The Imperial College London logo

Our logo is the most valuable asset of our visual identity and an instantly recognisable symbol of the organisation on a global scale. It's a word marque and reflects who we are in a strong, confident and clear manner. Please ensure that you have read all the guidelines provided below before using the logo. To the right, you can see how our logo can be applied to a range of different backgrounds.

Remember:
• Always use the original Imperial logo artwork, completely unaltered.
• Never create your own ‘Imperial College London’ logo.
• Do not create logos for parts of the College or for projects.

For any queries regarding logo use, please contact style.guide@imperial.ac.uk

Using the logo
The logo should be used in a clearly protected space. It should not be distorted, stretched, nor squeezed, nor recreated in any other typeface. These elements are of a fixed size and position relative to one another and should not be altered in any way. Never attempt to recreate the logo and always use the master artwork supplied.

The font used in the logo should be used only in the logo. It is NOT the font Meta.

Except for business stationary and signage, the two-toned version of the logo is no longer used. The solid logo is the version to be used on all current publications.

**Single**
Imperial Blue (PMS 541) on white
on light grey

**Black**
on white
on light grey

**Reversed**
on Imperial Blue (PMS 541)
on dark grey

on colour
on colour
on colour
The Imperial College London logo

**Logo sizes**
These logo sizes are suggested for the most commonly used paper sizes for either portrait or landscape formats. Please note, the logo does not increase in size if your publication is in landscape format.

If your item’s size is not shown below, calculate the size of the logo as one-third of the width of the item in its portrait format.

- A2 140 mm
- A3 99 mm
- A4 70 mm
- A5 50 mm
- A6 47 mm
- DL 47 mm
The Imperial College London logo

**Logo positioning**
When positioning the logo on the page or other print product, always place the logo in the top left. Ensure the margins and the logo are set to the dimensions specified here.

- **DL portrait grid**
  - Dimension: 99x210 mm
  - Logo size: 47 mm

- **A5 portrait grid**
  - Dimension: 148x210 mm
  - Logo size: 50 mm

- **A6 portrait grid**
  - Dimension: 105x148 mm
  - Logo size: 47 mm

- **A3 portrait grid**
  - Dimension: 297x420 mm
  - Logo size: 90 mm

- **A4 portrait grid**
  - Dimension: 210x297 mm
  - Logo size: 70 mm

- **Logo size**: 47 mm

- **Logo positioning**: Always place the logo in the top left.
The Imperial College London logo

**Logo clear zone**
In order to display the College logo to its best effect and ensure maximum impact, a clear zone surrounding the logo has been defined. This is the minimum distance to be kept clear of all other type, graphic elements, rules and detailed areas within images.

If possible, leave more than the minimum.

Do not stretch, distort, alter or recreate the logo in any way.

**Incorrect logo use**
The logo must never be distorted or changed, for example, by altering the colour. The correct logo must be used at all times.

Some examples of incorrect logo use are provided to the right.

**Dual branding, co-branding and sub brands**
For information on co-branding or dual branding with external organisations, and use of the official College sub-brands, please contact style-guide@imperial.ac.uk, or visit: www.imperial.ac.uk/brand-style-guide
Colour palette

Colour is a vital element of Imperial’s brand. It helps us stand out and maintain unity when balanced with strong photography and consistent typography. The palette is an extension of who we are and the vibrant community we inhabit. Colour is a fundamental part of our visual language.

Our colour palette features a series of striking, vivid colours inspired by the bold architecture and forward thinking atmosphere of Imperial.

The colour palette has been split into a series of mini palettes which complement individual logos. These are outlined on the following pages. These colours should be matched accurately to ensure they are applied consistently.

A note on accessibility
The colour contrast between font colour and background colour, both on the web and in print, can impact on legibility, especially for those with a visual impairment. When designing your publication or other materials, ensure text is legible against the background and avoid having text run over images. If you have any queries about colour choice, contact style.guide@imperial.ac.uk.

Colour palette

Build consistency

The consistent colour running through all College communications are the Imperial Blues. It is critical in maintaining consistency.

Navy
CMYK 100.55.0.85
PMS 539
RGB 0.33.71
HEX #002147

Imperial Blue
CMYK 100.61.0.45
PMS 541
RGB 0.62.116
HEX #003E74

Neutral tints

Light Grey
CMYK 0.0.0.15
PMS COOL GREY 2
RGB 235.238.238
HEX #EBEEEE

Cool Grey
CMYK 10.10.10.40
PMS COOL GREY 7
RGB 157.157.157
HEX #9D9D9D

Light Blue
CMYK 15.0.0.0
PMS 642
RGB 212.239.252
HEX #D4EFFC
Colour palette: Cool

The supporting colours offer a range of options to enhance communications, create impact, and develop interest.

