



BRAND GUIDELINES


Newbury College
Est. 1948

UCN UNIVERSITY
CENTRE
NEWBURY

WELCOME

Welcome to our brand guidelines. This guide explains some of the elements of the Newbury College and University Centre Newbury visual identities and details how to use them to create our ‘look and feel’ in a consistent and relevant way.

These guidelines will assist you in designing and producing coherent and compelling communications that will truly engage and inspire our audiences.

For more information please contact:

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OUR LOGOS

Our logos are the most visible elements of our identity – a universal signature across all communications. They should appear on all appropriate materials.



SINGLE BRANDING

Where content or materials are targeted to a specific audience or demographic, for example interview invitations, promotional items and social media channels, separate (single) branding can be used.

DUAL BRANDING

In most cases, the dual branding logos should be used.

SPACE AND SIZE

The size and placements of the logos should always be appropriate for the media or application. See more about sizing and placement on page 6).

The logos should have sufficient white space around them, this is known as the exclusion zone. The minimum required is the equivalent space taken by the **N** in **Newbury College**.



COLOUR

Both logos and the dual branded version come in full colour, black and white.



Use on white background - Full colour

This version of the logo should always be used when colour reproduction is required. This includes documents produced on colour printers or copiers, web sites, PowerPoint etc. The colour version **MUST** only be used on a white background. If the usage demands a colour reversal then the single colour 'white' version should be used.



Mono use on white background - Black

This version of the logo should be used where single colour reproduction is required. The entire logo is black and should always be 100 % black and never a tint.









Use on black/coloured background - White

This version of the logo should be used on all backgrounds other than white. The entire logo is white and should always be 100 % white and never a tint.

LOGO POSITIONING

For most applications, our logos should appear at these defined sizes on standard paper formats. These dimensions are applicable to either portrait or landscape orientation. For any other formats, choose the nearest size. For large scale applications or banners, scale up appropriately.

The logos should always appear in the top right-hand corner of documents when being used as the primary logos on a page.

A3	170mm		
A4	120mm		
A5	85mm		

Not to scale

LOGO MISUSE

The logos are available in a variety of formats that should be appropriate for most applications. This page provides an overview of common types of misuse to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logos.



Do not recreate the logos or change any elements of them.



Do not distort the logos.



Do not recolour the logos.



Do not use the logos without the word-marks.



No.1 in West Berkshire!

Do not add straplines or other wordmarks.



Do not add effects to the logos.



Do not modify or rearrange parts the logos.



Do not reorientate the logos.

COLOUR PALETTE

Using our core palette consistently will help us to create unique and distinctive brands. The balance of colour is an important characteristic to our brands' look and feel. As a general rule, our primary colour palette is used for illustrations and to create impactful highlights of colour.

