VISUAL IDENTITY GUIDELINES

the SCHWARZMAN
CENTRE *for*
the HUMANITIES

UNIVERSITY OF
OXFORD

Contents

The Schwarzman Centre for the Humanities | University of Oxford

For nearly a thousand years, Oxford has stood as the world's most important academic institution for study and understanding of the humanities.

History, art, archaeology, language and literature, music, drama, theology, philosophy, religion—together they represent our shared human story, the heritage of our collective civilization, our cultural DNA. The humanities shape our identity, define our history, and articulate our ambitions.

Yet the humanities are of limited value if knowledge remains sequestered solely for the benefit of scholars and students. A strengthened humanities program, united in a new home, will propel teaching, research, and engagement to new heights.

The Schwarzman Centre will bring together students, faculty, and visitors in an inspirational setting for research, teaching, and public engagement on an unprecedented scale for an academic institution. A crucible of cross-disciplinary research, this new home for the humanities will help us unlock new insights, engage new audiences, and meet new challenges.

The Centre will also create a national and international focal point for Humanities research and leadership, as well as a platform for closer partnership not only with other prominent institutions, academics, and artists, but also with our local community, and through digital extensions, the world.

The Bodleian Libraries will support learning, teaching, and research objectives through greatly enhanced access to Oxford's unique collections—for the benefit of scholarship and society.

The Schwarzman Centre provides a dynamic new nexus of academic, cultural, and ethical inquiry to focus Oxford's incredible intellectual resources on the task of understanding and expressing our human voice in the twenty-first century.

UNIQUE VISUAL IDENTITY AS A PARTNER BRAND

The University of Oxford is one of the world's leading academic institutions and one of the oldest, with a unique heritage that dates back to the 11th century. Today its reputation, like its longevity, reflects a deep and abiding commitment to excellence in every area of teaching and research.

As a result of that commitment, the University enriches international, national, and regional communities in countless ways: through the fruits of its research and the skills of its alumni, through sharing academic and cultural resources, and by publishing outstanding materials in many formats for learning and study.

The Schwarzman Centre is a partner brand that must follow rules as specified in the Oxford Blue visual identity guidelines. The Schwarzman Centre mark will always appear to the left of the Oxford logo.

This visual identity is the graphic expression of what the Schwarzman Centre is and what it represents. It plays a major role in promoting a consistent and positive image of the Schwarzman Centre and its important work.

By applying these visual identity guidelines, we can all make our communications clear, consistent, and professional. Together, we will convey and promote the academic excellence and cultural significance of the Schwarzman Centre.

the SCHWARZMAN CENTRE *for* *the* HUMANITIES

UNIVERSITY OF OXFORD

Effective communications

Our brand is who we are and what we represent, while our visual identity allows us to express our brand and engage with a wide variety of audiences through effective communications.

It is essential that all our communications – whether in print, online, or in any other graphic medium – conform to the same visual identity. Only then can we be assured of presenting a unified brand in keeping with the international standing of the University.

To be successful our messages must follow three key principles:

Clarity

All our communications must be clear and consistent in terms of the visual and verbal messaging they convey. Such clarity and consistency ensures instant recognition of the Schwarzman Centre.

Impact

Strong visual icons such as the Schwarzman Centre logo and our distinctive colour, Schwarzman purple along with Oxford blue, deliver great visual impact that we can enhance through dramatic imagery, dynamic design and powerful language.

Inspiration

Over the centuries, the University of Oxford has achieved widespread recognition. As a partner of the University, the Schwarzman Centre must further develop and promote Oxford's academic and cultural standing, while inspiring a new generation.
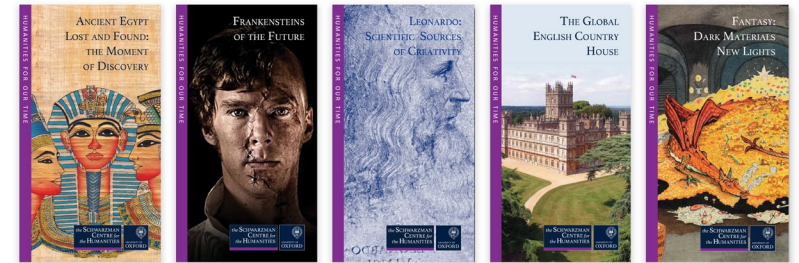
USING THESE GUIDELINES

The clear expression and instant recognition of the Schwarzman Centre brand depends upon the consistent application of key visual elements that combine to create a unique identity.

