Branding Guidelines
for Cambridge University Libraries

The following guidelines are designed to enable a consistent branding style to be used by Cambridge University Libraries (University Library and Affiliated Libraries).

Content of guidelines

This document is divided into the following sections:
1. General guidelines
2. Emails
3. Stationery
4. Using images

These guidelines are intended to support good practice, helping to ensure your internal and external communications are professional, consistent and easy to understand.

Support

A 'Branding Toolkit' is available on the CUL & Affiliated Libraries Intranet: http://www.ul.intranet.lib.cam.ac.uk/library-communications/branding-toolkit. On this page you can find:

- Branding Guidelines (this document)
- A link to the University's brand resources (http://www.cam.ac.uk/brand-resources)
- A link to the University' Departmental Templates webpage where library logos and stationery templates are stored: https://www.cam.ac.uk/brand-resources/templates/department-templates
- Powerpoint presentation template, examples and tips.

Queries regarding branding should be directed to Francesca Harper, Communications & Events Co-ordinator, in the first instance: fh322@cam.ac.uk or ext. 33920. Francesca may discuss your query with the University's branding team based within the central communications office: https://www.cam.ac.uk/brand-resources?flowfrom=communications.

Any queries about the content of your communications (including approval of content and issues regarding confidentiality of the communication) should be directed to your line manager or a relevant colleague.

1. General guidelines

The below recommendations taken from the University's brand resources webpages apply to all forms of communications created for digital or print, including letters, reports and emails.

Style

Fonts

Arial has been selected as the University's primary typeface in consultation with the Disability Resource Centre. Unless otherwise requested, Arial should be used for all internally produced communications.

Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft software applications, Apple Mac OS X and many PostScript computer printers. It should be used for all our internally produced communications.

Myriad

Myriad is used for items where the design is commissioned from external agencies i.e. the University Annual Report, undergraduate and graduate prospectus, exhibition stands, advertising, magazines etc.

Sabon/Times New Roman

Sabon or Times New Roman may be used where a serif font is required – for example in large bodies of text.

In 2018 as part of the Wayfinding project, **Gill Sans** was also approved for use by the University Library. We recommend that this font is used for titles and short texts only.

If either of the above fonts are missing from your computer, please contact Digital Services.

Font size

For most formal forms of communications such as letters, reports, meeting agenda/papers, minutes, invitations etc, the font size should fall between 10 and 12 pts.

Larger or smaller font sizes may be used where appropriate for posters, leaflets etc if deemed necessary as part of the design.

Font styles

The use of **bold** or underline may be used for headings, sub-headings or to emphasise a point or action within a document. It is recommended that sub-headings are kept at the same size as the main body text.

Headings and sub-headings should take an initial cap only (sentence case), unless otherwise requested.

Incorrect: 'Teachers from State Schools Learn how Cambridge Really Works'
Correct: 'Teachers from state schools learn how Cambridge really works'

Italics may only be used for non-English words, book titles (e.g. Charles Dickens' *Bleak House*), films, talks, radio and TV programmes (e.g. BBC One's series *World in Action*) but without quotation marks.

Logos

In 2018 a series of new logos were introduced. The design is based on the University's departmental logo branding, and includes the University crest with the individual library name below, e.g.:
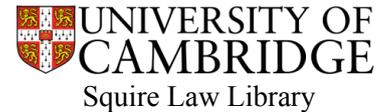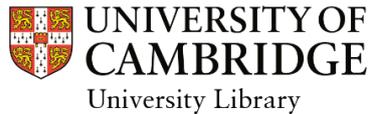
The logo should always be placed on the left-hand side of your document or publication, either at the top or bottom and using the following dimensions:

	A5	A4	A3
Logo size	48mm	65mm	92mm
Left margin	8mm	12mm	17mm
Top/base margin	9mm	14mm	20mm

The new logos can be downloaded from the University's Departmental Template webpage (Raven login required) under the parent folder, 'Cambridge University Libraries': https://www.cam.ac.uk/brand-resources/templates/department-templates.

To date, logos have already been created for 'Cambridge University Libraries' and the 'University Library'. Logos will be available for all affiliated libraries who have requested one in due course. Please contact Francesca Harper if you have any queries. The former tower and 600th anniversary logos should not be incorporated into new publications.

Supporting logos for partnerships etc, should be aligned to the right-hand side of the University logo. Some partners may have their own logo guidelines such as size and placement, so you should always check with them before publishing.

