ual:

Brand Guidelines

Version 15.0

2016

Contents

By Nigel Carrington, Vice-chancellor, University of the Arts London

Building our story

Since its introduction in 2012 the new University of the Arts London (UAL) visual identity has grown considerably in stature and recognition. It is beginning to fulfil our ambition for it, by creating a strong connection between our six outstanding, individual Colleges and our collective proposition as one of the world's leading institutions of education and research in arts and design.

Our visual identity is all about being bold, simple and direct, and allowing the stories of our staff and students to take centre stage. Our logo sits in the top left-hand corner wherever possible to act as a visual anchor, connecting all the different manifestations of our communities and our creativity. Our visual identity provides that all-important first impression of UAL, and shapes the way in which current and prospective students, parents, staff, alumni and other stakeholders perceive and value the University and its Colleges.

Sharing our values

The breadth, variety and complexity of the University's work mean that the visual identity must operate on a number of levels. Therefore, a consistent, coherent, powerful and easily managed brand architecture and graphic vocabulary have been created to help underline the diverse nature of what UAL produces. We can take great pride in the fact that this has been recognised externally, in the form of an award at the prestigious Transform Branding Awards.

It is also a matter of pride that we see the diversity of our communities reflected in all that we do, and that our commitment to those communities, to our environment and to wider society is absolutely central to who we are.

With well-managed, careful and consistent use of these guidelines, UAL will be a more powerful, unified and confident brand, without compromising on any of our highly creative individual characteristics. The following pages will assist everyone in the University to design and produce compelling communications, showcasing the work of our students and staff while embracing a positive and confident brand identity.

The abbreviated logo should be used in the UK, on all branded materials designed for UK audiences. The full logo will now only ever be used internationally (including across the EU), where our brand is not yet fully established.

Featured in these guidelines are examples for UK usage in section 1.0 and for International usage in section 4.0.

Any questions about the usage of either logo should be sent to UALbrand@arts.ac.uk.

Since 2012 University of the Arts London has been successfully gaining recognition internally and externally via its acronym: UAL.

Accordingly, as of summer 2016 it has been agreed that usage of the full logo will be reduced, making the 'abbreviated' logo the default logo.

Designed as an evolving identity, UAL: was always intended to be a logotype that could stand alone. It will now be used in this way, offering a more flexible, confident and manageable logo across a wide range of applications.

Default
Abbreviated logo (the logo)

ual:

International usage only
Full Logo

ual: university of the arts london

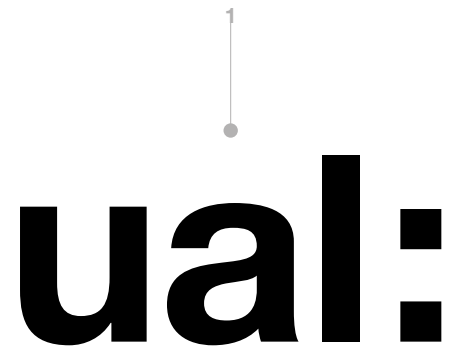# 1.0

The University of the Arts London Logo consists of the Logotype (1).

This version of the UAL Logo should be used in the UK only. When using the Logo for International collateral please refer to 4.0

It is important that the UAL Logo is applied consistently across all applications as it will provide a powerful tool for aiding recognition.

It is essential that the supplied Logo master files are always used. Please refer to 1.10 of this document.

The UAL Logo has been designed with precision and proportion in mind.

It is essential that the supplied Logo master files are always used. Please refer to 1.10 of this document.

ual:
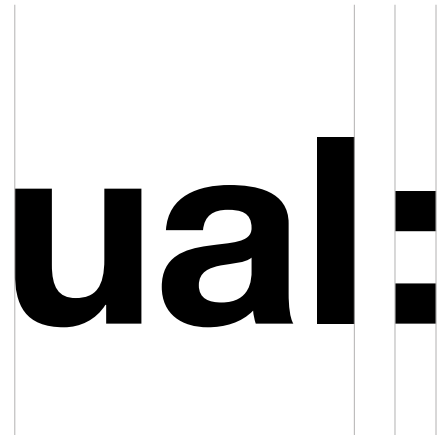
ual:

The UAL Logo has been spaced for ease of legibility for use on various applications. It should never be re-created or modified.

It is essential that the supplied Logo master files are always used. Please refer to <u>1.10</u> of this document.

The UAL Logo has been created specifically for ease of readability at various sizes.

In order to maintain consistent letter- and line-spacing always use approved master artwork and never try to recreate existing artwork.

It is essential that the supplied Logo master files are always used. Please refer to <u>1.10</u> of this document.

ual:

ual:

In order to maintain the visual integrity of the master Logo, there are rules outlining the amount of clear space surrounding it. This is known as the exclusion zone.

The UAL Logo exclusion zone is determined by using the dimension of the colon and applying it as a border measurement.

To achieve good legibility it is essential that the Logo should never be used below 20mm in width on any printed applications which are A6 and above.

For student id cards, business cards (85mm × 55mm) and other smaller applications the Logo can be reduced to 10mm in width.

The minimum size usage is measured from the outside edge of the 'u' (on the left side of the Logotype) to the outside edge of the 'colon'.

For digital minimum size usage see section 8.0.

Minimum size for applications which are A6 and above

ual:

20mm

Minimum size for smaller application such as id cards

ual:

10mm

The UAL Logo must be rendered in the primary brand colours. To keep things as simple as possible the UAL Logo is only to be used in black (when placed on a light-coloured background) or white (when placed on a dark-coloured background).

For certain applications, such as invitations, the UAL Logo can be embossed, debossed, varnished or foiled. Do not use other finishes, or cut-outs.

PMS Process Black

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	#000000

White

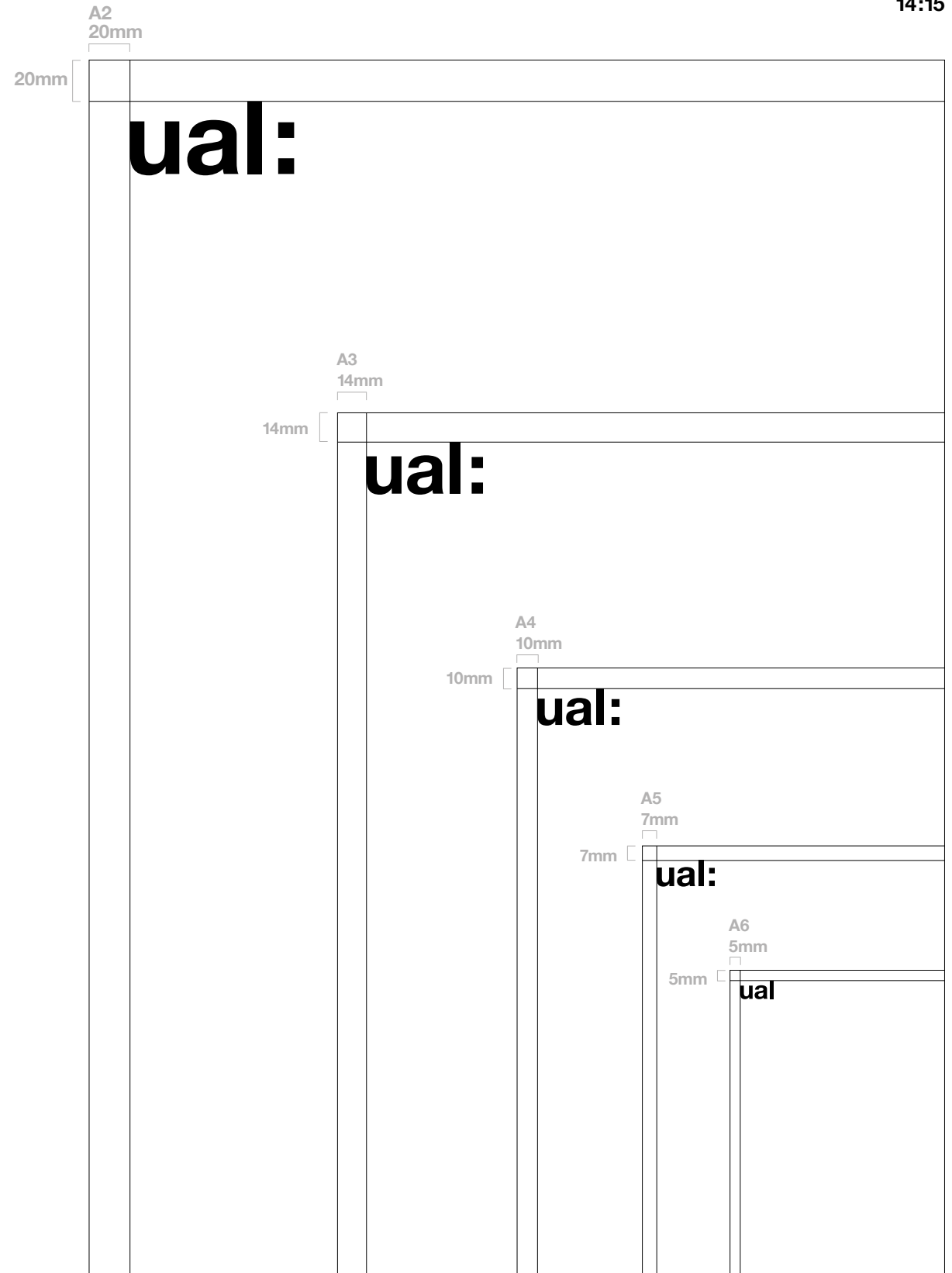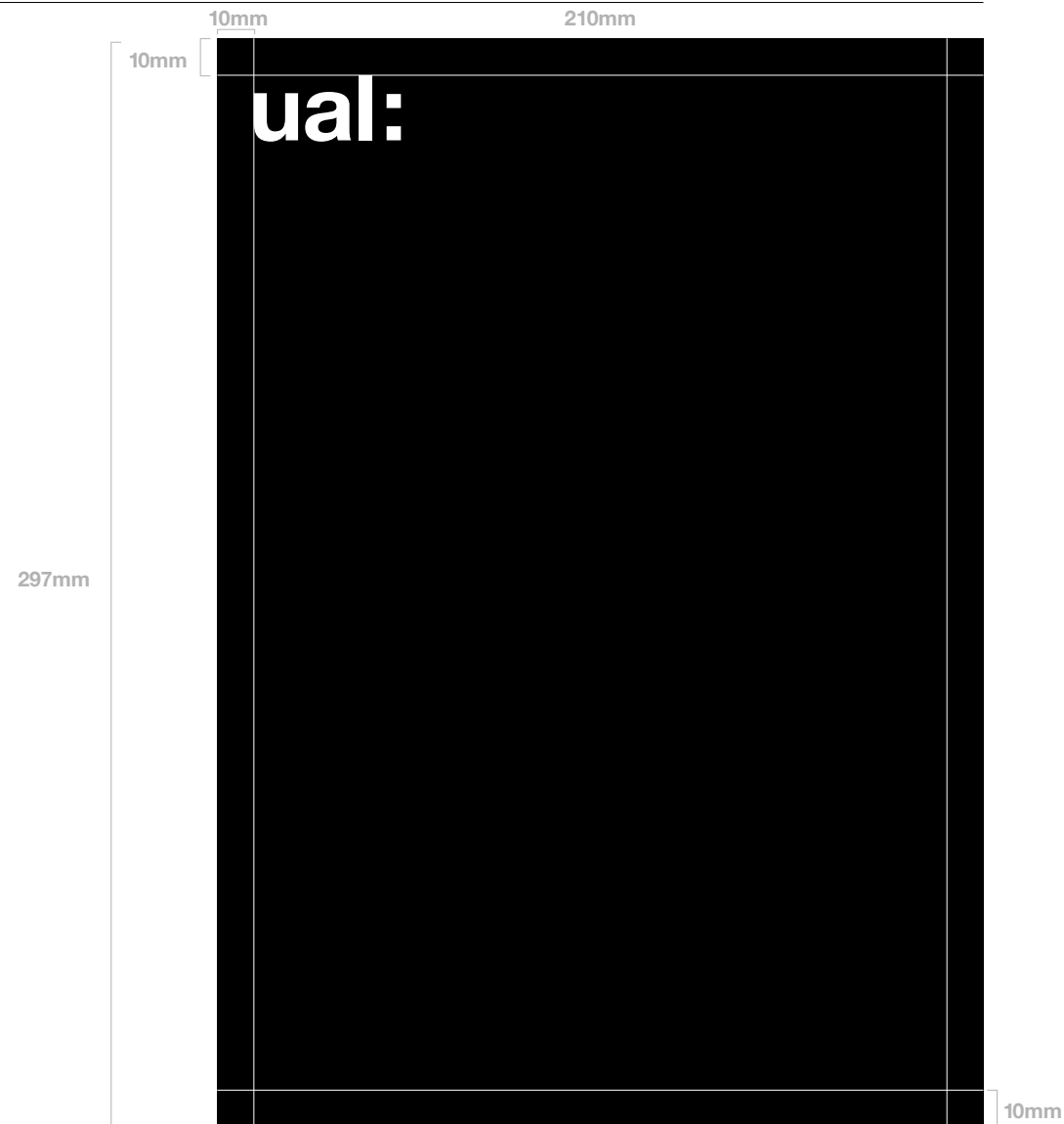| C 0	R 255
M 0	G 255
Y 0	B 255
K 0	#ffffff

ual:

ual:

The UAL Logo should always be positioned in the top left-hand corner of applications. This would apply to all print sizes and formats. See section 8.0 for digital guidelines. If you are intending to use the Logo in any video please contact the Communication and

External Affairs department for guidance.

The example below shows the Logo position on an A4 application. It should sit no closer than 10mm from the left edge of the page (using the left side of the 'u' in the Logotype) and no closer than

10mm to the top edge of the page (using the top of the 'l' in the Logotype).

For bigger or smaller applications the Logo should be applied proportionally to these measurements. Please refer to the measurements on the right for common formats.

10mm   210mm

10mm

ual:

297mm

10mm

A2
20mm

20mm

ual:

A3
14mm

14mm

ual:

A4
10mm

10mm

ual:

A5
7mm

7mm

ual:

A6
5mm

5mm

ual

The optimum size of the Logo that needs to be applied to common formats is shown below. On occasions the format of applications will be unique therefore the Logo should always be scaled proportionally to unique formats.
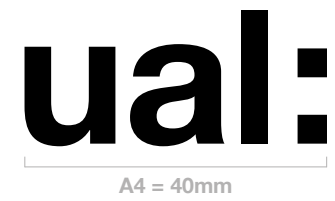
ual:

A2 = 73mm

ual:

A3 = 57mm

ual:

A4 = 40mm

ual:

A5 = 28.5mm

ual:

A6 = 20mm

On occasions the UAL
Logo will be applied on
top of imagery. In such
circumstances, the UAL
Logo must be clearly legible.

A6 size
Logo size = 20mm

A6 size
Logo size = 20mm

On occasions the UAL Logo will be applied on top of gradients. In such circumstances, the UAL Logo must be clearly legible. This is particularly important for visual accessibility, see section 10.0.

