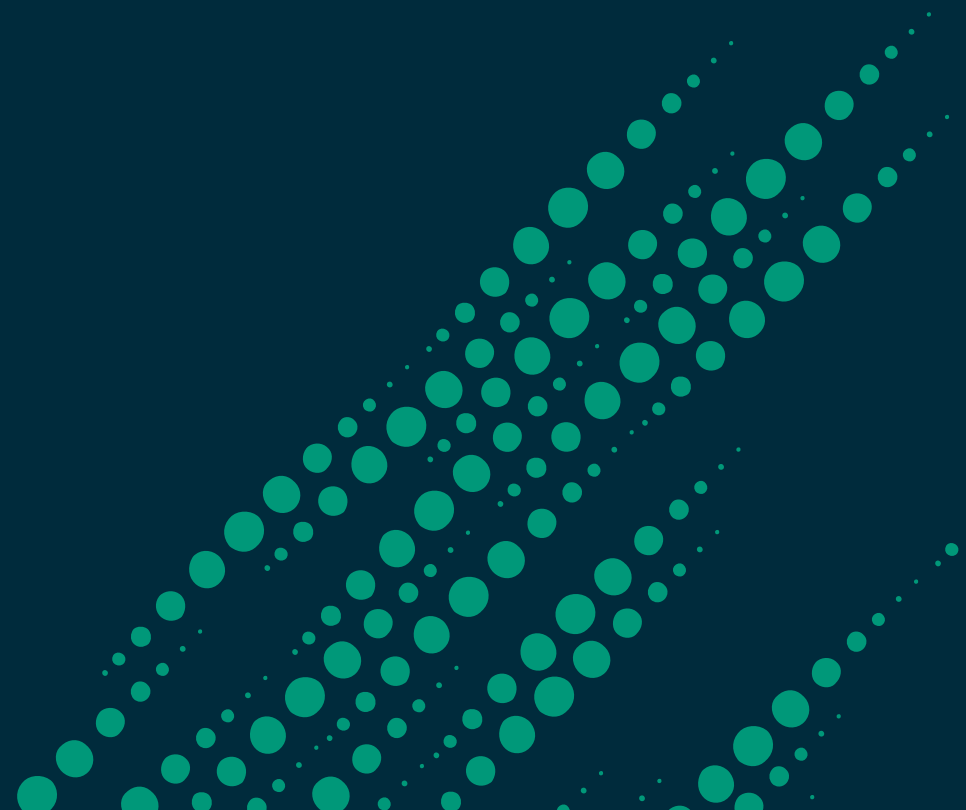




BRAND GUIDELINES

May 2022



Introduction

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SCOPE

Shaping modern health with transformative research, expert teaching and hands-on learning

STATUS

St George's: the UK's specialist health university

AMBITION

Advancing health research and education that transform people's lives in our community, throughout the UK and around the world

ETHOS

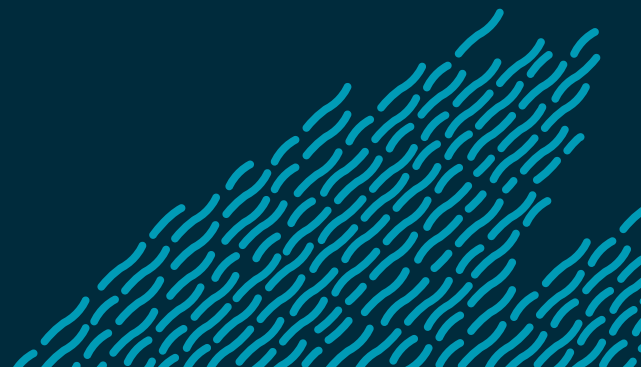
We're a passionate, values-driven community of experts and specialists, grounded in real life health issues, working together to make a difference to people's lives

RESPONSE

St George's: a unique research and teaching environment designed for professional and personal success

STYLE

Friendly, supportive/nurturing, inspiring, compassionate, hands-on





OUR ELEMENTS





Our logo should be used on everything we produce. It's our icon, the symbol that defines our commitment to advancing health research and education that transform people's lives in our community, throughout the UK and around the world.

Logo variants
The horse and rider of our logo can be presented in any of our colour palette colours, so long as it looks visually powerful and accessible in all environments.

File formats
Always reproduce our logo from a master reference. It is available in the following formats:

EPS
This version should be used for all professionally printed applications.

JPEG
This is compatible for all Microsoft software, such as Word and PowerPoint.

PNG
Use this format for emails and online.



Placement



A4 or 210mm x 210mm
58mm wide



Exclusion zone



A3
85mm wide

Our logo should be consistently used to help strengthen and amplify our brand.

