

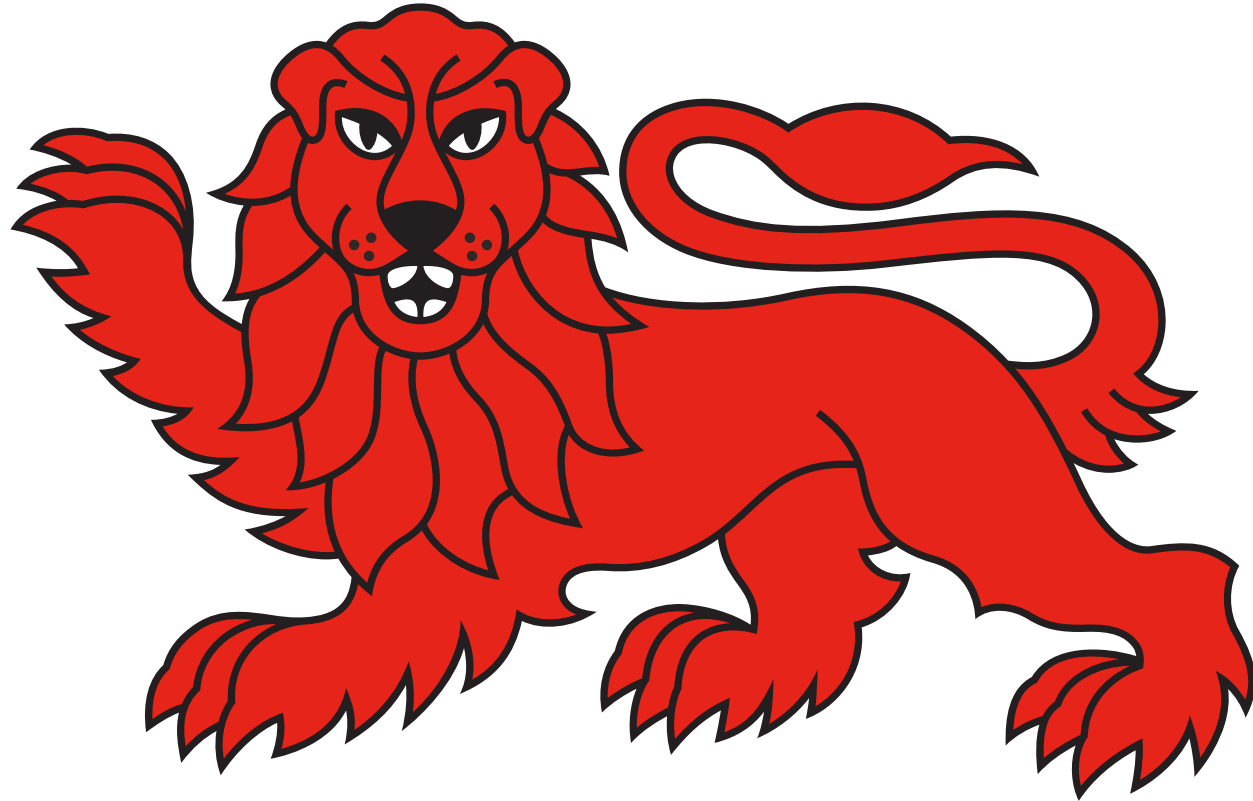


# Our brand

## University lion

The red lion is the symbol of sport at the University of Cambridge. It should always appear in red with a black outline except where colour reproduction is not available when it may appear in a 50% tint of black with a black outline.

Our lion should not be redrawn or altered in any way. It should always be reproduced from a master reference. JPEGs and PNGs are for on-screen use such as web-based media and PowerPoint. EPS files are for everything else.



## Logo

Our logo comprises the university lion, crossed oars symbol and our name. It must be used prominently on all printed and digital communications. Our logo may only appear in the colour combinations shown on page 6. It may also appear in black where colour reproduction is not available.

### Using the word Cambridge

The word Cambridge may be used on its own where appropriate, for example on sleeves and leggings, but it must be taken directly from the logo. It must not appear in any other typeface.