By providing examples of correct usage, this guide aims to clarify and simplify the process of selecting and positioning these key elements.

Therefore, as well as enabling us to achieve a strong visual identity, these guidelines will save time and resources as we seek to convey essential messages about the new Centre and its programs.

THE OXFORD LOGO

The cornerstone of any visual identity is its logo. The primary Oxford University mark is the quadrangle logo. This contains the name of the University together with the belted crest device.

OXFORD BLUE

No other university in the world is associated with such a well-known colour as Oxford blue: Pantone 282 provides the official colour reference for this distinctive dark blue.

SCHWARZMAN PURPLE

To complement Oxford Blue, the Schwarzman Centre employs "Schwarzman purple," Pantone 2593.

TYPEFACES

For clarity and consistency, the typeface for all professional communications, including commercially printed materials, is Athelas. For communications such as the text of letters and memos, the preferred alternative typeface is Arial or the Google font family Lora.

Colour name	Colour name
Oxford blue (Pantone 282)	Schwarzman Purple (Pantone 2593)

Process (CMYK)	Process (CMYK)
C=100 M=80 Y=0 K=60	C=57 M=95 Y=0 K=0

Screen (RGB)	Screen (RGB)
R=0 G=33 B=71	R=133 G=51 B=153

Screen (HEX)	Screen (HEX)
#011E41	#863399

Online branding toolkit:
www.oxfordna.org/sch/toolkit

THE SCHWARZMAN LOGO
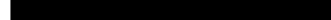
At the heart of our visual identity is the Schwarzman Centre logo. It should appear on all relevant publications, whether print or electronic, from letterheads to leaflets and from online banners to bookmarks.

As a partner brand, the Schwarzman logo (or "mark") sits to the left of the Oxford quadrangle logo. The exclusion zone between the two marks is 0.1x.

Examples of how these logos should be used for various applications appear in the following pages.

NOTE
The minimum height for the quadrangle logo and the rectangle logo is 24mm.

Main logo

Reverse logo

Main logo black only

Greyscale logo main

Greyscale logo reverse

THE SCHWARZMAN LOGO: KEYLINE

These versions of the Schwarzman logo have been modified with the addition of a white keyline border to enhance visibility.

They have been designed for use only on dark backgrounds, including dark photographic backgrounds, as in these examples where the keyline provides greater clarity.

NOTE
Do not use these keyline Oxford logos on white or light backgrounds where standard Oxford logos must be used.

Keyline Schwarzman logo

Keyline logos are for use only on dark backgrounds and dark or complex picture backgrounds

THE SCHWARZMAN LOGO: SMALL

Small versions of the Schwarzman logo, in both standard and keyline versions, are also available.

These small Schwarzman logos feature emboldened elements for clear reproduction at small sizes and therefore must used when space is too restricted to allow use of larger versions.

The maximum height for these small versions of the Schwarzman logo is 23mm. The minimum height for these small versions is 15mm.

NOTE
Do not use any small versions of the Schwarzman logo any higher than 23mm. The standard versions of the logo should be used for heights greater than 23mm.

Schwarzman logo: small standard

Schwarzman logo: small keyline

Small Schwarzman logos should only be used where space will not allow use of the standard logos.

THE OXFORD AND SCHWARZMAN LOGO: COLOURS

Wherever possible, the Oxford logo must appear in the University colour: Oxford blue (Pantone 282 and its CMYK and RGB equivalents). The Schwarzman logo must appear in Schwarzman purple (Pantone 2593 and its CMYK and RGB equivalents.) See page 4.

However, there are circumstances where the accurate reproduction of the logo in Oxford blue and Schwarzman purple is not possible. These include print media where only black ink is available, such as press advertisements, or black and white laser printing.

In these circumstances, the use of the logos in black is permitted. However, it is important to use the special black artwork versions, as use of the colour versions could result in a half-tone grey.

Special Pantone ink, CMYK, and black-only artwork is available for all versions of the logos.

University staff can download logo artwork files from the Downloads section of the online branding toolkit.

NOTE
Do not print letterheads in colour on a laser or inkjet printer as the colour of the Oxford and Schwarzman logos will not be correct. Please print in black using only the specific black artwork versions of the logo.

the SCHWARZMAN CENTRE *for* *the* HUMANITIES — UNIVERSITY OF OXFORD

Oxford and Schwarzman colours

the SCHWARZMAN CENTRE *for* *the* HUMANITIES — UNIVERSITY OF OXFORD

Black only

THE SCHWARZMAN LOGO: EXCLUSION ZONE

The Schwarzman logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.

