BRAND GUIDELINES
INDEX

Page 3 - Why is branding important?
Page 4 - Audiences
Page 5 - Positioning
Page 6 - Voice and Tone
Page 7 - Our Story
Page 8 - Checking our Voice
Page 9 - Visual Identity
Page 10 - College Crest
Page 11 - College Signature
Page 12 - Alternative logos
Page 13 - Spacing
Page 14 - Stag as design element
Page 15 - Colours
Page 16 - Hand-drawn marks
Page 17 - Typography
Page 18 - Photography
Page 20 - College Image and Video Library
Page 21 - Videography
Page 23 - Permissions
Page 24 - Merchandise
Why is branding important?

A brand is an articulation of what defines the quintessential experience of an institution and its core identity. It draws upon perceptions shaped by a sum of stories and associations in the minds of its community, and the public.

When expressed well, a brand communicates distinct emotional connections through consistent language and visual design in a way that is both authentic and aspirational.

For Jesus College, that means building on the foundation set in 1571. Today, more than ever, it is vital that we make clear our unique position, and tell Jesus’ story accurately and prominently.

The sum of experiences, interactions, and communications at Jesus shapes how students engage, how alumni remember their alma mater, and how our community delivers the College’s mission. It influences how the world sees us.

Getting to the heart of our brand means distilling what makes our college unique — differentiators that connect, attract, or remind people of the core experience — and what we value.

The elements in this document work together to ensure that we do so well, providing tools for everyone who plays a part in telling the college’s story.
Audiences

Jesus College engages with a wide range of audiences, from prospective students, and current staff and students, to our global alumni community, and those we wish to influence more generally.

Prospective students, the wider academic community, and Jesus’ alumni networks are our primary audiences for external communications and campaigns.

Just as important is our current community, with whom we must engage to build and strengthen a sense of pride, and affinity with the College. They are important advocates for everything we do.

We encourage all our audiences to communicate their experiences of Jesus College, and by extension to push the brand outwards, and influence broader positive perspectives of the College. Widening our reach can attract prospective academic or professional services staff, potential donors, new research collaborations and more. It can also help us to engage with members of the general public.
Positioning

How we position ourselves helps to ensure that our messages are distinct, and memorable. We want our audiences to engage with what it means to be a part of Jesus College. This brings in to play our core values, which are at the heart of how we want to be perceived.

- **Community**
  - We are friendly and engaged in College life.
  - We demonstrably promote access, embrace diversity and drive inclusion.

- **Excellence**
  - We strive for excellence in everything we do

- **Custodianship**
  - We take pride in our history and traditions while working towards a sustainable future
Voice and Tone

When considering Jesus College, and how we present ourselves, it is helpful to think of our institution as a well-developed character - one with a rich historical past, one that is innovative and aspirational, and one which has clearly defined unique features and personality traits. For example:

Unique features

- We are the only Elizabethan college at Oxford.
- We are known for our deep connection to the country and people of Wales.
- We embrace and encourage digital innovation in teaching, learning and research

Personality traits

_We are curious and ambitious_

The tone of our communications should demonstrate our curiosity and confidence; our commitment to innovation and supporting ambition.

_We strive to be the best_

Our communications should exemplify our drive to deliver to the highest academic standards whilst also being a friendly, open and caring institution.

_We are friendly_

We should clearly communicate that we encourage equality, diversity and inclusion in all aspects of College life. No one gets left behind.

_We are energetic and determined_

Our students are diligent and enthusiastic in pursuit of what matters most. Our communications should reflect that passion, and our pride in all they achieve.

All these elements help us to bring our communications to life with an enhanced emotional connection that brings us closer to the audiences we’re aiming to reach.
Our Story

There is huge value in relating our institutional story - our brand narrative is significant, compelling, and engaging.

In one sentence

Jesus College strives for the highest standards of academic excellence in teaching and research within a friendly, inclusive and supportive community.

One paragraph

Jesus College strives for the highest standards of academic excellence in teaching and research within a friendly, inclusive and supportive community. Our students join us from a wide range of backgrounds, and we are committed to attracting the brightest minds, raising aspirations and improving social mobility. Our Fellows are world-class scholars, many of whom work at the boundaries of interdisciplinary research in the digital age.

