Queen Mary
University of London

Our brand

Technical guidance

1. Logo usage

Our logo

Our logo is the foundation of our corporate identity. It should be used on all of our online and offline materials. The logo is a standalone mark, which should never be altered by adding additional wording or iconography.

Using the logo effectively

To be effective the logo must be used consistently. These guidelines will help you to do that. You may have queries that are not covered by them and there may be occasions when judgement has to be made on how to implement them.

This is where the Content and Brand team comes in. We can give you guidance on how to use the logo effectively.

Please make sure you are familiar with the sections of these guidelines that are relevant to your job – and if you are in any doubt, please ask for help.



The logo needs to be given adequate space (‘safety zone’) around and should never overlap with other objects (with the exception of non-intrusive background colour or imagery).

The minimum space to be left around the logo is defined by the height of the letter ‘Q’ in the logo.





The Queen Mary logo can be used in one of the three colour versions: blue, white or black. These can be download from our website.

Do **not** change the colour of the logo to any other than these three.

Legibility considerations

The blue version is always preferable, however legibility should be the top priority.

Do not use drop shadow or other effects to make the logo clearer; if the logo does not stand out, consider another of the three colour variations, or look into using a strip of block colour behind it - please extend the strip to the edges if you do so.



Logo alignment

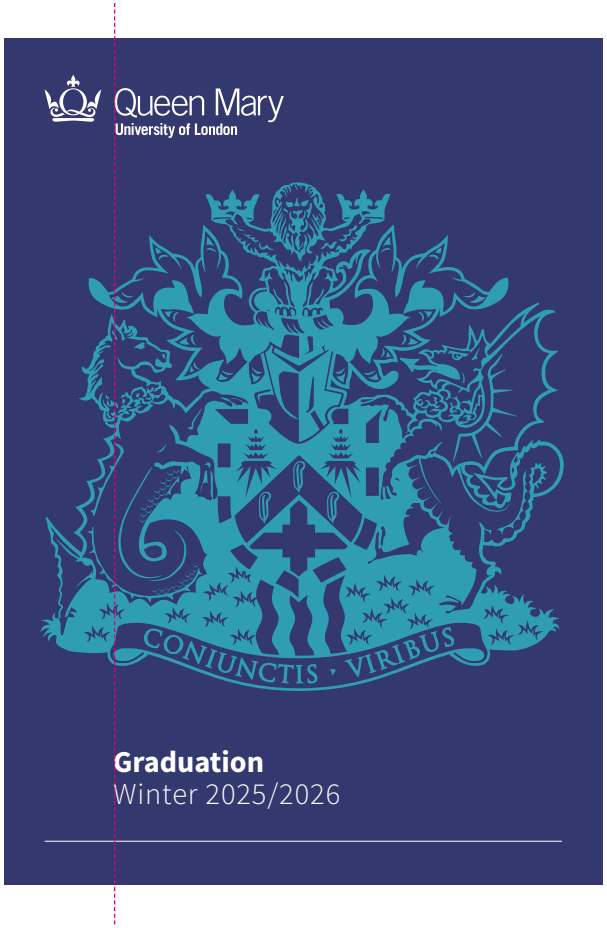
The logo must be positioned **top left** of the vast majority of print and digital assets it appears on.*

Logo alignment with text

Any copy that is positioned above or below the logo needs to be left-ranged and aligned with the left side of the letter ‘Q’ in the logo.

The logo can be scaled up and down within reason to accommodate the required amount and size of copy. Care should be taken that the text does not extend too far to the right, unbalancing the asset.