Colour

The logo can be used in any of our colours, so long as it is clearly contrasted against its background

Placement

The preferred position for our logo is left aligned or centred either top or bottom. This allows space to the right side of the page, screen or environment to imply our advancing graphics are moving forward.

Recommended sizes

The recommended logo sizes are shown above. Please scale proportionately for alternative formats.

Minimum size

The recommended minimum logo size is 30mm wide.

Exclusion zone

An area of clear space around our logo enhances its impact. This is calculated by the height of the letter 'S' in 'St'. No other logos, graphic elements or text should intrude within this zone.



Logo for white or light colours



Reversed for dark backgrounds



Reversed for brighter colours



Reversed for dark backgrounds



Greyscale reversed



Greyscale

A centred version of our logo has been designed to provide flexibility in all environments.

Logo variants

Our centred logo is available in four graphic variants to ensure it's visually powerful and accessible in all environments.

File formats

Always reproduce our logo from a master reference. It is available in the following formats:

EPS

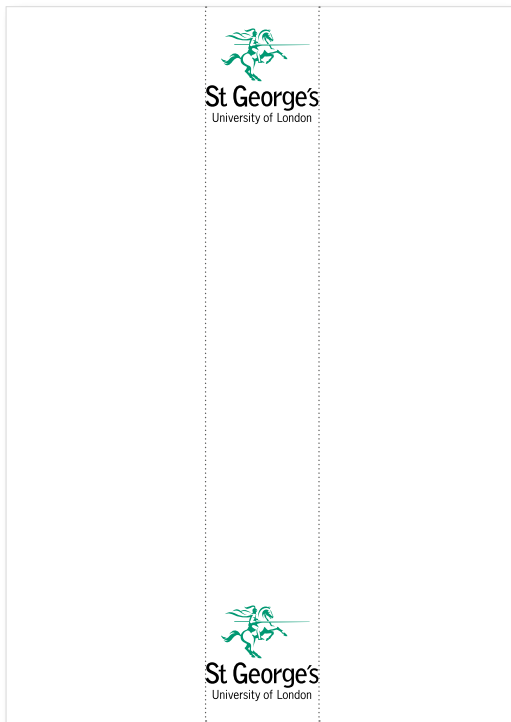
This version should be used for all professionally printed applications.

JPEG

This is compatible for all Microsoft software, such as Word and PowerPoint.

PNG

Use this format for emails and online.



Placement



A3
62mm wide



A4 or 210mm x 210mm
46mm wide



A5
33mm wide



Minimum size
21mm wide



Exclusion zone

Our logo should be consistently used to help strengthen and amplify our brand.

Placement

Our centred logo should always be used centred either at the top or bottom of the page, screen or environment.

Recommended sizes

The recommended logo sizes are shown above. Please scale proportionately for alternative formats.

Minimum size

The recommended minimum logo size is 21mm wide.

Exclusion zone

An area of clear space around our logo enhances its impact. This is calculated by the height of the letter 'S' in St. No other logos, graphic elements or text should intrude within this zone.

Core colours



PANTONE
3278
CMYK 100 0 65 0
RGB 0 155 119
HTML 009B77



PANTONE
309
CMYK 100 8 20 76
RGB 0 59 73
HTML 003B49



PANTONE
7677
CMYK 64 77 0 0
RGB 111 80 145
HTML 6F5091



PANTONE
7467
CMYK 100 0 34 0
RGB 0 163 173
HTML 00A3AD



PANTONE
173
CMYK 0 83 99 4
RGB 207 69 32
HTML CF4520



PANTONE
1375
CMYK 0 40 97 0
RGB 255 158 27
HTML FF9E1B



PANTONE
7474
CMYK 95 6 30 28
RGB 0 118 129
HTML 007681



PANTONE
2745
CMYK 100 98 0 22
RGB 40 0 113
HTML 280071



Black is used for all large areas of copy. White space is also an important part of our brand. It creates a clean look and feel and allows other elements such as imagery and our graphics to look their best.



Heritage colours

Our brand is underpinned with a flexible colour palette designed to be vibrant, modern and distinctive.

Core colours

Use these prominently on everything you produce – from digital to print.

Supporting colours

Use these to add variety and support to the core colours. They work well to code, segment and highlight across all applications.

Heritage colours

Gold and Silver foil printing techniques can be used for communications that want to emphasise our heritage, such as on our degree certificates.

Using colours

Minimal colour usage is the most graphically effective and colour contrast enhances accessibility and impact. Tints are also permitted.

Colours should compliment any images you use.

Colour reproduction

Always match the Pantone® or CMYK references indicated. RGB references should be used for on-screen applications.