RED 500

#F42941

R: 231 G: 49 B: 68
C: 0 M: 91 Y: 66 K: 0

BLACK

#000000

R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100

WHITE

#FFFFFF

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

PINK 500

#E62163

R: 231 G: 34 B: 100
C: 0 M: 95 Y: 36 K: 0

PURPLE 500

#823D8F

R: 131 G: 62 B: 144
C: 59 M: 86 Y: 0 K: 0

DEEP PURPLE 500

#594394

R: 90 G: 67 B: 149
C: 78 M: 81 Y: 0 K: 0

INDIGO 500

#4052A0

R: 65 G: 83 B: 160
C: 85 M: 71 Y: 0 K: 0

BLUE 500

#428DCB

R: 66 G: 141 B: 204
C: 73 M: 35 Y: 0 K: 0

LIGHT BLUE 500

#36A3DC

R: 55 G: 163 B: 220
C: 71 M: 19 Y: 0 K: 0

CYAN 500

#1CB7D0

R: 29 G: 184 B: 209
C: 71 M: 0 Y: 18 K: 0

TEAL 500

#009587

R: 0 G: 150 B: 136
C: 81 M: 17 Y: 53 K: 2

GREEN 500

#4CAF4F

R: 77 G: 175 B: 80
C: 70 M: 0 Y: 86 K: 0

LIGHT GREEN 500

#8CC04C

R: 140 G: 192 B: 77
C: 53 M: 0 Y: 84 K: 0

LIME 500

#CBD63E

R: 204 G: 215 B: 63
C: 28 M: 0 Y: 85 K: 0

YELLOW 500

#FFEB3C

R: 255 G: 236 B: 61
C: 3 M: 1 Y: 82 K: 0

AMBER 500

#FCBF0E

R: 252 G: 192 B: 14
C: 0 M: 27 Y: 93 K: 0

ORANGE 500

#F39619

R: 244 G: 151 B: 25
C: 0 M: 48 Y: 93 K: 0

DEEP ORANGE 500

#EA582D

R: 234 G: 89 B: 45
C: 0 M: 76 Y: 85 K: 0

GREY 500

#9E9E9E

R: 158 G: 158 B: 158

C: 39 M: 31 Y: 31 K: 10

BLUE GREY 500

#607D8A

R: 97 G: 125 B: 139

C: 64 M: 38 Y: 34 K: 16

BROWN 500

#795548

R: 121 G: 86 B: 73

C: 36 M: 57 Y: 57 K: 42

DARK BLUE

#12202E

R: 19 G: 33 B: 47

C: 96 M: 77 Y: 52 K: 66

GRADIENTS

Gradients are often used to support different areas of provision. These are examples of where these gradients have been used.

SCHOOL LEAVERS

RED 500 > ORANGE 500

FOUNDATION LEARNING

PINK 500 > PURPLE 500

ADULTS

TEAL 500 > LIGHT GREEN 500

HIGHER EDUCATION

INDIGO 500 > TEAL 500

TYPEFACE

Both Newbury College and UCN identities use simple, clear typefaces with accessibility in mind. FS Albert and Proxima Nova are our core typefaces. They have been chosen for their modern, clean-cut and legible qualities. For external publications, FS Albert should be used for body and article text, while Proxima Nova is used for titles and headings.

For internal communication or where these fonts are not available, Aptos, Calibri or Helvetica should be used as the typeface of preference.

FS Albert

FS Albert Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

FS Albert Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

FS Albert Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

FS Albert Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

Aptos

Aptos Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

Aptos Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:;'.,"?

Proxima Nova

Proxima Nova Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?

Proxima Nova Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?*

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?

Proxima Nova Extrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()::',."?



IMPORTANT

- Avoid the use of any fonts other than FS Albert, Proxima Nova or Aptos.
- Avoid the use of underlined or italicised text.
- Hyphenation should be avoided where possible.
- Keep typography simple.
- Do not overcrowd layouts and do not use too many type sizes.

TYPE STYLES

This page lists some commonly used type styles which are central to the Newbury College and UCN identities. Try to avoid using lots of different type styles and instead stick to using fewer styles to better effect. Good use of type styles will keep our communications clear and consistent.

Headings

Proxima Nova Extra Bold is always used and at a larger size than body copy. In colour documents the heading will usually be in one of the primary accent colours.

Subheadings

Proxima Nova Extra Bold is usually used at a size between that of the heading and body copy. In colour documents the subheading will usually be white text in a filled box matching the primary accent colour of the heading, but may be simple black or colour text.

Body text

FS Albert Regular is usually used at size 10pt, 11pt or 12pt*. Body text is almost always black, however certain sections of text may be highlighted using a different colour or changing the weight to bold.

*Clear Print specifications recommend 12pt as a minimum where possible.

Bullets

Bullet text should match the font weight, size and colour of the body text. The bullet symbol should be square.

Quotes

Quote text should match the font weight and size of the body text. Quote text is usually white on a coloured background. The subject's name and course/company/job-title should be a smaller size.

Footers

Footer text for small print or footer notes should be smaller than the body text.

HEADING

SUBHEADING

Sant volut offici doluptaquid qui volupture endis ex essunt eiomet rem eum esequatur remquiatur sin corepellandi to que peribuscium etur minctas arum si doluptat.

Is aliquas inelibus exped mintio illitib usapiet, sitasit, et harume secte cum quassitas ullore sed quae. Pa earchicte sit quid ma dem que latemodi:

- Bullet
- Bullet
- Bullet
- Bullet
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- Bullet
- Bullet
- Bullet
- Bullet



“ Ro qui doluptatur. Cae vide pra comnis atem num quati bearum adita quat faccaborem vitiam. ”

Person Name
Course

*Footer text

CLEAR PRINT

Printed documents should follow 'Clear Print' guidelines where possible to maximise legibility. As with all accessible information, it is impossible to cater for all users individual needs, however the following 'Clear Print' guidelines were developed by the RNIB to provide a good starting point that is widely understood.