As a guide we have shown how the gradients work below. Please ensure maximum contrast between the UAL Logo and background is maintained.

ual:

ual:

ual:

ual:

100% Black

50% Black

Recommend not to position identity below this point

100% White

ual:

ual:

ual:

ual:

100% Black

Recommend not to position identity above this point

50% Black

100% White
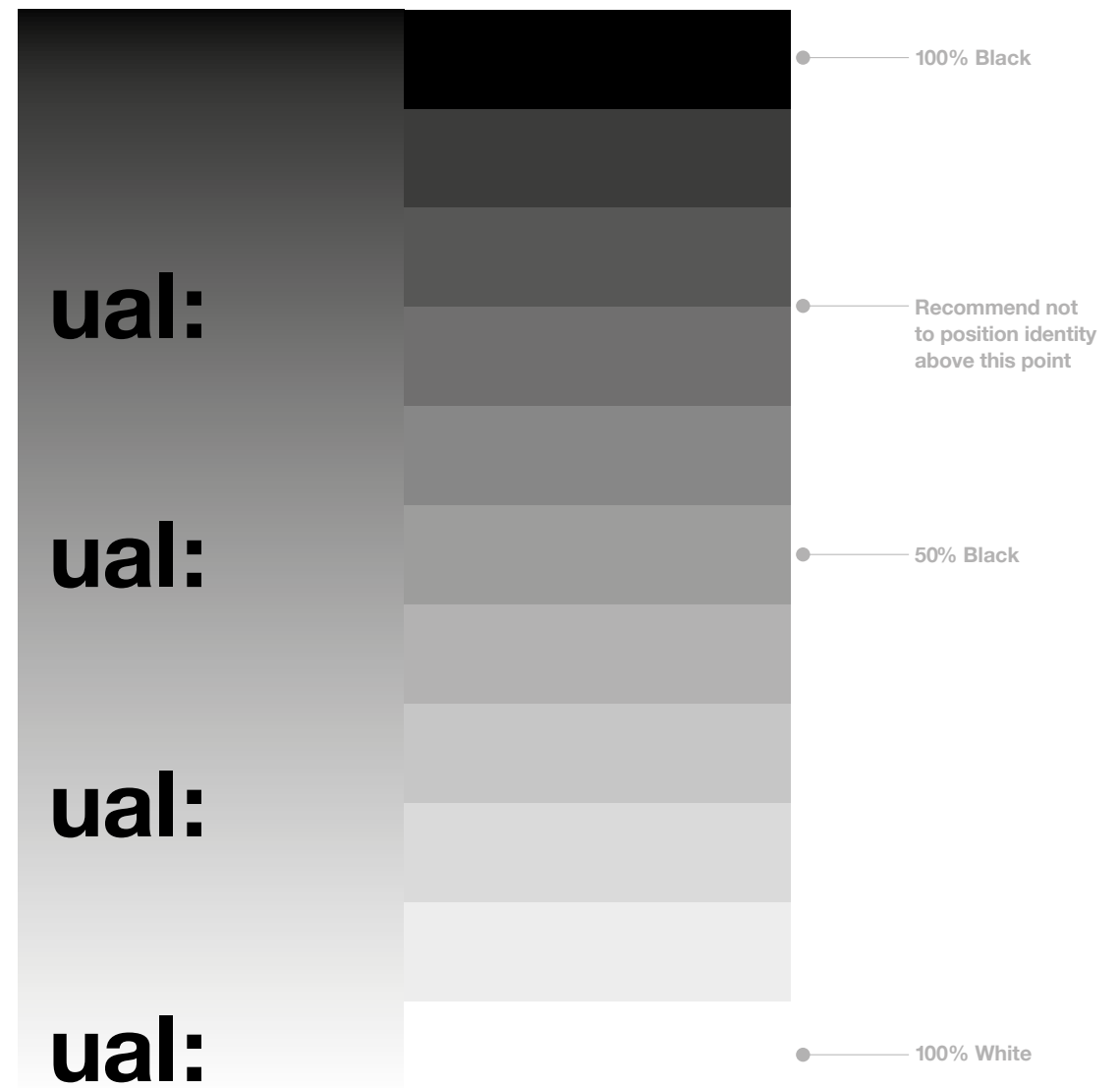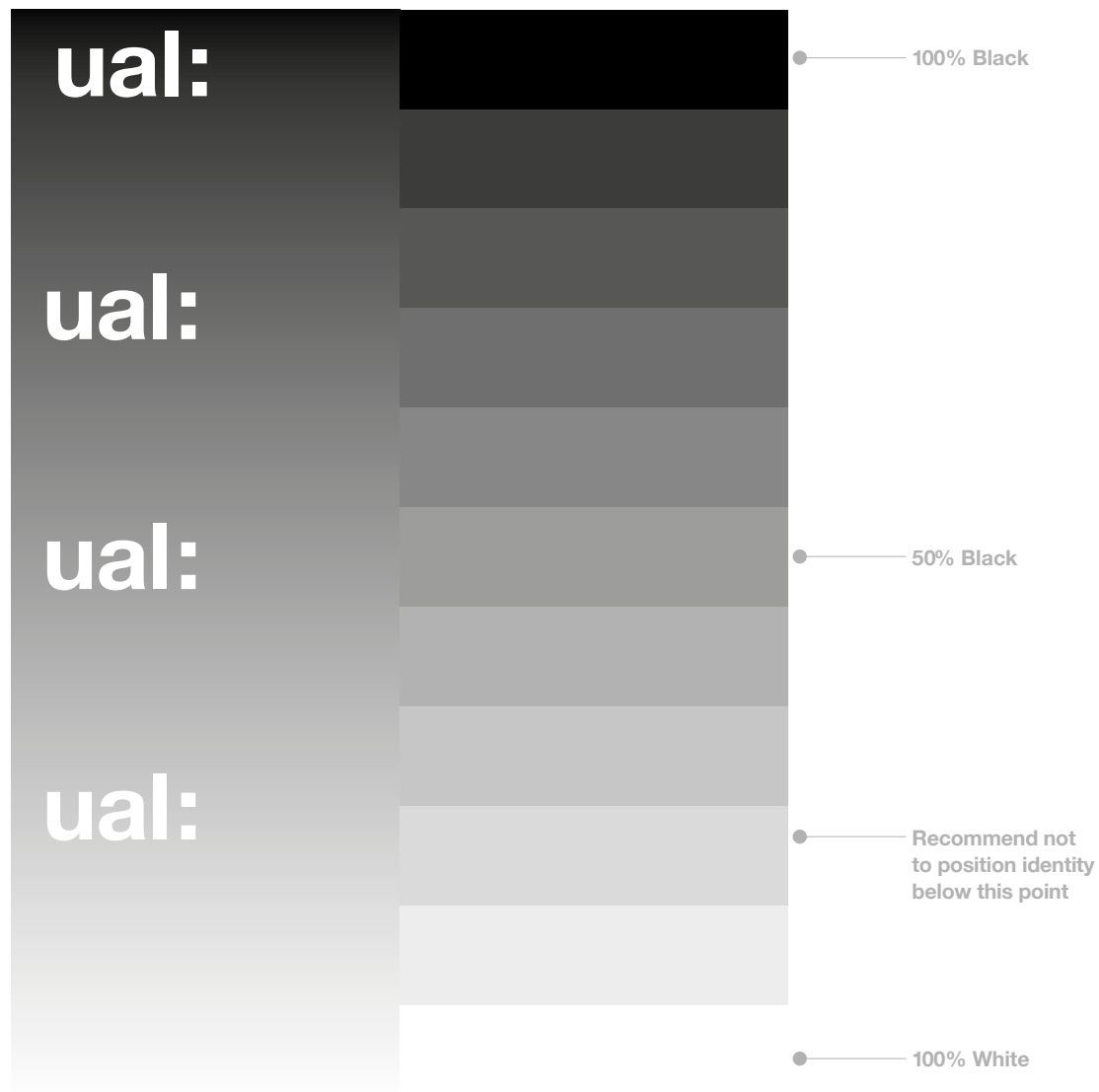
The UAL Logo is the official mark of the University and should be rendered with utmost respect. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Always ensure the proportions of the Logo are locked when scaling.

It should never be interpreted in a flippant manner, shown at an angle, or filled with pattern, texture, or photographic imagery.

It is essential that the supplied Logo master files are always used. Please refer to of this document.
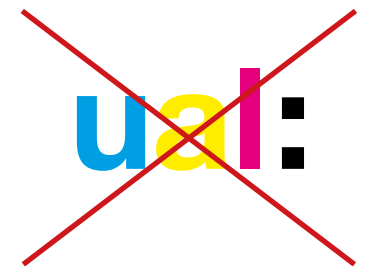
Do not distort

Do not re-draw

Do not re-arrange or re-position

Do not change colour

Do not rotate

Maintain legibility

Print formats
EPS and Ai files

Web formats
JPG and PNG

Below are the file formats, which are to be used for print and web.

When using the Logo for print applications it is essential that the supplied Logo master EPS or Ai files are always used.

When using the Logo for web applications it is essential that the supplied Logo master JPG or PNG files are always used.

Logotype			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS3	UAL_Logotype_BLACK_AW
			UAL_Logotype_WHITE_AW
	EPS	CS3	UAL_Logotype_BLACK_AW
			UAL_Logotype_WHITE_AW
	PDF		UAL_Logotype_BLACK_AW
	TIFF		UAL_Logotype_BLACK_AW
			UAL_Logotype_WHITE_AW
Web / screen formats	**Type**		**File name**
	JPG		UAL_Logotype_BLACK_AW
	PNG		UAL_Logotype_BLACK_AW
			UAL_Logotype_WHITE_AW

2.0

When applying the UAL Logo to one of the six specific Colleges the lock-up consisting of the UAL Logotype with College name should be used.

The example below shows the Camberwell College of Arts lock-up.

It is essential that the supplied Logo master files are always used. Please refer to 2.10 of this document.

ual: camberwell college of arts

The example below shows the Central Saint Martins lock-up.

It is essential that the supplied Logo masterfiles are always used. Please refer to 2.10 of this document.

ual: central saint martins

The example below shows
the Chelsea College of
Arts lock-up.

It is essential that the supplied
Logo master files are always
used. Please refer to 2.10 of
this document.

**ual: chelsea
college of arts**

The example below shows
the London College of
Communication lock-up.

It is essential that the supplied
Logo master files are always
used. Please refer to 2.10 of
this document.

**ual: london college
of communication**

The example below shows
the London College of
Fashion lock-up.

It is essential that the supplied
Logo master files are always
used. Please refer to 2.10 of
this document.

**ual: london college
of fashion**

The example below shows
the Wimbledon College of
Arts lock-up.

It is essential that the supplied
Logo master files are always
used. Please refer to 2.10 of
this document.

**ual: wimbledon
college of arts**

The example below shows the Camberwell, Chelsea and Wimbledon lock-up.

Please note in this case approval for the use of the UAL Logo with Camberwell, Chelsea and Wimbledon lock-up should be sought by the third party from the Brand and Content team at UALbrand@arts.ac.uk

It is essential that the supplied Logo master files are always used. Please refer to 2.10 of this document.

ual: camberwell chelsea wimbledon

Each UAL Logotype with College name lock-up has been specially created for consistency and legibility. They should never be re-created, modified or typeset.

In order to maintain the visual integrity of the Logotype with College name lock-up, there are rules outlining the level of clear space surrounding it. This is known as the exclusion zone.

The UAL Logotype with College name lock-up exclusion zone is determined by using the dimension of the colon and applying it as a border measurement.

ual: camberwell college of arts

ual: camberwell college of arts

To achieve good legibility it is essential that the Logo with College name lock-up should never be used below 15mm in width on any printed applications which are A6 and above.

The minimum size usage is measured from the outside edge of the 'u' (on the left side of the University Logotype) to the outside edge of the 'colon' (on the right side of the University Logotype).

The measurement only applies to the University Logotype and should never be measured by the length of the College name lock-up.

Minimum size for applications which are A6 and above

15mm

15mm

ual: camberwell college of arts

Measurement should apply to the University Logotype and never to the full length of the college name lock-up as shown above.

For student id cards, business cards (85mm x 55mm) and other smaller applications the Logo can be reduced to 10mm in width.

The minimum size usage is measured from the outside edge of the 'u' (on the left side of the University Logotype) to the outside edge of the 'colon' (on the right side of the University Logotype).

The measurement only applies to the University Logotype and should never be measured by the length of the College name lock-up.

Minimum size for for smaller applications including business cards and id cards

10mm

10mm

ual: camberwell college of arts

Measurement should apply to the University Logotype and never to the full length of the college name lock-up as shown above.

The UAL Logotype with
College name needs to
be rendered in one of the
two primary brand colours.
Please take note of the
examples below which show
the change of colour when
applying it to both white
and dark backgrounds.

For certain applications,
such as invitations,
the UAL Logotype with
College name can be
embossed, debossed,
varnished or foiled.
Do not use other finishes,
or cut-outs.

(1) PMS Process Black

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	#000000

(1) White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	#ffffff

1

ual: camberwell
college of arts

ual: camberwell
college of arts

The black UAL Logotype with College name should be applied to light backgrounds, whilst the white version should be applied to dark backgrounds.

Discretion is advised for midtone backgrounds where either option can be used, to ensure maximum visibility and standout is achieved at all times.

White background

ual: camberwell college of arts

Midtone background

ual: camberwell college of arts

Black background

ual: camberwell college of arts

Midtone background

ual: camberwell college of arts

The UAL Logotype with College name should always be positioned in the top left-hand corner of applications. This would apply to all sizes and formats.

The below example shows the Logo position on an A4 application. It should sit no closer than 10mm from the left edge of the page (using the left side of the 'u' in the Logotype) and no closer than 10mm to the top edge of the page (using the top of the 'l' in the Logotype.

For bigger or smaller applications the Logo should be applied proportionally to these measurements.

