IMPERIAL COLLEGE LONDON

Visual identity guidelines
May 2023

❯ **The Logo**
Colour Palette
Typeface

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The Imperial College London logo

Our logo is the most valuable asset of our visual identity and an instantly recognisable symbol of the organisation on a global scale. It's a word marque and reflects who we are in a strong, confident and clear manner. Please ensure that you have read all the guidelines provided below before using the logo. To the right, you can see how our logo can be applied to a range of different backgrounds.

Remember:
- Always use the original Imperial logo artwork, completely unaltered.
- Never create your own 'Imperial College London' logo.
- Do not create logos for parts of the College or for projects.

For any queries regarding logo use, please contact **style.guide@imperial.ac.uk**

Using the logo
The logo should be used in a clearly protected space. It should not be distorted, stretched, or squeezed, nor recreated in any other typeface. These elements are of a fixed size and position relative to one another and should not be altered in any way. Never attempt to recreate the logo and always use the master artwork supplied.

The font used in the logo should be used only in the logo. It is NOT the font Meta.

Except for business stationary and signage, the two-toned version of the logo is no longer used. The solid logo is the version to be used on all current publications.

Single

Imperial Blue
(PMS 541) on white

on light grey

on colour

Black

on white

on light grey

on colour

Reversed

on Imperial Blue (PMS 541)

on dark grey

on colour

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The Imperial College London logo

Logo sizes
These logo sizes are suggested for the most commonly used paper sizes for either portrait or landscape formats. Please note, the logo does not increase in size if your publication is in landscape format.

If your item's size is not shown below, calculate the size of the logo as one-third of the width of the item in its portrait format.

A2   140 mm
A3   99 mm
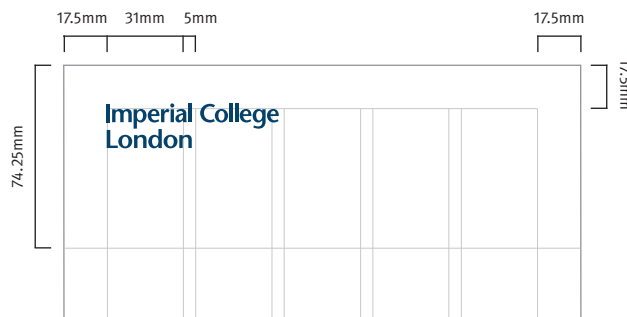A4   70 mm
A5   50 mm
A6   47 mm
DL   47 mm

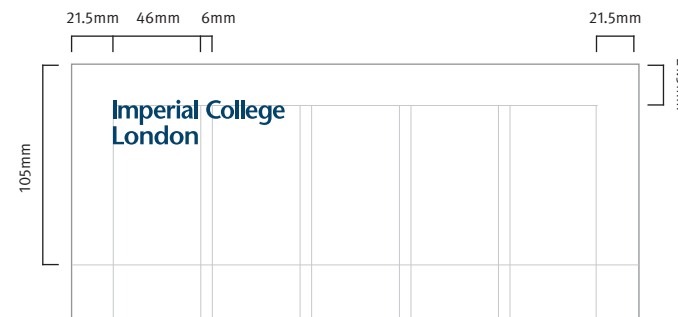# Imperial College London

Measure across width

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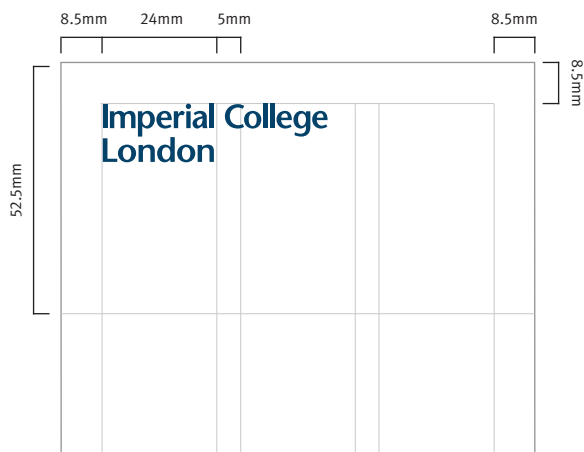
Logo positioning
When positioning the logo on the page or other print product, always place the logo in the top left. Ensure the margins and the logo are set to the dimensions specified here.
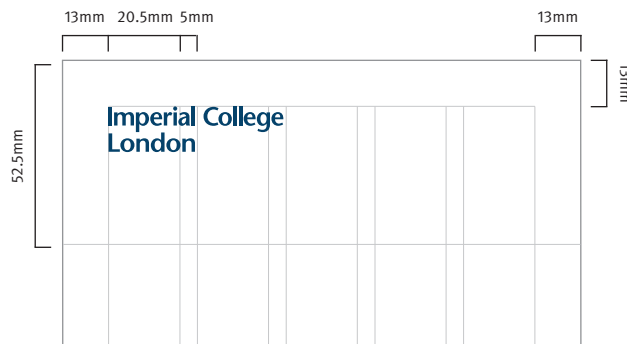

