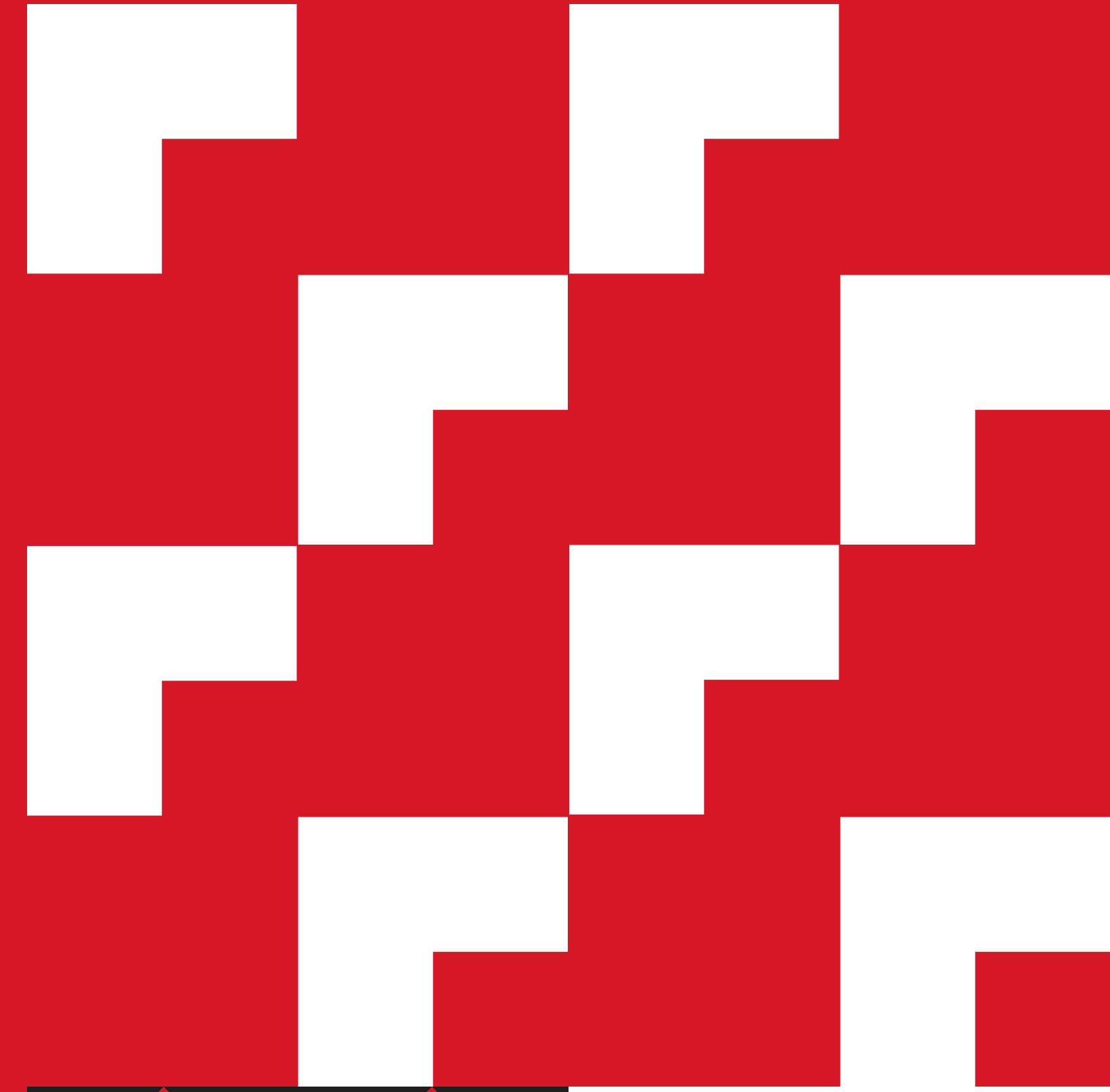




City, University of London Visual identity guidelines

Version: 1.0 | 27 September 2022



The University of
business, practice
and the professions.

www.city.ac.uk

Contents

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel. City is a great place to be and our brand reflects this.

An identity that can be ‘flexed’ to create material that resonates with a diverse array of audiences – from international students to domestic corporate partners.

Further information

If you require any assets or additional guidance on imagery, design or typography, please contact the Brand Marketing team or follow the link www.city.ac.uk/brand.

Logo & usage	3
Typography	18
Graphics	23
Colour	27
Imagery	33
The grid system	41
Application	51
Contact details	70

Logo & usage

Our logo

Our logo is the core element of our identity – a universal signature across all of our communications.

Our logo consists of two elements: the crest, and the framed text.

Note that unlike our name (City, University of London) the logo does not include a comma.

It should never be redrawn, digitally manipulated or altered. The logo is available in eps, jpeg and png formats. Always use the appropriate artwork format.



Logo colour

The logo can appear in the following colour options. The Primary logo should be used as a priority, however the single colour versions can be used within the grid system to add contrast to the design where necessary.

Accessibility

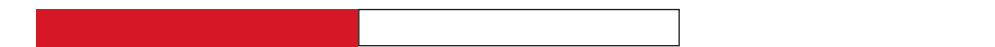
The logo must always have good contrast with the background to ensure maximum impact and accessibility on all our communications. The logo should appear on white wherever possible. Feel free to use a mono version to enhance legibility.



Primary logo - Two colour



Secondary logo - Red & White



Mono - White on Black



Mono - Black on White



Logo do's and don'ts

Please avoid misusing the logo as illustrated on this page. Use good judgment around placing and positioning, never adjust the proportions.

No department, team or group is permitted to have their own logo. Everyone must use the City, Law or Bayes logo as their logo. They are permitted to have a stylised text only word mark set in Meta font (no icon, graphical or illustrative element is permitted), that can be used in conjunction with the City logo.



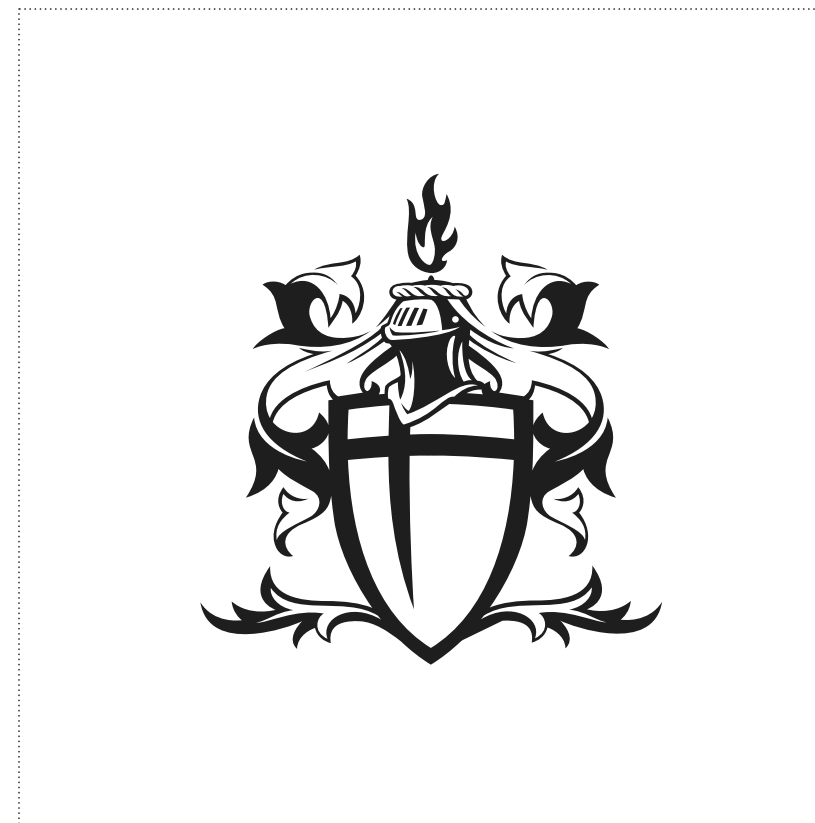
Do not use red on black



Do not use black on red



Do not use red on white



Do not use the crest in isolation



Do not use non-brand colours



Ensure contrast over imagery

Logo variations

All Schools use the primary City logo, however there are exceptions for the following Schools; Bayes Business School, The City Law School and Urdang which use their own specific logos.



Primary



The City Law School



Bayes Business School



Urdang

Responsive logos

Variations of each logo with the crest removed have been created for digital use and restricted space where legibility is an issue – ie small merchandise, pens and stationery.



Primary



The City Law School



Bayes Business School



Urdang

Logo spacing

In order to ensure our logo has a strong impact and presence on every application, we have created a clear space zone for it.

Clear space principles

This is calculated using half the height of the crest as illustrated.

Please observe this rule and ensure that no other graphic elements (such as text or imagery) intrude into the clear space zone. This includes the edge of a page and is true for all media.

Artwork files

Artwork files with built in safe areas have been created within the [toolkit](#).

Logo position and margins



Position - the logo is always centred inside the coloured square

Margins - the margins will always depend on the size of the logo. The outside margin is always the size of the logo crest divided by two.

Logo size

The logo is placed on a white or coloured background with a clear space zone determined by half the height of the crest on all sides. The same rule applies when the logo is used without a coloured box behind it.

Web size



Min. 100px

Print size



Min. 20mm

Video size



Min. 200px

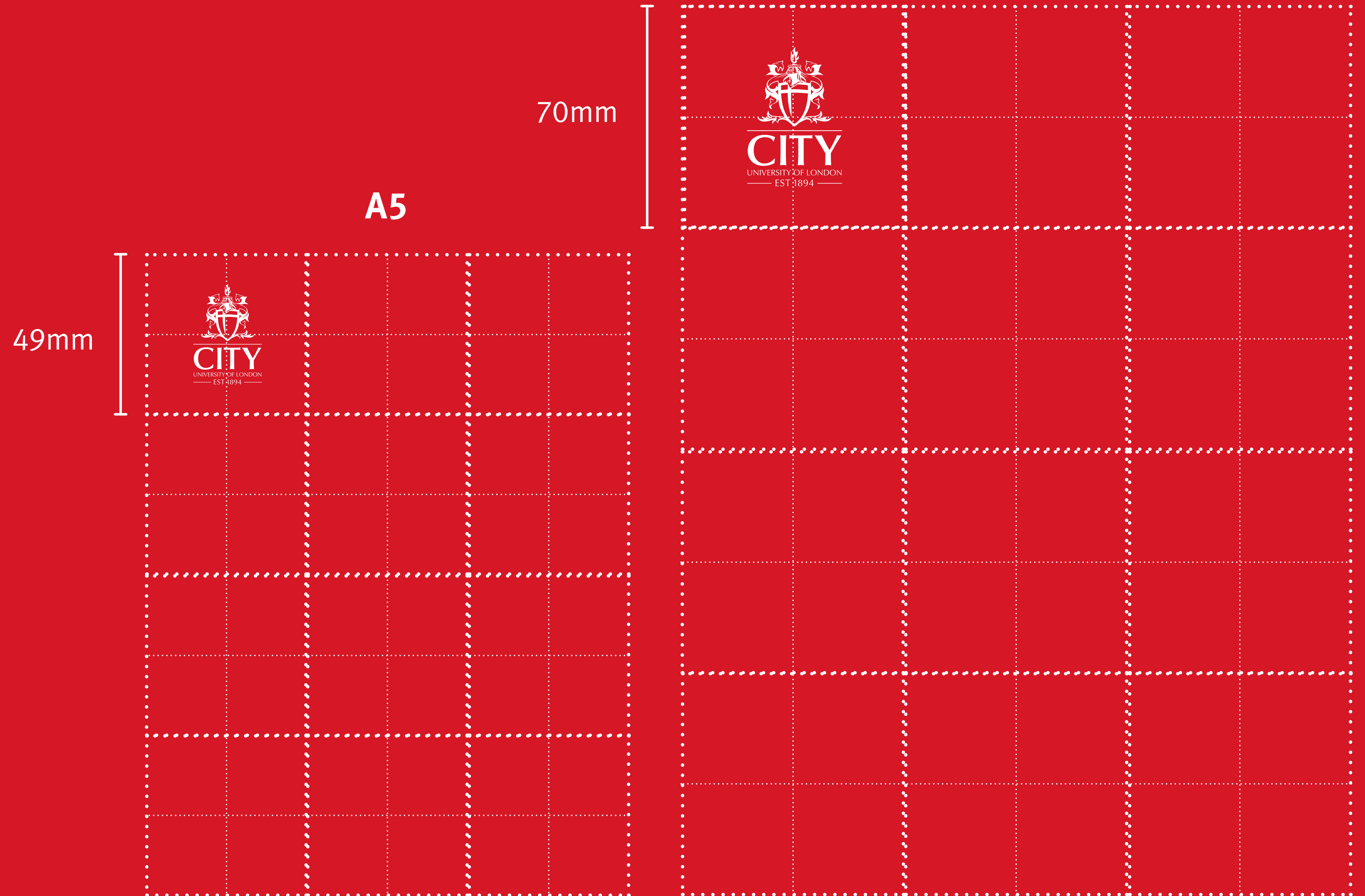
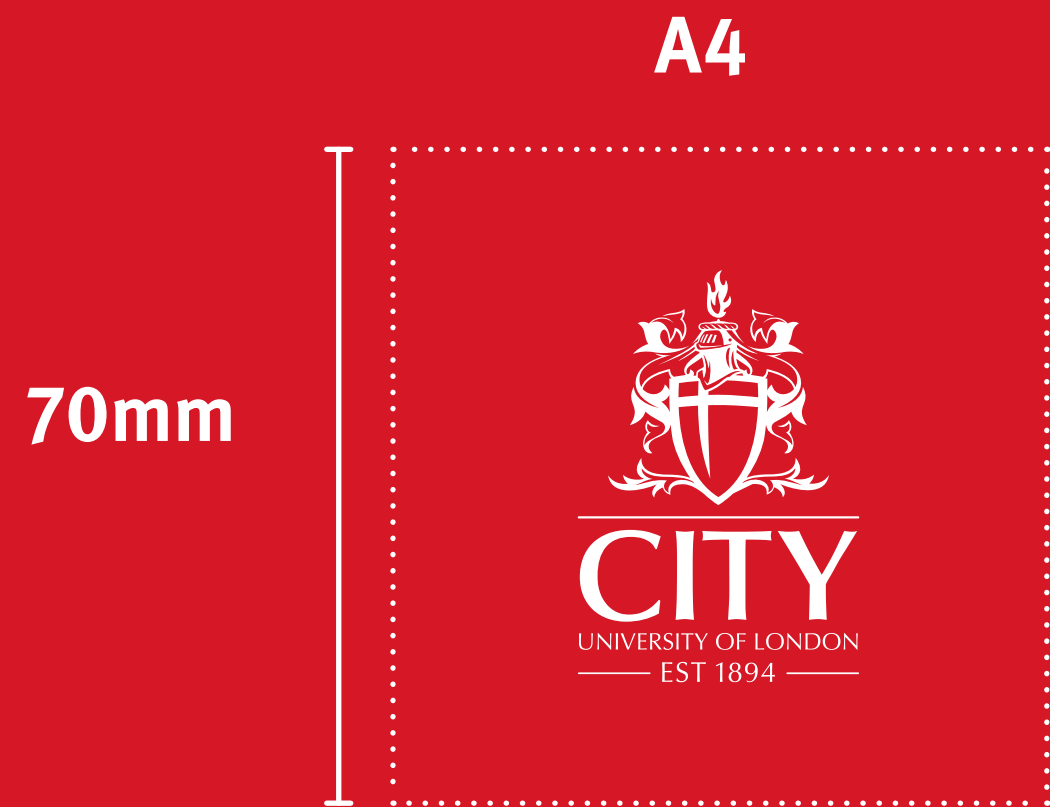
Logo size

When working with A-sized documents please adhere to these sizes to maintain consistency across our suite of collateral

A5 - 49mm
A4 - 70mm

A3 - 99mm
A0 - 280mm

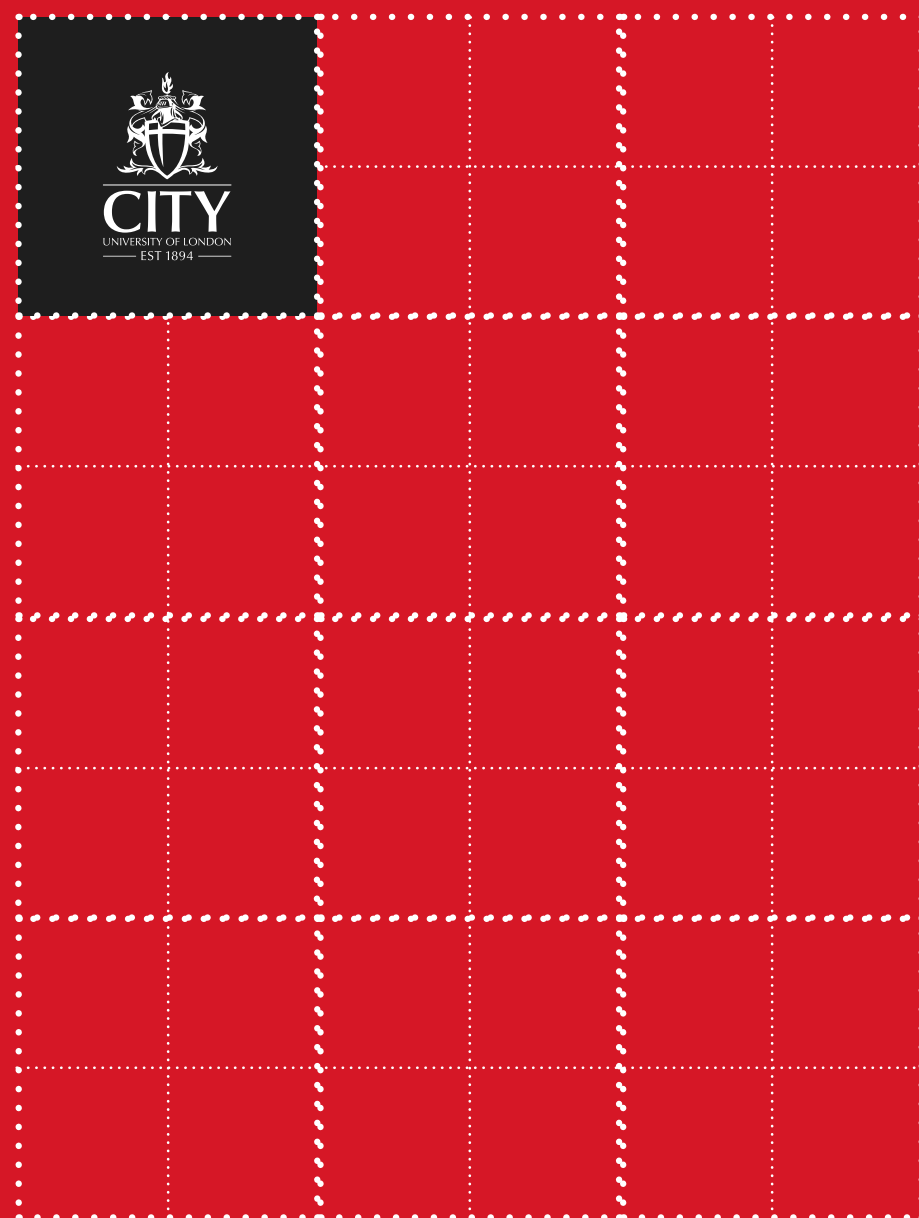
Logo height:



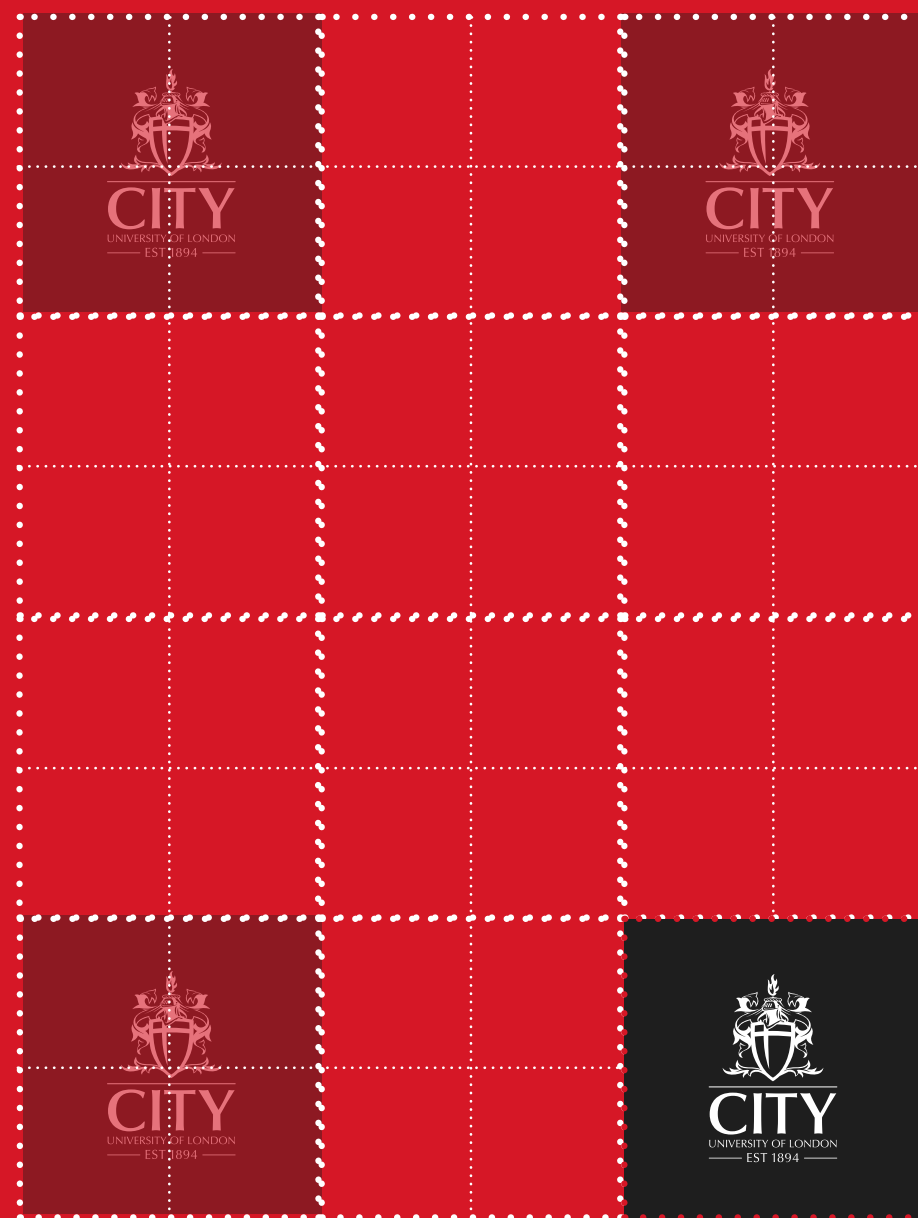
Logo positioning

Position the logo in any of the four corners as a general rule. Central alignment can be used for certain materials.

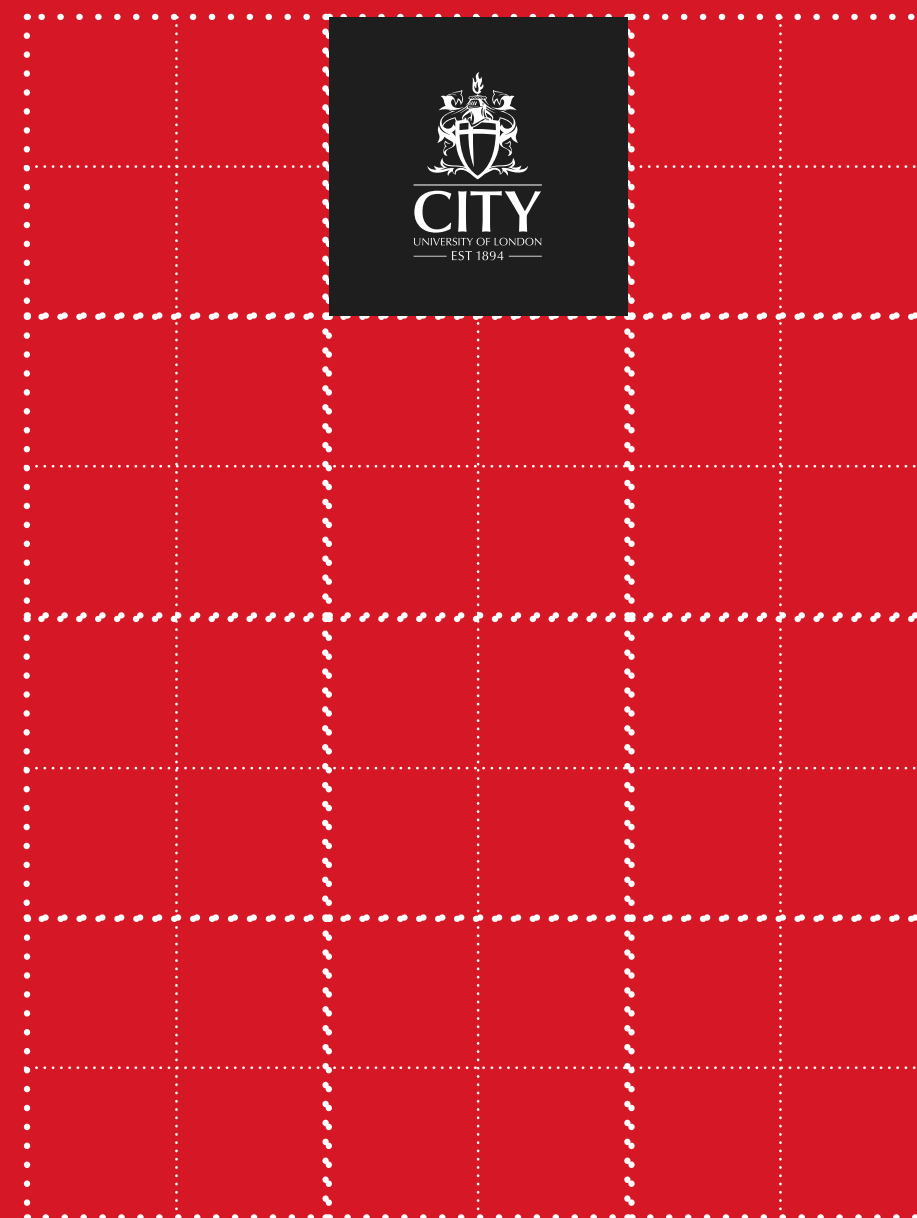
Primary placement



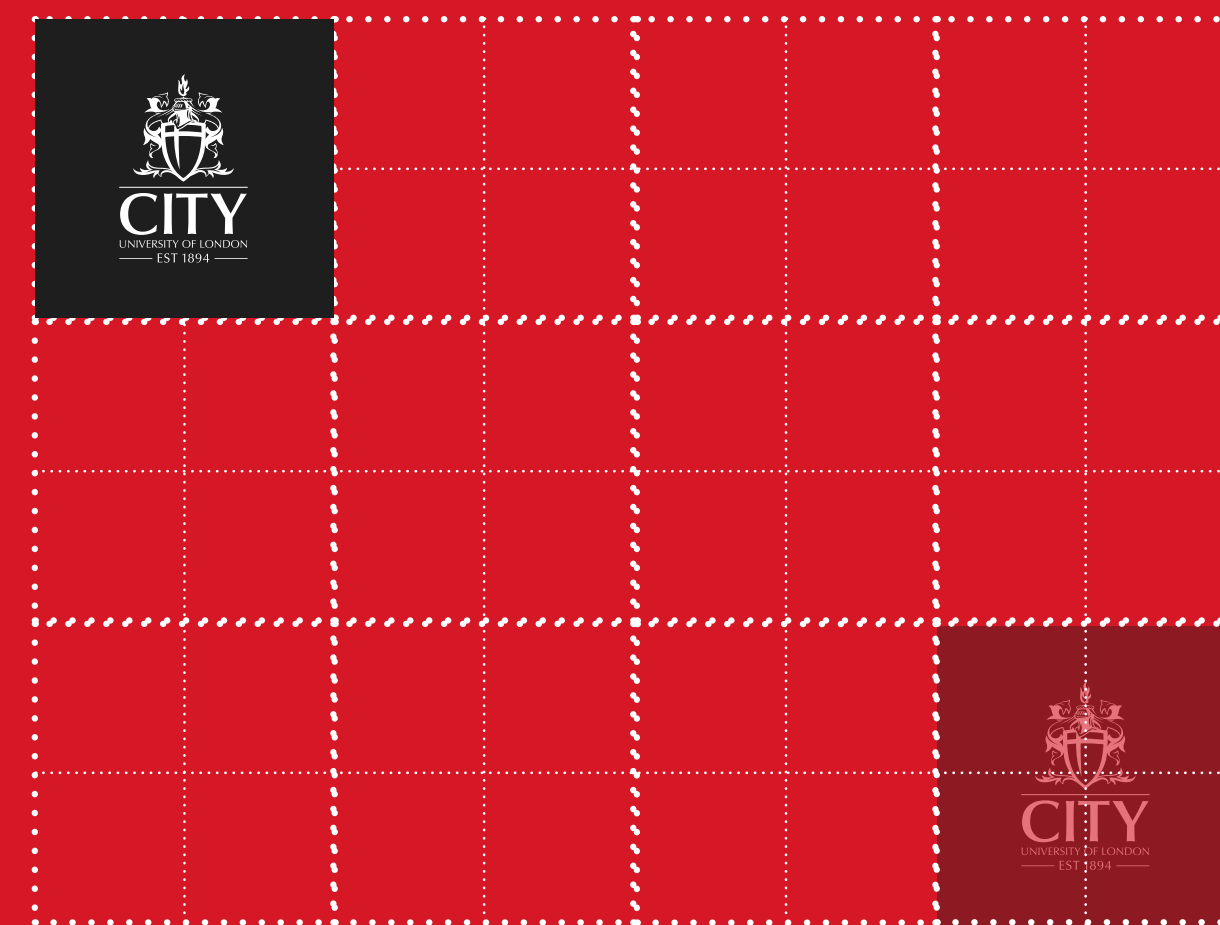
Secondary placement



Tertiary placement



Landscape placement



Strapline

The strapline should always be enclosed inside a coloured or invisible box and centre aligned within the square.

