

visual philosophy

Somerville College

Branding Refresh Stage 1.3

JANUARY 2021

Branding Toolkit

Wordmark

Shield

Colour palette

Typography

Graphic elements



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COLLEGE



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COLLEGE

UNIVERSITY OF OXFORD

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FREEING THINKING SINCE 1879

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Word Mark 1

An extended tail to the letter 'R', gives the otherwise simple, all caps wordmark a unique twist.

The quirky 'tail' suggests 'free thinking', 'breaking boundaries'...nurturing and support...a smile....

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Word Mark 2

A variation on the above, with the tail on the 'R' extended further below the baseline, and the letter 'V' in the same size as other letters.

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College arms:



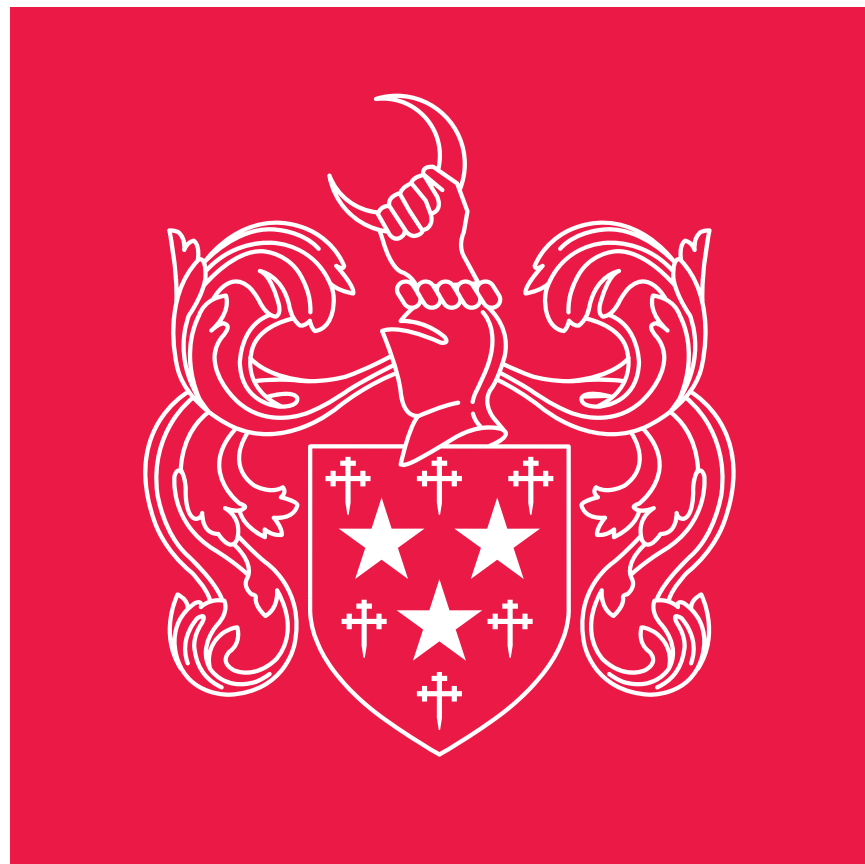
Formal



Full-colour



One-colour



College arms:

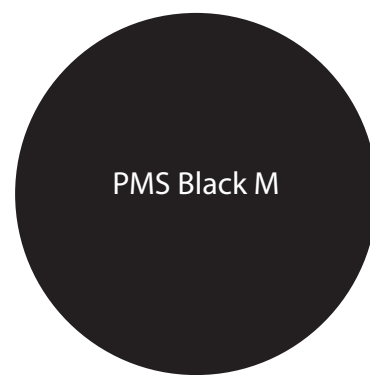


College arms with wordmark



Colour palettes

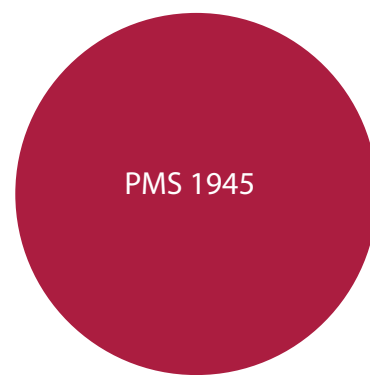
**PRIMARY
PALETTE**
Black, dark red,
scarlet, cream and gold



PMS Black M



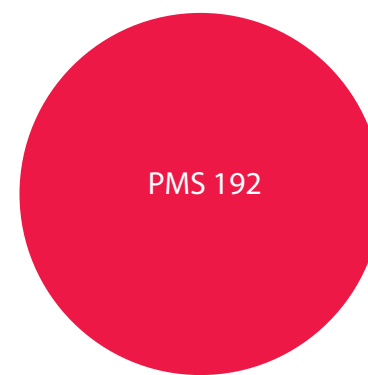
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RGB #: 231F20



PMS 1945



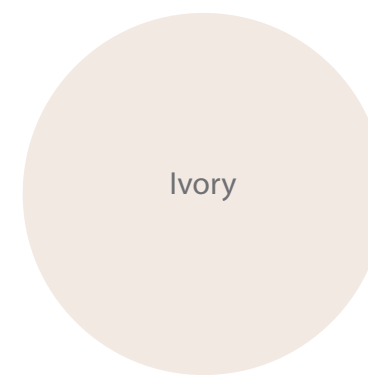
CMYK: 23/100/70/14
RGB #: AB1D40



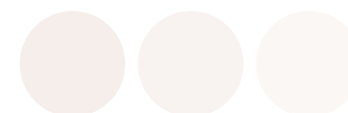
PMS 192



CMYK: 0/100/70/0
RGB #: ED1846



Ivory



CMYK: 3.5/7/8/0
RGB #: F3E9E3



PMS 872
Metallic



**SECONDARY
PALETTE**
warm and vibrant—
plums, pinks,
orange, terracotta



PMS 262



CMYK: 65/90/40/35
RGB #: 55294F



PMS 235



CMYK: 40/100/40/20
RGB #: 891C56



PMS 213



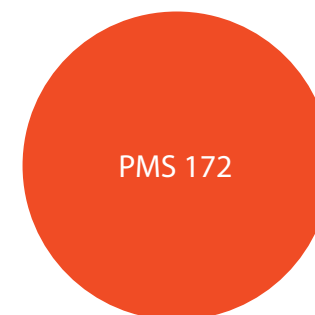
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RGB #: E82277



PMS 218



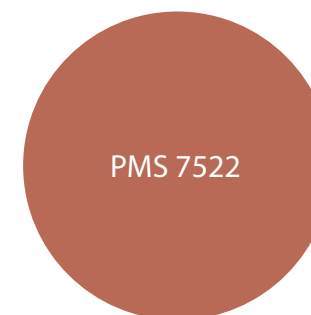
CMYK: 4/72/0/0
RGB #: E66CA9



PMS 172



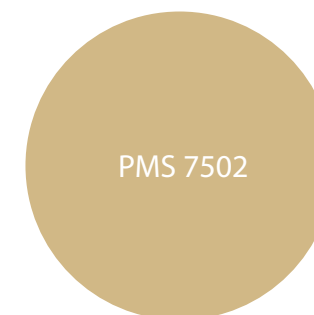
CMYK: 0/86/98/0
RGB #: F04C25



PMS 7522



CMYK: 23/66/67/7
RGB #: B96A56



PMS 7502



CMYK: 19/25/53/0
RGB #: D1B886

**TERTIARY
PALETTE**
Bright accent colours to pair
with primary and secondary colours



PMS 1495



CMYK: 0/54/95/0
RGB #: F78D28



PMS 582



CMYK: 46/33/100/9
RGB #: 8E8D35



PMS 320



CMYK: 100/11/38/0
RGB #: 009CA7



PMS 272



CMYK: 60/58/0/0
RGB #: 7573B5

Brand fonts and typographic styling

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GOTHAM FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678901234567890

PLAYFAIR FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKL*MNOPQRSTUVWXYZ*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678901234567890

Two 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.

HEADING IN
GOTHAM BOLD

Body copy in Gotham Light 12/16pt
 Lorem ipsum dolor sit amet, consectetur
 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
 hendrerit in vulputate velit molestie
 consequat, vel illum dolore eu feugiat
 nulla facilisis at vero et accumsan.

