Our brand overview 2017
# Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our purpose</td>
<td>3</td>
</tr>
<tr>
<td>Our values</td>
<td>3</td>
</tr>
<tr>
<td>Our brand promise</td>
<td>3</td>
</tr>
<tr>
<td>Brand personality</td>
<td>4</td>
</tr>
<tr>
<td>Our brand identity</td>
<td>4</td>
</tr>
<tr>
<td><strong>Our logo:</strong></td>
<td>5-13</td>
</tr>
<tr>
<td>Choosing the correct logo style</td>
<td>6</td>
</tr>
<tr>
<td>Using our primary logo style</td>
<td>7</td>
</tr>
<tr>
<td>Using our solo logo</td>
<td>8</td>
</tr>
<tr>
<td>Using our solo logo with a white keyline</td>
<td>9</td>
</tr>
<tr>
<td>Using our logo in black</td>
<td>10</td>
</tr>
<tr>
<td>Logo don'ts</td>
<td>11</td>
</tr>
<tr>
<td>Logo devices</td>
<td>12</td>
</tr>
<tr>
<td>Using our logo on merchandise</td>
<td>13</td>
</tr>
<tr>
<td>Our brand typeface</td>
<td>14</td>
</tr>
<tr>
<td>Our colour palettes</td>
<td>15</td>
</tr>
<tr>
<td>Our icons and assets</td>
<td>16</td>
</tr>
<tr>
<td>Photography</td>
<td>17</td>
</tr>
<tr>
<td>Our writing style guide</td>
<td>18</td>
</tr>
</tbody>
</table>
Our purpose

To inspire and enable the advancement of knowledge so that every individual from Royal Holloway can make a sustained and meaningful contribution personally, socially and economically, now and in the future.

Our values

An organisation’s values are a set of beliefs that describe how people who work for, and with, an organisation behave. This doesn’t mean people can’t be individuals. But it attracts people, be they students or staff, partners or commentators, who have a similar belief system and come together to create a community.

Values aim to stretch us, improve us and define us.

Royal Holloway’s institutional values are:

• excellence
• creativity
• collaboration
• fairness
• freedom

Our brand promise

A strong brand promise is one that connects our purpose, our position, our strategy, and past, present and future members of our community. It enables us to deliver what we do in a way that connects emotionally with our audiences and differentiates us.

We are a community inspiring individuals to succeed

This is demonstrated by:

• The evidence and insight our academics gain from conducting world-class research advancing knowledge to change the world.
• Our academics taking that knowledge into the classroom to inspire, challenge and motivate students to explore new ideas, apply innovative thinking and become independent thinkers.
• Our close-knit community, where individuals are supported so that they can successfully take on the challenges that come with studying at one of the UK’s leading universities.
• Our environment, where individuals can be successful and equipped to make a sustained and meaningful contribution personally, socially and economically, on and beyond our campus, now and in the future.
• Our history as a university founded by social pioneers who valued the principles of excellence and inclusion. Those principles continue to shape the institution we are today, creating a safe community in which to study, work and live.
Brand personality

Our personality traits are:

• Determined
• Curious
• Supportive
• Enthusiastic
• Friendly
• Informal
• Collaborative
• Open-minded
• Fair
• Community spirited
• Proud [to have a history that pioneered inclusion]

Our brand identity

Our brand identity has been developed to best reflect what we know our brand to be. It is born of true and recognisable characteristics of the university. By using the identity consistently, we will be able to reinforce these true attributes.

The following guidelines are designed to help you apply Royal Holloway’s brand identity confidently, and in the right way.
Our logo

Our logo is made up of two squares, like the two quadrangles of Founder’s Building. It also features our coat of arms, combining the heritage of both Royal Holloway and Bedford Colleges.

It is acceptable to print a mono (black) logo when colour printing is too expensive or not available. See page 10 for more information.

Different styles for legibility

Our logo has been designed to ensure our name is legible at small sizes.

The version shown below, with the words ‘OF LONDON’ smaller than the word UNIVERSITY, is for use at 40mm width and above.

The version shown below, with the words ‘OF LONDON’ in the same size as ‘UNIVERSITY’, is for use under 40mm in width. The minimum width you can use our logo at is 22mm. (See below)

Always use this version of the logo where it appears digitally.

