DSPI | UNIVERSITY OF OXFORD

Department of Social Policy and Intervention

Brand guidelines
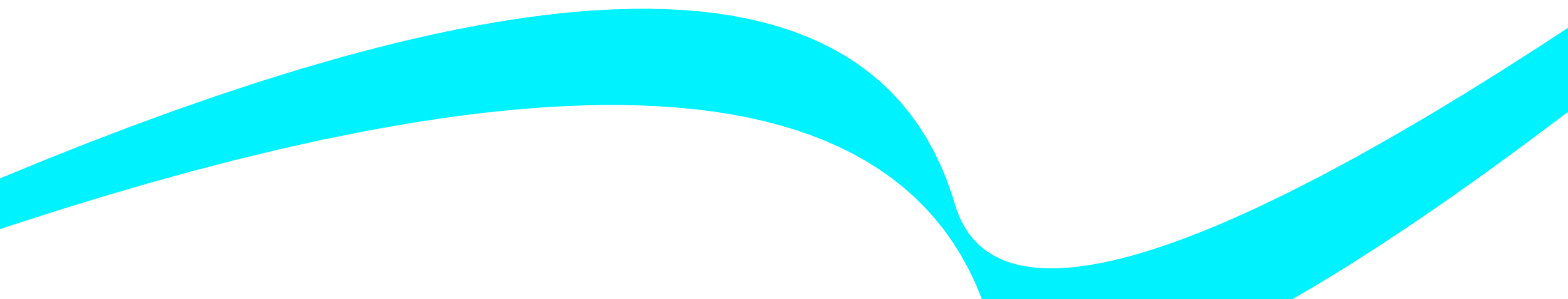
Version 1.1 | 2022

Our purpose
and values

About us

The Department of Social Policy and Intervention is a multidisciplinary centre of excellence for research and teaching in social policy and the development and systematic evaluation of social interventions.

We carry out both applied and basic research and we are home to a global community of academics and researchers with a wide range of disciplinary backgrounds including anthropology, economics, demography, psychology, political science, social policy, social work and sociology.

The Department's research is international in outlook. We contribute extensively to academic debate through peer-reviewed publications and major research projects funded by research councils and non-profit organizations. Our work has had a significant impact on policy and practice, from the way in which government funds are allocated, to the delivery of local programmes. Our research explores seven themes.

Our graduate students are engaged in one of two study programmes: the study of comparative social policy - exploring welfare systems and policy developments across a range of different countries or the study of evidence-based social intervention and policy evaluation - learning about the development and evaluation of interventions to address public health and social problems.

Our purpose

DSPI is a multidisciplinary centre of excellence for research
and teaching, in social policy and the development and
systematic evaluation of social interventions.
The department is people centred and dynamic,
with a focus on collaboration and engagement.

Our values

We are **Change-makers**

We actively innovate to create a fairer and better society. Our work creates real-world impact that makes a difference to people's lives.

We are **Ethical**

We act with integrity. We are open, honest and transparent. We seek a more equal, inclusive world.

We are **People-centred**

We nurture collaboration within the department and beyond to deliver positive outcomes. We are compassionate and we are curious about how our work can help people.

We are **Professional**

We have the highest standards, so we always strive for excellence. We treat everyone with dignity and respect.
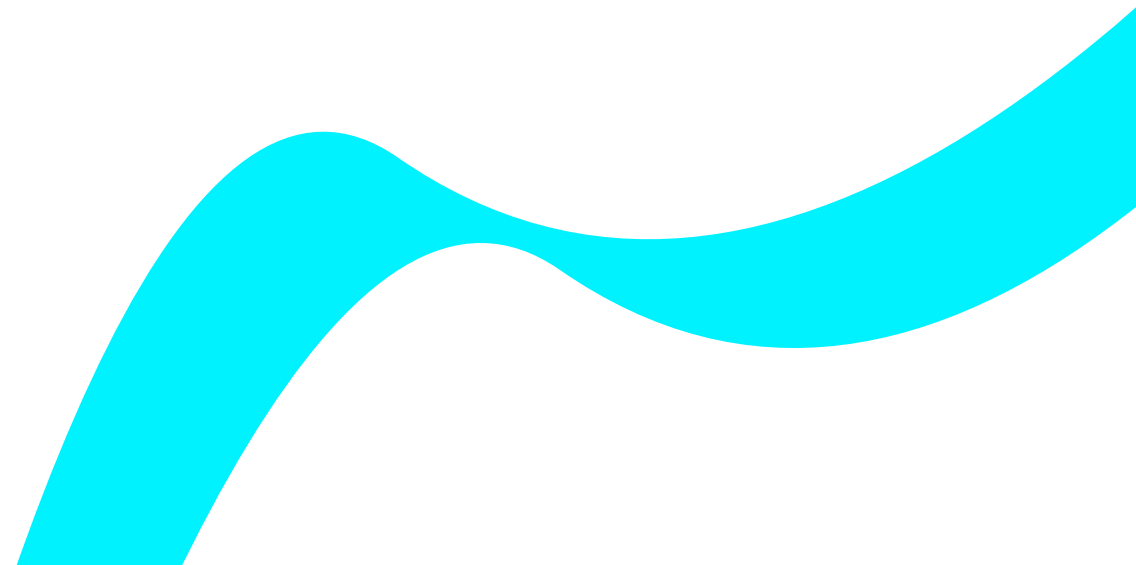
We are **Forward-thinking**

