



NUFFIELD DEPARTMENT OF
PRIMARY CARE
HEALTH SCIENCES

Visual identity guidelines

Ensuring your communications materials are
professional and credible

Introduction

These guidelines are intended to supplement the University of Oxford 'Oxford blue: Visual identity guidelines' toolkit which can be found at

www.ox.ac.uk/branding_toolkit

The toolkit includes information on:

- University branding marks and logo
- The brand colours
- Typography
- Exhibitions and signage
- Brand marks on stationery
- Writing and style guide
- Brochures and other printed items
- Stationery and conference items
- Photography

This document aims to provide additional information on how to use Nuffield Department of Primary Care Health Sciences logos.

If you have any questions about applying this visual identity, please contact:

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Why apply a visual identity?

The University of Oxford needs to present a consistent identity to ensure instant recognition of our global brand among a wide variety of audiences around the world. This identity is a graphical expression of who we are and what we represent as an organisation.

The University produces a great deal of communications materials across an increasingly diverse range of media. It is therefore vital that the University logo appears prominently, making our communications:

- Professional
- Clear
- Consistent
- Instantly recognisable.

Combining the University of Oxford logo with the department logo creates a relationship between the two, demonstrates hierarchy and clearly aligns the department and its activities with the globally recognised Oxford brand.

However, the department brand goes far beyond applying a visual identity. The strength of our research, our work in the community, the people of our department and our relationship with the University's long-standing reputation for excellence in teaching and medical sciences all count towards building and maintaining this globally recognised brand image.

The University of Oxford and department logos should be placed together in a prominent position (preferably in the corner) at all times on all official documents, stationery and digital applications.

Typography

There are several University of Oxford typefaces, the main one being Foundry Sterling. For clarity, consistency and ease of use, the department has chosen to use Arial as a standard typeface, and Foundry Sterling on commercially printed/promotional materials. This can be downloaded at:

www.ox.ac.uk/public-affairs/branding-toolkit/downloads

Foundry Sterling has been chosen for its clarity and readability and should be used on all printed materials such as leaflets and brochures.

Text of letters/memos:	Arial
Internal documents:	Arial
Powerpoint presentations:	Arial
Emails:	Arial
Web and digital applications:	PT Sans
Commercially printed materials:	Foundry Sterling
Letterheads/compliment slips:	Arial

Please do not use Calibri

Complimentary typefaces are also available, such as Minion Pro, for use in design where there is a need for an additional complimentary font.

Colour – Oxford blue

The colour associated with the University is Oxford blue, this is recognised worldwide as our identifying colour.



Oxford blue (Pantone 282)



Process (CMYK) for use in printing

C=100 M=80 Y=0 K=60



Screen (RGB) for digital/web use

R=0 G=33 B=71

A range of complimentary colours are available for use in graphic design including backgrounds and typography. A list of these can be found in the branding toolkit:

www.ox.ac.uk/public-affairs/branding-toolkit/downloads

Department accent colour – purple

The department has adopted purple as an accent colour for our design and publications.



Process (CMYK) for use in printing

C=35 M=100 Y=50 K=21



Screen (RGB) for digital/web use

R=138 G=23 B=81

The department logo

The standard department logo includes the University of Oxford logo as part of its design. Generally both elements should always be joined, either completely together or on the same line. The department name in logo form should never appear in isolation without the University of Oxford logo in close proximity.

Exclusion zone

As with the University of Oxford logo, the department logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure it remains free of visual interference. The exclusion zone should be a minimum of 0.3x where X is the width of the blue rectangle logo. The only exclusion is in the case of partner branding, such as using the CEBM logo.

Reversed version

The logo has most impact on a white or very light background. Where this is not possible, a reversed version of the logo exists where the department name is in white. Never use this on a lighter background.

Small logo

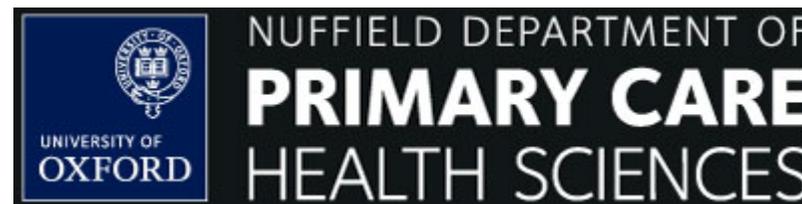
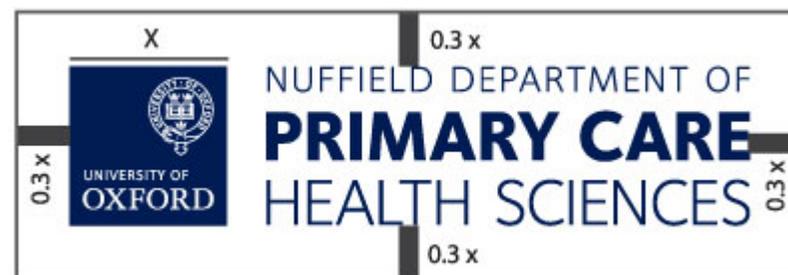
The minimum quadrangle size is 24mm width. Smaller versions of the logo are available for use down to 15mm width. This size works well on infographics.

