Oxford Alumni Network logo guidelines

The University has created a new logo for use by all official alumni groups to replace the standard identifier used by internal departments of the University. The new logo is derived from the University’s main brand, but is, hopefully, more appropriate for use by officially-recognised regional, subject and interest groups.

The logo is available in these formats:

A **primary** logo for use on printed materials

A **secondary** logo for use when space is constrained

A **white** version for use on dark backgrounds

A primary logo for use on printed materials

A secondary logo for use when space is constrained

A white version for use on dark backgrounds

Your Alumni group name goes here. We will supply you with your tailored version.

An additional **square** adaption of the logo has been created for use on group members websites and social networking sites only.

As well as the original version of the logo, this online version is supplied as an RGB .jpg.

Using the logo

**Do not** separate or move any of the logo elements:

**Do not** place the logo on a busy background:

**Do not** change the colour of the logo:
Using the logo on digital applications

Example social media pages

Usage
To allow for flexibility, there are no strict placement rules for online use. Ideally the logo should be positioned nearer the top of the home page.

Example websites

Domain Name Guidelines

General best practice is to use the same format as far as possible across each platform. We advise the following formats:

Websites
www.oxford-placename.org, eg www.oxford-bristol.org

Facebook and LinkedIn groups
OxordinPlacename, eg https://www.facebook.com/groups/OxordinParis
https://www.linkedin.com/groups/Oxford-Alumni-Paris

Twitter accounts
@oxfordplacename
There are only 15 characters for a Twitter name so it should be as short as possible – eg @oxfordbristol. If the place name is longer than 9 characters, you could abbreviate the place name, so it becomes for instance @oxfordlboro for Loughborough.