

Cambridge Science Park Brand Guidelines



Established in 1970 by
Trinity College Cambridge



Introduction

These guidelines have been put together to provide those involved in using the Cambridge Science Park brand with a basic tool that will ensure a coherent and recognisable identity for the Park.

If you have queries regarding the use of the Cambridge Science Park Brand please contact **Julie Bushell** on **01223 841 841** or email **julie.bushell@bidwells.co.uk**

The Logo

There are two colour variations:



Blue



Grey

Files are supplied in Adobe Illustrator/EPS file format for scalability and clean crisp printing. Also available PDF, jpeg and TIFF file formats.

Colours

Blue Version:

Dark Blue Top Strip / CSP wording and thin line: **C100, M65, Y6, K30.5, PANTONE 2995**

Blue of inner rainbow: **C35, M10, Y4, K2**. Light blue of inner rainbow: **C17, M5, Y2, K1, PANTONE 544**. Light blue: 50% tint of **PANTONE 544**

Grey Version:

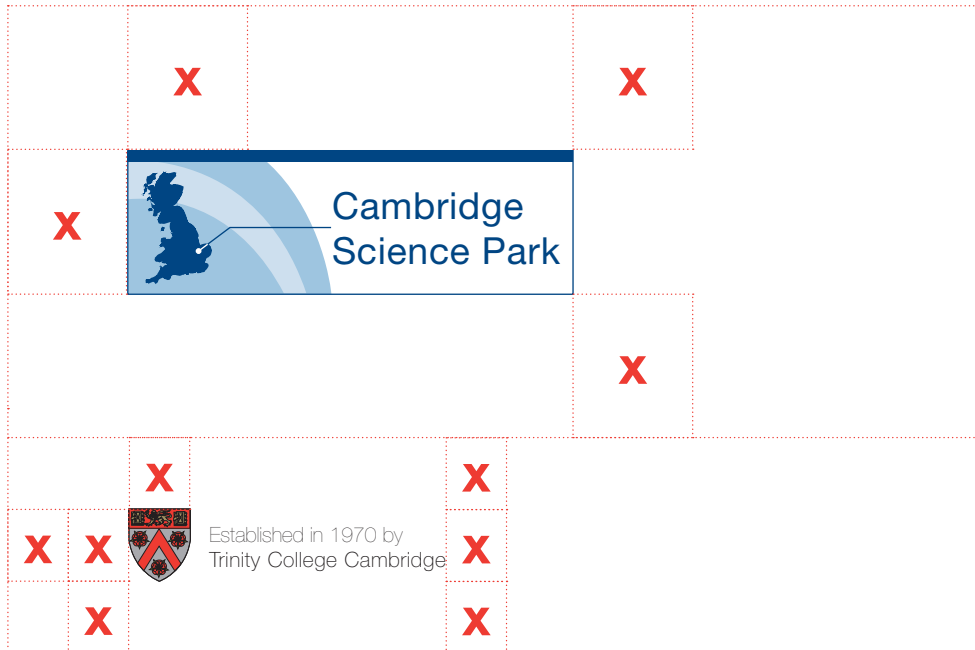
BlackTop Strip / CSP wording and thin line: **C0, M0, Y0, K100**

Grey of inner rainbow: **C0, M0, Y0, K40**, then **C0, M0, Y0, K30** and **C0, M0, Y0, K20** respectively.

If you are using the logo on a dark medium you can use a white keyline of up to 1pt to make the logo stand out.

Logo Placement

Where possible the Cambridge Science Park logo should be used in conjunction with the Trinity Shield:



- Always leave at least one x clearzone from the top or bottom of any page.
- Make sure there is an x width clearzone around the Trinity Shield logo.
- Leave an x height clearzone around the CSP logo.
- Shield height should always be 50% of the size of the CSP logo.

Restrictions

Do not do anything to 'harm' the logo. So, for example:

- Do NOT write Cambridge Science Park in upper case.
- Do NOT use any other abbreviation for the Cambridge Science Park.
- Do NOT position it within a frame, or any other different background specially created for it, BUT use it as described on previous pages, with the specified clear zone around it.
- Do NOT use a different colour for the logo, or use more than the three specified colours in the logo, BUT always as described on previous pages.

Typeface

Trinity Shield

The main typefaces for the Trinity Shield are 25 Ultra Light (top line) and 35 Thin for the bottom line. Never use any other combination.



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Typefaces to be used in Cambridge Science Park material:

Helvetica Neue 55 Roman:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue 85 Heavy:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue 25 Thin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typeface (cont'd)

Helvetica Neue 35 Thin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue 77 Bold Condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gill Sans Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gill Sans Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()