

visual philosophy

Somerville College

Branding Refresh Stage 1

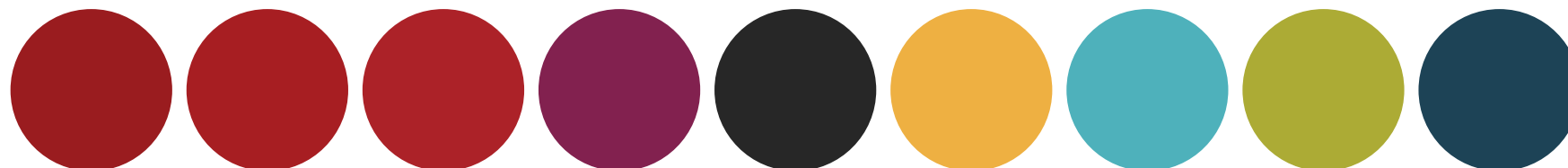
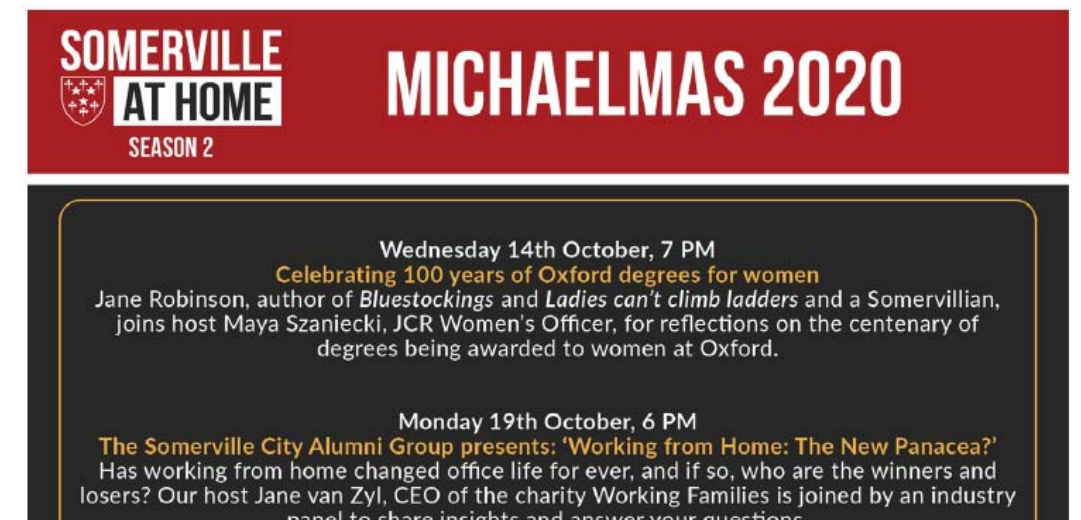
NOVEMBER 2020



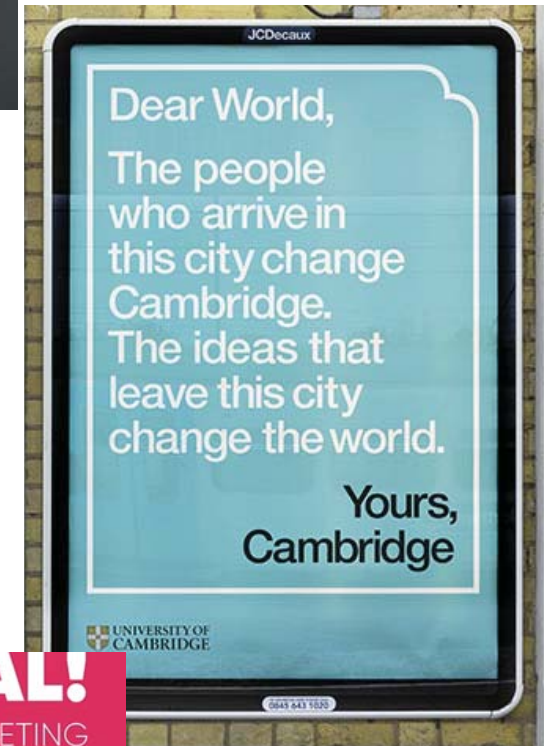
Current Somerville branding



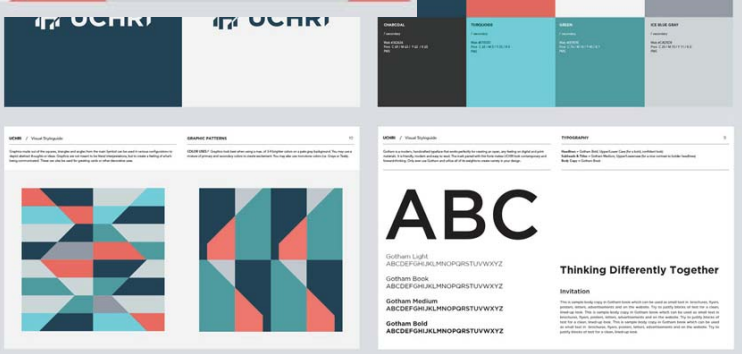
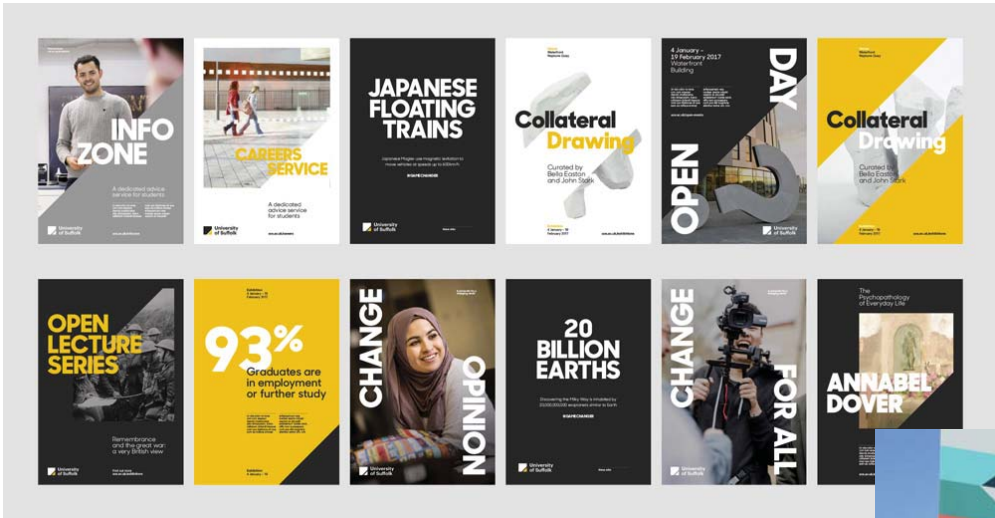
Somerville College
Somerville College
SOMERVILLE COLLEGE



EXAMPLES OF UNIVERSITY BRANDING WITH DYNAMIC BRANDING/GRAPHICS



EXAMPLES OF UNIVERSITY
BRANDING WITH DYNAMIC
BRANDING/GRAPHICS



Goldsmiths
UNIVERSITY OF LONDON



ROUTE 1

A refreshed wordmark, created from a bold, contemporary font and given a 'twist' to make it unique.



SOMERVILLE
COLLEGE



SOMERVILLE
COLLEGE

UNIVERSITY OF OXFORD

ROUTE 1

The wordmark paired with strapline

SOMERVILLE

FREEING THINKING SINCE 1879



Current college crest



Proposed crests



Formal crest, line version



Single colour crests



Full colour crest



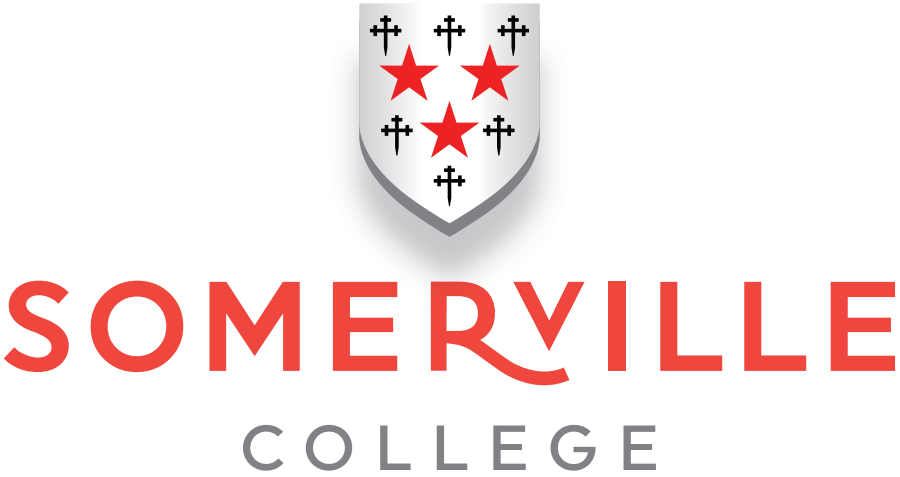
ROUTE 1

The College shield: A 'formal' line version, a slightly reshaped redraw of the shield for the full colour version, and a simpler line version for one colour use.