Headline in
Playfair regular

SUBHEADING

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

Freeing Thinking Since

1879

GOTHAM LIGHT

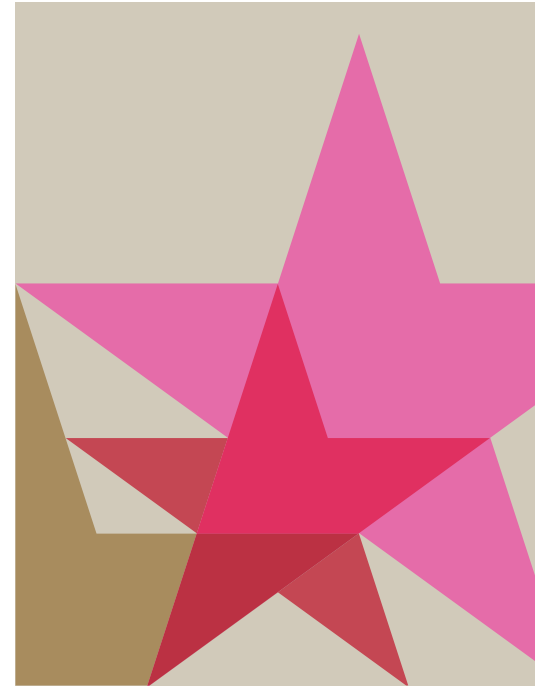
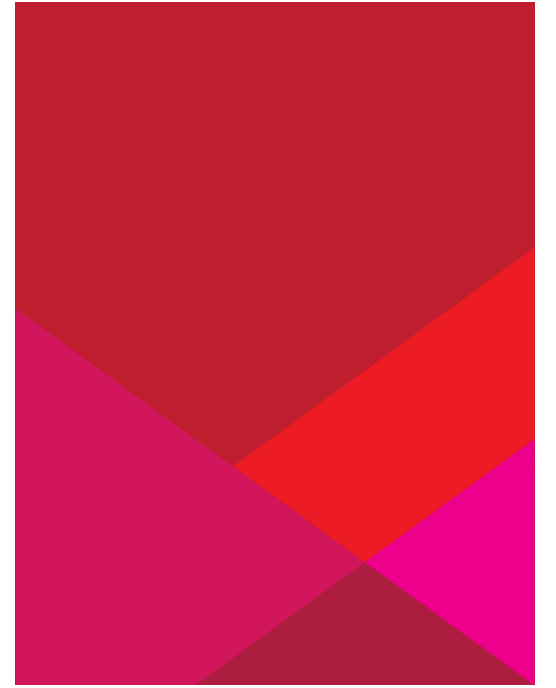
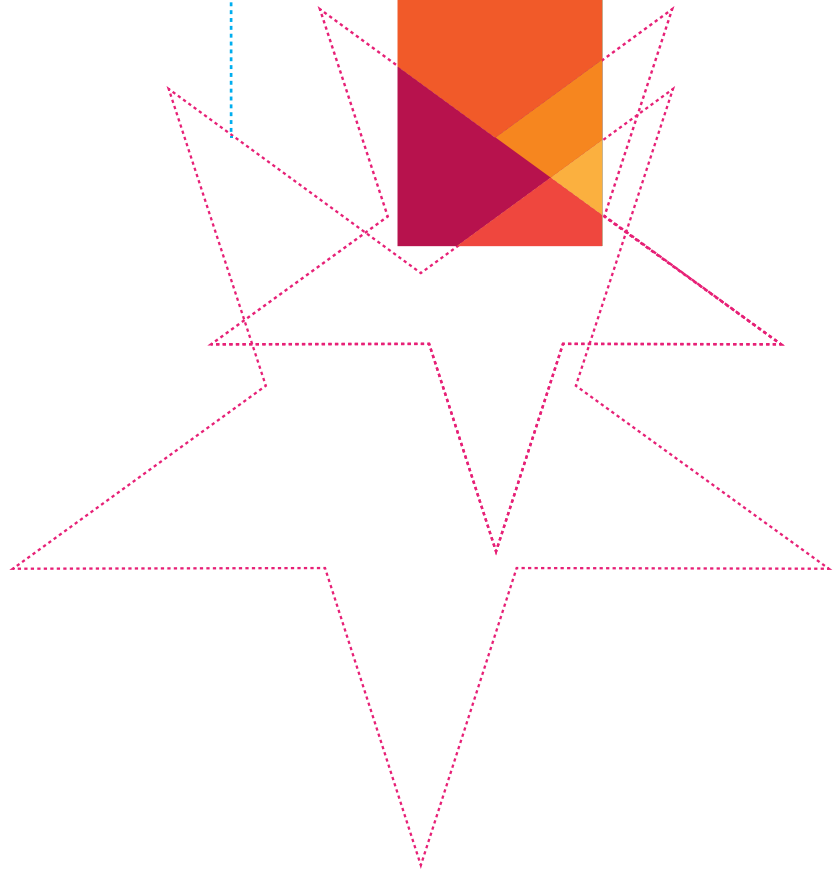
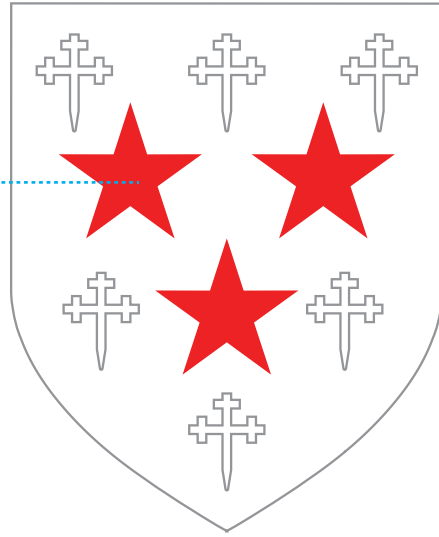
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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

RESILIENCE

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Signature Graphic Device

derived from the Somerville Stars





Application examples

Word Mark variations

SOMERVILLE
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Word Mark 1

SOMERVILLE
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Word Mark 2



Word Mark 1



Word Mark 2



Word Mark 1



Word Mark 2



Word Mark 1



Word Mark 2



Stationery



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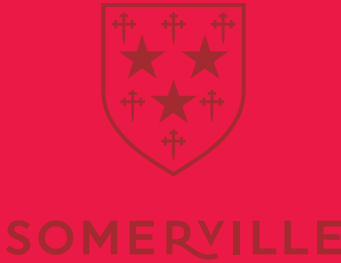
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Email signature options