The strapline box should always scale proportionally.

The type is set at Meta Pro Light for the copy and Meta Pro Bold for the URL.

It should be either black, on a light background or white on a dark or colourful background.

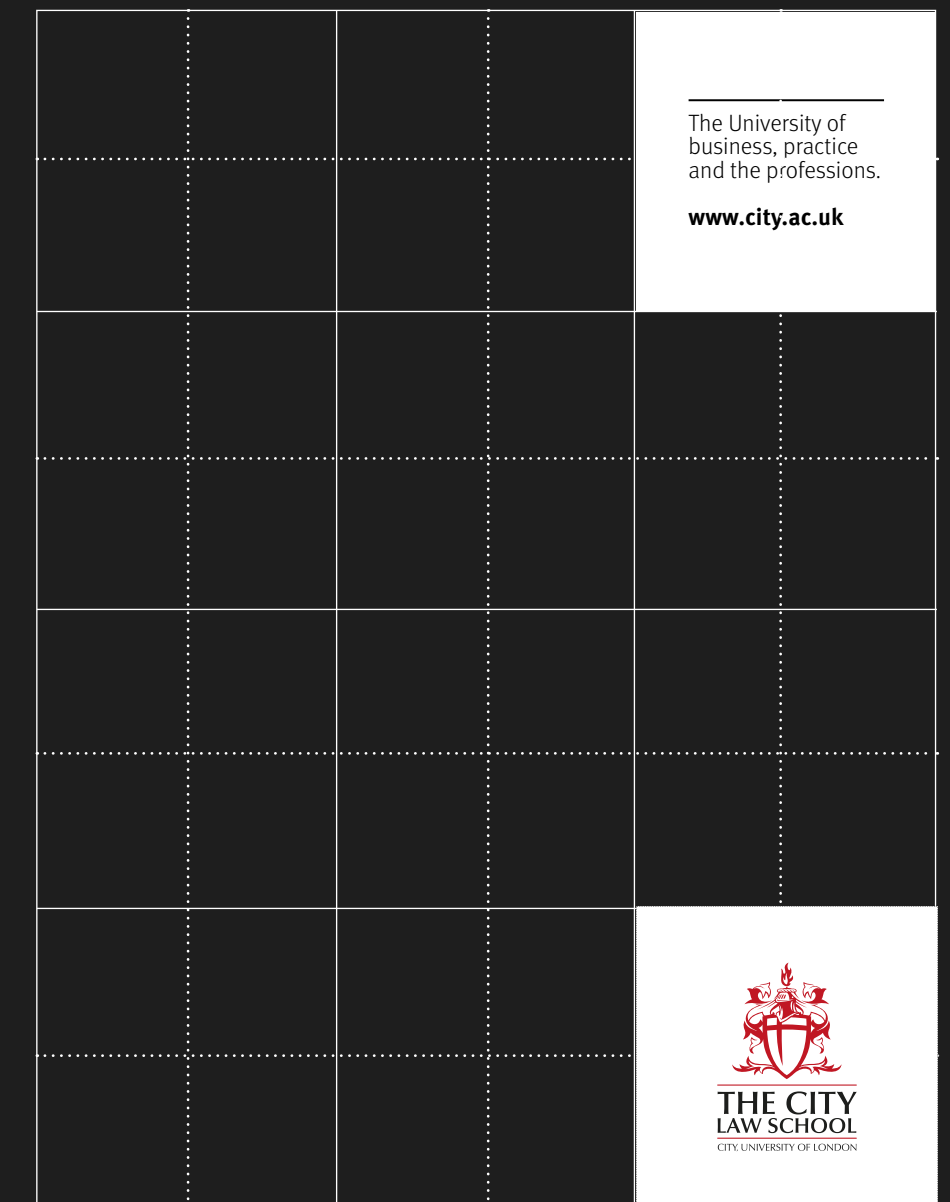
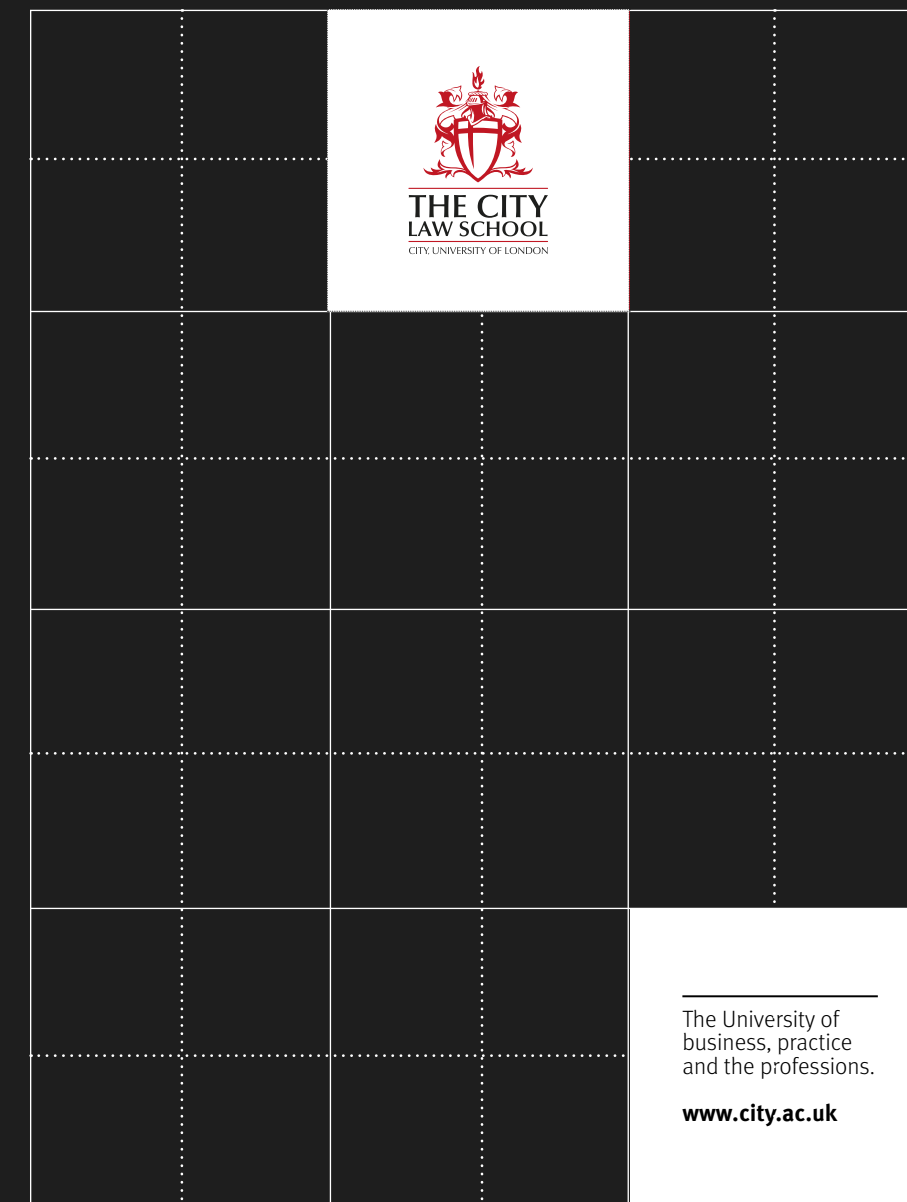
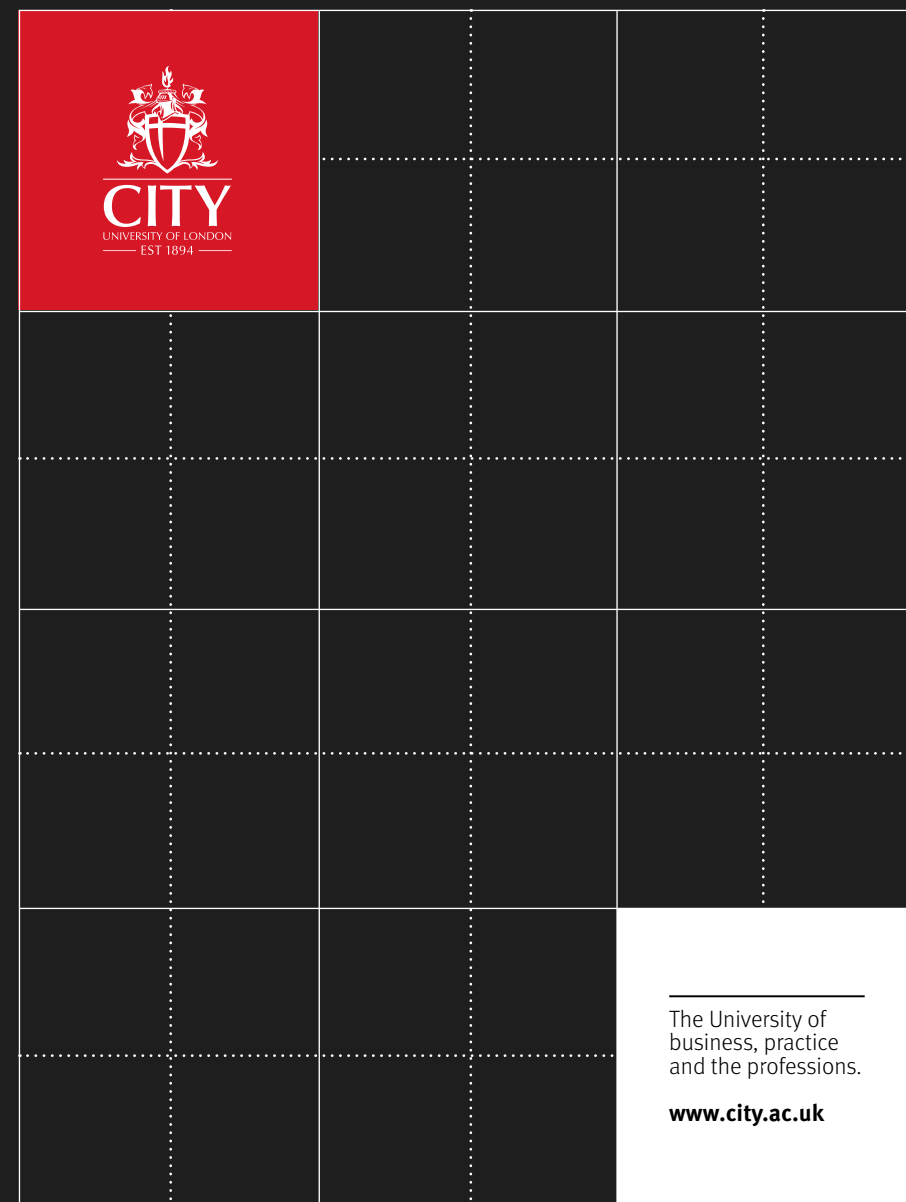
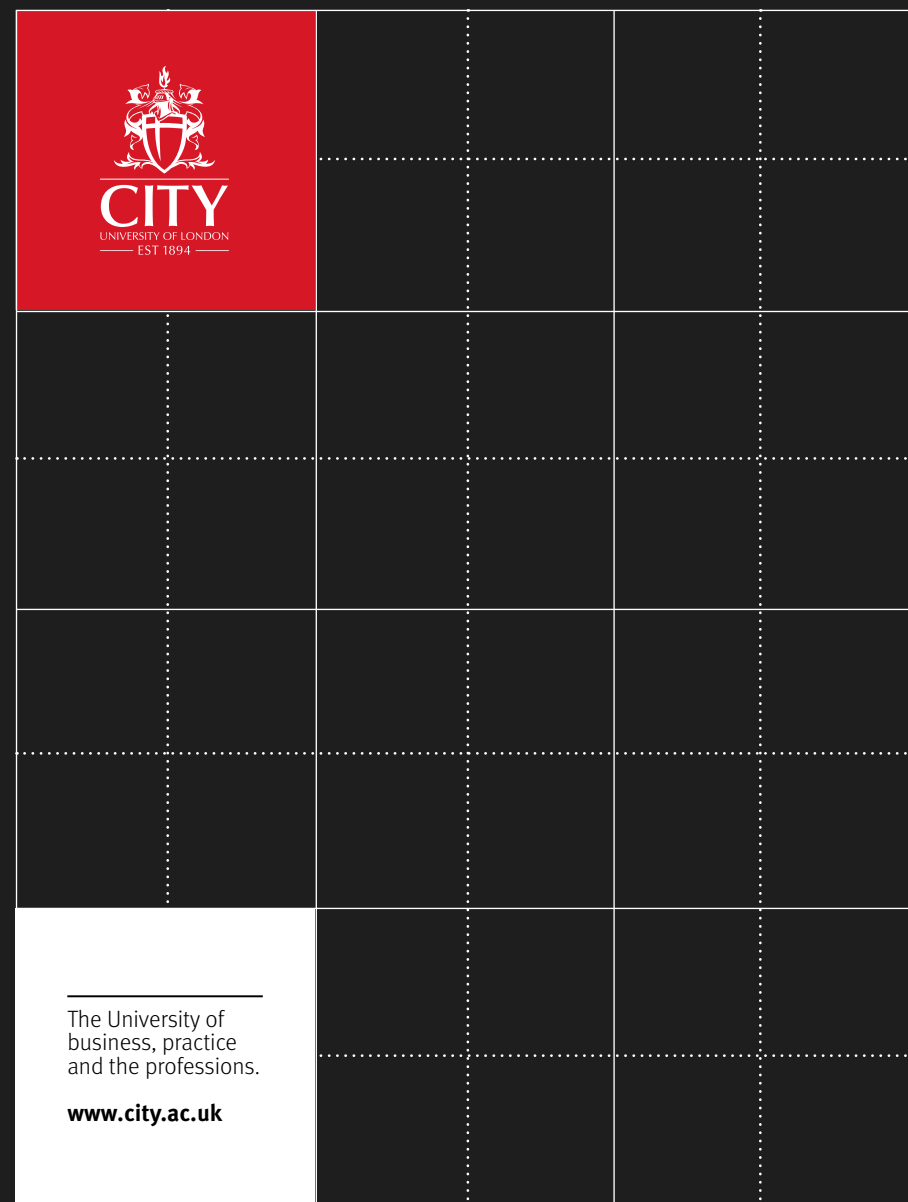
Artwork files

Artwork files with built in safe areas have been created within the [toolkit](#).



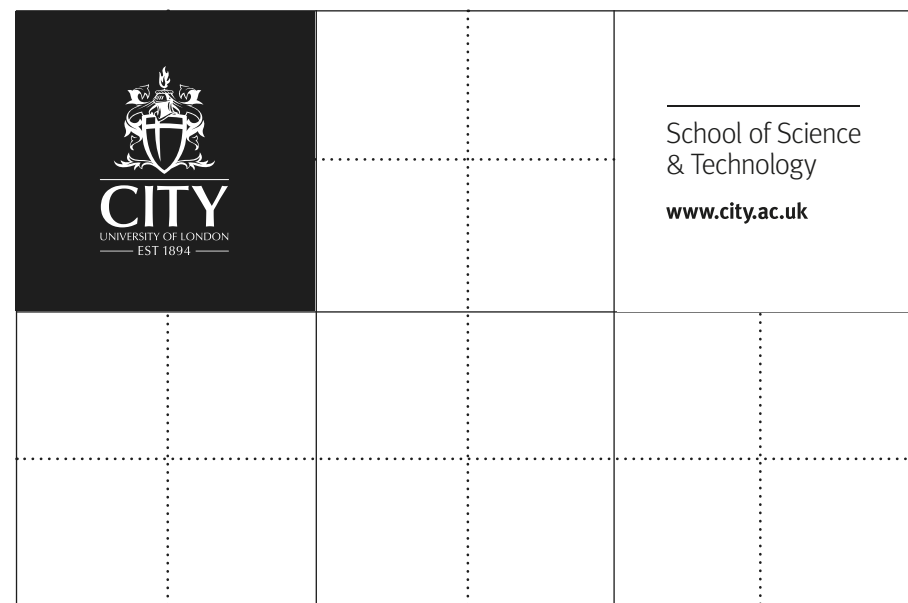
Strapline position

The strapline is used on all corporate documents and for The City Law School. For the remaining Schools, the strapline is replaced by the schools name. Please see page 17. The strapline can also be dropped where space is restricted e.g small digital ads, merchandise. The position of the strapline is flexible as long as it locks to the main grid.



School lock-ups

For the remaining Schools that do not have their own logo, please use the following lock-ups, which follow the same convention as the strap line.



Remove the strapline for School specific documents.



School lock-up safe area

School lock-up should always be enclosed inside a coloured or invisible box and centre aligned within the square.

Lock-up boxes should always scale proportionally with the copy enclosed inside it.

The type is set at Meta Pro Light for the copy and Meta Pro Bold for the URL.

