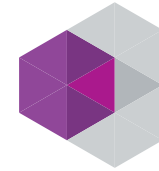




NDORMS

NUFFIELD DEPARTMENT OF ORTHOPAEDICS,
RHEUMATOLOGY AND MUSCULOSKELETAL SCIENCES



KENNEDY

INSTITUTE OF RHEUMATOLOGY | NDORMS



BOTNAR

RESEARCH CENTRE | NDORMS

CORPORATE GUIDELINES

ISSUE 1 – MAY 2016



CORPORATE GUIDELINES

Introduction

This document is a guide to the communication style for NDORMS, BOTNAR and KENNEDY. It is an aid for everybody who works with the various identities.

It is important to keep communications consistent and constant care should be taken when applying logos.

Whether you are using, commissioning, designing or delivering brand materials, either as a member of staff or an external agency, you will find essential information about the brand in this document, and how the creative elements fit together to create consistent and effective communications.

There are also examples of various applications showing how to bring the brand to life.

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LOGO INTRODUCTION



About the logos

Each logo is available with and without the Oxford University crest.

Your corporate communications specialist will advise which format should be used, depending on its context and application.

Logos without the OU crest

These should only be used when the crest is already present on the same page.













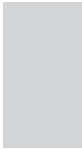

Logos without the OU crest are available on request.



NDORMS LOGO & ASSOCIATED COLOURS



Primary Colour Palette

											
PMS PMS430	PMS282	90% of PMS2613	PMS258	PMS485	PMS158	PMS299	PMS660	80% of PMS158	40% of PMS158	40% of PMS430	60% of PMS430
CMYK 54/41/38/4	100/80/0/60	62/93/15/2	50/86/1/0	5/98/100/0	2/66/100/0	80/18/0/0	75/47/0/0	0/57/75/0	0/25/33/0	20/14/14/0	32/23/22/0
RGB 125/134/140	0/33/71	107/30/116	144/71/153	225/33/26	239/118/34	0/161/223	64/124/202	239/118/34	252/119/167	202/205/207	176/181/184
Hex colours #7D868C	#091F40	#7a3782	#904799	#e2231a	#ef7622	##00a1df	#407cca	#f89250	#fcc7a7	#cacdcf	#b0b5b8

The primary palette gives you all the component colours of the logo.

The secondary palette gives you optional extra colours for design purposes.

BOTNAR LOGO & ASSOCIATED COLOURS



BOTNAR
RESEARCH CENTRE | NDORMS



Primary Colour Palette



PMS
PMS430



PMS282



40% of
PMS430



60% of
PMS430



PMS299



PMS660



PMS647



80% of
PMS299



40% of
PMS299

CMYK

54/41/38/4 100/80/0/60 20/14/14/0 32/23/22/0 80/18/0/0 75/47/0/0 90/63/20/4 62/12/0/0 28/4/0/0

RGB

125/134/140 0/33/71 202/205/207 176/181/184 0/161/223 64/124/202 38/96/147 79/179/229 178/217/242

Hex colours

#7D868C #091F40 #cacdcf #b0b5b8 #00a1df #407cca #266093 #4fb3e5 #b2d9f2

Secondary Colour Palette

The primary palette gives you all the component colours of the logo.

The secondary palette gives you optional extra colours for design purposes.

KENNEDY LOGO & ASSOCIATED COLOURS



Primary Colour Palette



PMS

PMS430



PMS282



40% of
PMS430



60% of
PMS430



PMS258



PMS248



90% of
PMS258



80% of
PMS258



40% of
PMS258

CMYK

54/41/38/4

100/80/0/60

20/14/14/0

32/23/22/0

50/86/1/0

37/100/2/0

62/93/15/2

36/67/0/0

14/31/0/0

RGB

125/134/140

0/33/71

202/205/207

176/181/184

144/71/153

168/34/139

122/55/130

168/108/173

144/71/153

Hex colours

#7D868C

#091F40

#cacdcf

#b0b5b8

#904799

#a8228b

#7a3782

#a86cad

#d5b4d5

The primary palette gives you all the component colours of the logo.

