Building our reputation

Guidelines for staff

At Birkbeck, our reputation is one of our most powerful assets. These guidelines are intended to help you promote Birkbeck’s reputation.

www.bbk.ac.uk/er
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It is one of the ways in which we communicate our profile as a world-class research and teaching institution amongst important groups, including:

- prospective students
- the academic community
- alumni
- potential donor organisations and individuals
- Hefce
- research funding organisations
- central and local government
- potential employees.

By projecting a consistent, professional and high-quality image of Birkbeck, we will establish recall and recognition amongst these groups and differentiate Birkbeck from its competitors.

The guidelines set out here are intended to help you promote Birkbeck’s reputation in both print and electronic media. The logo and templates provide a framework which allows us to maintain a consistent look and feel in all of our communications, whilst allowing for a degree of flexibility.

While it isn’t possible to cover every contingency in this document, we hope that you will find it useful as a general guide.
Birkbeck logo

The logo is the principal element of the Birkbeck visual identity. Using and displaying it in a consistent way will help develop recall of the Birkbeck name and will build the College's reputation as a world-class institution.

Using the Birkbeck logo

If you are placing the logo against a dark background, then you need to use a white framed or ‘keyline’ version. This maintains the integrity of the logo – ensuring that it stands apart from the background and all elements are contained within the frame.

The logo should not be copied from letterheads or other printed items, re-drawn or adapted in any way. Reproduction of the logo should only be made from master artwork available from the Birkbeck website (see ‘Downloading the Birkbeck logo’ on page 18).

The Birkbeck colour

Colour plays a vitally important role in visual identification. The Birkbeck colour is burgundy – specifically, ‘Pantone 202’ (see ‘Using the right colour’, page 14). Ideally, wherever possible, the logo should appear in this colour. If using the Birkbeck burgundy is not practical, the logo should appear in black.
Keylined version for use against dark backgrounds

Pantone 202 version

Black version
Print reproduction

Recommended sizes
For print reproduction, the size of the logo will depend on the size of the item of literature it is to be used on. Below are some examples of the most commonly used sizes.

The minimum size is 35mm.

35mm logo
Minimum size: Business cards, A6 items such as invitations, back cover sign-offs.

40mm logo
Minimum size: 1/3 A4 items including compliment slips, and A5 documents.

50mm logo
Minimum size: A4 literature, including stationery items such as letterhead, memo, forms.

Minimum clearance space
A minimum ‘clear space’ area of 10mm should surround the logo into which no type or other graphic elements should intrude.

In the frames surrounding the logo opposite you will see a ‘B’ taken from the word ‘Birkbeck’ and printed in grey. The height of the ‘B’ represents the area of clear space that must be left around the logo.

The area indicated by the ‘B’ is the absolute minimum empty space that the logo needs to ‘breathe’. This area should be increased wherever possible.
Actual size examples

35mm logo (minimum size)

40mm logo

50mm logo

Minimum clear spaces of 10mm around the logo
Positioning of the logo
The logo should always be positioned in the top right hand corner of all documents including leaflets, brochures, flyers, handbooks, posters and temporary signage.

Specific advice is available from the Design and Print Officer in External Relations (see ‘Contacts’ on the back cover). But, as a general rule, the logo should be an even distance from the top and right-hand edges of the page, as indicated in the illustration opposite.

Using the right colour
‘Pantone 202’: This colour specification refers to the International Pantone Matching System (PMS) for printing purposes. When used, this guarantees the nearest exact match to the required colour which helps ensure consistent colour reproduction of the Birkbeck logo.

The breakdown specification for ‘four colour printing process’ (or CMYK process) is: 100M 65Y 47K.

Please remember that if you are placing the logo against a dark background, then you need to use a white framed or ‘keyline’ version. This maintains the integrity of the logo – ensuring that it stands apart from the background and all elements are contained within the frame.
Always position the logo top right

Pantone Matching System (PMS) and the Birkbeck colour
PMS 202

Four colour process
0 Cyan (C)
100 Magenta (M)
65 Yellow (Y)
47 Black (K)

Keyline version for use on dark backgrounds or photographs

The distances marked ‘x’ should always be equal
Web and digital media
The minimum required size for the logo being used on websites or other digital media is 140 pixels x 44 pixels.