If your area is under 22mm width then please just use the words ‘Royal Holloway, University of London’. See examples on page 13.

Please note that if the words appear on one line there MUST be a comma after Royal Holloway.
Choosing the correct logo style

The logo with the band is the primary logo style – always use this in preference to the two styles below.

However, there may be instances when it is not possible to use the band, for instance because of the size of publication, the amount of content or background colour. If any of those conditions are present please see the two alternative styles below.

The logo without the band – secondary logo styles

Use the solo logo:
• if you need to fit the logo in a small or narrow format
• if text and pictures require more space than the band allows
• if you are producing an item of stationery, forms, certificates or a logo device

Use the solo logo with a white keyline:
• if the conditions listed on the left apply, AND
• if it is necessary to make the logo stand out from a background i.e. from a solid (100%) primary brand colour or a busy background
• if the logo is placed on a picture which has a busy background or the colours and tone are similar to the brick orange or slate grey
• if the background colour is unknown, for example on collaborative work, always supply the keyline logo
Using our primary logo style

We always use a slate grey band alongside our logo unless it is not possible to fit the band because of a small or narrow format, large amount of content or because of the type or colour of background it is placed on. Please see page 8 for solo logo options.

Positioning the band on the page

For the majority of marketing material the band should run across the bottom. It should only appear at the top for specific display items such as exhibition stands, pull up/roller banners.

Positioning the band with the logo

• When placing the band and logo into designs:
  • Measure the height of the logo (measurement \( X \))
  • Ensure the logo and band never sit closer than 50% of \( X \) from the top or bottom edge of the page
  • The logo should always be positioned at the right side of the band and the right edge of the page
  • The logo should be the same height as the band
  • The minimum width of the band should be no shorter than the width of the logo
  • The band should always be 100% slate grey (Pantone 432C, see ‘Our colour palettes’ page 15).

For Royal Holloway staff

Documents and presentation templates

We have created a selection of ready-to-use templates in Word and Powerpoint which incorporate the logo and the band. These should be used for all Royal Holloway display materials and presentations.

You can download them, with instructions for use, from the website at royalholloway.ac.uk/brand

Best practice examples

<table>
<thead>
<tr>
<th>Image 1</th>
<th>Image 2</th>
<th>Image 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image 1]</td>
<td>[Image 2]</td>
<td>[Image 3]</td>
</tr>
</tbody>
</table>

To help you choose the correct logo style please see page 6 ‘Choosing the correct logo style’
Using our solo logo

Use the solo logo if it is not possible to fit the band alongside the logo. It must always be positioned on the right-hand side of the page and can be either at the top or bottom. If the artwork area is narrow it is acceptable to centre the logo.

For some applications where the size of the logo almost reaches the edges of the artwork, it is preferable to run the logo edge to edge rather than have a thin border of background.

Placing on backgrounds

Using a maximum of 80% tint of slate grey or lighter background ensures sufficient contrast between the logo colours and the background.

On a white background

Best practice examples

Exclusion zone 25% of height

Position the right side of the logo on the right-hand text margin.

Height = X

Minimum gap size: 50% of X

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Using our solo logo with a white keyline

Please ensure you have considered both the options on pages 7 and 8 before using this style.

Only use if:
Your background colour is a solid (100%) primary brand colour, shown below. Or is similar in colour or tone to the colours in the logo, see examples to the right.
It must always be positioned on the right-hand side of the page and can be either at the top or bottom.

Primary colours

100% slate grey background  
100% brick orange background

Best practice examples

On a picture which has a busy background

Exclusion zone 25% of height

Position the right side of the logo on the right hand text margin.

Height = x

Minimum gap size: 50% of x

On a background which has colours and tone similar to the brick orange or slate grey.

For Royal Holloway staff
Documents and presentation templates

We have created a selection of ready-to-use templates in Word and Powerpoint which incorporate the logo and the band. These should be used for all Royal Holloway display materials and presentations.
You can download them, with instructions for use, from the website at royalholloway.ac.uk/brand

For Royal Holloway staff
You should never attempt to recreate our logo. Artwork is available in a number of file types for online and offline use.
Please visit royalholloway.ac.uk/brand  or designstudio@royalholloway.ac.uk

To help you choose the correct logo style please see page 6 ‘Choosing the correct logo style’
Using our logo in black

For printed work where colour is not an option, please print the logo as shown below. This option must only be employed on a white background, not any other colour, including cream. Please see examples to the right.