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BRETT DE GAYNESFORD

Deputy Director of Development

Somerville College | University of Oxford

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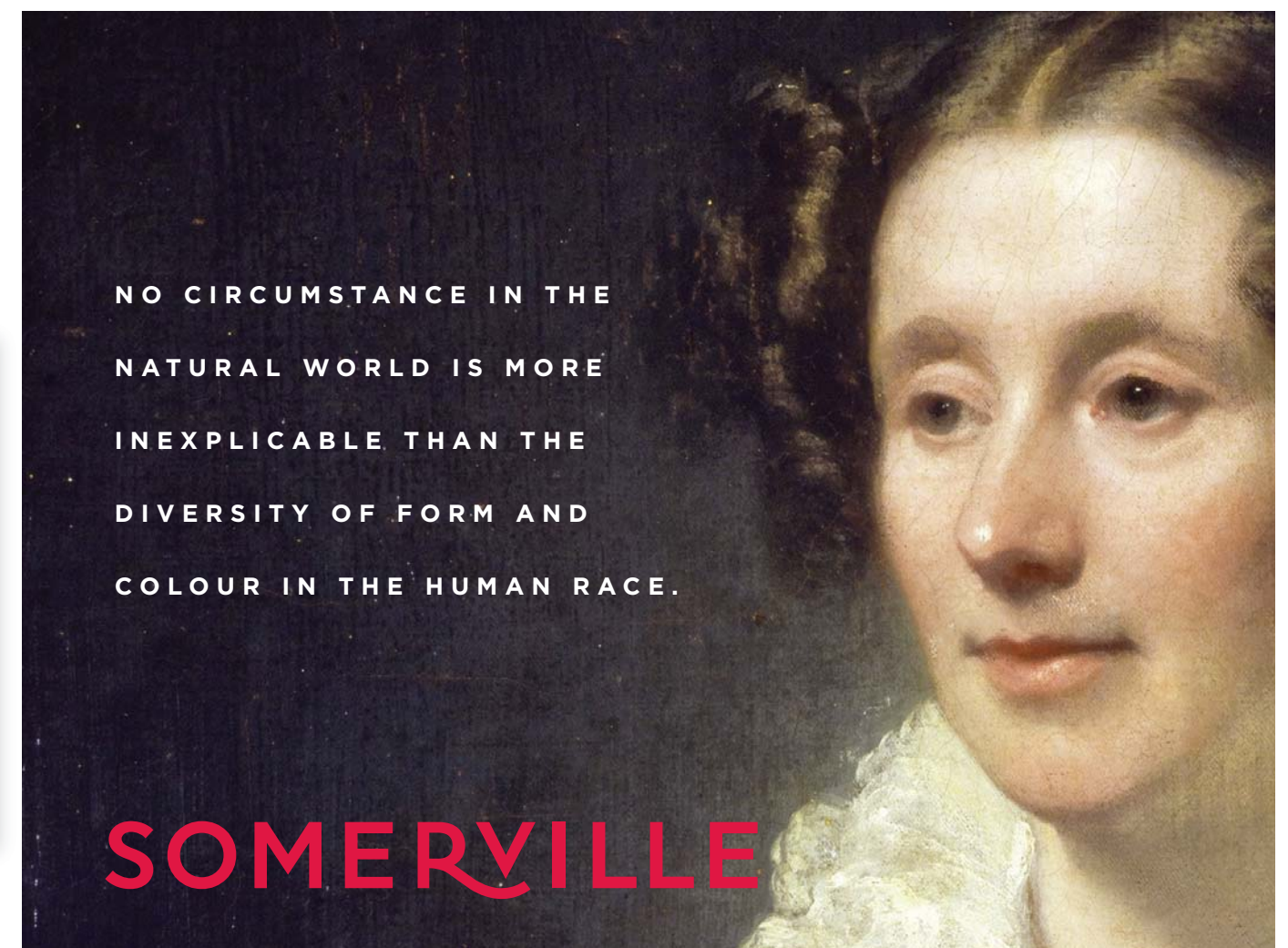
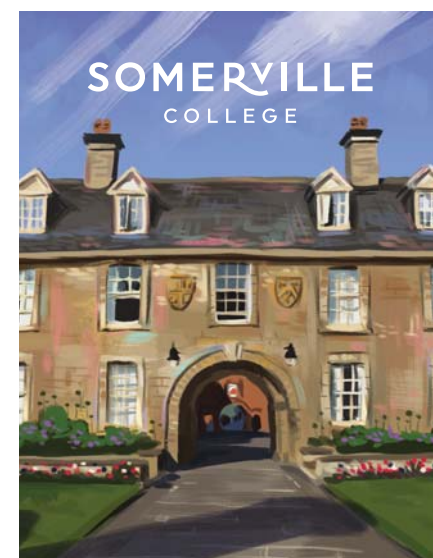
E communications.manager@some.ox.ac.uk

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Thank you for your support!

Wordmark with imagery

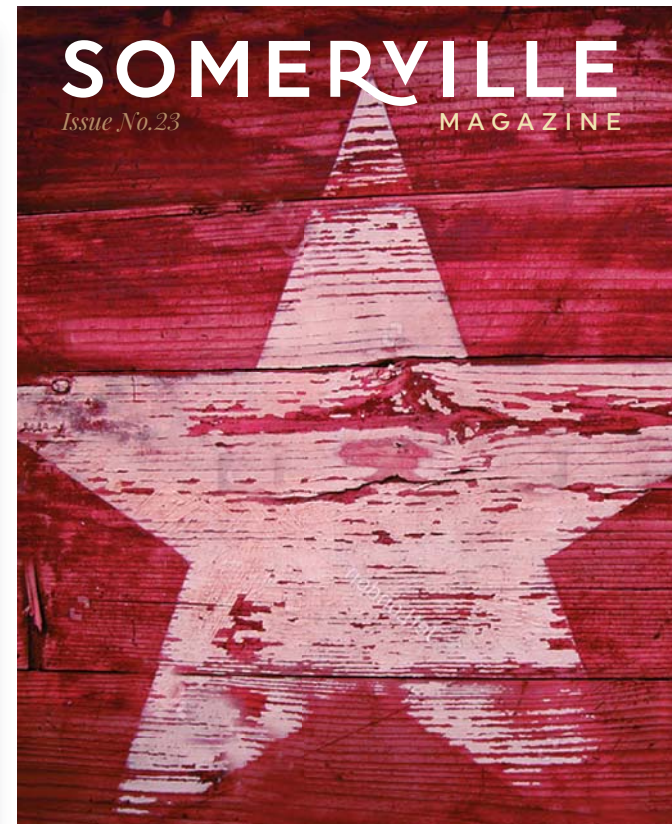
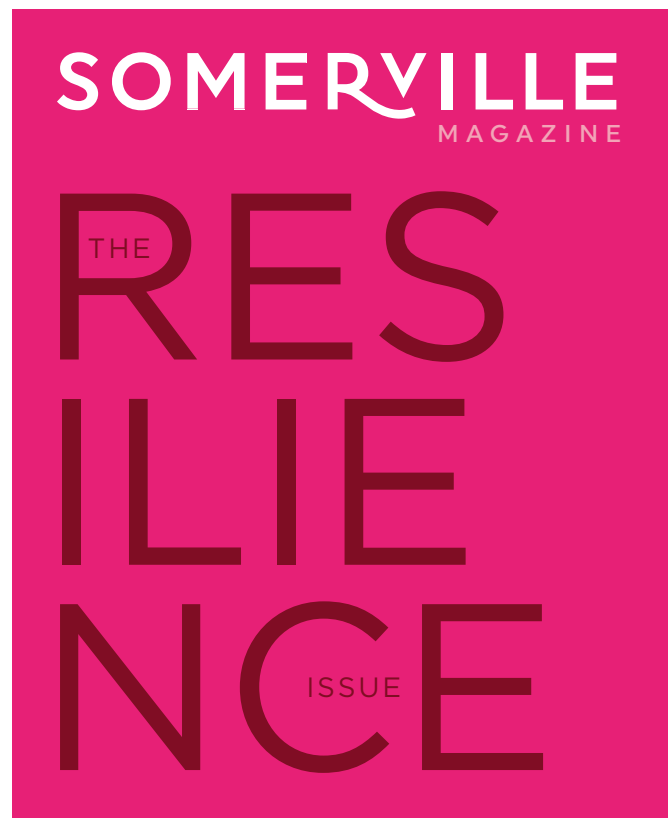
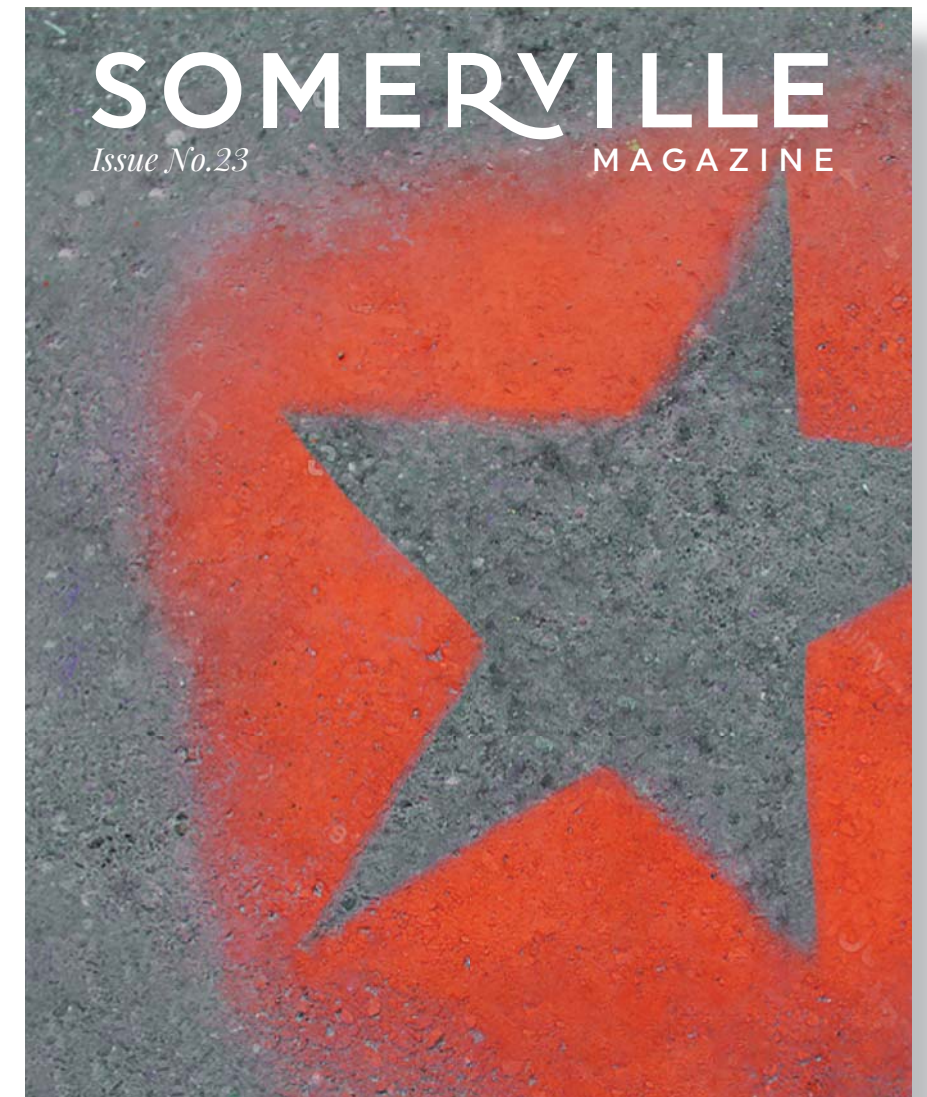


