

The background of the entire page is a photograph of the Somerville College building facade, featuring a large arched pediment with a central crest and classical columns. The image is overlaid with a solid red color.

SOMERVILLE

COLLEGE

BRAND GUIDELINES

Version 1. May 2021

Introduction

Part of the purpose of any visual identity is to convey to customers, stakeholders and supporters the meaning and purpose of an organisation at the current point in its development. Used consistently, our visual identity can project a strong sense of our personality to both those who know us well – our students, faculty, alumni, stakeholders and supporters – and to those who are discovering us for the first time.

This guide explains how to use and successfully reproduce the Somerville College brand, style and identity. In order to present a clear and consistent message about what we are and what we do, it is important that the guidelines are followed carefully and consistently.

SOMERVILLE

The Fundamentals

OUR BRAND MARQUE

Somerville College Full Brand Marque

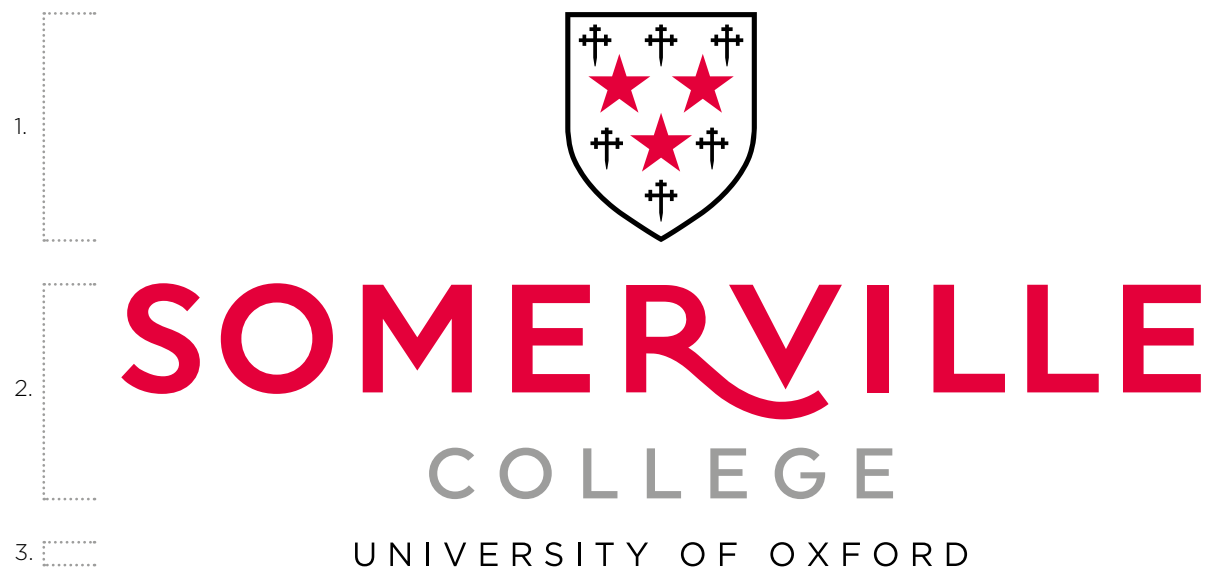
The Somerville Full Brand Marque is made up of three core elements:

1. The Somerville Crest
2. The Somerville word mark
3. The University of Oxford name

There are a number of versions of the full Brand Marque that may be used (see pages xx), but in each instance the elements are positioned in a fixed relationship to each other. Treat these groupings as single images and do not attempt to adjust the relationship or size of the individual elements.

The Brand Marque should only ever appear in colours from the Somerville primary palette (see page x).

For master logo files, contact the Somerville Communications team.



A number of versions of the Somerville Full Brand Marque have been created, with variations in the arrangement of the icon, wordmark and University name. Alternative versions have been designed to give ultimate flexibility when working with a range of different layouts.

To maintain the integrity of the core brand elements, avoid changing the brand elements in any way. Treat the approved versions as illustrations to be placed in your document, and don't attempt to recreate them.

1. Brand Marque: Centred

This version can be used with (a) or without (b) the 'University' name.

For master logo files, contact the Somerville Communications team.



2. Brand Marque: Left aligned

This left-aligned versions of the Brand Marque are useful where space is at a premium and the stacked or centred version doesn't work with your layout.

There are two versions of the left aligned Brand Marque

- a) Crest + Somerville
wordmark + University name
- b) Crest + Somerville
wordmark (and no University name)

For master logo files, contact the
Somerville Communications team.



3. Brand Marque: Word mark only

The Brand Marque can be used as a wordmark only, without the Somerville Crest.

This version can be used in three ways:

- a) Somerville wordmark + University name
- b) Somerville wordmark (without University name)
- c) Somerville word only (with no 'College' or University name)

For master logo files, contact the Somerville Communications team.



Brand Wordmark variants

Two other variants of the Somerville Word-only wordmark may also be used.

a) Somerville, Oxford

and

b) Somerville, University of Oxford

As with the Full Brand Marque, these variants should only ever appear in colours from the Somerville primary palette (see page x).

For master logo files, contact the Somerville Communications team.