Positioning of the logo
The logo should be positioned in the top left hand corner of web pages. This is the only exception to the top right rule – for all other uses, such as PowerPoint slides, the logo should be positioned top right.

Using the right colour
The equivalent of Pantone 202 (the official Birkbeck colour) for use in digital media is R138 G0 B38.

Incorrect usage
Opposite are some examples of the ways in which the logo must not appear; care must be taken to always present the logo in its correct form.

Do not use any old versions of the logo. Only use master artwork, available from the Birkbeck website.

✗ The elements within the logo must never be split.

✗ Never attach other elements to the logo.

✗ Never reproduce the logo a size smaller than 35mm wide in print, or 140 pixels wide electronically.

✗ Never change the typefaces or any other elements within the logo.

✗ Do not stretch or distort the logo in any way.

✗ Never reproduce the logo in any colour other than the Birkbeck colour (PMS 202) or black – see page 10.
The minimum size for electronic use, for example on the web or in PowerPoint presentations, is 140 pixels by 44 pixels.

Electronic colour reference
138 Red (R)
0 Green (G)
38 Black (B)
Downloading the Birkbeck logo
The logo is available in a variety of formats from:
www.bbk.ac.uk/er

Please take care to download the correct version for the work you are creating. Using the wrong version (for example, using a web version for print) will cause the logo to reproduce incorrectly, most often appearing to be blurred.

Associate logos
Please note that associate logos must not appear larger in size than the Birkbeck logo, and should preferably be reproduced only in black. Alternatively, the information can be set in the Franklin Gothic typeface (for print), or Verdana or Arial for websites and other electronic media.

If you are unsure about how best to accommodate associate logos, please contact the Creative Design and Visual Identity Manager in External Relations (see ‘Contacts’ on back cover).

Social media
Social media channels such as Facebook and Twitter are powerful media with which to communicate with and engage the Birkbeck community.

The design requirements for all social media differ enormously, and we have created specific branding and logo uses to fit these formats and maintain the integrity of the original. If you would like to discuss using Birkbeck's visual identity within a particular social media, please contact the Creative Design and Visual Identity Manager.
Using the wrong version of a logo can make it appear blurred.

Associate logos should not appear larger than the Birkbeck logo.
Birkbeck typeface

The Birkbeck typeface is ‘Franklin Gothic’, and it is an important component of Birkbeck’s visual identity. It is a ‘sans-serif’ font, meaning that it doesn’t have features (serifs) at the end of strokes, making the type cleaner and easier to read – which is especially useful in terms of accessibility.

Print reproduction

Primarily intended for use in printed materials, Franklin Gothic contains a family of weights and styles of type, and careful use allows full typographic expression, without the use of other typefaces.

Franklin Gothic can be downloaded for use with Windows PCs from the External Relations website (www.bbk.ac.uk/er).

A brief registration process is necessary to ensure we have enough licences to cover the number of people using the font.

In exceptional circumstances, where it is not possible to obtain the Birkbeck typeface, Franklin Gothic may be replaced with Arial or Helvetica.

See page 22 for more about social media.
Websites and digital media

The Birkbeck preferred typefaces for use on websites and other electronic media are Verdana or Arial – both standard supplied fonts most operating systems.

Fonts that can be used on websites are limited to a small set (called web-safe fonts) which are common to all operating systems. The person visiting the website has to have the same font as the person creating the website, otherwise it will not display properly.

As Franklin Gothic is not a web-safe font, many people will not have it on their computers. The same applies to other digital media such as PowerPoint presentations, which are much less likely to go wrong if a standard typeface is used.

In addition, by using Verdana or Arial, we can be sure that:

a) the visual elements of a website are most likely to look the way it has been designed
b) the user is less likely to have problems accessing the website
c) our website is more accessible to disabled visitors.
Examples of web-safe and PowerPoint alternatives

```
abcdefghijklmnopqrstuvwxyz
Arial
```

```
abcdefghijlkmnopqrstuvwxyz
Arial Bold
```

```
abcdefghijlkmnopqrstuvwxyz
Verdana
```

```
abcdefghijlkmnopqrstuvwxyz
Verdana Bold
```
Stationery

Birkbeck’s official stationery is available as:
- letterheads
- compliment slips
- business cards.

