUR Yellow



DOMINANT COLOUR Blue
ACCENT COLOUR Green

Primary Typefaces – Headlines

The identity system uses three typefaces:
Garamond, Helvetica Neue Bold and Helvetica Neue Light.

Garamond

Garamond is the most distinctive typeface in the 'It's All Academic' visual identity system. It should be used sparingly – with the most important headlines set in Garamond and always with the 'dividing line' (see page 21)

Headlines set in Garamond should appear in white on coloured backgrounds and in grey on white backgrounds.

Garamond

MIND BENDING

ABCdef1234!@£\$&

Secondary Typefaces – Text

Helvetica Neue Bold

Helvetica Neue Bold serves as a secondary typeface. Subheadlines should be set in Helvetica Neue Bold.

Helvetica Neue Light

Body copy should always be set in Helvetica Light.

On coloured backgrounds, body copy should be set in black. On white backgrounds, body copy should be set in an 60% tint of black.

Helvetica Neue Bold
ABCdef1234!@£\$&

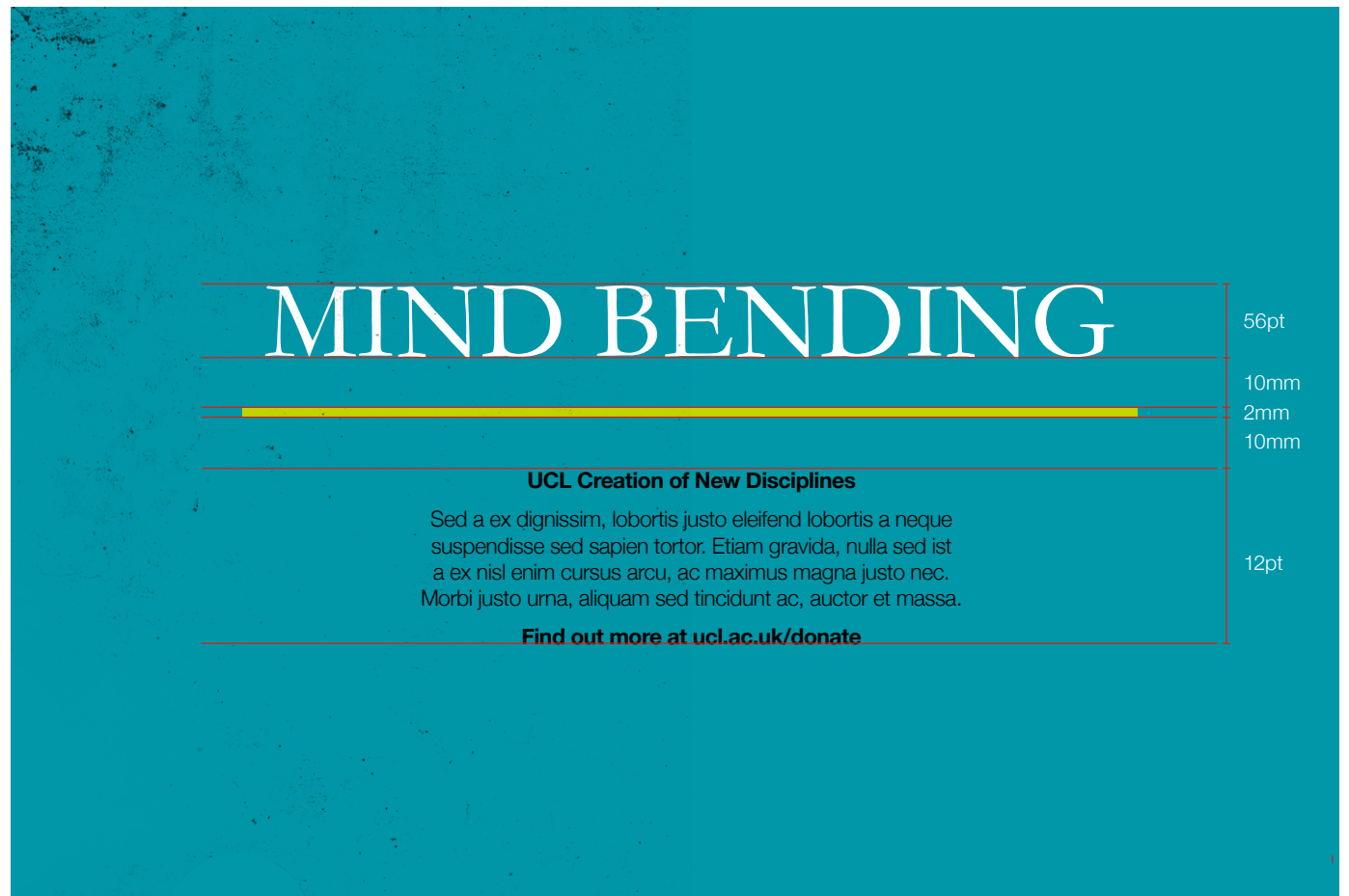
Helvetica Neue Bold
Headlines & Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123!@£\$&