SOMERVILLE STRAPLINE

Somerville strapline

Somerville College's strapline is
'Freeing Thinking since 1879'

The strapline appears in Gotham Medium, all caps, and where used with the Somerville logo, is sized to the same width as the word 'Somerville'.

The strapline should be treated as an illustration (unless used within text), and should be used in one of the following ways...

- a) On its own as a graphic element
- b) 'Somerville' + Strapline
- c) 'Somerville' + 'Oxford' + strapline
- d) Crest + 'Somerville' + strapline
- e) Crest + 'Somerville' + 'College' + strapline

For master logo files, contact the Somerville Communications team.

FREEING THINKING SINCE 1879

a)

SOMERVILLE
FREEING THINKING SINCE 1879

ab

SOMERVILLE
OXFORD
FREEING THINKING SINCE 1879

c)



d)



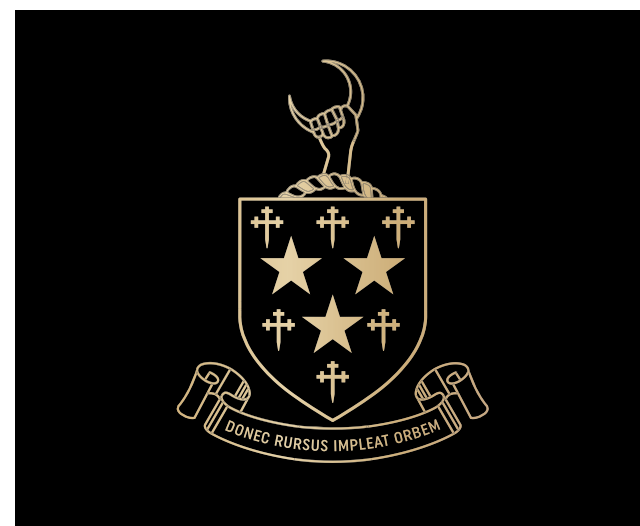
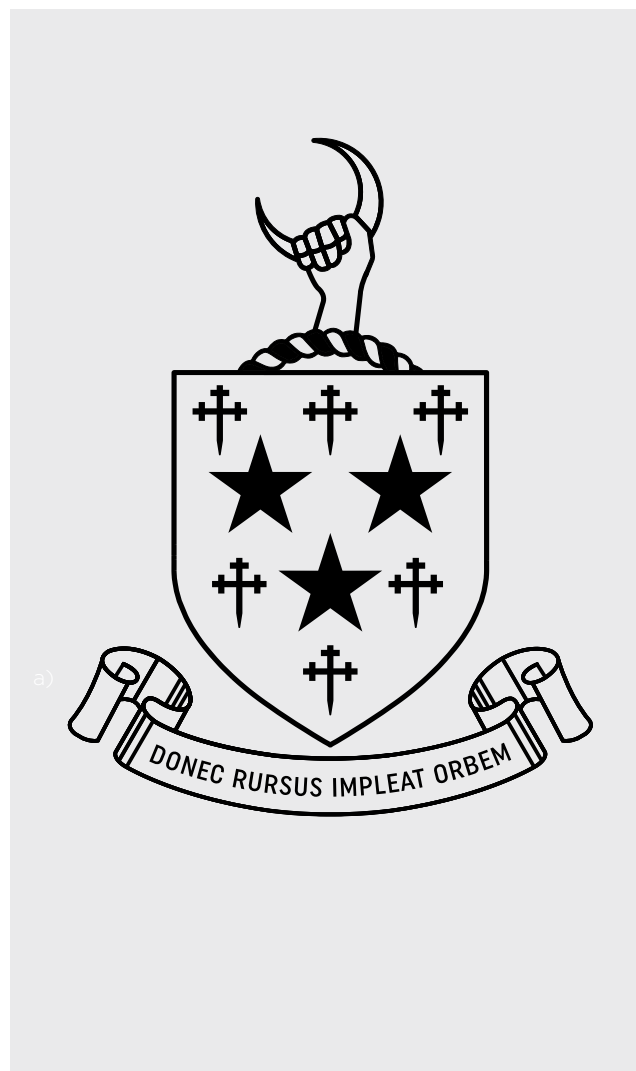
e)

4. Formal Brand Marque

A formal version of the Somerville Crest exists for use in specific communications such as special events, invitations, etc.

This version appears in one colour only. It can be used in black, reversed out in white, or printed or foil stamped in metallic gold or silver.

