Brand Guidelines

Contents

Introduction

The University of Cambridge is a place of ambition, innovation and imagination. Through Cambridge Enterprise, University talent continues to deliver life-changing outcomes with world-changing impact.

These guidelines serve as the cornerstone of Cambridge Enterprises brand identity. Use them to authentically and consistently tell our story, strengthen connections with our audience and make a lasting impact.

Strategy

Founded in 2006, Cambridge Enterprise provides the diverse support needed by the next generation of researchers, innovators and talented teams tackling the challenges facing the world today.

Our brand story

Who we are, what we do and why that matters.

The University of Cambridge is a place of ambition, innovation and imagination. Some of the world's greatest scientists and innovators are deeply connected with the University.

Cambridge Enterprise provides the diverse support needed by the next generation of researchers, innovators and talented teams tackling the challenges facing the world today.

Cambridge Enterprise partners with the business community to deliver innovations with transformative social and economic impact on a global scale across healthcare, life sciences, technology, sustainability and public policy; and works to shape, develop and improve the innovation capability of the University of Cambridge and the strength of the renowned Cambridge innovation cluster.

Through Cambridge Enterprise, University talent continues to deliver life-changing outcomes with world-changing impact.

Innovation Partnership Impact

Purpose

What guides us. The what, how and why of Cambridge Enterprise, for internal focus and alignment.

What
We connect, empower and enable the transformation of Cambridge research into global impact.

How
By adding value, expertise, energy and investment, leveraging our long-standing relationships with the Cambridge ecosystem.

Why
To create purposeful social and economic global impacts.

Ambition

How we move forward as an organisation.
How we shape and deliver our services to build new relationships with the next generation of researchers, innovators and talented teams.

We: Enable

Partner

We are: Proactive

Clear

Attributes

Our organisational attributes shape our internal culture and how we present ourselves to the world. They are a guiding component to the future development of our organisation.

We are academic & founder-friendly.

The University community, academics and founders, need specific expertise and support to deliver on their ambitions. We ensure they benefit from our expertise, services and help at all stages of their journey.

We are an expert community.

Our expert teams think and act collaboratively, both within Cambridge Enterprise networks, industry and the University of Cambridge. Our history of success isn't just a track record, it's a global innovation community.

We are a trusted partner.

We create partnerships with founders, investors and innovators that go places. Our back catalogue tells its own story of success, honesty and collaboration.

Personality

Our brand personality is communicated by the characteristics we exhibit through communications, actions, and visual elements. It defines how we are perceived by our audiences.

Ambitious

Ideas and innovation with world-changing potential originate with the University's faculty, students and researchers. We exist to ensure such ideas become impactful innovations on the global stage.

Collaborative

Connections made here have the power to change the world. Whether in technology development, access, funding, or physical space, we are experts in our field working with experts in theirs.

Imaginative

The future is alive with possibilities. We are as creative as the University teams we work with, and constantly explore how ideas and innovations can become commercial impacts.

Determined

We believe innovation is about deploying solutions to improve the future. We work to achieve the best results for our stakeholders.

Tone of voice

Verbal identity is as important as visual identity. Voice is how Cambridge Enterprise speaks overall, while tone is how we engage audiences and bring people in. Our tone of voice reflects the core values of Cambridge Enterprise: professionalism, innovation, and approachability.

Our story

Innovation. Partnership. Impact.

The University of Cambridge is a place of ambition, innovation and imagination. Through Cambridge Enterprise, University research and expertise continues to deliver life-changing outcomes with world-changing impact.

As the innovation arm of the University of Cambridge, we support academics, researchers, staff and students in achieving knowledge transfer and research impact. We do this by helping innovators, experts and entrepreneurs use commercial avenues to develop their ideas and expertise for the benefit of society, the economy, themselves and the University.

Liaising with organisations both locally and globally, we offer expert advice and support in commercialisation and social enterprise, including help with academic consultancy services; the protection, development and licensing of ideas; new company and social enterprise creation, and seed funding.

The impact we support includes personalised medicine and new therapeutics; zero-carbon refrigeration technology; batteries capable of supercharging the world and reducing carbon emissions; next wave AI technology; next generation quantum computing and the latest vaccines to protect the world.

Cambridge Enterprise also works to shape, develop and improve the innovation capability of the University of Cambridge and the strength of the renowned Cambridge innovation cluster.

From idea development to investment, we provide the diverse support needed by researchers, innovators and talented teams tackling the challenges facing the world today.

Core principles

Our content and how it is written reflects the character of Cambridge Enterprise, it differentiates us and increases competitive advantage.

By following some simple principles we can speak with a common voice which identifies who we are and defines the relationship between us and our audiences.

Cambridge Enterprise is determined, inventive, ambitious. We look to the future with curiosity, openness, and in a spirit of partnership. This clarity of intention must come through in our tone of voice.