10mm

10mm

ual: camberwell
college of arts

297mm

10mm

210mm

A4

ual: camberwell
college of arts

A5

ual: camberwell
college of arts

A6

ual: camberwell
college of arts
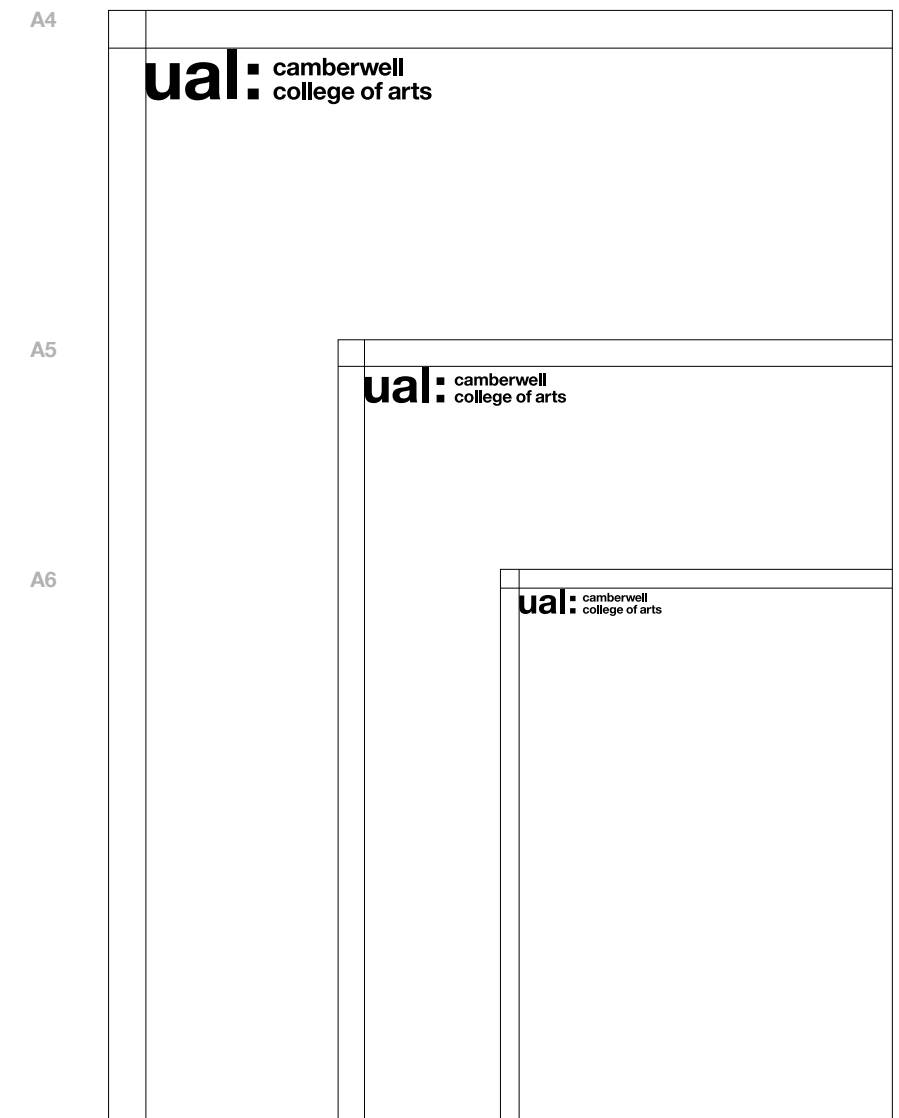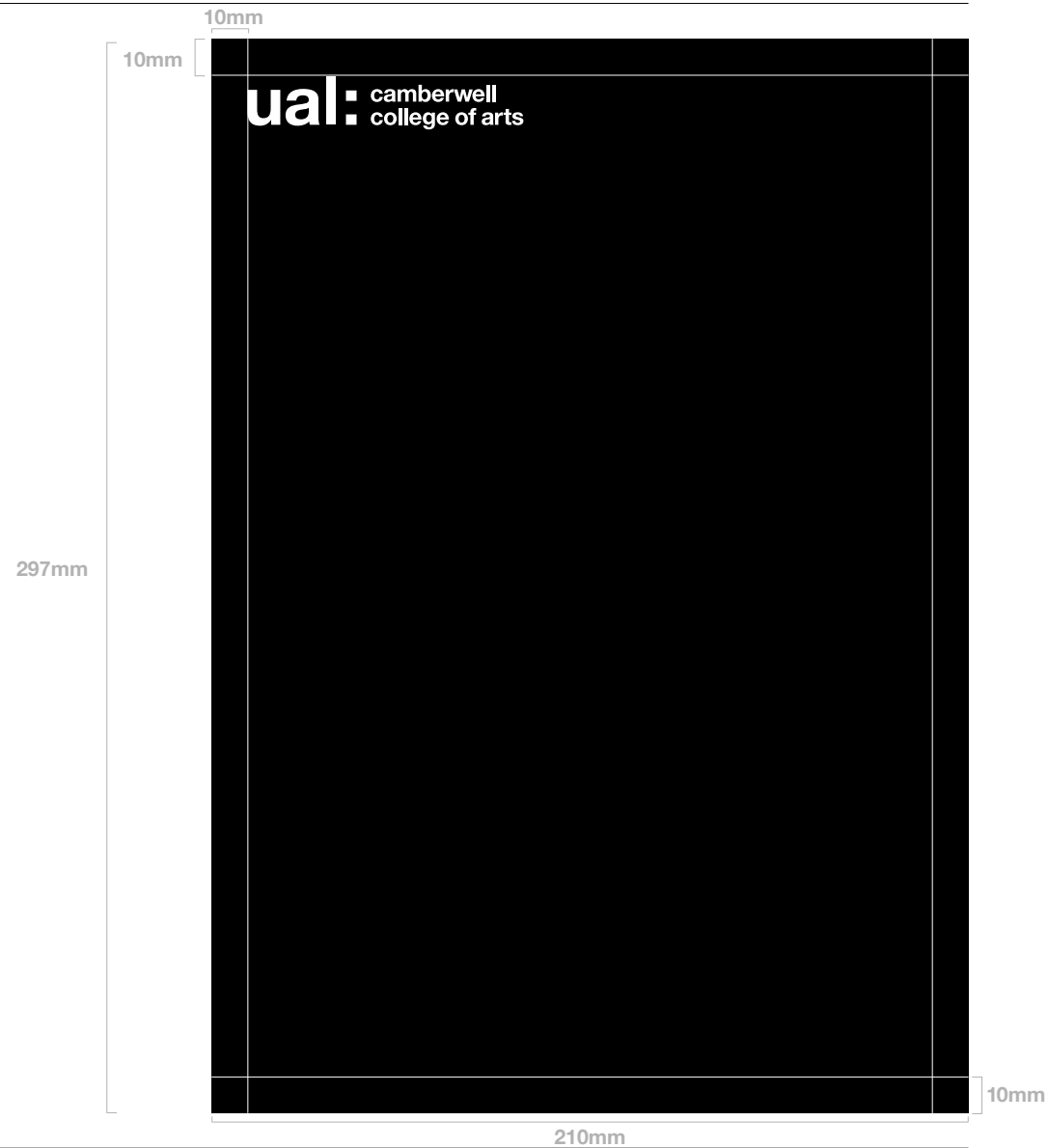
On occasions the UAL
Logotype with College name
will be applied on top of
imagery. It is important the
Logo is clearly legible in such
circumstances.

A6 size
Logotype excluding
College name = 20mm
Please see section 2.0

A6 size
Logotype excluding
College name = 20mm
Please see section 2.0

The UAL Logotype with College names should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

It should never be interpreted in a playful manner, shown at an angle,or filled with pattern, texture, or photographic imagery.

It is essential that the supplied Logo master files are always used. Please refer to 2.10 of this document.

Do not distort

Do not re-draw

Do not re-arrange or re-position
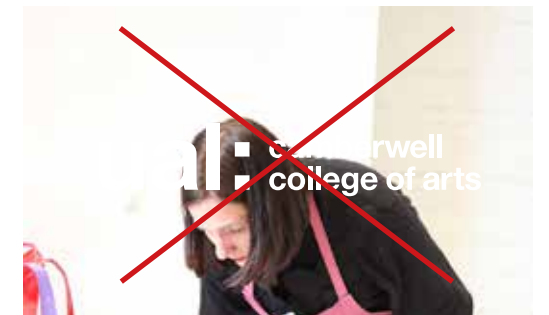

Do not change colour

Do not rotate

Maintain legibility

Print formats
Ai, EPS, PDF & TIFF files

Web / screen formats
JPG and PNG

Below are the file formats, which are to be used for print and web.

When using the Logo for print applications it is essential that the supplied Logo master EPS or Ai files are always used.

When using the Logo for web / screen applications it is essential that the supplied Logo master JPG or PNG files are always used.

Camberwell College of Arts			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS5	UAL_Lockup_Camberwell_BLACK UAL_Lockup_Camberwell_WHITE
	EPS	CS5	UAL_Lockup_Camberwell_BLACK UAL_Lockup_Camberwell_WHITE
	PDF		UAL_Lockup_Camberwell_BLACK
	TIFF		UAL_Lockup_Camberwell_BLACK UAL_Lockup_Camberwell_WHITE
Web / screen formats	**Type**		**File name**
	JPG		UAL_Lockup_Camberwell_BLACK
	PNG		UAL_Lockup_Camberwell_BLACK UAL_Lockup_Camberwell_WHITE

Central Saint Martins			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS5	UAL_Lockup_CSM_BLACK UAL_Lockup_CSM_WHITE
	EPS	CS5	UAL_Lockup_CSM_BLACK UAL_Lockup_CSM_WHITE
	PDF		UAL_Lockup_CSM_BLACK
	TIFF		UAL_Lockup_CSM_BLACK UAL_Lockup_CSM_WHITE
Web / screen formats	**Type**		**File name**
	JPG		UAL_Lockup_CSM_BLACK
	PNG		UAL_Lockup_CSM_BLACK UAL_Lockup_CSM_WHITE

Chelsea College of Arts			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS5	UAL_Lockup_Chelsea_BLACK UAL_Lockup_Chelsea_WHITE
	EPS	CS5	UAL_Lockup_Chelsea_BLACK UAL_Lockup_Chelsea_WHITE
	PDF		UAL_Lockup_Chelsea_BLACK
	TIFF		UAL_Lockup_Chelsea_BLACK UAL_Lockup_Chelsea_WHITE
Web / screen formats	**Type**		**File name**
	JPG		UAL_Lockup_Chelsea_BLACK
	PNG		UAL_Lockup_Chelsea_BLACK UAL_Lockup_Chelsea_WHITE

London College of Communication			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS5	UAL_Lockup_LCC_BLACK UAL_Lockup_LCC_WHITE
	EPS	CS5	UAL_Lockup_LCC_BLACK UAL_Lockup_LCC_WHITE
	PDF		UAL_Lockup_LCC_BLACK
	TIFF		UAL_Lockup_LCC_BLACK UAL_Lockup_LCC_WHITE
Web / screen formats	**Type**		**File name**
	JPG		UAL_Lockup_LCC_BLACK
	PNG		UAL_Lockup_LCC_BLACK UAL_Lockup_LCC_WHITE

London College of Fashion

Print formats	Type	Software version	File name
	Ai	CS5	UAL_Lockup_LCF_BLACK UAL_Lockup_LCF_WHITE
	EPS	CS5	UAL_Lockup_LCF_BLACK UAL_Lockup_LCF_WHITE
	PDF		UAL_Lockup_LCF_BLACK
	TIFF		UAL_Lockup_LCF_BLACK UAL_Lockup_LCF_WHITE

Web / screen formats	Type	File name
	JPG	UAL_Lockup_LCF_BLACK
	PNG	UAL_Lockup_LCF_BLACK UAL_Lockup_LCF_WHITE

Camberwell, Chelsea and Wimbledon

Print formats	Type	Software version	File name
	Ai	CS5	UAL_Lockup_CCW_BLACK UAL_Lockup_CCW_WHITE
	EPS	CS5	UAL_Lockup_CCW_BLACK UAL_Lockup_CCW_WHITE
	PDF		UAL_Lockup_CCW_BLACK
	TIFF		UAL_Lockup_CCW_BLACK UAL_Lockup_CCW_WHITE

Web / screen formats	Type	File name
	JPG	UAL_Lockup_CCW_BLACK
	PNG	UAL_Lockup_CCW_BLACK UAL_Lockup_CCW_WHITE

Wimbledon College of Arts

Print formats	Type	Software version	File name
	Ai	CS5	UAL_Lockup_Wimbledon_BLACK UAL_Lockup_Wimbledon_WHITE
	EPS	CS5	UAL_Lockup_Wimbledon_BLACK UAL_Lockup_Wimbledon_WHITE
	PDF		UAL_Lockup_Wimbledon_BLACK
	TIFF		UAL_Lockup_Wimbledon_BLACK UAL_Lockup_Wimbledon_WHITE

Web / screen formats	Type	File name
	JPG	UAL_Lockup_Wimbledon_BLACK
	PNG	UAL_Lockup_Wimbledon_BLACK UAL_Lockup_Wimbledon_WHITE

Printed example showing UAL
and Camberwell lock-up.

Printed example showing
UAL and Central Saint
Martins lock-up.

Signage example showing
UAL and London College
of Fashion lock-up.

Printed example showing
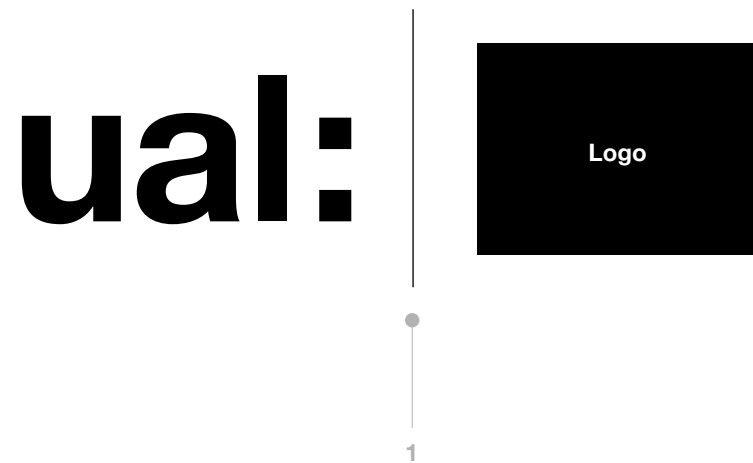UAL and Chelsea lock-up.
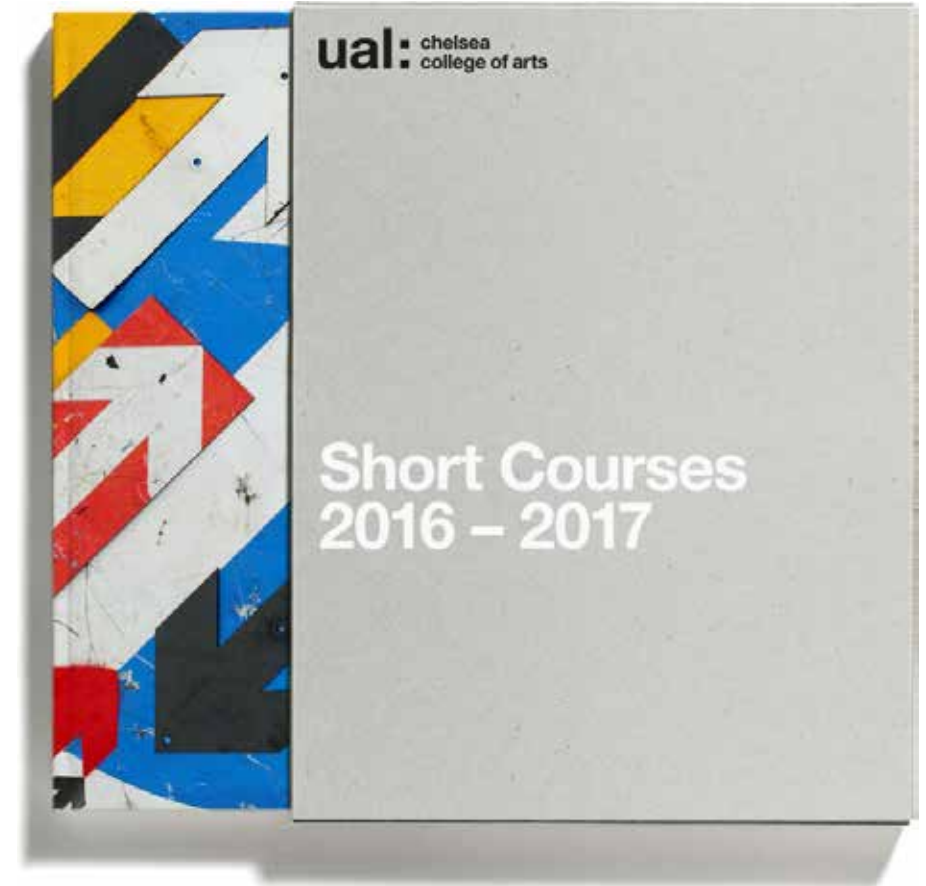
3.0

At times the UAL Logo will be used alongside the Logos of other organisations.

There is a fixed relationship which applies to UAL dual-branded material.

A 0.5pt line (1) is to be used to separate the Logos.

Below shows how to create the 0.5pt line (1) using the height and width of one of the colon squares as a measuring tool (A).