The exclusion zone should be a minimum of 0.3x where 'x' is the height of the logo.

Similarly, the minimum distance from the cut or folded edge of any brochure or document to which the logo is applied should also allow a minimum gap of 0.3x.

There will be instances where the logo must be positioned further than this minimum distance from format edges to ensure well-balanced design.

0.3x

0.3x

the SCHWARZMAN CENTRE *for* the HUMANITIES

UNIVERSITY OF OXFORD

x

0.3x

0.3x

Exclusion zone

More than the 0.3x zone may be needed to ensure well-balanced design.

THE SCHWARZMAN LOGO: EXAMPLES

The placement of the Schwarzman logo will always require judgement by the designer.

Ideally the logo should be positioned top right, or lower right, although there may be times when placement on the left is the only sensible option.

When used on a cover item, central right placement is preferred.

Central placement of the logo should generally be avoided, unless there is no other option due to the narrow width of the item being branded.

Here are some examples of recommended placement for the logo.

Logo placement examples

THE SCHWARZMAN LOGO: WHAT NOT TO DO

The strength of the Schwarzman logo depends on its consistent application, which means that the correct logo artwork must always be used without any modifications or additions.

You should always retain the original proportions when resizing the logo to avoid distorting the image.

NOTE
High-resolution colour-correct logos are available for downloading from the online branding toolkit.

Correct use of logo

Incorrect use of logo

Here are some examples of how NOT to use the logo, featuring a variety of errors that debase our visual identity and ultimately damage our brand.

Do not use a colour block behind the main logo.

Do not stretch or condense the logo out of proportion

Do not modify or create extended versions of the logo

THE SCHWARZMAN LOGO: WHAT NOT TO DO

Do not change the colour, tint/fade, or create outline versions of the logo.

Do not use low-quality versions.

Do not add text within the exclusion zone.

Visit us online at www.oxfordna.org

Do not use the keyline version on light or white backgrounds.

Do not use the non-keyline version of the brand marks on dark backgrounds.

Do not extract the words from the logo to use in isolation.

High-resolution, colour-correct logos are available from the online branding toolkit.

OXFORD BLUE AND SCHWARZMAN PURPLE

The colour associated with the University is Oxford blue, and the colour associated with the Schwarzman Centre is Schwarzman purple, these colours are recognised worldwide as our identifying colours.

Oxford must match Pantone 282, and Schwarzman purple must match Pantone 2593 in the official colour chart (with the suffix C, U, or M depending on whether coated, uncoated, or matt coated paper stock is used for print items).

Pantone 282 and Pantone 2593 can be specified as special inks or created from these breakdowns of the process colours (CMYK) or screen colours (RGB) as required.

Oxford blue or black (where blue is not available), and Schwarzman purple are the only colours to be used for the logo.

Color reproduction

Colour name	Colour name
Oxford blue (Pantone 282)	Schwarzman Purple (Pantone 2593)

Process (CMYK)	Process (CMYK)
C=100 M=80 Y=0 K=60	C=57 M=95 Y=0 K=0

Screen (RGB)	Screen (RGB)
R=0 G=33 B=71	R=133 G=51 B=153

Screen (HEX)	Screen (HEX)
#011E41	#863399

Always specify the Pantone number or the equivalent CMYK print or RGB digital colour breakdowns.

COMPLEMENTARY COLOURS

A wide palette of preferred colours has been selected to complement Oxford blue (Pantone 282) and Schwarzman purple (Pantone 2593). This is not an exhaustive list and there may be times when another colour might be used, such as to complement a particular photo.

These complementary colours can be used for a wide variety of graphic design elements including backgrounds and typography.

For practical reasons, the colours in this table have been printed in CMYK (rather than Pantone specific inks) while colour breakdowns are provided for CMYK (print) and RGB (online) use.

NOTE
Where you need to specify a Pantone colour for print, you must provide the appropriate suffix C, U, or M after the Pantone number, depending on whether the colour is to be printed on coated, uncoated, or matt coated paper stock.