- A minimum font size of 12pt.
- Use a font that is clear in its design, preferable a sans-serif typeface without too many flourishes. Avoid 'handwriting' or 'fancy' fonts.
- Space between the lines (leading) should be at least single spacing, preferably more.
- Text should be left aligned. Text that is centred or aligned on the right could be missed.
- Do not hyphenate words at the end of lines.
- Avoid using text on top of images; it is difficult to read and can be completely missed.

PLAIN ENGLISH

We want our materials and courses to be as accessible as possible. Please follow [Plain English guidelines](#) when writing content.

- **Keep your sentences short** - Clear writing should have an average sentence length of 15 to 20 words.
- **Prefer active verbs** - Say "she achieved her degree with UCN", not "her degree was achieved with UCN".
- **Use 'you' and 'we'** - Try to call the reader 'you' and refer to the College or UCN as 'we'. This is friendlier and less hostile.
- **Use lists where appropriate**

For more information see: plainenglish.co.uk/free-guides.html

IMAGERY

Photography plays an important role in our communications. Photographs used should tell a story that helps us inspire the students of tomorrow. Where possible, photographs of real Newbury College or UCN students should be used (subject to consent). When third-party imagery is sourced (usually via **istock** or **pixabay**) this photography should be contemporary and intelligent, reflecting the look and feel of our brand and values.



- Use imagery that inspires and tells a story.
- Showcase facilities.
- Represent the vocational aspirations of students.
- Reflect a diverse culture with regards to ethnicity, age, gender, disability, etc.
- Focus on a modern, forward-thinking approach to learning through the incorporation of technology.
- Reflect a sense of active participation and enjoyment.

IMAGE SPECIFICATIONS

TYPE	FORMAT	COLOUR PROFILE	DPI
Print	JPEG / EPS / PSD	CMYK	300
Screen	JPEG / PNG / SVG	RGB	72

AVOID

- Obvious clichés and stereotypes.
- Overly posed scenarios.
- Static feeling scenarios.
- No clear sense of focus.
- Poor quality images.
- Adding effects such as soft focus or over-exposure.
- Negative situations.
- Imagery that may offend or provoke sensitivities.
- Obviously AI generated images.

INFOGRAPHICS

Diagrams and other infographics should follow the overall look and feel of the brand. It is crucial to choose the most appropriate method for visualising your data. Use the examples on this page as a guide for style.

When creating infographics, observe the general rules:

- Clarity is key, with often less being more. This helps our facts and figures to remain authoritative and meaningful.
- Colours from the core colour palette should be used. Tints of core colours are permitted.
- Typography: follow the general typographic rules described in these guidelines.

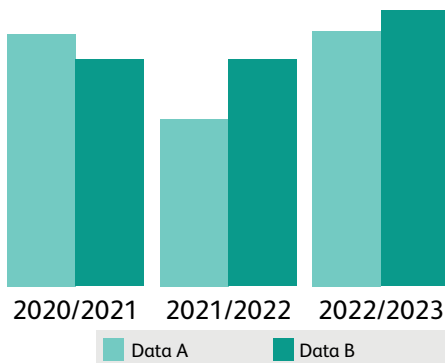
PULL-OUT FIGURES

An important number or phrase can be emphasised typographically and with an accent colour.

99%
of statistics are
generally made up.

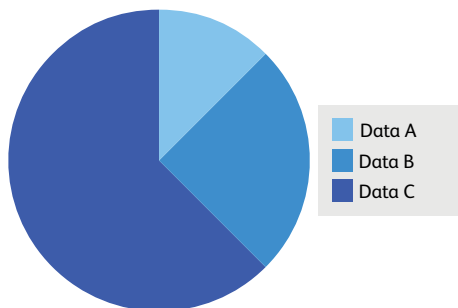
BAR CHARTS

Bar charts are good for comparing sets of results against each other clearly. They can be used either vertically or horizontally.



