Oxford & Cambridge Alumni Network logo guidelines

We have created a new logo for use by all official alumni groups to replace the standard identifier used by internal departments of the University.

The logo is currently available in these formats:

Logo for use on printed materials

![Logo images]

A white version for use on dark backgrounds

![White logo image]

An additional square adaptation 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

![Invitation example]

![Business card example]

![Letterhead example]
Using the logo on digital applications

Example social media pages

Example websites

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.

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.oxcam-placename.org, eg www.oxcam-bristol.org

Facebook and LinkedIn groups
OxCaminPlacename, eg https://www.facebook.com/groups/OxCaminHamburg
https://www.linkedin.com/groups/OxCam-Alumni-Hamburg

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

These guidelines are designed to help our joint alumni groups to use the new logo consistently across a range of materials. The Networks Team can provide you with tailored logo files.

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