ROUTE 1

Centred and ranged left versions
of the three shield options



ROUTE 1

Further explorations of the wordmark, with slightly differing treatments of the 'R' and 'V';

Original proposed wordmark

SOMERVILLE
FREEING THINKING SINCE 1879

Further elongated tail of 'R' and larger 'V'

SOMERVILLE
FREEING THINKING SINCE 1879

Further elongation of tail of 'R'
and 'V' same size as other letters

SOMERVILLE
FREEING THINKING SINCE 1879

No customisation of letters

SOMERVILLE
FREEING THINKING SINCE 1879

ROUTE 1

1.



SOMERVILLE
COLLEGE

2.



SOMERVILLE
COLLEGE

3.



SOMERVILLE
COLLEGE

4.



SOMERVILLE
COLLEGE

ROUTE 1

Examples in colour of the three shield options



ROUTE 1

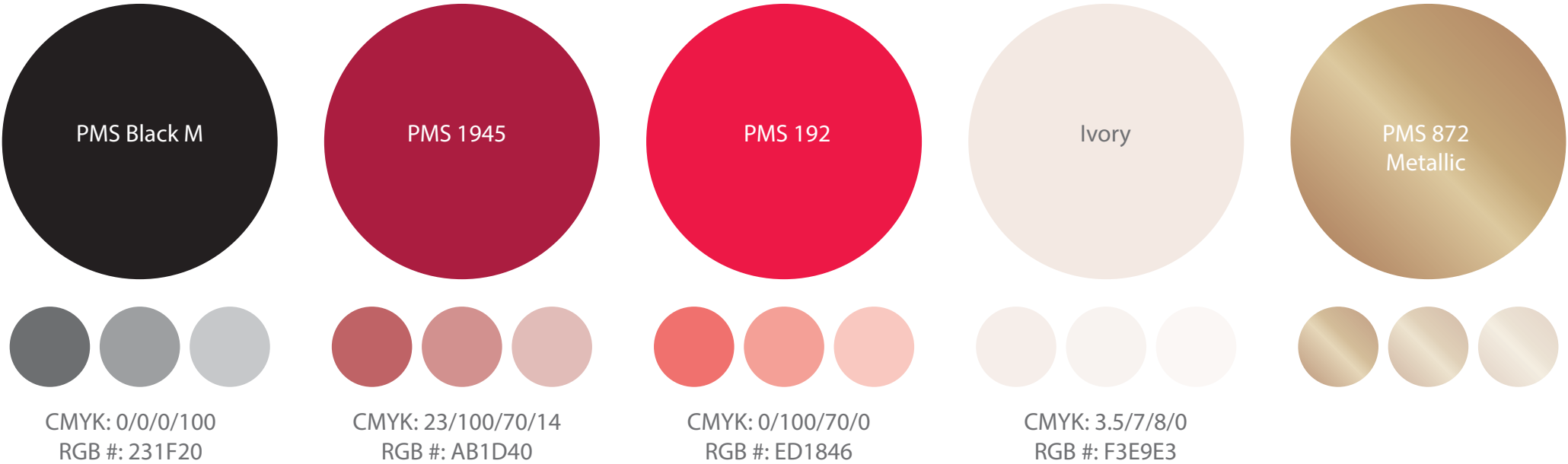
Wordmark and strapline, introducing
adjusted colour palette



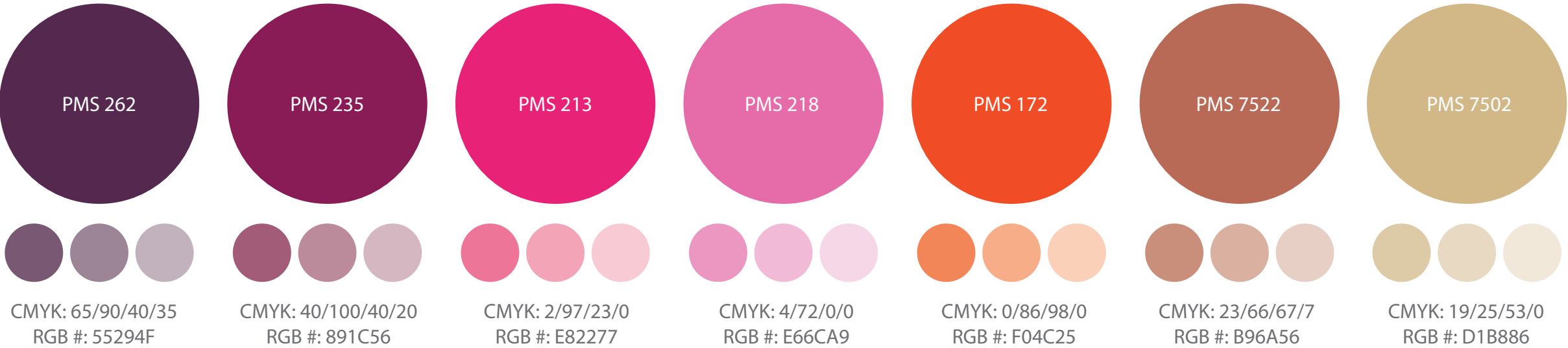
ROUTE 1

Proposed new colour palette:
Core brand colours remain largely similar –
Black, dark red, scarlet, cream and gold
A secondary palette introduces an
extended range of colours within
the same spectrum – warm and vibrant
plums, pinks, orange, terracotta ...
The tertiary palette brings a range
of accent colours to pair with
primary and secondary colours

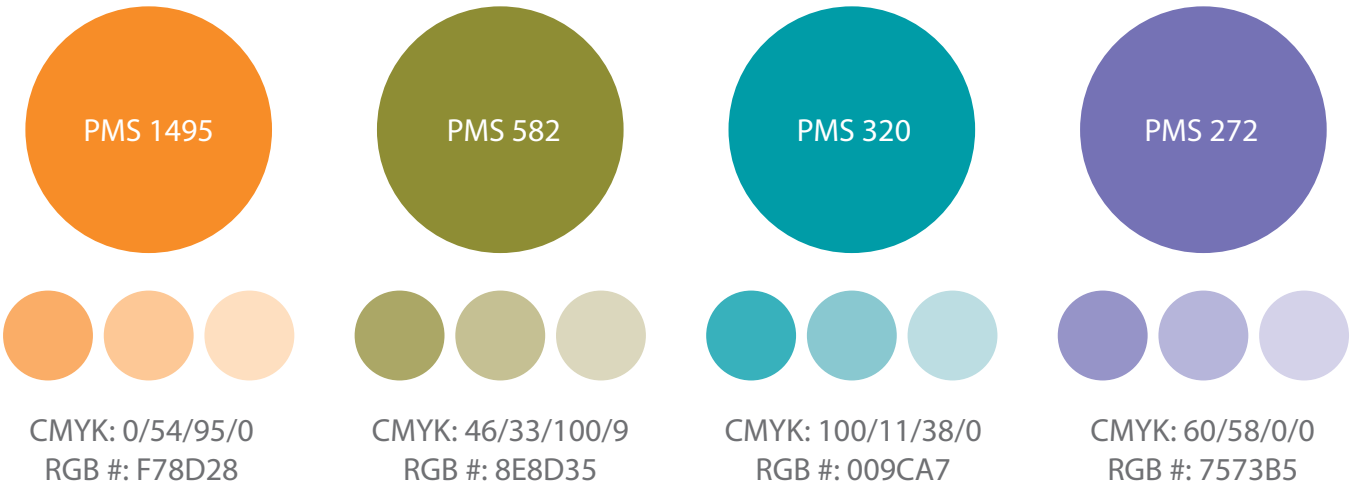
PRIMARY PALETTE



SECONDARY PALETTE



TERTIARY PALETTE



ROUTE 1

Proposed new typography:
Two main brand fonts:
Gotham – a contemporary sans font, with a wide range of cuts and weights, and
Playfair – a contrasting serif font, which works well both as a headline and text font.