A4 portrait grid
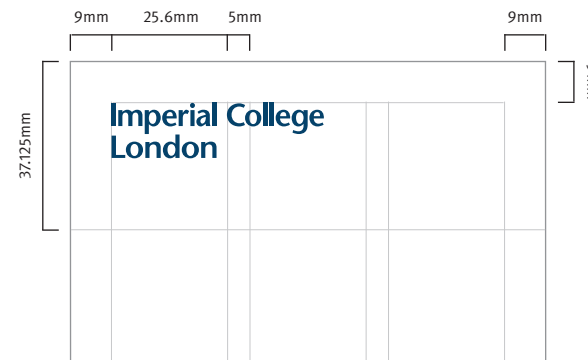Dimension: 210x297 mm
Logo size: 70 mm

A3 portrait grid
Dimension: 297x420 mm
Logo size: 90 mm

DL portrait grid
Dimension: 99x210 mm
Logo size: 47 mm

A5 portrait grid
Dimension: 148x210 mm
Logo size: 50 mm

A6 portrait grid
Dimension: 105x148 mm
Logo size: 47 mm

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The Imperial College London logo

Logo clear zone
In order to display the College logo to its best effect and ensure maximum impact, a clear zone surrounding the logo has been defined. This is the minimum distance to be kept clear of all other type, graphic elements, rules and detailed areas within images.

If possible, leave more than the minimum.

Do not stretch, distort, alter or recreate the logo in any way.

Incorrect logo use
The logo must never be distorted or changed, for example, by altering the colour. The correct logo must be used at all times.

Some examples of incorrect logo use are provided to the right.

Dual branding, co-branding and sub brands
For information on co-branding or dual branding with external organisations, and use of the official College sub-brands, please contact style.guide@imperial.ac.uk, or visit: www.imperial.ac.uk/brand-style-guide

Logo clear zone

Incorrect logo use

Never reproduce the logo as Imperial blue or black on a dark background.

Never change the shape or distort the logo.

Never contain the logo within a shape.

Never change the proportions of the logo.

Never recreate or change the logo or an approved sub brand.

Never use the words Imperial College without the word London.

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Colour palette

Colour is a vital element of Imperial's brand. It helps us stand out and maintain unity when balanced with strong photography and consistent typography. The palette is an extension of who we are and the vibrant community we inhabit. Colour is a fundamental part of our visual language.

Our colour palette features a series of striking, vivid colours inspired by the bold architecture and forward thinking atmosphere of Imperial.

The colour palette has been split into a series of mini palettes which complement individual logos. These are outlined on the following pages. These colours should be matched accurately to ensure they are applied consistently.

A note on accessibility
The colour contrast between font colour and background colour, both on the web and in print, can impact on legibility, especially for those with a visual impairment. When designing your publication or other materials, ensure text is legible against the background and avoid having text run over images. If you have any queries about colour choice, contact **style.guide@imperial.ac.uk**.

Build consistency

The consistent colour running through all College communications are the Imperial Blues. It is critical in maintaining consistency.

Navy	
CMYK	100.55.0.85
PMS	539
RGB	0.33.71
HEX	#002147

Imperial Blue	
CMYK	100.61.0.45
PMS	541
RGB	0.62.116
HEX	#003E74

Neutral tints

Light Grey	
CMYK	0.0.0.15
PMS	COOL GREY 2
RGB	235.238.238
HEX	#EBEEEE

Cool Grey	
CMYK	10.10.10.40
PMS	COOL GREY 7
RGB	157.157.157
HEX	#9D9D9D

Light Blue	
CMYK	15.0.0.0
PMS	642
RGB	212.239.252
HEX	#D4EFFC

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Colour palette: Cool

Build excitement

The supporting colours offer a range of options to enhance communications, create impact, and develop interest.

