Department of Social Policy and Intervention

Visual identity - chosen route

16 June 2022

BOUNCE

Department of Social Policy & Intervention

UNIVERSITY OF OXFORD

Selected route

Primary and secondary logo // dark background

PRIMARY

DSPI

UNIVERSITY OF OXFORD

SECONDARY

Department of
Social Policy and Intervention

UNIVERSITY OF OXFORD

Selected route

Primary and secondary logo // light background

PRIMARY

DSPI

UNIVERSITY OF OXFORD

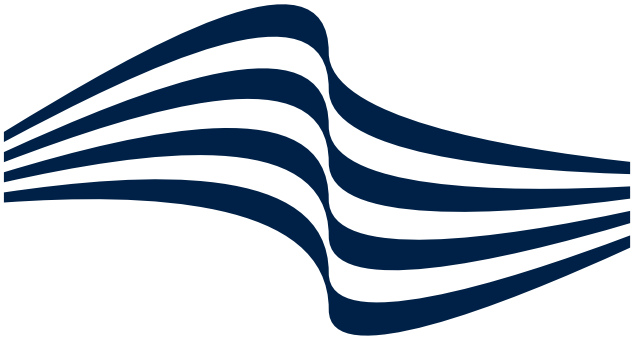
SECONDARY

Department of
Social Policy and Intervention

UNIVERSITY OF OXFORD

Forward-thinking transition

→ Research and teaching



→ Impactful and practical solutions

Collaboration

The multiple lines, meeting in the middle and moving forward together, symbolise collaboration, engagement and connectivity.

Dynamism

The overall movement of the mark gives a sense of dynamic evolution, progress and positivity.

Pragmatism

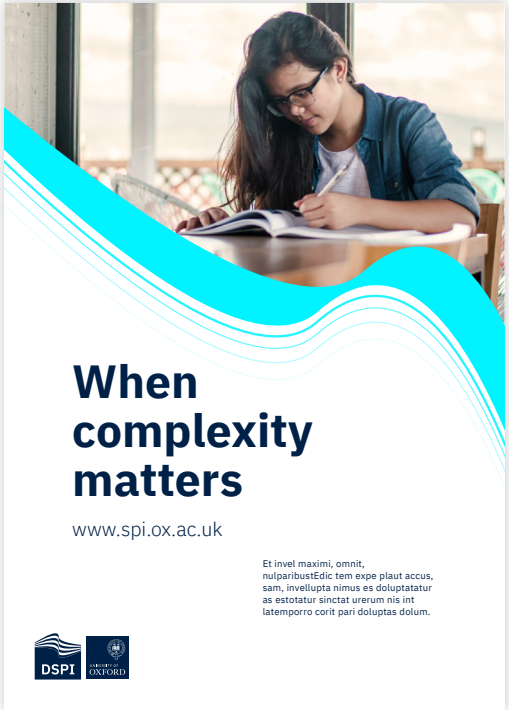
The uniformity of the lines flowing together in synergy represents pragmatism and equality.

Real world

Gentle, flowing curves give the mark it's people focused feel. Symbolising the solutions to the problems in the heart of the people.