SOMERVILLE

FREEING THINKING SINCE 1879

GOTHAM FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678901234567890

PLAYFAIR FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678901234567890

HEADING IN
GOTHAM BOLD

Body copy in Gotham Light 12/16pt
Lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim
ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat.

Subheading in Gotham bold

Duis autem vel eum iriure dolor in hendre-
rit in vulputate velit esse molestie conse-
quat, vel illum dolore eu feugiat nulla
facilisis at vero eros et accumsan et iusto

GOTHAM LIGHT

Body copy Playfair regular 14/22pt. Lorem ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hen-
drerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

RESILIENCE

Playfair itlaic 19/24pt. Lorem ipsum dolor sit amet, consectetuer
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dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis

Headline in
Playfair regular

SUBHEADING

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat.

Freeing Thinking Since

1879

ROUTE 1

Examples of stationery



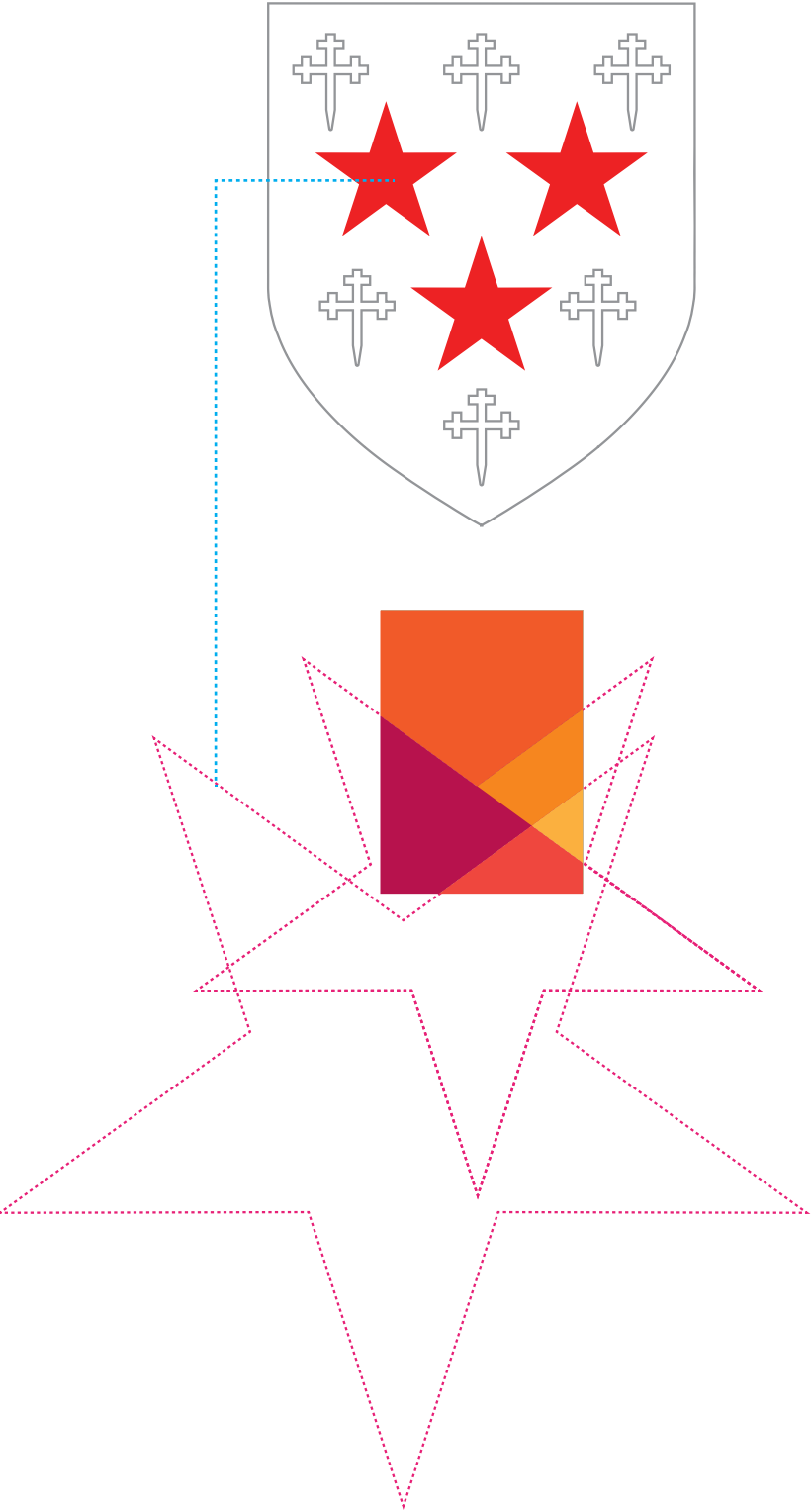
ROUTE 1

Examples of branded items and signage



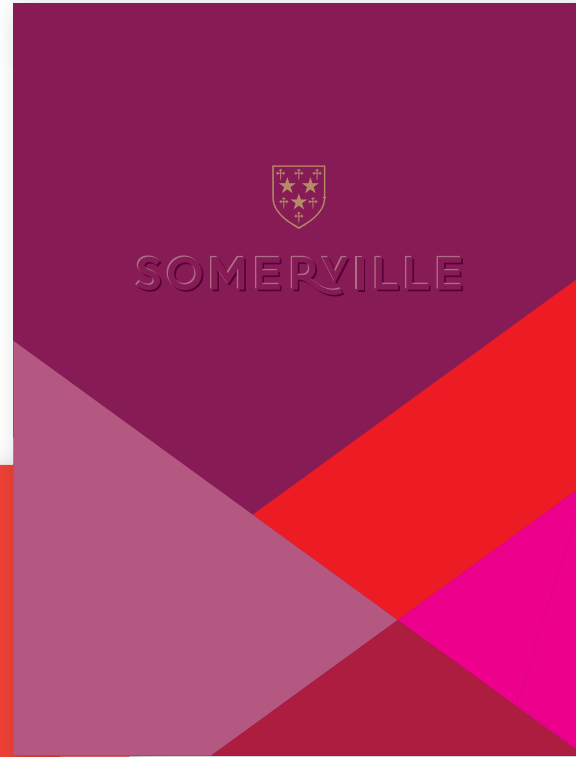
ROUTE 1

Proposal for a 'signature pattern' as an additional element of the brand toolkit. Drawing upon the stars within the shield, I've looked at how we could use these to create dynamic graphic backgrounds and layouts to develop a unique signature style for Somerville communications.



