



Linacre College

University of Oxford


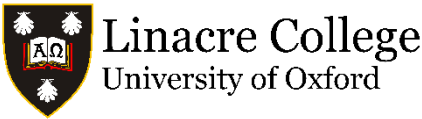
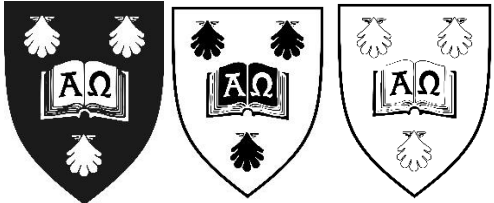
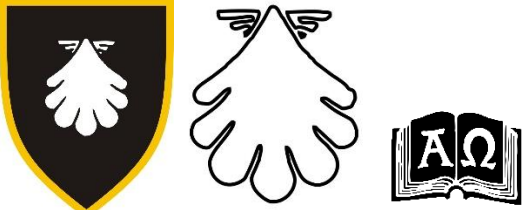
Brand Guidelines

Linacre's Visual Identity

The visual identity that was developed for the College website was designed to reflect the progressive nature of Linacre. The design of the website also aims to communicate Linacre's identity as a diverse, inclusive, egalitarian, interdisciplinary and supportive community.

Consistency of the College visual identity across our outputs will help us to maintain professional and coherent messaging.

Linacre Logos

	<p>The full-colour College crest is the most consistently used logo to represent Linacre. This can be downloaded as an image from https://www.linacre.ox.ac.uk/branding-toolkit</p>
	<p>The College crest with the University of Oxford wording can be used for letterheads or branded materials and should usually be placed at the top left of any documentation. This can be downloaded as an image from https://www.linacre.ox.ac.uk/branding-toolkit</p>
	<p>Black and white versions of the crest can also be used if colour is not an option. But the colour crest would be preferable. Downloadable as images from https://www.linacre.ox.ac.uk/branding-toolkit</p>
	<p>Each of the elements of the crest are available for use in material where the crest is already present but further visuals are required. Downloadable as images from https://www.linacre.ox.ac.uk/branding-toolkit</p>

Linacre Colours



College Fonts

The fonts used on the Linacre website are:

- **Gambarino regular** - Serif font (Downloadable by clicking on the font name)
- **Satoshi regular and bold** - Sans-serif font (Downloadable by clicking on the font name)

The closest desktop fonts are:

- Georgia - Serif font
- Arial - Sans-serif font

College Photography

Access to professional photography that is copyrighted to Linacre can be requested at this link and requests will be approved by College Communications: [New Website Photos](#)
Communications can also supply individual images of students, fellows and the College site on request to communication@linacre.ox.ac.uk

What we want our images to communicate?

Diversity:

Human diversity (gender, race, disability, age, belief etc)

Intellectual diversity (research, ideas and approaches)

Excellence: Fore-fronting the quality, impact and rigour of our people, our research, our work and our ideas

Authenticity: Where possible, photography should be real, not stock imagery. All photography

Writing Guidelines

- The tone of voice representing Linacre should be inclusive and reflect the values of Linacre as progressive, diverse, egalitarian and academically excellent.
- Linacre College can be referred to as "College with a capital C or as 'Linacre'
- Members of Linacre can be referred to as Linacrites
- Due to the egalitarian nature of the College, it is not necessary to always prefix names with titles such a Professor, Dr, etc.
- Where the title is used then it should be used on full and not shortened to Prof.
- Where possible, informal shortened words should be avoided. For example; 'I am' should be used in preference to 'I'm' and 'could have' should be used in preference to 'could've.'

PowerPoint Presentation

A branded template for a Linacre PowerPoint presentation can be found here: [Linacre PowerPoint Deck Presentation Template Locked.pptx](#)

Email Signatures