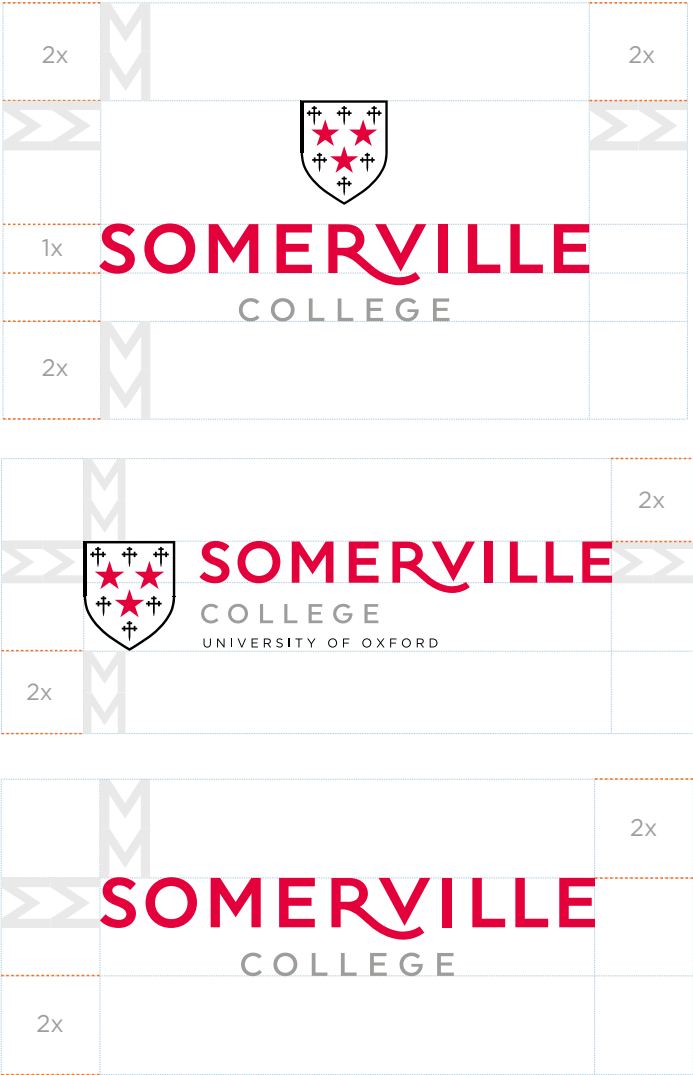
For master logo files, contact the Somerville Communications team.



Placing complex elements too close to our core brand elements diminishes their impact. In order to give the Brand Marque the prominence it requires, an 'exclusion zone' should remain clear of graphic elements such as text or complex imagery.

The minimum distance to be kept clear is illustrated in the examples shown, where 'x' is equal to the height of the 'M' in the word 'Somerville'.

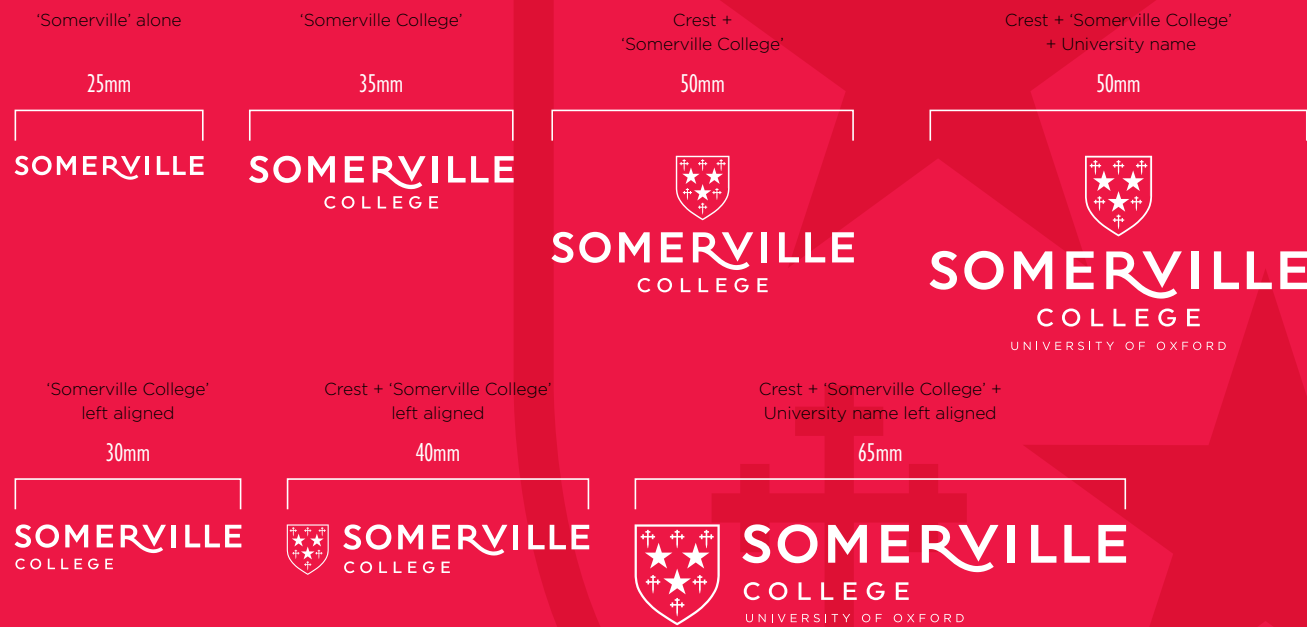
Ensure you leave the required clear area around the brand elements, and that you leave the minimum distance before text begins.



OUR BRAND MARQUE

To ensure optimum legibility, the core elements should not be reproduced smaller than the minimum sizes shown here. There are no maximum size restrictions.

