Thoughtful and engaging content across print and digital platforms
IF Oxford mixes a concoction of culture

Logo and colours

The IF Oxford logo should have an isolation area to allow the brand to appear uncluttered.

Any background image or a pattern should be chosen to maintain an uncluttered logo (or legible text), otherwise place over solid colour.

Any given design may lead with white or yellow as the main colour. This main colour is then supported by white (or yellow) with pink, blue and black accents, mindful of text legibility.

Other colours can be used from the full colour logo if needed (or picked out from an image.)

Main font: Museo Sans

Limit variations in font size and justification, using centred text only when appropriate. Never hyphenate words across two lines and avoid a single word at the bottom of a paragraph.

Title Case is rarely used, except when describing cultural products, like Alice in Wonderland. For emphasis, sparingly use a bolder font or an italic font. When in doubt, refer to the Economist Style Guide.

Only when Museo Sans is unavailable, an alternative sans serif font, such as Helvetica or Arial may be used.
Photography and layout

Photography is valuable for inspiring informing and illustrating meaning.

Ensure imagery sits comfortably, keeping photography clean, clear, stylish and directional, using stock images or a flat graphic if needed.

The balance of images should reflect the diversity of people, topics and cultures represented across IF Oxford.

Abstract, close-up or establishing artwork may provide rhythm while being true to context. Emphasis should be placed on:
• people (or faces, eg. animal, robot)
• interaction (eg. hands or communication)
• place (eg. Oxford, nature, lab environment)

Construction can vary in scale, building layouts with legible body copy (or logo) and embrace negative space for balance.

Instagram example

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Programme listing example

Mon 19 – Sun 25 October | 7.30 – 8.30pm
Teenage / Adult

small hours

Why do we need sleep? What happens when we go without it? small hours probes the mysteries of human circadian rhythm, the daily pattern of wakefulness and sleep, and how this can be either disrupted or adjusted. Join this journey of self-exploration and see where it might lead you. Written by Ava Wong Davies. Co-Produced by IF Oxford and Oxford Playhouse with scientific advice from the University of Oxford Sleep & Circadian Neuroscience Institute. Performed by Mandala Theatre Company. Directed by Yasmin Sidhwa. Film by Ben Johnston. PERFORMANCE