Pantone no	Process (CMYK)	Screen (RGB)
Pantone 279	C=69 M=35 Y=0 K=0	R=72 G=145 B=220
Pantone 291	C=36 M=7 Y=2 K=0	R=158 G=206 B=235
Pantone 5405	C=78 M=51 Y=37 K=13	R=68 G=104 B=125
Pantone 549	C=65 M=27 Y=25 K=1	R=95 G=155 B=175
Pantone 551	C=36 M=12 Y=14 K=0	R=161 G=196 B=208
Pantone 562	C=88 M=34 Y=57 K=14	R=0 G=119 B=112
Pantone 624	C=55 M=23 Y=43 K=1	R=123 G=162 B=150
Pantone 559	C=27 M=7 Y=25 K=0	R=188 G=210 B=195
Pantone 578	C=30 M=6 Y=51 K=0	R=185 G=207 B=150
Pantone 580	C=20 M=4 Y=37 K=0	R=206 G=219 B=175
Pantone 583	C=39 M=17 Y=100 K=1	R=170 G=179 B=0
Pantone 585	C=16 M=3 Y=69 K=0	R=219 G=222 B=114
Pantone 587	C=12 M=2 Y=51 K=0	R=227 G=229 B=151
Pantone 7412	C=16 M=59 Y=96 K=2	R=207 G=122 B=48
Pantone 129	C=4 M=16 Y=84 K=0	R=245 G=207 B=71
Pantone 127	C=6 M=8 Y=66 K=0	R=243 G=222 B=116
Pantone 529	C=19 M=38 Y=0 K=0	R=200 G=162 B=204
Pantone 200	C=18 M=100 Y=83 K=8	R=190 G=15 B=52
Pantone 196	C=6 M=25 Y=10 K=0	R=235 G=196 B=203
Pantone Warm Gray 6	C=36 M=35 Y=38 K=1	R=167 G=157 B=150
Pantone Warm Gray 3	C=22 M=19 Y=23 K=0	R=199 G=194 B=188
Pantone Warm Gray 1	C=11 M=9 Y=12 K=0	R=224 G=222 B=217
Pantone 872 (Gold)	C=0 M=21 Y=60 K=30	not applicable
Pantone 877 (Silver)	C=51 M=40 Y=39 K=4	not applicable

TYPOGRAPHY

COMMERCIALLY PRINTED MATERIALS

The primary typeface for commercially printed materials is Athelas Regular. This typeface has been chosen for its clarity and readability and should be used on all printed materials including leaflets and brochures.

COMPLEMENTARY TYPEFACES

To allow for a greater degree of variety across the range of Centre communications, we are using an alternative complementary Google typefaces — Lora.

OFFICE TYPEFACES

Arial has been selected as an alternative sans serif typeface for internally produced communications because of its clarity and wide availability. Athelas or Arial should therefore be used for such items as stationery and reports. A complementary serif face, Lora, can also be used if required.

WEB TYPEFACES

The University's central webpages, including the homepage, use PT Sans. This is suggested as a web-friendly universal typeface that complements the Schwarzman Centre typeface Athelas.

Schwarzman typeface

Athelas Regular [@&£¥%1234]
regular, *regular italic*, **bold**, ***bold italic***

Complimentary typeface

Lora Regular [@&£¥%1234]
regular, *regular italic*, bold, ***bold italic***

Office typefaces

Athelas: Regular: *regular italic*, **bold**, ***bold italic***
Arial: regular, *regular italic*, **bold**, ***bold italic***
Lora: regular, *regular italic*, bold, ***bold italic***

Web typefaces

PT Sans: regular, *regular italic*, **bold**, ***bold italic***

STATIONERY TEMPLATES

There are established design Stationery templates and Business cards templates for the Schwarzman Centre for the Humanities stationery, including letterheads, labels, and envelopes. These templates are available to view and download from the online branding toolkit.

The Schwarzman logo is positioned to the top right of the letterhead, allowing sufficient space from the top and right-hand edges of the A4 sheet and North American paper size (8.5 x 11). A 2mm of Schwarzman purple anchors the bottom. The typeface for the text elements is Athelas Regular.

The format for business cards is landscape. A 2mm line of Schwarzman purple anchors the bottom. No logo appears on the front. On the back the logo is centered right.