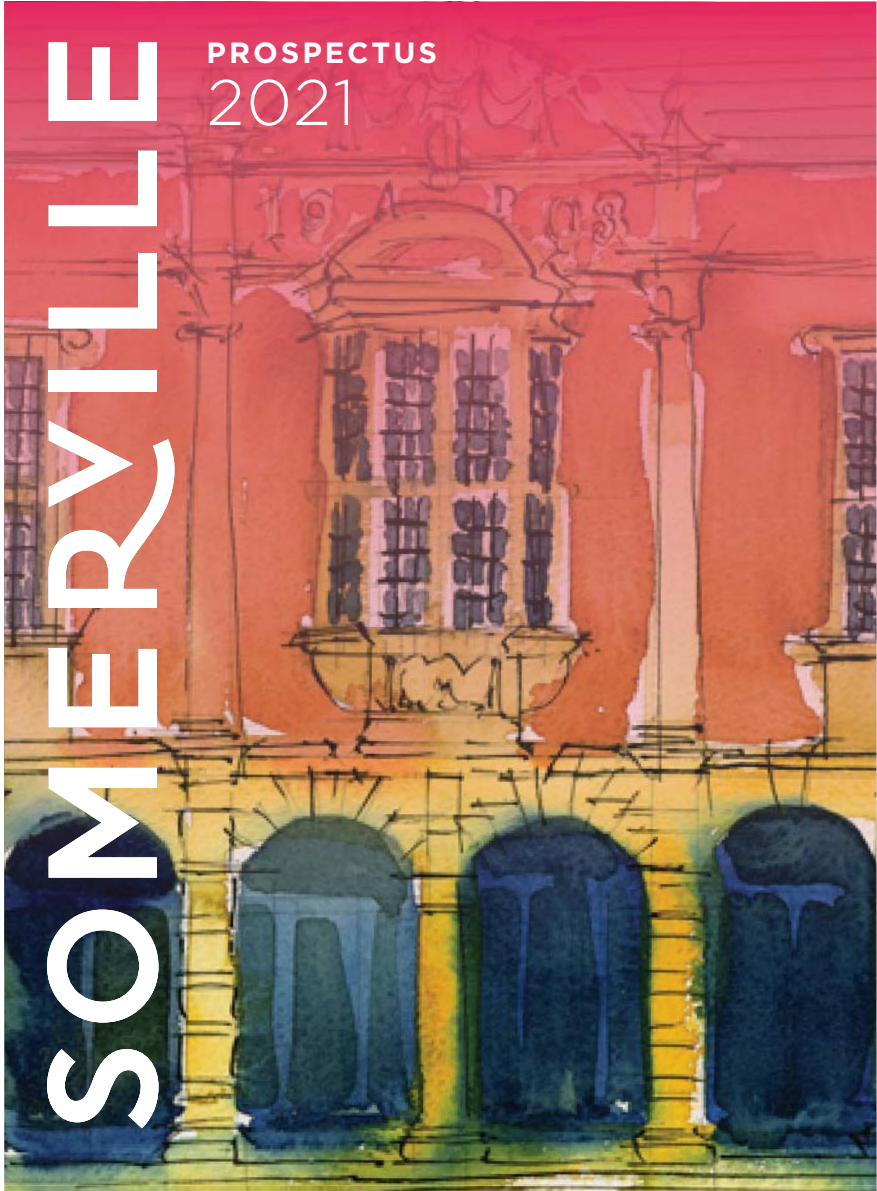


Baroness Royall of Blaisdon

No story can be told about this year without acknowledging the ravages of coronavirus. And yet the great virtue of belonging to a community like ours, with such stalwart friends, is that the story we tell is also one of hope. That is the true power of giving which this year has brought into stark focus. Against a background of grim projections and oppressive uncertainty, the support of our donors has brought hope to our community, unlocked possibilities for our students and vouchsafed the touchstones of learning, research and fellowship for which Somerville was created.