**Printing black on a white background**

Natur ant ad excestet qui con eicita porepeles sa alit laboreratque nullaut ateniendaes non porecte cus ullamis ut aut expliquas reperup tiatio totat apicient eos sedignis sit prate exerfer ionecto. Ga. Ra nonseni ssumque labor sinis re mo earciandem faccus, optaecte.

**Printing black on a white and also using a tint of black for the background**

- 40% black tint background
- White paper/card
- Logo printed black

Exclusion zone 25% of height $X$

Position the right side of the logo on the right hand text margin.

Height = $X$

Minimum gap size: 50% of $X$

**Do not print on a coloured background**

Natur ant ad excestet qui con eicita porepeles sa alit laboreratque nullaut ateniendaes non porecte cus ullamis ut aut expliquas reperup tiatio

- Coloured paper/card

✗
## Logo don’ts

- Do not stretch the logo
- Do not use the coat of arms and text without the orange and slate grey squares.
  (Please note it maybe necessary for specific items of merchandise to use the text on its own, see page 13.)
- Do not put a drop shadow behind the logo
- Do not change the proportions of the orange and slate grey squares
- Do not use the logo on an angle
- Do not change the colours of the logo
- Do not use a line version of the logo in any colour
- Do not use anywhere other than on merchandise, see page 13
- Do not use a line version of the logo in any colour
- Do not use alternative text or alternative images in the logo
- Do not add on extra areas of orange and slate grey

You should never attempt to recreate our logo. Artwork is available in a number of file types for online and offline use.

For Royal Holloway staff
If you are unable to find the format you require please contact your Communications Manager or designstudio@royalholloway.ac.uk
Logo devices

Creating a visual identity for a Royal Holloway initiative

We understand that you may wish to develop a distinct look for a particular Royal Holloway initiative e.g. research Centre or Institute, or other activity, programme or project. We have created a simple ‘logo device’ template to visually identify your initiative. We recommend using these to ensure a consistent reference to the initiative’s relationship with Royal Holloway. If you would like a logo device of this type created please contact your Faculty Communications Manager.

If the logo device template is not appropriate for your needs, please speak to your Faculty Communications Manager or the Design Studio who can advise on alternatives. Any alternative should be in keeping with the look and feel of Royal Holloway’s overall visual identity. All alternative devices must be approved by the Communications team before use.

Department of Psychology

HARI
Humanities & Arts Research Institute

School of Biological Sciences

Centre for the GeoHumanities

Holocaust Research Institute

Estates Department

Department of Earth Science
Using our logo on merchandise

A full-colour version of our logo should always be used on merchandise when the printing process and costs allow. When it is printed in full colour the rules for using a solo logo apply (see pages 7 and 8).

However, there are some exceptions to this rule for example when printing a full-colour logo would incur an unfeasible extra cost.

When the printing process is limited to one colour the logo may be printed in black, white, gold or silver.

Some examples are shown opposite:
1. Foil blocking onto merchandise, such as folders, diaries and pens etc.
2. Screen printing on clothing, bags, mugs and pens etc.
3. Engraving, etching and embossing on corporate gifts etc.

Technically this is not printing as such but it creates the same effect as a single colour.

Examples of the exceptions to the rule of using the logo

The logo must not be used if the print area is less than 22mm, the minimum width of the logo.

In this instance the words ‘Royal Holloway, University of London’ must be used. If the words appear on one line, there must be a comma after Royal Holloway.

Lanyards

Royal Holloway, University of London

Black – one colour print

White – one colour print

If your area is under 22mm width then please just use the words ‘Royal Holloway, University of London’. See below.

Please note that if the words appear on one line there MUST be a comma after Royal Holloway.
Our brand typefaces

Primary typeface:
Our primary typeface (or ‘font’) is Ideal Sans. It is a clean and accessible modern typeface that also has classical qualities that perfectly suit the balance of old and new at Royal Holloway. It should be used for all university publications and presences.