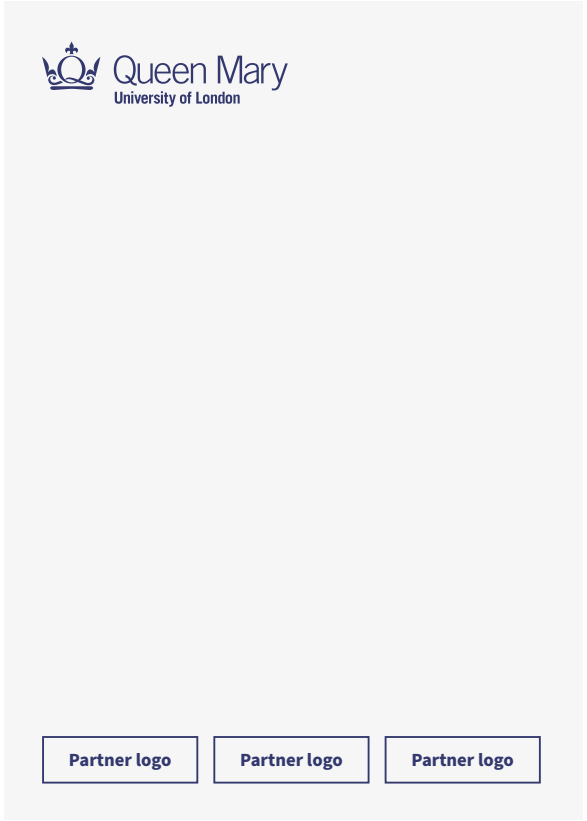


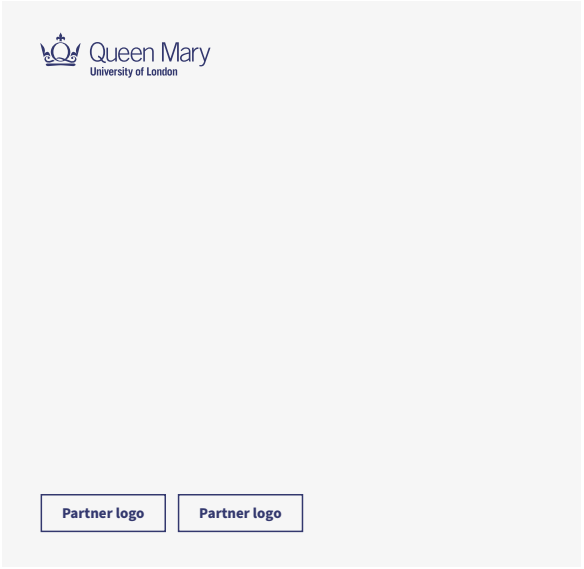


*Only a few exceptions apply: assets where the logo is the standalone graphic element (e.g. video idents); major campaigns where there is specific rationale behind the decision to keep the logo in a different position (e.g. the recruitment campaign visuals); unusually narrow assets (e.g. some web banners; pull-up or rail banners); non-rectangular assets; social media assets, where the logo can sit bottom left. Please consult the Content and Brand team if you are working with one of these exceptions.

Logo positioning

For any partnership assets, the Queen Mary logo should remain at the top left. Partner logo(s) should be positioned at the bottom left, or bottom right if a call to action is needed.







2. Colours

Primary colours

Colour is an important design tool, and using it consistently is key to maintaining a unique and recognisable brand.

The core colour of our brand is our signature dark blue, and it is often used in conjunction with black and white.

Please note:
To achieve the highest standard of colour consistency throughout our digital and print outputs, the colour values listed are not always direct translations between RGB, CMYK and Pantone values. Please use the exact values outlined here for each colour mode.



Dark Blue

Online:
HEX: 21376A
RGB: 33 56 106

Print:
CMYK: 93 84 25 16

Pantone: 281C
RAL: 5002

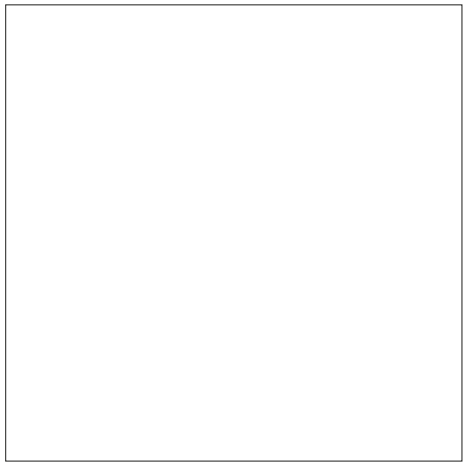


Black

Online:
HEX: 000000
RGB: 0 0 0

Print:
CMYK: 0 0 0 100

Pantone: BlackC
RAL: 9005



White

Online:
HEX: FFFFFF
RGB: 255 255 255

Print:
CMYK: -

Pantone: -
RAL: 9010

Secondary colours

In addition to our core blue, these six colours can be used as main features or accent tones.