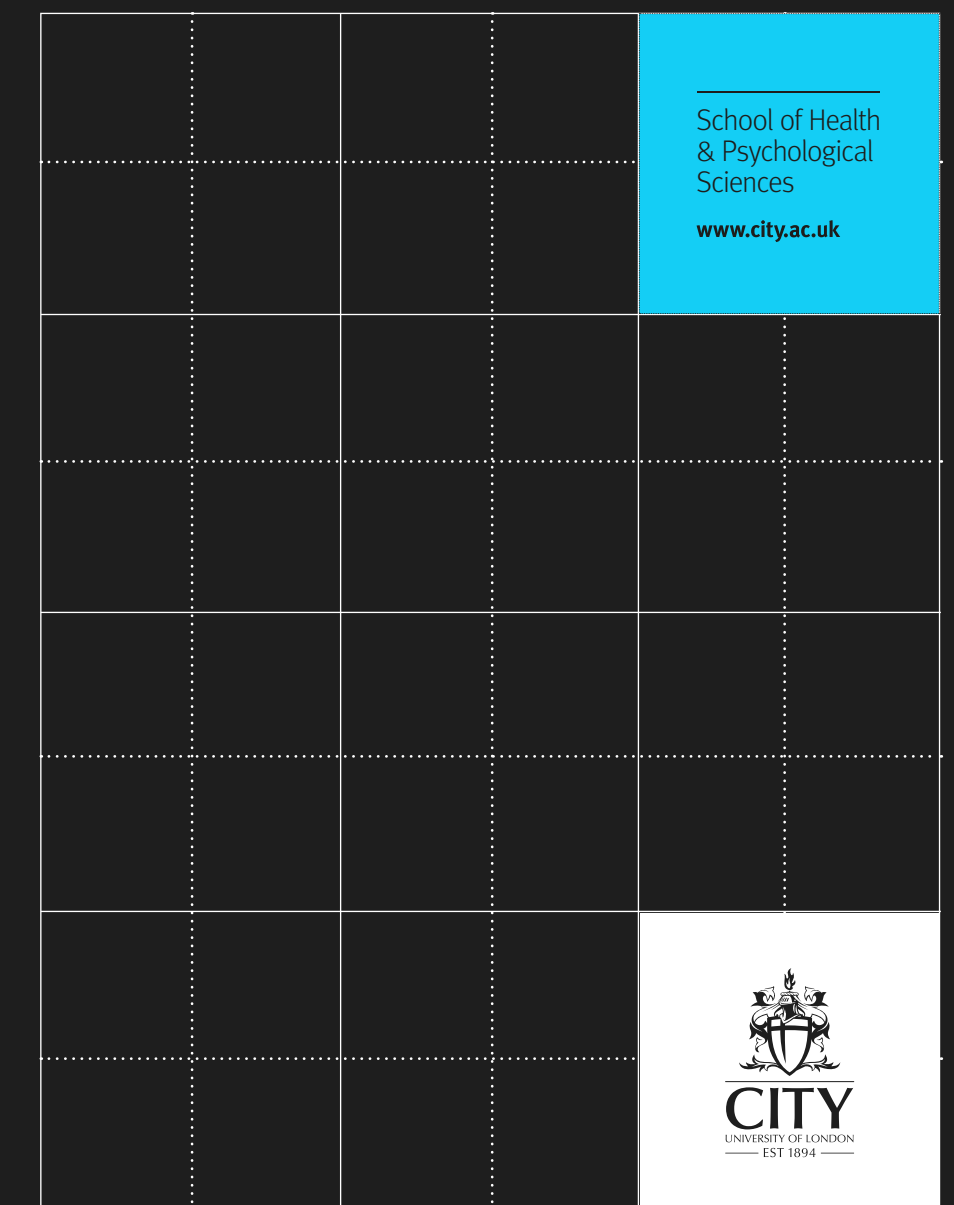
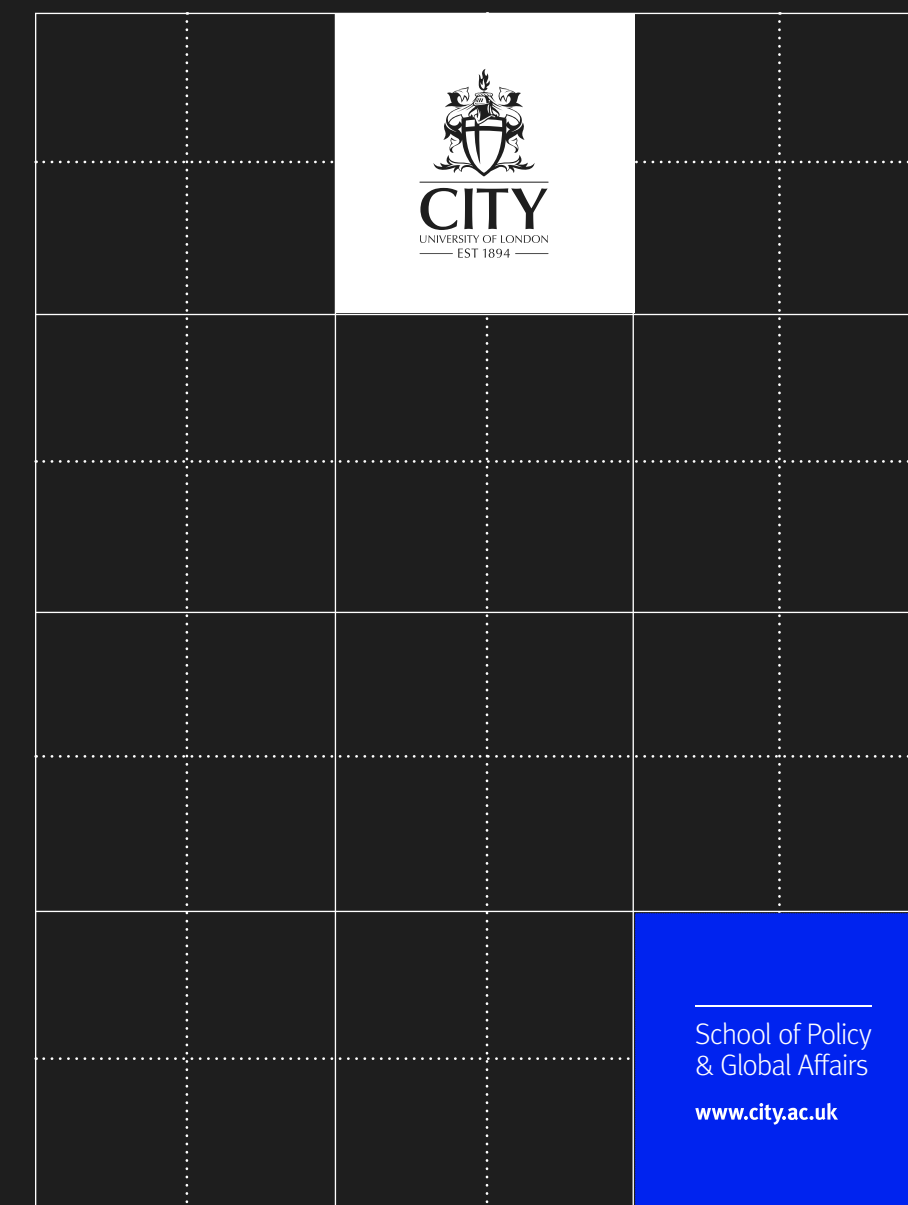
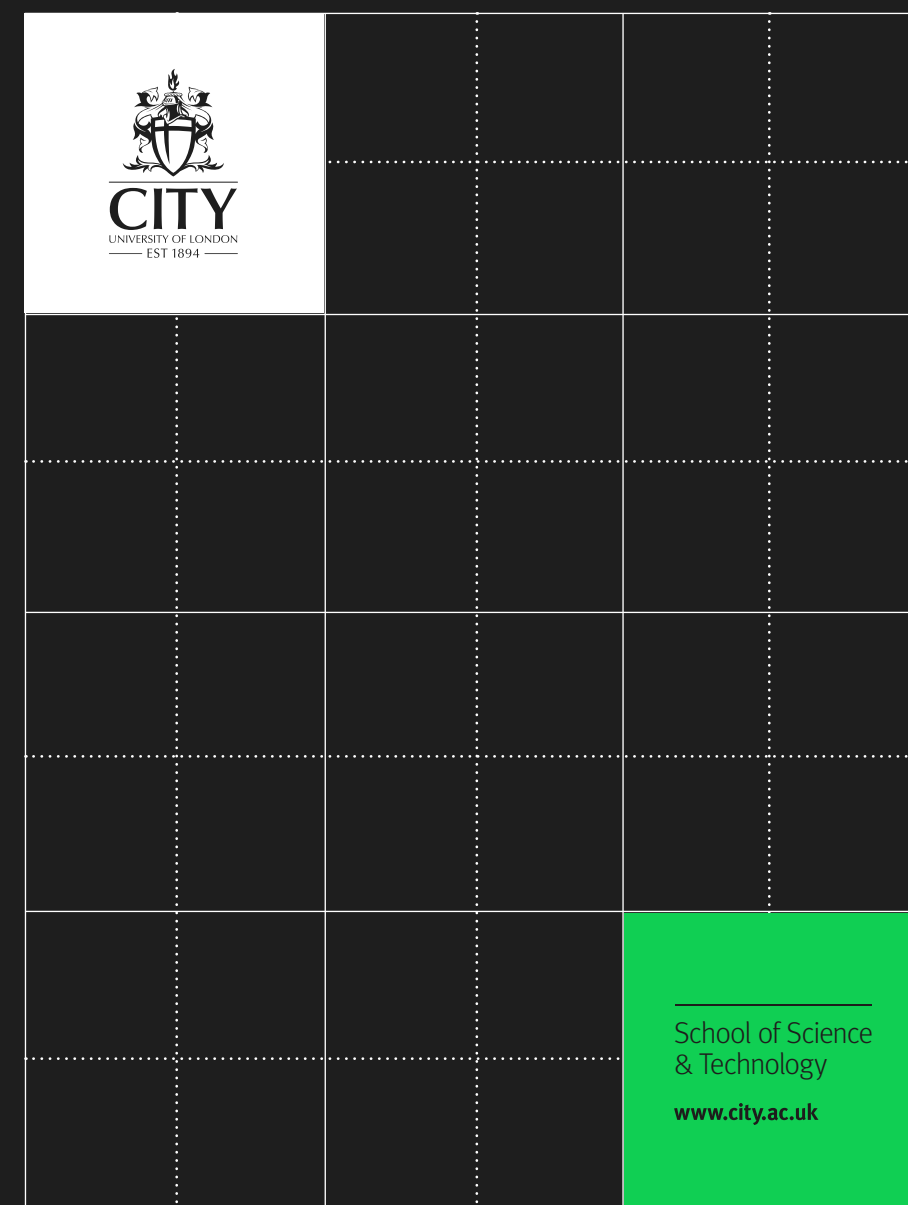
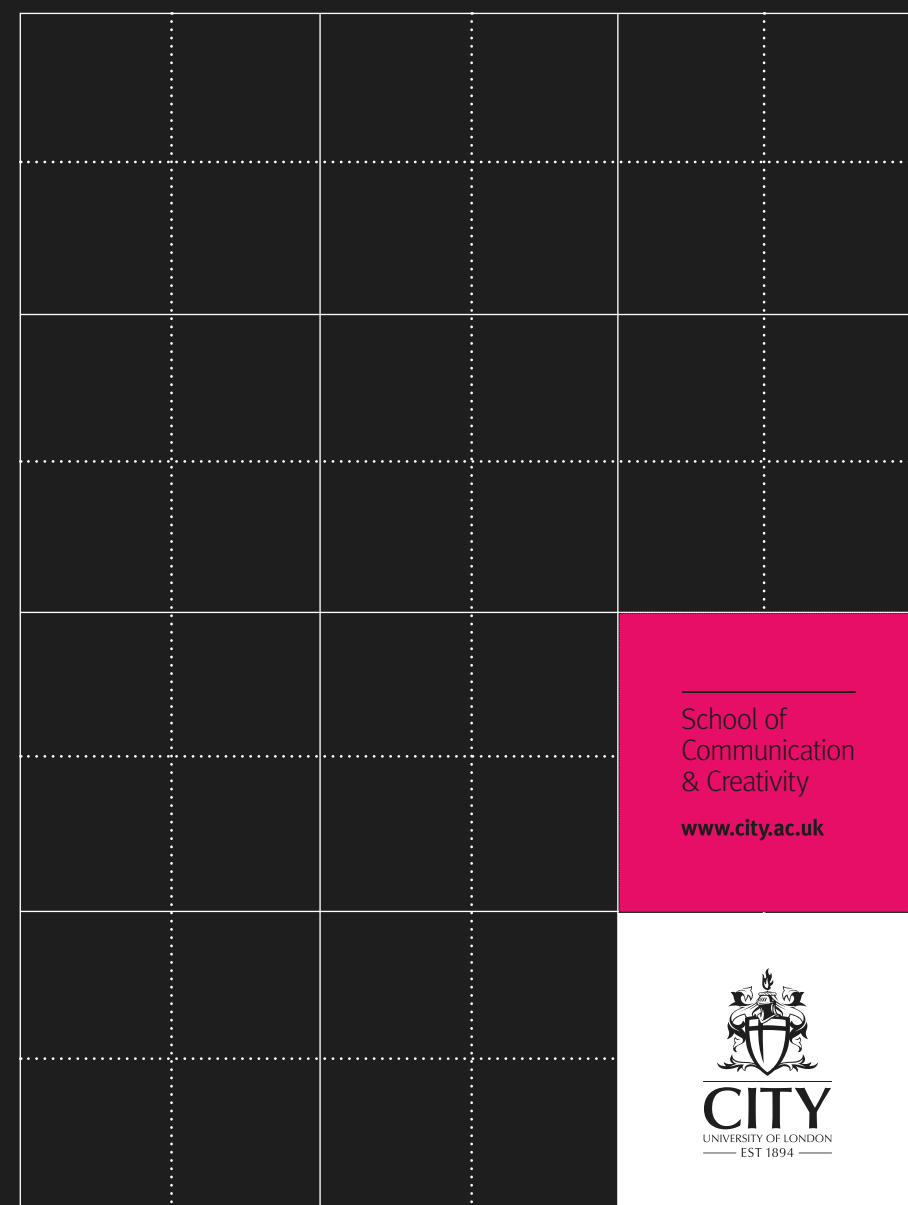
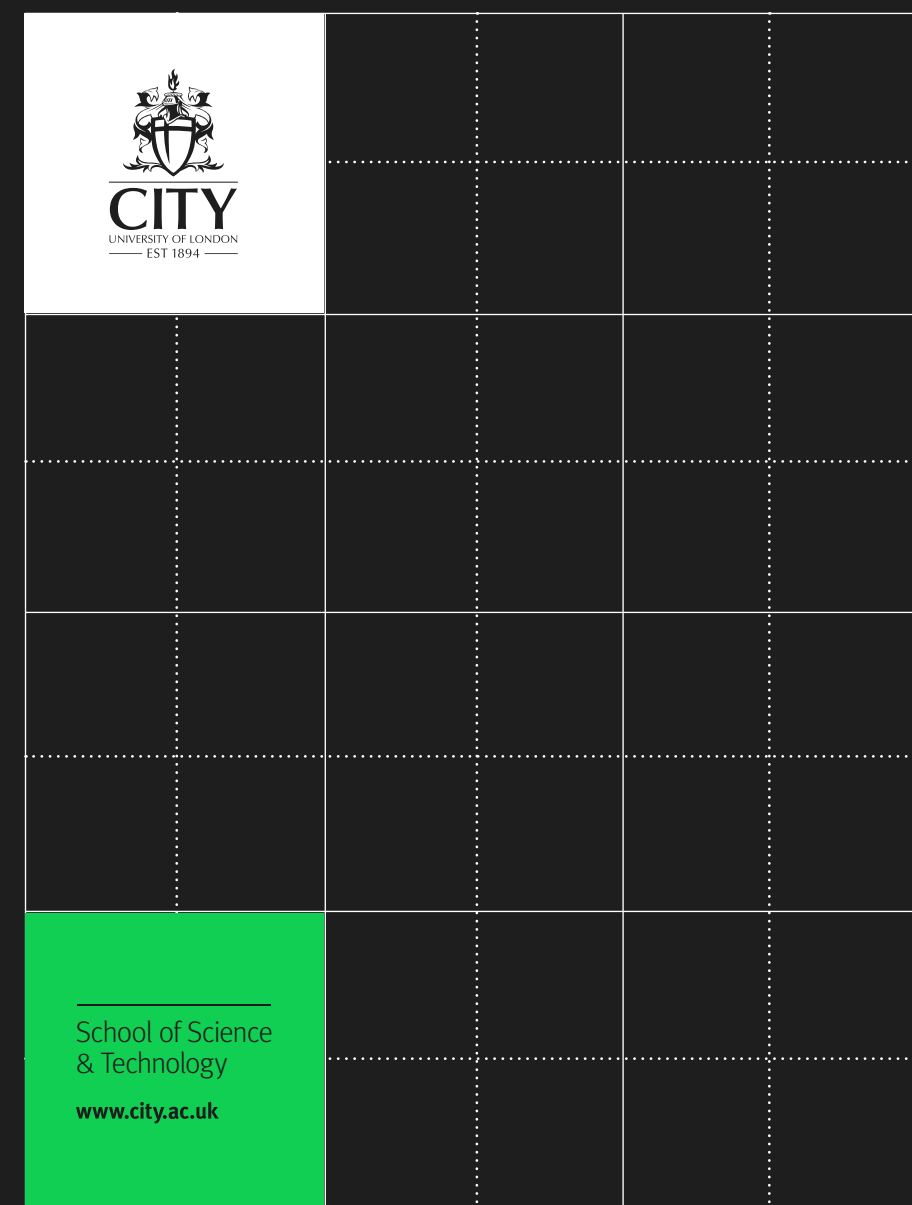
Artwork files

Artwork files with built in safe areas have been created within the [toolkit](#).



School lock-up position

School lock-ups replace the strapline on School specific collateral.
The position of the strap line is flexible as long as it locks to the main grid.



Typography

Meta Pro is our primary typeface

Meta Pro is our primary typeface. We use it for headlines as well as detail copy and pull quotes.

Meta Pro is available with Adobe Fonts [here](#).

Numbers should always be set to upper case/capitals so they appear correctly aligned.

**AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Meta Pro Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Meta Pro Book

**AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Meta Pro Medium

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Meta Pro Light

Web typefaces

Web application (Meta Pro & IBM Plex Sans)

For web applications we use a combinations of typefaces depending on the usage, legibility and availability of the font.

Headings/highlights:
Meta Pro

City. For the dreamers.
City. For the dreamers.
City. For the dreamers.

Body copy:
IBM Plex Sans

This is an example of body copy set in IBM Plex sans.
This is an example of body copy set in IBM Plex sans.

Substitute fonts (Helvetica & Arial)

When Meta Pro isn't available for web or print application, we use either Helvetica or Arial. We use Arial for web text applications and Microsoft Office applications. This is a standard font within many software packages.

Helvetica

City. For the dreamers.
City. For the dreamers.
City. For the dreamers.

Arial

City. For the dreamers.
City. For the dreamers.
City. For the dreamers.

Typefaces in use

Distinctive, well designed typography strengthens and adds character to our communications. Our typographic style is strong, clear and simple: we pride ourselves on the clarity of our communications.

General principles

To achieve the correct appearance of our typeface, it's important that the leading and kerning is consistent. Always avoid extreme spacing.

All headings should be set as sentence case using the style indicated. Try to avoid too much leading and leaving the kerning too open. Over-tightening the leading and kerning also weakens the legibility of the message.

Body copy should be readable and clear and set as indicated. Try to avoid tightening both the leading and the kerning to enable the text to fit. Do this by either editing or allowing more text to fit in your design. Do not fill space by opening the leading and the kerning. White space is important to allow design elements to breathe. Do not feel the need to fill space with type at the expense of the white space.

Any text in 7pt or below should be set in Meta Pro Normal for legibility.

Main heading style Sub-heading style

Meta Pro Bold set in 70pt, -10 tracking, optical kerning.

Meta Pro Book 50pt, -20 tracking, optical kerning.

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

Meta Pro Normal 9pt, 10pt leading, -10 tracking, optical kerning.

0123456789

Numbers should be displayed in uppercase

Typefaces do's and don'ts

Alternative typefaces and inconsistent or inappropriate use of typography will damage our identity.

Main heading style Sub-heading style

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

**Correct use of kerning and leading.
The copy is correctly spaced out and balanced.
Numbers are set to capitals so they appear correctly aligned and evenly sized.**

Main heading style Sub-heading style

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

**Incorrect use of kerning on heading copy and too much leading on body copy.
Numbers are incorrectly aligned and unevenly sized as they have been left in lower case.**

Main heading style Sub-heading style

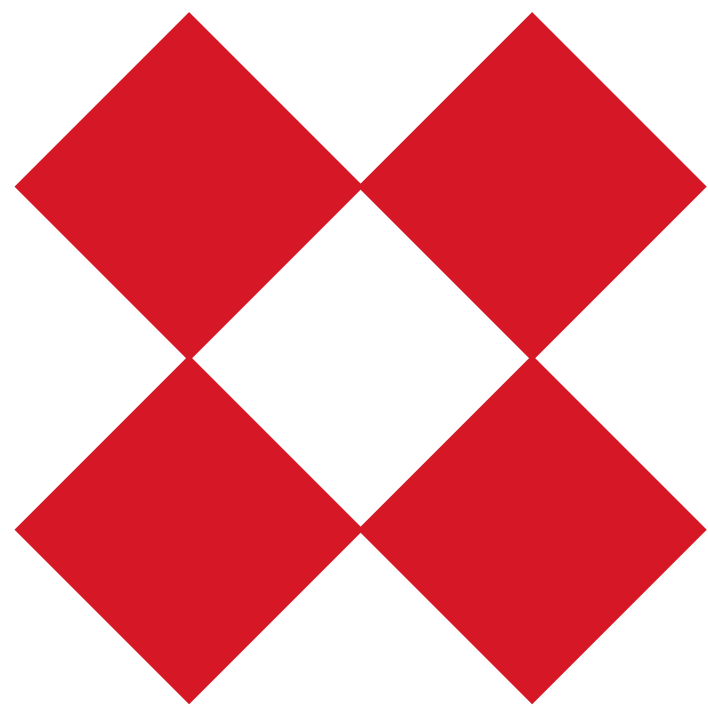
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

**Incorrect use of leading on subheading copy and not enough kerning on body copy.
Numbers are incorrectly aligned and unevenly sized as they have been left in lower case.**

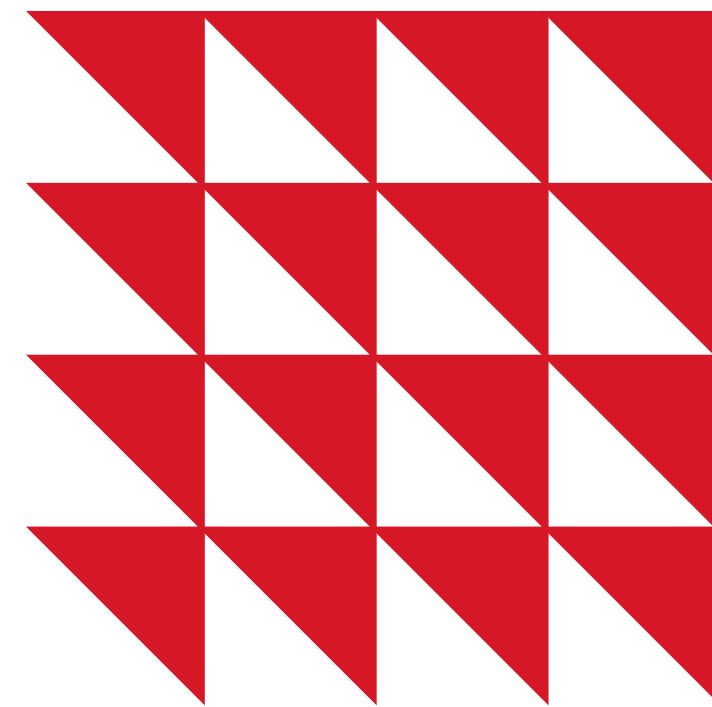
Graphics

The graphic patterns are aligned to our core values



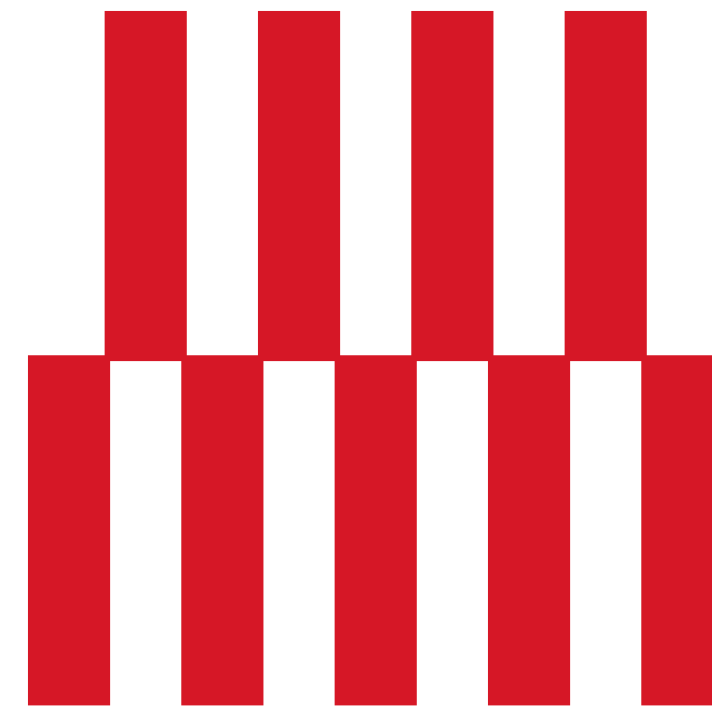
Community

Celebrating and empowering our students is at the heart of what we do. We foster an inclusive, diverse and vibrant community of learning, while supporting the wellbeing of our students.



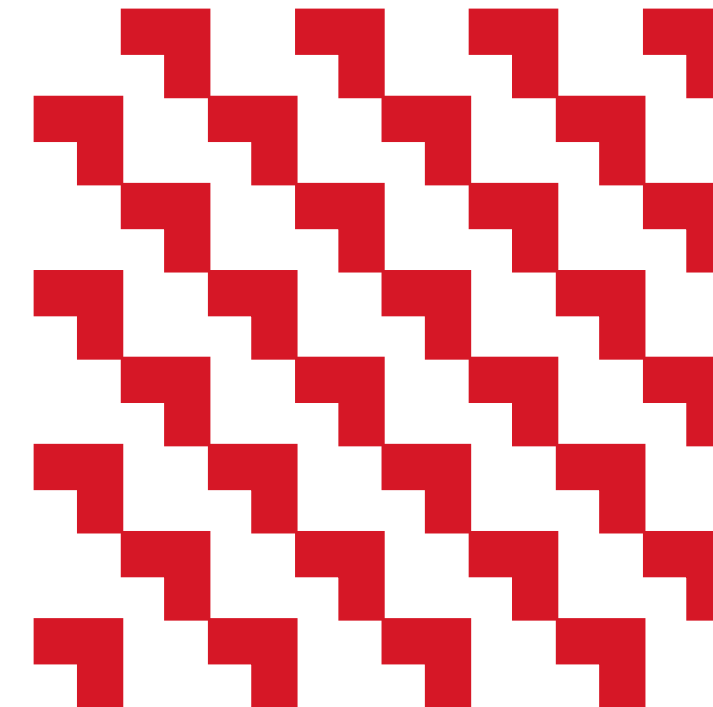
Impact

Our research is globally significant and has the potential to challenge and redefine current practice. We educate professionals who rely on evidence-based thinking in their work.



London

With a global reach, we're enriched by our diverse and vibrant community. Based in London, a world capital, and proud of our deep connections with the City of London.



Opportunity

We create successful and fulfilling careers and prepare leaders for the workplace. We enable our graduates to succeed in their future careers and life paths by providing relevant skills, attributes and approaches.



Outward facing

We are open and outward-facing, at ease with collaboration and content with co-creation – the polar opposite of an ivory tower. We are ambitious, innovative risk-takers who aren't afraid to stand out.

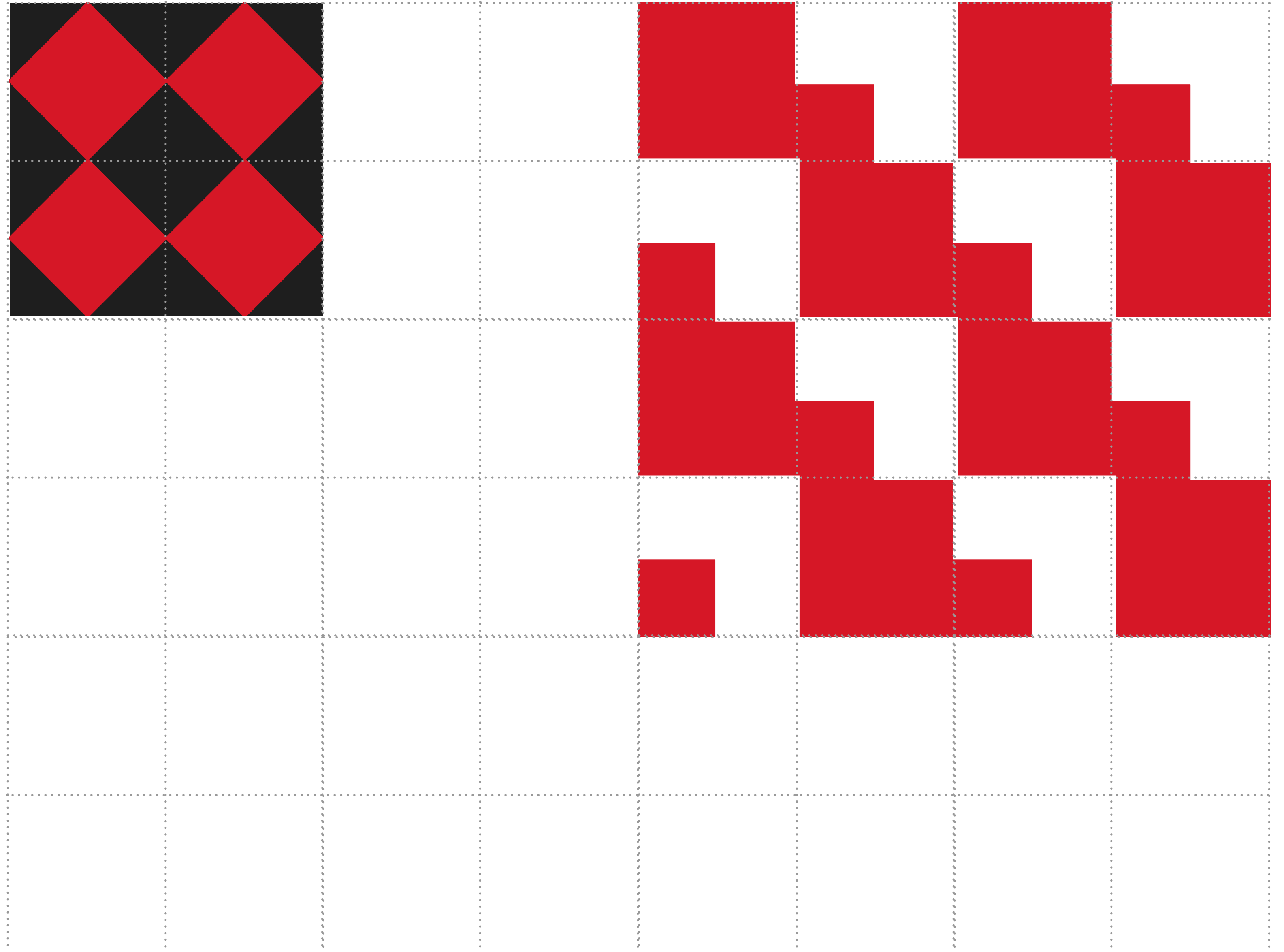
Using the graphics

Our graphic system is built around total flexibility. Have fun scaling, tessellating and positioning as you see fit. Please don't change the proportions of the pattern and always work within the grid provided.

The graphics can house imagery and should be interpreted according to the message you're trying to communicate. For example: Opportunity could represent forward motion, ambition and progressing together.

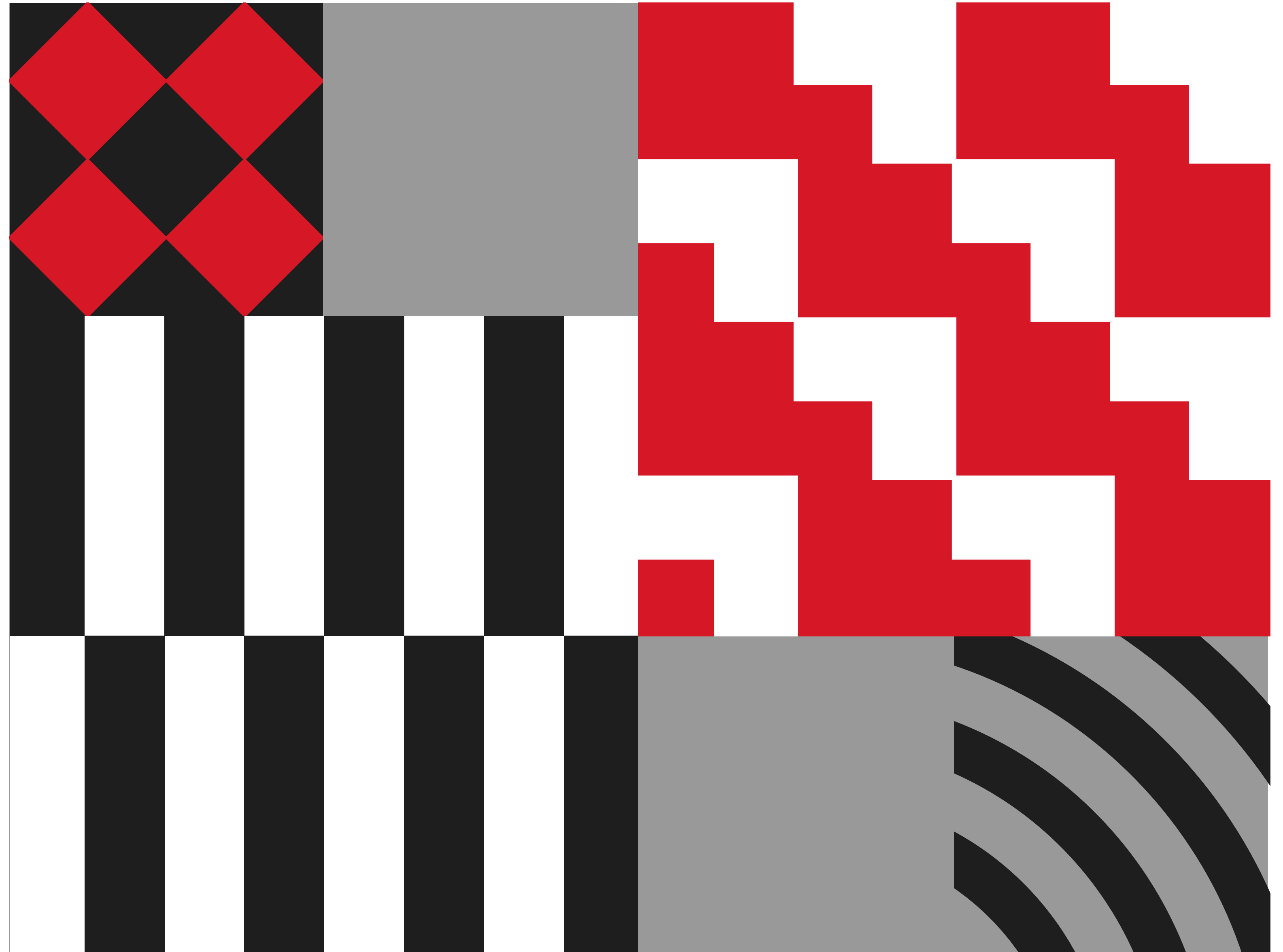
Colour

Each pattern can be used in any combination of the main colours. Do not mix any more than two colours together. *e.g Black on white, not black, red and white.*



Using the graphics

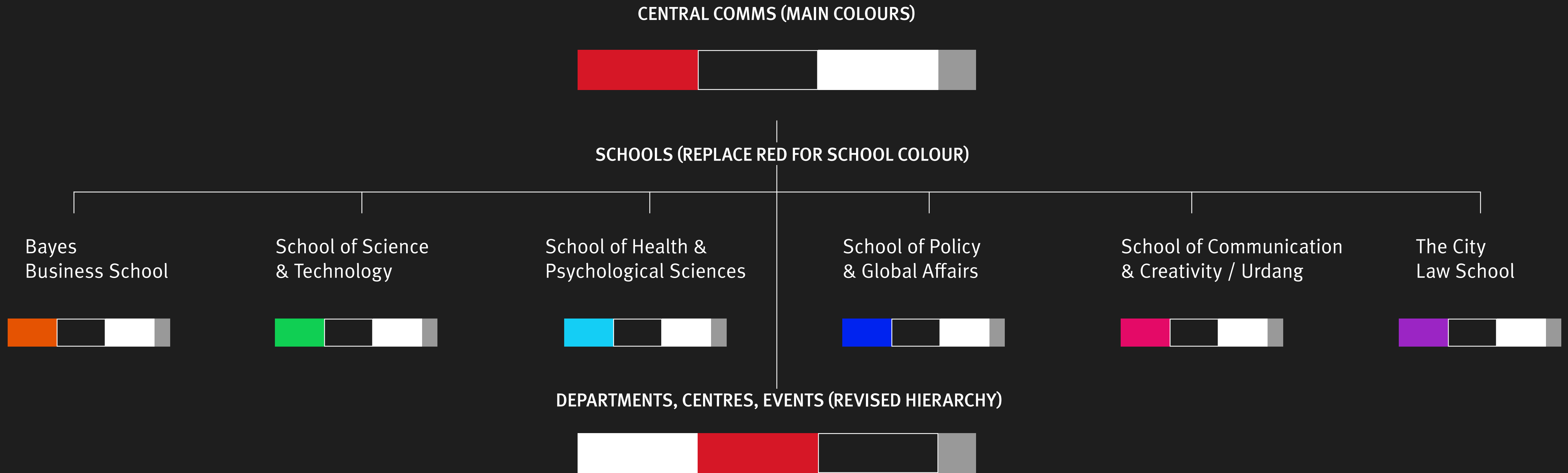
Once your graphics are in place, start to build up blocks in different variations like shown. Remember to leave blanks every so often to add space in the overall design.