**NOTE:** The colours are intended to be used at their full intensity and should never be tinted or altered.
## Colour palette: Warm

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orange</strong></td>
<td>0.76.100.0</td>
<td>165</td>
<td>210.64.0</td>
<td>#D44C00</td>
</tr>
<tr>
<td><strong>Tangerine</strong></td>
<td>0.45.100.0</td>
<td>181</td>
<td>236.115.0</td>
<td>#EE7300</td>
</tr>
<tr>
<td><strong>Lemon Yellow</strong></td>
<td>0.10.100.0</td>
<td>109</td>
<td>255.216.1</td>
<td>#FFDD00</td>
</tr>
<tr>
<td><strong>Brick</strong></td>
<td>0.20.100.20</td>
<td>207</td>
<td>165.25.0</td>
<td>#A51900</td>
</tr>
<tr>
<td><strong>Red</strong></td>
<td>0.100.100.0</td>
<td>WARM RED</td>
<td>221.37.1</td>
<td>#DD2501</td>
</tr>
<tr>
<td><strong>Cherry</strong></td>
<td>0.100.16.40</td>
<td>221</td>
<td>145.0.72</td>
<td>#E40043</td>
</tr>
<tr>
<td><strong>Raspberry</strong></td>
<td>0.100.16.40</td>
<td>221</td>
<td>145.0.72</td>
<td>#9F004E</td>
</tr>
<tr>
<td><strong>Magenta Pink</strong></td>
<td>0.100.9.4</td>
<td>221</td>
<td>200.30.120</td>
<td>#C81E78</td>
</tr>
<tr>
<td><strong>Iris</strong></td>
<td>0.0.100.20.15</td>
<td>2612</td>
<td>119.37.131</td>
<td>#751E66</td>
</tr>
<tr>
<td><strong>Violet</strong></td>
<td>0.34.100.0.0</td>
<td>2405</td>
<td>150.0.120</td>
<td>#960078</td>
</tr>
<tr>
<td><strong>Plum</strong></td>
<td>0.100.100.0.3</td>
<td>2196</td>
<td>50.30.109</td>
<td>#323E6D</td>
</tr>
<tr>
<td><strong>Purple</strong></td>
<td>0.88.86.0.0</td>
<td>2098</td>
<td>101.48.152</td>
<td>#653098</td>
</tr>
</tbody>
</table>

**NOTE:** The colours are intended to be used at their full intensity and should **never** be tinted or altered.
Colour palette: Website colour themes

Imperial’s website content management system provides the option to customise your section of the Imperial website with a colour theme.

Each of these ‘custom themes’ is made up of a maximum of four colours. These are defined as ‘Primary’, ‘Secondary’, ‘Tertiary’ and ‘Accent’. The colours are applied automatically to the content. The colour combinations are provided here in case you wish to match your print publication or other offline product with your website’s colour theme.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Tertiary</th>
<th>Accent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magenta Pink</td>
<td>Violet</td>
<td>Plum</td>
<td>Purple</td>
</tr>
<tr>
<td>Dark Green</td>
<td>Dark Teal</td>
<td>Blue</td>
<td>Kermit Green</td>
</tr>
<tr>
<td>Brick</td>
<td>Orange</td>
<td>Imperial Blue</td>
<td>Tangerine</td>
</tr>
<tr>
<td>Blue</td>
<td>Imperial Blue</td>
<td>Dark Teal</td>
<td>Pool Blue</td>
</tr>
<tr>
<td>Dark Teal</td>
<td>Blue</td>
<td>Plum</td>
<td>Seaglass</td>
</tr>
<tr>
<td>Violet</td>
<td>Blue</td>
<td>Navy</td>
<td>Pool Blue</td>
</tr>
<tr>
<td>Orange</td>
<td>Dark Green</td>
<td>Imperial Blue</td>
<td>Pool Blue</td>
</tr>
<tr>
<td>Brick</td>
<td>Navy</td>
<td>Dark Teal</td>
<td>Tangerine</td>
</tr>
</tbody>
</table>
Typeface

Our corporate typeface is Meta—a modern, distinctive and versatile font that communicates with confidence and authority. Along with our logo and colour palette, our typeface helps create cohesion between multiple communication tools. A variety of weights and styles allowing for scope and creativity in application.

Use of the following weights is permitted:

- Normal
- Normal Italic
- Medium
- Medium Italic
- Bold
- Bold Italic

Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890