Sizing of the Brand Marque

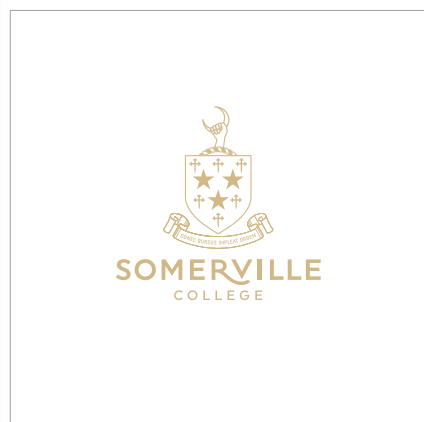
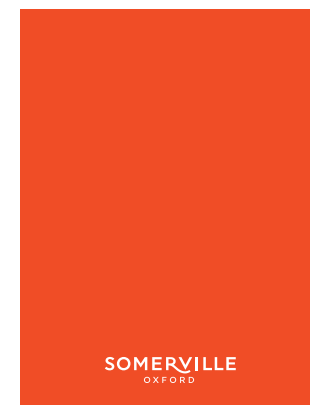
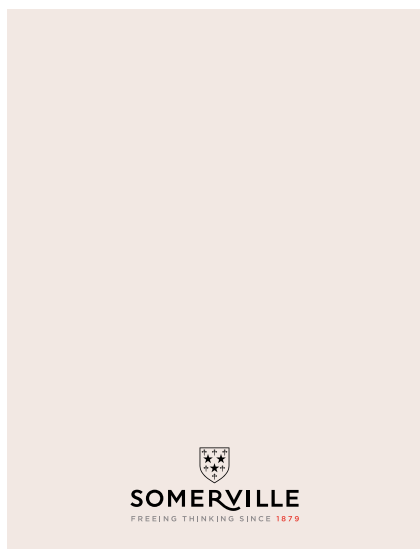


SOMERVILLE

The Somerville Brand Marques can be positioned in top or bottom corners of your communication canvas, either left or right.

The left aligned version of the Brand Marque works best when positioned at left. Similarly, the centred version works best when positioned centrally.

Use judgment to determine the most appropriate version and positioning of the Brand Marque for your layout.



OUR BRAND MARQUE

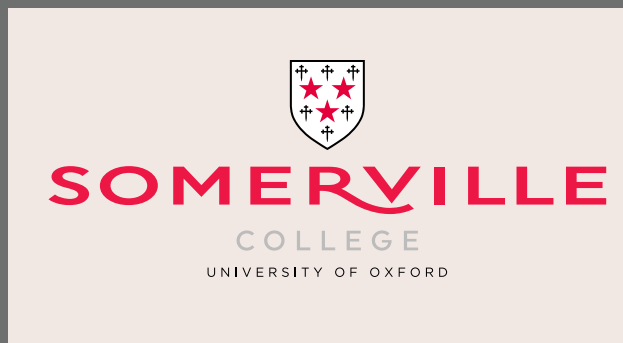
What not to do!

To maintain integrity of the Brand Marque, use only the approved versions and avoid adjusting or altering the marque in any way.

Do not use any version other than the approved versions of the Marque.

DO NOT...

- a) ...alter the scale of any of the elements, for example
- b) ...use the Brand Marque in any colour other than those in the approved primary palette
- c) ...stretch, or alter the proportions, of the Brand Marque
- d) ...use a different font for the wording in the Marque
- e) ...use the Brand Marque on a complex background that makes it hard to read
- f) ...add a key line or bounding box to the Brand Marque



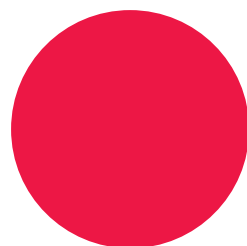
Primary colour palette

Primary Colour Palette

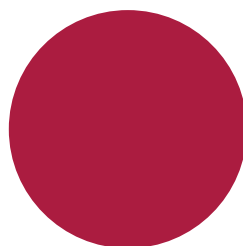
Somerville College's primary colour palette consists of four colours: **Scarlet, Burgundy, Black, Ivory and Gold.** The Brand Marque must always appear in one of these colours. It can be placed on a background of other colours.

The primary palette colours (and tints of these) can also be used as backgrounds.

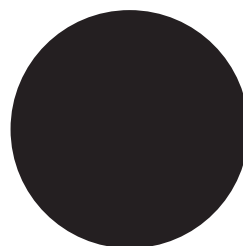
In some instances the Brand Marque can also be used in Gold or Silver, (for specialist communications, invites, etc.) at the discretion of the Communications team.