Personalised and/or departmental stationery
If you require personalised and/or departmental stationery such as letterheads, business cards and compliment slips, please contact the Birkbeck Print Unit (see ‘Contacts’ on the back cover).

Birkbeck stationery templates
Templates are available to use on your personal computer which allow you to print out letters on personalised stationery as and when you need to. Simply download the template (see link below) and type in your personal details.

Letterhead and fax sheets templates can be downloaded from the External Relations website at: www.bbk.ac.uk/er
Prospective students are one of our most important audiences and it is vital that we communicate consistent written and visual messages to them. This is key to building the College’s reputation and profile as a global elite, world-class institution amongst all our student groups (home, EU, international), and increasing student recruitment across all programmes and levels of study.

Schools advertising and HTML email templates are designed to deliver this, and to maximise the impact of School and programme level student recruitment and conversion campaigns. The use of Birkbeck colours and reputation statements (see pages 4–9) integrate schools and College-level marketing – increasing the effectiveness and impact of both, and extending the reach of College resources.

To find out more, visit www.bbk.ac.uk/er

If you require advice and information about marketing your courses, please contact the marketing team in External Relations (see ‘Contacts’ on the back cover).
Undergraduate Degree courses
Starting October 2012
Birkbeck’s School of Social Sciences, History and Philosophy contains world-leading research in humanities and social sciences with outstanding teaching.

The School offers a range of part-time undergraduate degree courses starting in October 2012, in the following subject areas:

- History
- History of Science
- History, Classics and Archaeology
- International Politics
- Modern History
- Social Studies

To view the full list of course options available visit:
www.bbk.ac.uk/eship
www.bbk.ac.uk/foes
020 7831 9316

Press advertisements

School HTML email
Building our reputation

Twitter, Facebook and YouTube are some of the most powerful new communications tools in the world today. The prevalence of online communities allows people to share, exchange and distribute information on a mass scale – in seconds.

Birkbeck has a well-established and active presence across mainstream social media channels such as Twitter, Facebook and YouTube. Alongside these, blogs, podcasts and the web help us to communicate research and teaching excellence, research news, publications, awards/honours and fellowships, research grants, high-profile visitors and speakers, and events and activities taking place across the College.

Integrating web presence with these channels enables us to be more effective in building and growing engaged and active online communities in our main audience groups including prospective and current students, alumni, influencers, friends and followers, and potential donors and funders.

To find out more about how you can use these media to support your recruitment and profile-building aims, contact the Web and Social Media Manager (see ‘Contacts’ on the back cover).
Promotional literature

While there is an increasing emphasis on e-communications, printed promotional literature is still one of most effective ways of publicising courses, events and other activities at Birkbeck. A consistent approach to print media is integral to our visual identity, and in building Birkbeck’s reputation and profile.

School/programme-level promotional literature should form part of the overall School Recruitment Plan, and External Relations can help you develop a variety of publicity materials including posters, brochures, leaflets, flyers, newsletters and invitations. For further information, visit www.bbk.ac.uk/er

Reputation statements and back cover sign-off
Please note that all promotional literature, booklets and handbooks should include the relevant reputation statement (see pages 4–9) and a sign-off in the bottom left hand corner of the back cover:
• Birkbeck logo
• address
• telephone number, email and web address
• Birkbeck reputation statement (pages 4–9).

PowerPoint template
If you need to produce a presentation, a PowerPoint template is also available to download.
Contacts

For general information about Birkbeck’s reputation guidelines or if you require specific information about the Birkbeck logo, typeface, or printed promotional literature:
James Brown Creative Design and Visual Identity Manager
e-mail: james.brown@bbk.ac.uk
tel: 020 7380 3110

To order personalised or departmental stationery:
Michael Pullin Print Unit Administrator
e-mail: printunit@bbk.ac.uk
tel: 020 7631 6300

For school or course marketing:
e-mail: marketing@bbk.ac.uk
tel: 020 7380 3128/3098

For social media:
Jane Van de Ban Web and Social Media Manager
e-mail: j.vandeban@bbk.ac.uk
tel: 020 7380 3132

Birkbeck is a world-class research and teaching institution, a vibrant centre of academic excellence and London’s only specialist provider of evening higher education.