ROUTE 1

Early ideas of use of the
'signature pattern' styling



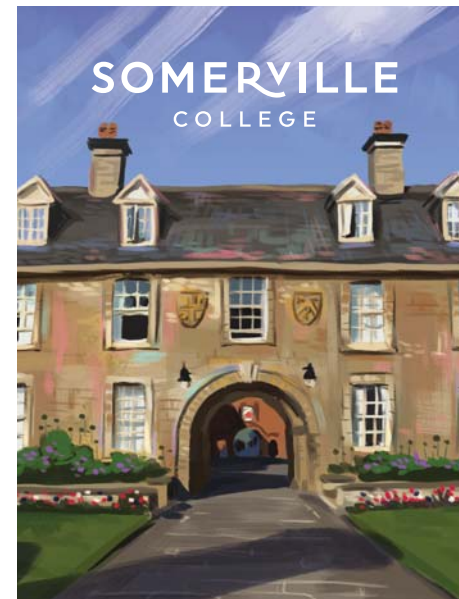
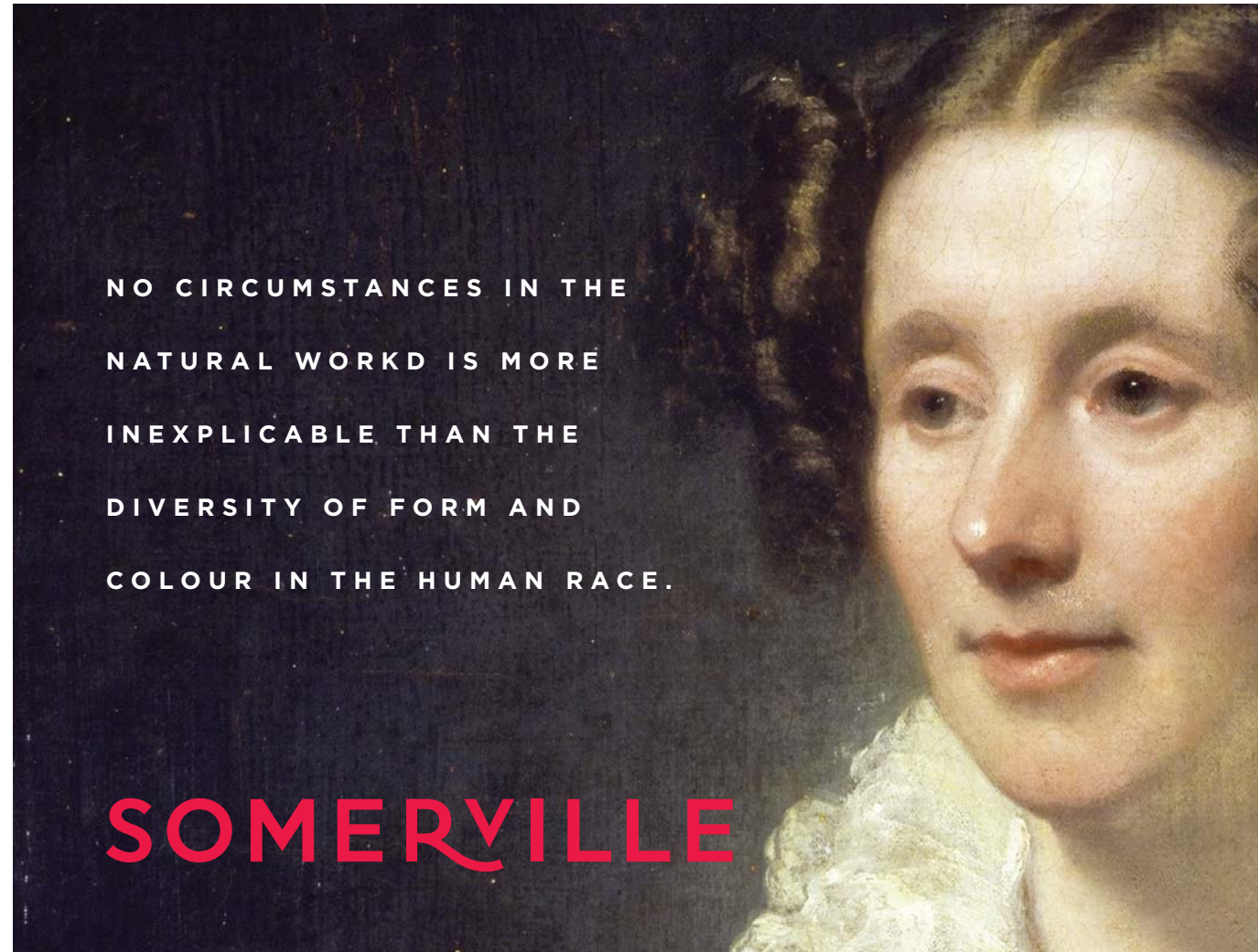
ROUTE 1