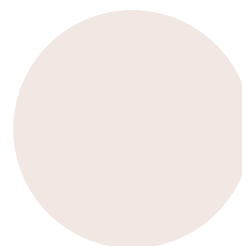
Somerville Scarlet
PMS 192
CMYK: 0/100/70/0
RGB: ED1846



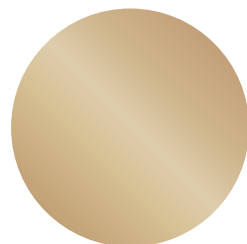
Somerville Burgundy
PMS 1945
CMYK: 23/100/70/14
RGB: AB1D40



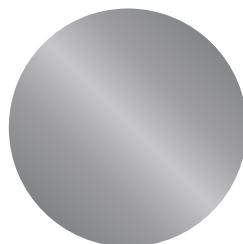
Somerville Black
PMS Black 3
CMYK: 73/61/70/71
RGB: 212721



Somerville Ivory
CMYK: 3.5/7/8/0
RGB: F3E9E3



Somerville Gold
PMS 872 Metallic

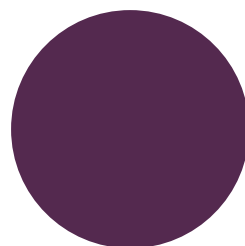


Somerville Silver
PMS 872 Metallic

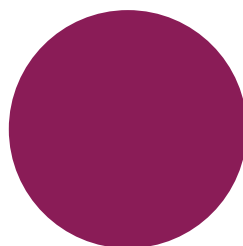
Secondary colour palette

Secondary Colour Palette

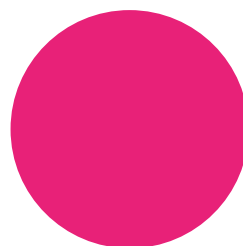
Somerville College's primary colour palette consists of seven colours: **Dark Purple, Light Purple, Pink, Light Pink, Light Red, Terracotta and Sand.** The secondary palette colours (and tints of these) can be used as backgrounds for communications and in the 'star' motif (see page xx).



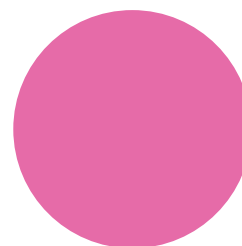
Somerville Dark Purple
PMS 262
CMYK: 65/90/40/35
RGB: 55294F



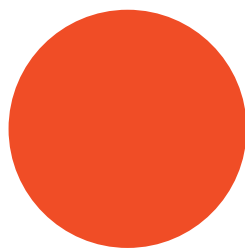
Somerville Light Purple
PMS 235
CMYK: 40/100/40/20
RGB: 891C56



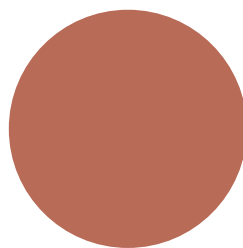
Somerville Pink
PMS 213
CMYK: 2/97/23/0
RGB: E82277



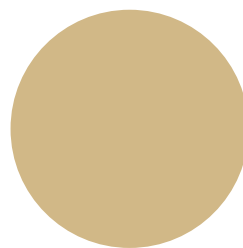
Somerville Light Pink
PMS 218
CMYK: 4/72/0/0
RGB: E66CA9



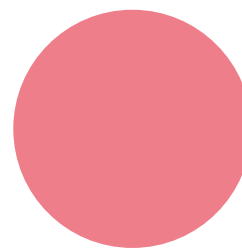
Somerville Light Red
PMS 172
CMYK: 0/86/98/0
RGB: F04C25



Somerville Terracotta
PMS 7522
CMYK: 23/66/67/7
RGB: B96A56



Somerville Sand
PMS 7502
CMYK: 19/25/53/0
RGB: D1B886



Somerville Coral
PMS 177
CMYK: 0/63/31/0
RGB: EF7E8B

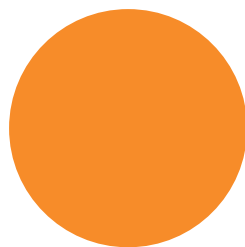
Tertiary colour palette

Tertiary Colour Palette

Somerville College's tertiary colour palette consists of four colours:

Orange, Green, Teal and Blue.

The tertiary palette colours (and tints of these) should be used in moderation – as highlight colours, as additional colours in charts and graphs, and as accent colours when using the 'star' motif (see page xx).

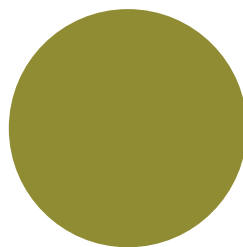


Somerville Orange

PMS 1495

CMYK: 0/54/95/0

RGB: F78D28

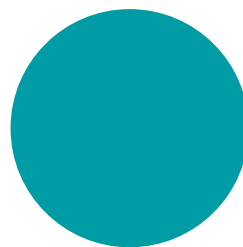


Somerville Green

PMS 582

CMYK: 46/33/100/9

RGB: 8E8D35

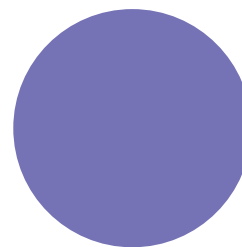


Somerville Teal

PMS 320

CMYK: 100/11/38/0

RGB: 009CA7



Somerville Blue

PMS 272

CMYK: 60/58/0/0

RGB: 7573B5

Somerville College's communications primarily uses two font families: **Gotham and Playfair.**

Our primary font is

GOTHAM.