Secondary typeface:
Corbel is the secondary typeface (or ‘font’) and should be used when the primary font Ideal Sans (above) is unavailable.

For Royal Holloway staff
Corbel is available on all Royal Holloway systems.

At times it may be preferable to have numbers that sit on a baseline for clarity.

To do this in Word:
• highlight the numbers you wish to change
• go to the Format menu and scroll down to Font
• in the window that opens select Advanced
• go to Number Forms (under Advanced Typography)
• click on the pull down menu to select Lining.

To do this in InDesign:
• highlight the numbers you wish to change
• go to the Type menu and scroll down to Character
• on the top right hand menu of the Character panel, scroll down to OpenType and across to Proportional Lining.

Alternatively, in InDesign highlight the numbers you wish to change and click on the All Caps button in the Character Formatting Controls on the Dock.
Our colour palettes

Primary colour palette
Our primary colours have been heavily influenced by the fabric and environment of our campus.

The primary palette is a strong and vibrant brick orange contrasting with a deep slate grey that were inspired by the Founder’s Building. These confident contrasting hues help us to stand out from the crowd and create an air of sophistication and prestige.

Brick Orange
166C
C:0 M:70 Y:100 K:0
R:235 G:100 B:30
#EB641E

Slate Grey
432C
C:65 M:43 Y:26 K:78
R:32 G:42 B:48
#202A30

Tinted spectrum of Slate Grey

<table>
<thead>
<tr>
<th>Colour</th>
<th>Code</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>1795C</td>
<td>#D72D2D</td>
</tr>
<tr>
<td>Green</td>
<td>355C</td>
<td>#00A648</td>
</tr>
<tr>
<td>Purple</td>
<td>258C</td>
<td>#9857AE</td>
</tr>
<tr>
<td>Sky</td>
<td>299C</td>
<td>#009ED7</td>
</tr>
<tr>
<td>Lime</td>
<td>383C</td>
<td>#949A00</td>
</tr>
<tr>
<td>Blue</td>
<td>285C</td>
<td>#0073CF</td>
</tr>
<tr>
<td>Yellow</td>
<td>130C</td>
<td>#F5AF0A</td>
</tr>
<tr>
<td>Pink</td>
<td>233C</td>
<td>#D70B90</td>
</tr>
</tbody>
</table>
Our icons and assets

It may be possible to develop additional marks to identify certain kinds of information or to differentiate Royal Holloway activities or initiatives (see ‘Logo devices’ on page 12). If the options shown do not meet your needs, please contact the Design Studio or your Faculty Communications Manager who can advise on your options within the overall brand identity.

Coat of arms
The coat of arms is an important part of the College’s heritage.

Usage
There are a limited number of agreed instances when it takes precedence over the logo on printed matter i.e. historical or ceremonial requirements such as wall plaques and graduation certificates.

For more information on the symbolism of the coat of arms and shield, see royalholloway.ac.uk/coatofarms

The shield
For legal reasons the shield appears on legal documents and stationery, accompanied by the following text: Incorporated by Act of Parliament. Royal Holloway and Bedford New College.

Neither the coat of arms nor the shield should be used without reference to the Design Studio.

Social media avatar
This is the only occasion we allow our logo coat of arms to be used on its own.
When using the social media avatar, the name of the university should always feature in the content of the message or profile.

Social media icons

Twitter  YouTube  Flickr
Instagram  Pinterest  Facebook
LinkedIn  Snapchat

Use a consistent style for social media icons.
Available in the brand toolkit.
Photography

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

External users should contact the Design Studio for advice and access to our photographs. For Royal Holloway staff your first point of call is our Image Library royalholloway.ac.uk/app/il/index.html This contains hundreds of searchable photographs of every aspect of College life, with all permissions secured.

If you’d like to use your own photographs, please follow these principles:

• They should feature real people from Royal Holloway; please try not to use stock photography of people.
• They should show real and relevant locations.
• If you are using them in printed materials, they should be high resolution in order to achieve a good quality (we recommend 300 dpi at the size they are being reproduced).
• You are responsible for seeking permissions from the individuals featured in your photographs.
• Do not copy and paste images from the internet without seeking permissions as this has legal implications.

Please ask us if you would like support in this area. We can arrange photoshoots with professional photographers.