We are proactive and our approach is always evolving. We don't accept the status quo, and will always push boundaries to deliver groundbreaking work.

Our logos

Primary logo

Our logo is at the centre of our brand identity and should appear on all of our communications.

The mark represents the flow of research and information moving through the department, with the output being real world, practical solutions.

The 'flowmark' or 'swoosh' reflects the collaboration, pragmatism and dynamism of the department.

Primary logo whiteout version

Our logo is at the centre of our brand identity and should appear on all of our communications.

The mark represents the flow of research and information moving through the department, with the output being real world, practical solutions.

The 'flowmark' reflects the collaboration, pragmatism and dynamism of the department.

The whiteout version of the primary logo features a white stroke around the outside of the blue box which helps the logo to stand out against dark backgrounds or images.

Secondary logo

The secondary logo features the whole name of the department, rather than the acronym. This logo is appropriate on more official documents or when more clarity on the department's name
is necessary.

It's important that this logo isn't used at small sizes, to ensure the name is always legible.

Secondary logo whiteout version

The secondary logo features the whole name of the department, rather than the acronym. This logo is appropriate on more official documents or when more clarity on the department's name is necessary.

It's important that this logo isn't used at small sizes, as there is potential for legibility issues.

The whiteout version of the primary logo features a white stroke around the outside of the blue box which helps the logo to stand out against dark backgrounds or images.

Pride logo

This is the Pride variant of the DSPI logo, to be used during Pride month. And in certain other communications, for example, an EDI announcement.

This logo features the Intersex-Inclusive Pride Progress flag 2021, designed by Valentino Vecchietti of Intersex Equality Rights UK, which seeks to give higher visibility to intersex people, and shows our committment as a department to Equality, Diversity and Inclusion.

Pride logo whiteout version

This is the Pride variant of the DSPI logo, to be used during Pride month. And in certain other communications, for example, an EDI announcement.

This logo features the Intersex-Inclusive Pride Progress flag 2021, designed by Valentino Vecchietti of Intersex Equality Rights UK, which seeks to give higher visibility to intersex people, and shows our committment as a department to Equality, Diversity and Inclusion.

The whiteout version of the primary logo features a white stroke around the outside of the blue box which helps the logo to stand out against dark backgrounds or images.

Partnered with the University of Oxford logo

The DSPI logo is partnered with the
University of Oxford logo in our communications.
The DSPI logo is positioned on the left hand side
and space should be 0.1x where 'x' is the height of
the University of Oxford logo.

Occasionally, it won't be necessary to pair the
DSPI logo with the University of Oxford logo, for
example, on social media.

Logo exclusion zone

The DSPI/University of Oxford partnered logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.

The exclusion zone should be a minimum of 0.3x where 'x' is the height of the logo for both the quadrangle logo and the rectangle logo. The space between the 2 logos should be a minimum of 0.1x.