The secondary palette gives you optional extra colours for design purposes.

LOGO – GENERAL USAGE PRINCIPLES



Leaving a clear area around the logo

The width of the end of the logo graphic is known as the 'X' dimension. This dictates the width of the clear area that should be left around the perimeter of the logo. Its measurement is determined from the graphic at the left edge and applied from upper/lower point, and the right hand side of the University logo block.



Minimum print size = 106mm wide



Minimum print size = 109mm wide



Minimum print size = 100mm wide

Minimum sizes for the combined logo/OU logo

When used in conjunction with the University logo, it is recommended that the minimum size reproduction should be observed.

The minimum reproduction size without the University logo are:



Minimum = 34 mm wide



Minimum = 35 mm wide



Minimum = 31 mm wide

The logo and descriptor line

Unless the size and nature of the application prevents it, the logotype should always be used with the descriptor.

The logotypes with descriptor have been specially drawn and spaced as a unit, and the relationship between these elements is fixed. It should never be re-drawn or altered in any way. Always reproduce it from the supplied master artwork.

LOGO VARIATIONS AVAILABLE



High and Low resolution CMYK/PMS/RGB versions are available as EPS/JPEG and PNG files.

Please ask your Communications specialist which is the right one for your application. (Some minimum sizes may apply)

Principle logo to be used with the Oxford University crest



Note: all logos below are also available with the University Crest and are subject to minimum size reproduction (see page 7).

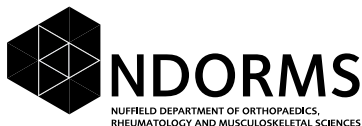
Principle logo with no University crest (can be used smaller than above)



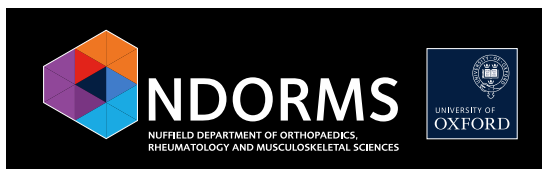
'Greyscale' logo for use where reproduction in only black and its tints are available



'Mono' logo for use where colour or tints are not available



'White keyline' logo version for on dark colour backgrounds

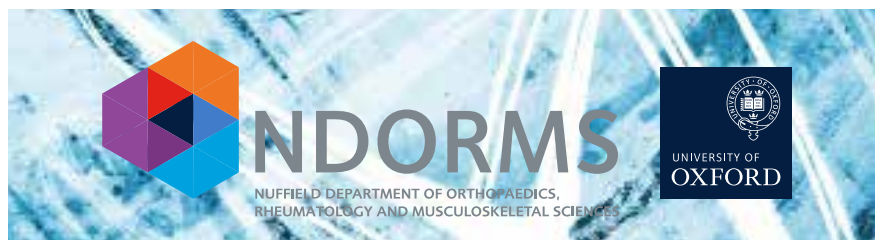
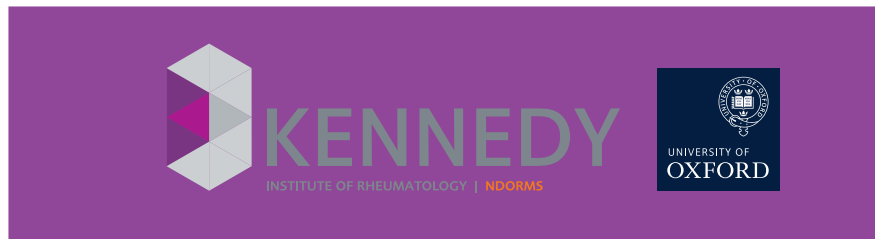