FIFTEEN REASONS

To study at Somerville



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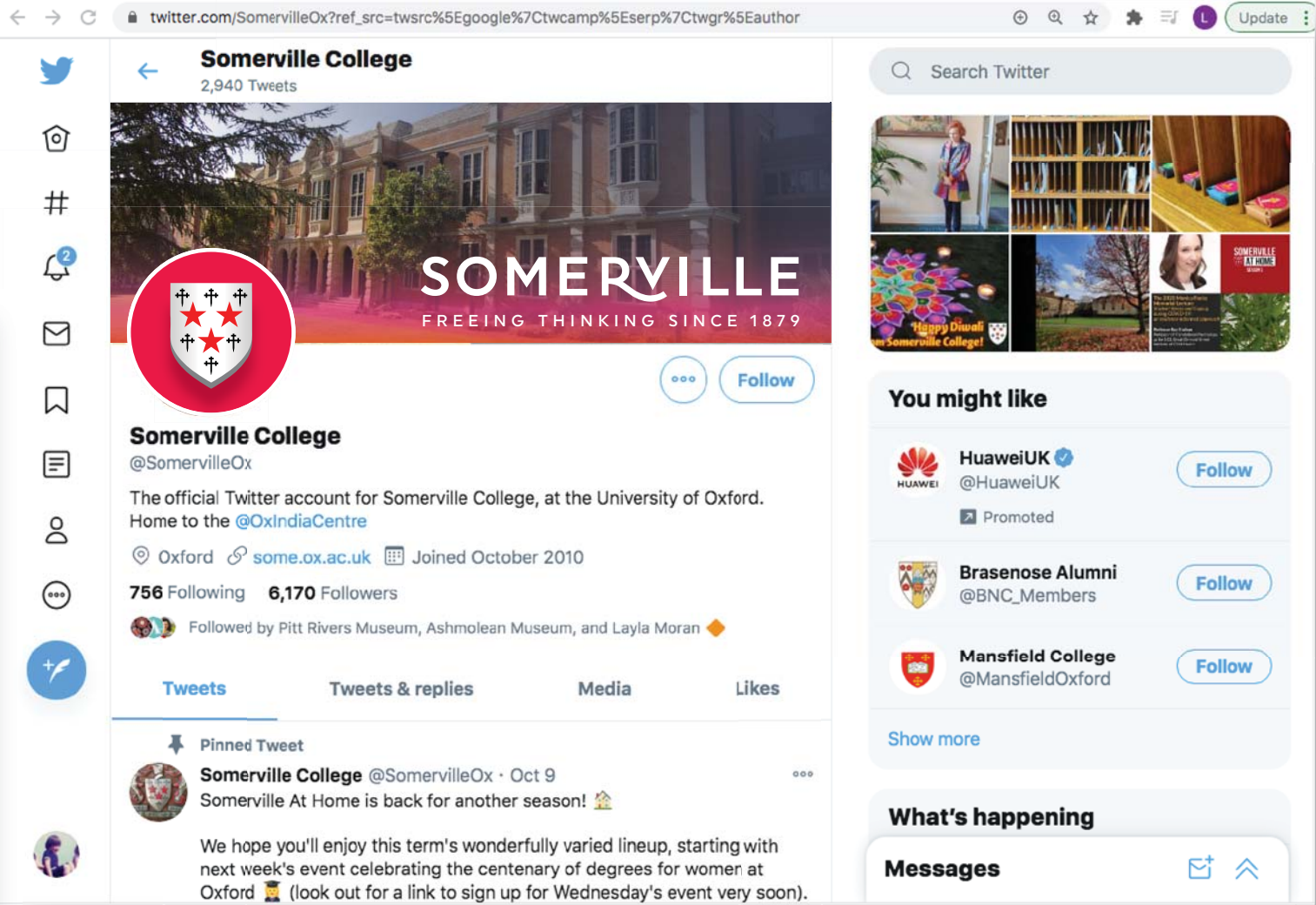
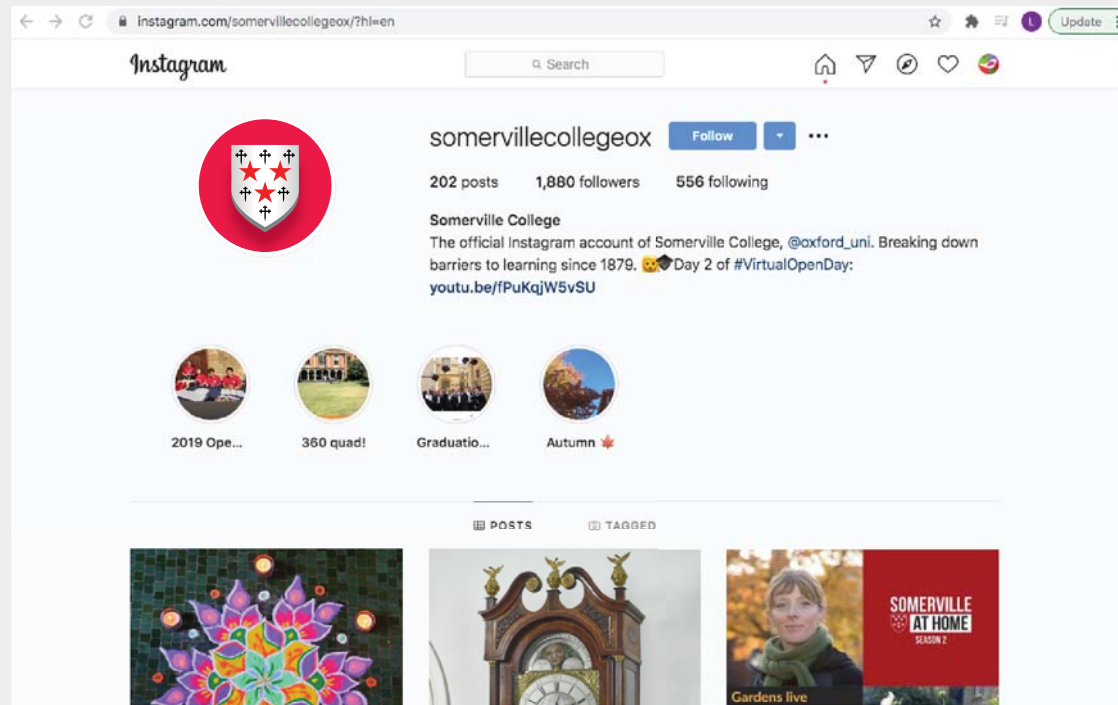
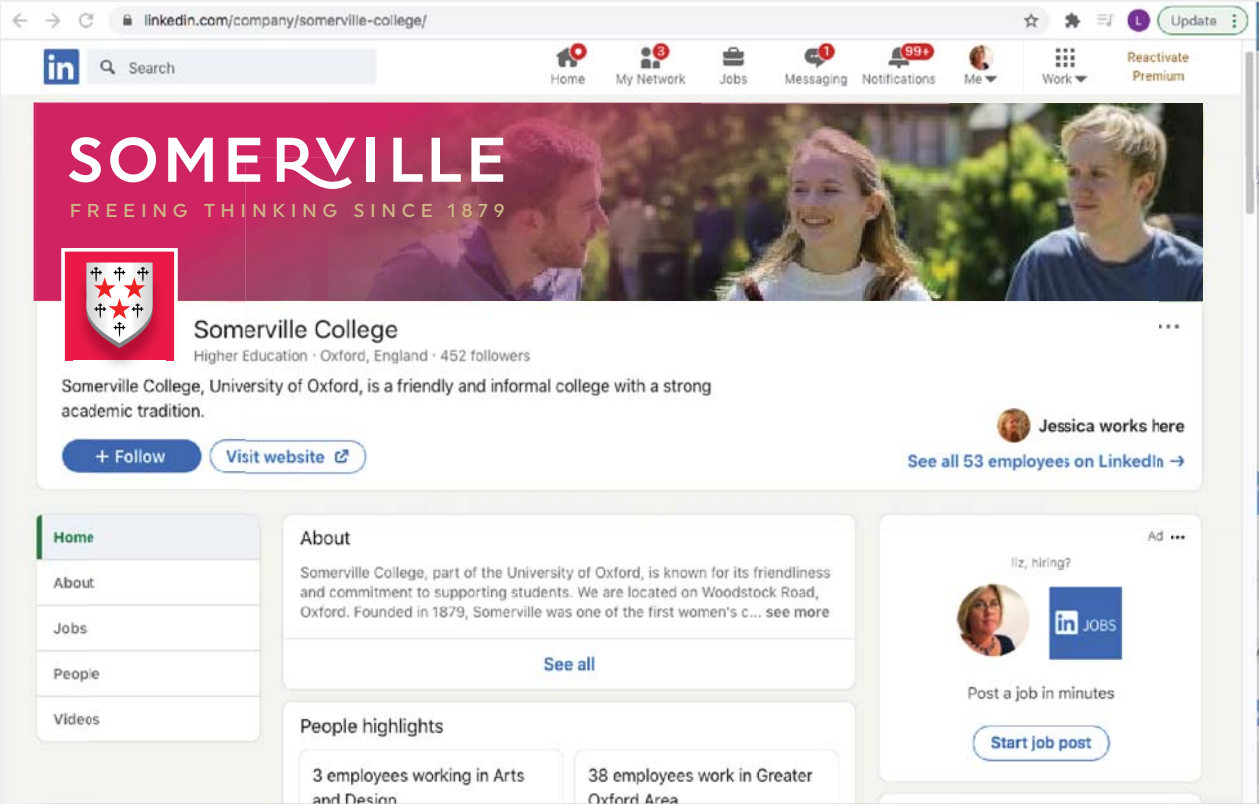
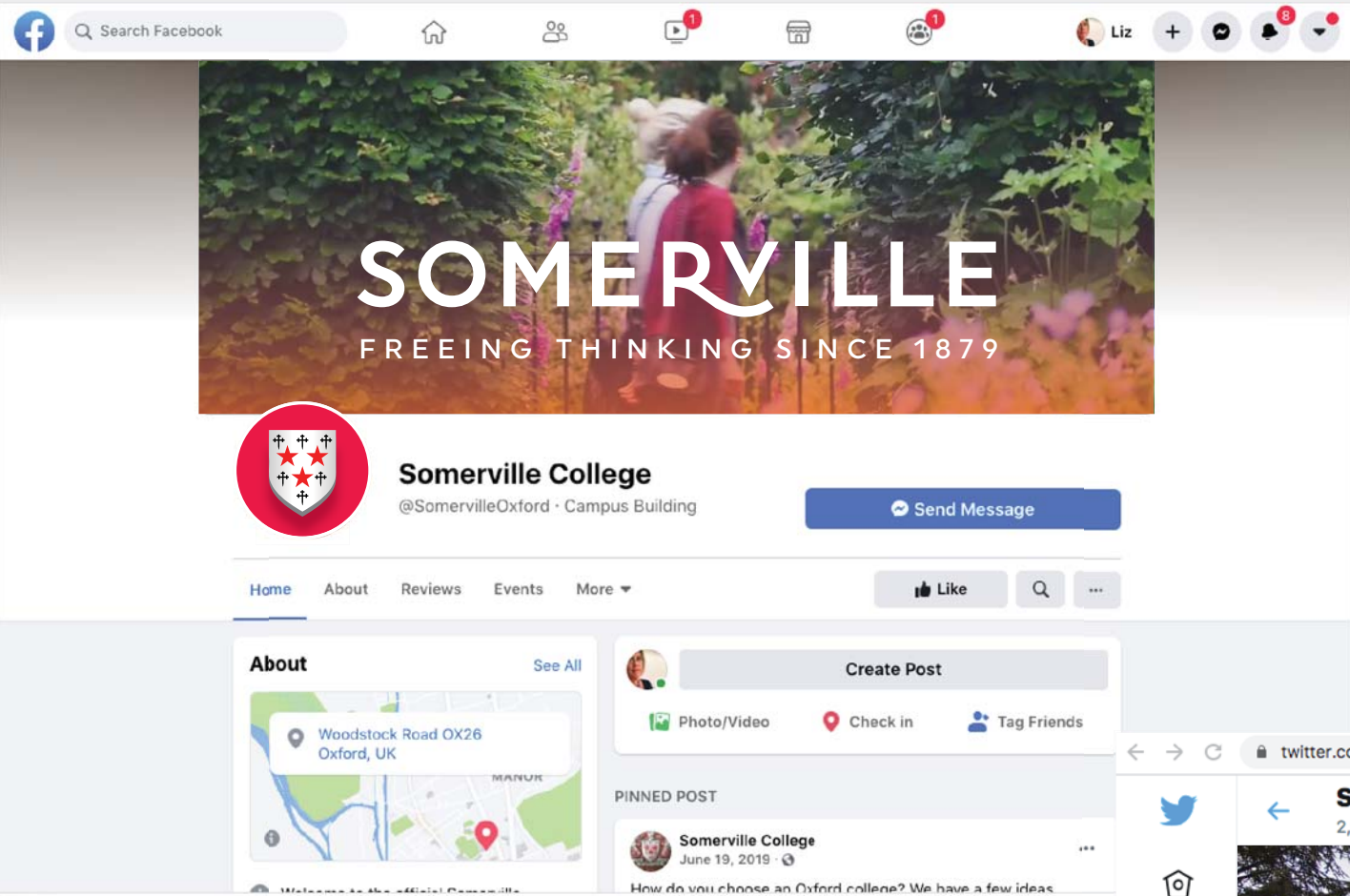
College merchandise/apparel