This rule also applies to the edge of any document.
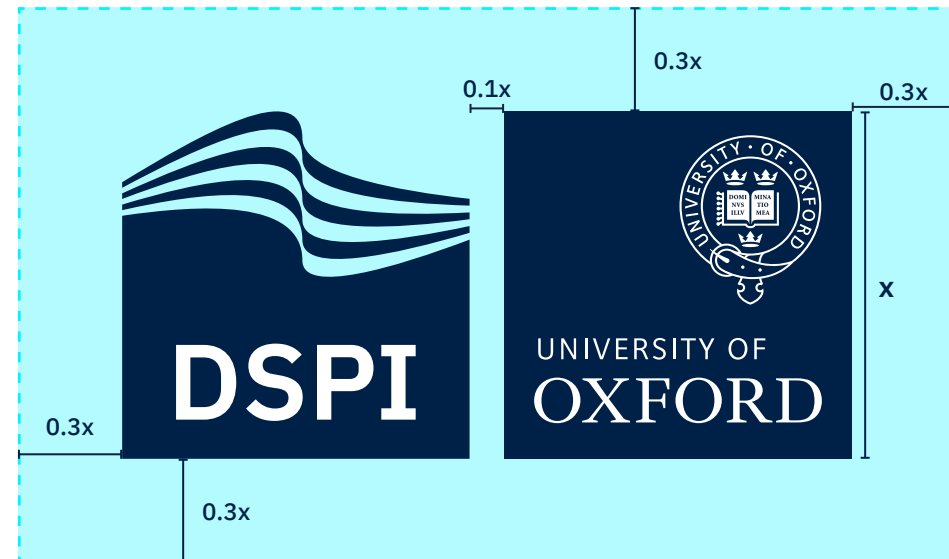
Logo positioning

Our logo should ideally be placed in the corners of a design or aligned to the title on presentation or brochure front covers.

In some situations, or for design reasons, it may not be possible to do this. In these cases, try to keep the logo centred along the top or bottom axis.
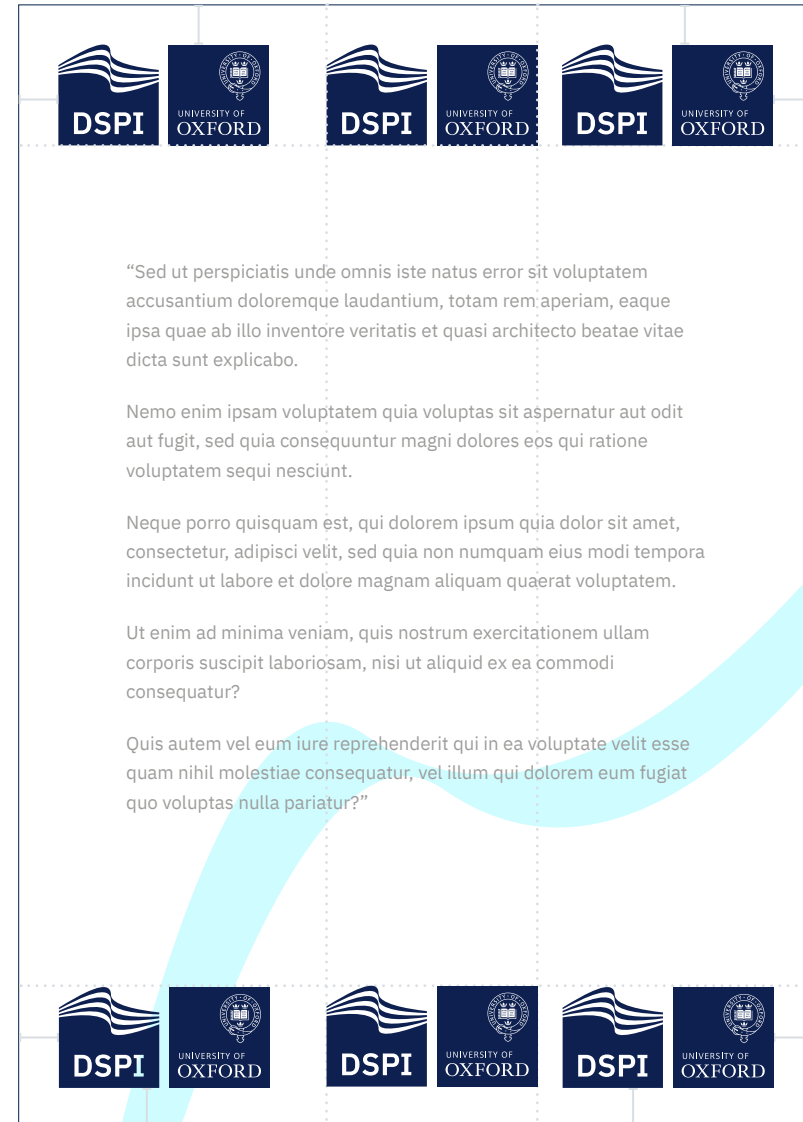

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Logo Usage

Stretch or distort
the logo.