'Non-descriptor' version for use in exceptional circumstances



LOGOS IN USE ON COLOUR BACKGROUNDS

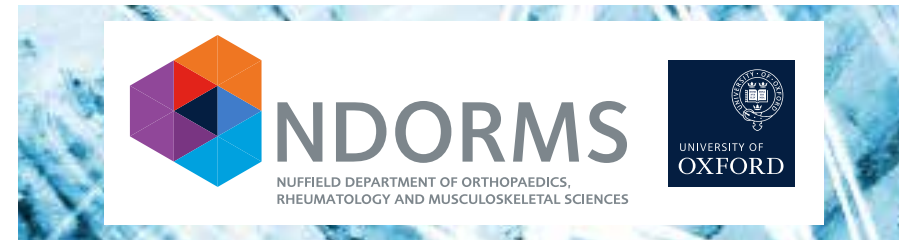
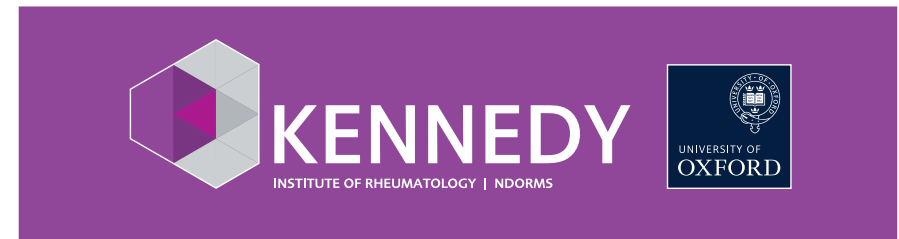
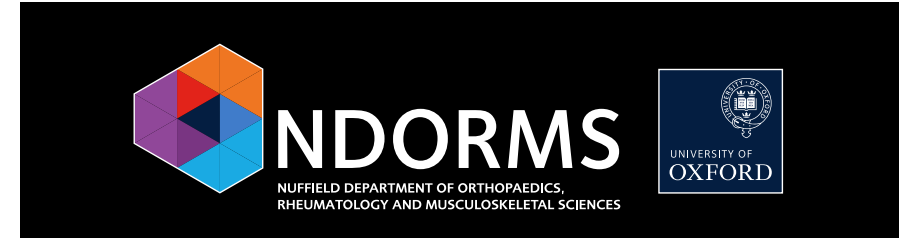
Not acceptable 



Also applies to Botnar and Kennedy versions



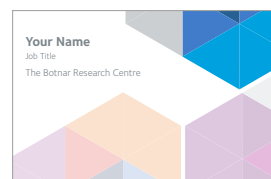
Acceptable 



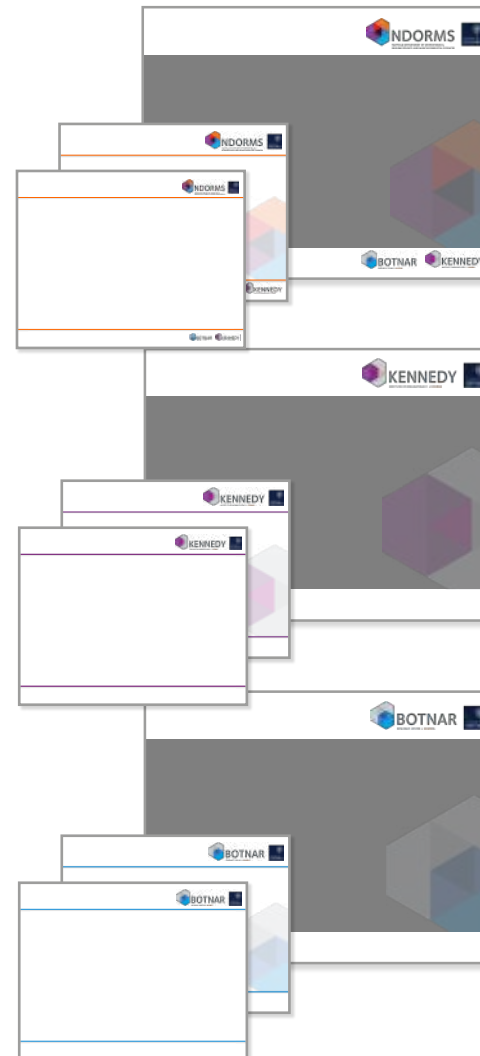
Also applies to Botnar and Kennedy versions

GRAPHIC DEVICE USAGE

The graphic devices can be used as an additional design feature, either in its 'solid' form or as a tinted background item.