Business cards can be produced on your behalf by the Reprographics Service in Wellington Square who hold the artwork template. Visit https://estates.admin.ox.ac.uk/print-studio.
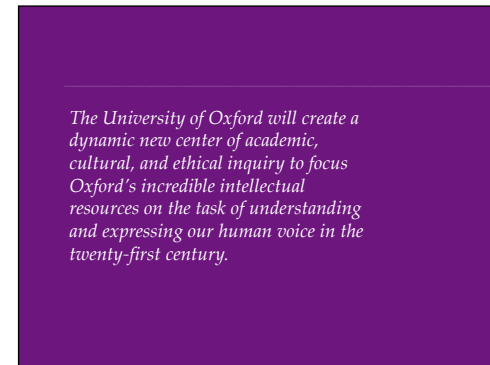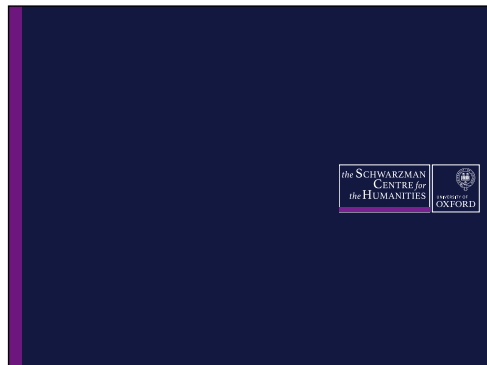
Stationery example

Business card
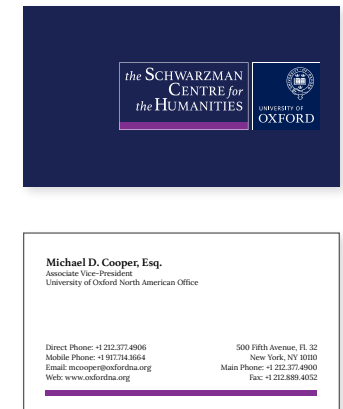
DIGITAL COMMUNICATION TEMPLATES

A range of design templates for the Schwarzman Centre for the Humanities digital communications is available, including standard email and PowerPoint templates. These templates can be viewed and downloaded from www.oxfordna.org/sch/toolkit.

PowerPoint Templates

The University of Oxford will create a dynamic new center of academic, cultural, and ethical inquiry to focus Oxford's incredible intellectual resources on the task of understanding and expressing our human voice in the twenty-first century.

THREE GOALS

The new Centre will help Oxford:

- Unlock New Insights
- Engage New Audiences
- Meet New Challenges

The University of Oxford will unite its centuries old Humanities program in a transformative new home that will help us unlock new insights, engage new audiences, and meet new challenges, including the ethical puzzles posed by artificial intelligence.

INVENTING THE FUTURE

The Renaissance, Age of Enlightenment, Information Age— at each of these crossroads, we have been called upon to re-examine what it means to be human.

Today, the stakes are higher than ever. Science and technology accelerate at a voracious pace. Yet, the more powerful the sciences grow, the more vital the humanities become.

With artificial intelligence, we find ourselves on the verge of a new Age of Enlightenment not unlike that Oxford scientists, philosophers, and poets helped the world navigate during the Scientific Revolution of the 17th century.

We must address not only the impacts of AI, but also the ethics of AI. The question is not whether AI will be used for good or evil; we already know that it will be used for good *and* evil.

Pioneering computer scientist Alan Kay once said that, "The best way to predict the future is to invent it."

No one is better positioned to invent the future than those who call Oxford home. With deep roots in the past, no institution is better placed than the University of Oxford to provide a bridge to the future.

Ethics in AI Program Goals

- We will probe the profound implications of AI and machine learning for our ethical paradigms and establish new frameworks for meeting new challenges.

- We will become a global leader and an effective advocate for the safety, fairness, and appropriate governance of AI systems in all their manifestations.

- We will ensure that AI impacts are analyzed in tandem with development of new technologies and applications, nurturing dialogue between AI creators, regulators, and users.

WRITING STYLE GUIDELINES

The University of Oxford Style Guide writing guidelines provides a reference tool for University staff who need to write and format documents and is part of the University's branding toolkit.

The Style Guide does not tell you how to write – but it does offer guidance on grammar and helps ensure consistency for such elements as punctuation and capitalisation.

The Style Guide is available online as an interactive PDF, where it is easy to search for information and cross-reference various topics. It can also be downloaded and printed off as required. www.ox.ac.uk/styleguide

Writing guidelines

Numbers

How to write numbers

Spell out whole-number words for one to ten; use figures for numbers above ten

- There were two people in the queue ahead of me, and six behind me.
- I need to buy Christmas presents for 12 people this year.