Helvetica Neue Light
Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123!@£\$&

Typestyle

The dividing line between headline and body copy is an important part of the brand. It should only be used once per communication and must always be applied in a consistent manner. The dividing line should be at least as long as the headline and evenly spaced between the headline and the body copy. It should always appear flat, in the correct colour combination relevant to the background.

Here's a guide to the measurement of the typestyle based on a standard A4 size.



The Dividing Line

Here are examples of good and bad usage.

A: Do not divide the page

The dividing line should not bleed to the edge and divide the page.

B: Too short

The dividing line should not be shorter than the headline. It should always be at least as long as headline.

C: Not evenly spaced

The dividing line should not appear either too close to the headline, or too close to the body copy. It should be evenly spaced between the two.

D: White dividing line

The dividing line should not appear in white.

E: Angled

The dividing line should never appear at an angle.

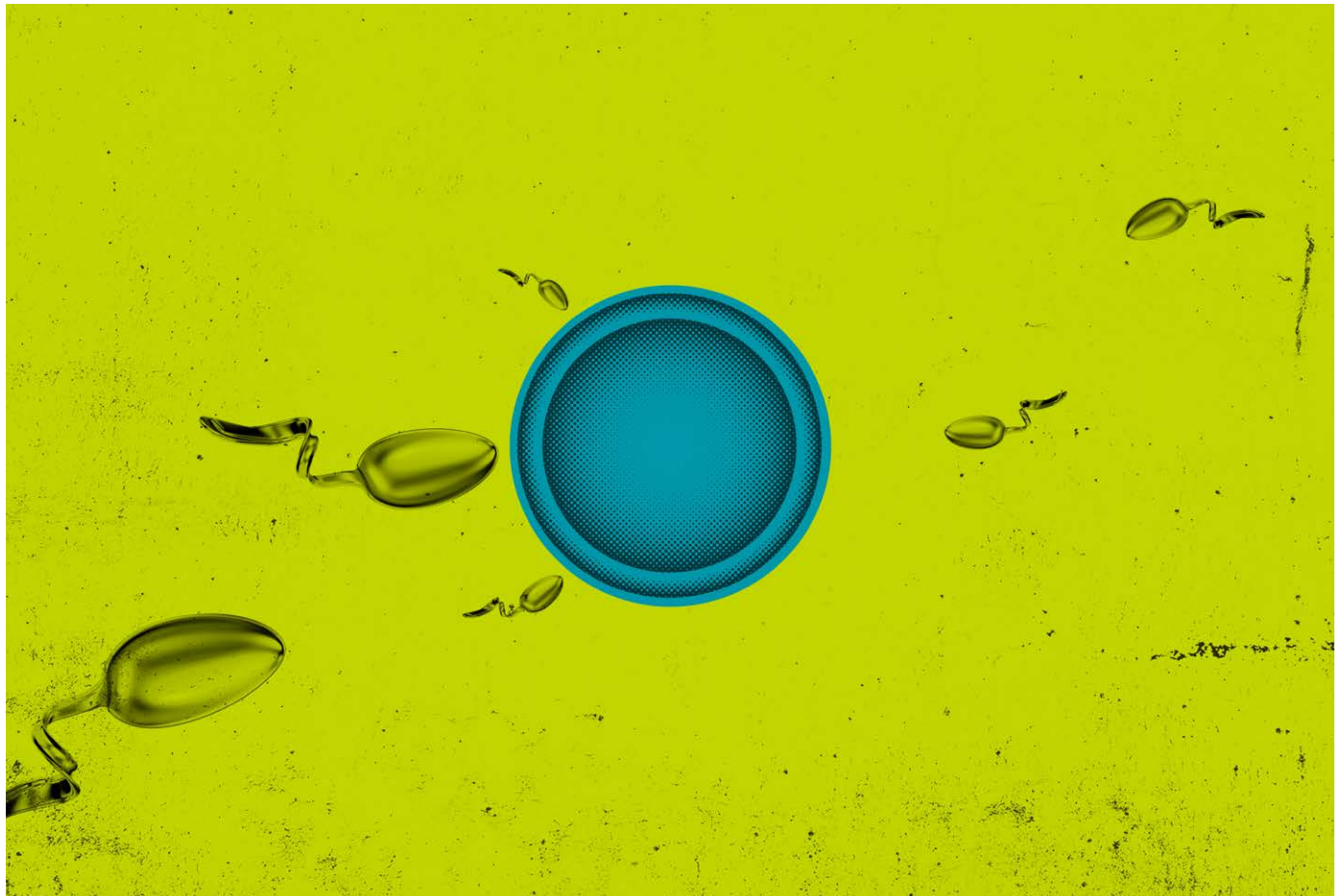
F: White background

On a white background, the dividing line can appear in any colour. When printed on newsprint, the dividing line should be set in a 50% tint of black.



Illustration Content

Illustration is an important part of the 'It's All Academic' brand. When included, illustrations should always aim to illuminate the content (often the headline) in a surreal, amusing and thoughtful manner.





Headline: Rebels With A Cause

This illustration uses the clenched fist, synonymous with rebellion and street protest, with the pen reflecting the cause: the subject of academia.



Headline: Loud Speakers

The Institute of Global Prosperity helps change the conversation and shape the education of the next generation of leaders.



Headline: Highly Prized Thinkers

This illustration takes a playful approach to express the creativity and success of UCL's most illuminated minds.

Illustration Style

Colour

Illustrations should be predominantly black (and white), with one single accent colour used as a highlight.