Powerpoint Templates are available, with white or grey backgrounds to suit presentation/content.



Either solid or tinted/transparent versions can be used, at different size configurations.

TYPOGRAPHY

Primary Font – Foundry Sterling

For all print and digital use.

For web, PT sans applies.

Foundry Sterling Light

(Recommended for Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Foundry Sterling Book

(Recommended for Highlights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Foundry Sterling Book

(Recommended for Highlights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

Foundry Sterling Bold

(Recommended for Highlights and Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Secondary Font – Arial

For use where primary font is not available

Arial Regular

(Recommended for Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Arial Bold

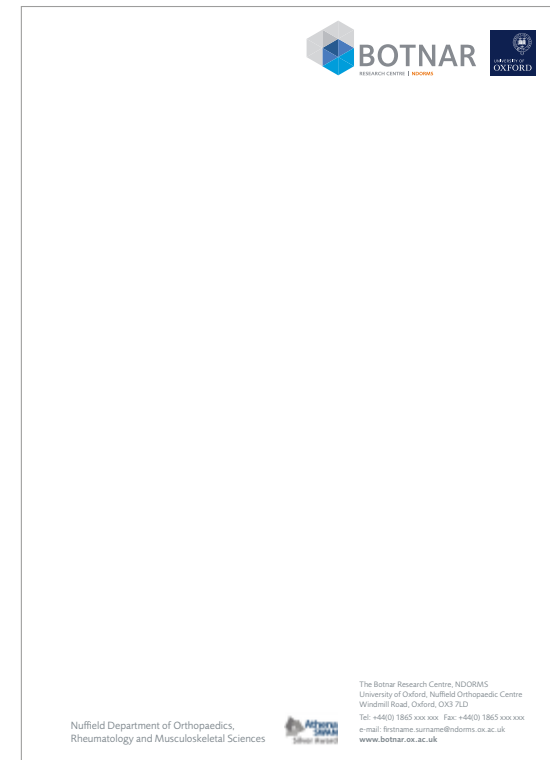
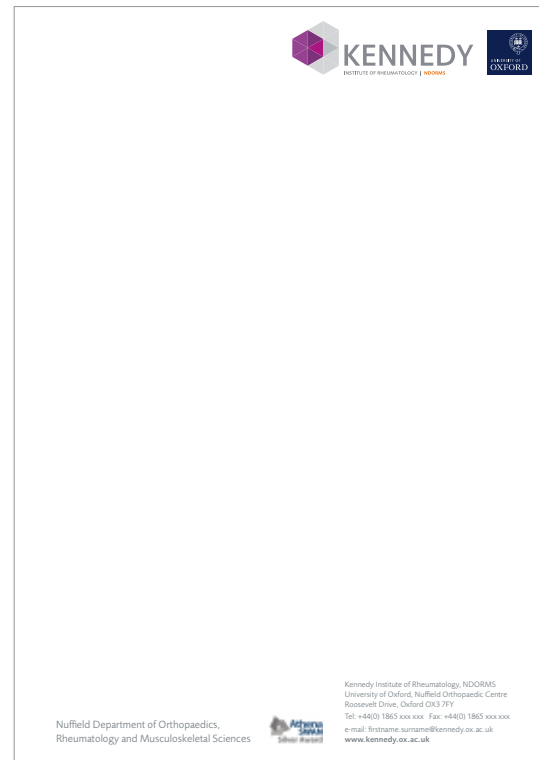
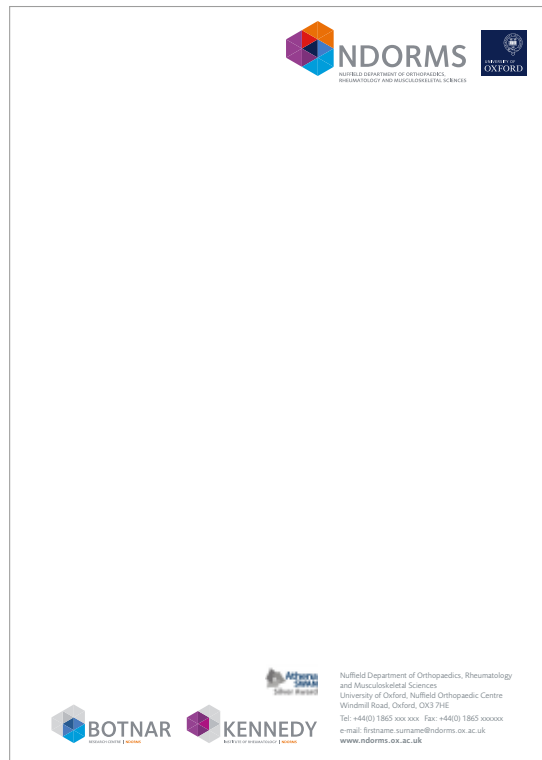
(Recommended for Highlights and Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