Colour

Colour hierarchy

Our pared back colour pallet drives impact and consistency. All corporate materials use only red, black, white and grey. Schools have been allocated one single colour to use with black, white and grey. Research centres within a School should use the School colour.



Main colours

Red, black, white and grey are our main colours, we use these for all corporate materials.

City red

R: 214 **C:** 2 **Pantone**
G: 23 **M:** 98 1797 C
B: 38 **Y:** 85
 K: 7

Hex
#D61726

City black

R: 30 **C:** 25 **Pantone**
G: 30 **M:** 25 BLACK C
B: 30 **Y:** 25
 K: 100

Hex
#1E1E1E

White

R: 255 **C:** 0
G: 255 **M:** 0
B: 255 **Y:** 0
 K: 0

Hex
#FFFFFF

Light grey

R: 153 **C:** 0 **Pantone**
G: 153 **M:** 0 WARM
B: 153 **Y:** 0 GREY 5C
 K: 50

Hex
#999999

School colours

Our supporting colours are to be used for the following Schools only.

Bayes Business School

R: 255 **C:** 0
G: 78 **M:** 78
B: 0 **Y:** 100
 K: 0

Hex
#FF4E00

Pantone
166

School of Science & Technology

R: 16 **C:** 65
G: 207 **M:** 0
B: 83 **Y:** 85
 K: 0

Hex
#10CF53

Pantone
368

School of Health & Psychological Sciences

R: 20 **C:** 65
G: 206 **M:** 0
B: 245 **Y:** 6
 K: 0

Hex
#14CEF5

Pantone
298

School of Policy & Global Affairs

R: 0 **C:** 100
G: 35 **M:** 60
B: 239 **Y:** 0
 K: 15

Hex
#0023EF

Pantone
2935

School of Communications & Creativity / Urdang

R: 230 **C:** 0
G: 14 **M:** 100
B: 103 **Y:** 20
 K: 0

Hex
#E60E67

Pantone
213

The City Law School

R: 155 **C:** 60
G: 37 **M:** 80
B: 196 **Y:** 0
 K: 0

Hex
#9B25C4

Pantone
2592

Colour use explained

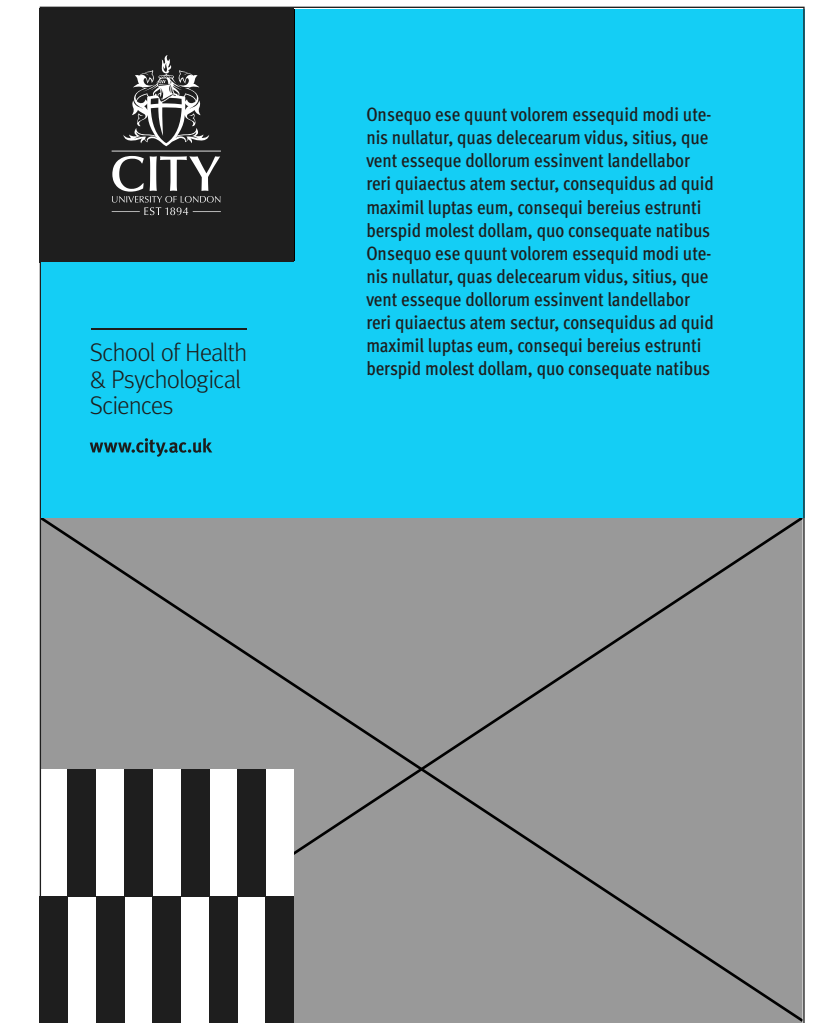
Use the correct colour for the School or department you're working with. Do not use City red with School colours.



School of Policy & Global Affairs



School of Communication & Creativity / Urdang



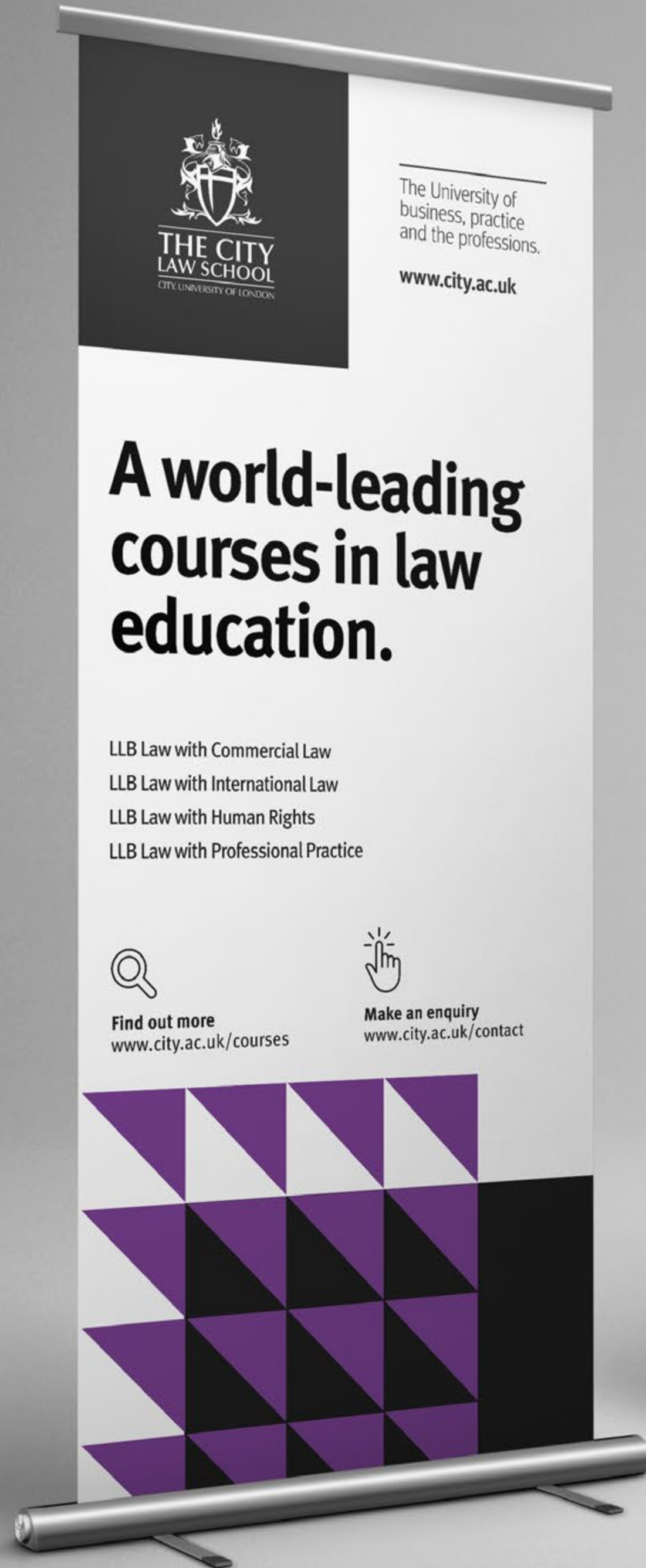
School of Health & Psychological Sciences



School of Science & Technology



The City Law School



Imagery

Campaign imagery

Campaign level images have a red theme

Campaign level images bring City to life. Through imagery we can demonstrate our community and our exciting London location.



Please note
The images within this document are for reference only and may have licence restrictions. Please use only officially licensed images from the City Image Library.

School imagery

School level images include the School's own key colour. e.g blue.

Our facilities are second to none, so make sure you always include a good selection of “doing” images with your subject actively involved in their subjects.



Asset Bank
All images on this page can be found on our [online image bank](#)

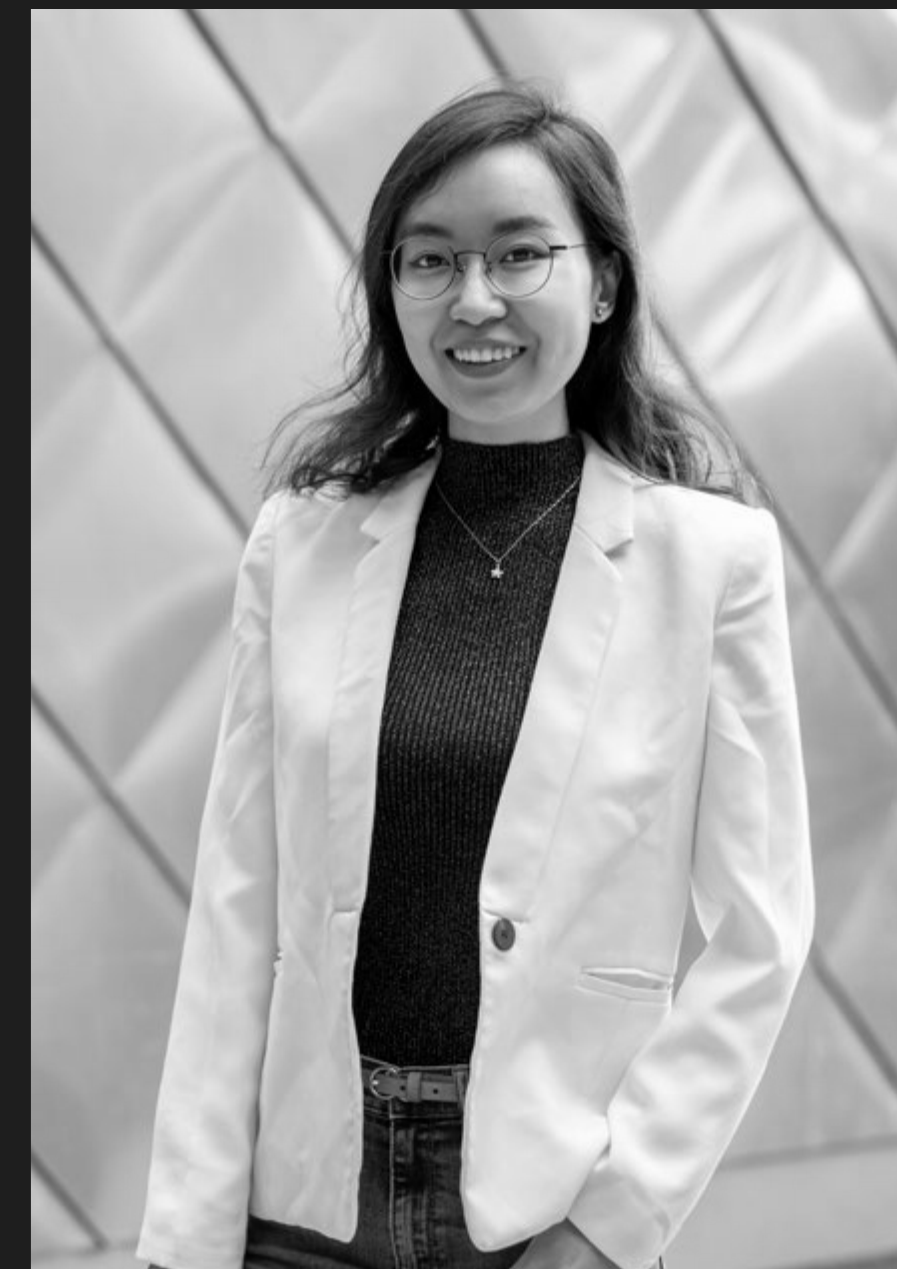
Photography treatment

Two different effects can be applied to your image.

Use Photoshop to add the highlight colour to tie into your theme / School. This makes our imagery work harder and be more versatile. Use your judgement and don't overuse the highlight colour within photography.



Regular image with no applied effects



Black and white effect applied



Colour highlight

Iconography

Icons should provide clear sign posting and indicate direction and calls-to-action in an immediate and simple way.

Correct usage

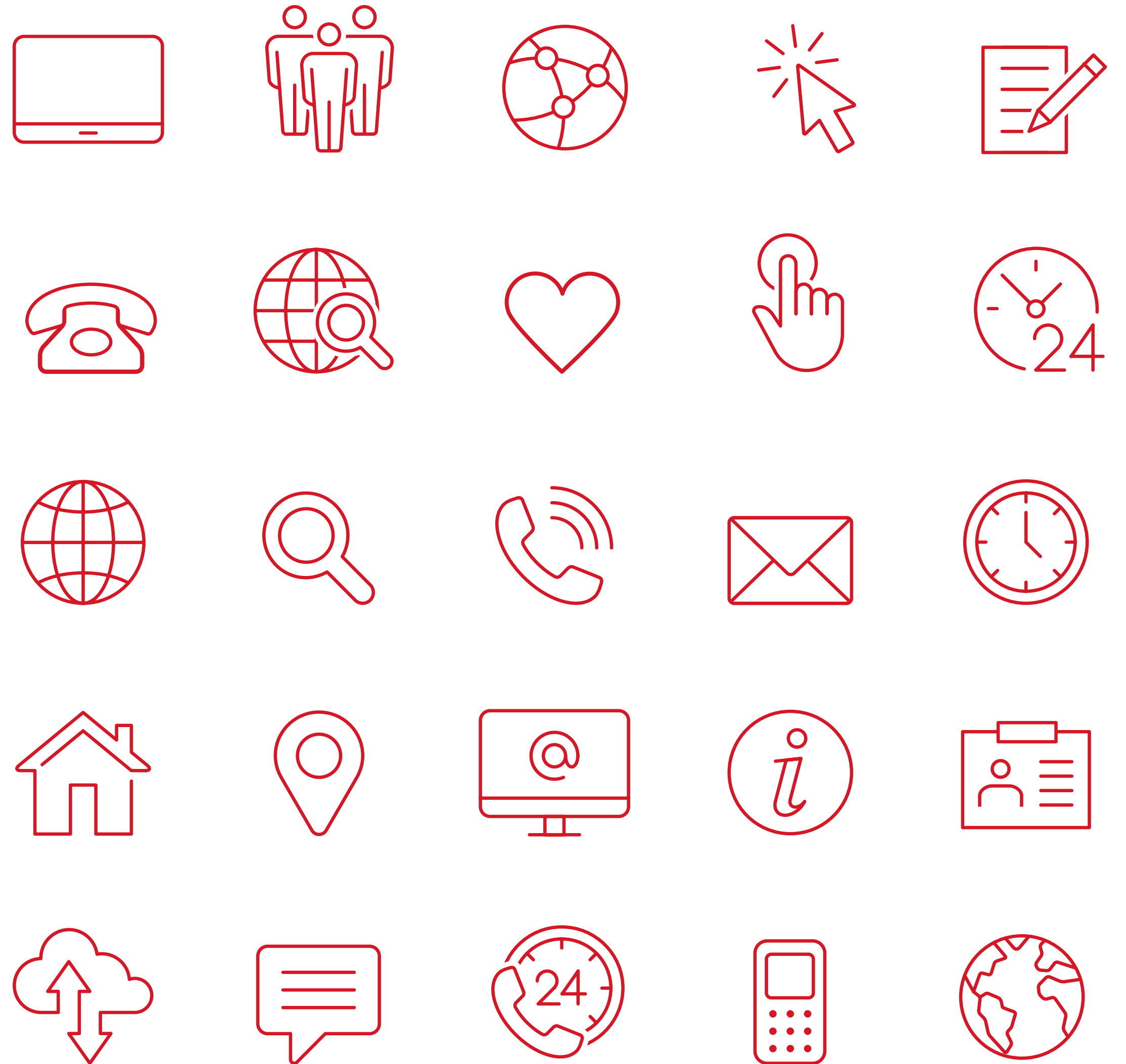
The icons follow a convention. All icons should be stroke based and follow the colour guidelines. (Please refer to the colour section).

New icons will need to be added as new social media and technologies emerge. However, please do not add icons without prior approval.

New icons should be clearly identifiable.

Artwork files

Examples of iconography can be found within the [toolkit](#).



Call to actions

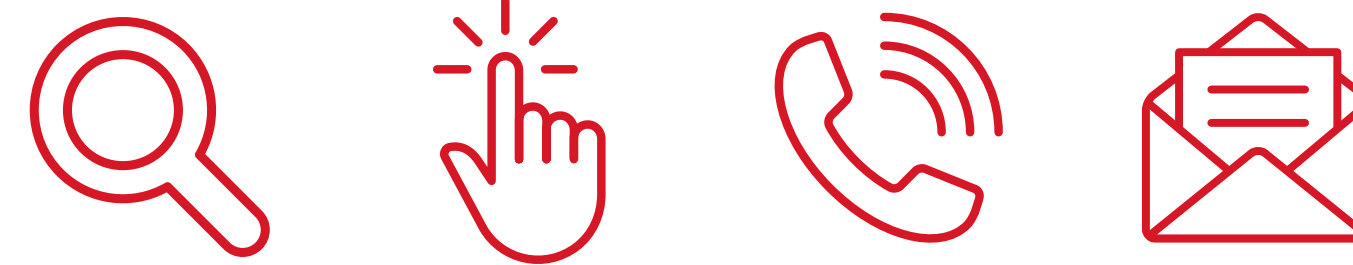
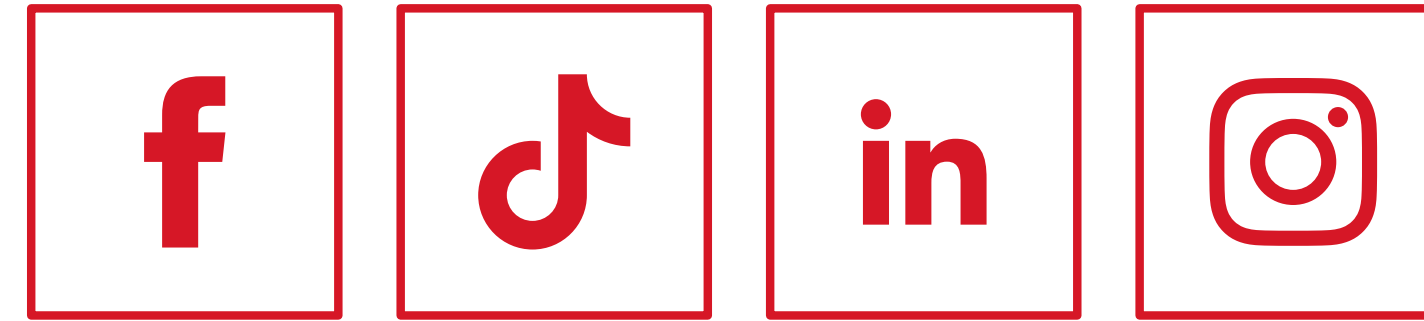
Icons should provide clear sign posting and indicate direction and calls-to-action in an immediate and simple way.

Icon size

Icon sizes should be reflective of the document. A good standard size recommendation for an A4 document is a 9mm icon with the call to action set in Meta Pro Bold and the details below set in Meta Pro Book 9pt on 10pt leading. Space the text 3mm–4mm away from the icon.

Icon colour

Icon colours should be reflective of the colours used in the document or advertisement they appear on.



Follow us on
facebook.com/namehere



Follow us on
tiktok.com/namehere



Follow us on
instagram.com/namehere



Find out more
www.city.ac.uk/namehere



Telephone enquiries
+44 (0) 20 7040 0249



Email enquiries
enquiries@city.ac.uk



Make an enquiry
www.city.ac.uk/contact

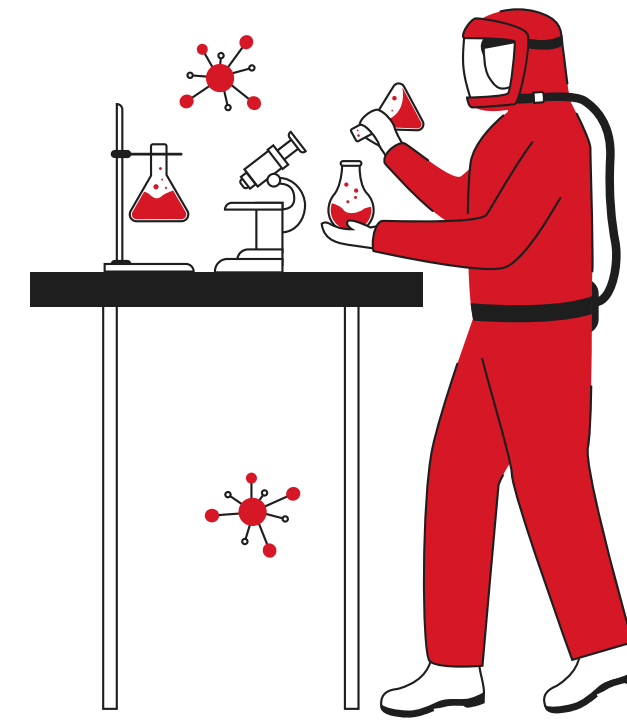
Illustration

Illustration can be used in addition to photography to supplement things like editorial spreads and social media. There is freedom to use different styles of illustration.

Illustrations should use our colour palette wherever possible.

Illustration should never overwhelm the key messaging of a publication and should be used sparingly.

Avoid using stock illustrations where possible. City is unique and our illustrations should be too.



Infographic elements

The visual style of charts is an important feature of City's brand.

Charts and infographics often contain complex information, creating a clean and consistent theme helps the audience to easily digest the information.