Core typeface

FS ELLIOT

Advancing health research _____ Thin
and education that transform _____ Light
people's lives in our community, _____ Regular
throughout the UK and _____ Bold
around the world. _____ Heavy

Heritage typeface

Big Caslon

Secondary typefaces

Arial Regular
Arial Bold

Typography is integral to our visual brand. The right typeface conveys our personality through the words we use even when other elements are absent.

All our professionally designed communications use FS Elliot and Big Caslon.

FS Elliot

Our primary typeface is FS Elliot. Elliot's clear fluid shapes lend words a distinctive and optimistic bounce. It is available in a variety of weights from thin to heavy.

Elliot should be used for all professionally designed applications.

Our recommended minimum point size for body copy is 10 point type on 12 point leading (line feed).

FS Elliot is available to purchase from fontsmith.com

Big Caslon

This is our supporting typeface. We primarily use Big Caslon to help emphasise our heritage and to add typographic variety. Due to its high contrast, Big Caslon is intended to work at larger sizes.

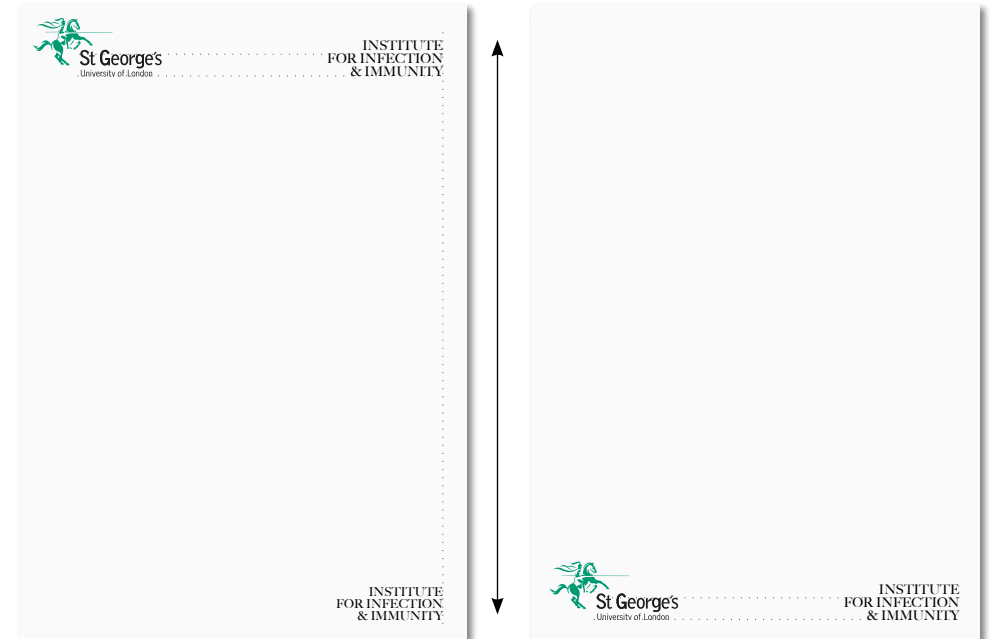
Big Caslon is available from typenetwork.com

Arial

For web text applications and Microsoft Office applications, we use Arial. This is a standard font within Microsoft Windows and many other software packages.



Page positioning



Department signposting helps us easily identify specific areas of our University in a clear and concise way.

It is important we clearly communicate with our target audiences. We should avoid externalizing our own internal structures. Only use department signposting when it is necessary.

Department names are set in uppercase, Big Caslon Medium. They should appear in black or white.

The recommended point size is derived from the caps height of University in our core logo.

Our recommended alignment is shown above.



Our brand uses the advancing graphic elements from our logo to create a distinctive and flexible visual system that works across all communications.

Our palette of four graphic patterns are a key element in our brand and therefore should be used whenever possible. Using it correctly is key to maintaining a coherent visual brand.