PIE CHARTS

Pie charts are good for comparing proportions of a whole, and best when you wish to highlight one particular section.



SOCIAL MEDIA AND VIDEO

No social media or video content should be published without the express permission of the Marketing Department, following the Marketing Policy.

In most cases the Marketing Department are responsible for posting to official social media channels. Imagery produced or provided for social media should:

- Follow the imagery guidelines set out in this guide.
- Not exceed 20 % text.
- Not feature unauthorised branding or straplines.



VIDEO

Video should be clear and have clean audio. Guidance on providing video can be obtained from the Marketing Department.

IMPORTANT

- Do not use copyrighted imagery or audio on any social media posts.
- Do not create unauthorised social media channels or post without permission.

TERMINOLOGY AND LANGUAGE STYLES

ABBREVIATIONS

- Never use an ampersand (&) unless it is part of a name – always spell out in full ‘and’.
- ‘%’ never ‘per cent’.
- ‘e.g.’ never Eg, eg, eg.
- ‘i.e.’ never ie, ie.

APOSTROPHES

- Never use an apostrophe when writing plural abbreviations or decades – just add a lower case ‘s’ (e.g. NVQs, CDs, the 1990s).

ALIGNMENT

Body text should almost always be left or justify aligned.

CAPITAL LETTERS

- Avoid the use block capitals in paragraph body text.
- Use initial capitals for qualification titles (e.g. National Vocational Qualification and Traineeship in Business Administration), qualification levels (e.g. Level 1, Level 2 etc), document titles, job titles, organisations, ministries, departments, treaties and acts of parliament, recognised geographical places, regions, areas, countries and buildings (e.g. the Kennet Centre, Newbury), and when you are addressing someone in a letter (‘Dear Sir’).
- Use lower case for measurements (cm, kg, km)
- For everything else, use sentence-case.

CONTACT DETAILS

Icon graphic prefixes are used for telephone, website and email.

Telephone numbers on domestic communication should always be written using the national dialling code and follow the correct format 01635 845000

International communication should follow the correct international format +44 (0)1635 845000

Web addresses should always be written without the <https://www> preceding them (e.g. [newbury-college.ac.uk](https://www.newbury-college.ac.uk))

DATES AND TIMES

Short dates should follow the British short date standard **dd/mm/yyyy**.

Long dates should be set out as **dd mmmm yyyy** (e.g. 07 September 2021).

Times should be expressed in the 24-hour format **HH:mm** (e.g. 15:00)

E-EXPRESSIONS

Write:

- email
- eLearning
- website
- internet
- online
- CD-ROM

ITALICS

Italics can be used when:

- referring to a publication, or a large document, within another piece of text (e.g. *The Times*)
- emphasis is needed as an alternative to bold. Use sparingly and do not use in the same document as bold emphasis – stick to one or the other.

NUMBERS

From zero to nine, numbers should be written in full. Digits should be used for 10 and above. From 1,000 use commas to divide thousands.

REFERRING TO NEWBURY COLLEGE OR UCN

When speaking directly to the audience, the first-person plural (we/our/us) is preferred: (e.g. **We** offer a wide range of programmes...)

Where University Centre Newbury is referred to, the full title should be used in the first instance with the abbreviation in brackets (UCN) and the abbreviation can be used thereafter.

The definite article "the" should only be used when referring to **the College** or **the University Centre**, never before proper noun (i.e. **never use the UCN**). When using the definite article, College and University Centre should be capitalised.

T LEVEL AND A LEVEL HYPHENATION

Despite the T Levels branding including a hyphen, when referring to T Levels and A Levels, the names should never be hyphenated.

See: tlevels.gov.uk

UNDERLINING

Do not underline. For emphasis use bold, and for headings use approved font sizes and bold text.

VOICE

Both Newbury College and University Centre Newbury have a professional, yet friendly, and optimistic voice when communicating with our audience.

Avoid referring to Newbury College or UCN in the third person (with the exception of press articles).

Focus on:

- Positive messages
- Aspirational verbs (explore, discover, enjoy...)
- Correct grammar

Avoid:

- Text speak and slang
- Unnecessary technical jargon
- Sarcasm and jokes

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