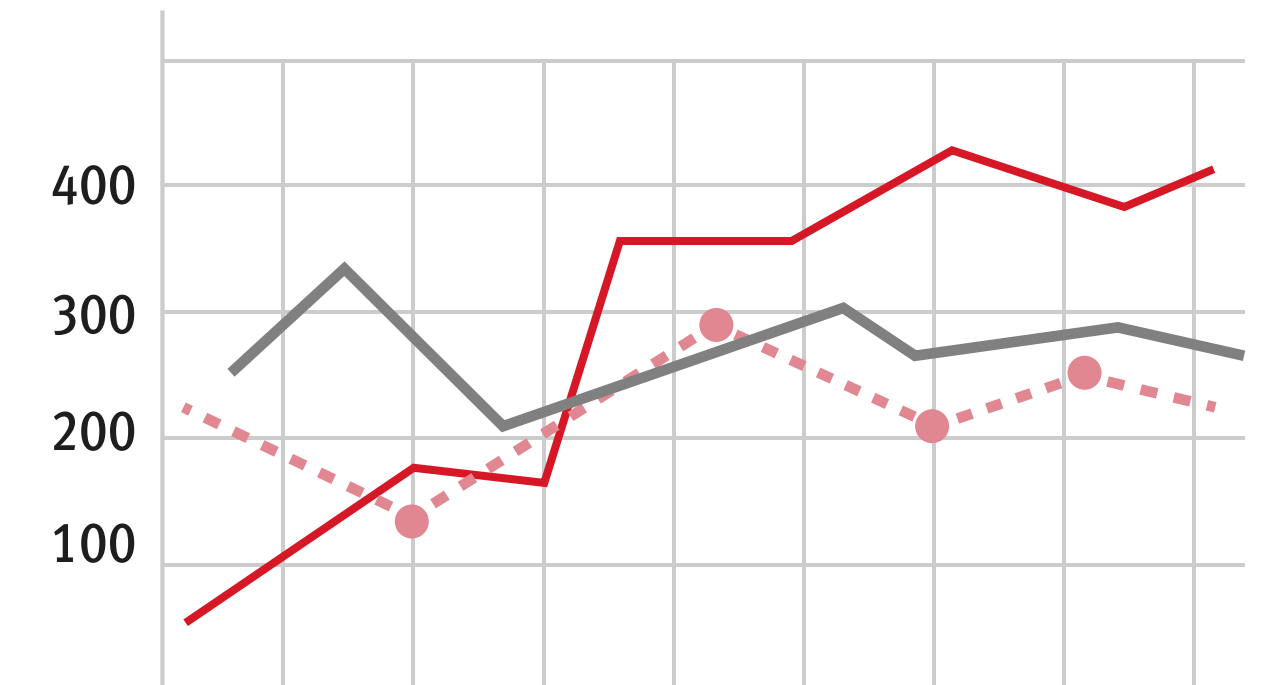
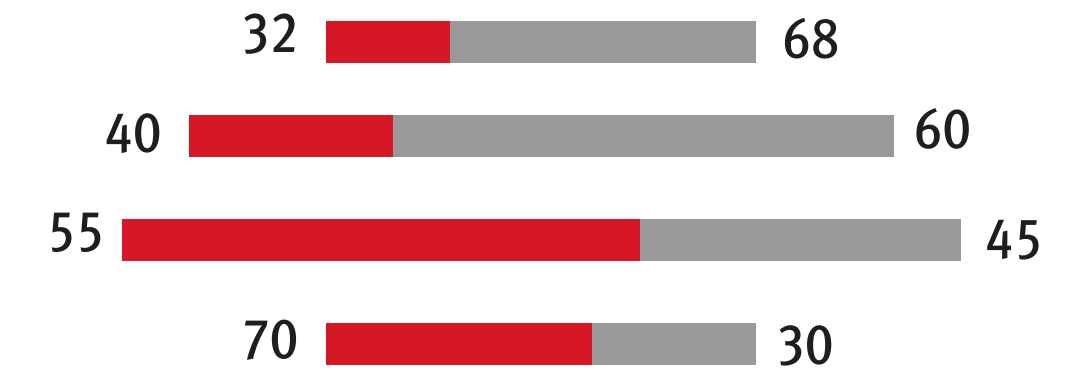
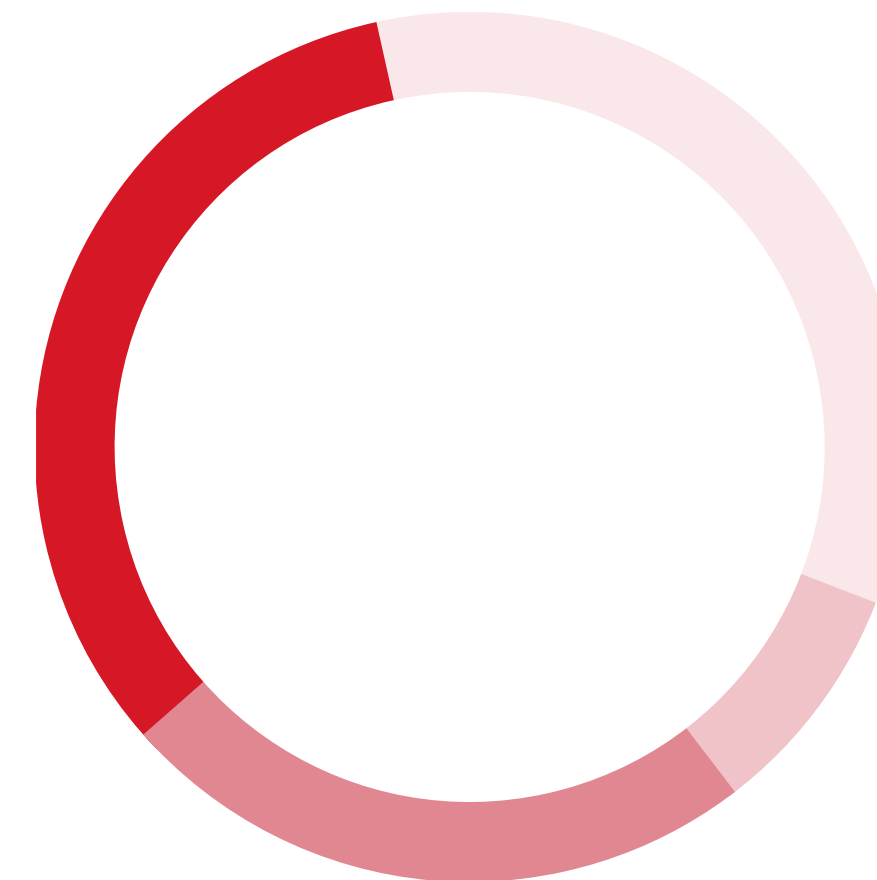
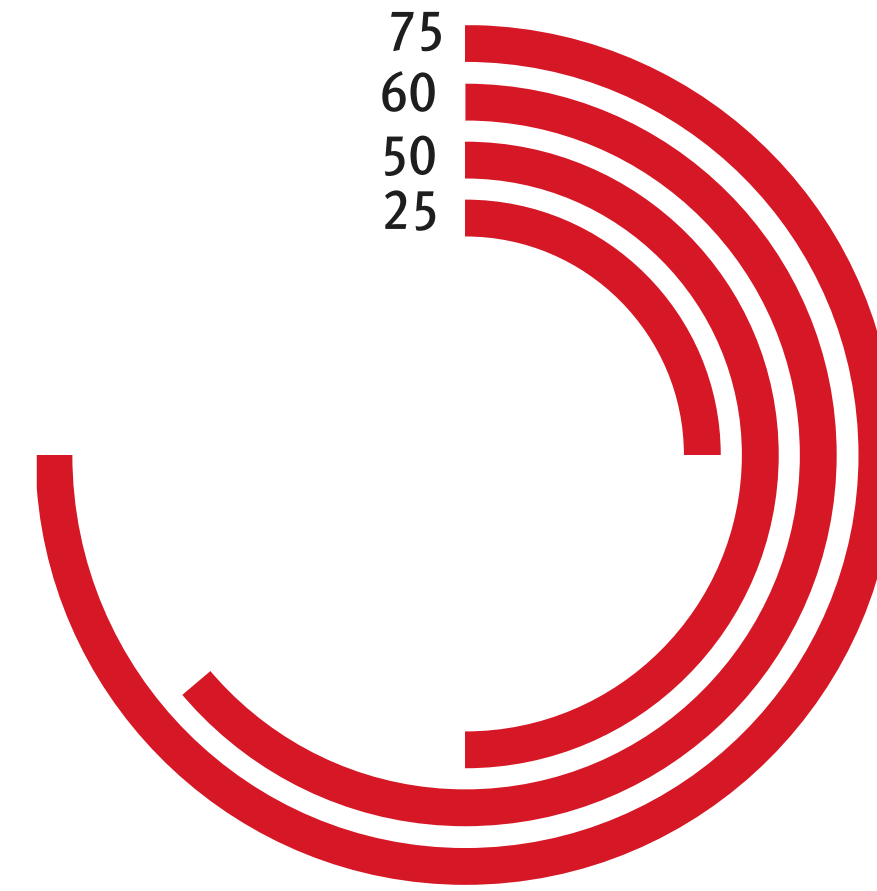
Stylisation

Designs should be clean and simple - the colour palette will add the necessary stylisation without detracting from the clarity.

When possible, please use a restricted colour palette of up to three colours. Use tints of the City Red and grey to differentiate between the data.

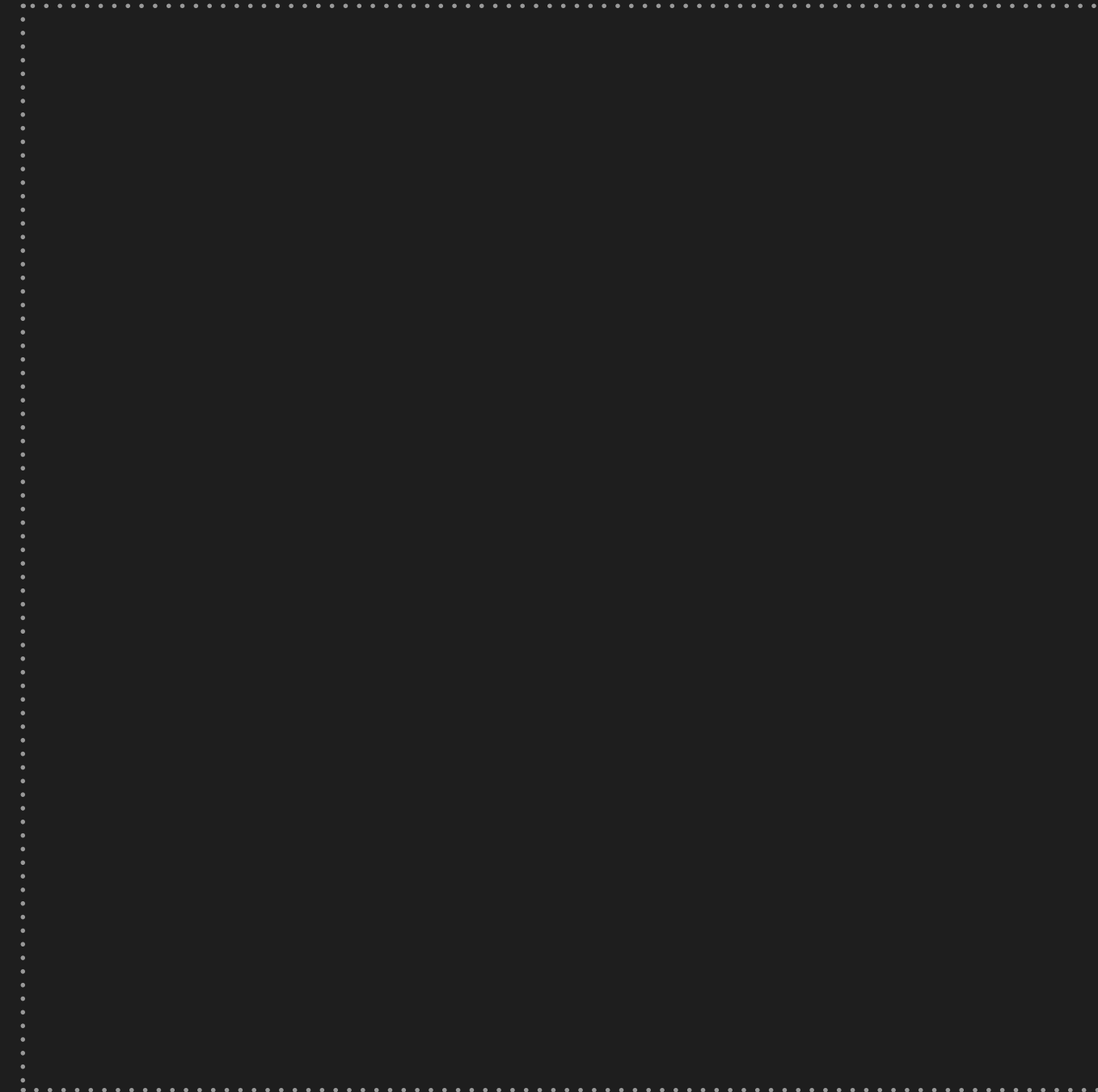
Colour usage

Do not use more than four colour tints, instead change the style of the graph to suit single colour (e.g. bar graph).



The grid system

**It all starts with
the square:
This is the theory
behind it all.**



Grid system

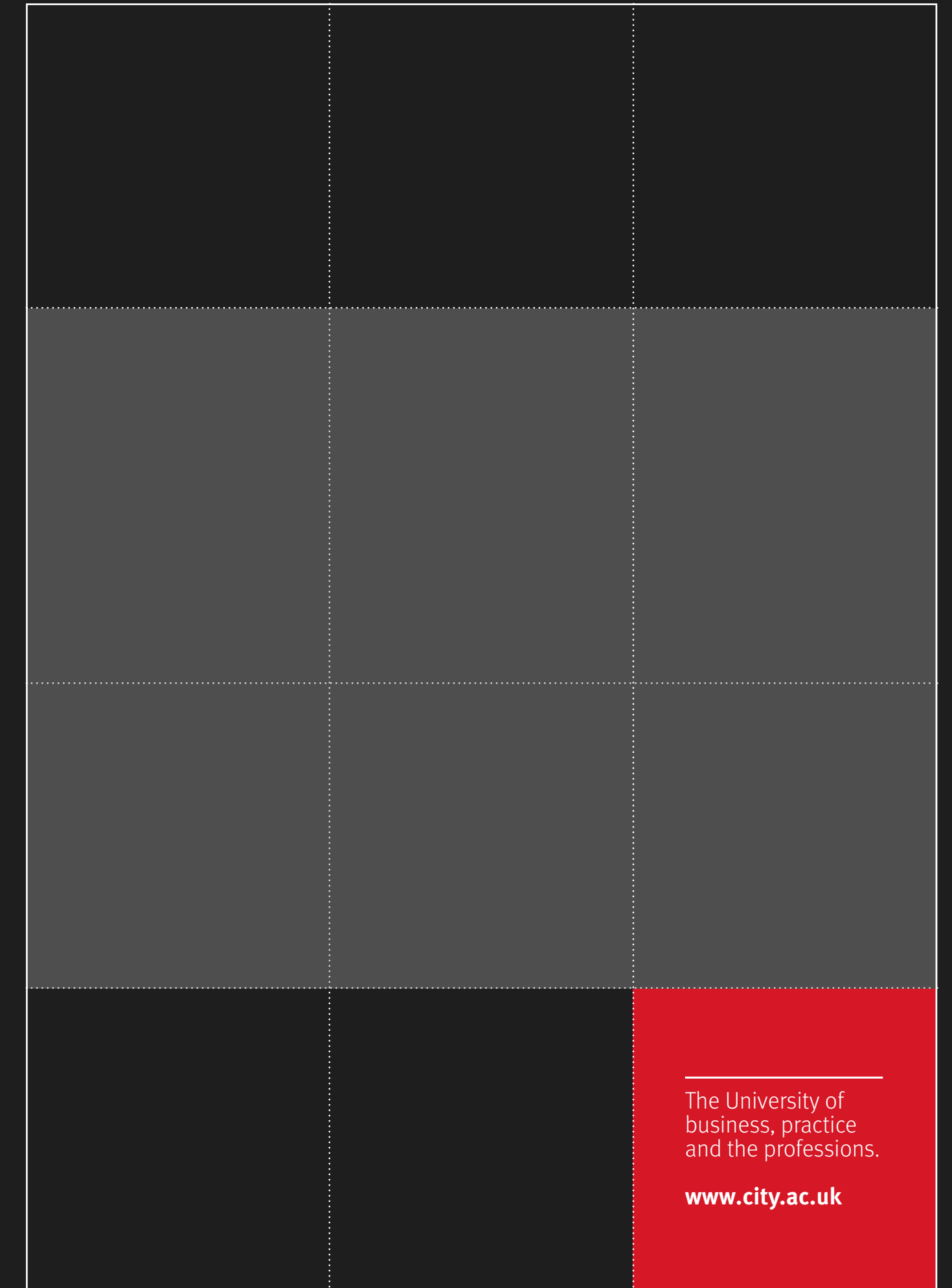
The grid system is adaptable to various sizes and formats.

Traditional paper sizes (and the majority of digital ad sizes) can not be evenly divided into perfect squares.

Therefore the following guidance has been created.

The top and bottom area of the design is dictated by the logo size.

The rest of the space is available for the designers to divide and create a suitable design.

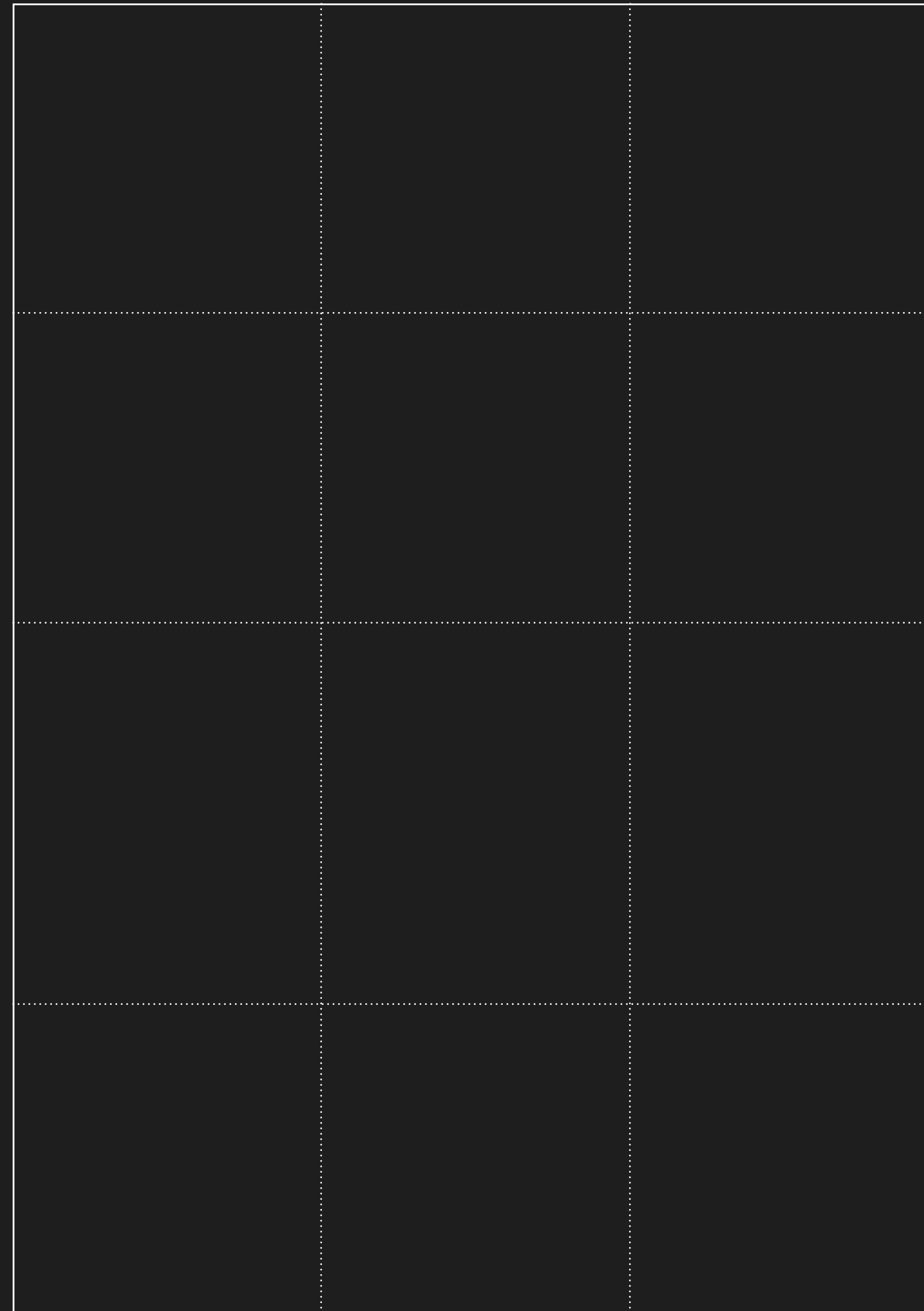


Grid system

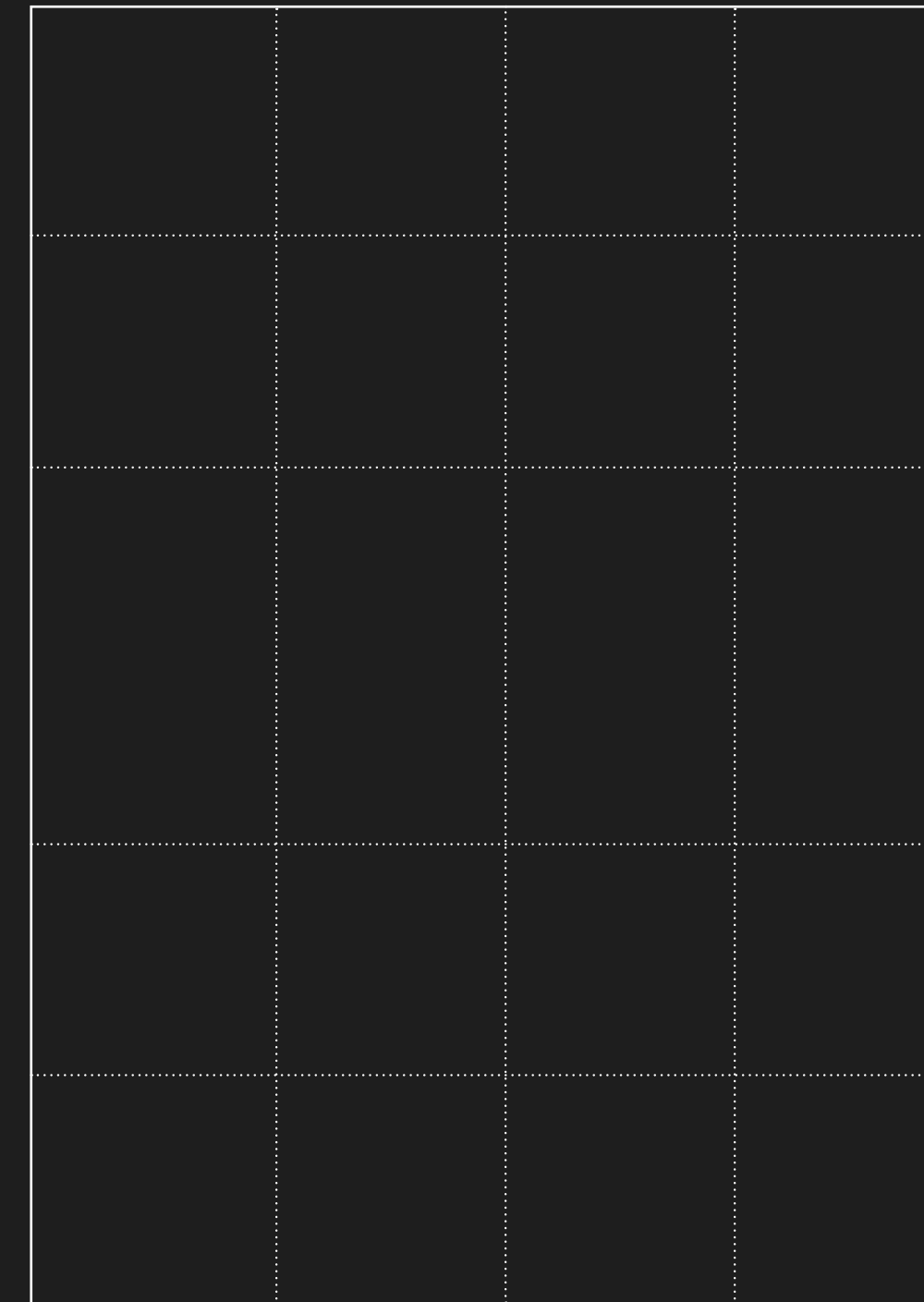
Grids can be based on up to 4 columns depending on the proportions of the design.

Always base the number of columns on the short edge of the design.

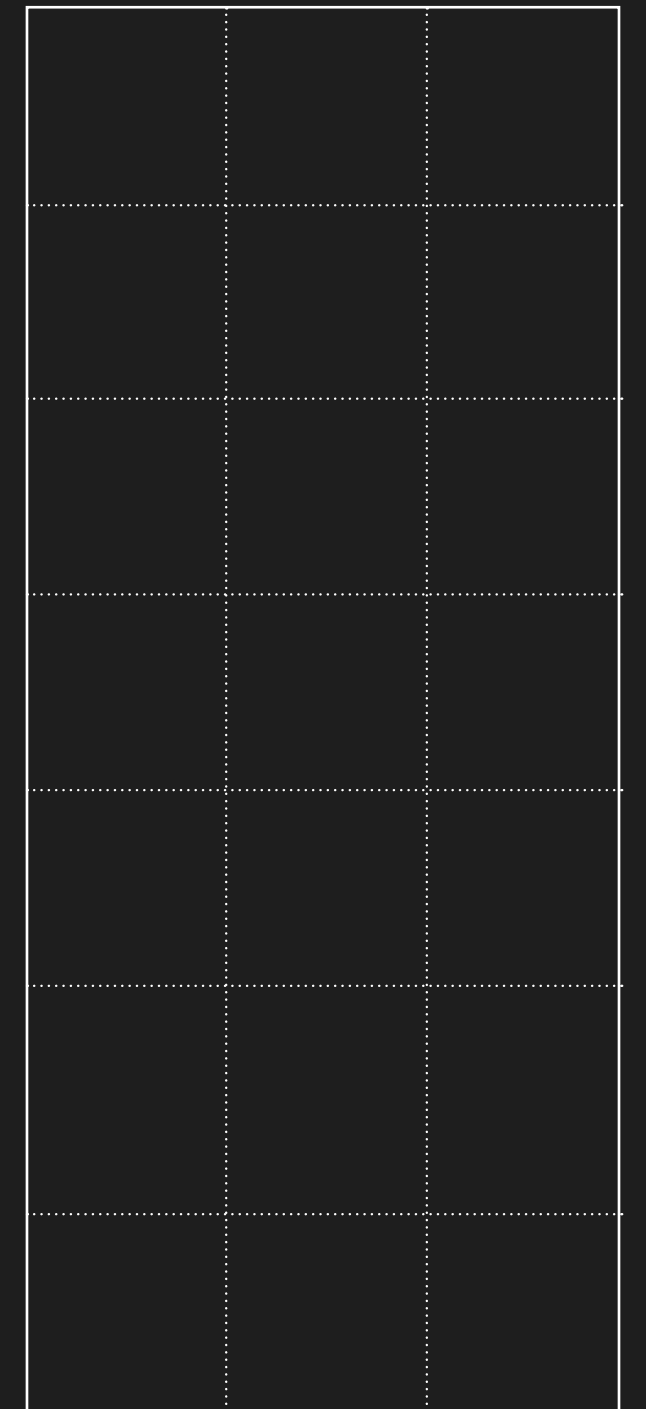
For traditional paper sizes, a 3 column grid is recommended.