Blue		Process Blue		Pool Blue	
CMYK	100.70.0.0	CMYK	100.8.0.5	CMYK	75.0.0.0
PMS	293	PMS	PROCESS BLUE	PMS	306
RGB	0.110.175	RGB	0.133.202	RGB	0.160.200
HEX	#006EAF	HEX	#0091D4	HEX	#00A0C8

Dark Teal		Teal		Seaglass	
CMYK	100.0.25.50	CMYK	100.0.25.0	CMYK	75.0.25.0
PMS	3155	PMS	3135	PMS	3115
RGB	15.130.145	RGB	0.142.170	RGB	55.159.159
HEX	#0F8291	HEX	#009CBC	HEX	#379F9F

Dark Green		Kermit Green		Lime	
CMYK	100.0.100.15	CMYK	70.0.100.0	CMYK	35.0.100.0
PMS	348	PMS	368	PMS	382
RGB	2.137.59	RGB	102.164.10	RGB	196.214.0
HEX	#02893B	HEX	#66A40A	HEX	#BBCE00

NOTE: The colours are intended to be used at their full intensity and should never be tinted or altered.

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Colour palette: Warm

Orange

CMYK 0.76.100.0
PMS 166
RGB 210.64.0
HEX #D24000

Tangerine

CMYK 0.45.100.0
PMS 151
RGB 235.115.0
HEX #EB7300

Lemon Yellow

CMYK 0.10.100.0
PMS 109
RGB 255.216.1
HEX #FFDD00

Brick

CMYK 20.100.100.20
PMS 207
RGB 165.25.0
HEX #A51900

Red

CMYK 0.100.100.0
PMS WARM RED
RGB 221.37.1
HEX #DD2501

Cherry

CMYK 0.100.62.0
PMS 199
RGB 213.0.50
HEX #E40043

Raspberry

CMYK 0.100.16.40
PMS 221
RGB 145.0.72
HEX #9F004E

Magenta Pink

CMYK 0.100.9.4
PMS RUBINE RED
RGB 200.30.120
HEX #C81E78

Iris

CMYK 60.100.20.15
PMS 2612
RGB 119.37.131
HEX #751E66

Violet

CMYK 34.100.0.0
PMS 2405
RGB 150.0.120
HEX #960078

Plum

CMYK 100.100.0.3
PMS 2105
RGB 50.30.109
HEX #321E6D

Purple

CMYK 88.86.0.0
PMS 2098
RGB 101.48.152
HEX #653098

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Colour palette: Website colour themes

Imperial's website content management system provides the option to customise your section of the Imperial website with a colour theme.

Each of these 'custom themes' is made up of a maximum of four colours. These are defined as 'Primary', 'Secondary', 'Tertiary' and 'Accent'. The colours are applied automatically to the content. The colour combinations are provided here in case you wish to match your print publication or other offline product with your website's colour theme.

	Primary	Secondary	Tertiary	Accent
Pink theme	Magenta Pink	Violet	Plum	Purple
Green theme	Dark Green	Dark Teal	Blue	Kermit Green
Red theme	Brick	Orange	Imperial Blue	Tangerine
Blue theme	Blue	Imperial Blue	Dark Teal	Pool Blue
Teal / Blue / Plum theme	Dark Teal	Blue	Plum	Seaglass
Violet / Blue / Navy theme	Violet	Blue	Navy	Pool Blue
Orange / Green / Imperial Blue theme	Orange	Dark Green	Imperial Blue	Pool Blue
Brick / Navy / Teal theme	Brick	Navy	Dark Teal	Tangerine

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Typeface

Our corporate typeface is Meta—a modern, distinctive and versatile font that communicates with confidence and authority. Along with our logo and colour palette, our typeface helps create cohesion between multiple communication tools. A variety of weights and styles allowing for scope and creativity in application.

Use of the following weights is permitted:

Normal
Normal Italic
Medium
Medium Italic
Bold
Bold Italic

Used in exceptional cases:

Light
Light Italic
Black
Black Italic

Meta Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890