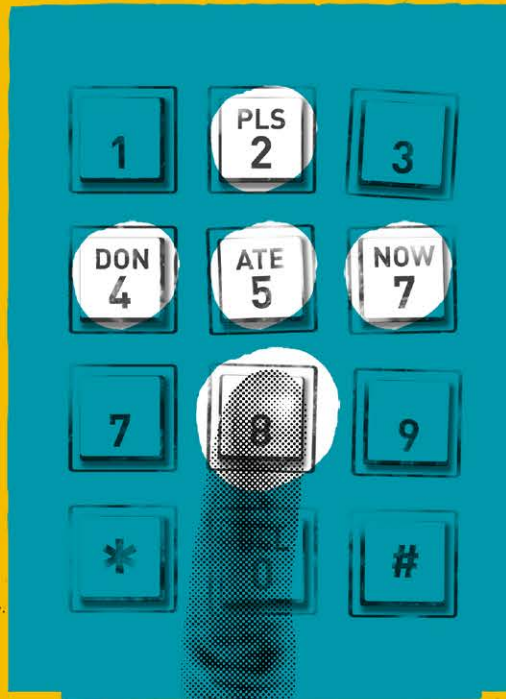
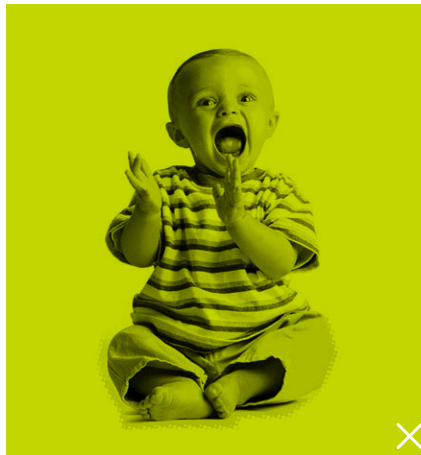
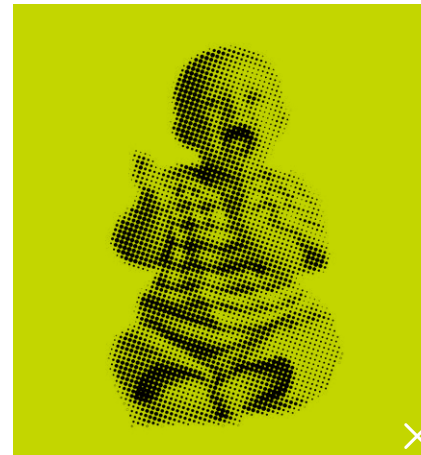


Illustration Style

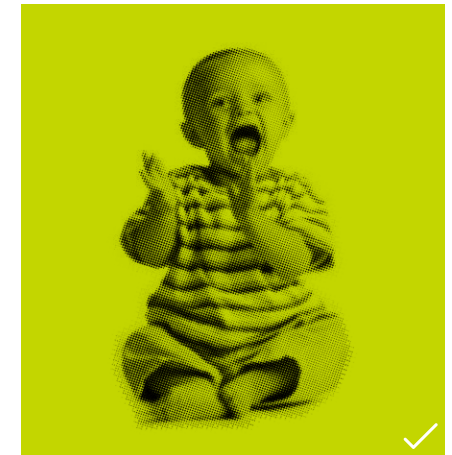
Varying the quality of images used within the illustration, from sharp photographs to 'halftone' cutouts adds a sense of immediacy and playfulness. When using halftone images, ensure the dot size is neither too large that it obscures the image, nor too small to register as a 'halftone'.



Too small
These halftone dots are too small. Although the image is clear, the effect is hardly noticeable.



Too large
These halftone dots are too large. Although the effect is clearly noticeable, the image is not clear.



Just right
These halftone dots are just right – the image is clear and the effect is prominent.

Background Texture

The 'It's All Academic' visual identity uses a background texture. This rough texture adds warmth and character. It should be applied to large areas of background colour.

Logos, graphics, type and illustration should be applied on top of the texture, and not underneath.

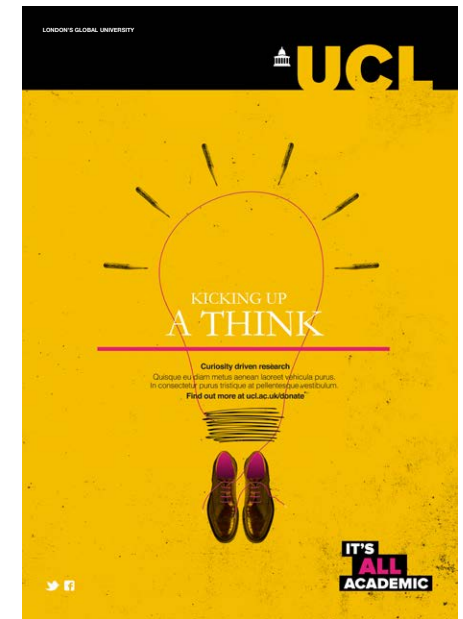
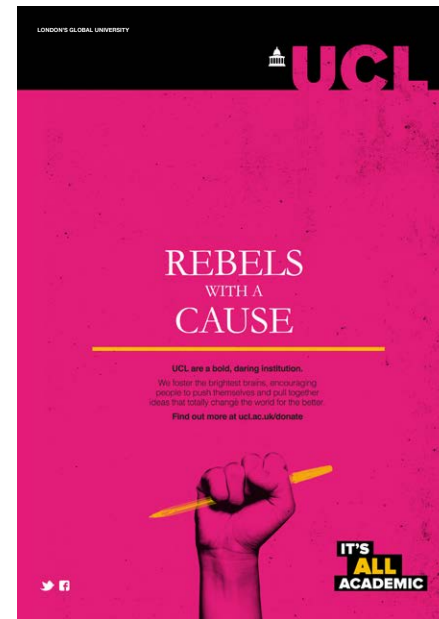
Cropping