3 column



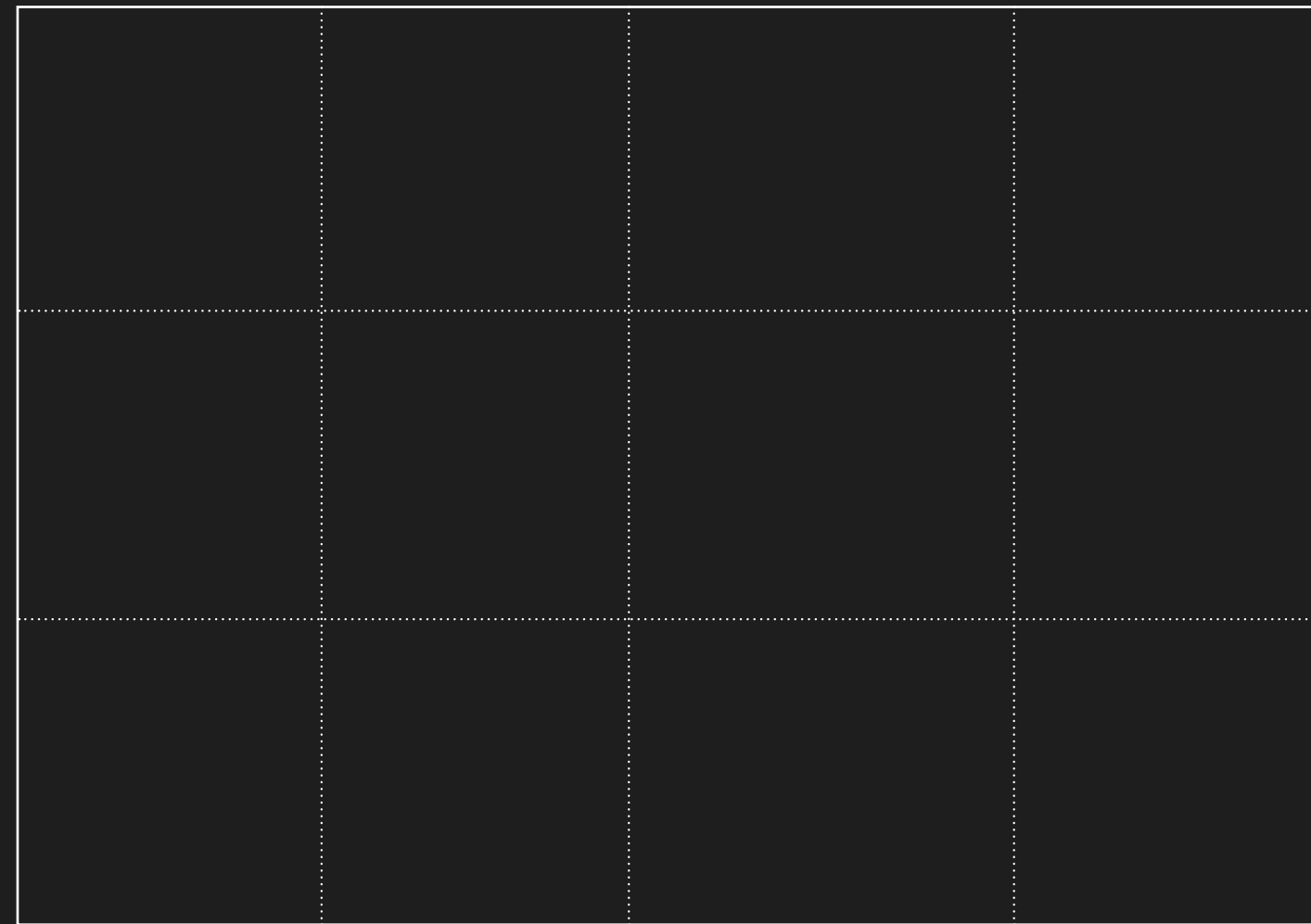
4 column



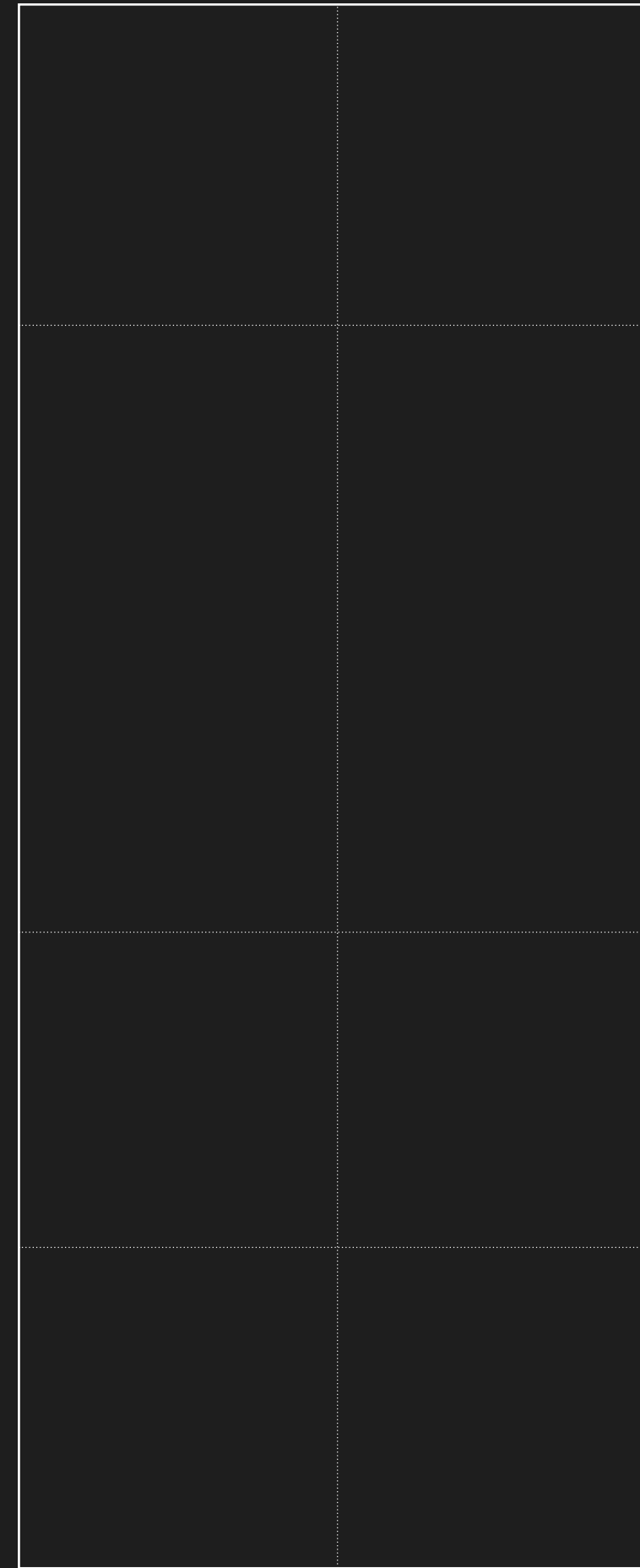
3 column

Grid system

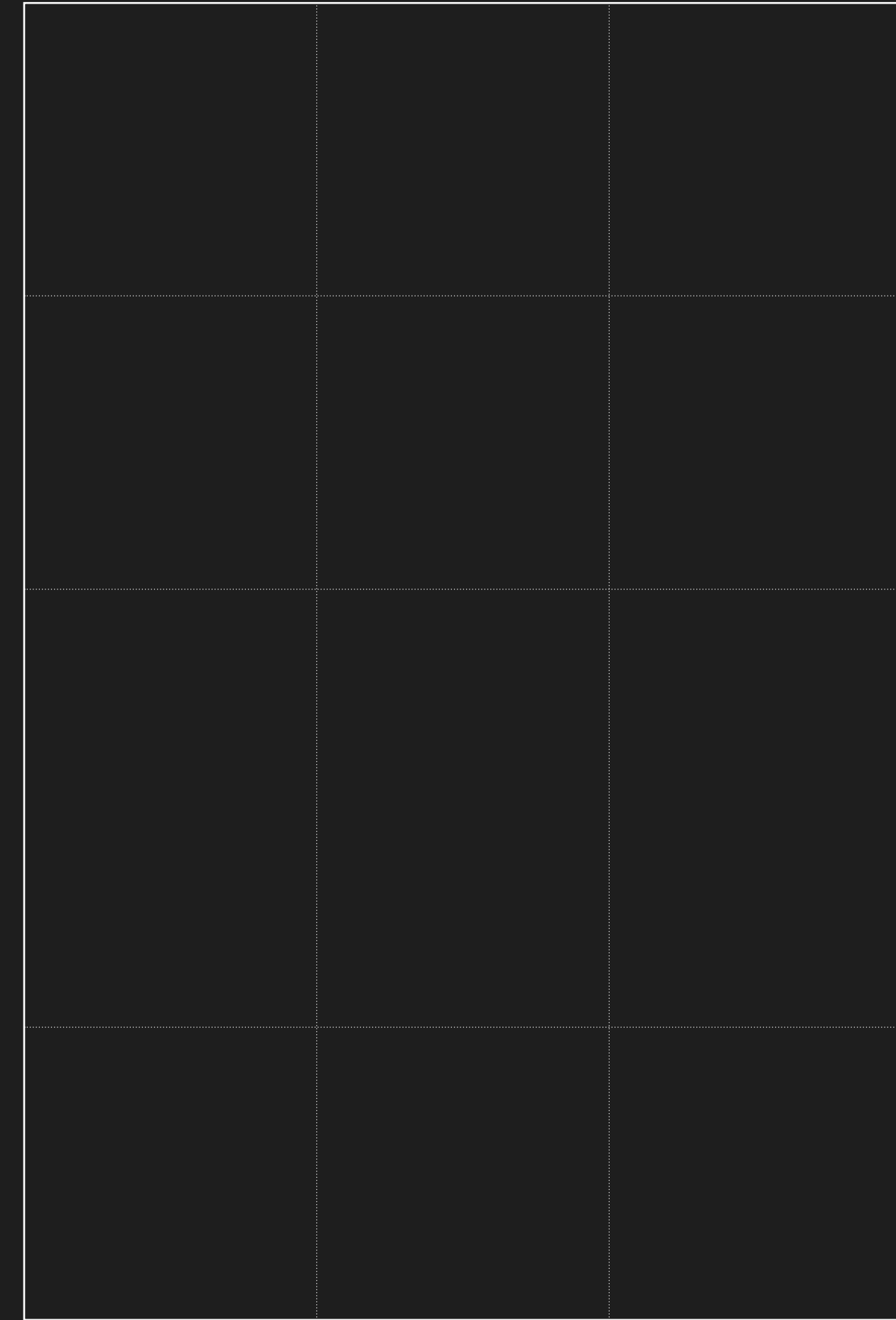
Print application



A5 Landscape (3 column)



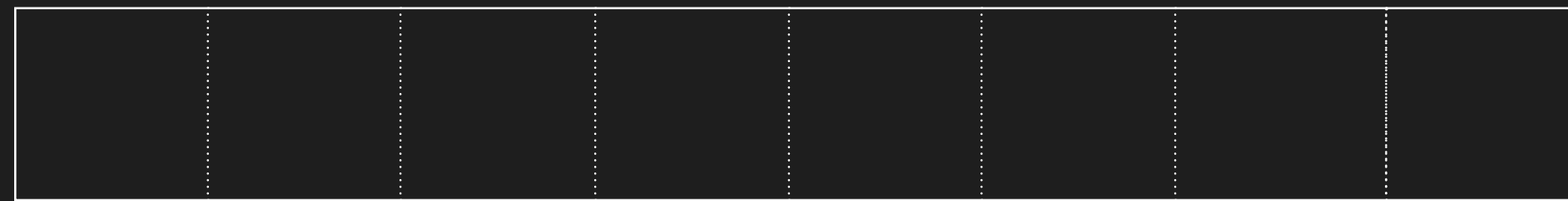
Pullup Banner (2 column)



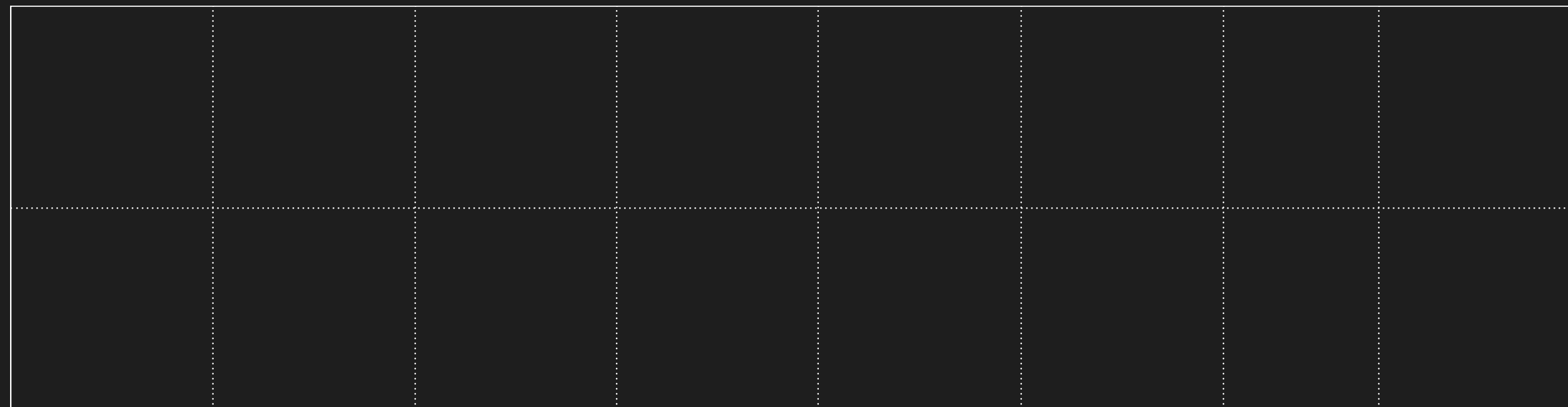
4 Sheet Poster (3 column)

Grid system

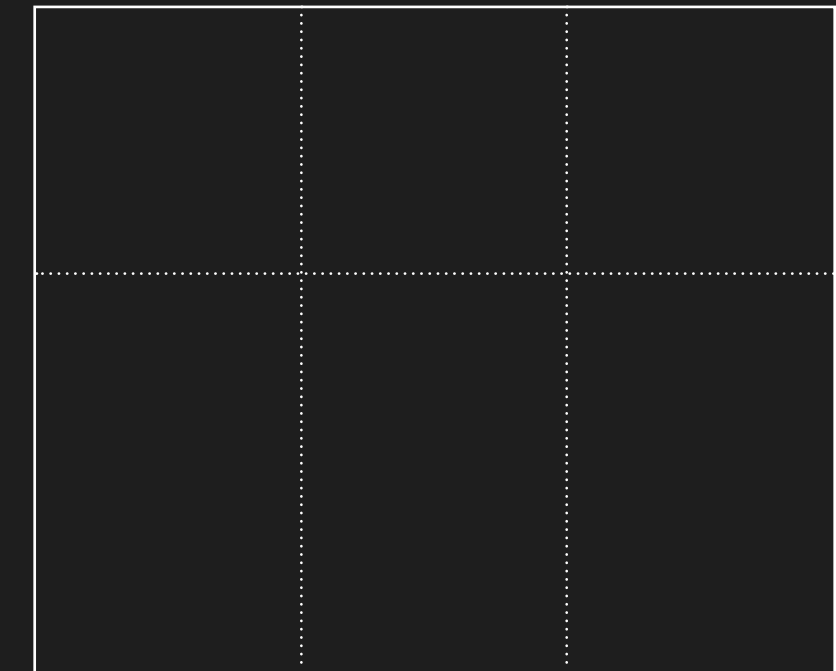
Web application



728 x 90 pixels



970 x 250 pixels



300 x 250 pixels

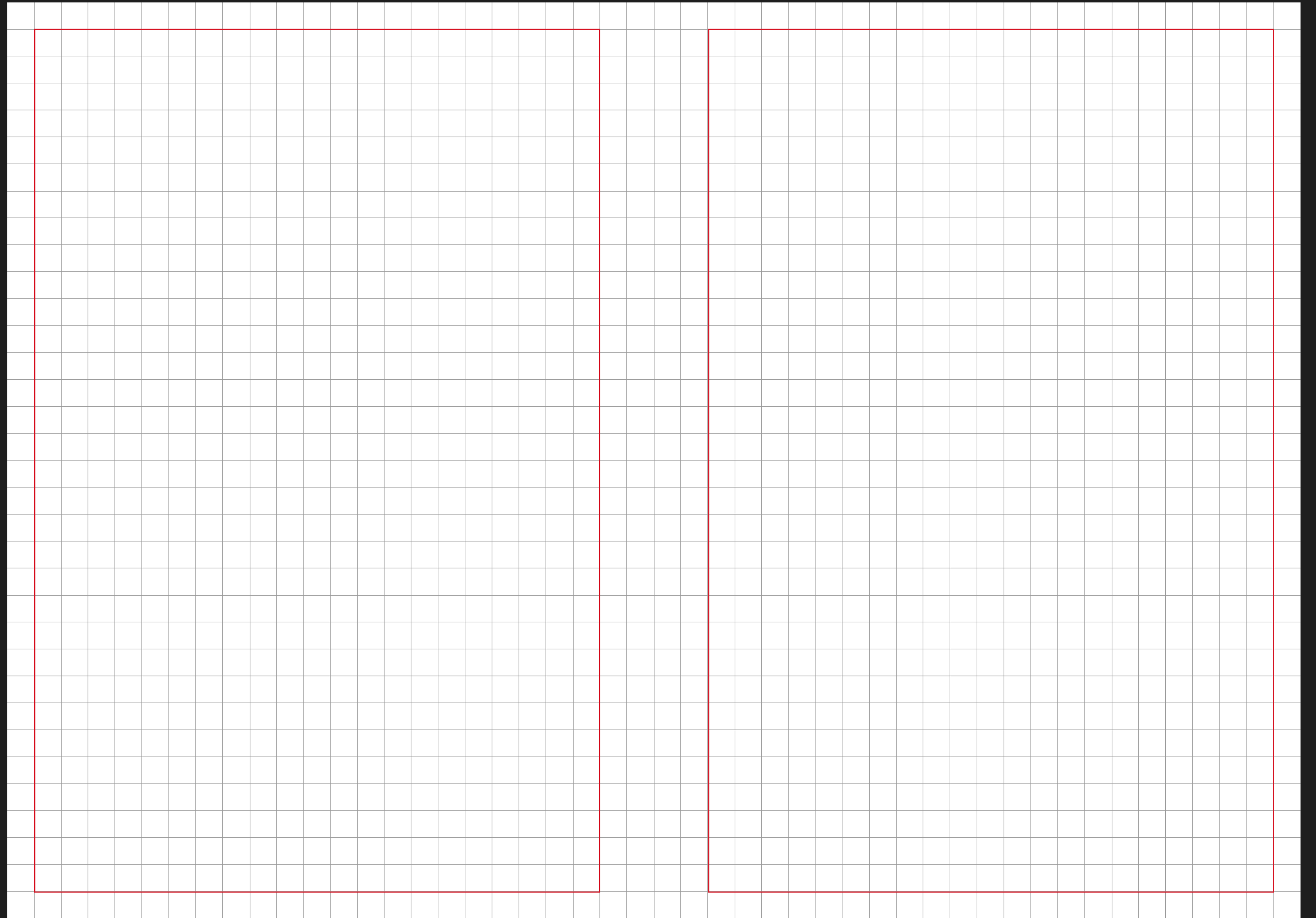
Page grid

A custom squared City grid exists for all our layouts. For larger and smaller formats the proportions should be scaled accordingly. The same grid has been created for all our inside spreads.

Layout is flexible but always clearly signpost the content of each spread and allow as much clear space as possible. Clear space is important for impact and legibility.

The grid allows for flexible alignment points for all text, graphics, patterns and images.

If your document does not divide into squares please centre the grid within the page.



Typographic layouts

All of the below descriptions are guidelines only and are not compulsory. They are provided at A4 and should be scaled when necessary.

1. Main heading
Headlines are set in Meta Pro Bold 30pt and Light 30pt.

2. Sub-heading level 1
Subheadings are set in Meta Pro Light 20pt on 21pt leading.

3. Introduction
Introduction text Meta Pro Light 14pt on 15pt leading.

4. Boxed copy
Detail heading text is set in Meta Pro Medium 9pt and the descriptive text below is set in Meta Pro Light 9pt on 10pt leading.

5. Rulers
If the design requires rulers, they are set at 0.5pt lines in red.

6. Body copy
Body copy is set in Meta Pro Book 9pt on 10pt leading.

7. Subheading level 2
Subheading Level 2 is set in Meta Pro Medium 10pt on 11pt leading.

8. Icons
Icons should be scaled to work with the document size and grid. A good standard size recommendation for an A4 document is a 10mm icon with the call to action set in Meta Pro Bold 9pt on 10pt and the details below set in Meta Pro Light.

Lit qui nos endae cumendi ssime omodio consequi unt. Pores ditatat emolup tatque velenda dolupti andaepre esciatio iditae odis aut ant volupti umquis nonseque non re.

6

Sub Header
Vero magnit fugit aut aut fugitios velenturi ut labo. Modicia enis es adicipsa vid expedit et alitior emporem volore exerum quisquid mos idiscillis natur acculpa ribusandio tem quaepedit, volorer ferfere iuntur?

Aceatioribus est, odis aliquatur as estiis ut volorro magniti berovid istiatur senim ad quodit et quodis mos et lit, corecte mporionsed quam alit, sim commoditem vent ped que con porepudam fugitatem ut ut ut enturia sunt quataiatas nisi arum, seque corum endam hit, iuntium que conem quatem faces dolupta eceptur sunti volupti soluptas accus, ullate dolupta tionsecta nobis quo offic totate maios doluptat.

Nimi, aut repe non ped quiaest vernatem-quam sed es eum inctem doles volum samet omnimum necere sitatemollam voluptaqui quiberi tiuris dolesto blaboru ptiuscit explit alis aliquam utem quos moluptisin consequi ulparupti dolupta se voluptatqui ut modis doloresti tem fuga. Ulparib uscitio int alis-inctus et, toribus ciante id ut inverum landia num quidend uciae. Ut qui quis aute illit odis aceatis maiorem ut inum as ipsae. Lori omnium dolorum accum untis aute venit dolorae pre inum siti volestem accus arum resed et adi beatem idestiis quundigent etur sinullorae que etur sed qui quo ento blatur, occum veliquas esequosa corporro comnim dolori dolectore essitibus aliqne niet, utecerspe verae necum veri aliquiaest, nos reribus antorun totatem voluptassin cusanimus, sit, quam, oecus nesequam ipsapit amus eaquassin pedipistiate licitur autam dem quasima ximendebis maxime non nos eos sundebi taturibus atem arcia quat volestia de nus quiamus nonecto commosaperit que nullis vere eum con conestotas inctotaquid quamus et lacium res iur?

8

Lit qui nos endae cumendi ssime omodio consequi unt. Pores ditatat emolup tatque velenda dolupti andaep.

Sub Header
Vero magnit fugit aut aut fugitios velenturi ut labo. Modicia enis es adicipsa vid expedit et alitior emporem volore exerum quisquid mos idiscillis natur acculpa ribusandio tem quaepedit, volorer ferfere iuntur?

Aceatioribus est, odis aliquatur as estiis ut volorro magniti berovid istiatur senim ad quodit et quodis mos et lit, corecte mporionsed quam alit, sim commoditem vent ped que con porepudam fugitatem ut ut ut enturia sunt quataiatas nisi arum, seque corum endam hit, iuntium que conem quatem faces dolupta eceptur sunti volupti soluptas accus, ullate dolupta tionsecta nobis quo offic totate maios doluptat.

Nimi, aut repe non ped quiaest vernatem-quam sed es eum inctem doles volum samet omnimum necere sitatemollam voluptaqui quiberi tiuris dolesto blaboru ptiuscit explit alis aliquam utem quos moluptisin consequi ulparupti dolupta se voluptatqui ut modis doloresti tem fuga. Ulparib uscitio int alis-inctus et, toribus ciante id ut inverum landia num quidend uciae. Ut qui quis aute illit odis aceatis maiorem ut inum as ipsae. Lori omnium dolorum accum untis aute venit dolorae pre inum siti volestem accus arum resed et adi beatem idestiis quundigent etur sinullorae que etur sed qui quo ento blatur, occum veliquas esequosa corporro comnim dolori dolectore essitibus aliqne niet, utecerspe verae necum veri aliquiaest, nos reribus antorun totatem voluptassin cusanimus, sit, quam, oecus nesequam ipsapit amus eaquassin pedipistiate licitur autam dem quasima ximendebis maxime non nos eos sundebi taturibus atem arcia quat volestia de nus quiamus nonecto commosaperit que nullis vere eum con conestotas inctotaquid quamus et lacium res iur?

1 Economics

2 BSc (Hons)

3 This course is vocationally flexible and provides a range of future career and study choices. The structure and content of the degree have been designed and are continually updated to strengthen students' understanding of key concepts and tools and to highlight the practical link between theory and real-world applications.

4

UCAS code
L100

Duration
3 years or 4 years with work placement option

Entry requirements
Typical offers require one of the following:
'A' Level
AAB
360 UCAS tariff points
IB
35 points
English language requirements
IELTS: 6.5
TOEFL (internet-based): 100 – 105
GCSE: Grade B or equivalent in English Language

Sub Header
Vero magnit fugit aut aut fugitios velenturi ut labo. Modicia enis es adicipsa vid expedit et alitior emporem volore exerum quisquid mos idiscillis natur acculpa ribusandio tem quaepedit, volorer ferfere iuntur?

Aceatioribus est, odis aliquatur as estiis ut volorro magniti berovid istiatur senim ad quodit et quodis mos et lit, corecte mporionsed quam alit, sim commoditem vent ped que con porepudam fugitatem ut ut ut enturia sunt quataiatas nisi arum, seque corum endam hit, iuntium que conem quatem faces dolupta eceptur sunti volupti soluptas accus, ullate dolupta tionsecta nobis quo offic totate maios doluptat.

Nimi, aut repe non ped quiaest vernatem-quam sed es eum inctem doles volum samet omnimum necere sitatemollam voluptaqui quiberi tiuris dolesto blaboru ptiuscit explit alis aliquam utem quos moluptisin consequi ulparupti dolupta se voluptatqui ut modis doloresti tem fuga. Ulparib uscitio int alis-inctus et, toribus ciante id ut inverum landia num quidend uciae. Ut qui quis aute illit odis aceatis maiorem ut inum as ipsae. Lori omnium dolorum accum untis aute venit dolorae pre inum siti volestem accus arum resed et adi beatem idestiis quundigent etur sinullorae que etur sed qui quo ento blatur, occum veliquas esequosa corporro comnim dolori dolectore essitibus aliqne niet, utecerspe verae necum veri aliquiaest, nos reribus antorun totatem voluptassin cusanimus, sit, quam, oecus nesequam ipsapit amus eaquassin pedipistiate licitur autam dem quasima ximendebis maxime non nos eos sundebi taturibus atem arcia quat volestia de nus quiamus nonecto commosaperit que nullis vere eum con conestotas inctotaquid quamus et lacium res iur?

5

Sub Header
Vero magnit fugit aut aut fugitios velenturi ut labo. Modicia enis es adicipsa vid expedit et alitior emporem volore exerum quisquid mos idiscillis natur acculpa ribusandio tem quaepedit, volorer ferfere iuntur?

Aceatioribus est, odis aliquatur as estiis ut volorro magniti berovid istiatur senim ad quodit et quodis mos et lit, corecte mporionsed quam alit, sim commoditem vent ped que con porepudam fugitatem ut ut ut enturia sunt quataiatas nisi arum, seque corum endam hit, iuntium que conem quatem faces dolupta eceptur sunti volupti soluptas accus, ullate dolupta tionsecta nobis quo offic totate maios doluptat.

Nimi, aut repe non ped quiaest vernatem-quam sed es eum inctem doles volum samet omnimum necere sitatemollam voluptaqui quiberi tiuris dolesto blaboru ptiuscit explit alis aliquam utem quos moluptisin consequi ulparupti dolupta se voluptatqui ut modis doloresti tem fuga. Ulparib uscitio int alis-inctus et, toribus ciante id ut inverum landia num quidend uciae. Ut qui quis aute illit odis aceatis maiorem ut inum as ipsae. Lori omnium dolorum accum untis aute venit dolorae pre inum siti volestem accus arum resed et adi beatem idestiis quundigent etur sinullorae que etur sed qui quo ento blatur, occum veliquas esequosa corporro comnim dolori dolectore essitibus aliqne niet, utecerspe verae necum veri aliquiaest, nos reribus antorun totatem voluptassin cusanimus, sit, quam, oecus nesequam ipsapit amus eaquassin pedipistiate licitur autam dem quasima ximendebis maxime non nos eos sundebi taturibus atem arcia quat volestia de nus quiamus nonecto commosaperit que nullis vere eum con conestotas inctotaquid quamus et lacium res iur?

Study at a world-class university in the heart of London

Find out more
www.city.ac.uk/courses

Make an enquiry
www.city.ac.uk/contact

01 City University London Undergraduate Prospectus 2022/23 Undergraduate Prospectus 2022/23 City University London 02

Back cover and contact information

We have a consistent style for our contact information on all back covers. Back covers can be free of any cover creative or the graphic from the front can bleed around, depending on the piece.