Change the
proportions of
the logo.

Use unusual
rotations.

Use parts of the logo
in isolation

Change the
colour of the
logo

Use gradients
in the logo

Put objects
in the logo
exclusion zone

Use the primary logo
on dark backgrounds

Typography

Typeface

Our brand typeface is IBM Plex Sans, a neutral, yet friendly Grotesque style typeface that has a contemporary feel. It has excellent legibility in print, web and mobile interfaces.

Primarily, a combination of bold, semibold and regular cover most of our needs. However, all fonts in the typeface can be used if and when necessary.

Download the typeface here:
fonts.google.com/specimen/IBM+Plex+Sans

IBM Plex Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&*()_+-=£

IBM Plex Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&*()_+-=£

IBM Plex Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&*()_+-=£

Default typeface

On some of our computers, and in situations where we don't have access to the brand font, we can use Arial. This font is installed on almost all computers by default, and keeps the same clean and contemporary feel.

Weights are slightly more limited with this font, but there are still opportunities for a clear hierarchy of information using font size.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&*()_+-=£

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&*()_+-=£

Hierachy of information

The choice of font size is vital in creating a cohesive hierarchy of information that allows the reader to navigate through the content in the way that we want.

The example on this page details appropriate font size choices for a piece of print such as an A5 flyer. These sizes are not proportionally strict, or set in stone, as good design requires flexibility. But they should offer an example that can be used to guide the designer when setting copy in various formats/media.

HEADLINE
38pt, IBM Plex Sans Bold

Ibusa quam lit qui sandeliae

SUBHEAD
18pt, IBM Pex Sans Semibold

Buscium faci nonsequis accum dero est, cus volenik

BODYCOPY SUBHEAD
10pt, IBM Plex Sans Semibold

BODYCOPY
10pt, IBM Plex Sans Regular

Lorem ipsum dolor
Temposae pa essus, aut facit et velent quos sapid ut optur? Quideris qui debitate cus endi rem quodissit reptur ad milis nonem volore **voluptas magnimp oratur**, odicimus expel mod es ipsam ate maximos solut et quunt hil ium.

CALL TO ACTION
12pt, IBM Plex Sans Bold

Temposae pa essus, aut facit et velent quos sapid.

IBM Plex Sans leading (line spacing) guidance

Leading, or the space between lines, is important to ensure clarity and legibility when typesetting. With IBM Plex Sans, best practice is to reduce the leading as the font size increases, so that the space between lines is not too vast.

For academic documents, please follow the guidance provided the University of Oxford.

IBM Plex Sans font size set to 18pt or smaller

Leading: **font size x 1.4**
Example: **when font size is set at 10pt, leading is set at 14pt**

IBM Plex Sans font size set from 19pt – 39pt

Leading: **font size x 1.2**
Example: **when font size is set at 30pt, leading is set at 36pt**

IBM Plex Sans font size set from 40pt – 59pt

Leading: **font size x 1.1**
Example: **when font size is set at 40pt, leading is set at 44pt**

IBM Plex Sans font size set from 60pt – 90pt

Leading: **font size x 1.05**
Example: **when font size is set at 80pt, leading is set at 84pt**

HEADLINE
38pt, IBM Plex Sans Bold

Ibusa quam lit qui sandeliae

SUBHEAD
18pt, IBM Pex Sans Semibold

Buscium faci nonsequis accum dero est, cus volenik

BODYCOPY SUBHEAD
10pt, IBM Plex Sans Semibold

BODYCOPY
10pt, IBM Plex Sans Regular

Lorem ipsum dolor
Temposae pa essus, aut facit et velent quos sapid ut optur? Quideris qui debitate cus endi rem quodissit reptur ad milis nonem volore **voluptas magnimp oratur**, odicimus expel mod es ipsam ate maximos solut et quunt hil ium.

CALL TO ACTION
12pt, IBM Plex Sans Bold

Temposae pa essus, aut facit et velent quos sapid.

Colour

Primary colours

The colour associated with the University is Oxford blue, which is recognised worldwide as an identifying colour. The colour associated with our department is DSPI blue and is a key tool in creating a unique look and feel for our communications.