Tints

All colours in our core and secondary palettes can also be used in lighter tints (ie a percentage of the full colour).

Working with our colours

To ensure brand consistency and recognisability, we suggest maintaining a limited colour palette in your assets. The best way of using the palette is by supplementing our core dark blue with no more than one or two secondary colours.

Accessibility

We strive to make Queen Mary's assets as accessible as possible.

When designing new work, please use a colour contrast tool to ensure your work meets accessibility standards.

Dark Purple
HEX: 7B0E72
RGB: 123 14 114
CMYK: 62 100 12 3

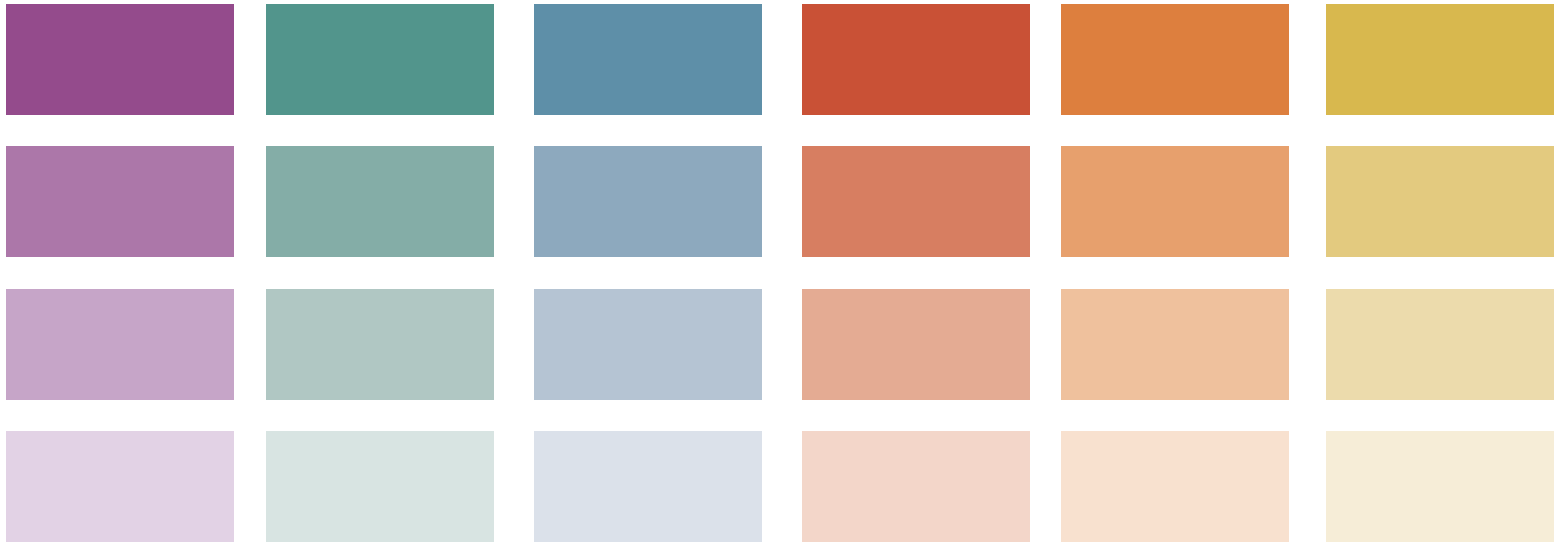
Dark Green
HEX: 0C746A
RGB: 12 116 106
CMYK: 85 25 56 13