Early ideas of use of the 'signature pattern' styling



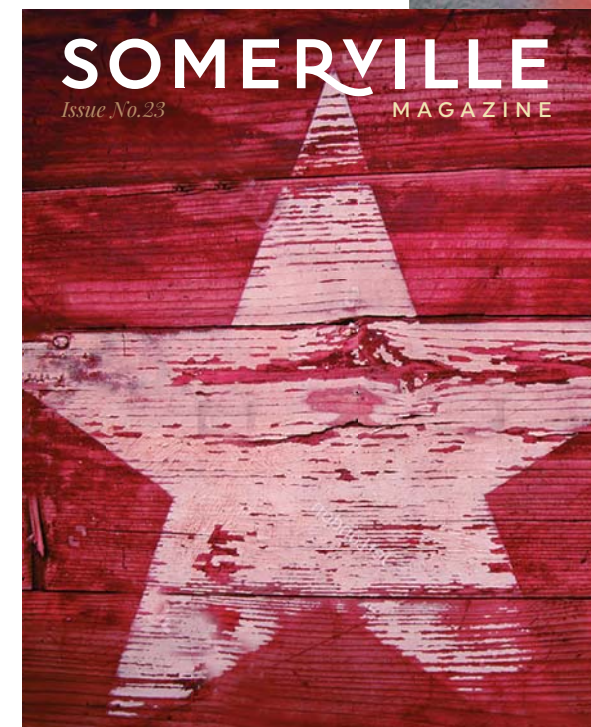
ROUTE 1

Examples of branding with imagery



ROUTE 1

Print examples

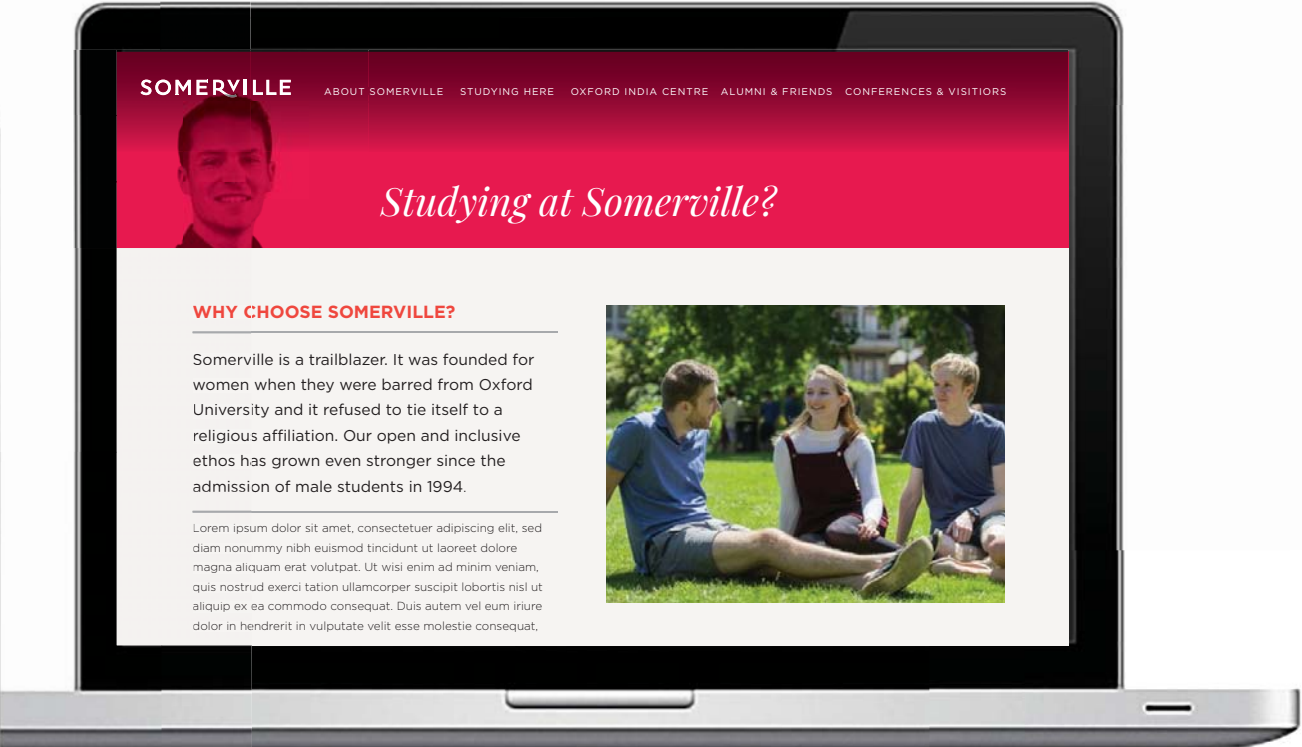


ROUTE 1
Print examples



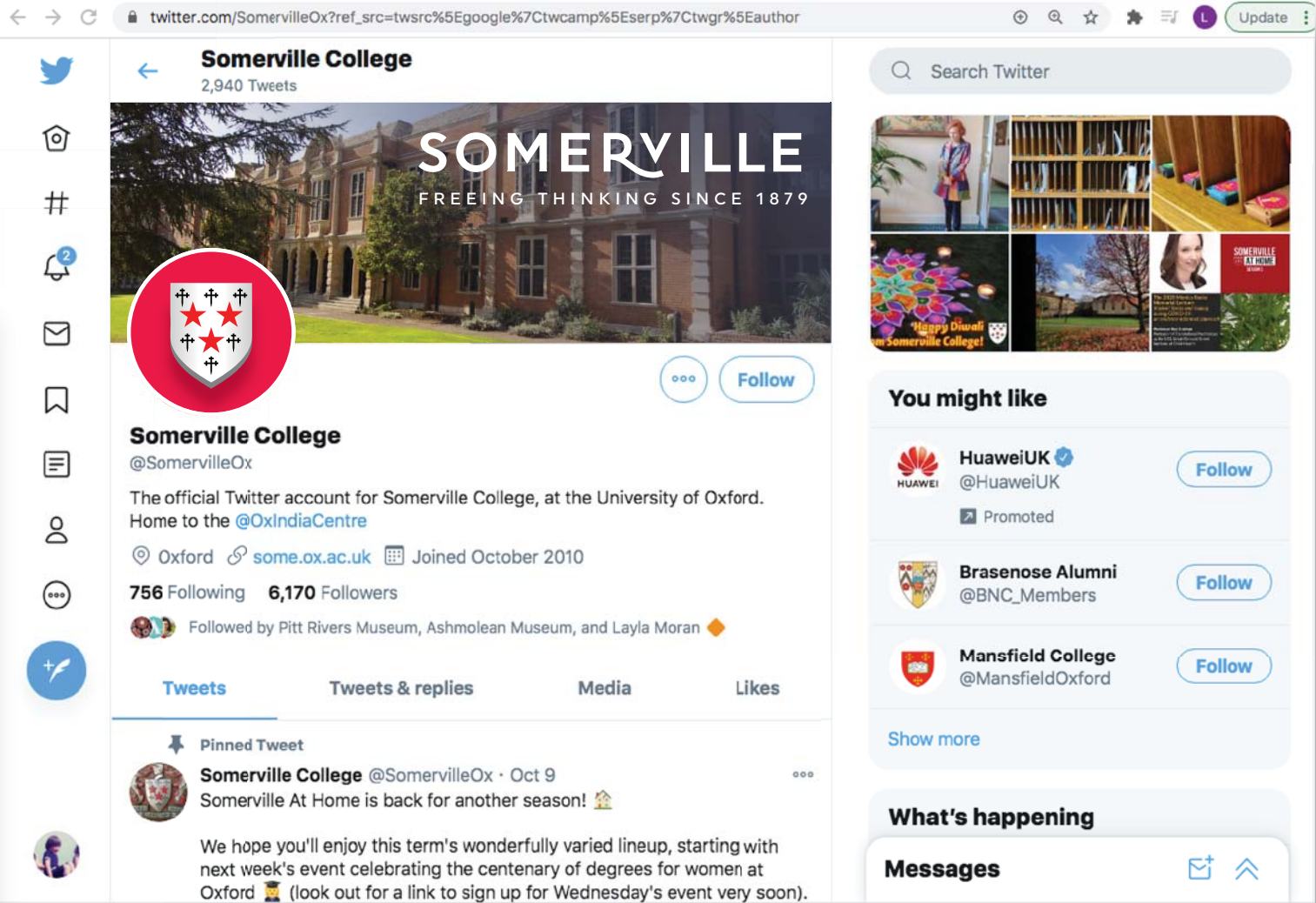
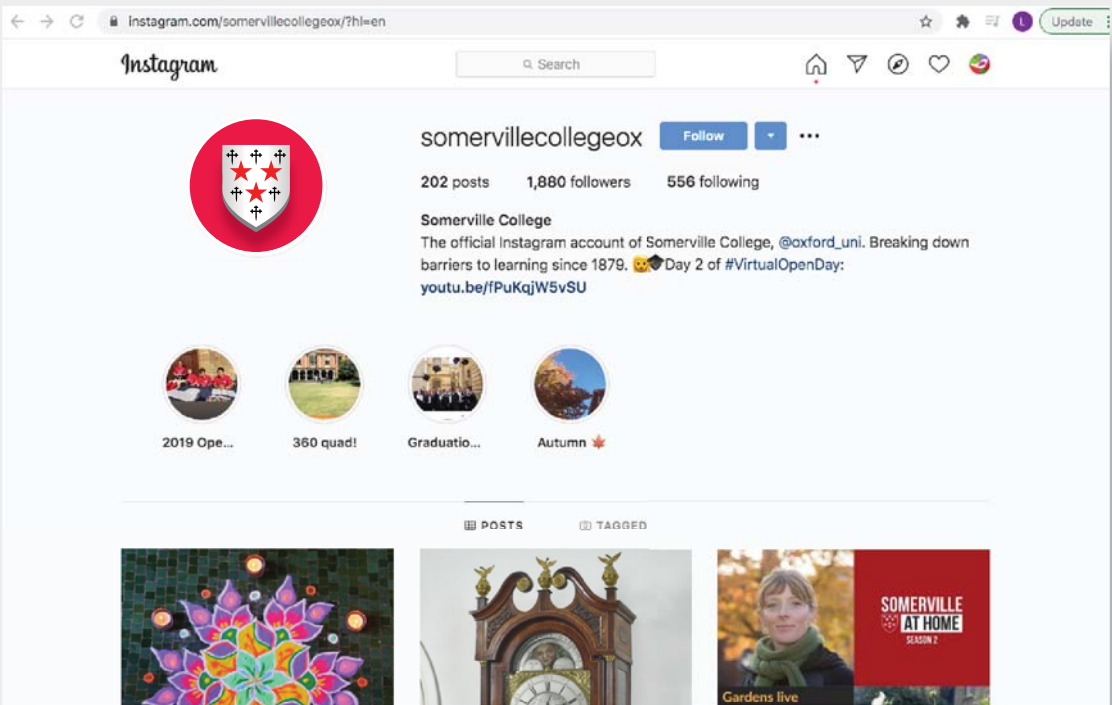
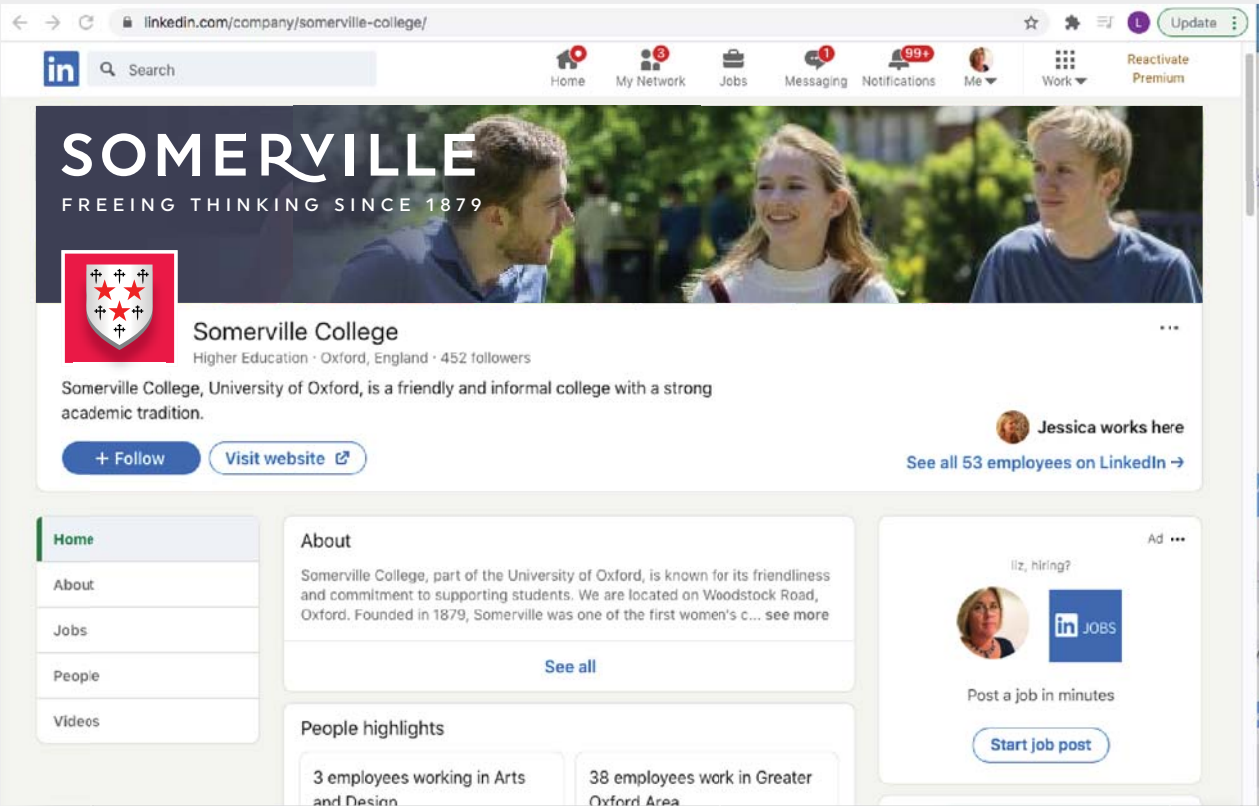
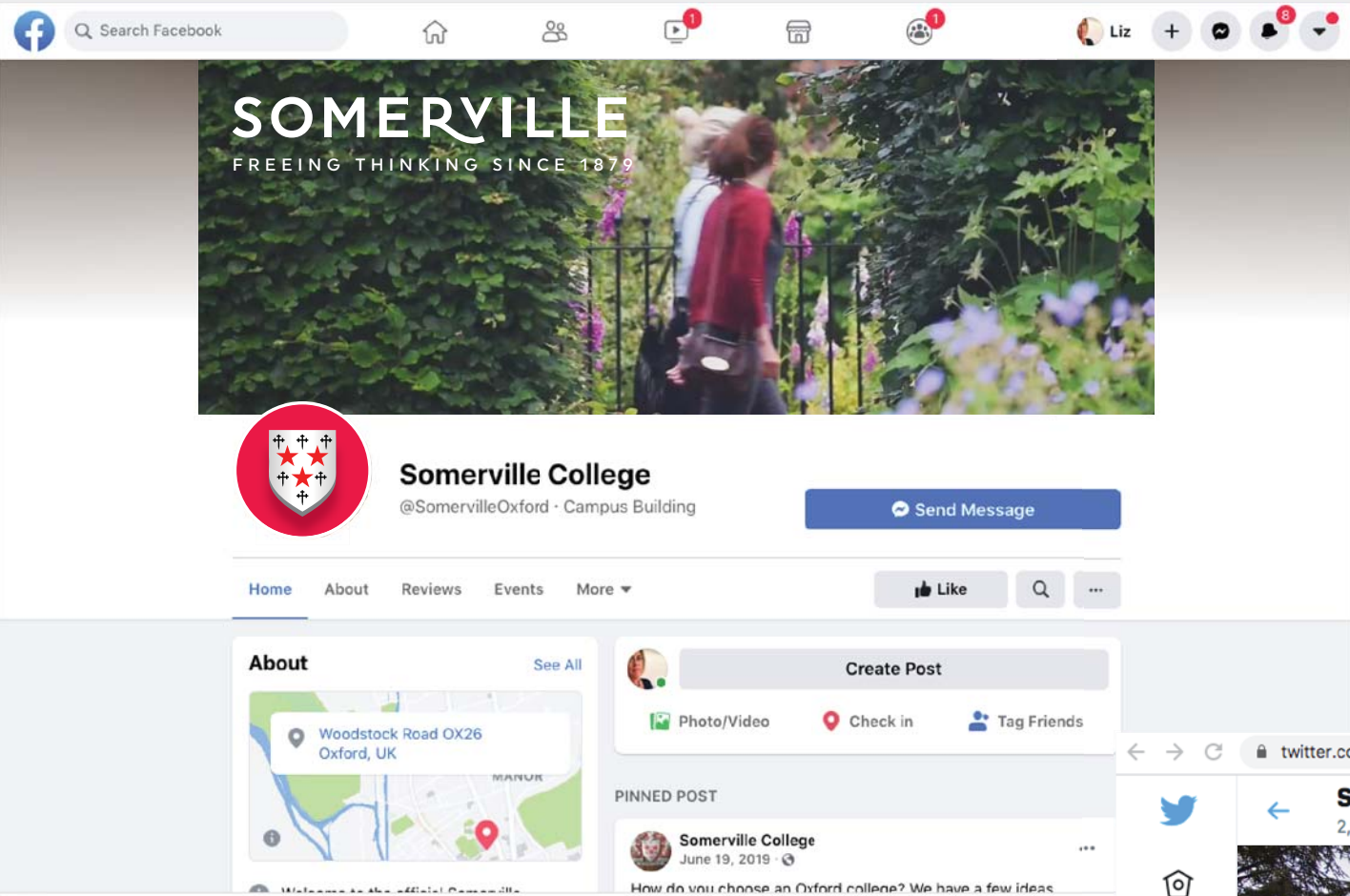
ROUTE 1