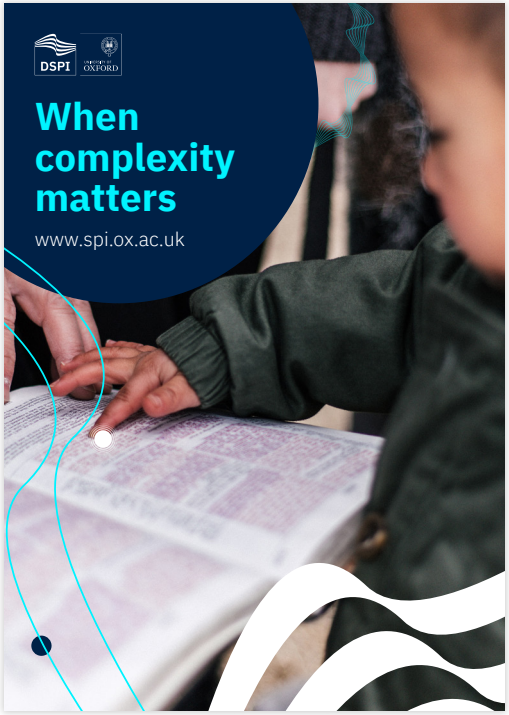
Selected route

Poster designs



Selected route

Poster designs



Selected route

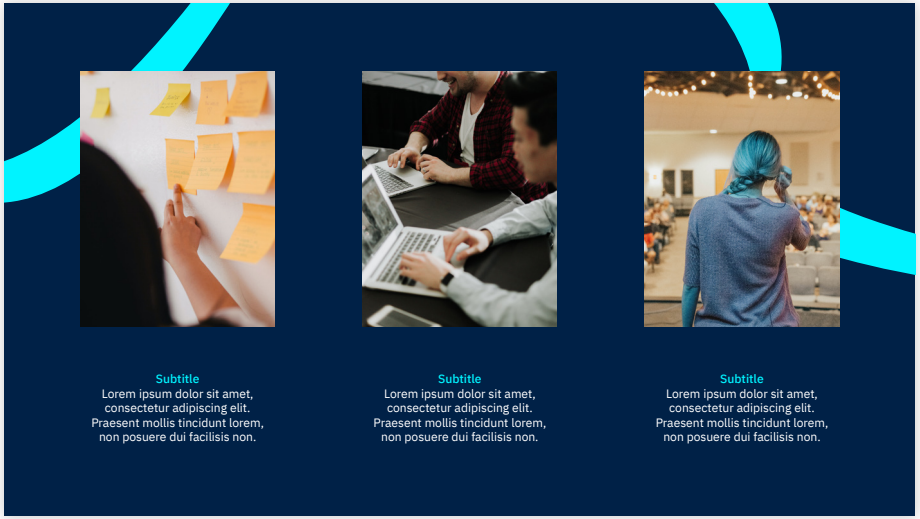
Social media

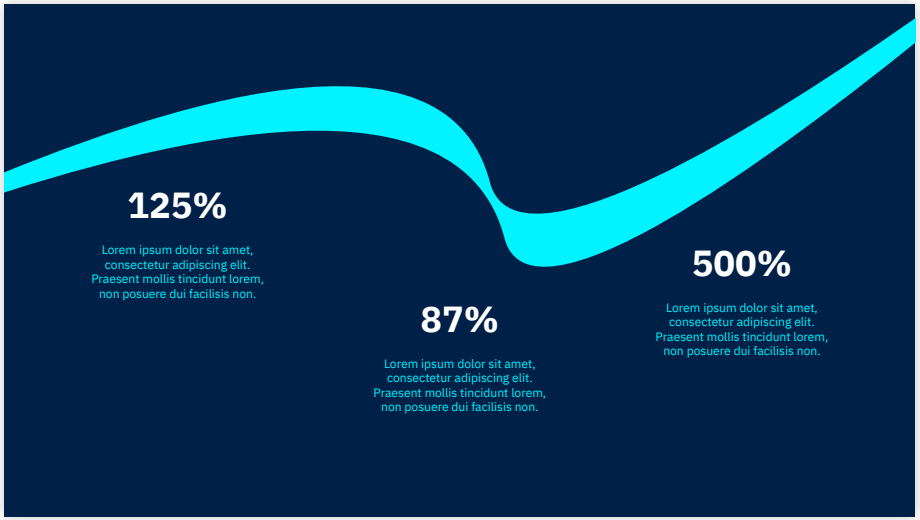
Selected route