Avatar

The Oxford square can be used in isolation as an avatar, i.e. on Twitter.



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Stationery templates

A range of stationery templates have been produced for use by all department staff to standardise how our visual identity is applied.

Letterheads, compliment slips and email signatures have been produced for the Radcliffe Primary Care Building, the Gibson Building and Old Road Campus. Specific letterhead and compliment slips have been produced for HERG, CEBM, VBHC, and PC-CTU. Other research groups should use the standard department letterhead.

Please use Arial for the body text of these templates.

Do not change these templates or create new ones without consulting the Communications and Events Manager.

All available templates can be downloaded from the department intranet: www.phc.ox.ac.uk/intranet/department-administration/comms/brandguidelines/



Powerpoint template

After journal publications, powerpoint is one of the most widely used communication tools for scientists, used in teaching, presentations and promotional activities.

This is one of the most important places to apply the correct visual identity and several versions of the powerpoint template have been produced.

On the standard template (top) the department and University logos have been split for impact, which is also the case on the department website.

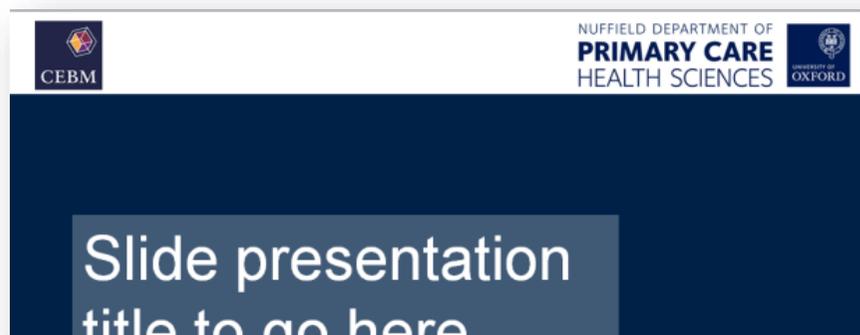
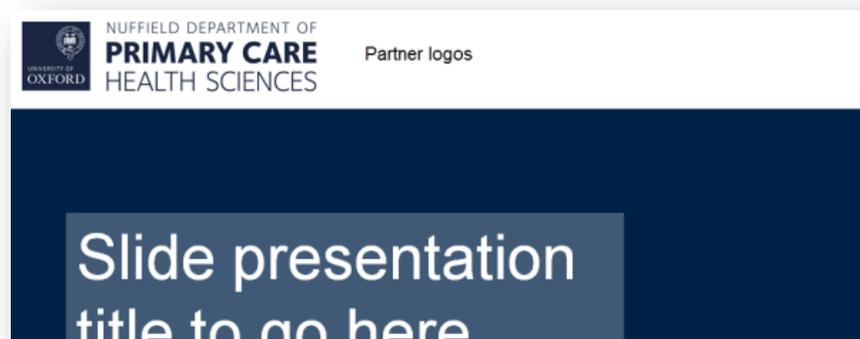
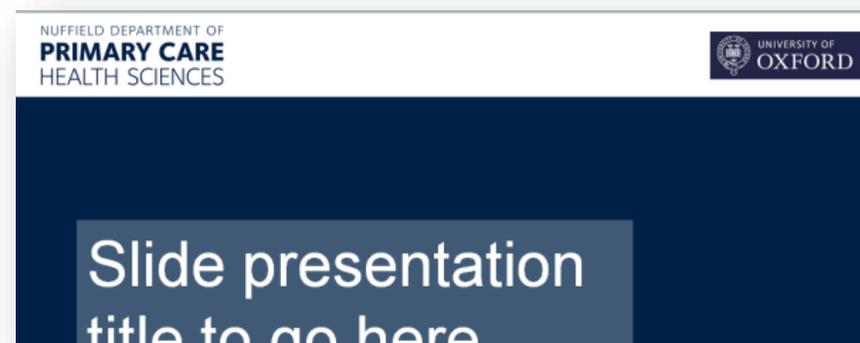
Where a partner logo is being used and the department leads on the research, the department and university logos should be used together in the top left (middle).

If the CEBM/PC-CTU logos are used, then the University and department logo appears on the right and the additional logo on the left (bottom).