Gotham is the font on which the Somerville wordmark is based, and This font, which comes in a wide range of weights and cuts, can also be used as both a display font and a text font in Somerville communications.

See examples on following page.

If you do not have access to the Gotham font family please see page xx for substitute fonts.

Gotham

ABCDEFGHIJKLM
nopqrstuvwxyz

Gotham Thin

ABCDEFGHIJKLMnopqrstuvwxyz1234567

Gotham Book

ABCDEFGHIJKLMnopqrstuvwxyz123456

Gotham Bold

ABCDEFGHIJKLMnopqrstuvwxyz12345

Gotham Ultra

ABCDEFGHIJKLMnopqrstuvwxyz12345

Gotham Light Italic

ABCDEFGHIJKLMnopqrstuvwxyz12345

Gotham Condensed Light

ABCDEFGHIJKLMnopqrstuvwxyz12345

Gotham Condensed Bold

ABCDEFGHIJKLMnopqrstuvwxyz12345

Examples of Gotham in use...

Bold, 50pt on 60pt

HEADLINES

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, seius modi tempora incidunt ut labore et dolore

Book, 12pt on 18pt

NEMO ENIM IPSAM DOLORE

Light, 24pt on 28pt

Quia voluptas sit aspernatur aut odit fugit, sed quia aliquam

Bold, 10pt on 18pt

Book italic, 9pt on 14pt

**Voluptatem sequi nesciunt.
Neque porro quisquam est,
qui dolorem ipsum quia
dolor sit amet, consectetur,
adipisci velit, sed quia non
numquam eius modi tempora**

*Nemo enim ipsam voluptatem
quia voluptas sit aspernatur
odit aut fugit, sed quia con
sequuntur magni dolores eos
qui ratione voluptatem sequi
nesciunt. Neque porro quis
quam est, qui dolorem ipsum quia
dolor sit amet, consectetur,
adipisci velit, sed quia non
incidunt ut labore et dolore.*

Our secondary font is

PLAYFAIR.

Playfair is a serif font that complements and contrast with Gotham. It comes in weights from regular to Extra Bold, can also be used as both a display font and a text font in Somerville communications.

See examples on following page.

If you do not have access to the Playfair font family please see page xx for substitute fonts.

Playfair

ABCDEFGHIJKLM
nopqrstuvwxyz

Playfair Display Regular

ABCDEFGHIJKLMnopqrstuvwxyz1234567

Playfair Display Medium

ABCDEFGHIJKLMnopqrstuvwxyz123456

Playfair Display SemiBold

ABCDEFGHIJKLMnopqrstuvwxyz12345

Playfair Display Bold

ABCDEFGHIJKLMnopqrstuvwxyz12345

Playfair Display Extra Bold

ABCDEFGHIJKLMnopqrstuvwxyz12345

Playfair Display Regular Italic

ABCDEFGHIJKLMnopqrstuvwxyz12345

Examples of Gotham in use...

Bold, 50pt on 60pt

Headlines

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, seius modi tempora

Regular, 12pt on 18pt

Extra Bold, 16pt on 28pt

NEMO ENIM IPSAM DOLORE

Regular italic, 24pt on 28pt

Neque porro quisquam est, qui dolorem ipsum. Quia voluptas aspernatur odit

Bold italic, 10pt on 18pt

Book italicExtra Bold

*Voluptatem sequi nesciunt.
Neque porro quisquam est, qui
dolorem ipsum quia dolor sit
amet, consectetur, adipisci velit,
sed quia non numquam eius
modi tempora*

**Nemo enim ipsam volup
tatem quia voluptas sit
aspernatur odit aut fugit,
sed quia consequuntur
magni dolores eos qui
rattatem sequinesciunt.**

Typography examples.

At right are examples, for illustrative purposes, of how the Somerville typefaces work together. For guidance across specific materials see the Applications section (from page xx).

Somerville was founded to include the excluded.

It was created for women when universities refused them entry, and for people of diverse beliefs when the establishment religion was widely demanded. Now its female and male students represent the world and many Somervillians go on to change that world, too. We hope you like it.

Gotham Bold heading 18pt,
Gotham Light text, 9pt on 14pt.

ALUMNI EVENTS

TRINITY TERM

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

If you want to change the world, come to Somerville.

PLAYFAIR MEDIUM 21PT ON 23PT

Playfair Semibold subheading

This is Gotham Condensed Light, this is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here. This is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be positioned here.

Playfair SemiBold subheading 15pt,
Gotham Condensed Light text, 9pt on 12pt.

Playfair Headlines

PROFESSOR RICHARD STONE ELECTED SAE FELLOW FOR LASTING POSITIVE MARK ON THE MOBILITY INDUSTRY.

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

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

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

The two main font families, Gotham and Playfair, should be used as the default fonts for all Somerville communications.

In instances where these font families are not available (particularly in web/electronic communications), or in MS Office (Word, PowerPoint) documents, the following fonts can be substituted:

.....

Where
GOTHAM
is not available, use either:

Montserrat
or
Arial

.....

Where
Playfair
is not available, use either:

Century Schoolbook
or
PT Serif

.....