1

1
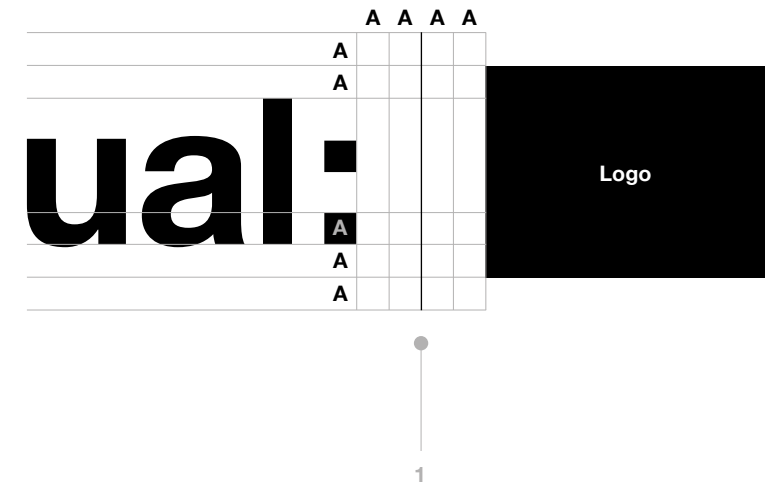
The dividing 0.5pt line can either be 100% black or 40% black depending on the application it is being applied to.

100% Black
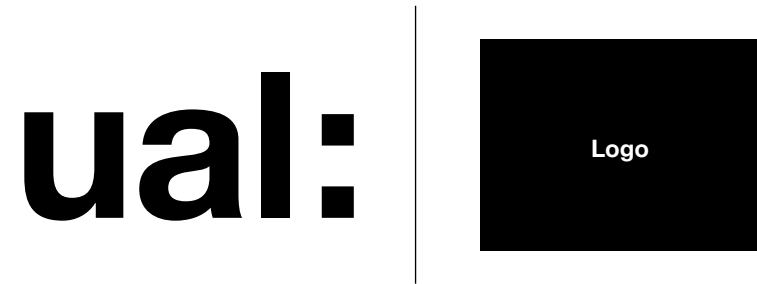
ual: | Logo

40% Black
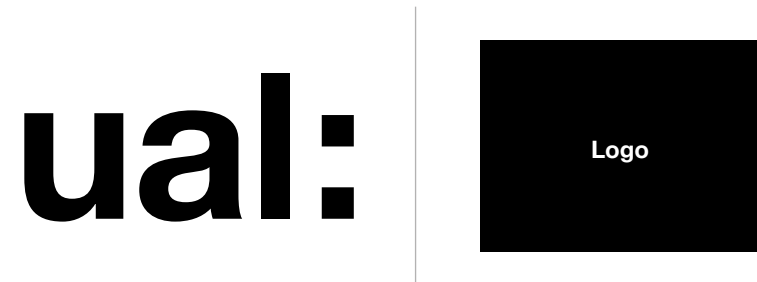
ual: | Logo

When being applied to darker backgrounds the UAL lock-up and dividing 0.5pt line should be in white.
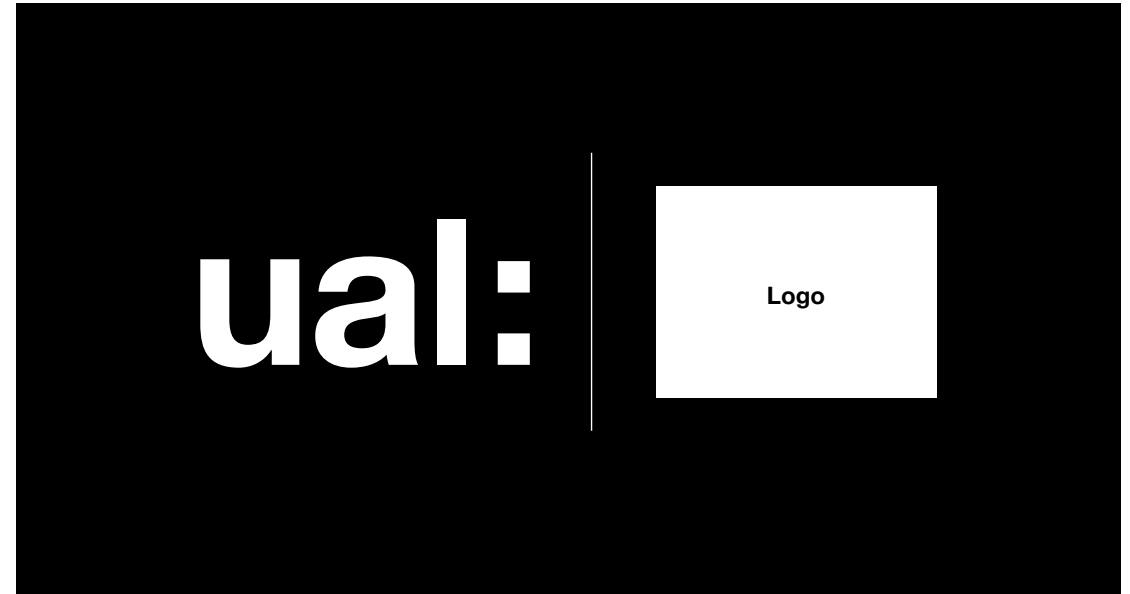
ual: | Logo

The below examples
show how the UAL Logo
is used with a dual-brand,
for example if an external
company / organisation
is sponsoring an event.
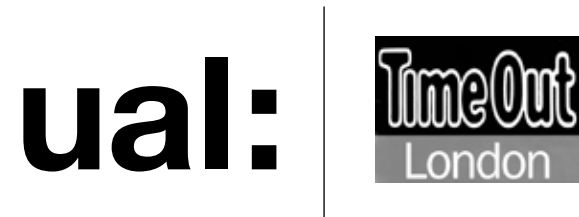
At times the UAL Logotype with College name will be used alongside the Logos of other organisations.

There is a fixed relationship which applies to the UAL Logotype with College name dual-branded material.

A 0.5pt line (1) is to be used to separate the Logos.

1

Below shows how to create the 0.5pt line (1) using the height and width of one of the colon squares as a measuring tool (A).


1

The dividing 0.5pt line can
either be 100% black or
40% black depending on
the application it is being
applied to.

When being applied to
darker backgrounds the UAL
Logotype and College name
lock-up and dividing line
should be in white.

100% Black

ual: **london college
of fashion**

Logo

ual: **london college
of fashion**

Logo

40% Black

ual: **london college
of fashion**

Logo

The below examples show
how the UAL Logotype with
College name is used with
a dual-brand, for example
if an external company /
organisation is sponsoring
an event.

The dual-branding lock-ups can be positioned on UAL produced applications in two ways to allow flexibility. The first example below shows the dual-branding lock-up positioned in the top left corner.

ual: london college of fashion   Logo

This example is for activities led by UAL and supported by an external partner.

Discretion is advised for placement of the supporting company / organisation logo to ensure maximum legibility.

Descriptors can be used to help describe the relationship between UAL and our partners. It often gives UAL a chance to define our role in a clearer way. Here are some suggestions of how to describe co-branding relationships:

— In partnership with
— A UAL partnership
— In association with
— In collaboration with
— Sponsored by
— Enabled by

ual: london college of fashion

Logo area placement
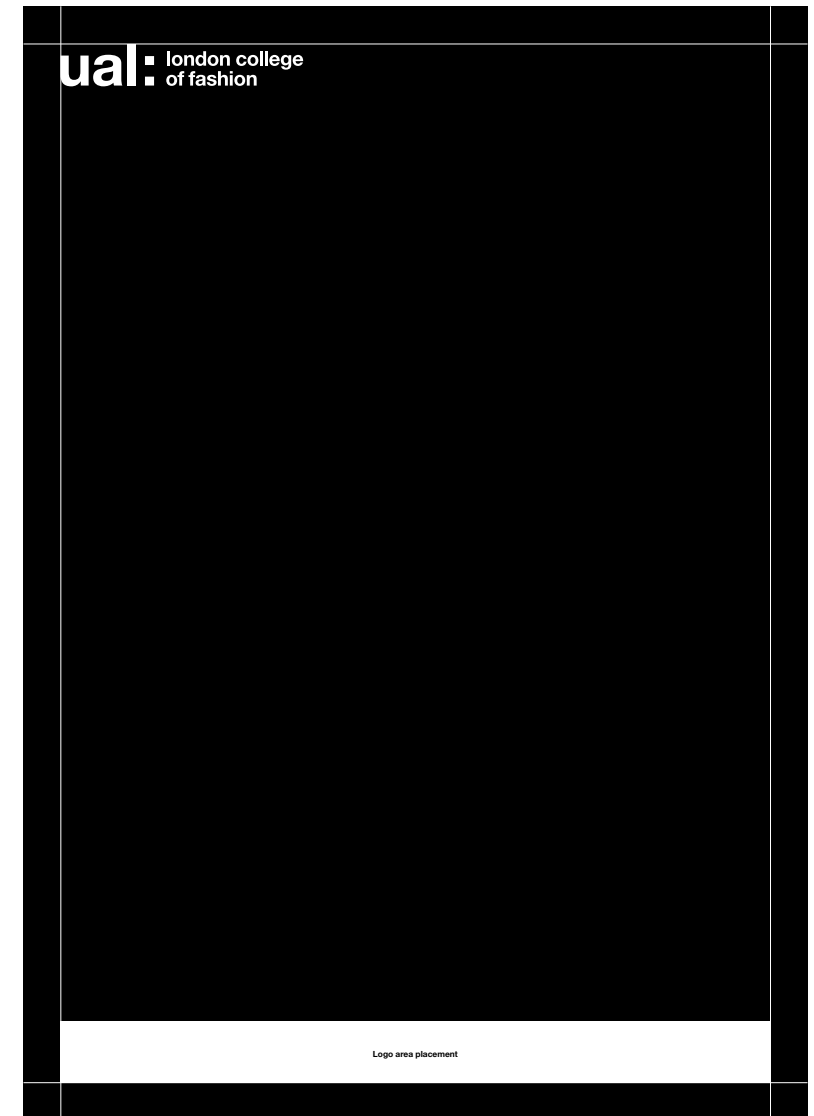
In some cases the positioning of the UAL Logo or College lock-ups will not be fully in our control. This can happen when we support or are associated with applications designed and produced by a third party.

In this case approval for the use of the UAL Logo or College lock-ups should be sought by the third party from the Brand and Content team at UALbrand@arts.ac.uk

The criteria for approval in such cases will adhere as closely as possible to the principles outlined in this document, including faithfulness to proportions, exclusion zones, colour palette and legibility requirements.

The UAL Logotype with College names must be presented to at least the same scale as adjacent Logo(s), as per the examples shown below.
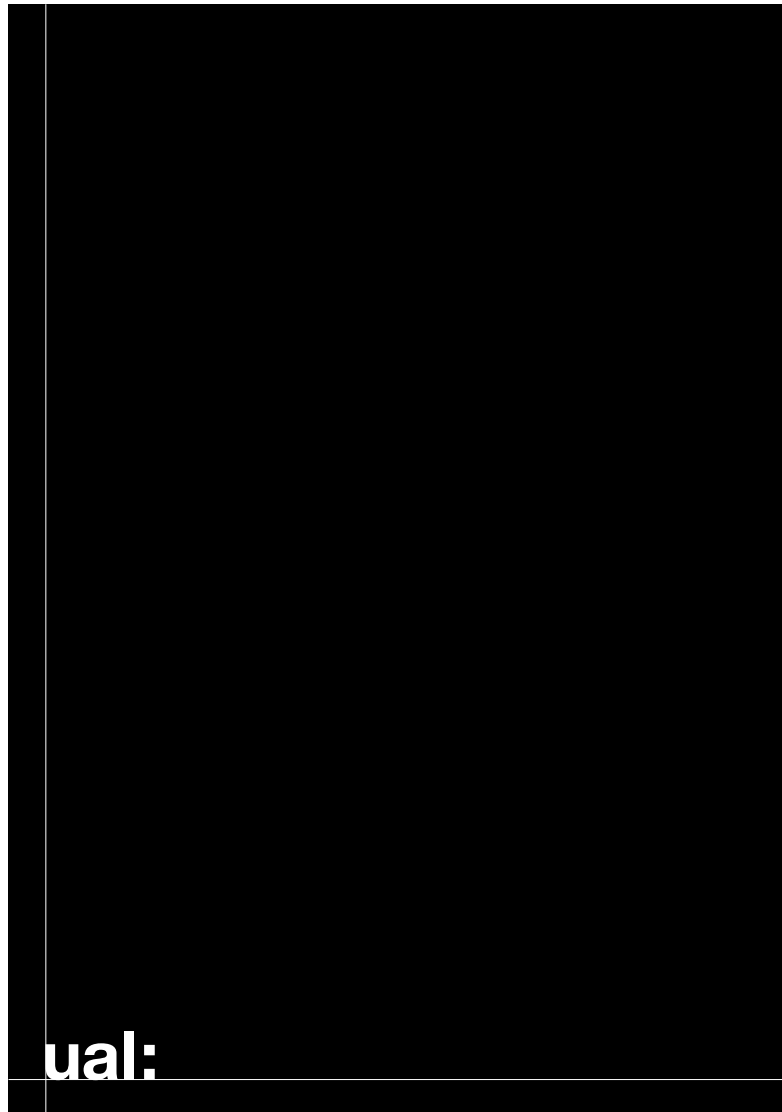
Printed example

If an event is hosted or organised by more than one College the main UAL logo should be used in the top left corner with the names of the Colleges involved aligned to the bottom left of the page.

The College names should be listed alphabetically and sit within horizontal rules to help define the hierarchy.

Printed example
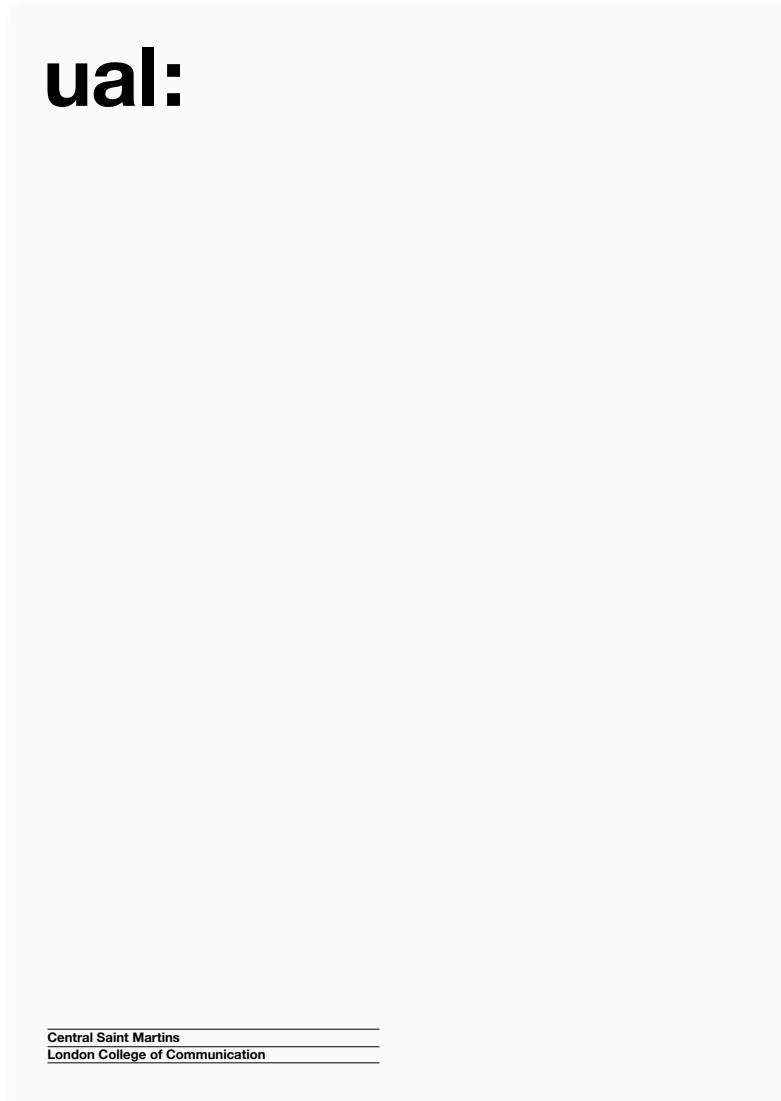
ual:

Central Saint Martins
London College of Communication

4.0

The University of the Arts London International Logo consists of two elements. The Logotype (1) and the Descriptor (2). When using the International Logo they should always appear together as shown below.