Use a combination of a figure and a word for very large round numbers (such as multiple millions/billions etc), or abbreviate it to 'm', 'bn' etc

- The population of the earth is now 7 billion people.
- The population of the earth is now 7bn people.
- The budget came in at just under £2m.

If there are a lot of figures in a paragraph or text, some above ten and some below, use figures throughout to allow easy comparison by readers

- There were 2 people in the queue ahead of me, and 22 behind me. The queues for other advisors had 10, 3 and 12 people.

Spell out words for 'first', 'second' and so on up to and including 'tenth'; use numbers and 'st'/ 'nd'/ 'rd'/ 'th' for larger ordinal numbers. Don't use superscript

- She was the first person from her school to get a place at Oxford.
- He got an upper second, to his relief.
- She got a 3rd class degree.
- The 17th president of the United States was Andrew Johnson.

Always use figures for percentages, measurements and currency. Use commas to punctuate large numbers

- He scored 10% of the available marks.
- The cost, at £5.99, was less than their overall budget of £50.
- The population of New York City is estimated to be 8,008,278.

Times

Use either the 12- or 24-hour clock – not both in the same text. The 12-hour clock uses a full stop between the hour and minute; the 24-hour clock uses a colon

- The lecture starts at 11.30am and ends at 1pm.
- The lecture starts at 11:30 and ends at 13:00.
- The lecture starts at 11.30am and ends at 13:00.

Use 'noon' or 'midnight' instead of '12', '12 noon' or '12 midnight'

- The closing date for applications is noon on 12 July.

Do not use 'am' or 'pm' with 24-hour times

- The lecture starts at 16:00pm.

If using the 12-hour clock, don't use additional '.oo' for times on the hour, and close up space between the number and the 'am' or 'pm'

- The lecture starts at 9am.
- The lecture starts at 11.30am and ends at 1pm.
- The lecture starts at 9.00am.
- The lecture starts at 9 am.

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University of Oxford Style Guide | Numbers

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Photography

Photographs have a vital role to play in many of the publications we produce. A photo can get a message across quickly and effectively, so it is important that it says what you need it to. Your choice of image in terms of its content, style, and mood depends on the impression you are trying to achieve and the message you wish to convey.

Because the Schwarzman Centre is currently in design development, you are encouraged to use photos that appear as duotones. A duotone photo conveys an idea (e.g. "music auditorium") without an unsupportable degree of specificity. This is especially important in fundraising proposals. For other purposes, such as advertising in-person or online events, colour photos are fine.

The duotone photos are printed as CMYK images. All images are converted to greyscale and then saved as a duotone using Pantone Purple as the second colour. Before saving as a .jpg, the file should be converted to CMYK.

High-quality renderings (and eventually photographs) of the Schwarzman Centre will be available at Oxford University Images bank with new images being added on a regular basis. These photographs are available to departments and colleges for free or at heavily discounted rates for use in publications and on the web. (www.oxforduniversityimages.com).

The digital file sizes for print-based images must be much larger (300dpi) than those required for online display (72dpi). Please make sure you use the correct image resolution for effective reproduction.

Oxford university images

CEREMONIAL BELTED CREST

The belted crest is a traditional device featuring elements from the arms of the University including three crowns and an open book with the motto 'Dominus illuminatio mea' (the Lord is my light) contained within a buckled belt.

For ceremonial uses the belted crest can be used on its own. These include such items as invitation cards, certificates, place cards, and menus.

Three colours are permitted for the belted crest: Oxford blue, gold or white. The gold should ideally be a special metallic ink (Pantone 872). The four-colour breakdown for the colour gold is specified as: C=0 M=21 Y=60 K=30.

A black version of the belted crest exists but should only be used when setting up a document to be printed by the University Reprographics Office, when the logo is then printed in Oxford blue or gold, or for legal agreements.

Other, limited uses of the ceremonial crest will be considered on a case-by-case basis by the Design and Publications Office.
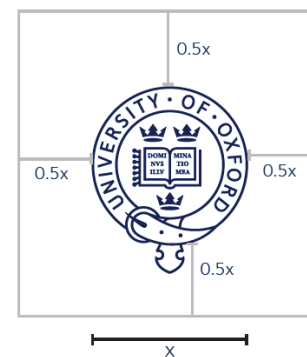
NOTE
Careful judgement should always be used when deciding whether to use the belted crest instead of the Oxford logo. If you are in any doubt about the appropriate use of the belted crest, contact the Design and Publications Office for guidance.