This logo order can also be applied to the top of department websites.

Poster template

A0 landscape and portrait poster templates are also available. When creating a poster ensure you also include your funder's logos. You may wish to consult their own brand guidelines for information on logo placement.



Logo placement in design

The department logo should always appear in a prominent location in either corner of the design, either at the top or the bottom. Central placement of the logo should be avoided, unless there is no other option due to the narrow width of the item being branded.

The department logo comes in two versions to allow for either left or right placement. Logo placement on the left is preferred, unless a second logo is used as part of the branding, in which case the right-hand placement of the logo could be used.



Infographics

When creating an infographic, always ensure the small version of the department logo is used in either the bottom left or top left.

Before creating your infographic, first consider whether it is appropriate for the audience it is intended for and how you will use it. Check your facts are not misleading or at risk of being taken out of context.

Please also remember to include a reference to the paper or journal, if applicable, to ensure your facts can be verified. This could be in short form rather than the full paper reference, e.g.:

Smith J *et al.* An RCT to test the new health intervention. Lancet 2017. DOI: 10.1016/S123-456(1)123-3

Videos/animations

Please always include the department logo at the start of your videos or animations. The final slide should include your funder's logo, disclaimer and a link to find out more. Consult your funder's brand guidelines for guidance.



Using the department logo as a partner

In certain circumstances the department logo will be used as part of a series of logos on promotional literature. The department logo should always be offered in standard form (see right) rather than just the square University of Oxford logo. **If there is only room for the University logo, then the department must always be credited in written form somewhere in the accompanying copy.**

For CEBM only, where the centre is working in partnership with another organisation, the University and CEBM logos may be used together without the department name incorporated into the logo. However the department must be credited in the accompanying copy.



Photo credits: OUIImages/Nasir Hamid, Pixabay

Images and photography

Augmenting your design materials with images can enhance their appearance and make them more eye-catching. Where possible, consider using images of people and places rather than cartoons of objects, since primary care research is about people.

A selection of photos are available on the department Z drive:

Z:\DPHPC_slideshows\Department PHOTOS + VIDEOS

For stock photos, visit www.shutterstock.com, select the photo you would like to use and contact the communications manager who will be able to purchase this for you using the department account.

Royalty free photos can be found at www.pixabay.com

Please always credit the photographer.



What not to do

Do not skew the logo, always ensure it is the correct proportions



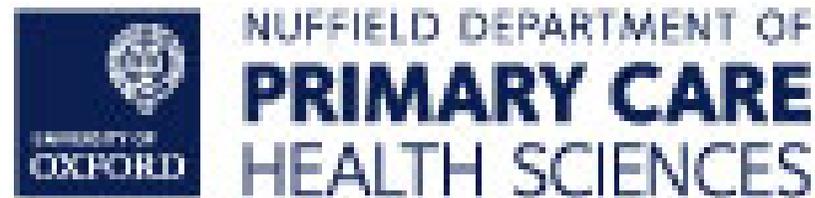
Do not recolour the logo



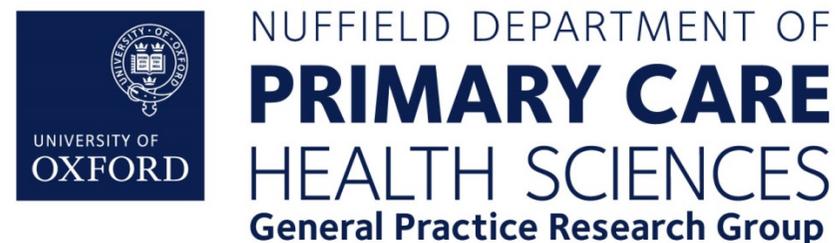
Do not use the department logo without the Oxford logo visible in a prominent position.



Do not use a low resolution version of the logo



Do not add text within the exclusion zone, or augment the logo with additional information



Design studio

The University provides an internal design service for the production of brochures, leaflets and posters, infographics and other print/digital content. Before consulting external agencies, it is advised to contact the Design Service first since they offer much more competitive rates.

www.ox.ac.uk/designstudio

The department administration team also offer limited design services, and can assist with the development of many types of publicity material.

Please consult the communications manager before developing a design brief.

Before you publish your work

Before you complete your work, always get somebody else to read it to check for spelling and grammar.

Please send commercially printed publications and visual content, such as infographics and videos, to the department communications manager to sign-off prior to publication.

For all materials, remember to check:

- Spelling and grammar
- Logo placement
- Correct URL present
- Are your funder/other partners credited?
- Do you have appropriate imagery?
- If you are advertising an opportunity, is the call-to-action clear?

Last updated: April 2017