STATIONERY – LETTERHEADS



(Word templates can suppress the header/footer for printing onto this stock)
Word templates with header and footer can be printed on plain paper to desktop printers or saved as pdf files.

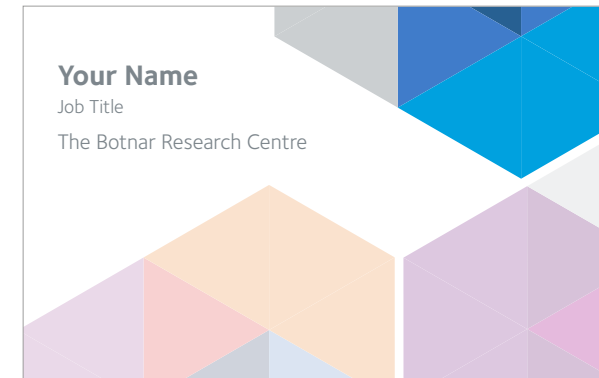
STATIONERY – BUSINESS CARDS



Front



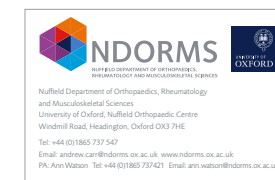
Back



Alternative layouts:



For cards with more content:



(Additional contact details can be added. Background graphic can be lowered)

EMAIL SIGNATURE LAYOUT



Hi,

This is the new email formatting:

Thanks
Name

--
Name
Job Title
Nuffield Department of Orthopaedics, Rheumatology and Musculoskeletal Sciences
University of Oxford
Nuffield Orthopaedic Centre
Windmill Road
Headington, OXFORD
OX3 7HE

T: 01865 xxx xxx
M: xxxxx xxxxxx
E: firstname.surname@ndorms.ox.ac.uk
W: www.ndorms.ox.ac.uk




Hi,

This is the new email formatting:

Thanks
Name

--
Name
Job Title
Department 1
Department 1 (continued)
Address 1
Address 2
Address 3
Address 4

T: Telephone number
M: Mobile phone number
E: firstname.surname@kennedy.ox.ac.uk
W: www.kennedy.ox.ac.uk




Hi,

This is the new email formatting:

Thanks
Name

--
Name
Job Title
Department 1
Department 1 (continued)
Address 1
Address 2
Address 3
Address 4



T: Telephone number
M: Mobile phone number
E: firstname.surname@ndorms.ox.ac.uk
W: www.botnar.ox.ac.uk


Email software may differ. These are suggested layouts and font sizes.
Logos are available in the correct size for email from the logo pack.