It is important that the UAL International Logo is applied consistently across all applications as it will provide a powerful tool for aiding recognition.

It is essential that the supplied International Logo master files are always used. Please refer to 4.10 of this document.

The University of the Arts London International Logo has been designed with precision and proportion in mind. The baseline of the Logotype sits on the baseline of the Descriptor to create a visual anchor (1).

The x height of the Descriptor should line up with the top of the 'l' in the Logotype (2).

It is essential that the supplied International Logo master files are always used. Please refer to 4.10 of this document.

The University of the Arts London International Logo has been spaced for ease of legibility for use on various applications. It should never be re-created or modified.

It is essential that the supplied International Logo master files are always used. Please refer to 4.10 of this document.

The University of the Arts London International Logo has been created specifically for ease of readability at various sizes.

In order to maintain consistent letter- and line-spacing always use approved master artwork and never try to recreate existing artwork.

It is essential that the supplied International Logo master files are always used. Please refer to 4.10 of this document.

In order to maintain the visual integrity of the master Logo, there are rules outlining the amount of clear space surrounding it. This is known as the exclusion zone.

The University of the Arts London International Logo exclusion zone is determined by using the dimension of the colon and applying it as a border measurement.
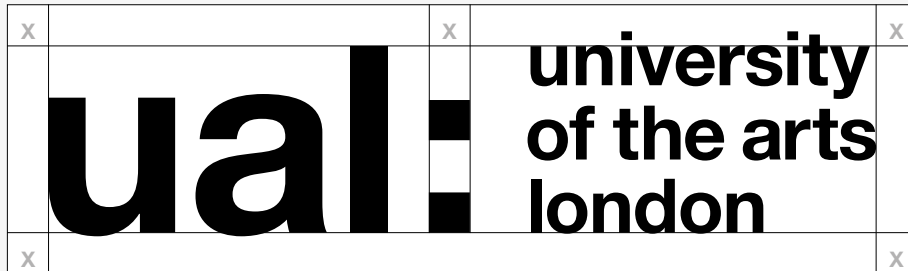
To achieve good legibility it is essential that the International Logo should never be used below 40mm in width on any printed applications which are A6 and above.

For student id cards, business cards (85mm × 55mm) and other smaller applications

the International Logo can be reduced to 30mm in width.

The minimum size usage is measured from the outside edge of the 'u' (on the left side of the Logotype) to the outside edge of the 's' of 'arts' (on the right side of the Descriptor).

For smaller branded items such as pencils and usb sticks the stand-alone 'ual:' Logotype should be used.

For digital minimum size usage see section 9.0.

Minimum size for applications which are A6 and above

40mm

Minimum size for smaller application including business cards and id cards

30mm

Use only the 'ual:' Logotype when the Logo needs to be smaller than 30mm

The University of the Arts London International Logo must be rendered in the primary brand colours.

To keep things as simple as possible the International Logo is only to be used in black (when placed on a light-coloured background) or white (when placed on a dark-coloured background).

For certain applications, such as invitations, the International version can be embossed, debossed, varnished or foiled.
Do not use other finishes, or cut-outs.

PMS Process Black		
C 0	R 0	
M 0	G 0	
Y 0	B 0	
K 100	#000000	

White		
C 0	R 255	
M 0	G 255	
Y 0	B 255	
K 0	#ffffff	

ual: university of the arts london

ual: university of the arts london

The UAL International Logo should always be positioned in the top left-hand corner of applications. This would apply to all print sizes and formats. See section 9.0 for digital guidelines. If you are intending to use the Logo in any video please contact the Communication and

External Affairs department for guidance.

The example below shows the International Logo position on an A4 application. It should sit no closer than 10mm from the left edge of the page (using the left side of the 'u' in the Logotype) and no closer

than 10mm to the top edge of the page (using the top of the 'l' in the Logotype).

For bigger or smaller applications it should be applied proportionally to these measurements. Please refer to the measurements on the right for common formats.

10mm

10mm

297mm

210mm

10mm

A2
20mm

20mm

A3
14mm

14mm

A4
10mm

10mm

A5
7mm

7mm

A6
5mm

5mm
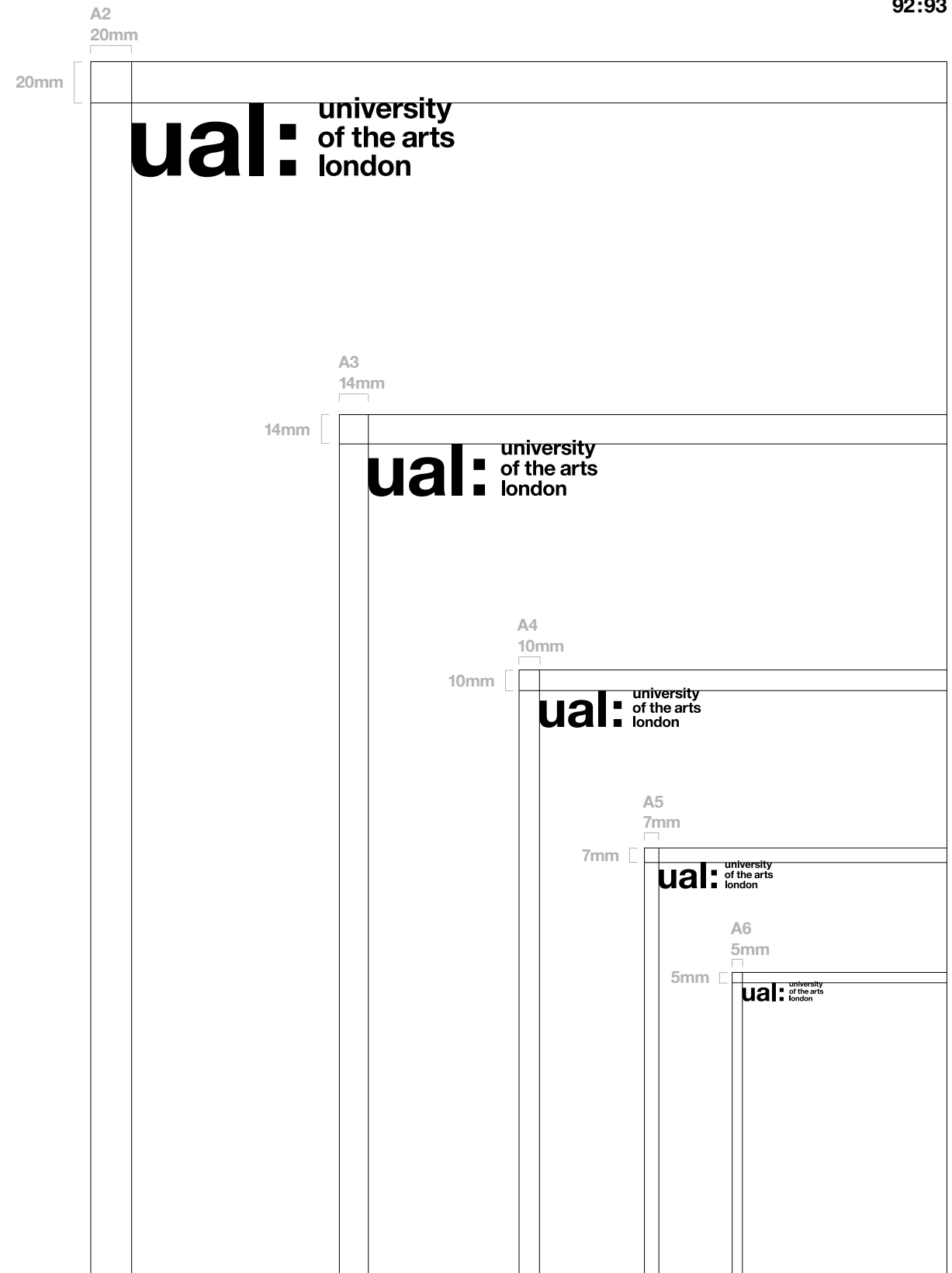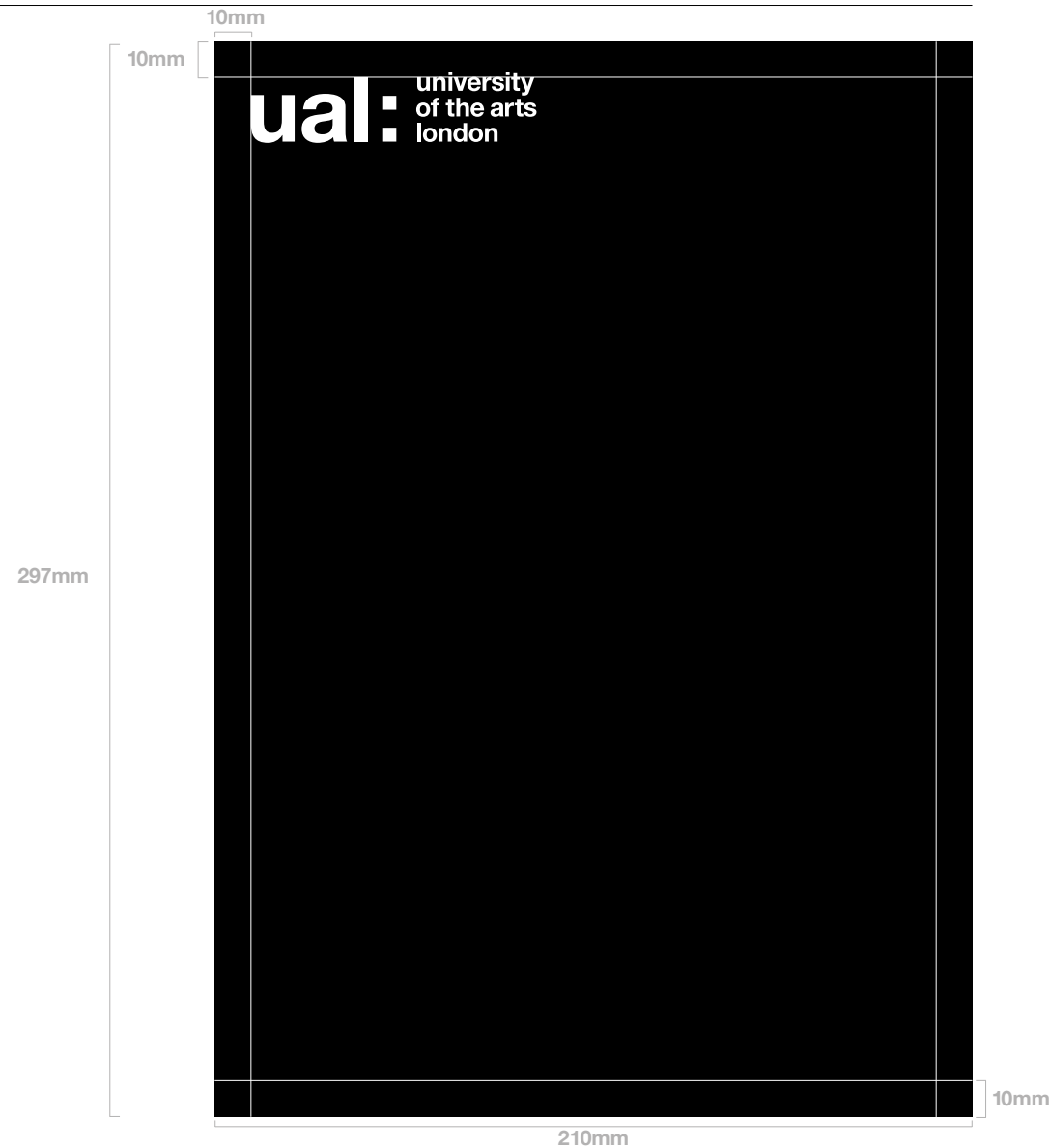
The optimum size of the UAL International Logo that needs to be applied to common formats is shown below.

On occasions the format of applications will be unique therefore the International Logo should always be scaled proportionally to unique formats.
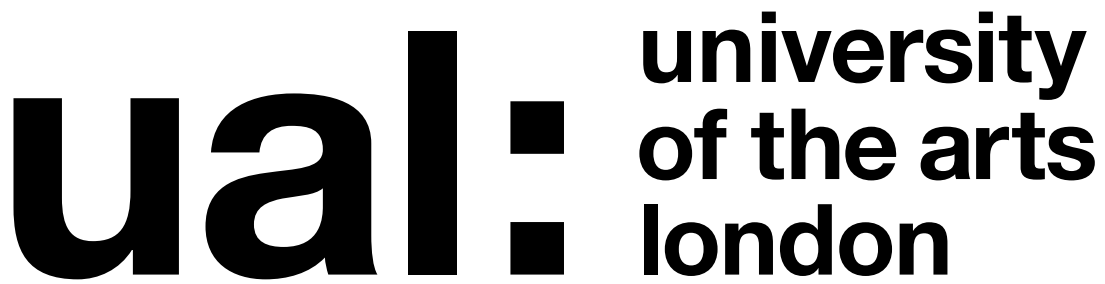
ual: university of the arts london

A2 = 143mm

ual: university of the arts london

A4 = 79.2mm

ual: university of the arts london

A3 = 112mm

ual: university of the arts london

A5 = 56mm

ual: university of the arts london
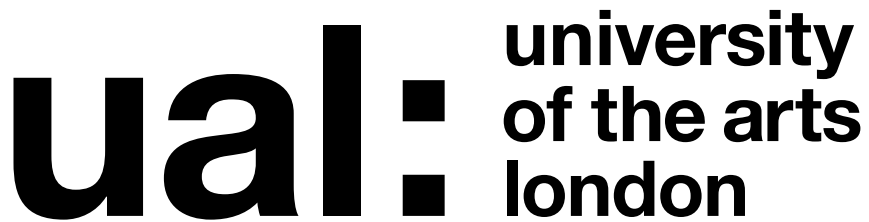
A6 = 40mm

On occasions the UAL
Logo will be applied on
top of imagery. In such
circumstances, the
International Logo must
be clearly legible.

A6 size
Logo size = 40mm

A6 size
Logo size = 40mm

On occasions the UAL International Logo will be applied on top of gradients. In such circumstances, the International Logo must be clearly legible. This is particularly important for visual accessibility, see section 11.0.