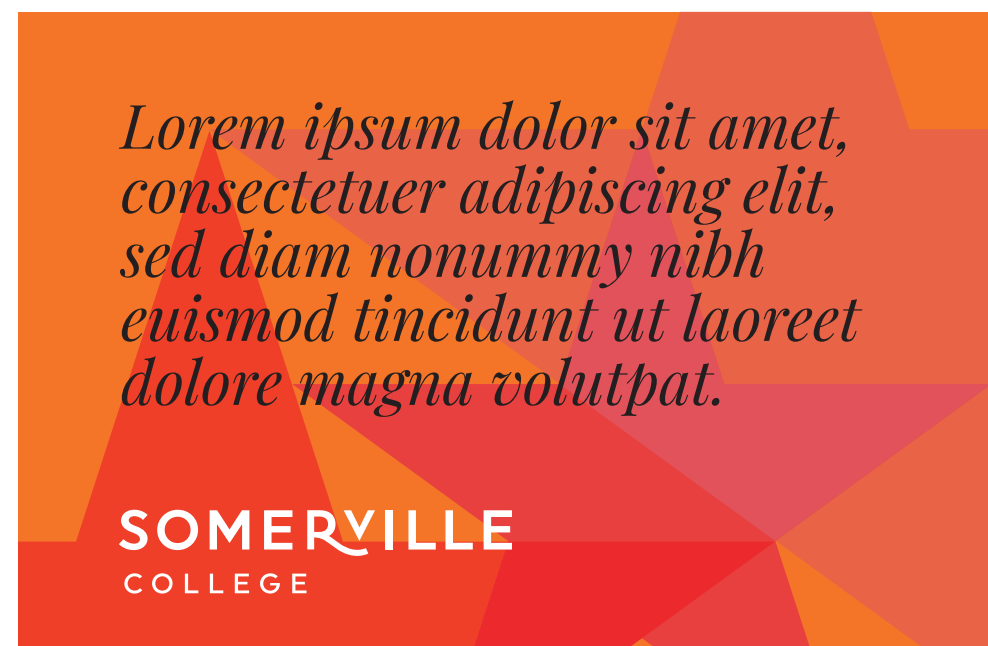
College merchandise/apparel

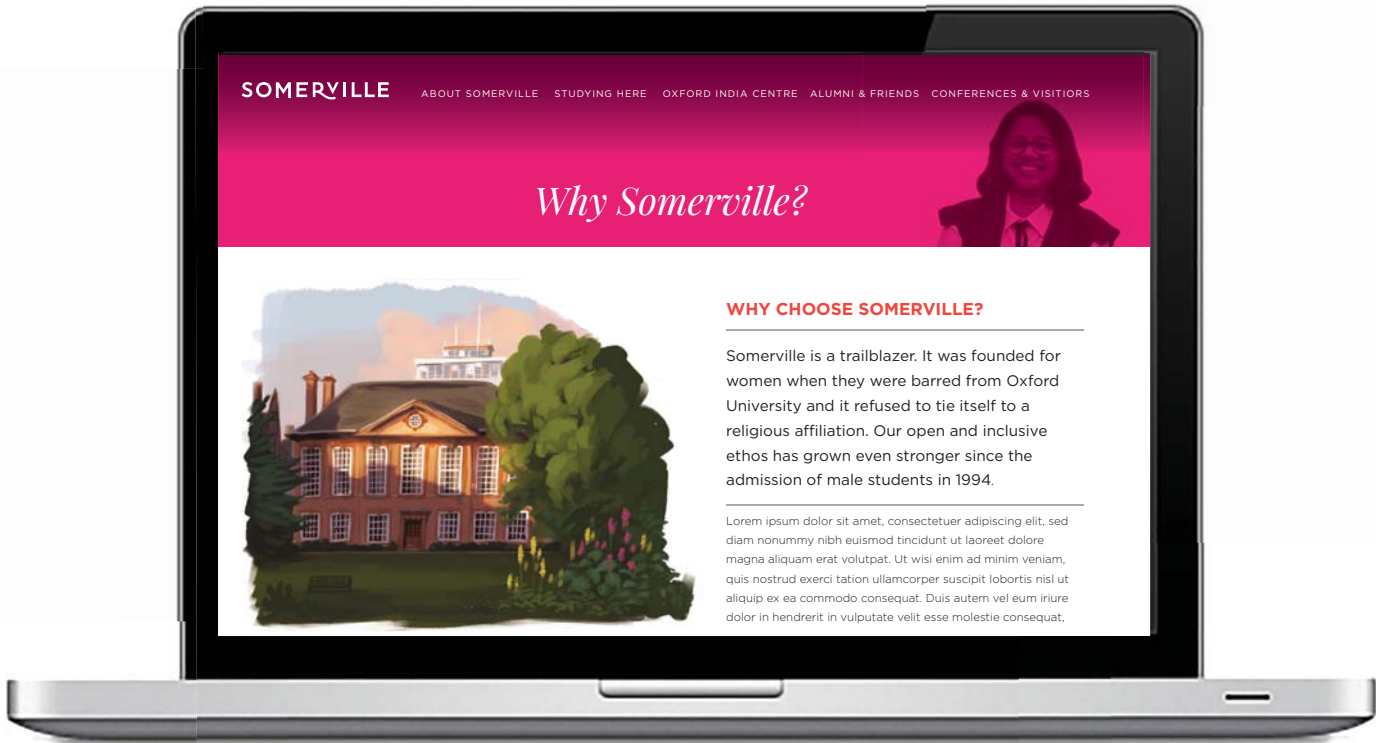
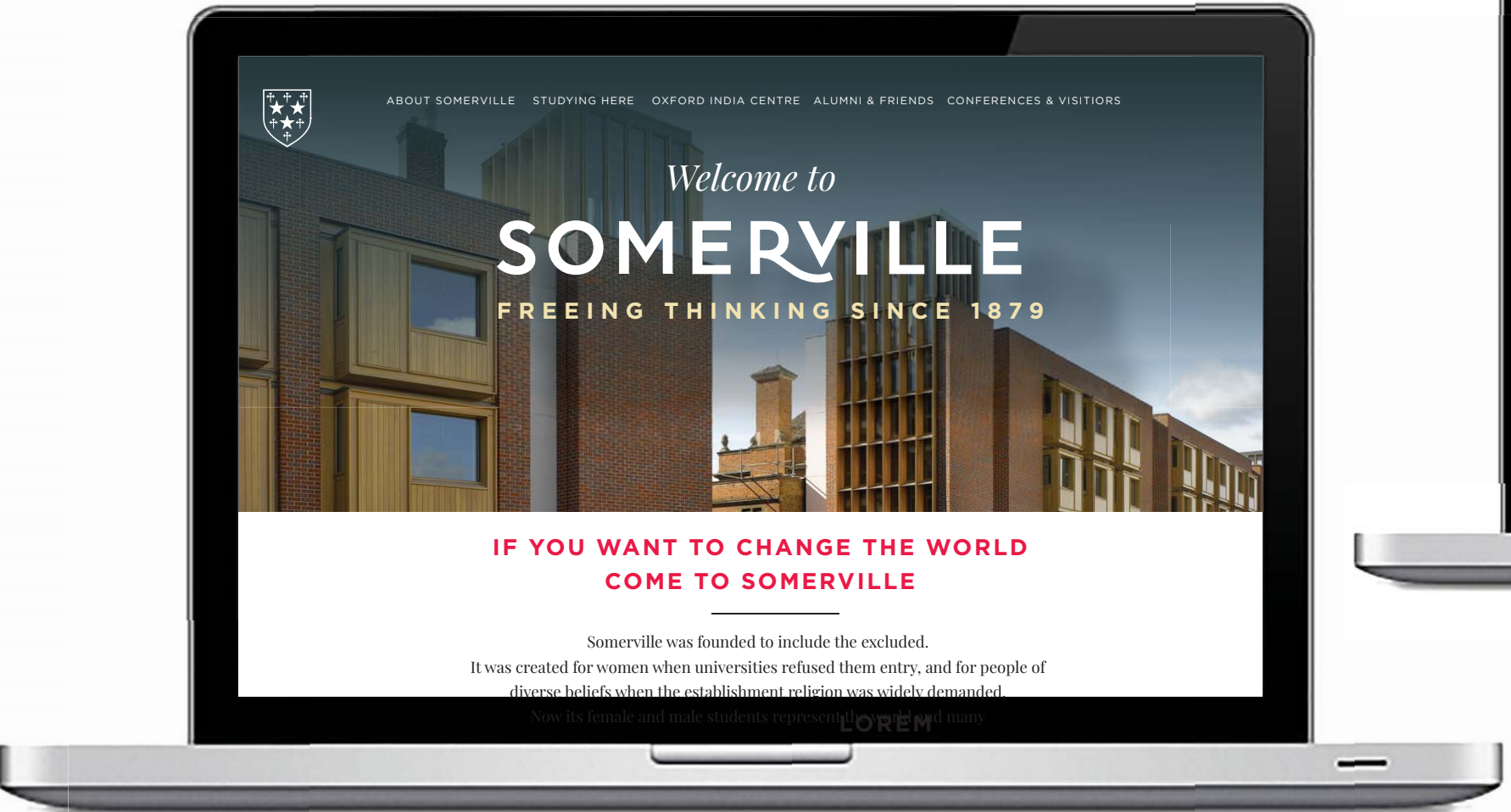