Oxford Blue

RGB		CMYK	
R	0	C	100
G	71	M	80
B	33	Y	0
#	002147	K	60

DSPI Blue

RGB		CMYK	
R	0	C	58
G	243	M	0
B	245	Y	12
#	00F3FF	K	0

Black

RGB		CMYK	
R	0	C	100
G	0	M	100
B	0	Y	100
#	000000	K	100

White

RGB		CMYK	
R	255	C	0
G	255	M	0
B	255	Y	0
#	FFFFFF	K	0

Colour accessibility guide

Web Content Accessibility Guidelines (WCAG) 2 has been developed with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

This guide details which colours we can use to ensure our content is 'AAA' accessible for our audience.

Oxford Blue on white

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaesti issunt, a sanim am.

EXAMPLE BUTTON

WCAG AAA ✅

Black on white

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaesti issunt, a sanim am.

EXAMPLE BUTTON

WCAG AAA ✅

Colour accessibility guide

Web Content Accessibility Guidelines (WCAG) 2 has been developed with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

This guide details which colours we can use to ensure our content is 'AAA' accessible for our audience.

DSPI Blue on Oxford Blue

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaesti issunt, a sanim am.

EXAMPLE BUTTON

WCAG AAA ✅

White on Oxford Blue

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaesti issunt, a sanim am.

EXAMPLE BUTTON

WCAG AAA ✅

Colour accessibility guide - failed combinations

Web Content Accessibility Guidelines (WCAG) 2 has been developed with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

This part of the guide details which colours do not meet the requirements for a 'AAA' pass.

DSPI Blue on white

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaest.

EXAMPLE BUTTON

WCAG AAA ❌

Black on Oxford Blue

Example paragraph

Odipideb itibus. Ut volore licilis ea voloratem. Onseque nobis et accullab iunt, sit por aut venditias vendit fugiae ommodigent rem veriatusam quaesti issunt, a sanim am.

EXAMPLE BUTTON

WCAG AAA ❌

DSPI Blue usage guide

DSPI Blue gives our brand identity a unique look and feel that allows the department to distinguish itself from others.

It should be used as a flourish, and should not dominate a design.

Dos

- Headlines on a dark background.

- Graphic elements on light or dark backgrounds.

- Graphs or charts.

- Highlight words on dark backgrounds.

Dont's

- Full colour backgrounds.

- Body text.

- Highlight words on light backgrounds.

Secondary colours

Whilst the core colours will dominate our communications, our secondary colours can be used as an accent colour.

When using our secondary colours, to check the contrast and ensure they are AAA accessible, as they were primarily designed to be displayed against the Oxford Blue.

Blue

RGB		CMYK	
R	161	C	42
G	196	M	13
B	208	Y	17
#	A1C4D0	K	0

Light Blue

RGB		CMYK	
R	158	C	42
G	206	M	7
B	235	Y	3
#	9ECEEB	K	0

Lilac

RGB		CMYK	
R	175	C	38
G	171	M	34
B	255	Y	0
#	AFABFF	K	0

Pink

RGB		CMYK	
R	235	C	7
G	196	M	29
B	203	Y	13
#	EBC4CB	K	0

Light Yellow

RGB		CMYK	
R	243	C	8
G	222	M	9
B	116	Y	64
#	F3DE74	K	0

Yellow

RGB		CMYK	
R	245	C	5
G	207	M	17
B	71	Y	80
#	F5CF47	K	0

Tone of voice

Giving DSPI a voice

This section will help you to write DSPI comms with consistency across all our channels. The four key principles below are the foundation of a voice that's unique to us – so pay close attention to them as you write. In the coming pages, we'll explore them further to give you more detailed guidance.

We make an impact

Our research is a force for good. But if we want people to sit up and take notice, our words need to be just as impactful.

We care and it shows

We care deeply about our work and the real lives it can change. Our energy, passion and dynamism should come across in the way we speak.

We're grounded in reality

We don't dance around difficult topics or try to be clever with language. We tell real-world truths with the confidence and clarity of experts with nothing to prove.

Our hearts and minds are open

We're driven by compassion and curiosity, welcoming new challenges, new perspectives and new conversations to broaden our horizons.

We make an impact

- Every headline is a chance to grab attention: use questions or short, impactful statements to make them count

- Problems can be striking, but don't fixate on them – use positive, can-do language focusing on solutions or improvements

- Use active sentences "We're going to find an answer" rather than passive "An answer will be found"

We care and it shows

- Tell the human stories behind what we do: we're driven by helping people, not just by solving abstract social issues

- Use contractions and everyday language to let some humanity shine through "We're keen to see what's next..."