Paragraph and lines

Block paragraphs should be used instead of indent paragraphs, separated by a single paragraph space, unless otherwise requested.

Single line spacing should be adequate for most forms of communications. Occasionally 1.25 or 1.5 spacing may be requested by the activity owner. Extra line spacing is usually recommended for documents that are to be delivered orally, e.g. speeches, presentations etc, to make it easier to read from the page.

Colours

Cambridge University Libraries' primary colour, as used on the University Library website and the Powerpoint template, is Pantone® 541 C.
You may also choose from the University's core colour palette. There is no set colour for departments or areas of the University. Any of the 18 colours within the palette may be used for any communication.

This University's core colour palette can be found at www.cam.ac.uk/brand-resources/guidelines/typography-and-colour/colour-palette.

<u>Language</u>

Abbreviations

Degree titles take the following form: BSc, MLitt, PhD.

Do not use full stops in these titles: Mr, Mrs, Prof or Dr.

Spell out acronyms in full at first mention in text, e.g. Library Storage Facility (LSF) and Libraries in Training (LiT).

Capitalisation

As per the Font Style sections (page 2), headings and sub-headings should take an initial cap only (sentence case), unless otherwise requested.

Date and time

- Friday 16 January 2015 (not Friday 16th January 2015)
- 1890s, 1950s (not 1890's, 1950's)
- 20th century not twentieth century (use 19th-century only for adjectives: Late 19th-century architecture saw an increase in heavy detailing. Leave th or st as roman, not superscript).

Use em-dashes (—), without spaces for times, dates and age ranges: Tue—Sun: 11.30am—5pm.

Use two digits when representing a span of years within the same century: 2009–10, and four digits: 1892–1925 when spanning more than one century.

Dates are expressed as date/month/year e.g. 1 July 2017, or Monday, 1 July 2017 (note the comma following the day of the week).

Time is expressed following a 12-hour clock, using a full stop between the numbers and without full stops in am and pm: 12.45pm.

Numbers

Numbers up to and including ten are spelt out in letters – one, two and so on. Subsequent numbers are shown as numbers, 11, 12 and so on. When a sentence starts with a number, it should be spelt out:

Incorrect: 30 bridges were constructed and 150 villages benefited.
Correct: Thirty bridges were constructed and 150 villages benefited.

Names, initials and forms of address

Full points should not be used after initials e.g. Dr M P S Handley (with space between each initial).

There should not be a comma between a name and honorarium e.g. Dame Jane Goodall DBE.

The Debretts website offers comprehensive information about correct forms of address: https://www.debretts.com/expertise/forms-of-address/.

Percentages

Percentages are spelt out, e.g. 6 per cent (not 6%) unless used in a graph or table or otherwise requested.

Punctuation

The use of apostrophes such as I'll, we'll, it's and aren't should not be used in formal forms of communication e.g. reports. The full I will, we will, it is and are not should be used.

Use single spaces after a full stop, not double spaces. (This is a throwback to the days of typewriters. All word processing packages automatically insert the correct amount of space with a single tap of the space bar).

University

'University of Cambridge' is the official University title and should be used in all communications. To facilitate a good writing style, the single words 'Cambridge' may well be a suitable substitute when faced with inconsistency. 'Cambridge University' should be avoided unless when it is used in names such as 'Cambridge University Press'.

When referring to the University alongside the University of Oxford the names should be written in full: 'the Universities of Oxford and Cambridge'. The term Oxbridge should be avoided.

Cambridge University Libraries

Referring to the network of the University Library and affiliated libraries: 'Cambridge University Libraries'

Referring to the University Library West Road building or its collections: 'University Library' or 'the UL'. While the term 'the UL' is well known internally to the University, ideally it should be referred to as 'the University Library' for any communications reaching external (non-University) audiences.

2. Emails

Subject box

Always put a clear and concise title in the subject box when composing an email. Make the subject meaningful to the recipient/s to set the scene for the content and to help both you and the recipient/s to find and file the email efficiently (like Google/keyword search).

Greeting

The default greeting for all emails should read 'Dear' followed by a form of name depending on the recipient, for example:

External, senior or VIP recipient:
full name (including personal titles and awarded titles) e.g. Dear Mr Joe Bloggs CBE

Internal recipient (single):
first name e.g. Dear Joe

Internal recipients (multiple):
Dear all

It is advised that less formal salutations such as 'Hi' are only used when appropriate.