Please crop the texture in accordingly. It should add a bit of character without being too distracting and taking away the main messaging of the campaign.

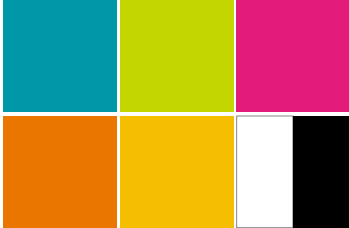


Background Texture

The texture is supplied as one large image - moving, rotating and flipping the texture within the frame, ensures that variation is achieved across applications.



Overview



Garamond
MIND BENDING
ABCdefo123!@£\$&

Helvetica Neue Black Helvetica Neue Light
Body copy header Body copy
ABCdef0123!@£\$& ABCdef0123!@£\$&

LOGO

COLOUR PALETTE

STRAPLINE

FONTS



TYPOGRAPHY

ILLUSTRATION

Tone of Voice

The UCL voice reflects the UCL culture and personality; it tells people who we are and what we stand for, and invites them to connect with us. In order to give a representative, consistent and positive impression, it's essential that all our communications share this trademark tone.

Our voice can be summarised by a single **memorable phrase**:

Fearlessly down to earth.

This phrase epitomises everything that UCL is about: brave, remarkable, fearless ideas, paired with a pragmatic, considered, down-to-earth attitude.

We're not afraid to approach things differently and daringly, but we operate in the real world, and this comes across in all our writing. Yes, we think big and bold – yet we're practical and focused enough to get big, bold things done.

We're punchy straight-talkers. We're not fanciful or flippant, snobby or self-congratulatory.

Our fearlessness inspires awe and intrigue; our down-to-earth nature makes us relatable and earns us respect. 'Fearless' and 'down to earth' are two sides of the same coin that make up UCL's unique currency; all our communications should reflect these two characteristics in a balanced way.

UCL and our communications are...

Ingenious

UCL use language in an entertainingly clever, ingenious way, that's instantly recognisable as belonging to us.

We use word play to demonstrate our charisma, creativity and intelligence. It helps us cut through the noise and stand out.

We can sometimes be quite daring, bold and ballsy in order to make our writing arresting – especially when we want to grab people's attention, such as in headlines – but we're never crass. Our wit is always underpinned by a clear, serious message.

Audiences look twice; then they smile; and they remember what we've said. They think "That's unmistakably UCL."

Inspiring

UCL does extraordinary work. So much of what we do is ground-breaking; incredible; and the product of bringing a wide range of brilliant minds together in unexpected, trail-blazing, revolutionary ways. We are not afraid to disrupt the norm in order to achieve the fantastic.

There is genuine reason to be excited and inspired by our projects and our attitude, so we use exciting, inspiring language to describe ourselves that captures the imagination and compels audiences to find out more.

We're enthusiastic, without getting giddy. We're full of conviction about what we do and what we stand for, whilst remaining modest; we never brag. Our words reflect our passion, and invite others to share in it. We move people to marvel with us, and to be a part of our movement forward.