- Don't be afraid to showcase our passion "It's an exciting time right now...", "Incredible news...", "We're delighted..."

We're grounded in reality

- It's better to be clear than clever – use short sentences and simple words to let the truth speak for itself

- Use abstract, academic language sparingly where possible. Ground what we're saying in the real world

- Be direct, even with difficult topics. Honesty is better than dancing around the problem

Our hearts and minds are open

- Use language that's warm, friendly and welcoming "Don't worry, you've still got time to join us later today!"

- Ask questions "Want to know more about our Master's programmes?" to involve and engage the reader

- Make sure to use inclusive language. We want people from all backgrounds to feel comfortable joining in the conversation

Graphic elements

Flowmark vector

Our flowmark vector is a key component of our brand identity. It can be found in our brand assets.

The flowmark signifies research and information moving through the department, with the output being real world, practical solutions.

It can be used to add visual interest to a design, and add fluidity to more ordered or structured documents and collateral.
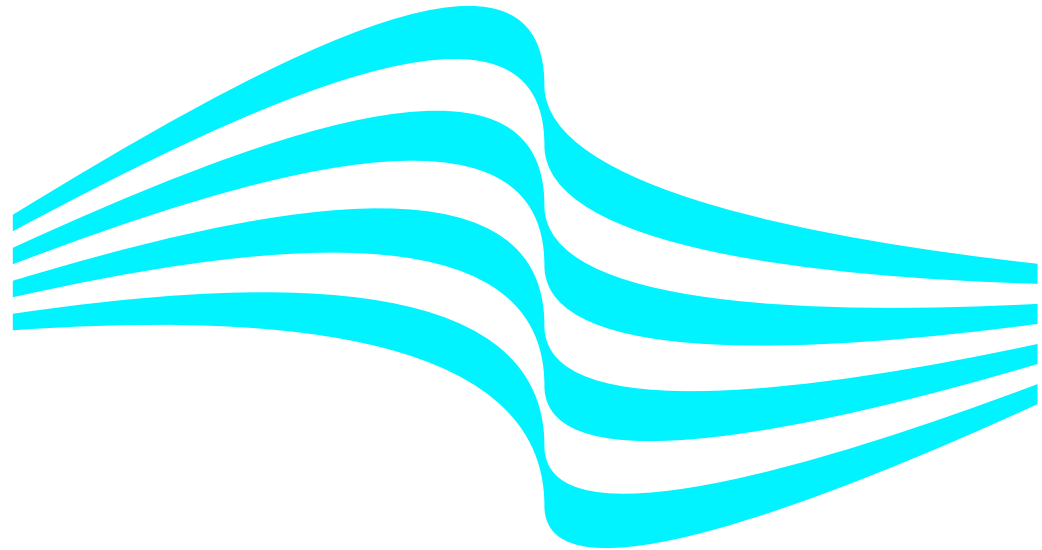
Single flowmark vector

DSPI also use a single flowmark as a graphic element.

These can be used in isolation or in multiples to add flair to a design.They are also flexible enough to add a modular element to the brand and be used to separate information, frame quotes, or house imagery.

Single flowmark with fade vector

DSPI also use a single flowmark, but with the addition of faded, thinning lines.

This graphic asset can be used in the same way as the single flowmark, but should be used more sparingly, to keep designs clean and clear. It is particularly useful as a divider, or a frame to hold photos.

