

UCL colour	Tint (%)	R	G	B
Dk Purple	100	82	66	91
7448C	70	134	122	140
	50	168	160	173
	20	220	217	222
Dk Red	100	90	27	49
7421C	70	139	95	110
	50	172	141	152
	20	222	209	214
Dk Blue	100	0	67	89
548C	70	76	123	138
	50	127	161	172
	20	204	217	222
Dk Green	100	75	70	32
5815	70	129	125	98
	50	165	162	143
	20	219	218	210
Black	100	0	0	0
	70	75	75	75
	50	128	128	128
	20	205	205	205
Pink	100	145	24	83
215C	70	178	93	134
	50	200	139	169
	20	233	209	221
Md Red	100	195	58	45
179C	70	213	117	108
	50	225	156	150
	20	243	216	213
Md Blue	100	69	156	189
632C	70	124	186	209
	50	162	205	222
	20	218	235	242

UCL colour	Tint (%)	R	G	B
Md Green	100	130	141	55
7495C	70	167	175	115
	50	192	198	155
	20	230	232	215
Orange	100	215	123	35
716C	70	227	162	101
	50	235	189	145
	20	247	229	211
Lt Purple	100	191	175	188
5225C	70	210	199	208
	50	223	215	221
	20	242	239	242
Yellow	100	229	175	0
7408C	70	237	199	76
	50	242	215	127
	20	250	239	204
Lt Blue	100	168	192	209
551C	70	194	211	223
	50	211	223	232
	20	238	242	246
Brt Green	100	204	209	88
584C	70	219	223	138
	50	229	232	171
	20	245	246	222
Stone	100	217	214	204
7527C	70	228	226	219
	50	236	234	229
	20	255	255	255
Lt Green	100	185	193	147
7493C	70	206	211	179
	50	220	224	201
	20	241	243	233

UCL MEDIA RESOURCES



A BRIEF GUIDE TO CONFERENCE POSTERS
USING THE UCL CORPORATE IDENTITY

This guide is designed to assist you in creating a conference poster conforming to the UCL College Identity using Powerpoint. Please read this complete guide before starting your poster.

1. In Powerpoint create a new slide using the blank page template.

2. Using “Page set-up”, enter appropriate dimensions either at 100% or directly proportionate to your poster dimension.

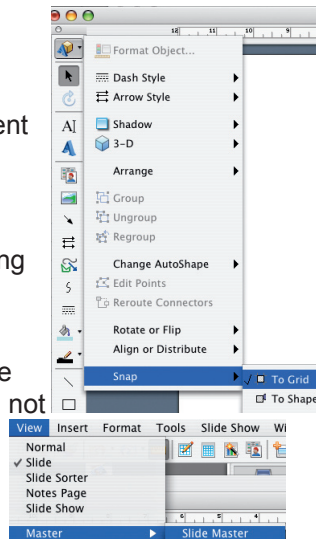
3. Turn off “Snap to Grid” to allow fine movement of objects.

4. In order to work in Powerpoint without accidentally shifting the identity image or background, the most efficient way of creating the basic file is to use “Slide Master”.

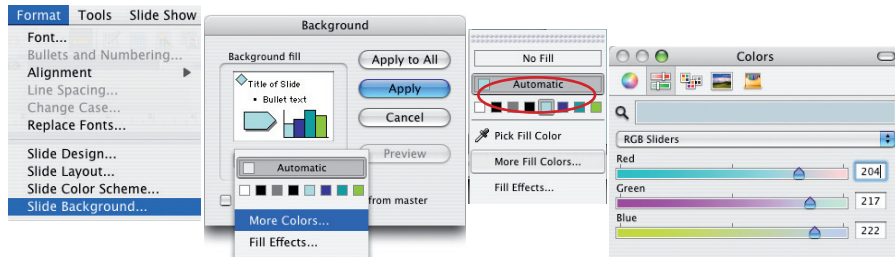
5. Delete “Place Holders” on the master.

6. Insert the header graphic from file and resize using the corner handles. The image should not be distorted. WMF format files preview well.

NB. Dependent on the quantity of text the top of the colour block may need to be cropped to fit. Use “Cropping Tool” as shown.



7. a. Use background fill to add colour if required or insert picture and send to back.
- b. From the “Format” menu on top bar select “Slide Background”, more colours and finally the RGB sliders. RGB values then can be set. A guide of these colours is on the back page and can also be downloaded from www.ucl.ac.uk/corporate-identity/
- c. Use the “Send to Back” option/command if an image is being inserted as a background.

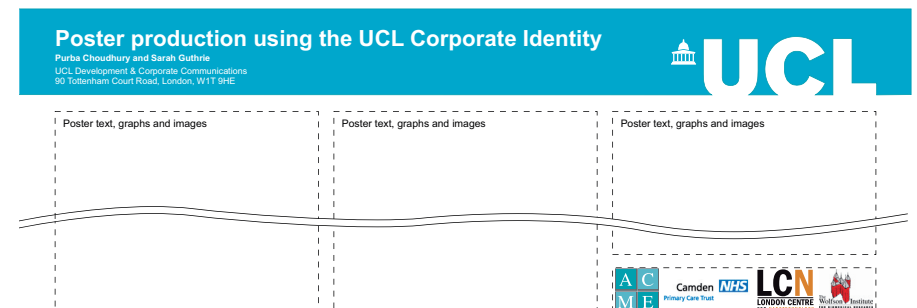


8. Return to “Normal” slide view and construct poster.

9. A separate guide to poster production can be downloaded as a PDF file from: www.ucl.ac.uk/mediares/illustration/lgeformat.html

Additional points to follow

- UCL identity header must be used at top of poster.
- Ensure that the header graphic is not distorted – resize using corner handles.
- UCL fonts – Arial, Garamond – must be used (see Style Guide).
- UCL colours must be used (see Style Guide and last page of this guide).
- No other logos may be used in the header bar, but a poster number can be put in the top left.
- Text should be aligned left and only centred when using a poster number.



- Collaborators’ logos should be placed at the bottom of the poster. The logos may be placed anywhere along the bottom.

- The UCL logo requires clear space around it. Do not allow type to encroach on the clear space exclusion area shown. Use the building to define the clear space area.



- Where there are equal partners all logos must be placed at bottom and the small UCL logo used.



The Header graphics can be found on the UCL identity website: www.ucl.ac.uk/corporate-identity/

PTO for RGB values of UCL colours