Early web ideas



ROUTE 1

Early social media examples



ROUTE 1

Sub-brand examples

SOMERVILLE
AT HOME



SOMERVILLE
eMentoring



SOMERVILLE
ALUMNI

The SOMERVILLIAN

The SOMERVILLIAN

ROUTE 1

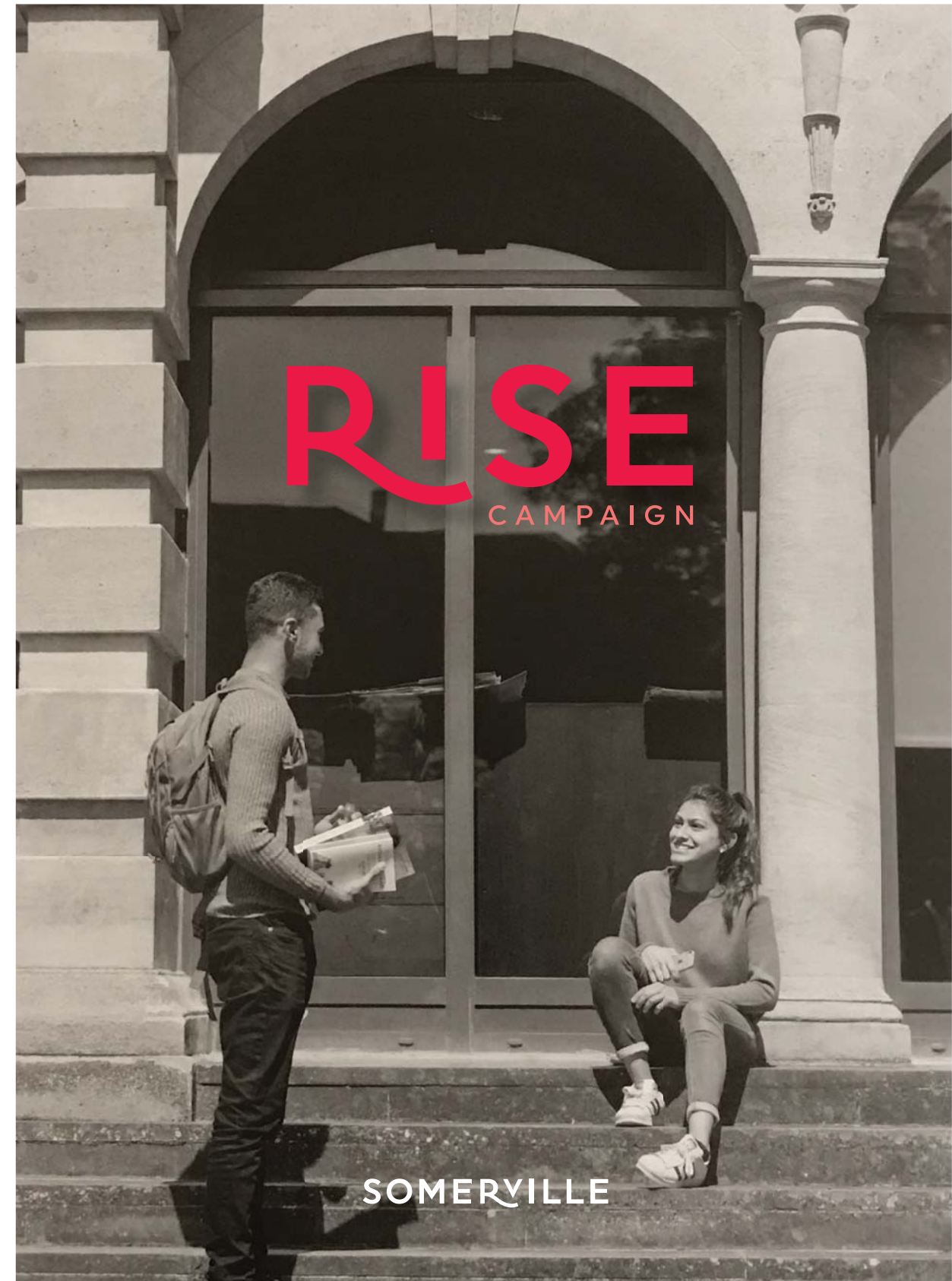
First thoughts on styling for the RISE campaign identity within proposed brand system

SOMERVILLE RISE CAMPAIGN

RISE

RESILIENCE
INCLUSIVITY
SUSTAINABILITY
EXCELLENCE

SOMERVILLE



ROUTE 1

First thoughts on styling for the RISE campaign identity within proposed brand system