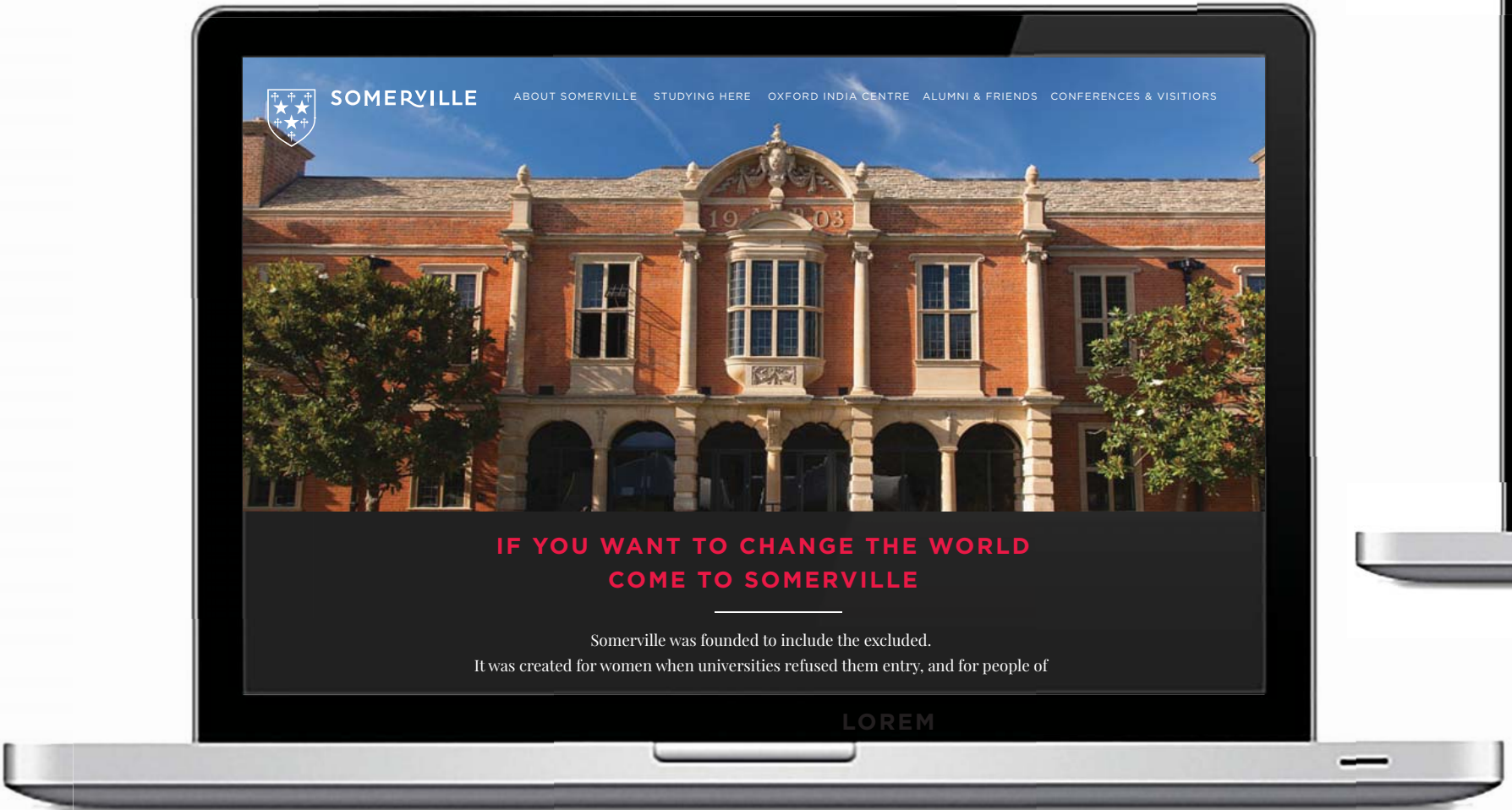
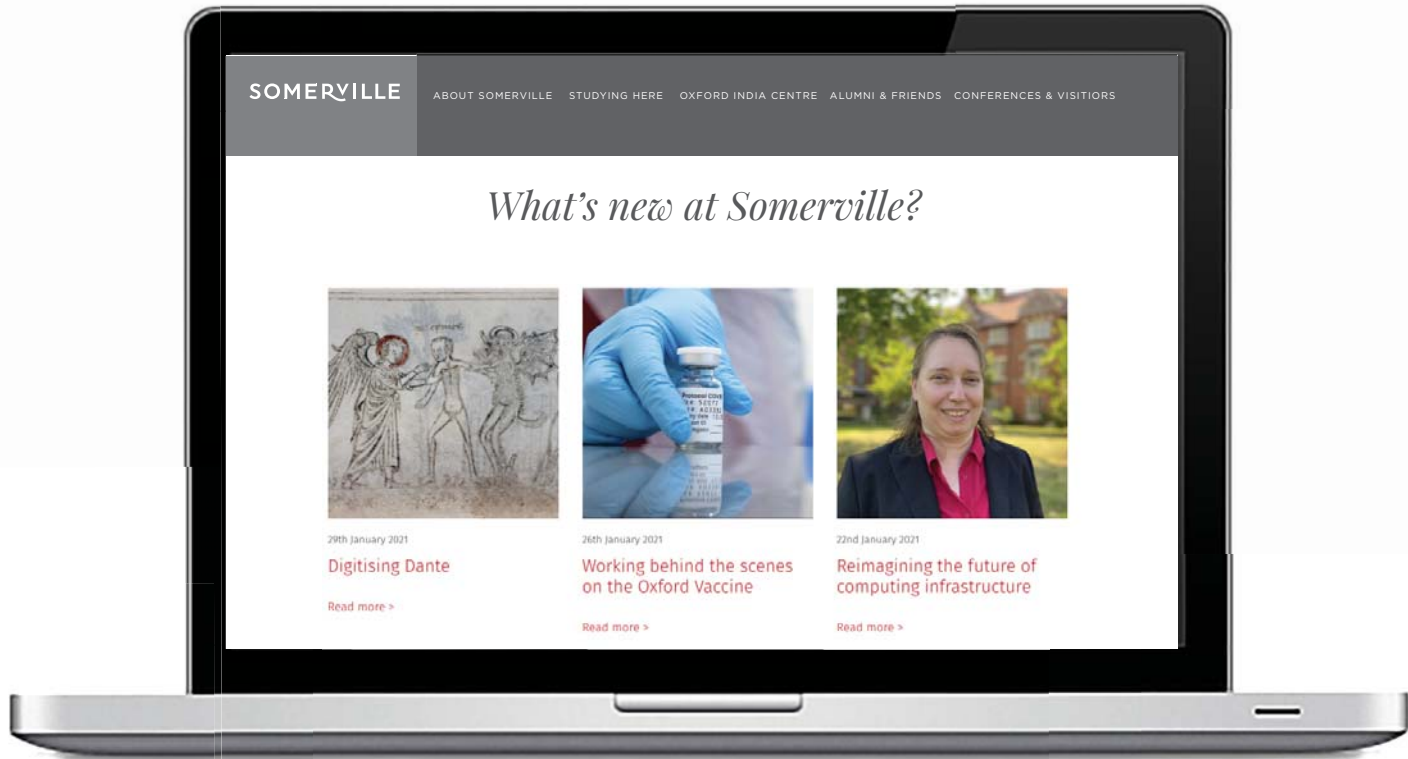
Social media