Sign off

When signing off an email, it is recommended that one of the following is used, followed by your name and signature: Regards / Kind regards, Wishes / Best Wishes, With many thanks.

Only use 'Cheers' or smilies such as :-) when appropriate.

E-signatures

Every member of staff should ensure that they have an up-to-date e-signature set up.

External e-signature - template

Logo Full Name First name/ Family Name	
Title	Full Role Title
Work Address	Address including postcode
Email Address	xx@xxxxxxxxxxxx
Telephone Number	+44 (0)1223 xxxxxx
Working Hours Information	If part-time/alternative pattern
Personal Assistant/ Exec Assistant Info	
Website link Facebook Link Twitter Handle Other social media/web link	
Disclaimer	

External e-signature example:

UNIVERSITY OF CAMBRIDGE
Cambridge University Libraries

Kirsty Allen MA PhD
Chief Operating Officer for University Library Services
Cambridge University Library

West Road
Cambridge
CB3 9DR
Email: kirsty.allen@lib.cam.ac.uk
Telephone (direct dial): +44(0)1223 333128
Exec Assistant - Andrea Crossman: universitylibrarian@lib.cam.ac.uk +44(0)1223 747413
www.lib.cam.ac.uk
www.facebook.com/cambridgeuniversitylibrary
@theUL

This email (together with any files transmitted with it) is intended only for the use of the individual(s) to whom it is addressed. It may contain information which is confidential and/or legally privileged. You may not forward it without the sender's permission. If you have received this email in error, please notify the sender by return email (or telephone) and delete the original message. The sender has taken reasonable precautions to check for viruses but the recipient opens this message at his or her own risk.
All correspondence and documentation passing between our respective organisations shall remain subject to contract until such time as a formal agreement is signed and exchanged.
For more information about how we handle your personal information, please see
http://www.lib.cam.ac.uk/privacy-policy

Internal e-signature - template

Full Name	First name/ Family Name
Title	Full Role Title
Work Address	Address including postcode
Email Address	xx@xxxxxxxxxxxx
Telephone Number	ext e.g. 333128
Working Hours Information	If part-time/alternative pattern
Personal Assistant/ Exec Assistant Info	

Internal e-signature example:

Kirsty Allen MA PhD
Chief Operating Officer for University Library Services
Cambridge University Library
West Road
Cambridge
CB3 9DR

Email: kirsty.allen@lib.cam.ac.uk
Telephone (direct dial): 333128
Exec Assistant - Andrea Crossman: universitylibrarian@lib.cam.ac.uk +44(0)1223 747413

Additional Requirements
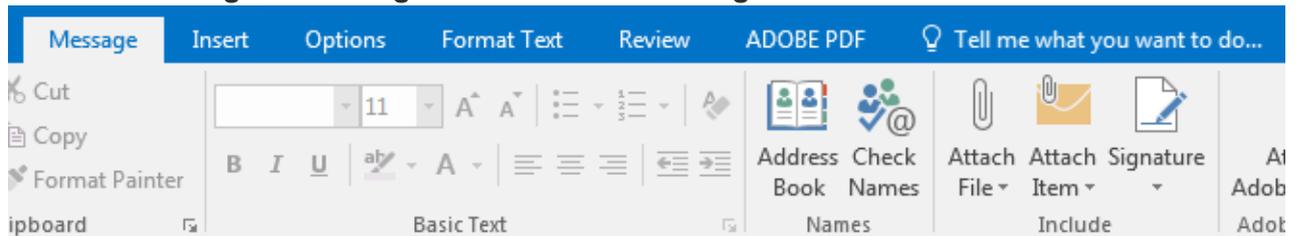
You may wish to add items to your sign off, for example:

ORCID: http://orcid.org/0000-0003-3018-283X
Name: BA, MPhil, PhD (Cantab), FRAS, FSA
@CamOpenData

Instructions for setting up multiple signatures in Outlook

Open a new email message.