Verbal identity is as important as visual identity. Voice is how Cambridge Enterprise speaks overall, while tone is how we engage audiences and bring people in.

Our tone of voice reflects the core values of Cambridge Enterprise: professionalism, innovation, and approachability.

This means our tone of voice must:

O1 Inclusive and understandable

We aim to communicate clearly and effectively, ensuring our messages are accessible and engaging to all stakeholders. Our language should be audience-first, inclusive, respectful, and free from jargon, making complex information understandable.

O2 Compelling and authentic

The new Cambridge Enterprise brand is compelling, ambitious, and authentic, accurately conveying the improved and increased relevance of the business.

O3 Accurately convey innovative excellence

Reflect our commitment to excellence in all communications. Ensure that all content is well-researched, accurate, and professionally presented.

Our voice

Voice is how Cambridge Enterprise speaks overall, while tone is how we engage audiences and bring people in. The University of Cambridge has always been a place of ambition, innovation and imagination. These qualities are in the DNA of everything we do at Cambridge Enterprise.

Also, these qualities give us a major point of differentiation, make us more competitive and are central to our relationships with audiences, both internal to the University and externally. Content should reflect these qualities. Our voice is:

Ambitious	Confident	Challenging
Honest	Future-focused	Motivated
Globally-focused	Progressive	Contemporary
Enquiring	Trusted	Clear

Active: we enable, not regulate

Tone

Communication is always most effective when our audiences feel like they are being addressed directly. Tone needs to adapt to context, messaging and communication requirements.

Our tone of voice is made up of the ways in which we write, speak, what we say, and how we say it. Communication is always more effective when the audience feels as though we are addressing them directly.

We have a range of tones in order to effectively communicate with each diverse audience.

Write with an understanding who our audience is, what they need, and how we can help them achieve their goal.

Selecting the most appropriate tone depends on:

01 The expectation of the audience(s).

02 The context of the content.

03 The platform - which is why, for example, decks written for presentation to the Board use a different tone to online content.

Writing style

We aim to set a tone that is inspiring and encouraging but also realistic and attainable.

Be personable

Use 'you' and 'us'.

Numbers support narrative

Humans love narrative. While it's important to use facts and data to support and validate a statement, don't use them to make the point for you. For example, when the Founders website includes a list of facts and figures, it backs up the paragraph about the University's unparalleled record of world-changing innovation.

People respond to people

We have a wealth of case studies at our disposal; citing real-world examples really connects with people. Sharing a researcher's success and the story of their company's interactions and partnerships with the various service areas, will explain the process more clearly and with more personality than mere descriptions of the service areas alone.

Be active

Use the active voice to make sentences more direct and engaging. For example, "We launched a new initiative" instead of "A new initiative was launched."

Be one of them

Use language the specific audience uses. Spell acronyms out in full the first time you use them, with the acronym in brackets. Use gender-neutral terms and avoid assumptions about the audience's background. Be mindful of cultural context and avoid reinforcing stereotypes.

Be contemporary and consistent

Cambridge Enterprise is focused on the future. Language choices should reflect that. Follow the Cambridge Enterprise Style Guide for formatting, punctuation, and spelling. Use UK English spelling and grammar.

Be direct and clear

Where possible, avoid using phrases such as 'aiming to' 'wish to' etc and use present rather than conditional tense verbs. Format our content so that it's in a logical order, and easy to scan and navigate. Use short words and sentences. Avoid metaphors and phrasal verbs that may be difficult for non-native English speakers to understand.

Use their own words

Using quotes from individuals featured in case studies are a great way of flexing and enhancing our tone of voice and infusing communications with personality.

Consider context

If your communication will appear online, even if that's not the primary medium, be careful about using phrases such as 'see below', 'on this page' etc.

Take action

Encourage your audience to take specific action, and always check if the content needs or includes a call to action.

Content pillars

Innovation

Highlight Cambridge Enterprise's commitment to innovation and cutting-edge research. Use examples and case studies to illustrate our achievements and the impact it has.

Partnership

Emphasise the importance of collaboration with partners, stakeholders, and the wider community. Showcase successful partnerships and joint ventures.

Impact

Demonstrate the positive impact of Cambridge Enterprise's work on society, the economy, and the environment. Use data and testimonials to support our claims.

Email and newsletter guidelines

Personalisation

Address recipients by their names and use a friendly yet professional tone. Personalise content to make it relevant to the reader.

Clarity

Use short paragraphs and bullet points to make the content easily scannable. Avoid long sentences and complex words.

Consistency

Follow the Cambridge Enterprise Style Guide for formatting, punctuation, and spelling. Use the active voice and avoid passive constructions.

Engagement

Include clear calls to action and encourage feedback. Make sure the subject line is compelling and relevant.

Authenticity

Ensure that the tone is authentic and accurately conveys the purpose and value of the business units.