SOMERVILLE
RISE
CAMPAIGN



SOMERVILLE
RiSE
CAMPAIGN



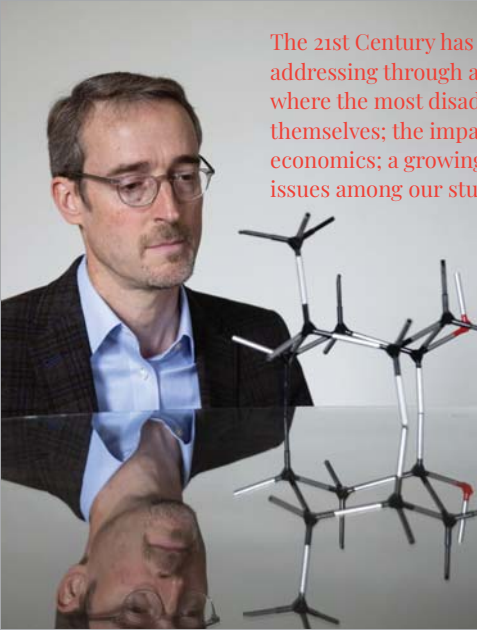
ROUTE 1

RISE campaign examples



SOMERVILLE
RISE
CAMPAIGN





The 21st Century has brought with it new challenges that Somerville is addressing through a new five-year strategy: socio-economic challenges where the most disadvantaged have fewer opportunities to help themselves; the impact of a changing climate – both environmental and economics; a growing understanding and evidence of mental health issues among our students.

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RISE

This is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be positioned here.



SUSTAINABILITY

ROUTE 2

An alternative option for a refreshed wordmark –
A serif font, again with a distinctive element, or 'twist',
to make it unique.

Somerville

Freeing thinking since 1879

Somerville

Freeing thinking since 1879

ROUTE 2

Wordmark paired with the College crest
(same versions as in route 1)



Somerville

Freeing thinking since 1879



Somerville

Freeing thinking since 1879



Somerville

Freeing thinking since 1879



Somerville

COLLEGE



Somerville

COLLEGE

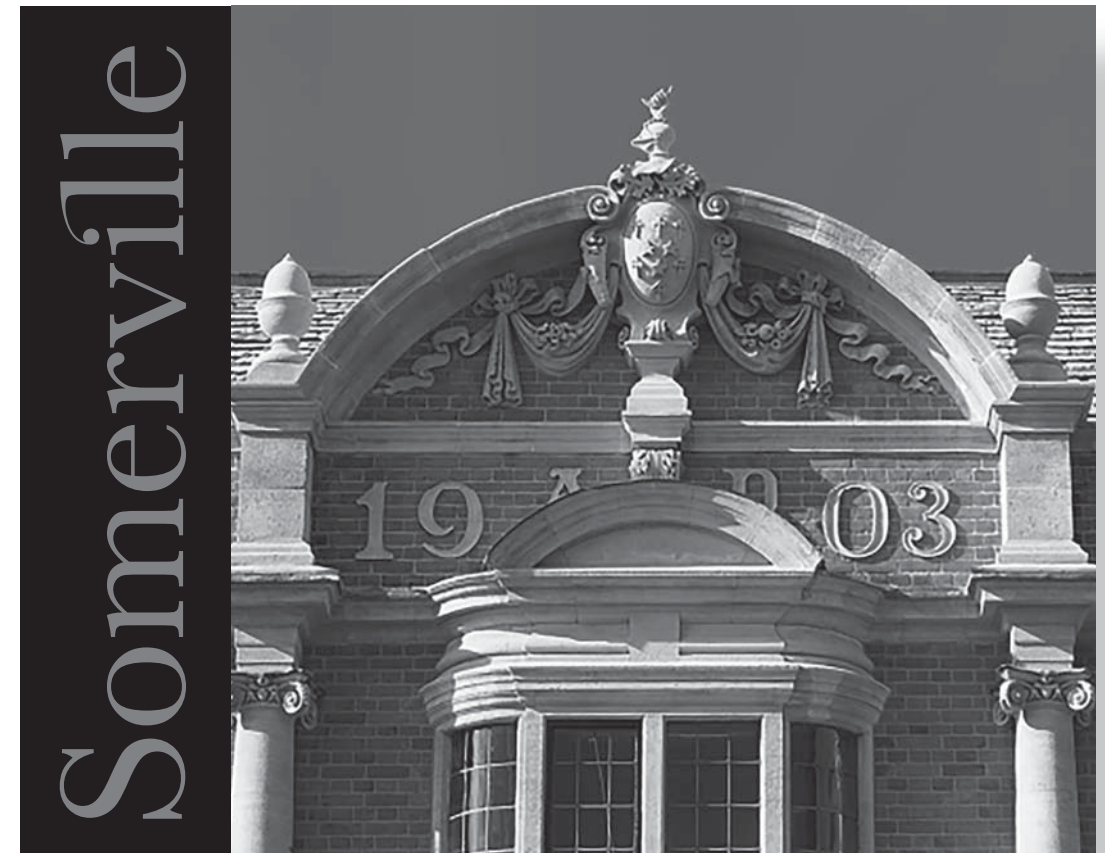
ROUTE 2

Examples of stationery



ROUTE 2

Examples of branded print





ROUTE 2

Sub-brand examples



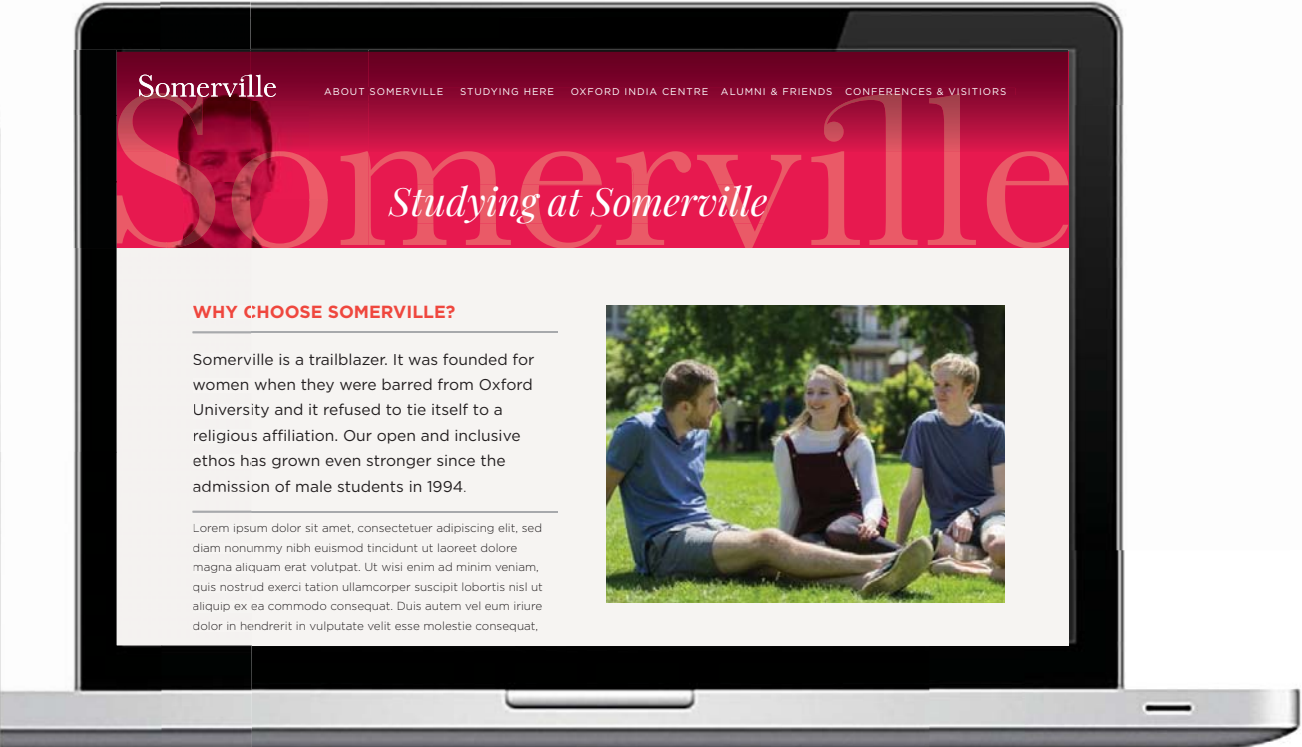
The Somervillian



The Somervillian

ROUTE 2

Web ideas



ROUTE 2

RISE campaign branding idea
(using the three stars as full points in the acronym)