1. Select **Signature** > **Signatures** from the **Message** menu.

2. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type a *name* for the signature.
3. Under **Edit signature**, compose your signature. Copy and paste the signature information into the **Edit signature** box.
4. Click OK
5. Repeat process for additional signatures
6. When sending emails/ click on the appropriate signature on the Signature Tab drop down menu. Your signature will be automatically added to the bottom of your email.
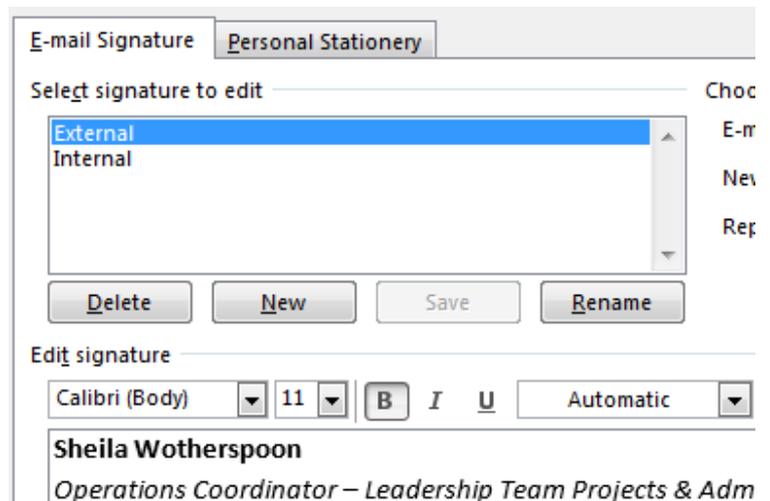
3. Stationery

In 2019 the University's branding team created a new suite of stationery templates to incorporate the new logos, in line with the rest of the University. For each individual library, as well as for the wider 'Cambridge University Libraries' brand, the following stationery templates will be available in both full colour, and black and white options:

- Agenda
- Compliment slip
- Letterhead
- Logo only document
- Minutes

To date these templates have already been created for 'Cambridge University Libraries' and the 'University Library'. Stationery templates will be available for all affiliated libraries in due course once the logos have been developed. Please contact Francesca Harper if you have any queries.

The stationery templates can be downloaded from the University's Departmental Template webpage (Raven login required) under the parent folder, 'Cambridge University Libraries': https://www.cam.ac.uk/brand-resources/templates/department-templates. Generic contact details have been inserted; you are encouraged to swap in your own details and save the templates to your computer.

Presentations

In 2019 a new Powerpoint presentation template was developed by the Libraries' digital team to incorporate the new logo and primary colour. The new template is available on the Intranet: http://www.ul.intranet.lib.cam.ac.uk/library-communications/branding-toolkit.

Get started opening the template and selecting 'New Slide' and choosing from the slide choices available. The new template offers a range of layouts including text and image-heavy options. Examples of how these new slides can be used can be viewed by clicking on 'Examples Download' above.

At the recommendation of the University's branding team, a single template has been created using the 'Cambridge University Libraries' logo. Where applicable, the name of the speaker and their departmental library should be included on the title slide in the text space available.

Supporting and additional logos should be added to the slides when appropriate, aligned to the right of the University logo, on both the home slide (top left) and subsequent content slides (bottom left, footer). You may wish to save the template to your own computer.

4. Using images

Images are often used to illustrate a point or bring a story to life, whether used in a document, online or in a presentation. However, it is important to ensure that you have the correct permissions for its intended use. You should know the source of any image you wish to use, and acknowledge the source by crediting the image.

There are a number of places you are able to source images:

The Internet

The internet is not a 'copyright-free' zone and using images from even the best known sites (Google Images, Wikipedia etc) should be considered with caution. There are, however, a number of websites that offer images under a Creative Commons CC0 license (more information available at https://creativecommons.org) which are copyright and royalty free:

Pixabay:	https://pixabay.com/en/
Unsplash:	https://unsplash.com/
Pexels:	https://www.pexels.com/
Negative space:	https://negativespace.co/

You may also want to consider Flickr, as many users have chosen to offer their work under the CC0 license. Full details on using CC0 images on Flickr can be found here: https://www.flickr.com/creativecommons/.

University of Cambridge

The University hosts over 10,000 photos, free to use for digital and print projects on behalf of the University, including many images of libraries across Cambridge: https://www.cam.ac.uk/photos.

Cambridge University Libraries

Tens of thousands of items from our collections have been digitised and made available on the Cambridge Digital Library: https://cudl.lib.cam.ac.uk/.

Where possible content on the Cambridge Digital Library is available for download and use under Creative Commons licences, although you are advised to check permissions of use with the Digital Content Unit (DCU). You can also get in touch if you are looking for images not available on Digital Library but you suspect to exist in the DCU's Picture Library archive, by either calling 01223 7-65741 or emailing photo@lib.cam.ac.uk.