

if OXFORD SCIENCE + IDEAS FESTIVAL

Style guide_revised 2021



Thoughtful and engaging content
across print and digital platforms





Web yellow (main colour)		White
C 2	R 254	45°
M 12	G 217	
Y 93	B 0	
K 0		
R 230	R 0	Black
G 0	G 159	
B 126	B 227	
100% Magenta	100% Cyan	

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 £&?!%#

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.



**IF Oxford mixes
 a concoction
 of culture**

Photography and layout

Photography is valuable for inspiring informing and illustrating meaning.

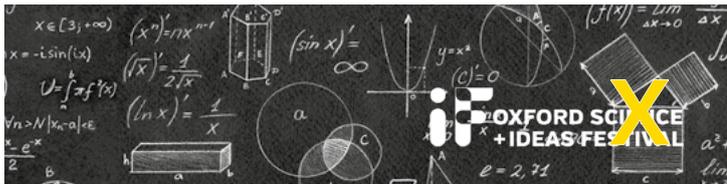
Ensure imagery sits comfortably, keeping photography clean, clear, stylish and directional, using stock images or a flat graphic if needed.

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.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do esmod tempor incididunt ut labore et dolore magna aliqua.



Instagram example



[View Insights](#)

[Boost Post](#)



Liked by [berni_mariexx](#) and 7 others

[oxford_if](#) Chocolate 🍫: some say it's good for the soul, some swear by its beauty benefits, most just love the taste... [more](#)

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**