Gotham Book
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text.
Once copy has been written it will be positioned here.

Playfair
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text. Once
copy has been written it will be positioned here.

Montserrat
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text.
Once copy has been written it will be positioned here.

Arial
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text. Once
copy has been written it will be positioned here.

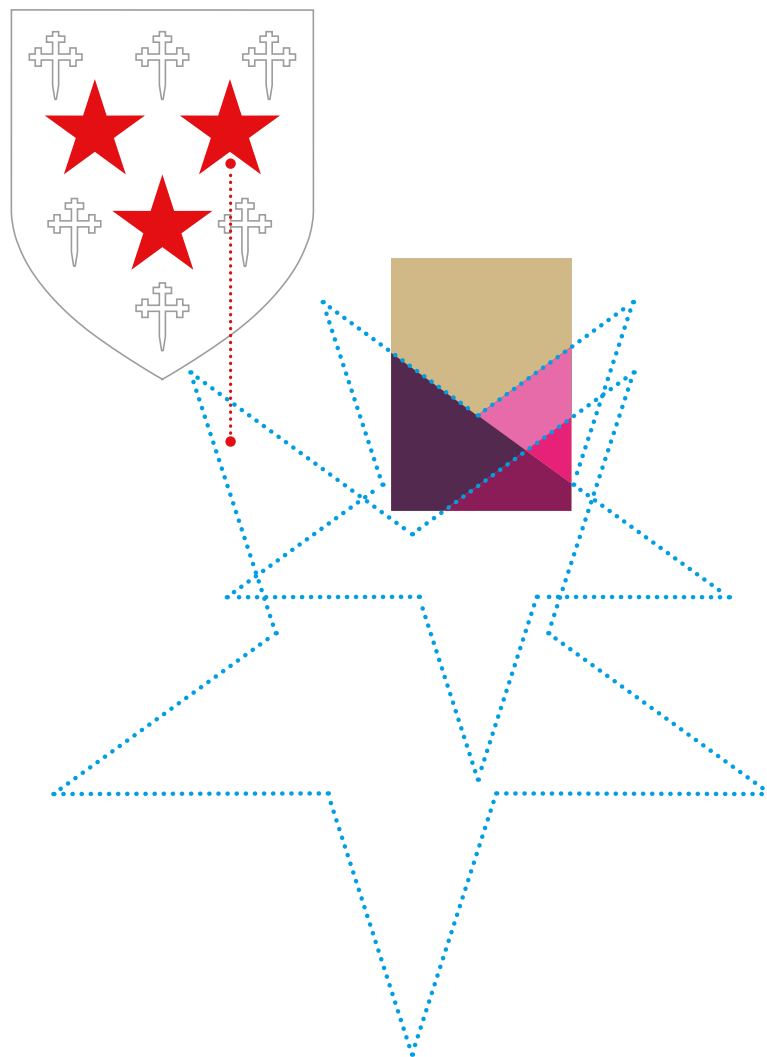
Century Schoolbook
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text.
Once copy has been written it will be positioned here.

PT Serif
**ABCDEFGHIJKLM
nopqrstuvwxyz**
This is dummy copy placed here to simulate actual text. Once
copy has been written it will be positioned here.

A system for creating signature patterns has been developed as part of Somerville's branding toolkit.

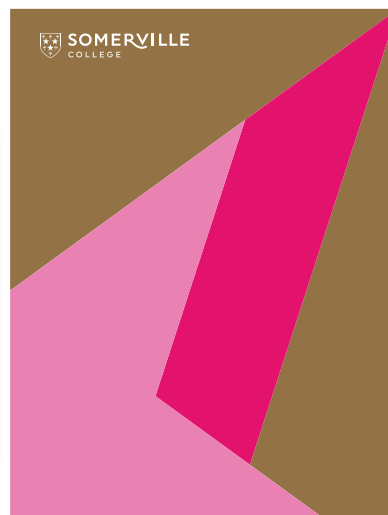
The 'star' device derives from the stars within the Somerville Crest. Using colours from the Somerville colour palettes, star shapes of varying sizes can be layered over each other, used transparently to create further shades, and arranged to create visual interest. The device helps break up areas of flat colour by creating interesting geometric divisions of the communication canvas.

The star shape can be used so the stars are recognisable, or scaled up to create more abstract divisions of the page. The resulting patterns can be also used in combination with photography pattern and texture, to add interest to layouts.



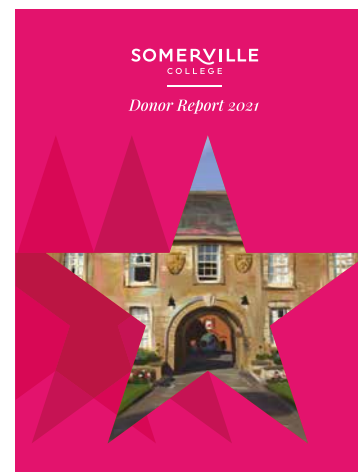
Somerville Star Motif

**Examples of the Star Motif
using flat colour...**



Somerville Star Motif

Examples of the Star Motif incorporating imagery...