Impactful

In everything UCL do, we have a clear ambition we wish to fulfil, whether that's to solve a problem, help people in some way, or explore a fascinating topic to see what new discoveries we can uncover. Nothing we do is ever trivial, all of it aims to make an impact. We make this abundantly clear in every piece of communication we produce.

Yes, we are bold, we are brave – but we back up all our projects and investments with well-reasoned, solid trains of thought that are grounded in the real world. Everything we say makes really good sense. We don't just tell people to support us; we explain exactly why they should, in a clear, logical way.

We want people to nod their heads as they read our writing, because they can see the purpose of what we're saying. Our writing never leaves readers thinking "But what's the point?"

Inclusive

UCL are an accessible organisation, and we write in an accessible way. We want people from all backgrounds to feel welcome to engage with us, and relate to us; not be daunted or intimidated.

We're not stuffy, pompous or elitist. Our communications are never about showing off. They're about openly showing what we do, so that others can get involved.

Our writing is honest and transparent. Readers find this trustworthy and refreshing, and respect the fact that we level with them. We address them as equals and as grown-ups. We are not patronising or fluffy.

UCL don't shut ourselves away in ivory towers; we care about being an active, valued member of the communities we operate in, on a local and global level. Our writing reflects this – we aim to establish frank dialogue and invite two-way conversations, rather than lecturing or preaching at people.