Long form

Jesus College was founded in 1571 by Queen Elizabeth 1 at the request of a Welsh lawyer called Hugh Price, and is the only Elizabethan college at the University of Oxford. The College is home to over 700 undergraduate and graduate students, who join us from a wide range of backgrounds, countries and cultures. We aim to attract the brightest minds, and are committed to raising aspiration and improving social mobility through a programme of bursaries and outreach.

Amongst the College’s Fellows, lecturers and tutors are many world-class scholars working at the boundaries of interdisciplinary research in the digital age: deepening our knowledge of the past, tackling the challenges of the present, and innovating to secure the future. We strive for the highest standards of academic excellence in teaching and research, and do so within a friendly, inclusive and supportive community.
Checking our Voice

When developing any communication, it is worth considering the following questions;

**Does this communication relate to our core messaging?**

**Does it sound like something a person with our brand’s personality traits would say?**

**Does it get to the point instead of burying the key message?**

**Does the headline convey our voice instead of simply labelling the content?**

**Is this message appropriate for the intended audience?**

**Does this message move beyond a simple statement to reveal something bigger about what we do here at Jesus College?**

*A note on ChatGPT*

In recent years, LLMs which provide AI writing assistance - such as ChatGPT - have grown in popularity. They can be useful in collating information on a specific topic for across the internet to create an article or advert for example, or structuring existing content in a way to create a readable narrative.

However, not all information on the internet is accurate, and even the smartest machine cannot truly replicate the voice and tone of an organisation - especially one as unique as Jesus College! So proceed with care if you choose to use a LLM to create College content, and always cross-check your messaging with a colleague to ensure that the voice and tone are OUR voice and tone.
Visual Identity

Our visual identity represents Jesus College at the very highest level. These marks act as a signature, and a stamp of quality. They should always be the most consistent component in our communications.
Crest

The College crest is an important part of our heritage, and shows three stags trippant.

The crest is a simple design for use across a wide range of College communications, and acts as a badge of ownership. The crest should be used with stags pointing left.

Default crest: Monochrome outline

Traditional full colour - for specific traditional use only

Old logo - DO NOT USE
College Signature

The single stag with Kings Calson text is our College signature. It represents a single member of our community, and is suitable for use in printed materials, letterheads, email signatures, merchandise, business cards etc.

Where possible, the signature and college crest should be presented together with one facing the other to reflect the relationship between an individual member of College, and the College as a whole.
Alternative logos

While the single stag with Kings Calson text is our default College signature, it is not always suitable for branding purposes - for example where we need a College logo to fit neatly in a horizontal space.

The following logos, using the crest, can also be used to brand College materials - especially internally - where the single stag mark is not practical.
Spacing

While the medium or layout of a document or web page often dictates the size of a logo, legibility is key. A logo should never be the most dominant element on the page, but should instead live comfortably and clearly as an identifying mark.

To aid in consistency of placement, a guide to clear spaces of College logos is given below.

Use the capitals ‘J’ and ‘C’ as a measuring guide for the College signature

Use the capital ‘C’ as a measuring guide for the alternative College signature

Use the capital ‘C’ as a measuring guide for the alternative College signature
Stag as a design element

You can also extend the stag character into a flexible design element. Using cropped areas of the stag creates a resilient design element suitable for use on reports, newsletters, event banners, clothing and other merchandise. Care should be taken to keep the cropped stag element clear and recognisable.
Colours

Jesus College has an established association with the colour green. Jesus Green is the primary brand colour with a supporting core palette of rich colours inspired by heraldry, artworks, architectural details, and manuscripts found in and around the college.

A Support Palette provides flexibility in design where a greater variety is needed.

Core palette

![Core palette colors](image)

Support palette

![Support palette colors](image)
Hand-drawn marks

Hand-drawn marks are expressive and informal, and add a human element to College communications. The marks represent college history, architecture and traditions. Their consistent graphic approach helps unite varied themes and subject matters with a common style.