Powerpoint presentation

Selected route

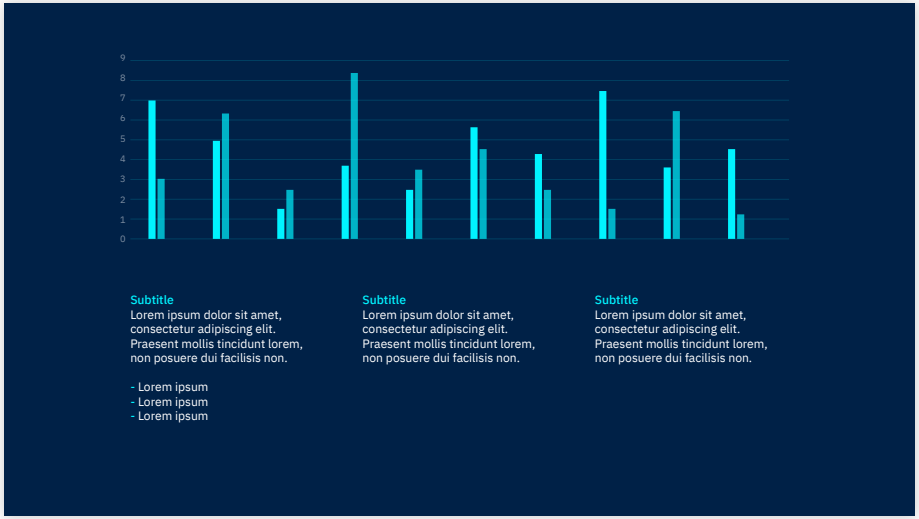
Powerpoint presentation

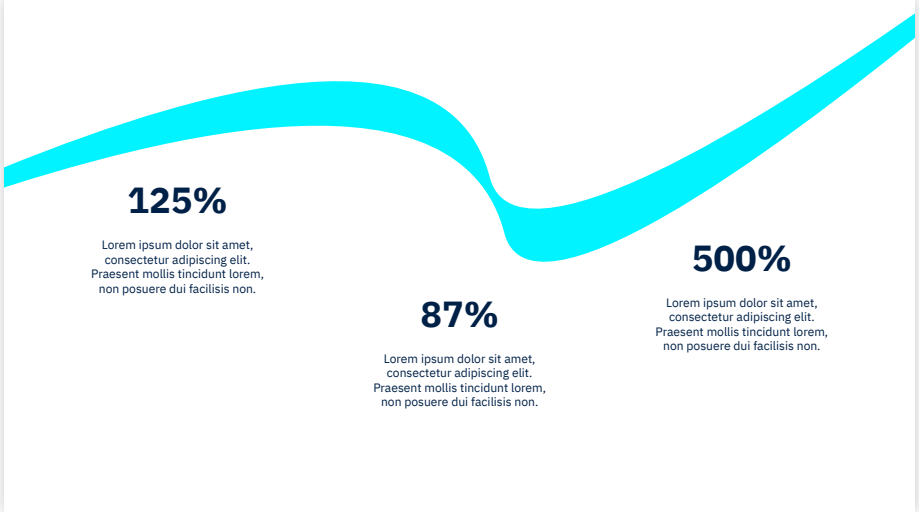


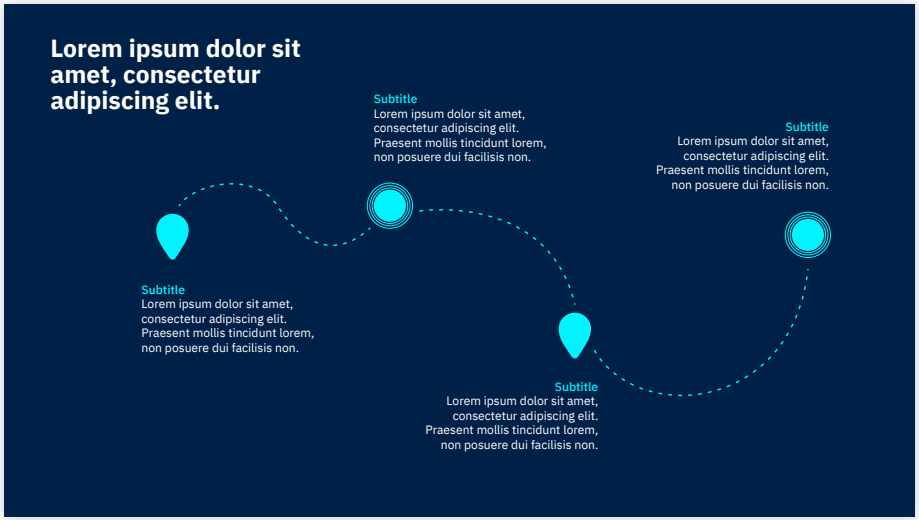


Selected route

Powerpoint presentation







