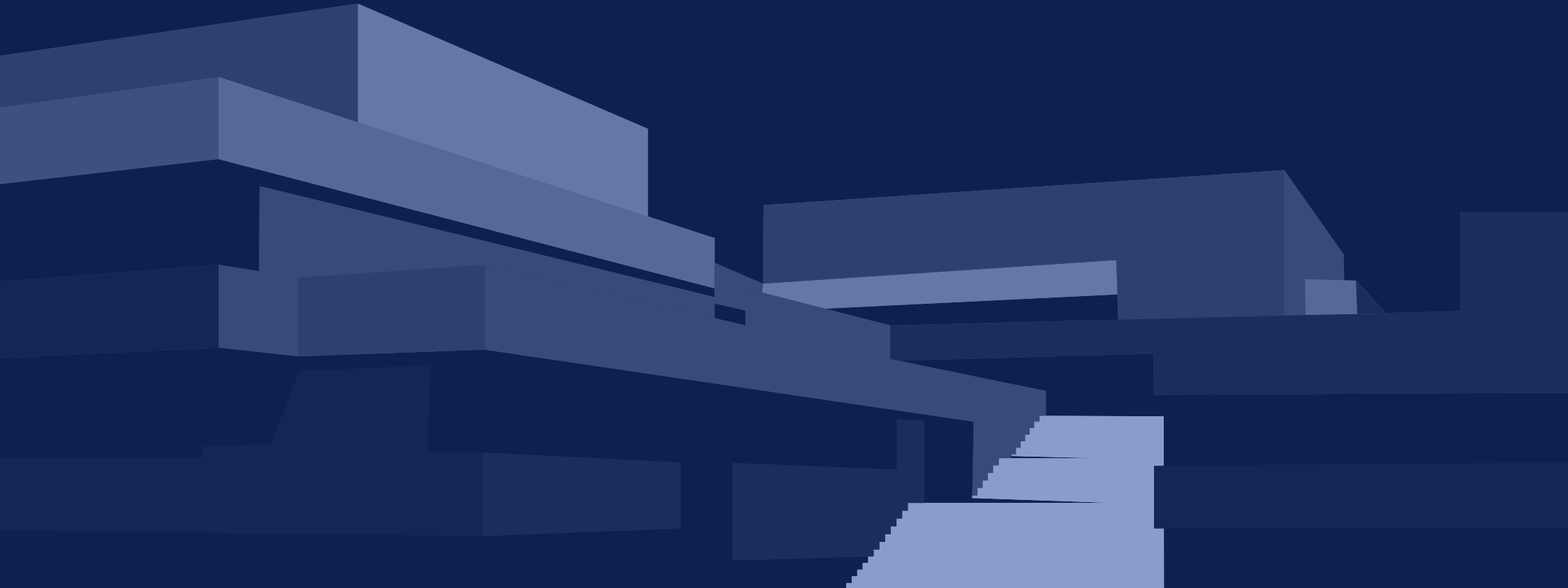




The Faculty of Law University of Oxford

Brand Identity Guidelines

Sept 2022



Logo

The logo is the main visual element of the Faculty of Law's identity.

It should always be applied consistently wherever it appears and in most cases alongside the university's logo.

 [Logo Pack \(download\)](#)



Logo

The logo must be presented consistently.

One variation of the logo is acceptable in special circumstances, when used as an icon, avatar or profile image; on social media channels for example.

 [Logo Pack \(download\)](#)



Print



Digital



Socials

Logo

If presented on a dark or photographic backgrounds, a thin white line may be added to lift it from its background.

 [Logo Pack \(download\)](#)



Logo scale and size

A consistently sized logo is important. This is ensured by using the grid as a guide.

Using the grid the logo should occupy a width of 1/4 of portrait and landscape formats.

Minimum size:

The logo should never be presented below 20mm. Smaller than this and it becomes illegible.



Social Media and Other Exceptions

When used on social media or other digital channels (where the logo is likely to be seen on smaller devices) an exception is made to the logos design. This is to account for accessibility and legibility.

This version of the logo should only be used by the Communications Team or a design professional.

Sizing guidelines may be ignored when the logo is being used as a featured image - such as the postcard pictured (right).