PULL-UP BANNERS

Design suggestions


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KENNEDY
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BOTNAR
RESEARCH CENTRE | NDORMS

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www.ndorms.ox.ac.uk




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MUSCULOSKELETAL
SCIENCES

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rum vellesd ullabore labo. Elit maiorpuad modi rem estium, inuat facis dolupta esce



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vit, sim estia nam, sunt vent perem adigendi, oditem liquam coreperum quatempe et, custendis dolupta solatur, nil, comenhi cideb-

www.kennedy.ox.ac.uk




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OF ORTHOPAEDICS,
RHEUMATOLOGY AND
MUSCULOSKELETAL
SCIENCES

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vit, sim estia nam, sunt vent perem adigendi, oditem liquam coreperum quatempe et, custendis dolupta solatur, nil, comenhi cideb-
Runt rege cone volor acculparum re, imagnat dendae es eoaepre expis doluptatur sin es iduicimilis moleror rovio. Nequodis comis esum eatem. Am lique voluptatem estiosa mios et et et lant labo. Modiem rendi volut aut prest, volendel quam a decita sperum ut sit quam dem eveniam aligni sit dolore pro-
rum vellesd ullabore labo. Elit maiorpuad modi rem estium, inuat facis dolupta esce



Uscid qui simusam verchit de inihit, ommolup turepeliquas dellame lam fuga. Il mo diae ne non rem solupta que quatium esequunt etur sintiam hilgen imagi aut pro volendi dolor autem sita cum sandand elique lam con consecearume magnatur?

Hillore aut faccul andesserupta ditas simenis idipitibus ente eum ex et euno to omnimindas si lauz volorbuz, nient dolumquam doloro-
vit, sim estia nam, sunt vent perem adigendi, oditem liquam coreperum quatempe et, custendis dolupta solatur, nil, comenhi cideb-

www.botnar.ox.ac.uk

A4 SEMINAR POSTERS & A1 ACADEMIC POSTERS

A4 Seminar Poster

NDORMS SEMINARS

Name of presenter
Job title and Department
including location

**'Poster headline
(can run over)
Further
explanatory copy
can be included'**

Host: Name

Date
Time
Location

All Welcome

For further information:
www.ndorms.ox.ac.uk/events

KENNEDY INSTITUTE SEMINARS

Name of presenter
Job title and Department
including location

**'Poster headline
(can run over)
Further explanatory
copy can be included'**

Host: Name

Date
Time
Location

All Welcome

For further information:
www.kennedy.ox.ac.uk/events

BOTNAR SEMINARS

Name of presenter
Job title and Department
including location

**'Poster headline
(can run over)
Further explanatory
copy can be included'**

Host: Name

Date
Time
Location

All Welcome

For further information:
www.botnar.ox.ac.uk/events

Please note use of Foundry or Arial fonts for visual consistency

Ref (Arial Reg 58 point, colour black)

The headline can run up to 3 lines.
Font is Arial Regular, 58 point (this is flexible).
Colour is dark grey.

Authors (Arial bold 30 point, colour black) Author's names (Arial 30 point Regular, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Heading (Arial Bold 40 point, colour white)
Sub head (Arial Regular 40 point, colour white)

Lorem ipsum		Dolor sit amet	
A 207	B (E) 207	C 998	D (F) 998
Sub head (Arial Regular 40 point, colour white)		Sub head (Arial Regular 40 point, colour white)	
G 1234	H 1234	J 1234	K 1234

Heading (Arial Bold 40 point, colour black)

Headline (Arial Bold, colour black)

Heading (Arial Bold, colour white)

Contact: name.surname@ndorms.ox.ac.uk

A1 Academic Poster

Ref (Arial Reg 58 point, colour black)

The headline can run up to 3 lines.
Font is Arial Regular, 58 point (this is flexible).
Colour is dark grey.

Authors (Arial bold 30 point, colour black) Author's names (Arial 30 point Regular, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

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Heading (Arial Bold 40 point, colour white)
Sub head (Arial Regular 40 point, colour white)

Lorem ipsum		Dolor sit amet	
A 207	B (E) 207	C 998	D (F) 998
Sub head (Arial Regular 40 point, colour white)		Sub head (Arial Regular 40 point, colour white)	
G 1234	H 1234	J 1234	K 1234

Heading (Arial Bold 40 point, colour black)

Headline (Arial Bold, colour black)

Heading (Arial Bold, colour white)

Contact: name.surname@ndorms.ox.ac.uk

Ref (Arial Reg 58 point, colour black)

The headline can run up to 3 lines.
Font is Arial Regular, 58 point (this is flexible).
Colour is dark grey.