As a guide we have shown how the gradients work below. Please ensure maximum contrast between the International Logo and background is maintained.

ual: university of the arts london — 100% Black

ual: university of the arts london — 50% Black

ual: university of the arts london — Recommend not to position identity below this point

— 100% White

ual: university of the arts london — 100% Black

— Recommend not to position identity above this point

ual: university of the arts london — 50% Black

ual: university of the arts london

ual: university of the arts london — 100% White
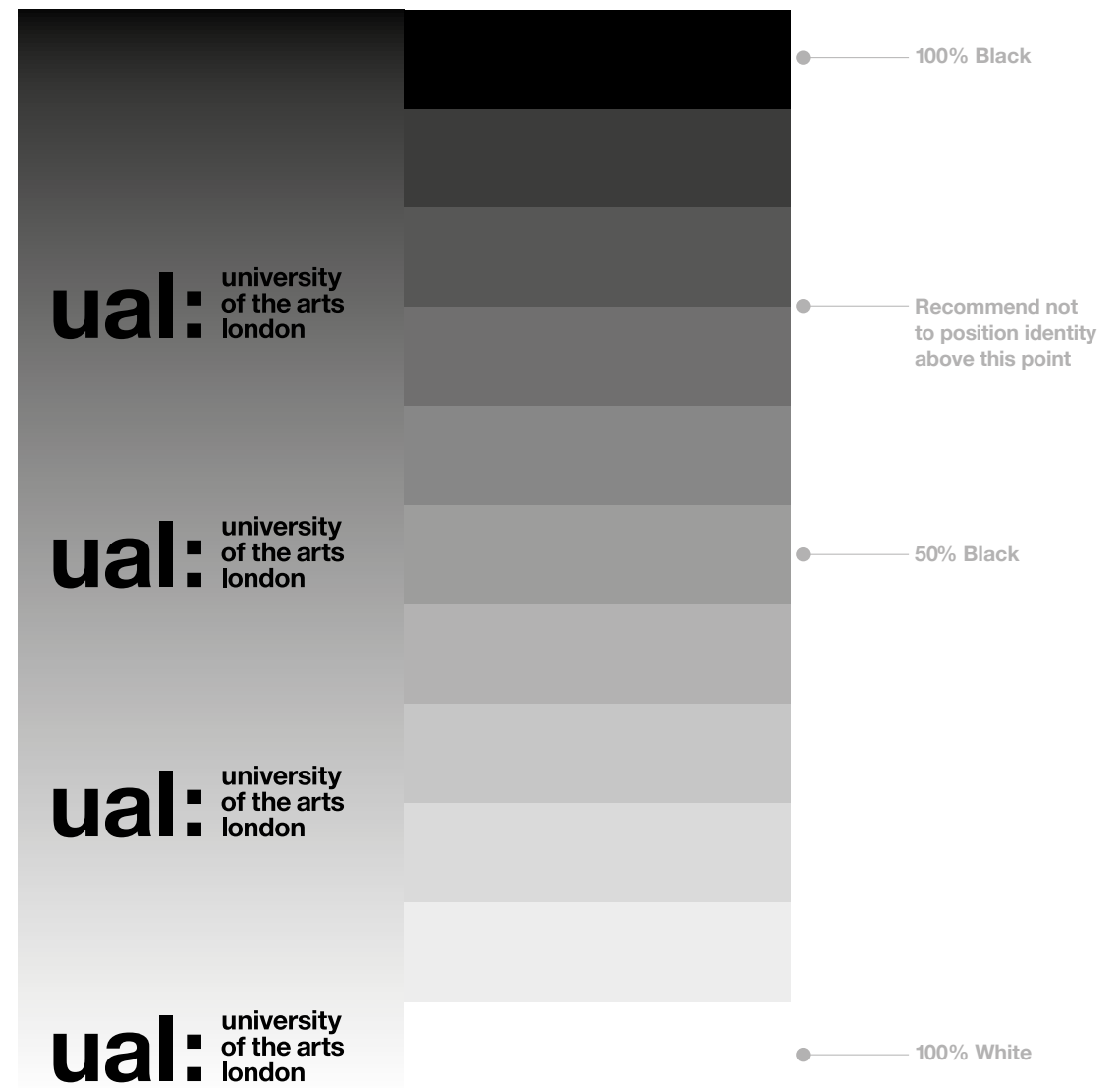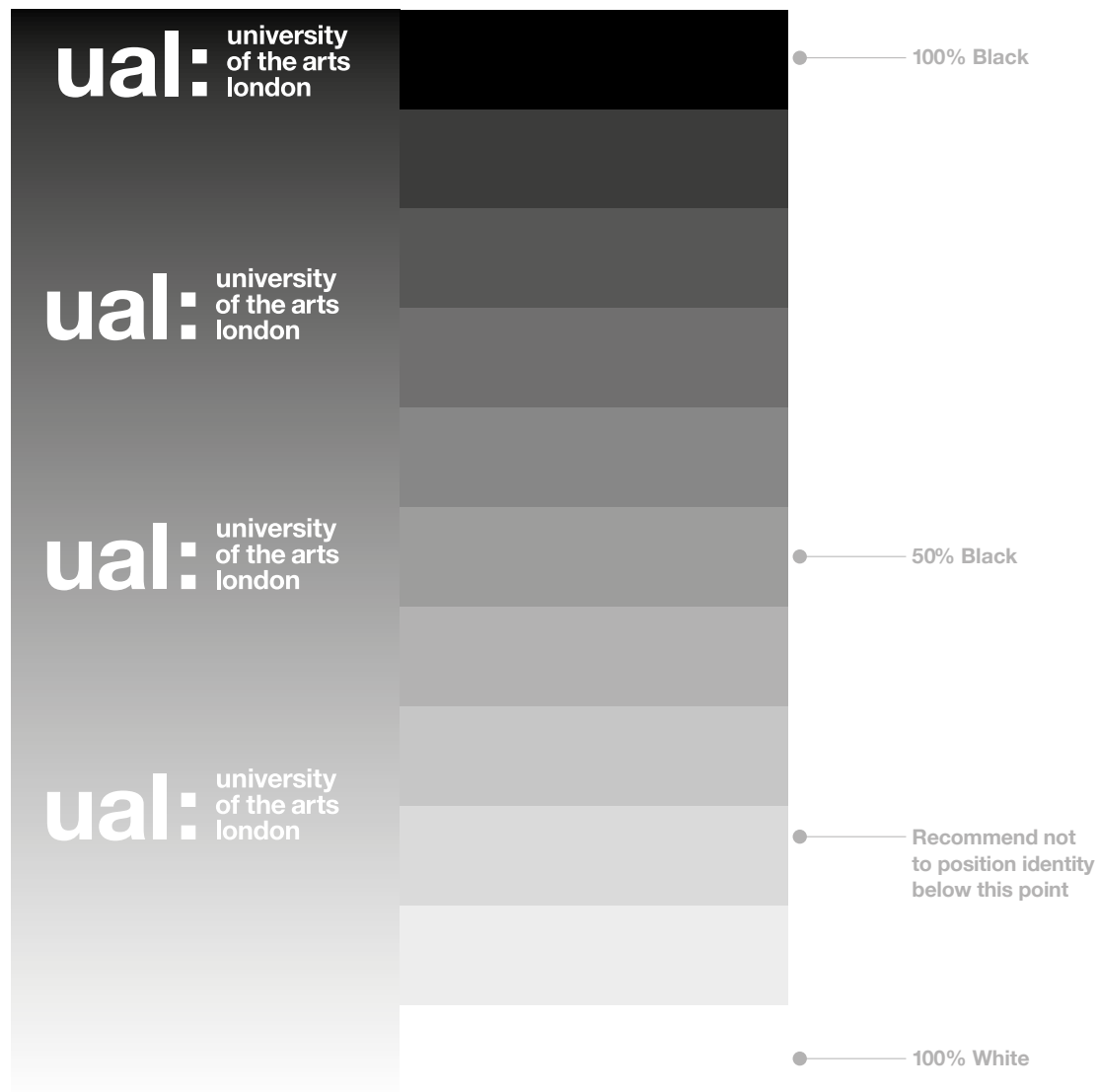
The University of the Arts London International Logo should be rendered with utmost respect. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Always ensure the proportions of the International Logo are locked when scaling.

It should never be interpreted in a flippant manner, shown at an angle, or filled with pattern, texture, or photographic imagery.

It is essential that the supplied International Logo master files are always used. Please refer to of this document.

Do not distort

Do not re-draw

Do not re-arrange or re-position

Do not change colour

Do not rotate
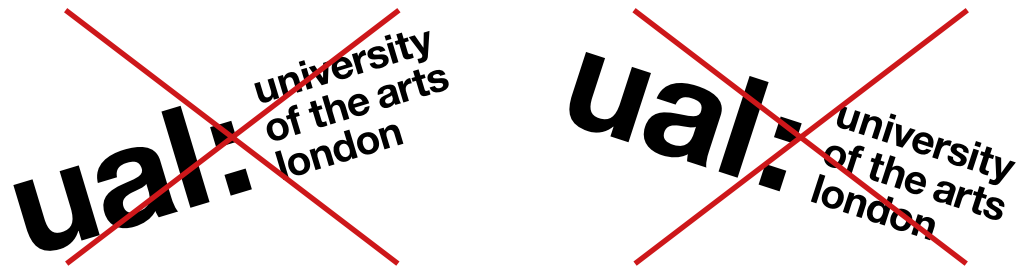
Maintain legibility

Print formats
EPS and Ai files

Web formats
JPG and PNG

Below are the file formats, which are to be used for print and web.

When using the UAL International Logo for print applications it is essential that the supplied master EPS or Ai files are always used.

When using the International Logo for web applications it is essential that the supplied master JPG or PNG files are always used.

Environmental example showing the UAL International Logo applied to exhibition stand.

Logotype & Descriptor			
Print formats	**Type**	**Software version**	**File name**
	Ai	CS3	UAL_Logo_BLACK_AW
			UAL_Logo_WHITE_AW
	EPS	CS3	UAL_Logo_BLACK_AW
			UAL_Logo_WHITE_AW
	PDF		UAL_Logo_BLACK_AW
	TIFF		UAL_Logo_BLACK_AW
			UAL_Logo_WHITE_AW
Web / screen formats	**Type**		**File name**
	JPG		UAL_Logo_BLACK_AW
	PNG		UAL_Logo_BLACK_AW
			UAL_Logo_WHITE_AW

5.0

Our primary colour palette is very simple and powerful.

Stripped back to black and white, it will enable the brand to stand out as clearly as possible in various applications.

UAL-wide departments should always employ the primary colour palette only. These departments are as follows:

Strategic Development
Communication and External Affairs, Development and Alumni Relations, Estates, Human Resources, IT Services, Marketing and Student Recruitment

Academic Development and Services
Academic Registry, Academic Support, Careers and Employability, Diversity, Governance, Language Centre, Legal Affairs, Library Services, Research Management and Administration, Student Services, Teaching and Learning Exchange, UAL Awarding Body, Widening Participation

PMS Process Black	
C 0	R 0
M 0	G 0
Y 0	B 0
K 100	#000000

White	
C 0	R 255
M 0	G 255
Y 0	B 255
K 0	#ffffff

The primary colour palette for all University Services communication materials is black, white and forty percent black.

It is essential that the secondary palette colours below are never applied to the UAL Logo, College names, International Logo or lock-ups.

The secondary colour palette should only be used sparingly as highlight or background colours for applications.

Please contact the Brand and Content team at UALbrand@arts.ac.uk

While the secondary colour palette can also be used for body copy and titles, it is essential to maintain legibility.

The range of colours in our secondary palette has been chosen for flexibility; these colours are not assigned to a particular College or department.

PMS 540	
C 90	R 31
M 60	G 86
Y 30	B 120
K 20	#1f5678

PMS 520	
C 75	R 87
M 85	G 62
Y 35	B 106
K 15	#573e6a

PMS 306	
C 60	R 83
M 5	G 190
Y 5	B 227
K 0	#53bee3

PMS 521	
C 45	R 151
M 55	G 124
Y 20	B 158
K 0	#977c9e

PMS 297	
C 45	R 126
M 0	G 211
Y 0	B 247
K 0	#7ed3f7

PMS 524	
C 10	R 223
M 20	G 204
Y 0	B 228
K 0	#dfcce4

PMS 545	
C 25	R 185
M 0	G 229
Y 0	B 251
K 0	#b9e5fb

PMS Process Magenta	
C 0	R 237
M 100	G 6
Y 20	B 119
K 0	#ed0677

PMS 7472	
C 60	R 94
M 0	G 196
Y 35	B 182
K 0	#5ec4b6

PMS 485	
C 0	R 239
M 90	G 65
Y 100	B 35
K 0	#ef4123

PMS 340	
C 75	R 31
M 0	G 174
Y 65	B 126
K 5	#1fae7e

PMS 187	
C 30	R 184
M 100	G 41
Y 100	B 47
K 0	#b8292f

PMS	
C 0	R 247
M 50	G 148
Y 100	B 29
K 0	#f7941d

PMS Process Black	
C 0	R 0
M 0	G 0
Y 0	B 0
K 100	#000000

PMS	
C 0	R 255
M 20	G 203
Y 100	B 5
K 0	#ffcb05

PMS Cool Grey 4	
C 0	R 167
M 0	G 169
Y 0	B 172
K 40	#a7a9ac

PMS Process Yellow	
C 0	R 255
M 0	G 242
Y 100	B 0
K 0	#fff200

PMS 5545	
C 80	R 70
M 50	G 107
Y 75	B 86
K 10	#466b56

PMS Cool Grey 2	
C 0	R 214
M 0	G 214
Y 0	B 212
K 20	#d6d6d4

PMS	
C 0	R 255
M 0	G 247
Y 50	B 153
K 0	#fff799

PMS 585	
C 20	R 211
M 0	G 226
Y 65	B 126
K 0	#d3e27e

PMS Warm Grey 2	
C 5	R 198
M 5	G 195
Y 15	B 181
K 20	#c6c3b5

PMS 5793	
C 35	R 173
M 20	G 181
Y 50	B 143
K 0	#adb58f

6.0

The UAL primary typeface is Helvetica Neue. It is one of the integral components for all UAL specific branding. It will be used for all University print applications.

A number of weights are available, allowing flexibility when designing applications. The two weights which UAL will most commonly use are Helvetica Neue Bold and Light.

This will allow for greater control and consistency when using typography on applications.

For digital guidelines on typography please refer to section 9.0.

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ 1234567890 £&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890 £&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

For headings, titles or text that needs to have a strong emphasis we use Helvetica Neue Bold. In some instances we can use it for body copy.

For sub-headings we simply underline the text.

Helvetica Neue Bold

Simple
Bold
Direct

For body copy or descriptive text we use Helvetica Neue Light.

For sub-headings we simply underline the text.

Helvetica Neue Light

Clear
Concise
Inform

6.3 Typeface exception

Where a user does not have the Helvetica Neue typeface family installed on their computer, Arial Bold and Regular may be used instead.

All users may use Arial for standard internal needs such as Word documents, Excel sheets, PowerPoint or Keynote slides and all email applications.

Arial Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ 1234567890 £&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Arial Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ 1234567890 £&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

7.0

To add to the UAL visual
language a number of simple
patterns have been created
based on the colon (1). The
patterns will assist in creating
a unique image for UAL.

The colon (1) is removed
from the UAL Logo and
is then outlined (2).

By making the colon
outlined it becomes less
dominant. It is now the
foundation from which
our patterns are created.

1

ual: university
of the arts
london

1   2
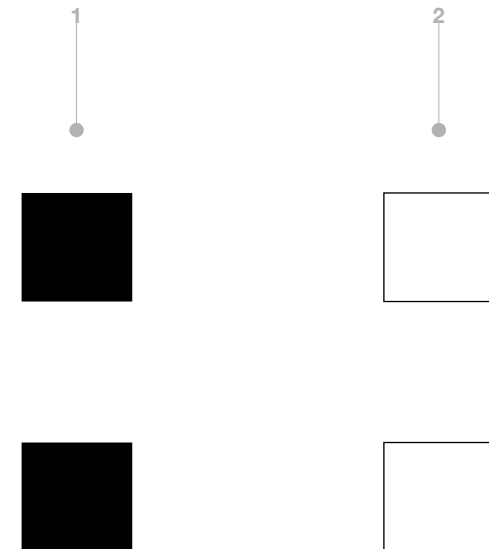
It is essential that the patterns are not a solid but rather an outline as shown below so that they don't overpower the UAL branding.