Social media







Sub-branding

SOMERVILLE
at Home



SOMERVILLE
eMentoring



The SOMERVILLIAN

The
SOMERVILLIAN



SOMERVILLE
ALUMNI

★
SOMERVILLE
ANNUAL FUND

Every Somervillian, Every Year



Dorothy
HODGKIN
FELLOWSHIP
—
SOMERVILLE

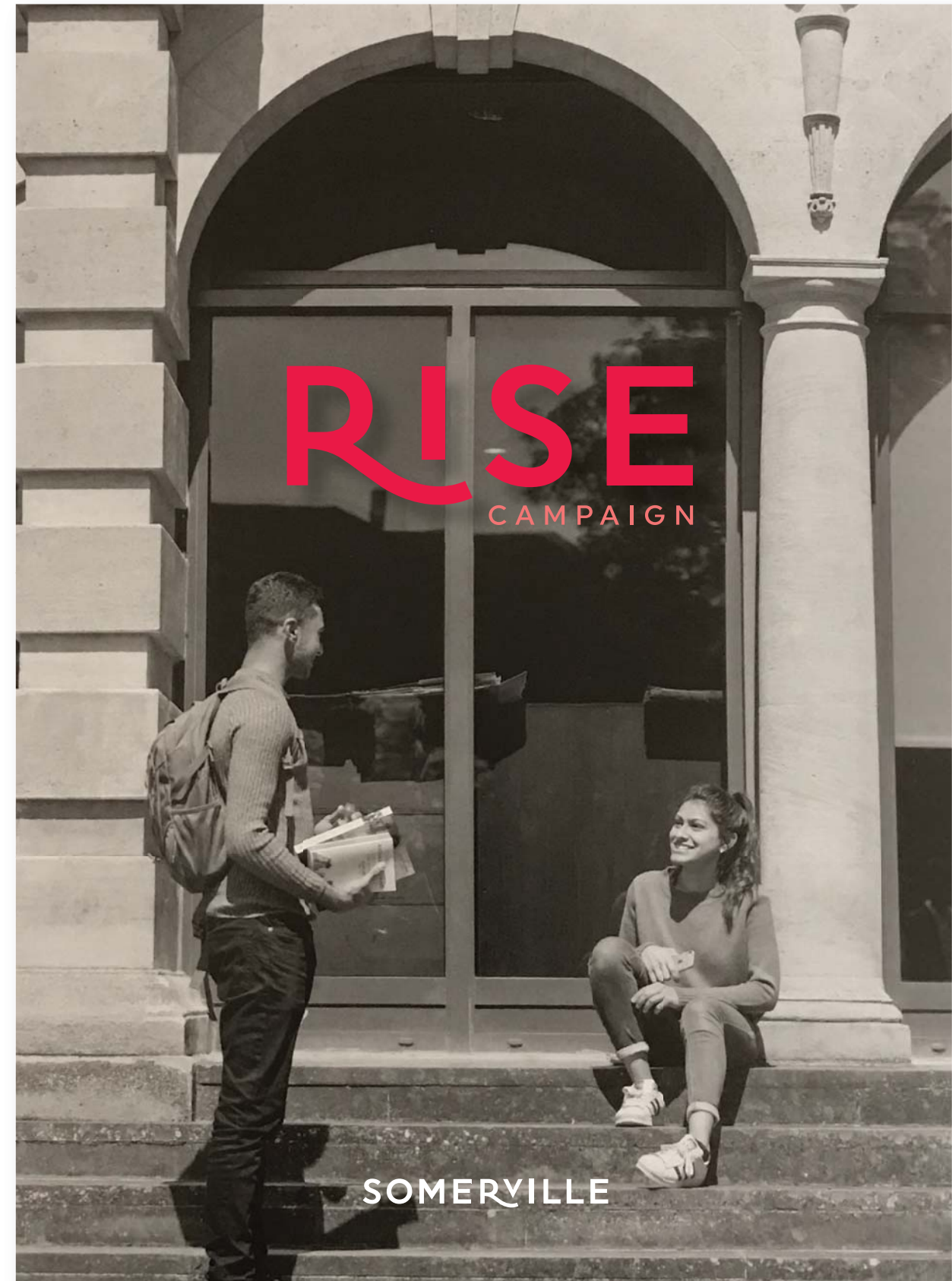
Rise Campaign Branding

SOMERVILLE RISE CAMPAIGN

RISE

RESILIENCE
INCLUSIVITY
SUSTAINABILITY
EXCELLENCE

SOMERVILLE



Rise Campaign Branding

SOMERVILLE
RISE
CAMPAIGN



SOMERVILLE
RISE
CAMPAIGN

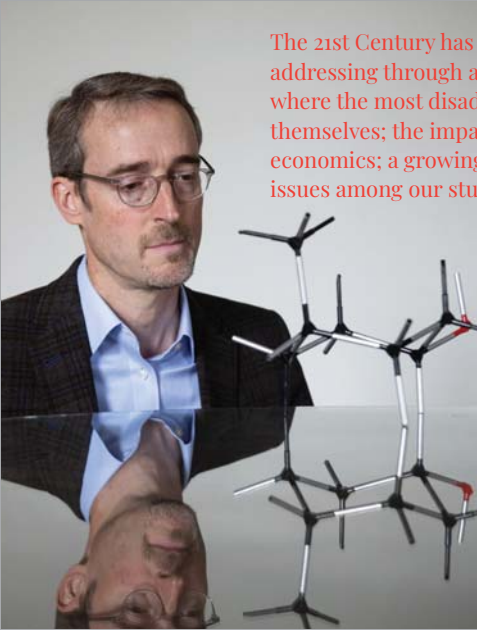


Rise Campaign Branding



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.

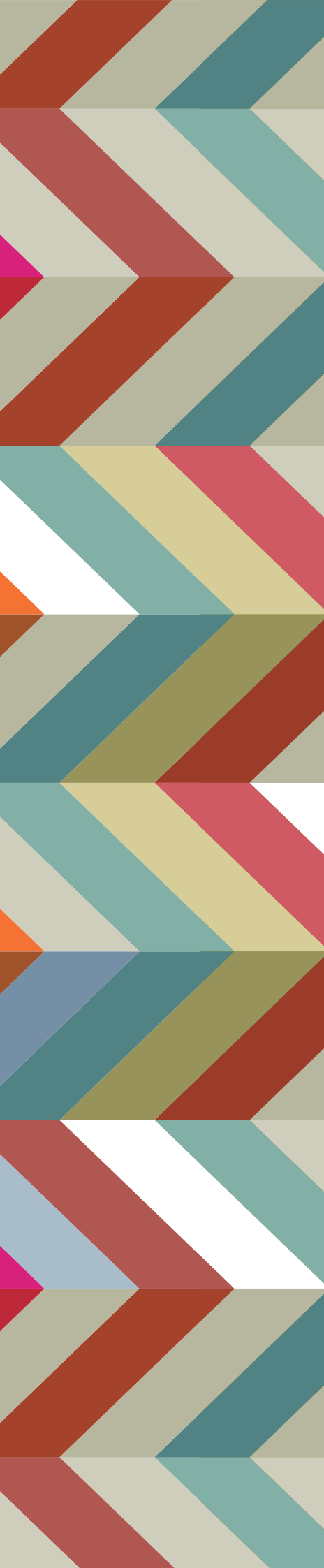
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RISE

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SUSTAINABILITY



visual philosophy

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