

nd accessibility core value
colours **business** photogra
ew digital logo **card** crest
mats **guidelines** typefaces
banners illustration copyw
identity brand grids hierar

BUSINESS CARDS

The University has a suite of corporate stationery which is used for University business and which should not be adapted or recreated for individual needs. No personal website addresses are permitted.

The 'X' used in the coloured logotype is the following:



Process colour
C 100 M 81 Y 0 K 23

RGB colour
R 0 G 48 B 135

Web colour
#003087

Please consult with the Multimedia Design Studio or the University in-house Print and Copy Services to order stationery.
www.exeter.ac.uk/departments/communication/mark-ops/print/

For advice or help, please contact the Multimedia Design Studio. Email: designenquiry@exeter.ac.uk
Tel: 01392 723498.

Business card front



Your Name

Your role

College/Service/Area
Northcote House, The Queen's Drive, Exeter, UK EX4 4QJ

t: +44 (0)1392 72XXXX e: email@exeter.ac.uk
m: +44 (0)XXXX XXXXXX w: exeter.ac.uk



Business card reverse



These business cards are printed on environmentally-friendly stock



Names: 11.5pt Gill Sans Nova Medium (no full stops or commas permitted)

Qualifications: 8pt Gill Sans Nova Medium

Descriptions: 8pt Gill Sans Nova Medium

Address, tel no etc: 7pt Gill Sans Nova Light

Permitted Social Media:

- Twitter
- Skype
- WeChat

Not permitted:

- Mr, Mrs or Ms
- Prof should be spelled out as Professor
- '&' should be spelled out as 'and'.
- Personalised web addresses are not permitted; however, Twitter is permitted.
- Double sided cards, with the exemption of a translation
- www.ex.ac.uk, ie, ex should be exeter
- Use of external logos unless under extenuating circumstances
- Post Office guidelines require 'UK' to be displayed before the postcode

Other guidance:

- Avoid American English
- Personalised versions of addresses

Permissible sub-brands:

- Business School (which should also say University of Exeter Business School in the address and not just: Business School)
- Law School

Print Services offer a translation service for those wishing to obtain dual-language cards.

The English version must be correct and verified before content is submitted to Print Services.

To discuss your requirements contact telephone 01392 723068 or www.exeter.ac.uk/departments/communication/mark-ops/print/