It is essential that the supplied EPS pattern master file is always used. In print applications, the pattern should never be re-created, tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Animated use of the pattern is permissible under certain circumstances. If you are intending to use the pattern in any video / animated context please contact the Communication and External Affairs department for guidance.

It is essential that the supplied EPS pattern master file is always used. In print applications, the pattern should never be re-created, tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Animated use of the pattern is permissible under certain circumstances. If you are intending to use the pattern in any video / animated context please contact the Brand and Content team at UALbrand@arts.ac.uk.

It is essential that the supplied EPS pattern master file is always used. In print applications, the pattern should never be re-created, tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Animated use of the pattern is permissible under certain circumstances. If you are intending to use the pattern in any video / animated context please contact the Brand and Content team at UALbrand@arts.ac.uk.

It is best to use the patterns subtly. They should never overpower or be the most dominant feature of the application.

For printed applications they can be used as a varnish, a clear foil, embossed, de-bossed or as an overprint.

For environmental applications they can be recessed or raised into material such as concrete or wood. They can also be used as a detail for various types of furniture.
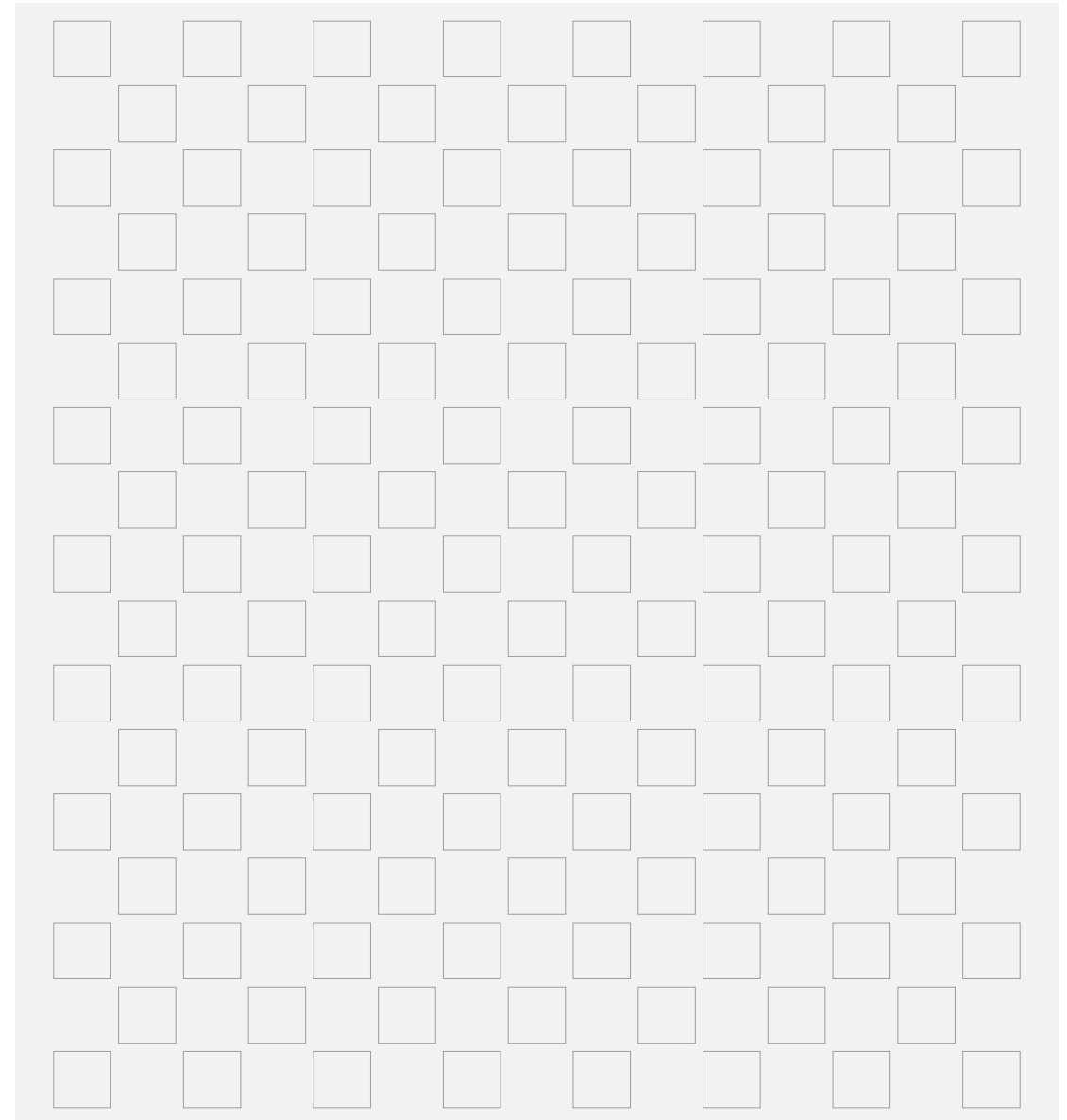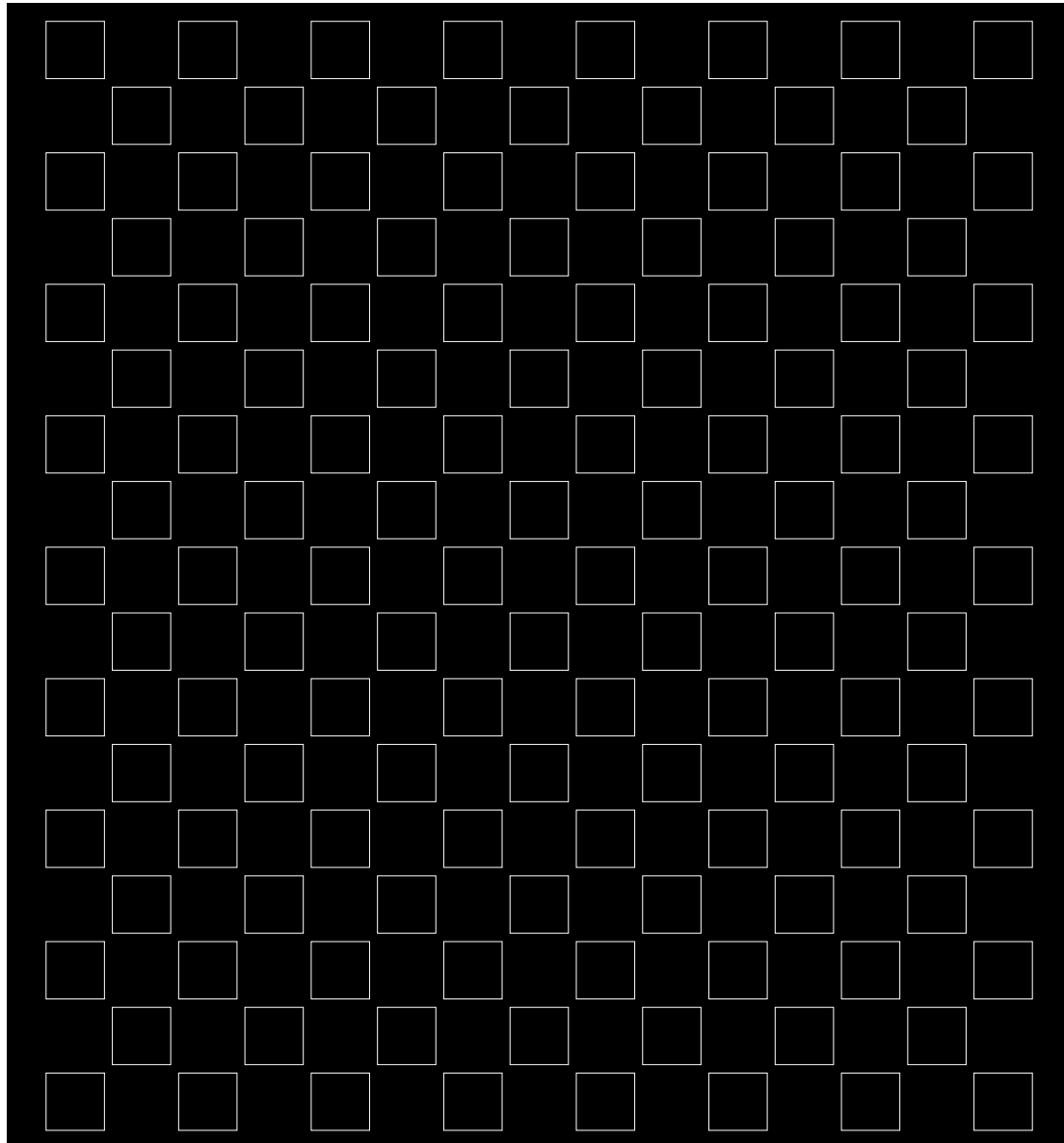
8.0

Diaries
Example of Logo de-bossed.

Cotton tote bag
Screenprinted

T-shirt
Screenprinted

T-shirt
Screenprinted

USB stick
Please note that USB
sticks can differ in size.
Please adjust proportionally.
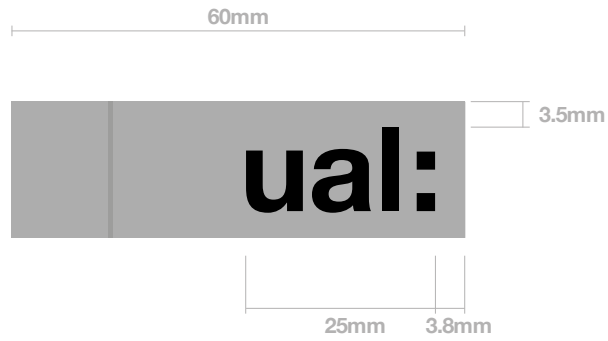
In certain exceptional
circumstances it may be
necessary to adapt the rules
in order to ensure the master
brand is sufficiently visible.

This is particularly important
when working with small or
unusual formats. Please try to
retain the principles for colour,
positioning and placement
whilst working within the
space available.

For all applications that
require special attention,
please contact the
Brand and Content team
at UALbrand@arts.ac.uk.

60mm

3.5mm

ual:

25mm   3.8mm

ual:

9.0

UAL with employee name

For email signatures we use Arial. Both regular and bold weights are used for heirarchy and legibility.

DO NOT append the Logo to your email signature.

UAL with College name and employee name

For email signatures we use Arial. Both regular and bold weights are used for heirarchy and legibility.

DO NOT append the Logo to your email signature.

New Message

Send Chat Attach Address Fonts Colors Save As Draft

To:
Cc:
Subject:

Line – 60 full stops
Arial Regular 10pt

Arial Bold 12pt — **Name**
Arial Regular 12pt — Title
One paragraph break
Arial Bold 12pt — **University of the Arts London**
Arial Regular 12pt — 272 High Holborn
London WC1V 7EY
United Kingdom

One paragraph break

T+44 (0)20 0000 0000
E name@arts.ac.uk
www.arts.ac.uk

One paragraph break

Environmental statement should be in green
Arial Regular 12pt — Please consider the environment before printing this email

Line – 60 full stops
Arial Regular 10pt

New Message

Send Chat Attach Address Fonts Colors Save As Draft

To:
Cc:
Subject:

Line – 60 full stops
Arial Regular 10pt

Arial Bold 12pt — **Name**
Arial Regular 12pt — Title
One paragraph break
Arial Bold 12pt — **University of the Arts London**
Arial Regular 12pt — Wimbledon College of Art
Merton Hall Road
London SW19 3QA
United Kingdom

One paragraph break

T+44 (0)20 0000 0000
E name@arts.ac.uk
www.wimbledon.arts.ac.uk

One paragraph break

Environmental statement should be in green
Arial Regular 12pt — Please consider the environment before printing this email

Line – 60 full stops
Arial Regular 10pt

UAL with employee name
and College name and any
additional information

For email signatures we use
Arial. Both regular and bold
weights are used for heirarchy
and legibility.

DO NOT append the Logo to
your email signature.

New Message

Send   Chat   Attach   Address   Fonts   Colors   Save As Draft   Photo Br

To:

Cc:

Subject:

Si

Line – 60 full stops
Arial Regular 10pt

Arial Bold 12pt   **Name**
Arial Regular 12pt   Title
One paragraph break
Arial Bold 12pt   **University of the Arts London**
Arial Regular 12pt   272 High Holborn
                         London WC1V 7EY
                         United Kingdom

One paragraph break   **T** +44 (0)20 0000 0000
                         M +44 (0)7000 000000
                         Mobex 0000
                         E name@arts.ac.uk
                         www.arts.ac.uk

One paragraph break
Additional information
should be separated from   London 2012 Olympics   Line – 60 full stops
the main email sign off by   For more information: Arial Regular 10pt
a paragraph break and   www.arts.ac.uk/olympics
another dotted line   olympics.estates@arts.ac.uk
Arial Regular 12pt
                             For any building or facilities issue,
                             please contact the Estate Help desk
                             estatehelpdesk@arts.ac.uk
                             or Telephone extension 8000
                             (9am–5pm Monday to Friday)

One paragraph break   Line – 60 full stops
                                                          Arial Regular 10pt
Environmental statement   Please consider the environment
should be in green   before printing this email
Arial Regular 12pt

The size of the Logo should always be dependent on the screen width used and be measured based on the height of the Logotype.

Three screen widths are given as guidelines: common laptop width, tablet width and smart phone width.

Based on the suggested screen sizes the Logo can be resized by a maximum of 14 pixels (upwards or downwards) to accommodate any specific design needs.

The direction of the Logo resizing must always follow the direction of the screen variation in relation to the given screen widths.

For example, when using the Logo on an 800 pixel screen width, the 54 pixel Logo should be used and be resized only downwards by a maximum of 14 pixels if there is a need.

960px

ual: 54px

640px

ual: 48px

320px

ual: 36px

The minimum white space around the Logo should be calculated based on the height of the Logotype.