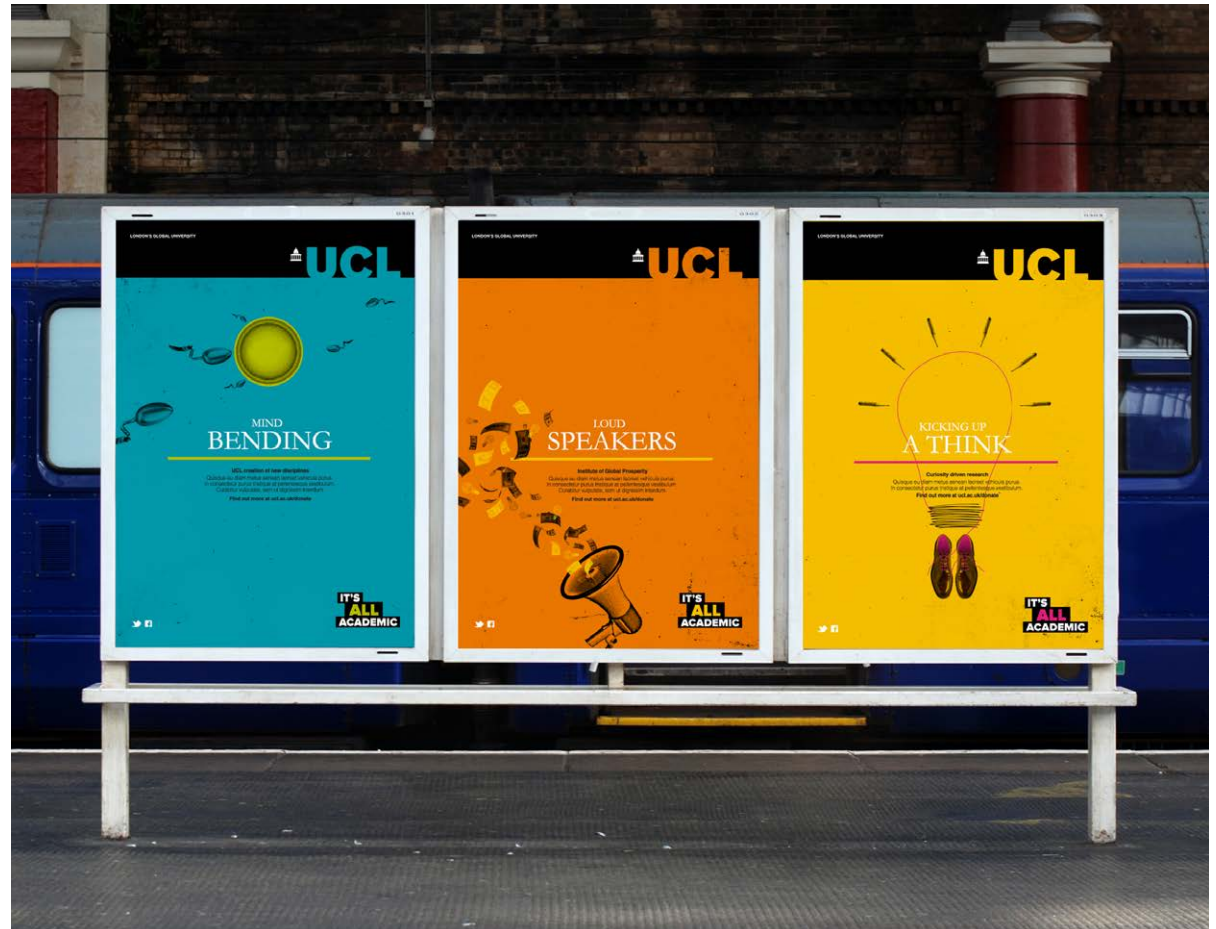
Best Practice

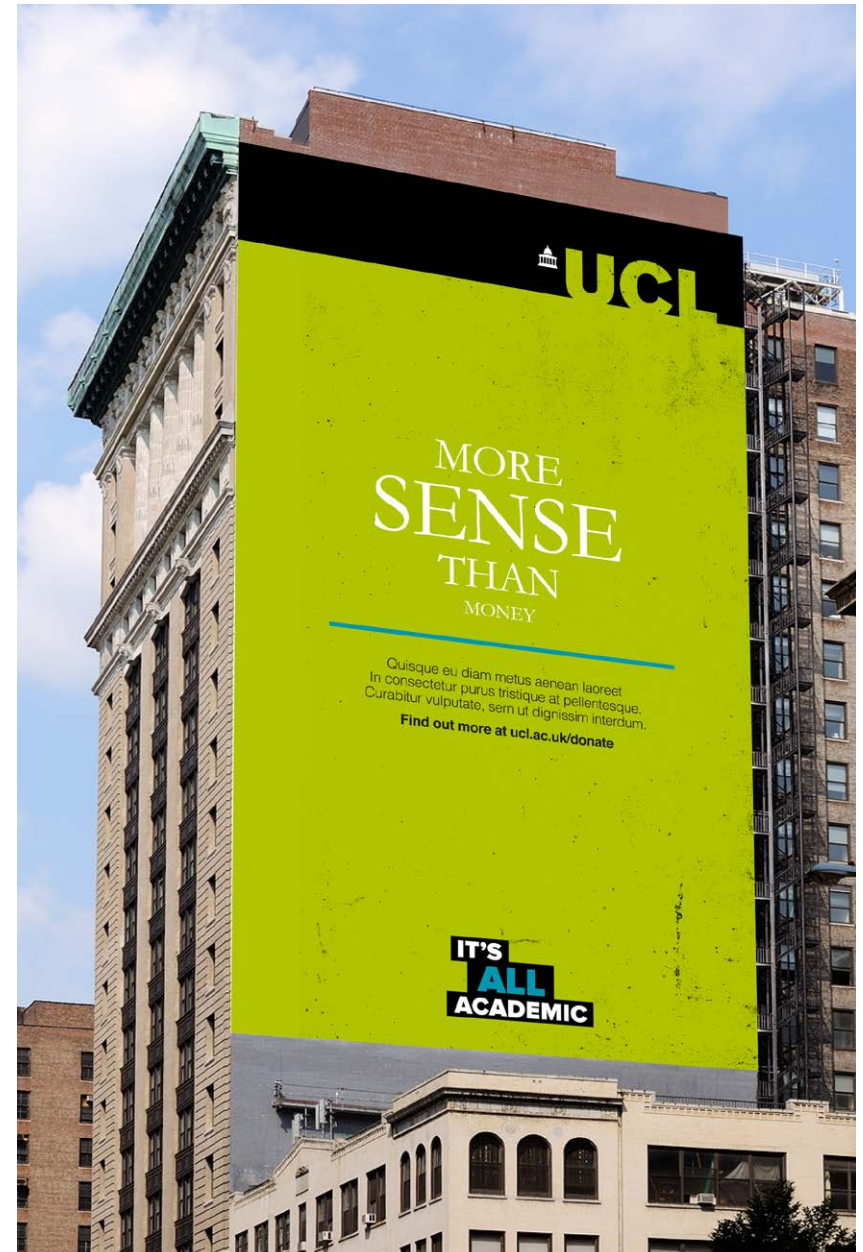
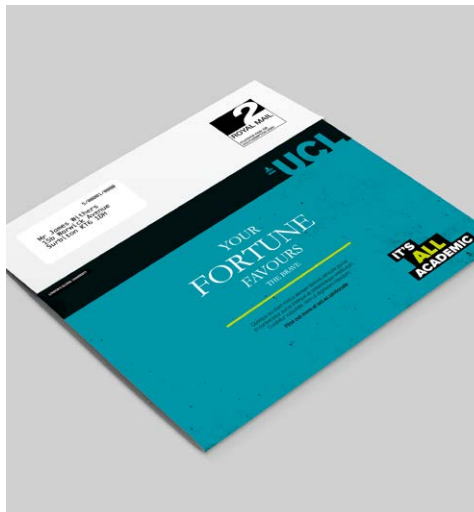
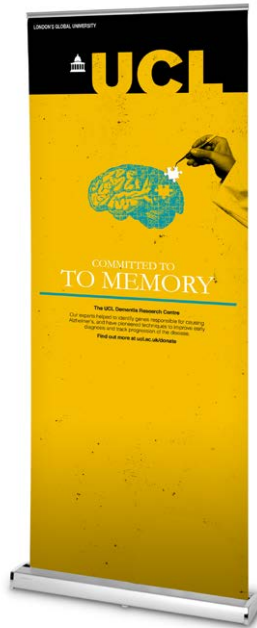
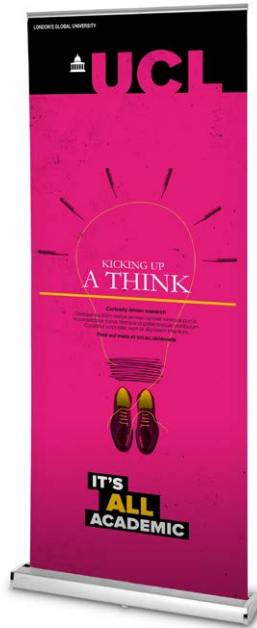
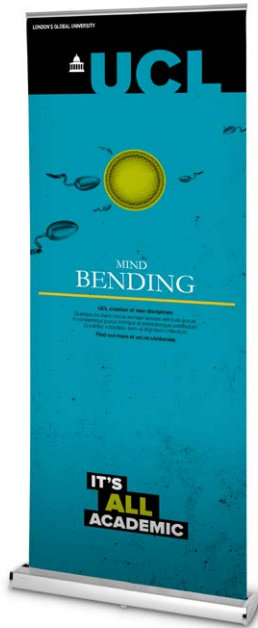
This section demonstrates examples of best practice, following the 'It's All Academic' guidelines.

Examples

Here we demonstrate examples of concept visuals that follow the guidelines of the identity system.

Over time, as the new identity is implemented, the design of individual applications may change – but the spirit of the brand, and style of the identity system, must be adhered to.





Contact

The aim of this brand guidelines document is to ensure that all 'It's All Academic' communications are on brand in order to present a consistent image.

For help or assistance with any of the brand elements covered in this document, please contact:

Helen Bradley
DARO Communications Manager

h.bradley@ucl.ac.uk

020 3108 7729