Authors (Arial bold 30 point, colour black) Author's names (Arial 30 point Regular, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

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Heading (Arial Bold 40 point, colour white)
Sub head (Arial Regular 40 point, colour white)

Lorem ipsum		Dolor sit amet	
A 207	B (E) 207	C 998	D (F) 998
Sub head (Arial Regular 40 point, colour white)		Sub head (Arial Regular 40 point, colour white)	
G 1234	H 1234	J 1234	K 1234

Heading (Arial Bold 40 point, colour black)

Headline (Arial Bold, colour black)

Heading (Arial Bold, colour white)

Contact: name.surname@ndorms.ox.ac.uk

Ref (Arial Reg 58 point, colour black)

The headline can run up to 3 lines.
Font is Arial Regular, 58 point (this is flexible).
Colour is dark grey.

Authors (Arial bold 30 point, colour black) Author's names (Arial 30 point Regular, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Heading (Arial Bold 40 point, colour black)
Text (Arial Regular 24 point, colour black)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Heading (Arial Bold 40 point, colour white)
Sub head (Arial Regular 40 point, colour white)

Lorem ipsum		Dolor sit amet	
A 207	B (E) 207	C 998	D (F) 998
Sub head (Arial Regular 40 point, colour white)		Sub head (Arial Regular 40 point, colour white)	
G 1234	H 1234	J 1234	K 1234

Heading (Arial Bold 40 point, colour black)

Headline (Arial Bold, colour black)

Heading (Arial Bold, colour white)

Contact: name.surname@ndorms.ox.ac.uk

Please note suggested use of background panel colours for effect and emphasis. 'Call-out' blocks, borders and separating lines use colours from the appropriate colour palette. See pages 4-6 for these colour options.

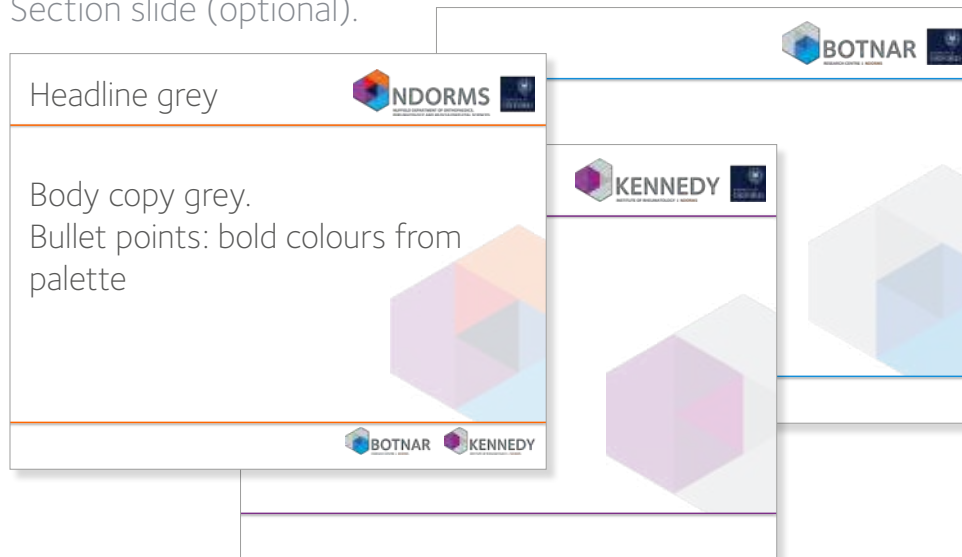


POWERPOINT

Main title slide. Fonts – use Foundry if available or Arial as a default.



Section slide (optional).



Text slide.