R•I•S•E
Somerville Campaign



R•I•S•E

Somerville

CAMPAIGN

R•I•S•E

RESILIENCE

INCLUSIVITY

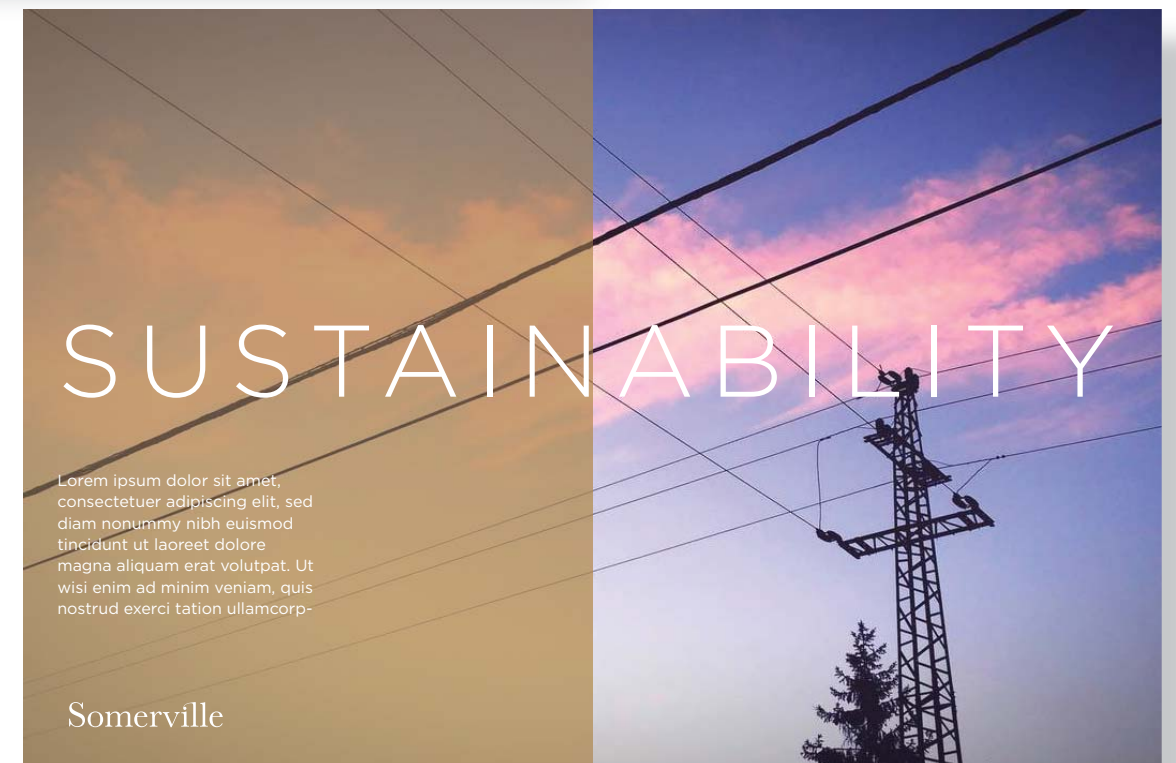
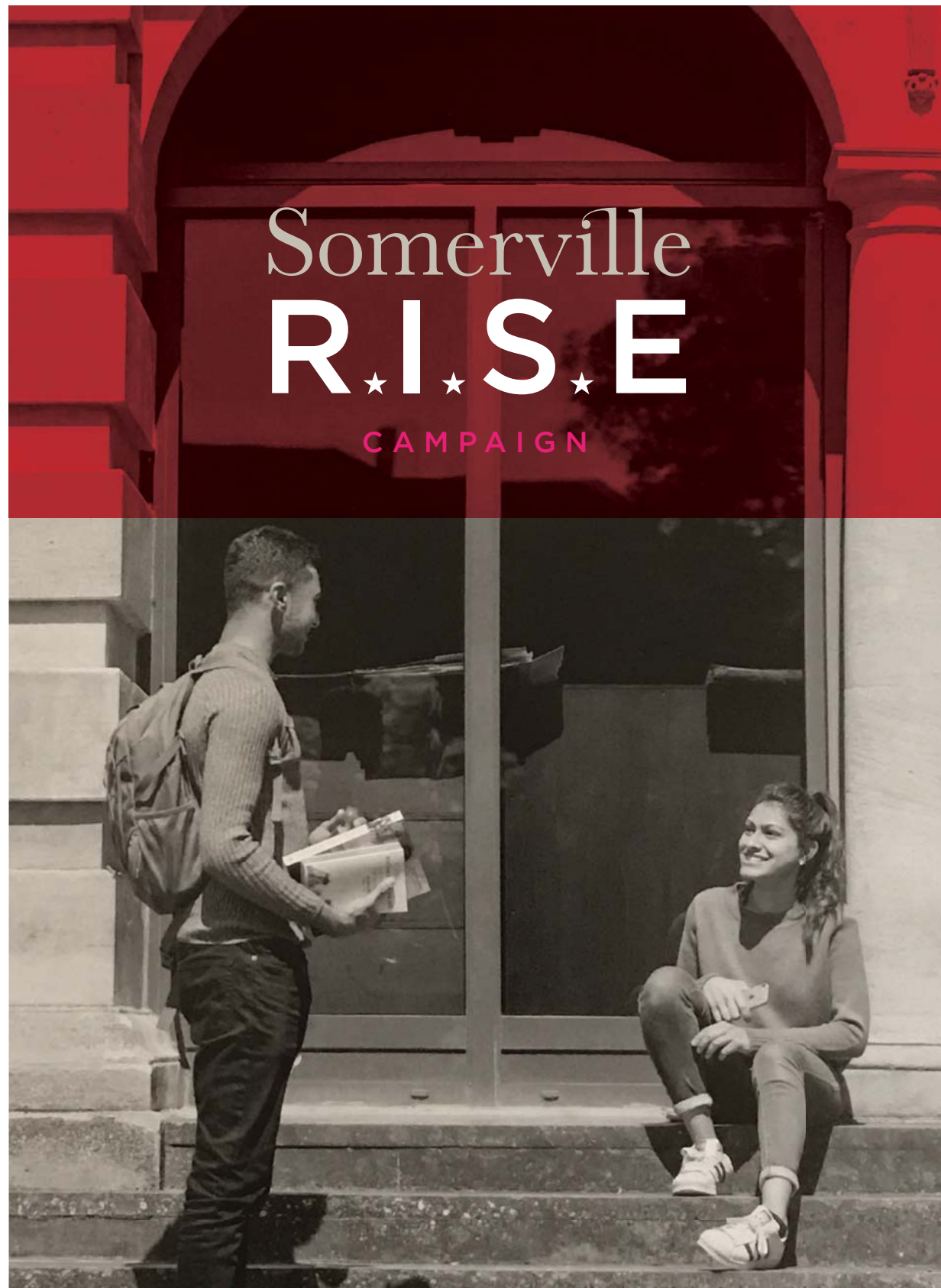
SUSTAINABILITY

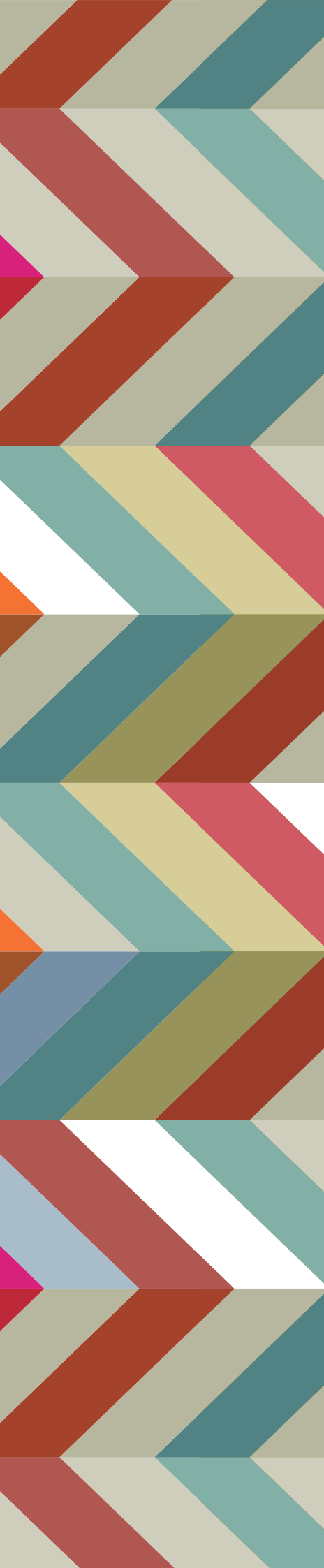
EXCELLENCE



ROUTE 2

RISE campaign branding





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