Dark Turquoise
HEX: 1F7791
RGB: 31 119 145
CMYK: 83 42 31 5

Dark Red
HEX: BD1D1D
RGB: 188 29 29
CMYK: 18 97 100 9

Dark Orange
HEX: D35D0C
RGB: 211 93 12
CMYK: 13 73 100 2

Dark Yellow
HEX: CDA70A
RGB: 205 167 10
CMYK: 24 32 98 1



3. Typography

Our in-house typeface (font) is Source Sans, and it can be downloaded and installed for free from Google Fonts and Adobe.

Weights

While Source Sans has a variety of weights, we recommend only using Regular, Light and Bold (including their italicised versions for emphasis). This allows us to maintain consistency through our communications.

Source Sans Regular

Use this weight for body text

A quick brown fox jumps over the lazy dog

1234567890!@£$%^&*

Source Sans Bold

Use this weight for headings, subheadings and points of emphasis in the body text

A quick brown fox jumps over the lazy dog

1234567890!@£$%^&*

Source Sans Light

Use this weight for body text or headings - please make sure the text remains legible

A quick brown fox jumps over the lazy dog

1234567890!@£$%^&*

Secondary typeface

Where necessary, Arial can be used instead of Source Sans. Please note that Source Sans is widely accepted across various software, so only use Arial where absolutely necessary.

Arial Regular

Use this weight for body text

A quick brown fox jumps over the lazy dog

1234567890!@£$%^&*

Arial Bold

Use this weight for headings, subheadings and points of emphasis in the body text

A quick brown fox jumps over the lazy dog

1234567890!@£$%^&*

4. Photography

Our brand uses a lot of photography. We have a rich archive of in-house photos hosted on our new digital asset management system, Canto, where images are available to download with full usage information.

Where in-house photography is not available, you are welcome to use stock photography, as long as it remains consistent with our aesthetic standards.

People

When featuring images of people, we prefer showcasing them actively involved in University life and avoid clearly posed, unnatural images.

Copyright and consent

Please ensure you have the appropriate rights to use your chosen images.











Our campuses

This imagery should reflect the openness, brightness and aspirational nature of our campuses and wider London areas.







Our facilities

When showcasing our facilities, think about which aspects might deserve to be highlighted: some spaces are best showcased in wide angle view, while others work best when we show them actively performing their purpose. People can appear in these shots, but should not be their central focus.





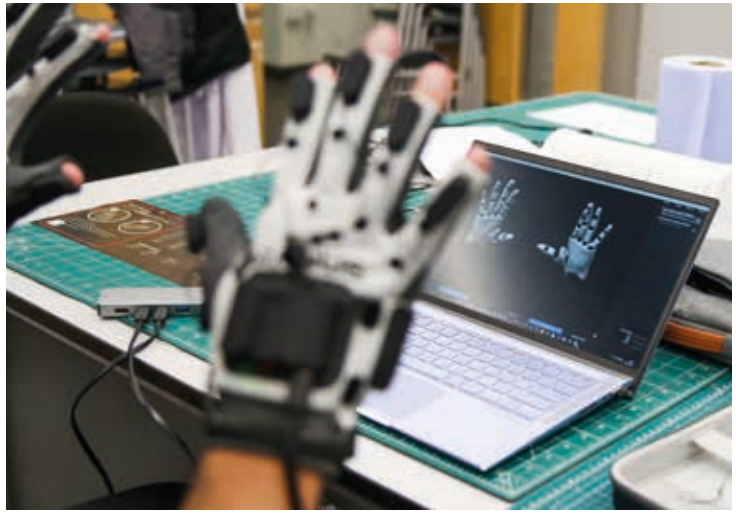






Subject imagery

Imagery relating to specific research or study subjects should be relevant, accurate and fresh. We often use closeups of equipment, laboratory/teaching spaces, or real-world applications of the subject in question.