1. Contact details

Contact details are always ranged left and aligned with the cover grid at the top of our grid structure. The colours can change to match the theme used within the piece.

Contact details should contain the following information:

City, University of London
Northampton Square
London
EC1V 0HB
United Kingdom

All other information is set in Meta Pro Book. Any appropriate colour from the palette can be used, but please choose with accessibility in mind.

Please resize proportionately for alternative publication sizes.

2. Website

The copy is set at 16pt in Meta Pro Bold. The colour of the text can change according to the piece, but should always be clearly legible. If using a deep URL ensure you have been provided a 'shortened' URL - readers will not want to type a long URL with multiple slashes.

3. Icons

Icons should be scaled to work with the document size and grid. A good standard size recommendation for an A4 document is a 10mm icon with the call to action set in Meta Pro Bold 9pt on 10pt and the details below set in Meta Pro Light.

4. Boilerplate

The boilerplate is an essential element of our back cover, showing the heritage and links of our University with the University of London.

The copy is set at 9pt on 10pt in Meta Pro Book. The colour of the text can change according to the piece, but should always be clearly legible.

The University of London logo is positioned above the boilerplate and is used in either standard or white-text versions, depending on the background colour of the document.

The boilerplate copy is as follows:
City, University of London is an independent member institution of the University of London. Established by Royal Charter in 1836, the University of London consists of 18 independent member institutions with outstanding global reputations and several prestigious central academic bodies and activities.

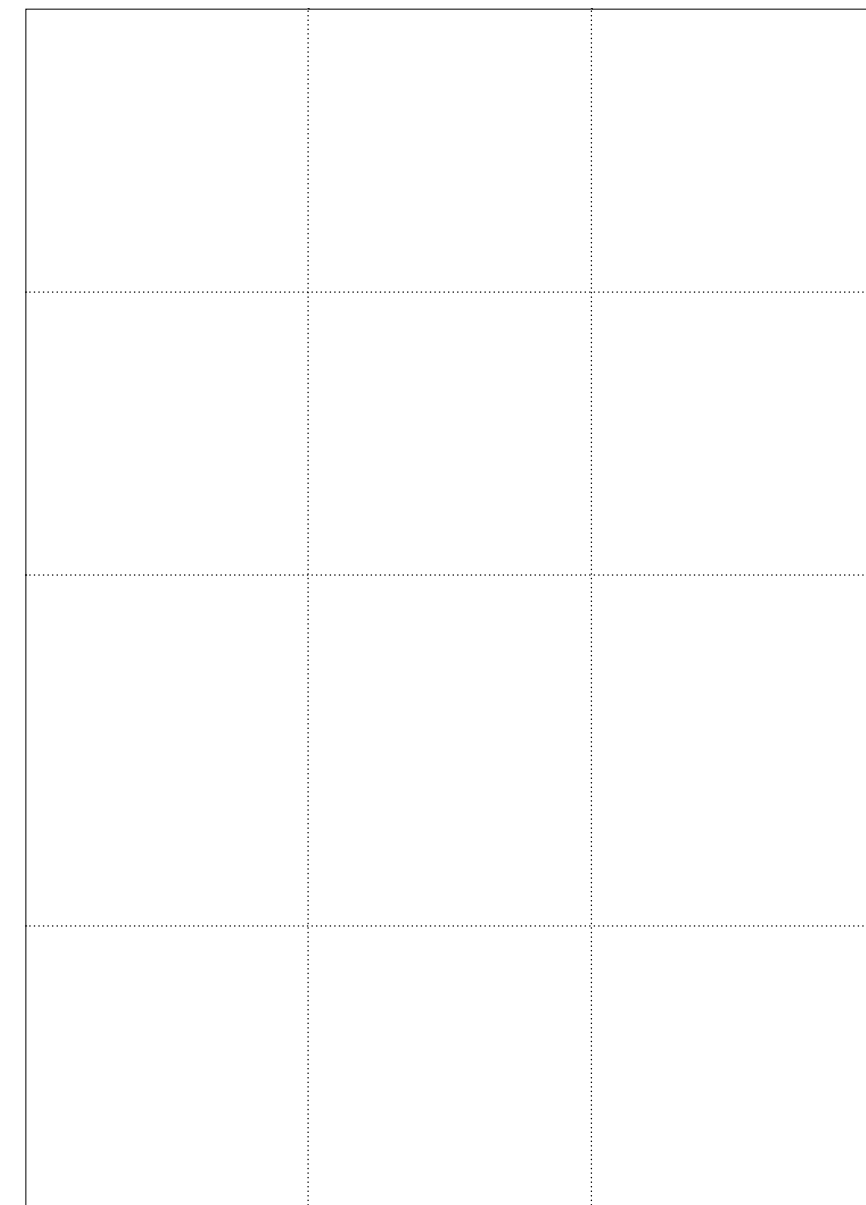
The boilerplate can be positioned flexibly depending on space, but must always be formatted in this way, with the logo on the right of the text.



Using the grid to create your layout

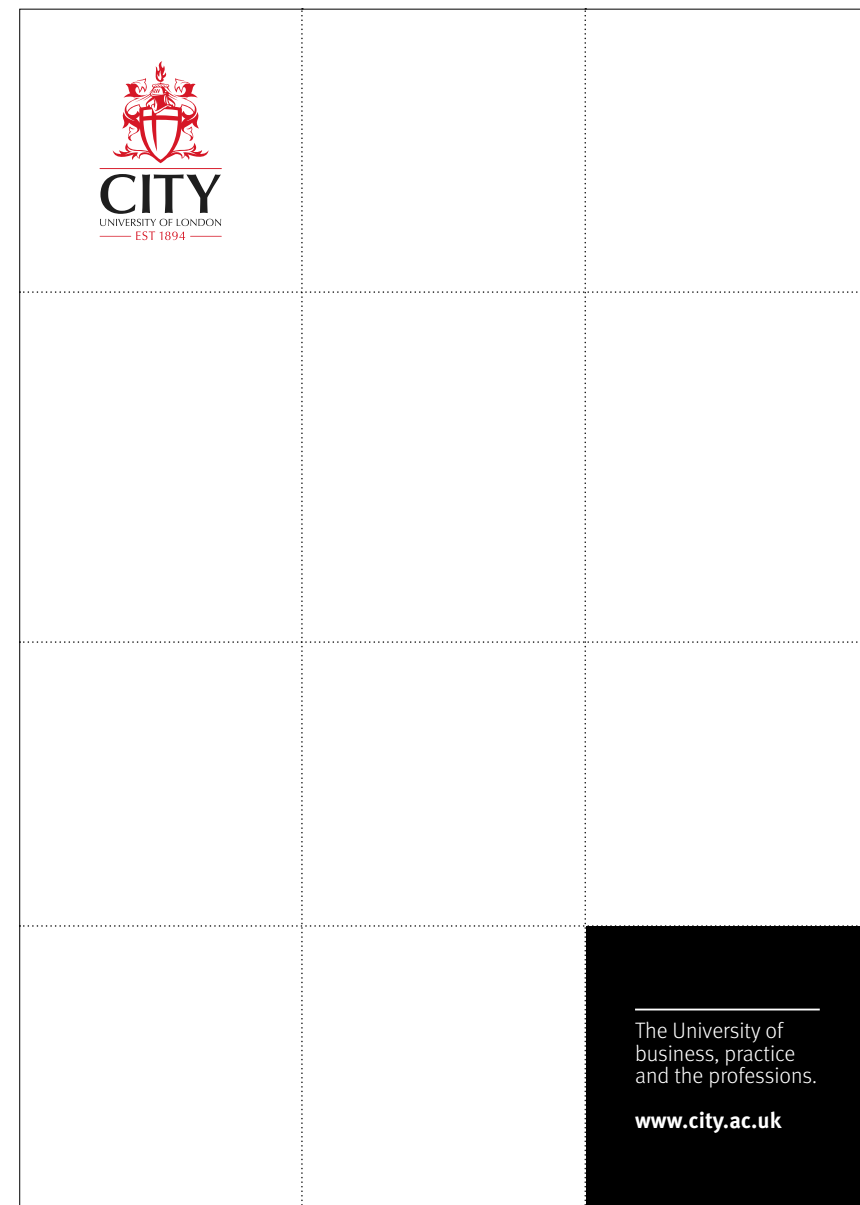
01

Create your square grid



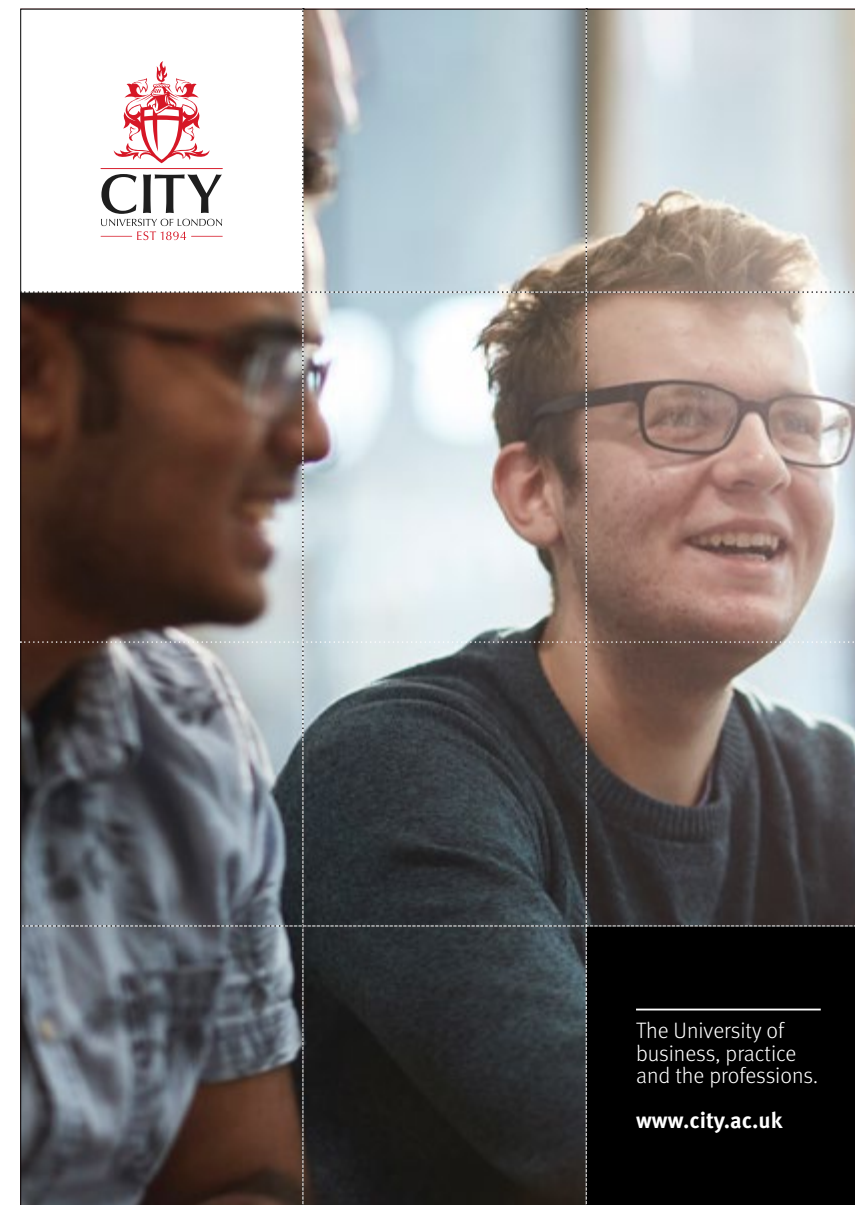
02

Choose the position of the logo and call to action



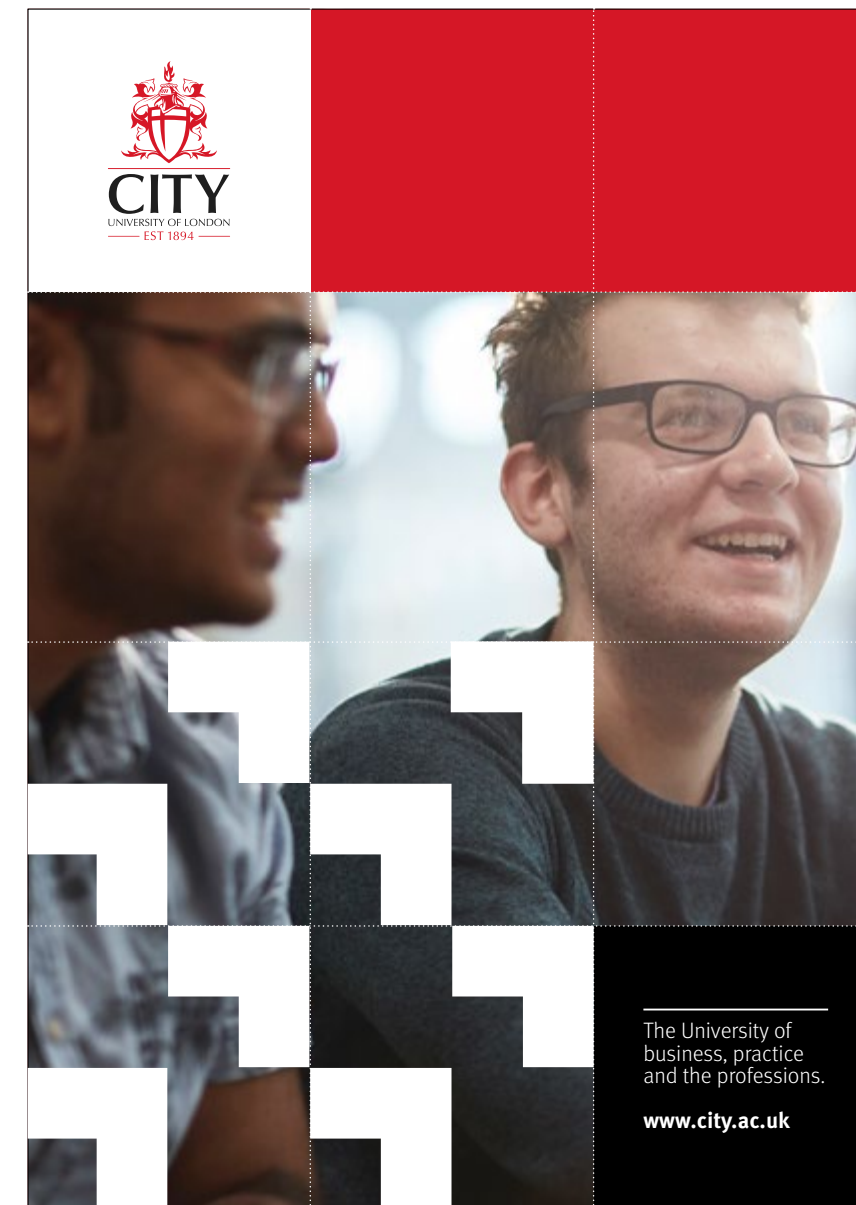
03

Add your images



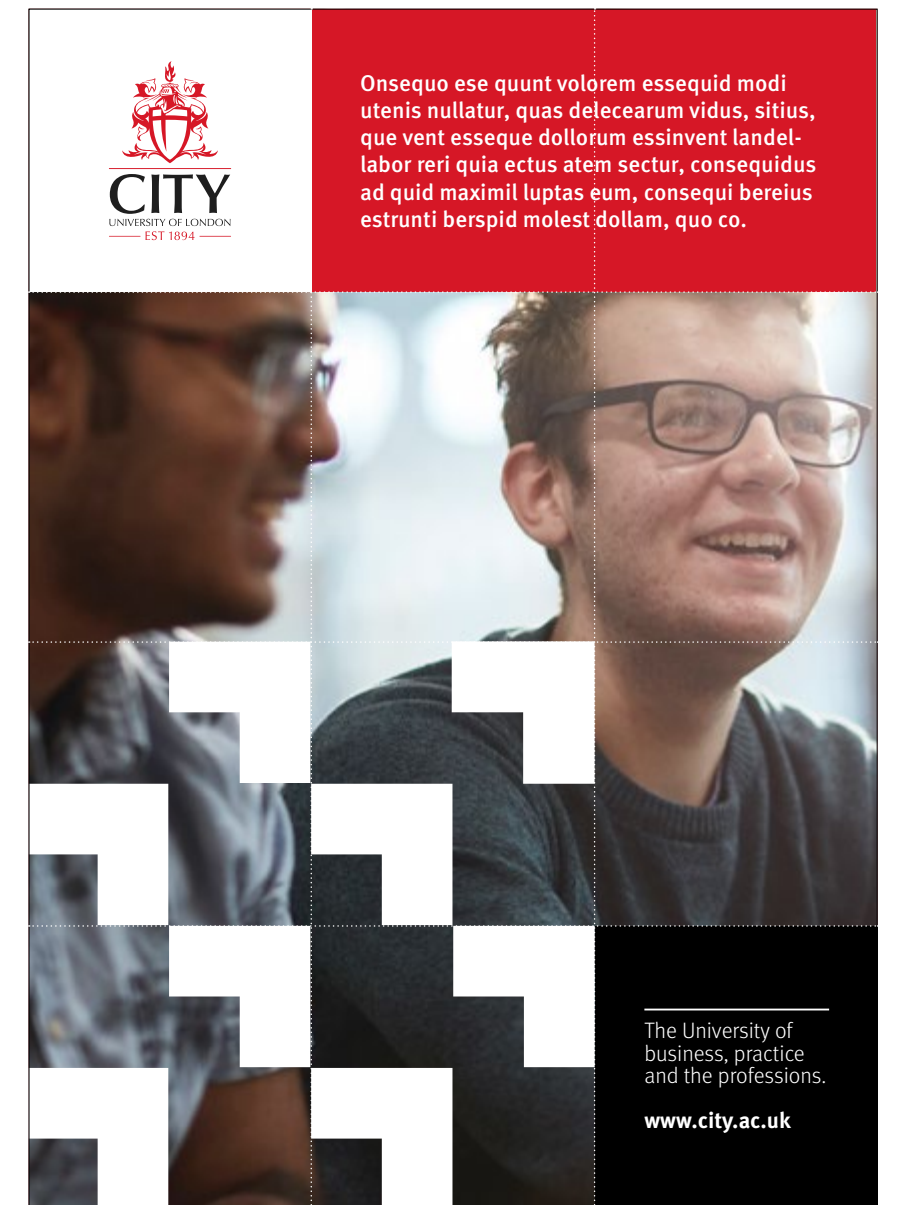
04

Now is the time to add graphics.



05

Once complete, copy and headlines are added to finish the layout



Application

Examples of layout flexibility

CITY
UNIVERSITY OF LONDON
EST 1894

**Improve
your career
prospects**

Onsequo ese quunt volorem essequid modi utenis nullatur, quas delecearum vidus, sitiis, que vent esseque dollorum essinvent landellabor reri quiaectus atem sectur, consequidus ad quid maximil luptas eum, consequi bereius estrunti berspid.

The University of business, practice and the professions.
www.city.ac.uk

CITY
UNIVERSITY OF LONDON
EST 1894

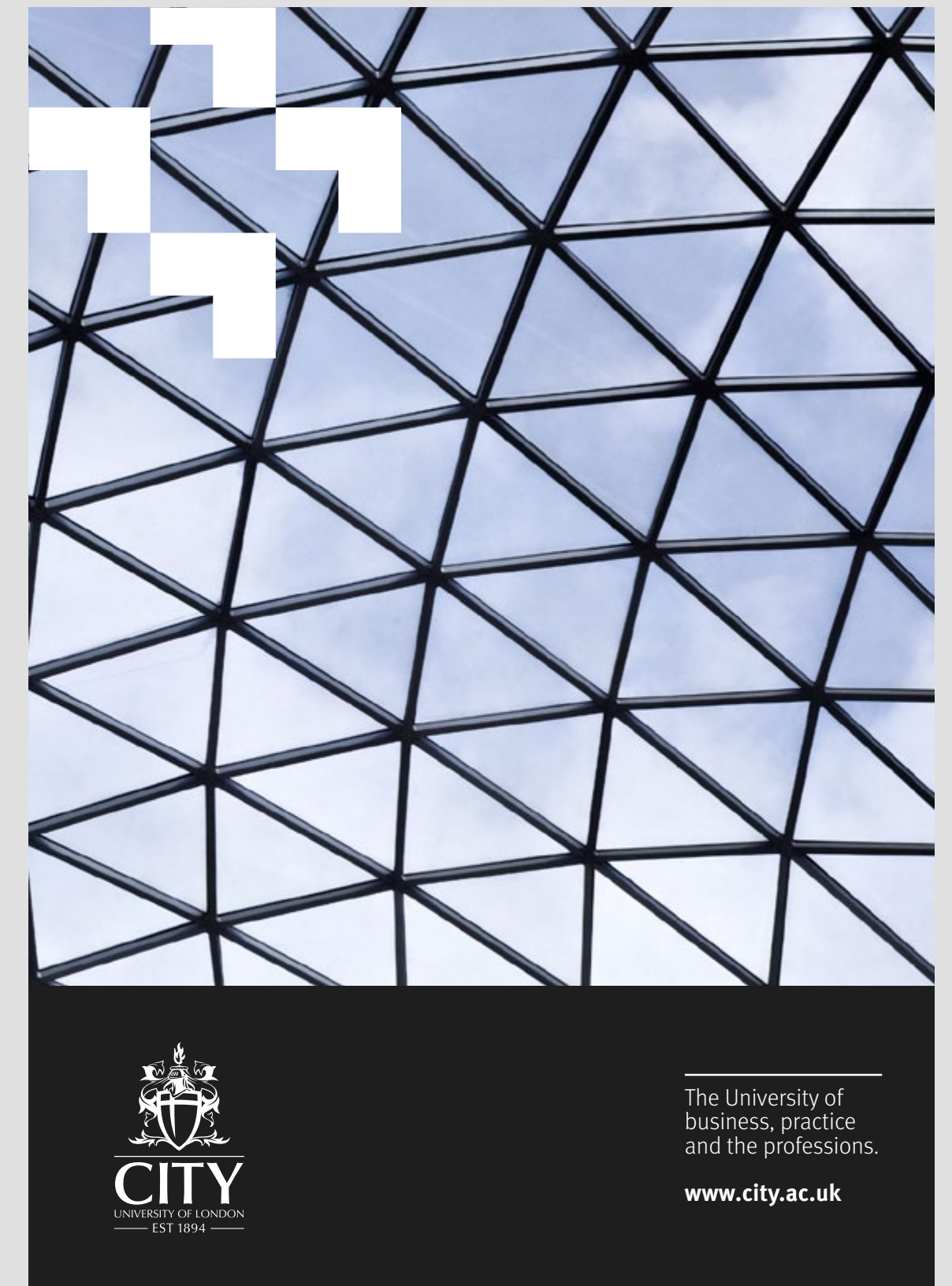
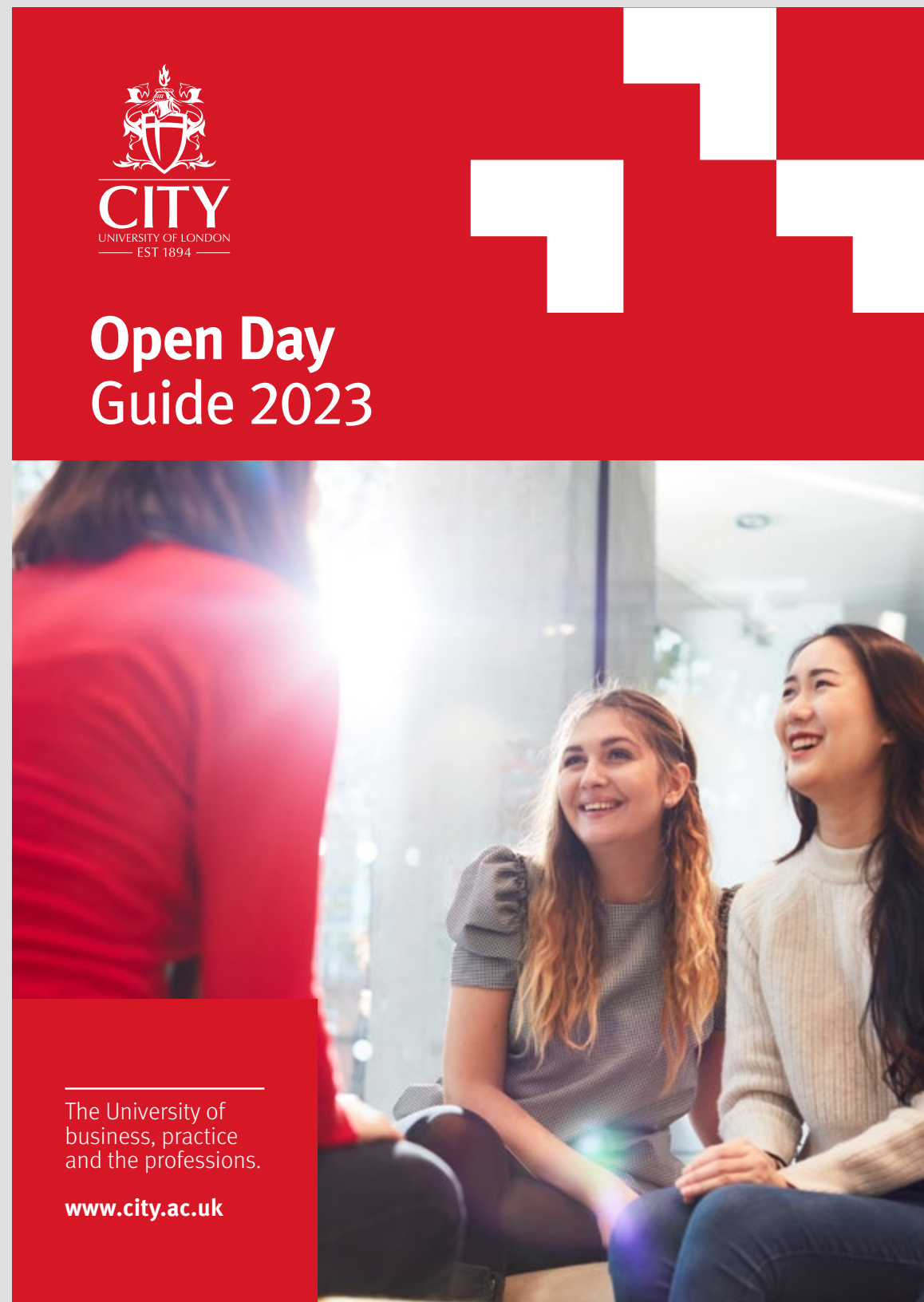
The University of business, practice and the professions.
www.city.ac.uk

Onsequo ese quunt volorem essequid modi utenis nullatur, quas delecearum vidus, sitiis, que vent esseque dollorum essinvent landellabor reri quiaectus atem sectur, consequidus ad quid maximil luptas eum, consequi bereius estrunti berspid molest dollam, quo consequate natibus

CITY
UNIVERSITY OF LONDON
EST 1894

The University of business, practice and the professions.
www.city.ac.uk

Examples of layout flexibility



Examples of layout flexibility

CITY
UNIVERSITY OF LONDON
EST 1894

CITY
UNIVERSITY OF LONDON
EST 1894

EM01
ELG01-ELG15
Tait building
Engineering L

Improve your career prospects

Onsequo ese quunt volorem essequid modi utenis nullatur, quas delecearum vidus, sitiis, que vent esseque dollorum essinvent landellabor reri quiaec-tus atem sectur, consequidus ad quid maximil luptas eum, consequi bereius estrunti berspid.

