IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

› **The Logo**
Colour Palette
Typeface

1

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

Imperial College London

on light grey

Imperial College London

on colour

Imperial College London

Black

on white

Imperial College London

on light grey

Imperial College London

on colour

Imperial College London

Reversed

on Imperial Blue (PMS 541)

Imperial College London

on dark grey

Imperial College London

on colour

Imperial College London

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

› **The Logo**
Colour Palette
Typeface

2

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

› **The Logo**
  Colour Palette
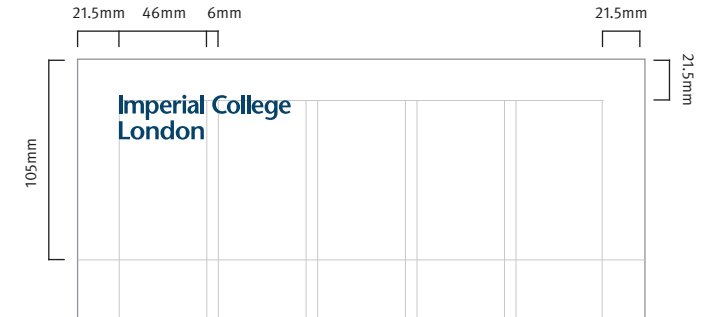 **Typeface**

3

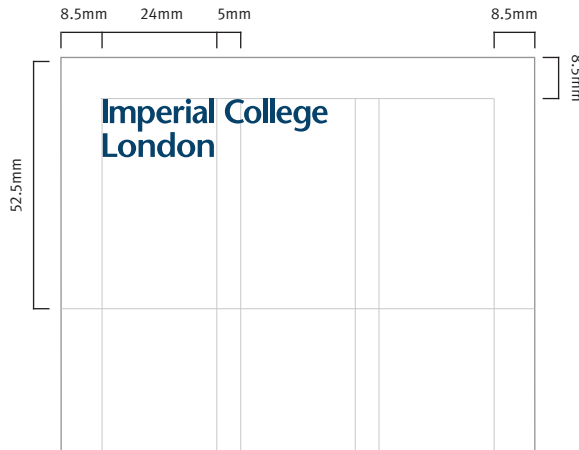# The Imperial College London logo

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
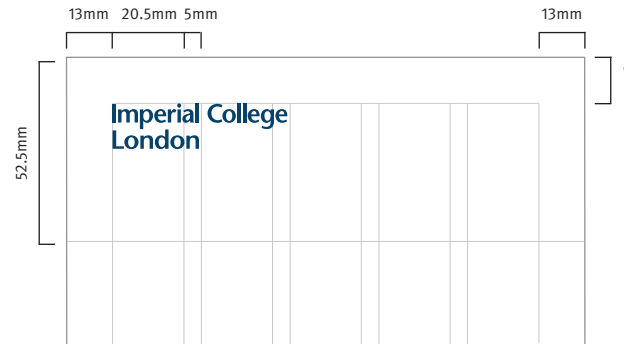are set to the dimensions specified here.
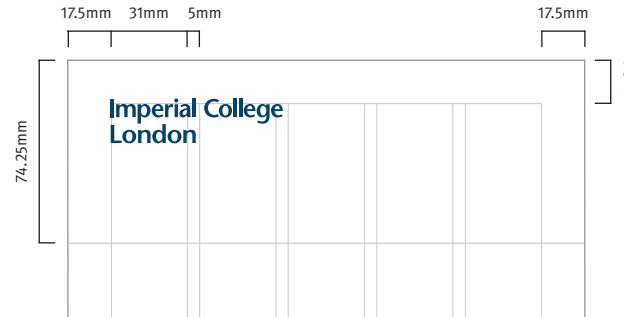
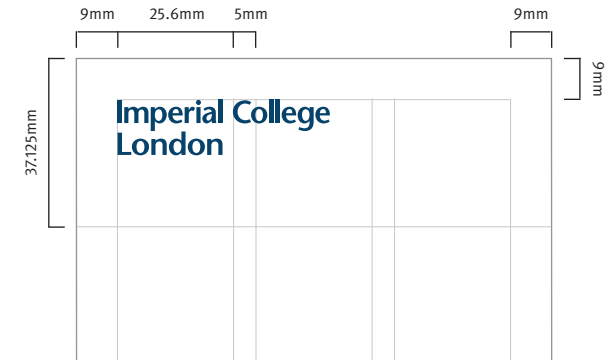A4 portrait grid
Dimension: 210x297 mm
Logo size: 70 mm

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

› The Logo
Colour Palette
Typeface

4

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.

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

The Logo
> **Colour Palette**
Typeface

5

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

The Logo
› Colour Palette
Typeface

Colour palette: Cool

Build excitement

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

Blue

CMYK 100.70.0.0
PMS   293
RGB   0.110.175
HEX   #006EAF

Process Blue

CMYK 100.8.0.5
PMS   PROCESS BLUE
RGB   0.133.202
HEX   #0091D4

Pool Blue

CMYK 75.0.0.0
PMS   306
RGB   12.161.205
HEX   #00ACD7

Dark Teal

CMYK 100.0.25.50
PMS   3155
RGB   15.130.145
HEX   #0F8291

Teal

CMYK 100.0.25.0
PMS   3135
RGB   0.142.170
HEX   #009CBC

Seaglass

CMYK 75.0.25.0
PMS   3115
RGB   55.159.159
HEX   #379F9F

Dark Green

CMYK 100.0.100.15
PMS   348
RGB   2.137.59
HEX   #02893B

Kermit Green

CMYK 70.0.100.0
PMS   368
RGB   102.164.10
HEX   #66A40A

Lime

CMYK 35.0.100.0
PMS   382
RGB   196.214.0
HEX   #BBCE00

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

The Logo
› Colour Palette
Typeface

7

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	236.115.0
HEX	#EC7300

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

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

The Logo
› Colour Palette
Typeface

8

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

IMPERIAL COLLEGE LONDON

Visual identity guidelines
January 2016

The Logo
Colour Palette
› **Typeface**

9

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

Meta Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890