The fade adds motion, and ties the single flowmark closer to our logo.
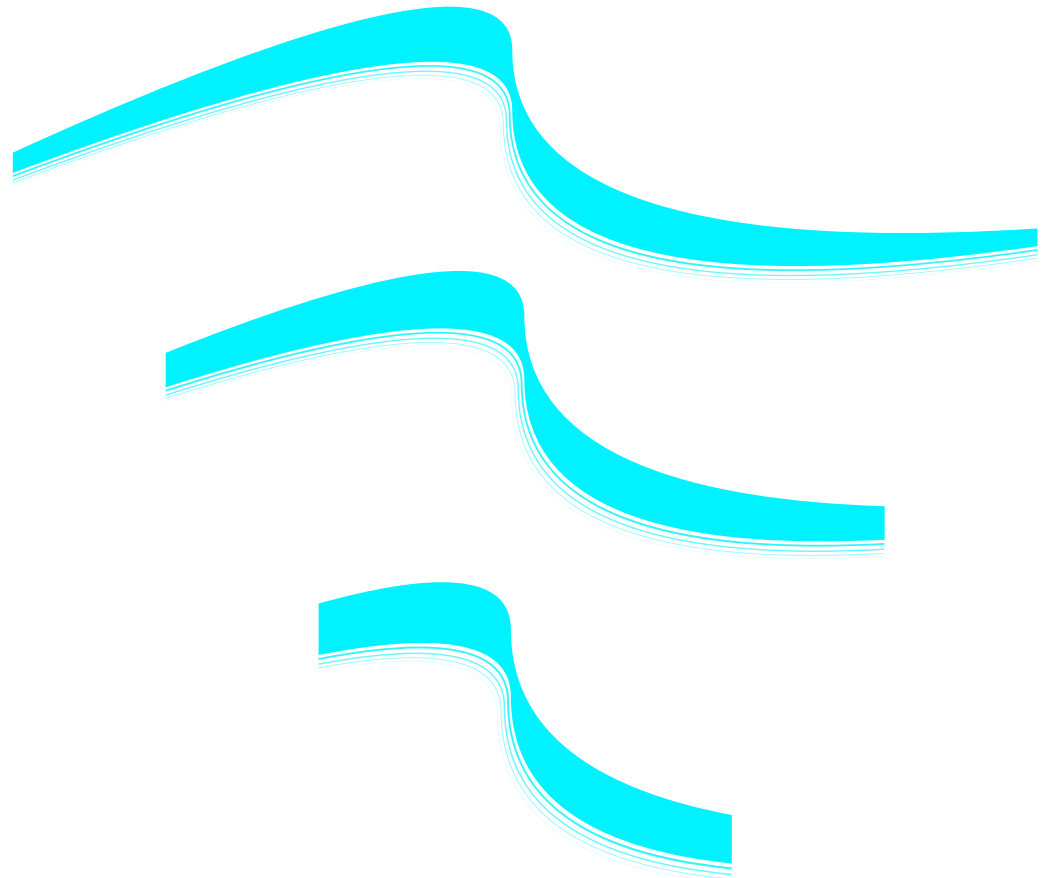
Flowmark usage guide

The flowmark is extremely versatile but it's vital to use it correctly.

Dos

- Use as a design flourish.

- Use to divide a page and mask an image.

- Ensure both ends of the mark are bleeding off the page.

Dont's

- Overpower the design with too many.

- Use in colours that aren't in these guidelines.

- Expose the edge of the flowmark.

Photography

DSPI photography

At DSPI, we are people-centred, and have a diverse community of staff, students, alumni and visitors. Our photography should always reflect this in a natural and positive light.

We have a vast library of commissioned photography which is avalable in our brand assets folder.

DSPI stock photography

When a subject needs to be communicated, but our commissioned library is not suitable, we can use our smaller stock library of photos and the vast amount of royalty-free imagery available online (e.g. Unsplash).

When using stock photography, we should be considerate of the message this could communicate, so as not to be too negative or inhuman. We should also reflect how proud we are to be inclusive and diverse.

Our stock library is available in our brand assets folder.

Difficult topics

We approach difficult topics with compassion, and focus on the positive outcomes that the work and research we undertake can deliver.

When dealing with sensitive issues such as child and family welfare, or violence prevention, our photography and use of imagery should focus on people and positivity, rather than the negative elements associated.

When discussing difficult topics, do not use photography or imagery that:

- is focused on the negatives of a situation.

- features cliche imagery.

- features violence.

- are too dark.

DSPI photography - incorrect styling

Dont's

- Subject looking into the camera.

- Overly staged or posed.

- Cliche or over the top.

- Overly processed or edited.

- Location is obviously not Oxford or is irrelevant.

- Use negative photographs for difficult topics or situations.