Selected route

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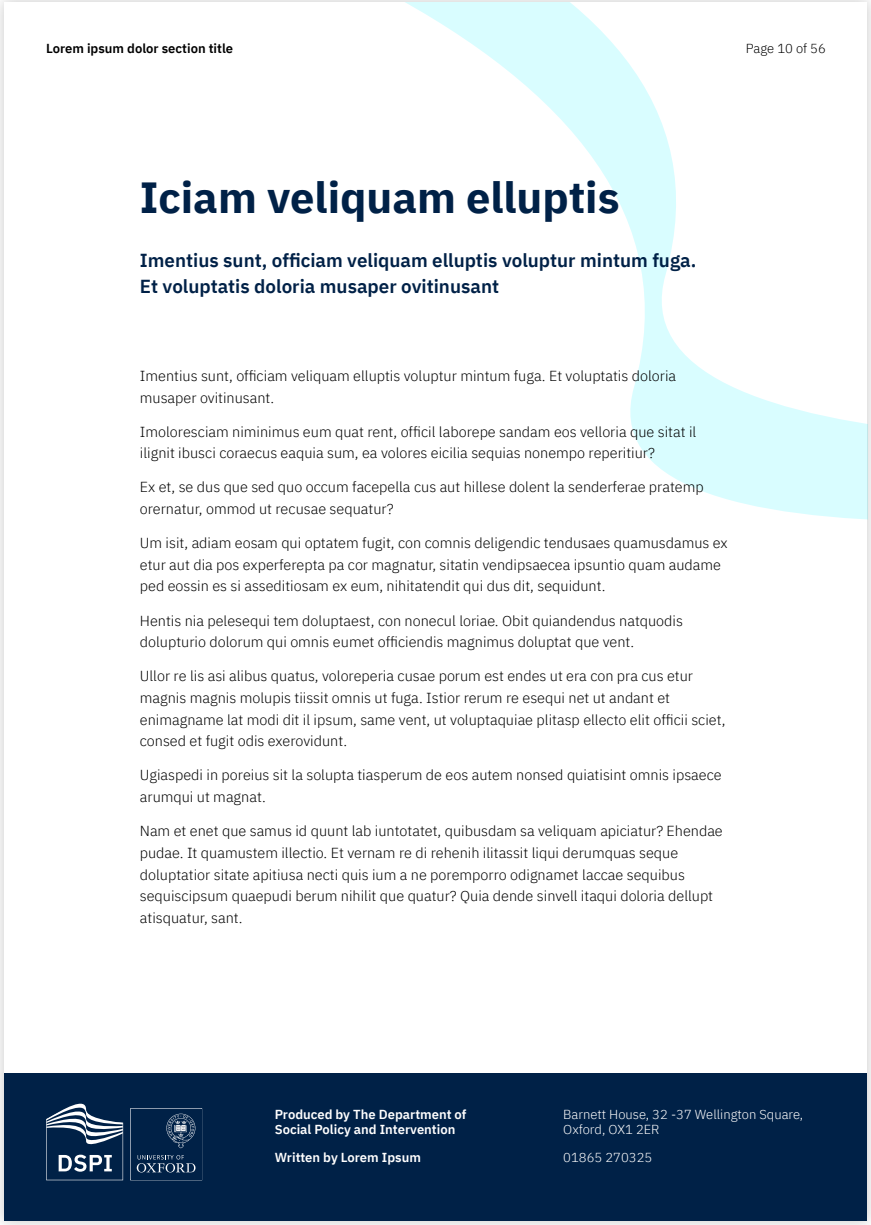

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Produced by The Department of Social Policy and Intervention