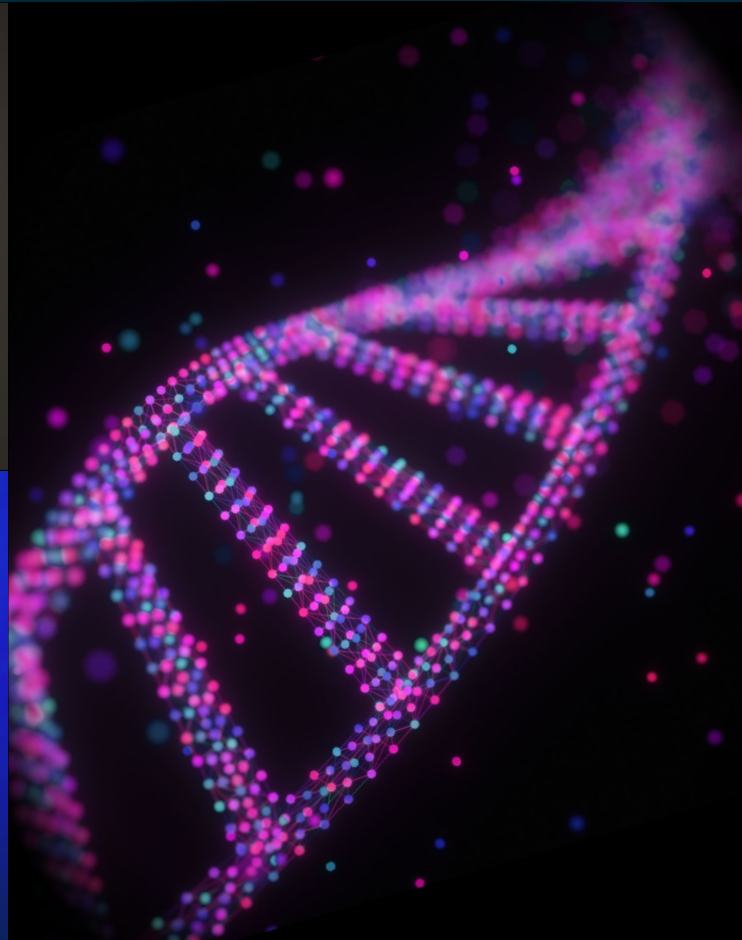
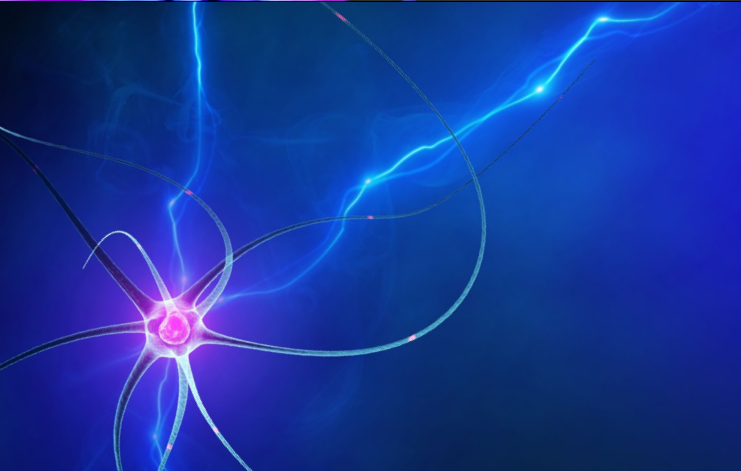
Our advancing graphics can be used independently, or interact with our imagery. They should appear in colours from our palette. Tinted and white graphics are also permitted.

They should travel from left to right in an upwards direction to add a sense of movement and energy.

They are always angled at 45 degrees.

Guidance on usage can be found on page 16.

Our advancing graphics are available as vector EPS files from graphics@sgul.ac.uk



When choosing illustrations and graphics, look for designs that express our core pillars of ambition, advancement and transformation

Abstract

The abstract scientific healthcare images are used to create an engaging visual and help us stand out from our competitors.

They should always be cropped to give a sense of forward movement and transformative healthcare.

When selecting images to crop, make sure there is enough detail for the subject to be recognisable.

People

The use of real people helps showcase the individuals that are at the heart of our University.

The images should have a dynamic look and feel and always convey a sense of perspective.

When using this style on a poster or cover, ensure our logo always appears within the same visual space.



Our icon style places emphasis on the idea of shaping modern health. They draw upon the advancing graphics from our visual system and logos.

Icons can be used to highlight and signpost information within communications both online and offline. They can be used to add interest, aid navigation and ease of reading. They have been designed to work at small sizes across all platforms.

The icons are available as EPS files from xxx. If you are creating a new icon always ensure they follow our existing brand style.

Please ask us for approval for all new icons.

**WORKING WITH
OUR BRAND**





Our advancing graphics can be shown full page, always cropped to the bottom and moving upwards and to the right.

Patterns can be mixed for variety, or on their own.



Our graphic becomes an integral part of the learning environment. It represents how we're advancing health research and education that transform people's lives in our community, throughout the UK and around the world.

Always ensure the graphic feels like part of the environment and not placed on top. The images should feel natural and spontaneous.



Banners are a great opportunity to be bold with the new brand.

Use people, use multiple colours and use the patterns to express variety.

When making pull-up banners use large, clear text, keep the logo prominent at the top, and avoid anything so low it might be obscured by furniture.

Working with our brand **STATIONERY**



58mm wide

Stationery is an important public-facing application and should have a consistent design.

Our logo, address and contact details always appear in a consistent position and size.

Letters should be typed in Arial Regular, 11pt on 13pt leading.



St George's

University of London

GET IN TOUCH

For more information about these guidelines and how to use them contact the communications team on brand@sgul.ac.uk.