5. Icons

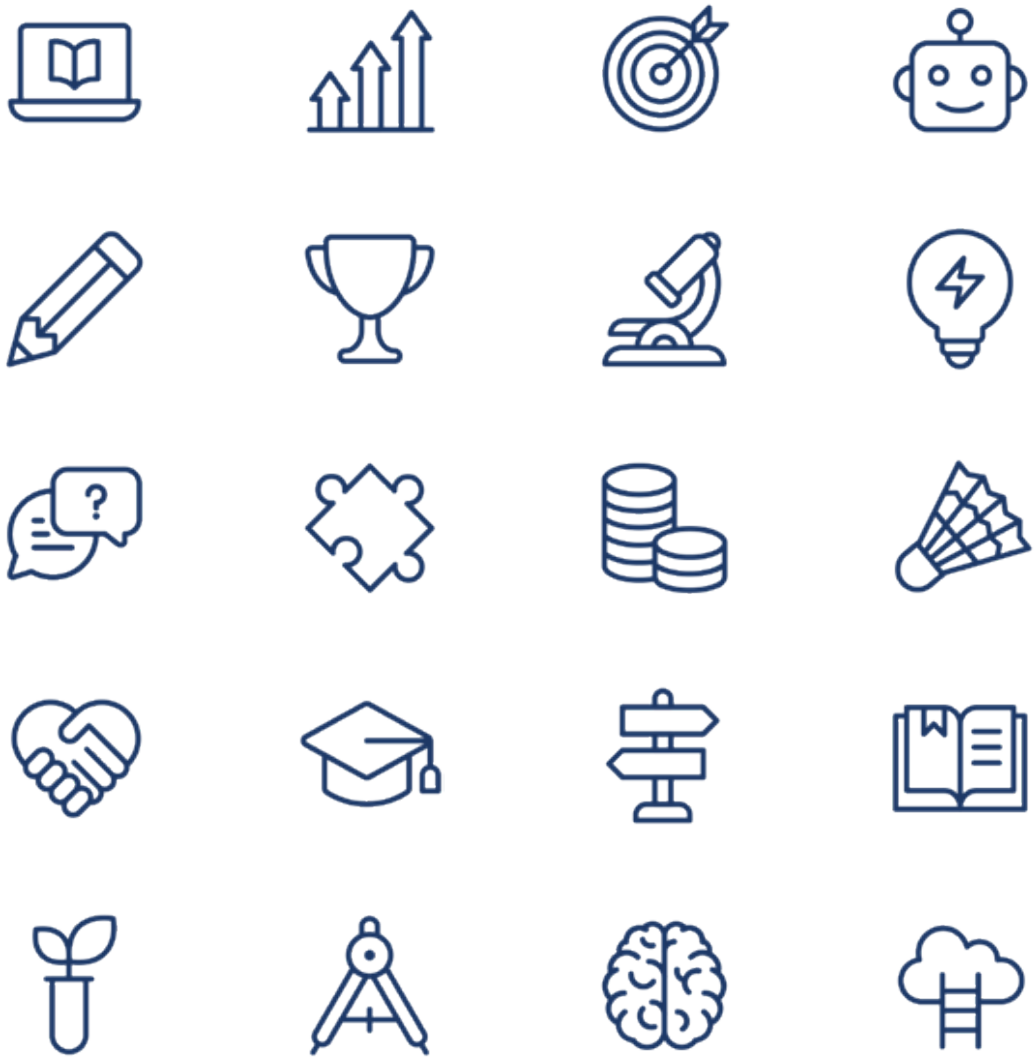
Icons can help you enhance, highlight and support information across assets. They can also help illustrate certain subject areas when photography isn't available or appropriate.

When using icons, it is important to keep in mind that they are part of our brand identity and should be used consistently across all applications.

Style

Our icons are created with a consistent single line weight to unify the set and are available in dark blue, white and black.

Our full set of icons are available to download on Canto.



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Thank you

Document last updated December 2025