The University of business, practice and the professions.
www.city.ac.uk

Onsequo ese quunt volorem essequid modi utenis nullatur, quas delecearum vidus, sitiis, que vent esseque dollorum essinvent landellabor reri quiaec-tus atem sectur, consequidus ad quid maximil luptas eum, consequi bereius estrunti berspid.

The University of business, practice and the professions.
www.city.ac.uk

CITY
UNIVERSITY OF LONDON
EST 1894

Visual identity across multiple platforms

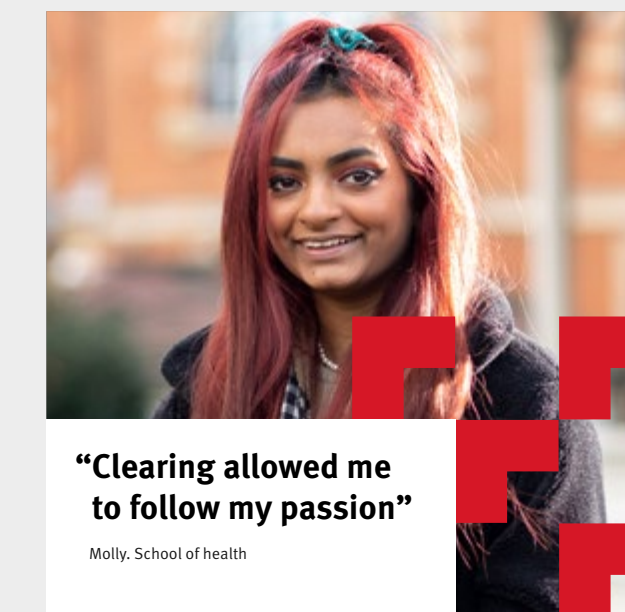
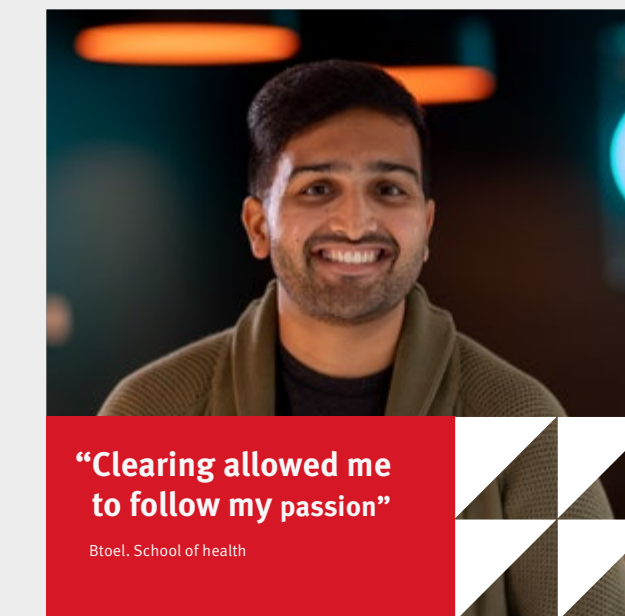
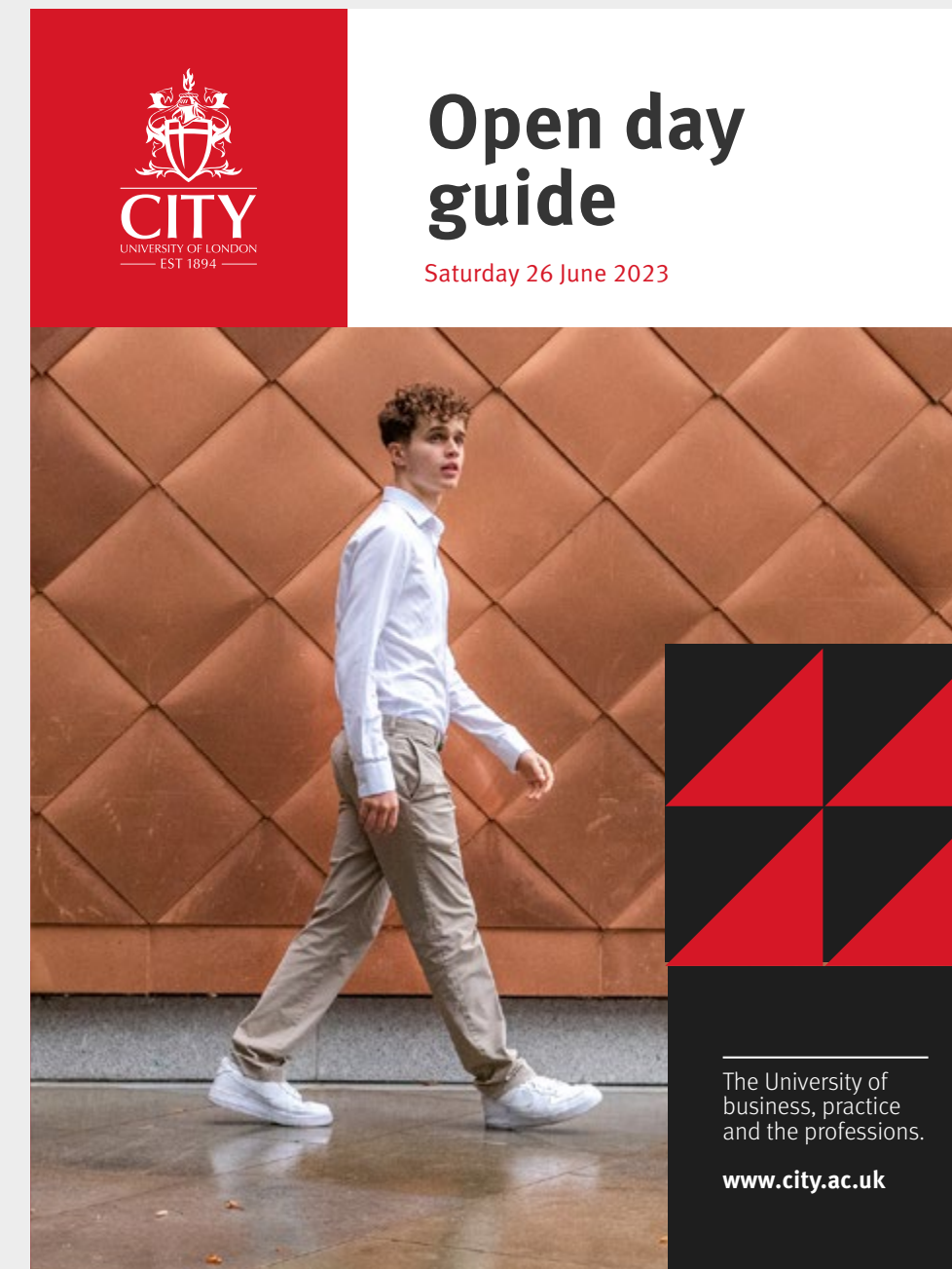
Tube ads



Open day guide



Social posts



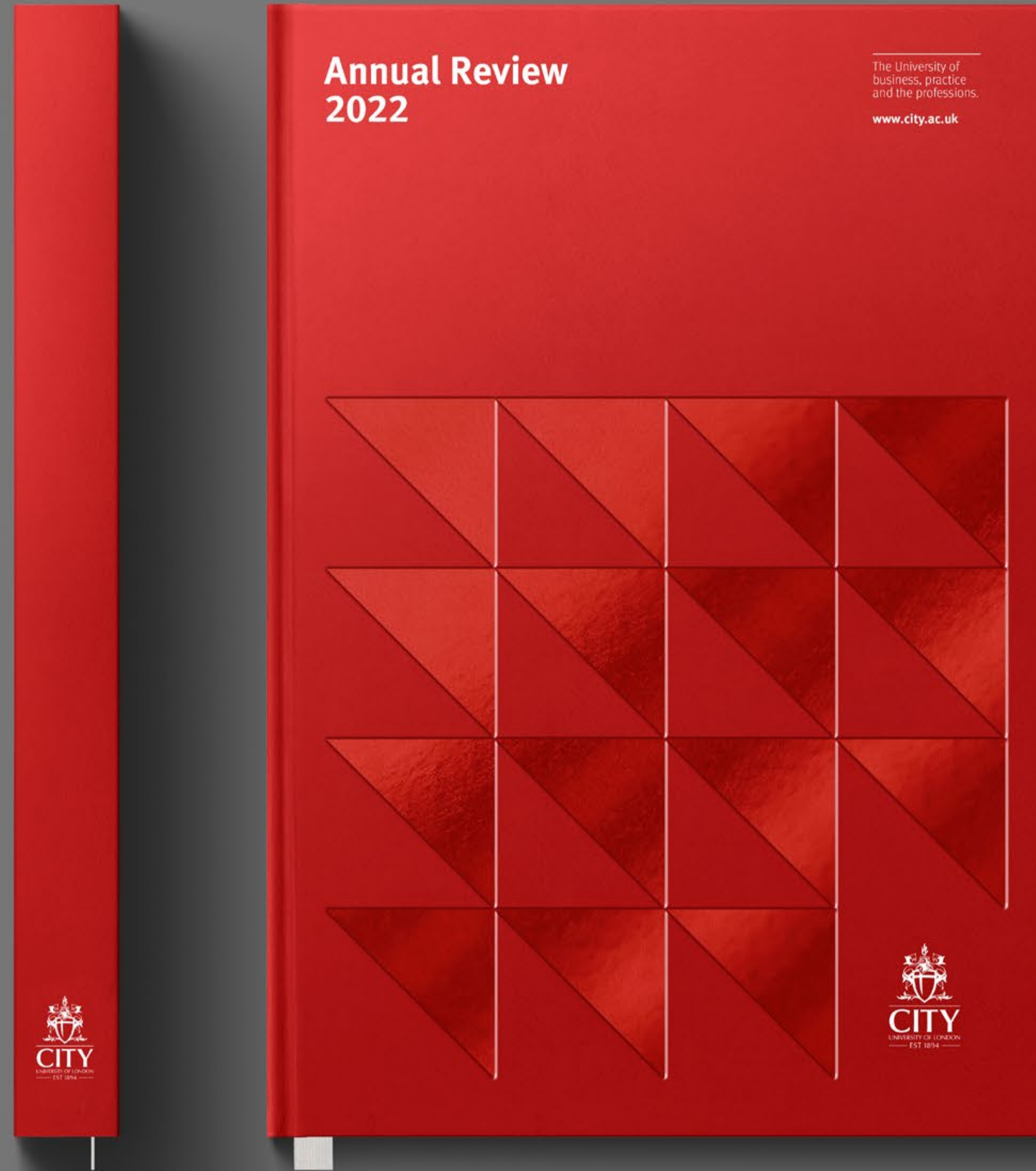
A5 brochure



A5 flyer



Annual review example



A5 flyer

CITY
UNIVERSITY OF LONDON
EST. 1894

Studying at a world-class university in a global city.

World-leading university

City, University of London is a global university committed to academic excellence and focused on business and the professions. Established in 1894, City was granted University status by Royal Charter in 1966 and became a member of the prestigious University of London in 2016.

+164
student nationalities

The University of business, practice and the professions.
www.city.ac.uk

Find out more
www.city.ac.uk/courses

Make an enquiry
www.city.ac.uk/contact

City's five Schools offer a wide range of undergraduate and postgraduate degrees, each developed by course directors with an in-depth understanding of the job market, as well as input from employers and leading figures in industry.

Many degrees are designed to meet sector standards, with a significant number accredited by professional bodies.

Students also have the opportunity to gain valuable work experience by undertaking placements and internships. Through these, they can apply the knowledge and skills learned in the classroom to real-life situations, grow their professional network and get a head start in their fields, ultimately enjoying excellent prospects upon graduation.

Subject areas

Actuarial Science	Library and Information Science
Accounting	Mathematics
Business and Management	Media and Communications
Computer and Data Science	Midwifery
Criminology	Music
Economics	Nursing
Engineering	Optometry
English	Politics and International Politics
Finance	Psychology
Health Management, Policy and Research	Radiography
History	Sociology
Journalism	Speech and Language Therapy
Law	

Entry requirements
Entry requirements for both undergraduate and postgraduate degree vary by course. You can find up-to-date information on visas and English language requirements on our course pages.

How to apply
Applications for undergraduate courses should be made through the University and Colleges Admissions Service (UCAS). www.ucas.com

Applications for the majority of postgraduate courses are made directly to City through the relevant course webpage. city.ac.uk/courses

Scholarships and funding
City provides a range of scholarships for international students who achieve exceptional academic performance. city.ac.uk/scholarships-and-bursaries

Accommodation
City offers a variety of accommodation options and support services for international students moving to London.

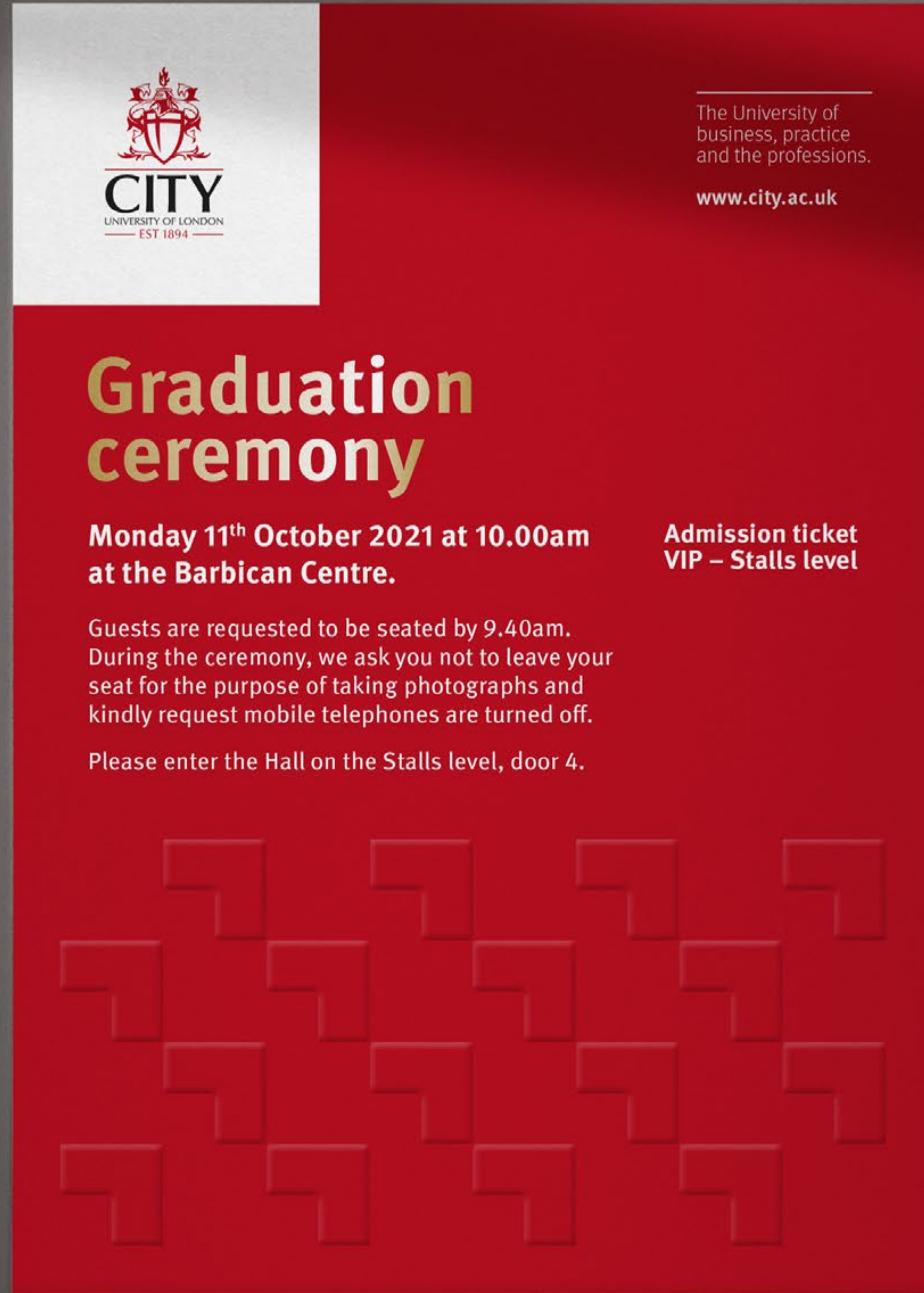
Halls of residence are available for students at all levels of study. Guaranteed student housing is available for first-year undergraduate students, when applying by June. city.ac.uk/accommodation

Graduation brochure



Metallic foils can be used to enhance print

Graduation invite





Improve your career prospects

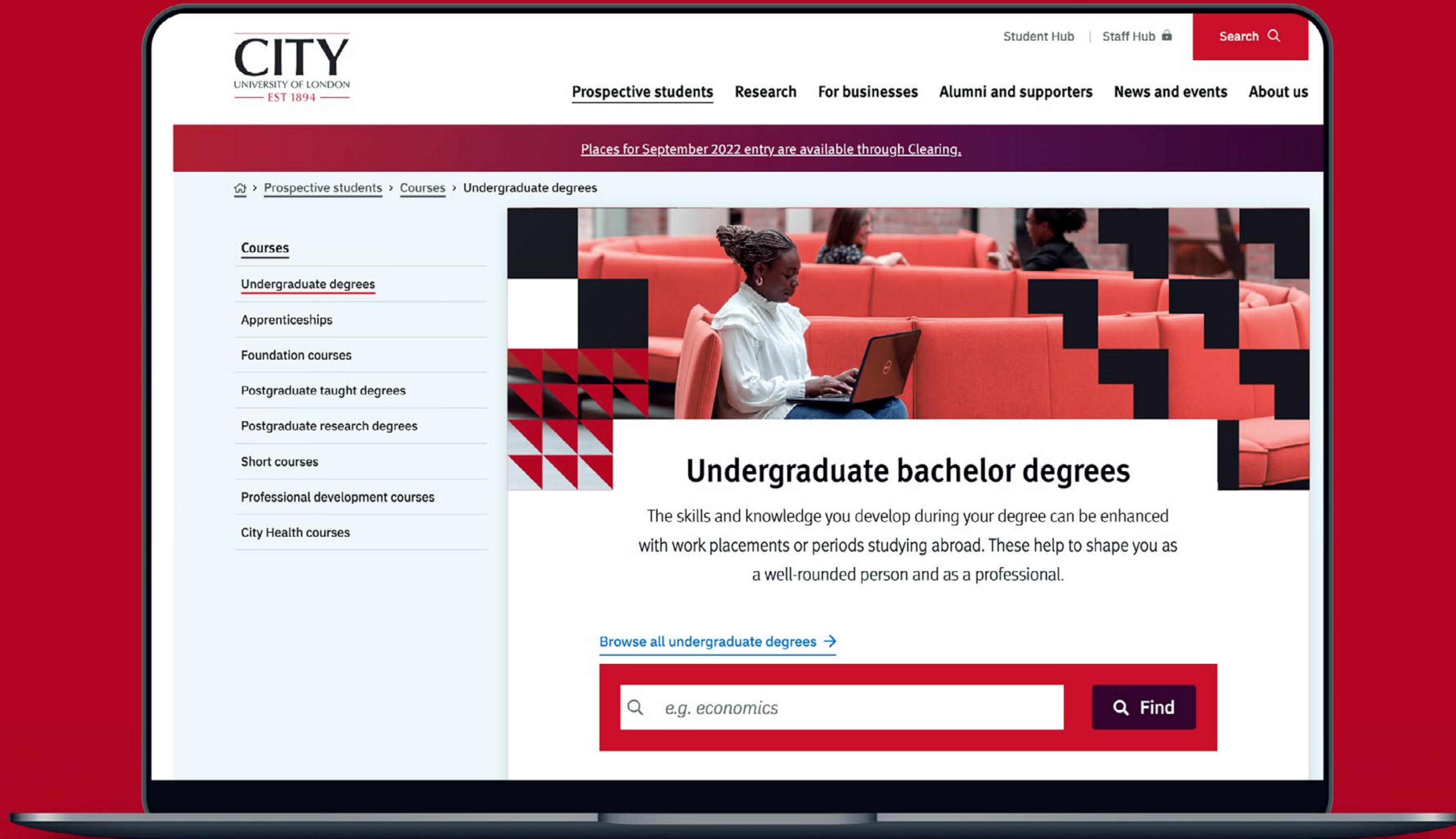
Onsequo ese quunt volorem essequid modi utenis
nullatur, quas delecearum vidus, sitiis, que vent
esseque dollorum essinvent landellabor reri quiaec-
tus atem sectur, consequidus ad quid maximil luptas
eum, consequi bereius estrunti berspid.

The University of
business, practice
and the professions.

www.city.ac.uk




Website banner



Email template

Academic excellence for business and the professions



Dear Philip

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

Let's get started

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

Further support


Chat to a student

Read about funding

learn how to apply

Get visa information

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.



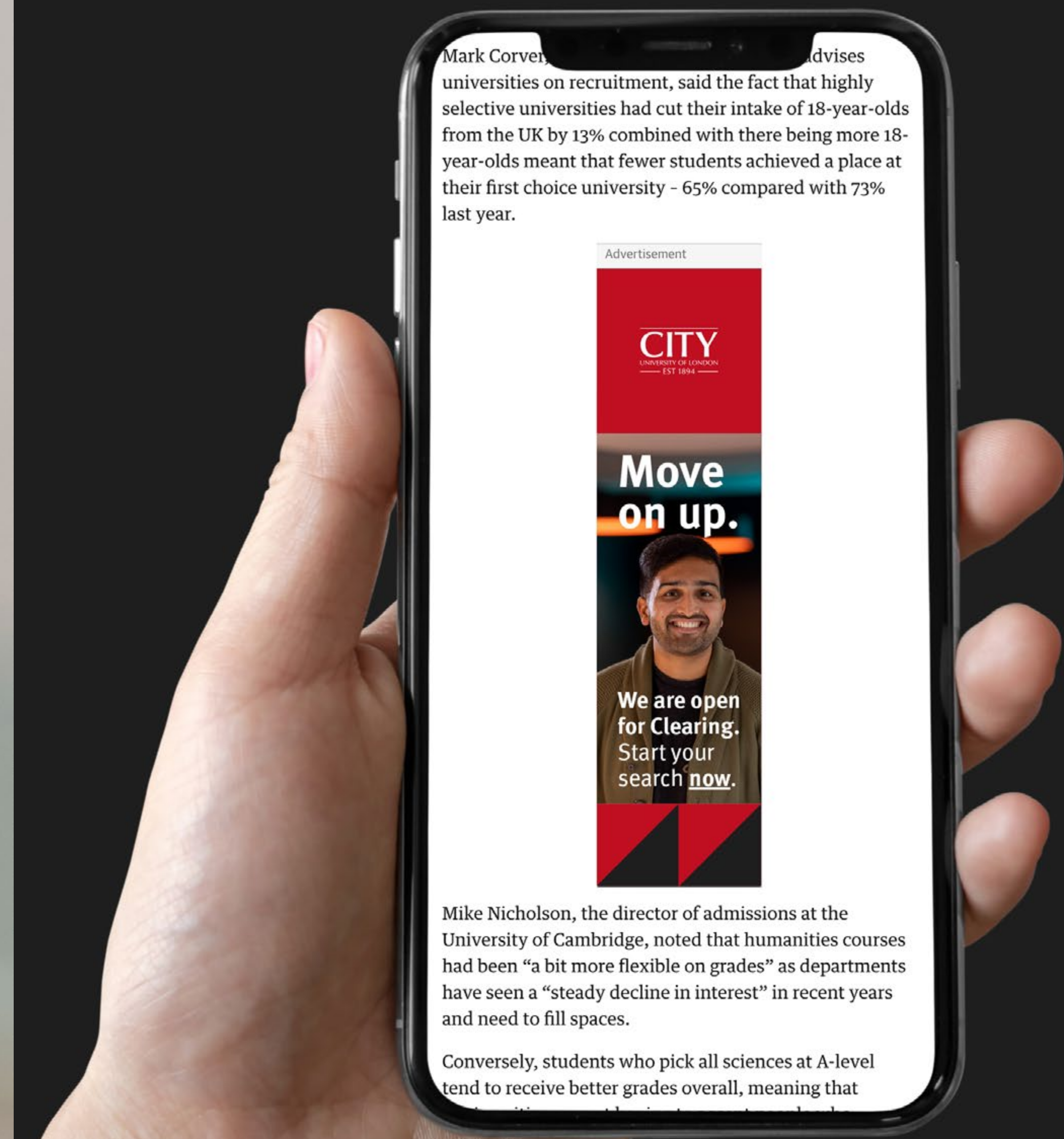
city.ac.uk/postgraduate

Registered address: City, University of London, Northampton Square, London EC1V 0HB

[Make an Enquiry](#) | [Call us](#) | [Unsubscribe](#)

Social media





Mark Corven... advises universities on recruitment, said the fact that highly selective universities had cut their intake of 18-year-olds from the UK by 13% combined with there being more 18-year-olds meant that fewer students achieved a place at their first choice university - 65% compared with 73% last year.

Advertisement

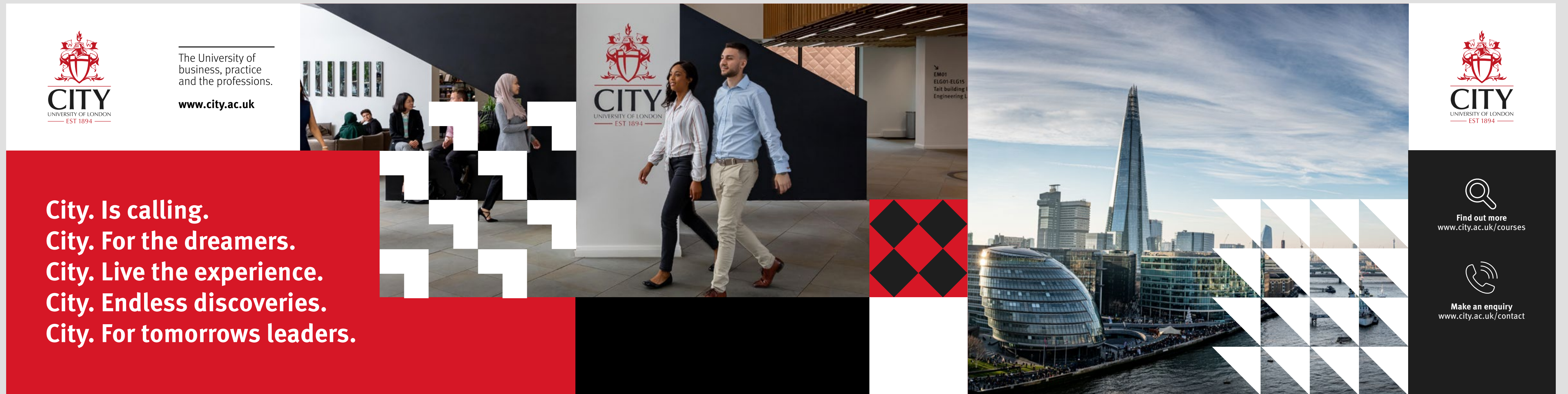
Move on up.

We are open for Clearing. Start your search now.

Mike Nicholson, the director of admissions at the University of Cambridge, noted that humanities courses had been "a bit more flexible on grades" as departments have seen a "steady decline in interest" in recent years and need to fill spaces.

Conversely, students who pick all sciences at A-level tend to receive better grades overall, meaning that

UCAS stand






CITY
UNIVERSITY OF LONDON
EST 1894



Further information and contact details

Further information

For further information or guidance on the use of the City identity and its application, please contact:

Lindsey Venden
Head of Marketing
on e-mail lindsey.venden.1@city.ac.uk