Colour variations

Exclusion zone

Example of use

ONLINE BRANDING TOOLKIT AND DESIGN SUPPORT

You must ensure that any design project you are involved in is carried out to a professional standard. That means it must be produced by experienced designers working with industry-standard design software.

Oxford University departments and colleges can take advantage of an internal design service that produces items such as brochures, leaflets, and posters as well as integrated print and digital campaigns.

Contact the Development Office for more information. There are also several US-based designers who are familiar with the Schwarzman brand and who have successfully delivered on-brand projects in the past. If you would like referrals, please contact the North American Office (sch@oxfrodna.org).

There is an online version of these visual identity guidelines at www.oxfordna.org/sch/toolkit.

This is where you will find templates, logos, and typefaces as well as links to Oxford University Images, and the Style Guide.

It is the first port of call for any projects carried out by external designers or anyone who produces their own print-based or online communications.

Online branding toolkit

Further information
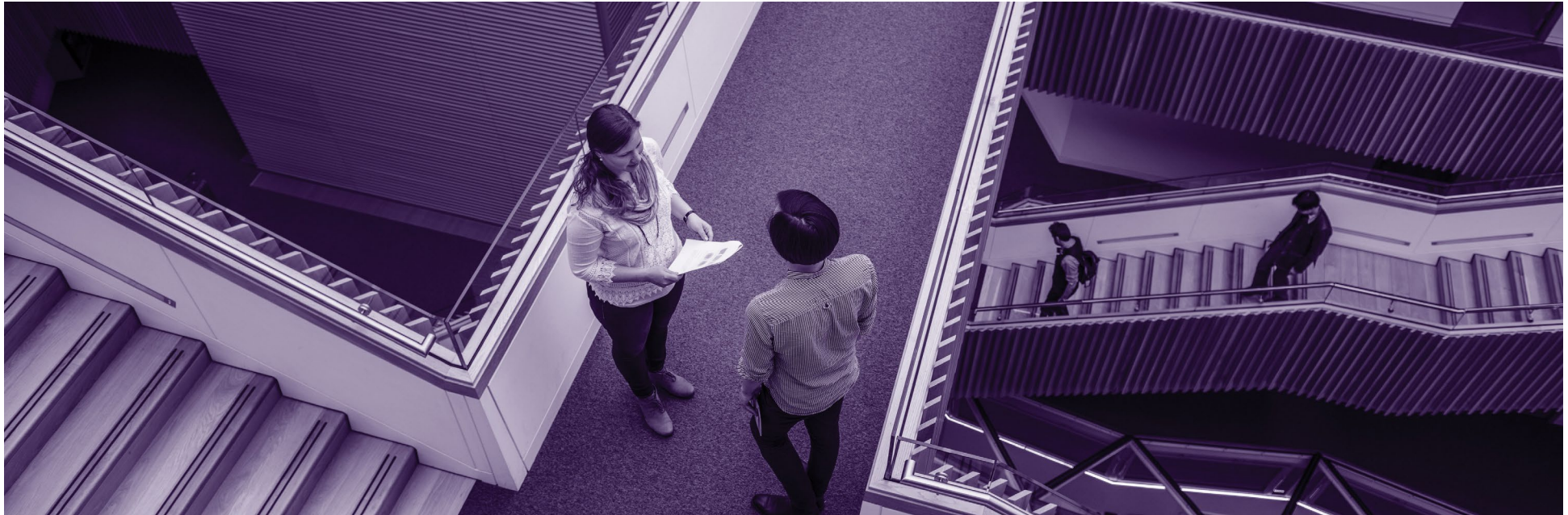
These visual identity guidelines have been produced by the University of Oxford North American Office, May 2020.

Please contact the Development team for any additional information.

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New York, NY 10110
sch@oxfordna.org
or call +1(212)377-4900

FSC ® Printed by Oxuniprint on paper from responsible sources. Please recycle after use.
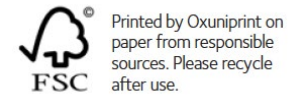
FEEDBACK

We hope these guidelines demonstrate how the visual identity elements can work together, in fresh and interesting ways, to create materials that reflect the Schwarzman partner brand.

Your feedback on how useful these guidelines have been would be most welcome.

Please email your comments to sch@oxfordna.org or send this page to the Design and Publications Office.