Our logo should not be redrawn or altered in any way. It should always be reproduced from a master reference. JPEGs and PNGs are for on-screen use such as web-based media and PowerPoint. EPS files are for everything else.

### Minimum size

It is vital that our logo is always legible so it should not be reproduced at a height of less than 15mm.



## Exclusion zone

We need our logo to be as visible as possible so we protect it with an exclusion zone which is indicated by the white area. No other graphics should appear within this zone.

Our exclusion zone is defined by the height of the letter I in Cambridge. More space should be given wherever possible.



## Colour palette

We have a distinctive palette of four colours. Cambridge Blue (Pantone 557 C) is the colour with which we are historically associated. It is our principal colour and should be used as widely as possible.

The colour formulas specified on this page conform to the Pantone Matching System which is the internationally recognised system for matching colour.

### Cambridge Blue

Pantone 557 C  
C44 M4 Y37 K10  
R133 G176 B154  
HTML 85B09A

### Red

Pantone 485 C  
C0 M95 Y100 K0  
R218 G41 B28  
HTML DA291C

### Black

Pantone Process Black C  
C0 M0 Y0 K100  
R44 G42 B41  
HTML 2C2A29

### Yellow

Pantone 123 C  
C0 M19 Y89 K0  
R255 G199 B44  
HTML FFC72C



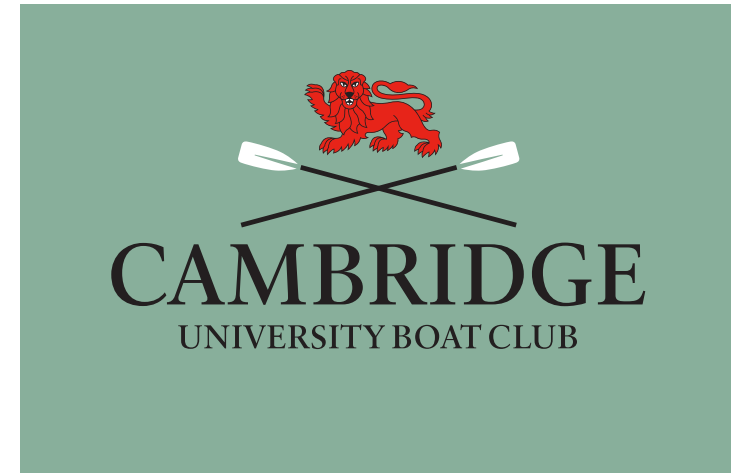
## Colourways

Our logo may only appear in the colourways shown on this page. Wherever possible, it should appear on a Cambridge Blue or white background. Where colour reproduction is not available our logo may also appear in black on a white background.

### Special team kit colours

Our logo may appear on yellow and black team kit in special circumstances. These two backgrounds should otherwise be avoided. Such kit should be used with other items of clothing which are in Cambridge Blue, not yellow or black, to ensure that our principal colour is dominant.

Master references have been prepared for all permissible colourways.



## Typefaces

Myriad Pro is our principal typeface. It is widely used by the university and has been chosen for its simplicity and legibility. Myriad Pro should be used on our website, and all printed materials and PDF documents that are designed by professional designers.

Myriad Pro is available in a wide variety of fonts (bold, italic etc). Type should normally be set in upper and lower case and ranged left, that is, the left-hand edge of the type aligns and the lines are of varying lengths.

### Digital typeface

Arial is our digital typeface. It should be used for emails, PowerPoint presentations and Word documents

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Arial Bold

Myriad  
Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Team kit

Our identity is defined by Cambridge Blue. Not many teams, brands or companies can claim ownership of a colour, but ours is world-famous. This must always be the starting point in the design of our clothing. Black leggings, shorts and bottom halves are recommended for practicality and appearance, but tops and top halves must be predominantly Cambridge Blue.

There can be considerable variation in fabrics and prints, so samples must be obtained and items checked to ensure they are true Cambridge Blue. Goldie and Blondie crews may use yellow for some items of kit provided they do not dominate.





## Contact

If you have questions about the use  
of our logo or need master references,  
please contact

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Cambridge  
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