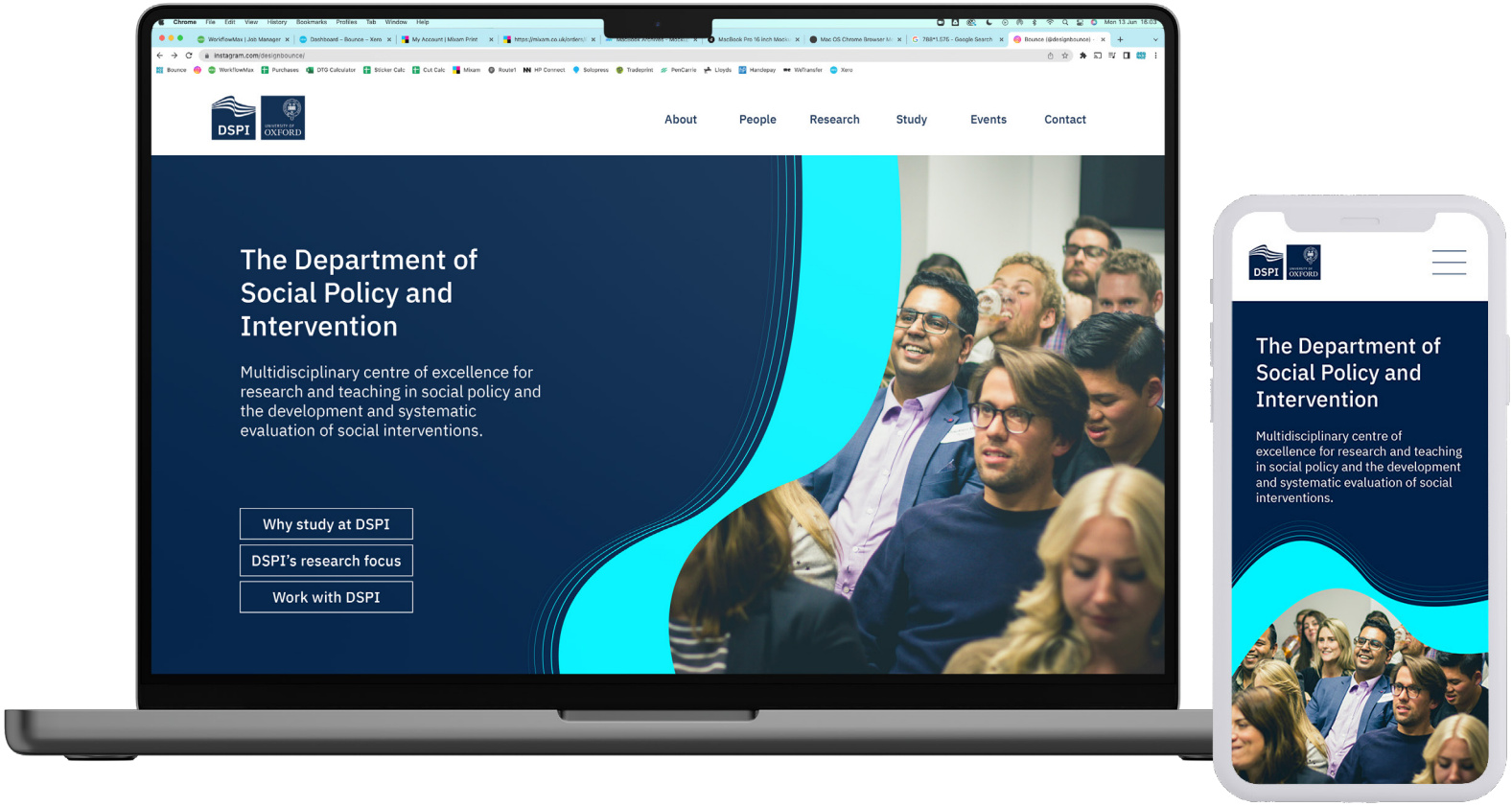
Written by Lorem Ipsum

Barnett House, 32 -37 Wellington Square, Oxford, OX1 2ER

01865 270325

Selected route
Lanyard

Selected route
Website



Thank you!

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