IMAGERY

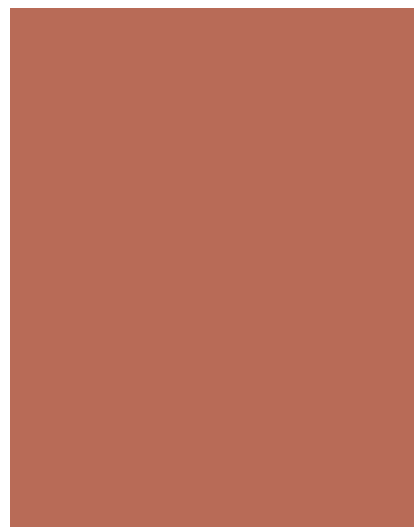
Images used in Somerville communications fall broadly into the following categories:

- Images of students and faculty
- Images of our buildings/campus
- Images of events

Where choosing imagery of students... look for ways to use the images in interesting and impactful ways. This could include cutting elements out of their background and placing on flat colour, using colour overlays and transparencies, etc.

Please use high resolution, professional images where possible to ensure a standard quality of output. Photos can be sourced from the Communications Team who hold a large bank of images.

Images using people should not be used unless they comply with GDPR regulations. The Communications Team can provide approved images of Students and Faculty.



Copy to follow



SOMERVILLE
'SUB-BRANDS'

Somerville Alumni brand

Copy to follow



Applications

STATIONERY ITEMS

Letterheads

Somerville letterheads features the Centred Brand Marque, with the office/department placed below. Address information sits at the foot of the layout.

Contact the Communications Team for templates.

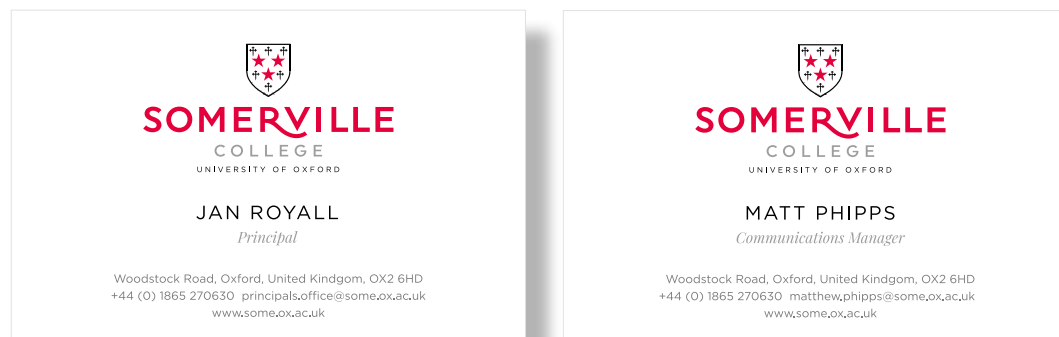


SOMERVILLE COLLEGE, UNIVERSITY OF OXFORD
Woodstock Road, Oxford, United Kingdom, OX2 6HD
+44 (0) 1865 270630 principals.office@some.ox.ac.uk www.some.ox.ac.uk

BUSINESS CARDS

Business Cards

Contact the Communications Team for templates.



EMAIL SIGNATURES

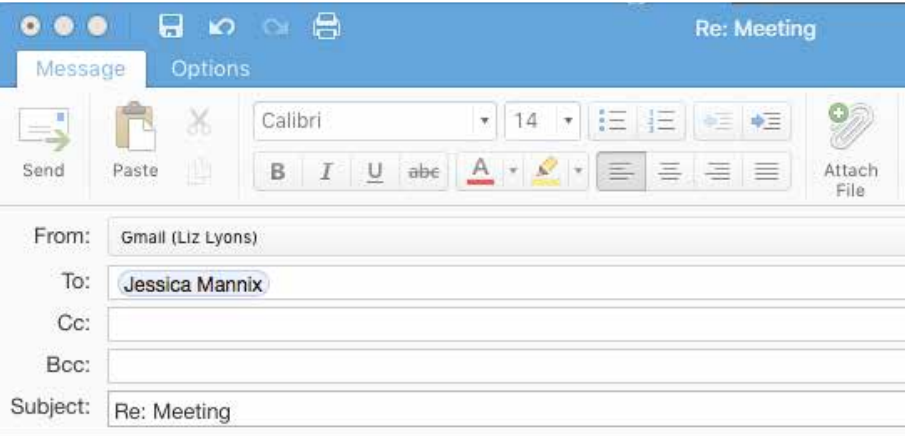
Email signatures

Contact the Communications Team for templates.



- Arial Bold
- Arial Regular italic
- Arial Regular

Matt Phipps
Communications Manager
Somerville College, University of Oxford
Woodstock Road, Oxford OX2 6HD
www.some.ox.ac.uk @SomervilleOx



Hi Matt

Thanks so much for a very productive meeting today.
I will forward a contact sheet with next steps shortly.

Best wishes

Matt



Matt Phipps
Communications Manager
Somerville College, University of Oxford
Woodstock Road, Oxford OX2 6HD
www.some.ox.ac.uk @SomervilleOx