Drawn elements can be used in a variety of ways but are particularly suited to outward-facing communications, such as publications and merchandise. They can also be used as a subtle background element, or smaller detail within a more complex design.
Typography

Typography is a strong element of our brand voice. It contributes to how our messages are read and communicated. Using type thoughtfully is crucial to making our designs look professional.

**Gill Sans** as the typeface for all College communications where brand representation is required.

Designers can use the Light, Regular, Semi-Bold and Bold styles below.

*Kings Caslon* should only be used in the College logotype.

**Accent fonts** should be used sparingly to highlight text, for example a pull-out quote in a College publication. The main body of text should always be Gill Sans.

**Leading**

Line spacing, or leading, is critical to setting professional-looking type that is easy to read. A good rule of thumb is to start with leading that is two to four points higher than the point size of the text.

**Tracking**

Correct letter spacing, or tracking, also helps to make the type easy to read. This can be done by eye - if you have difficulty reading the text, so will others.
Photography

Photography is a powerful tool for conveying the Jesus College brand. Just as our story is a consequence of our people, place, and processes, our photography helps to demonstrate our distinctive college personality traits. Through thoughtfully curated imagery, we can tell the stories of the members of our community, our historic and new spaces, day-to-day College life, and what we accomplish. Care should be taken to represent a broad demographic among staff and students.
Candid reportage style images of our spaces, and staff and students going about their daily routines can really bring the college to life - especially on social media. Personal photographs taken by the students and staff provide a genuine insight on college life, for example social media snaps of sports, arts and culture, clubs and social events, tutorials, study rooms, and lectures.
College Image & Video Library

The College has an image and video library which holds a large collection of photography and some video of our historic and new buildings, our people, College events and much more. Contact the Communications Manager if you would like to source some images for your project.
Jesus College produces a range of videos for different audiences, including in-house shorts for social media, in-house films for access and outreach, alumni campaigns or events, and professionally-made promotional videos for the website. Such content is especially important to enhancing the College brand as it can be accessed quickly and directly via mobile devices, and appeals to the visual nature of such devices.

While the content of a video is intrinsically ‘Jesus’, there are additional elements that can be added to enhance the College brand - especially in videos made by a professional videographer.

**Watermark**
Where possible, a watermark of the College crest should appear top left of the screen, approximately 3% from the edge, and should not exceed 20% screen height. 60% opacity is recommended.

**Top and tail screens**
Where possible, top and tail screens which display the College crest and film title, should be included. Suitable video files are available on request from the Communications Manager.

**Speaker names and titles**
Where possible, Gill Sans should be used for speaker names and titles. Text should be ranged left and consistent across all use.

**Subtitles**
Subtitles should be centralised on screen, no larger than 10% (which meets accessibility guidelines) and ideally in Gill Sans or close match (depending on availability in editing software).

Examples can be found on the next page.
Videography

Template speaker view:

Template top:
Permissions

We are governed by GDPR regulations, and more information can be found here.

Using privately-owned images or video

Care should always be taken to secure rights releases for privately owned images or videos, and to credit the photographer/videographer as appropriate. The owner of the photograph/film should ensure that any people featured in an image have given permission for their image to be used publicly.

Using professional photographers/videographers

Copyright law states the photographer/videographer owns the images/films unless otherwise contractually agreed ahead of a shoot. So if you have commissioned a professional photographer or videographer to take some photographs or make a film in College, they will need to be credited in all uses of their work. It is also worth adding a credit label to a body of photographic/film work stored in the College image and video library, to ensure the creator is acknowledged in perpetuity.

General College filming/photography - people

The College has a media consent form for video and photography of members of our community, guests and visitors. The form follows GDPR protocols and explains why the images are being taken/recorded, how they will be used and for how long the images will be stored. Please request this from the Communications Manager.

Photographing/filming children

Children visiting College cannot be photographed or filmed unless written consent has been given in advance by a parent or caregiver. In the case of a school visit, the school will need to be notified in advance if photography or video is requested, and ask permission from all parents and caregivers. Any child without written consent should be identified in advance, or by a teacher on the day.
Merchandise ideas