Logo Misuse

Reproducing or altering the logo's appearance in any way is harmful to the Faculty's brand and should not be done under any circumstances.

Stacking, re-proportioning, stretching, rotating, recolouring, changing the font, amending the pictorial element or desaturating (into black and white) - is unacceptable.



Brand Colours

When used on social media or other digital a HEX value (#) or RGB is used. Pantone and CMYK are applied to printed materials.

Oxford Blue:

C:100 Pantone 282
M:80
Y:0 R:0 G:33 B:71
K:60 #0E2050



Rex Mid Purple:

C:37 Pantone 222
M:100
Y:33 R:114 G:0 B:62
K:46 #72003E



Tommy Deep Purple:

C:81 Pantone 2617
M:100
Y:26 R:88 G:0 B:103
K:15 #580067



Desmond Red:

C:18 Pantone 186
M:100
Y:100 R:189 G:21 B:33
K:09 #BD1521



Pink Doreen:

C:09 Pantone 1935
M:100
Y:48 R:214 G:11 B:82
K:02 #D60B52



Yellow Brick Road:

C:00 Pantone 144
M:55
Y:96 R:248 G:137 B:00
K:00 #F88900



Cyril Stop Sign:

C:00 Pantone 179
M:90
Y:85 R:230 G:51 B:42
K:00 #E6332A



Republic Green:

C:91 Pantone 357
M:36
Y:100 R:03 G:94 B:35
K:32 #035E23



Angela's Orange:

C:00 Pantone 1665
M:80
Y:94 R:233 G:78 B:27
K:00 #E94E1B



White:

Applying the brand colours

It may be tempting to use many colours from the brand colour palette. While there is no fixed rules for applying brand colours to design layouts, it is suggested to select a small amount of colours and stick to the colours that have been selected to represent the Faculty's visual identity (page 8).

Use the colours tastefully and where possible, select bright colours on dark backgrounds and darker tones on lighter backgrounds.

If in doubt, contact the Communications Team.



Yellow Brick Road:
 C:00 Pantone 144
 M:55 R:248 G:137 B:00
 Y:96 #F88900
 K:00



Cyril Stop Sign:
 C:00 Pantone 179
 M:90 R:230 G:51 B:42
 Y:85 #E6332A
 K:00



Oxford Blue:
 C:100 Pantone 282
 M:80 R:0 G:33 B:71
 Y:0 #0E2050
 K:60



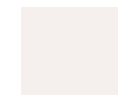
Desmond Red:
 C:18 Pantone 186
 M:100 R:189 G:21 B:33
 Y:100 #BD1521
 K:09



Rex Mid Purple:
 C:37 Pantone 222
 M:100 R:114 G:0 B:62
 Y:33 #72003E
 K:46



Tommy Deep Purple:
 C:81 Pantone 2617
 M:100 R:88 G:0 B:103
 Y:26 #580067
 K:15

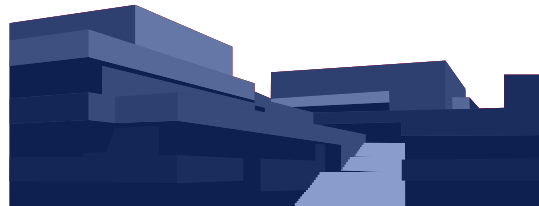
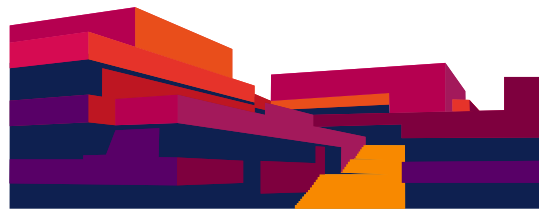


Off White:

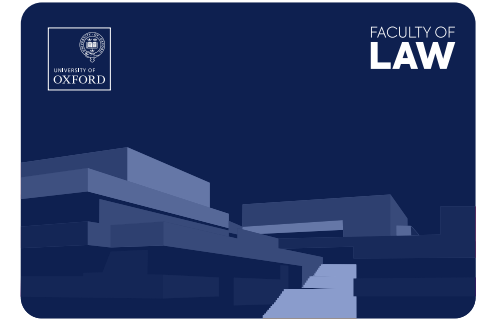
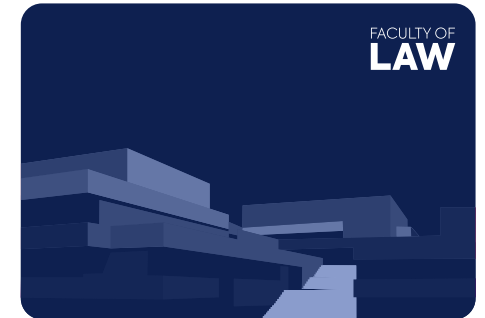
Brand Elements and Application

A toolbox of visual elements have been created and provided for use wherever the Faculty's identity is being communicated.

 Brand Pack (download)



FACULTY OF ^{*}LAW
FACULTY OF LAW



* Do not use a shadow or any other effect.

Combining the brand elements in a design

Creating engaging and effective layouts can be challenging. Using too many colours or brand elements can make the design cluttered and busy-looking. The correct approach is to try to use the minimum amount of elements possible to communicate your message.

If in doubt, contact the Communications Team.



Brand elements used:

Raleway-Bold.ttf

Minion-Pro-SemiBold.otf

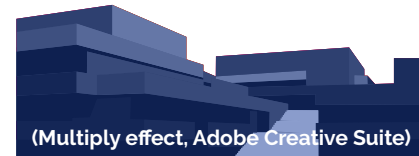


White:



Oxford Blue:

C:100 Pantone 282
M:80
Y:0 R:0 G:33 B:71
K:60 #0E2050



Print Examples

When used on social media or other digital a HEX value (#) or RGB is used. Pantone and CMYK are applied to printed materials.



Digital Examples

When used on social media or other digital a HEX value (#) or RGB is used. Pantone and CMYK are applied to printed materials.



Brand Fonts

Wherever possible, use the correct font both internally and when representing the Faculty externally. Type may be italicised if done so correctly.

If you do not have these fonts, you can download them here:

 [Raleway \(all fonts\)](#)

 [Minion \(all fonts\)](#)

Raleway (ExtraBold) Headings and headlines

AÀÁÃÄÅBCÇDEÈÉÊËFGHIÌÍÎÏJKLMNOÒÓÔÕÖØPQRSTUÙÚÛÜVWXYÝ
Zaàáâãäåbcçdeèéêëëfgghiiíîïjklmnoòóôõöøpqrstuùúûüvwxyýz123
4567890- = ! @ \$ % ^ & * () # { [] } ; : ' " \ | , < . > / ?

Raleway (Bold) Headings and headlines



AÀÁÃÄÅBCÇDEÈÉÊËFGHIÌÍÎÏJKLMNOÒÓÔÕÖØPQRSTUÙÚÛÜVWXYÝ
Zaàáâãäåbcçdeèéêëëfgghiiíîïjklmnoòóôõöøpqrstuùúûüvwxyýz123
4567890- = ! @ \$ % ^ & * () # { [] } ; : ' " \ | , < . > / ?

Raleway (SemiBold) Headings and headlines

AÀÁÃÄÅBCÇDEÈÉÊËFGHIÌÍÎÏJKLMNOÒÓÔÕÖØPQRSTUÙÚÛÜVWXY
ÝZaàáâãäåbcçdeèéêëëfgghiiíîïjklmnoòóôõöøpqrstuùúûüvwxyýz12
34567890- = ! @ \$ % ^ & * () # { [] } ; : ' " \ | , < . > / ?

Brand Fonts

If you do not have these fonts, you can download them here:

-  [Raleway \(all fonts\)](#)
-  [Minion \(all fonts\)](#)

Minion Pro (Medium)
Paragraph, digital and everyday

A À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý
Z a à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü v w x y z 1 2 3 4 5 6 7 8 9 0 -
= ! @ \$ % ^ & * () # { [] } ; : ' " \ | , < . > / ?

Minion (Regular)
Paragraph and digital

A À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý
Z a à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü v w x y z 1 2 3 4 5 6 7 8 9 0 -
= ! @ \$ % ^ & * () # { [] } ; : ' " \ | , < . > / ?

Enquiries

All enquiries and permissions regarding our brand or brand elements should be addressed to the communications department:

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