Brand in action

Posters

Posters

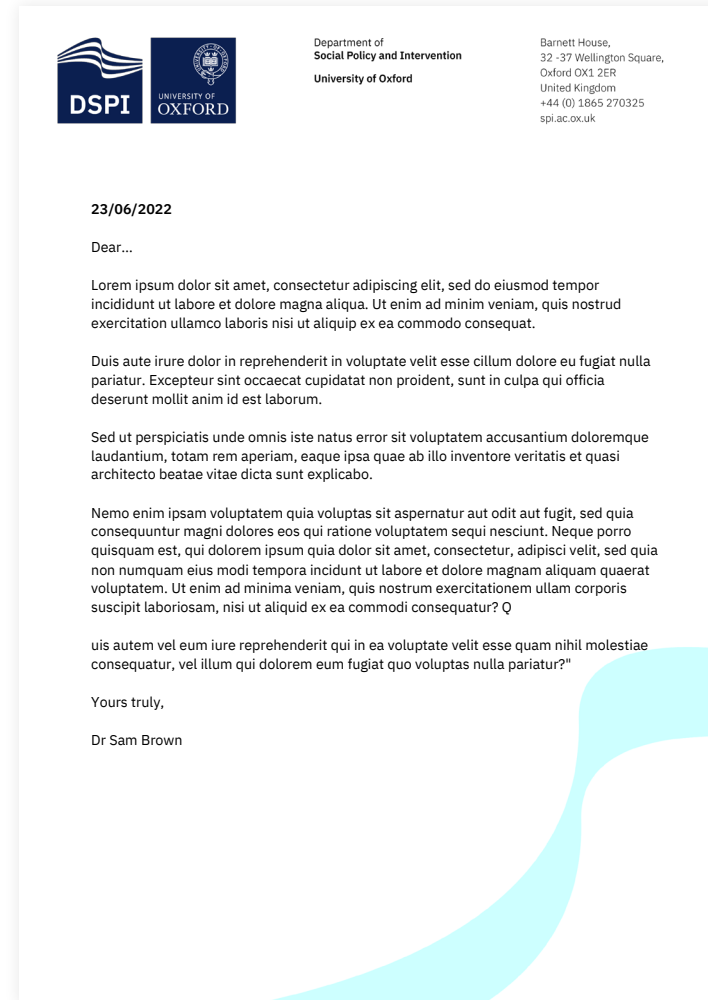**Lorem ipsum dolor occaesiol calawi**

www.spi.ox.ac.uk

Et invel maximi, omnit, nulparibust. Edic tem expe plaut accus, sam, invellupta nimus es doluptatatur as estotatur sinctat urerum nis int latemporro corit pari doluptas dolum.

Social media

Word document

Department of
Social Policy and Intervention

University of Oxford

Barnett House,
32 -37 Wellington Square,
Oxford OX1 2ER
United Kingdom
+44 (0) 1865 270325
spi.ac.ox.uk

23/06/2022

Dear…

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Q

uis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Yours truly,

Dr Sam Brown

Presentations

Newsletter

DSPI // *NEWSLETTER*

Presenting our new visual identity

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur semper urna mi, vel ornare dui mollis sed. Curabitur vel facilisis risus, a lobortis tortor. Sed laoreet, diam ut maximus pellentesque, leo mi pharetra ex, non volutpat enim massa porta augue. Donec lacinia auctor aliquam.

Morbi interdum molestie massa, et laoreet ipsum mollis sed. Fusce aliquam turpis sed euismod posuere. Quisque mollis pharetra odio ac facilisis. Phasellus lorem dolor, feugiat eget lorem quis, rhoncus ultrices elit. Fusce ullamcorper sed nunc eget vulputate.

Fusce aliquam turpis sed euismod posuere. Quisque mollis pharetra odio ac facilisis. Phasellus lorem dolor, feugiat eget lorem quis, rhoncus ultrices elit. Fusce ullamcorper sed nunc eget vulputate.

Barnett House News

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur semper urna mi, vel ornare dui mollis sed. Curabitur vel facilisis risus, a lobortis tortor. Sed laoreet, diam ut maximus pellentesque, leo mi pharetra ex, non volutpat enim massa porta augue. Donec lacinia auctor aliquam.

Morbi interdum molestie massa, et laoreet ipsum mollis sed. Fusce aliquam turpis sed euismod posuere. Quisque mollis pharetra odio ac facilisis. Phasellus lorem dolor, feugiat eget lorem quis, rhoncus ultrices elit. Fusce ullamcorper sed nunc eget vulputate.

View now

© University of Oxford, 2020
www.spi.ox.ac.uk

Our mailing address is:
32 Wellington Square, Oxford, OX1 2ER, UK

You are receiving these emails as a current member or associate of DSPI.

Further information

If you have any questions regarding the use of this brand identity please email DSPI Comms at **communications@spi.ox.ac.uk**

Designed by Bounce
Email: **create@bouncedesign.co.uk**