If the Descriptor is 'x' then the minimum space around it should be:

The Logo and International:
Top space = x divided by 3
Right space = x divided by 2.7
Bottom space = x divided by 1.8
Left space = x divided by 5.4

College logo:
Top space = x divided by 3
Right space = x divided by 2.7
Bottom space = x divided by 3
Left space = x divided by 5.4

6px Baseline Grid

When the calculated space results in decimal points, the number should always and only be rounded upwards to a whole number.

ual: x/3 x x/1.8
x/5.4 x/2.7

ual: london college of fashion x/3 x x/3
x/5.4 x/2.7

ual: university of the arts london x/3 x x/1.8
x/5.4 x/2.7
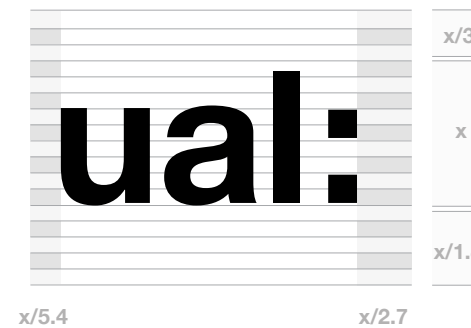
The Logo should always be placed on the top left corner when used on UAL branded web sites.
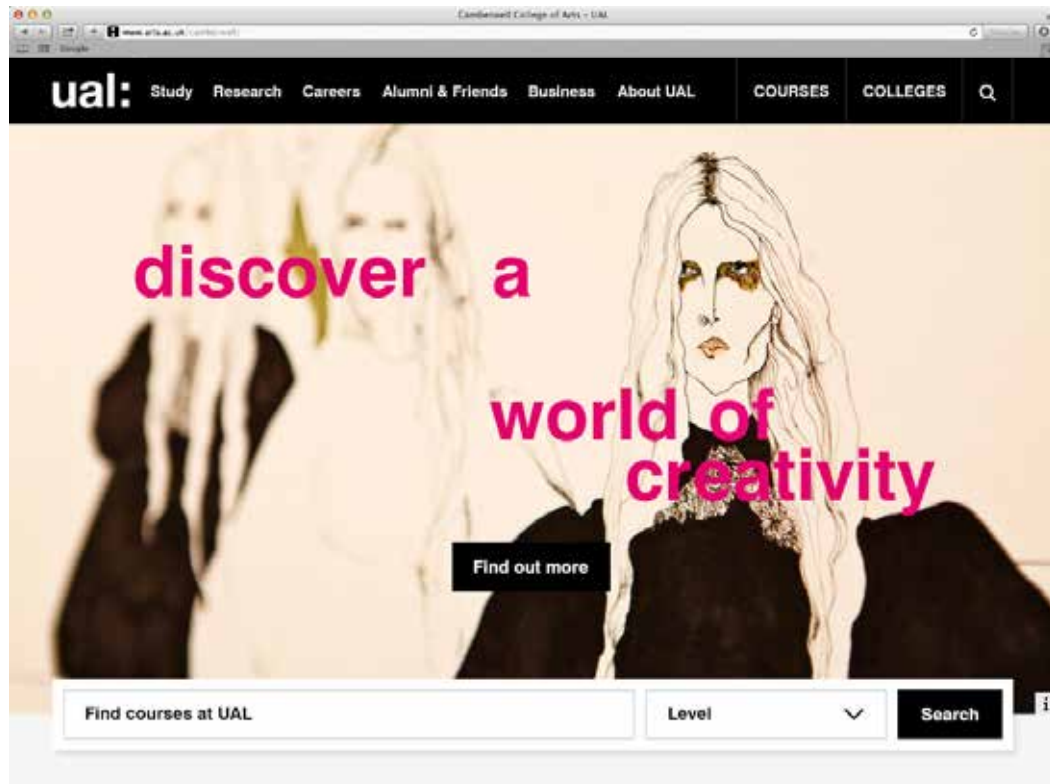
The black logo should always be on white space with no coloured bands spanning behind it.

The Logo should only be placed on the top left side of a page.

Only the black Logo should be used on a white background page.
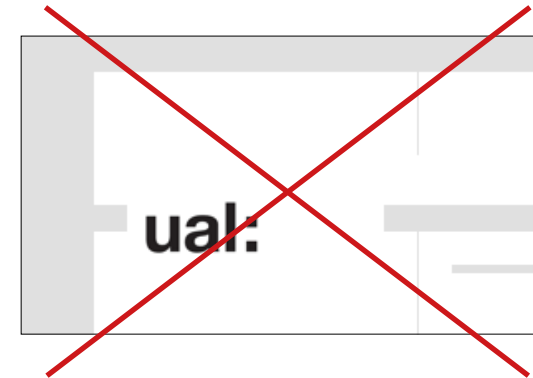
The font used on
UAL branded digital
communications must always
be in the following order
depending on availability:

Helvetica Neue
Helvetica
Arial

Helvetica Neue Regular
Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./**

Helvetica Regular
Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./**

Arial Regular
Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%%^&*()_+{}:"|<>?[];'\,./**

Social media icons, which include Twitter, Facebook, Instagram and Pinterest can use the approved secondary colour palette.

They should adhere to one of the four approved ways of using logo, colour, pattern and photography / illustration.

When designing social media icons they should always be bold, simple and clear so that they achieve maximum impact on social media sites.

To maintain this you should follow the rules on how to apply it within the social media spectrum. (e.g. Twitter, Facebook, Instagram and Pinterest). Do not apply the brand in the ways shown below.

1 Using the Logotype with secondary colour palette

2 Using the colon from the Logotype with secondary colour palette

3 Using pattern
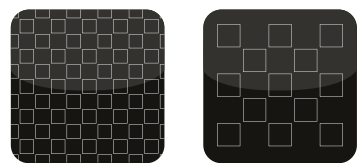
4 Using photography / illustration

Do not use International version

Do not use Descriptor on its own

Do not use Logotype and College name

Do not use College name on its own

Do not bleed Logotype off the edges

Do not bleed colon off the edges

Do not use Logotype over imagery

Do not use Logotype in colour

10.0

Business Card
85mm × 55mm
Generic UAL and all Colleges
listed with employee name.

Business Card
85mm × 55mm
UAL and all Colleges listed for
The Enterprise Collective.
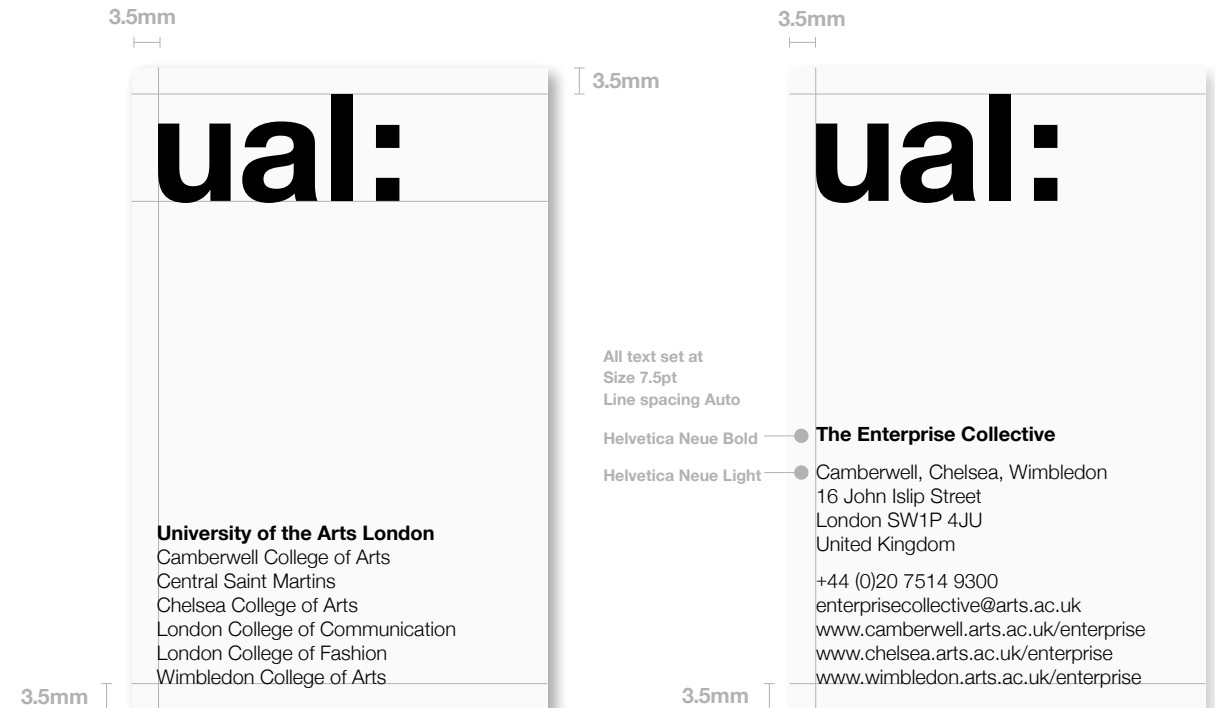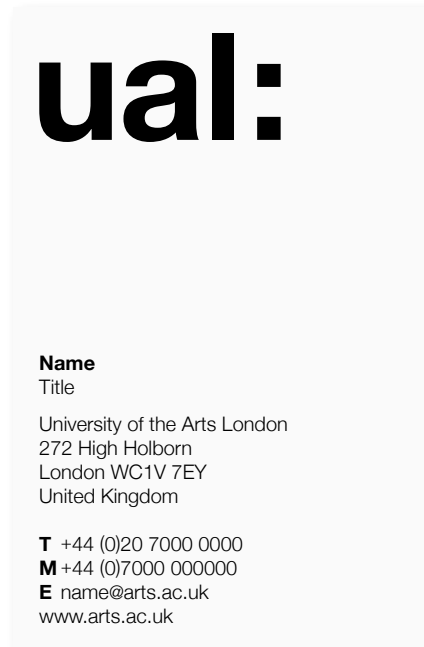
ual:

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

Name
Title

University of the Arts London
272 High Holborn
London WC1V 7EY
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@arts.ac.uk
www.arts.ac.uk

3.5mm

3.5mm

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

3.5mm

3.5mm

3.5mm

ual:

All text set at
Size 7.5pt
Line spacing Auto

Helvetica Neue Bold ——●

Helvetica Neue Light ——●

The Enterprise Collective

Camberwell, Chelsea, Wimbledon
16 John Islip Street
London SW1P 4JU
United Kingdom

+44 (0)20 7514 9300
enterprisecollective@arts.ac.uk
www.camberwell.arts.ac.uk/enterprise
www.chelsea.arts.ac.uk/enterprise
www.wimbledon.arts.ac.uk/enterprise

3.5mm

Business Card
85mm × 55mm
UAL and all Colleges listed
with employee name.

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: camberwell
college of arts

Name
Title

Camberwell College of Arts
University of the Arts London
Peckham Road
London SE5 8UF
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@camberwell.arts.ac.uk
www.camberwell.arts.ac.uk

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: chelsea
college of arts

Name
Title

Chelsea College of Arts
University of the Arts London
Millbank
London SW1P 4JU
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@chelsea.arts.ac.uk
www.chelsea.arts.ac.uk

Business Card
85mm × 55mm
UAL and all Colleges listed
with employee name.

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: wimbledon
college of arts

Name
Title

Wimbledon College of Arts
University of the Arts London
Merton Hall Road
London SW19 3QA
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@wimbledon.ac.uk
www.wimbledon.arts.ac.uk

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: central
saint martins

Name
Title

Central Saint Martins
University of the Arts London
Granary Building
1 Granary Square
London, N1C 4AA
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@csm.arts.ac.uk
www.csm.arts.ac.uk

Business Card
85mm × 55mm
UAL and all Colleges listed
with employee name.

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: london college
of fashion

Name
Title

London College of Fashion
University of the Arts London
20 John Princes Street
London W1G 0BJ
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@fashion.arts.ac.uk
www.fashion.arts.ac.uk

ual:

University of the Arts London
Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

ual: london college
of communication

Name
Title

London College of Communication
University of the Arts London
Elephant & Castle
London SE1 6SB
United Kingdom

T +44 (0)20 7000 0000
M +44 (0)7000 000000
E name@lcc.arts.ac.uk
www.lcc.arts.ac.uk

A4 Letterhead
210mm × 297mm
UAL only

It is essential that the supplied
template file is always used.

ual:

Name of receiver
Name of company / organisation
Street number and name
Town / Country / Postcode

Date:
Ref:

00.00.0000

Dear

Letters are often the first important points of contact with students, other academic
institutions and suppliers. The way they are typed out is as important as the headed
paper and the content of the letter itself. Clarity and consistency are key issues and
this example illustrates the style which should be adopted throughout University of
the Arts London.

The type style is Arial, 11pt type solid, 12pt line spacing. All text is ranged left.
Paragraphs are not indented but separated by one line space. The use of any other
typeface or typestyle is prohibited. If emphasis of a list of points is required then the
use of a bullet point with a 4mm indent is acceptable.

Emphasis of a title Arial Bold

If a simple emphasis of one word or title is called for then Arial Bold is permitted. This
should still occur in upper and lower case letters, not capitals.

Yours sincerely

Sender's name
Sender's title

University of the Arts London
272 High Holborn
London WC1V 7EY
United Kingdom

+44 (0)20 0000 0000
+44 (0)20 0000 0000
info@arts.ac.uk
www.arts.ac.uk

Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Fashion
London College of Communication
Wimbledon College of Arts

10mm   34.8mm   155mm

10mm

21.2mm

52mm

ual:

Name of receiver
Name of company / organisation
Street number and name
Town / Country / Postcode

Date:
Ref:

00.00.0000

93mm
Fold 99mm

Dear

Letters are often the first important points of contact with students, other academic
institutions and suppliers. The way they are typed out is as important as the headed
paper and the content of the letter itself. Clarity and consistency are key issues and
this example illustrates the style which should be adopted throughout University of
the Arts London.

Arial
Size 11pt
Line spacing 12pt

The type style is Arial, 11pt type solid, 12pt line spacing. All text is ranged left.
Paragraphs are not indented but separated by one line space. The use of any other
typeface or typestyle is prohibited. If emphasis of a list of points is required then the
use of a bullet point with a 4mm indent is acceptable.

Emphasis of a title Arial Bold

If a simple emphasis of one word or title is called for then Arial Bold is permitted. This
should still occur in upper and lower case letters, not capitals.

Yours sincerely

Sender's name
Sender's title

Arial
Size 7pt
Line spacing 9pt

267mm

University of the Arts London
272 High Holborn
London WC1V 7EY
United Kingdom

+44 (0)20 0000 0000
+44 (0)20 0000 0000
info@arts.ac.uk
www.arts.ac.uk

Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Fashion
London College of Communication
Wimbledon College of Arts

12mm

Headed paper, Envelopes and Compliment slips

'Print Your Own' Option

You can download templates from our online resource for all brand assets: arts.ac.uk/style-guide

This variety of BLANK paper is available on the eMarketplace as follows:

100% recycled Conqueror CX22 diamond white watermarked paper:
Ream of 500 for £13.99

Conqueror Recycled White Envelopes: Pack of 500 for £27.30

There is also a range of Premium Motif White Paper in A4 size in a variety of weights:

– 1 box Motif A4 Premium 80 gsm @ £11.55 box of 2500 sheets

– 1 box Motif A4 Premium 90 gsm @ £10.46 box of 2000 sheets

– 1 box Motif A4 Premium 100 gsm @ £11.46 box of 2000 sheets

– 1 box motif A4 Premium 160 gsm @ £11.93 box of 1250 sheets

Please check latest prices on eMarketplace before ordering

Pre-Printed Option

The Print Bureau at CCW offers pre-printed headed paper and compliments slips, prices as follows:

100% recycled Conqueror CX22 diamond white watermarked Min order 500 (1 box)

– Letterhead £49.00 per 500

– Compliment slip £20.00 per 500

Envelopes 120gsm peel & seal C5 plain wallets printed black both sides (Min order 3,000)

– Conqueror CX22 diamond white £181.25 per 1000

– Quality premium white 120gsm £128.04 per 1000

Please email ccw.printservices@arts.ac.uk

If have any questions or feedback, please contact comms.external@arts.ac.uk

Business cards

With the new UAL Logo now available staff can now order business cards: These can be purchased from Kube Print Ltd. and costs are as follows:

– 1-3 different names: £51 per 250 / £77 per 500

– 4-9 different names: £45 per 250 / £68 per 500

– 10+ different names: £43 per 250 / £65 per 500

To order business cards you must follow a 2 part process:

1. Raise a Purchase Order (PO) for the business cards you want using the UAL eMarketplace (or a traditional paper system).
2. Go to arts.ac.uk/style-guide. Design your proof and confirm your order using KubeLive, the online proofing system. If you work in Central or Academic services you can request access to the eMarketplace or request a user guide to ordering by emailing e.marketplace@arts.ac.uk

11.0

"Good design enables, bad design disables."

Stockholm Declaration,
European Institute for Design and
Disability, 2004

University of the Arts London has developed a set of guidelines to help ensure that the information we produce is as clear and accessible to the widest range of people, based on best practice standards issued by disability organisations such as Action on Hearing Loss, Royal National Institute for Blind People and the British Dyslexia Association.

The principles contained in our guidelines have been developed to ensure we are anticipating the needs of disabled people and promoting disability equality. However, implementing them will improve our communication practices in general.

To obtain a copy of the Accessible Information Guide, go to arts.ac.uk/style-guide. If you have any questions, contact Diversity@arts.ac.uk