Social media guidelines

Engagement
Use a conversational and friendly tone to engage with our audience. Encourage interaction by asking questions and responding promptly to comments.

Consistency
Maintain a consistent voice across all social media platforms. Use hashtags in camel case (e.g., #CambridgeEnterprise) to improve readability.

Clarity
Be clear and concise. Avoid using abbreviations and acronyms unless they are well-known.

Inclusivity
Use gender-neutral language and be mindful of cultural diversity. Avoid idioms and phrases that may not be understood by everyone.

Accessibility
Accessibility best practice for social media copy includes:

- adding alt text to images and photos to describe what can be seen
- adding subtitles and captions to videos
- using line breaks to create space in your social posts - spreading out your copy and making it clearer to read
- limiting emojis to 3 per post and placing them sensitively. Most text-to-speech and screen reader software will read out emoji descriptions. Don't replace words with emojis.
- using capital letters at the start of each word in your hashtag, e.g. #CambridgeEnterprise
- ensuring that any words on a graphic are included in the main copy

Proactivity
Shift from a passive to a proactive tone, positioning Cambridge Enterprise as an enabler and partner rather than just a regulator or department.

Website content guidelines

Structure
Use clear and concise headings and subheadings to organise content. Ensure that each page has a unique and descriptive title.

Accessibility
Write in plain English and avoid jargon. Provide alternative text for images and ensure the content is easily navigable.

SEO
Optimise content for search engines by using relevant keywords and meta descriptions. Ensure that links are descriptive and avoid using "click here."

Consistency
Follow the Cambridge Enterprise Style Guide for formatting, punctuation, and spelling. Use sentence case for headings and avoid using block capitals.

Dynamic communication
Update older content to continue to communicate in a more dynamic and engaging way, reflecting the brand's ambition and authenticity, without reinventing the wheel.

Boiler plates

The boiler plates for Cambridge Enterprise, Cambridge Enterprise Ventures and Founders at the University of Cambridge are a standardised paragraph or section of text that concisely describes the company's mission, values, and offerings.

Cambridge Enterprise & Ventures

CAMBRIDGE | Enterprise

Cambridge Enterprise is the innovation arm of the University of Cambridge. Through Cambridge Enterprise, University of Cambridge research and expertise continues to deliver life-changing outcomes with world-changing impact. We provide the diverse support needed by researchers, innovators and talented teams tackling the challenges facing the world today. We connect, empower and enable the transformation of Cambridge research into purposeful social and economic global impacts. Learn more about Cambridge Enterprise here.

CAMBRIDGE | Enterprise
Ventures

Part of Cambridge Enterprise, Cambridge Enterprise Ventures is the investment arm of the University of Cambridge. We support a diverse range of entrepreneurs and founders by investing University of Cambridge capital into high potential, high impact early-stage businesses. As venture investors, we help founders by building high value-add syndicated rounds, providing board experience and leveraging long standing connections to the Cambridge ecosystem and beyond. Learn more about Cambridge Enterprise Ventures here.

Founders at the University of Cambridge

FOUNDERS
At the University of Cambridge

Founders at the University of Cambridge connects innovators with a wealth of expertise in venture building, investment, and commercialisation. Its mission is to empower entrepreneurial minds at the University of Cambridge with expertise, capital and community so they can thrive and have a global impact.

This strategic initiative is delivered by the University's innovation arm, Cambridge Enterprise, the organisation responsible for supporting the translation of University of Cambridge research to create social and economic impact with global significance.

At the cutting edge of university innovation globally, Founders at the University of Cambridge offers a portfolio of programmes and has cultivated a growing global expert community of more than 300 investors, industry executives, entrepreneurs and leaders, many of whom are University of Cambridge alumni.

Learn more about Founders at the University of Cambridge here.

Logo

The logo is the primary identifier of our brand. It captures our name, mission, and legacy. It is employed to quickly communicate our name and identity to the world.

The logo should be used in full colour in all applications. In exceptional cases, we can use full white or full black to make sure the logo is legible and clear. It **must not** be used by anyone outside of Cambridge Enterprise without express prior consent.

Logo placement

Do:

When using our logo you must ensure that you: always use the coat of arms and Cambridge Enterprise name together, never use the coat of arms on its own under any circumstances and never change any element of the logo. This will ensure consistency and maintain the integrity of the brand's visual identity.

Don't:

Clear space

Maintain a minimum clear space around the logo equivalent to the width of the coat of arms. This ensures the logo remains prominent and visually distinct, free from interference by other design elements or logos.
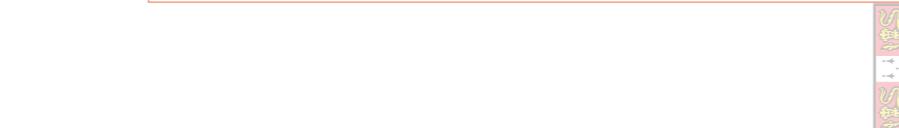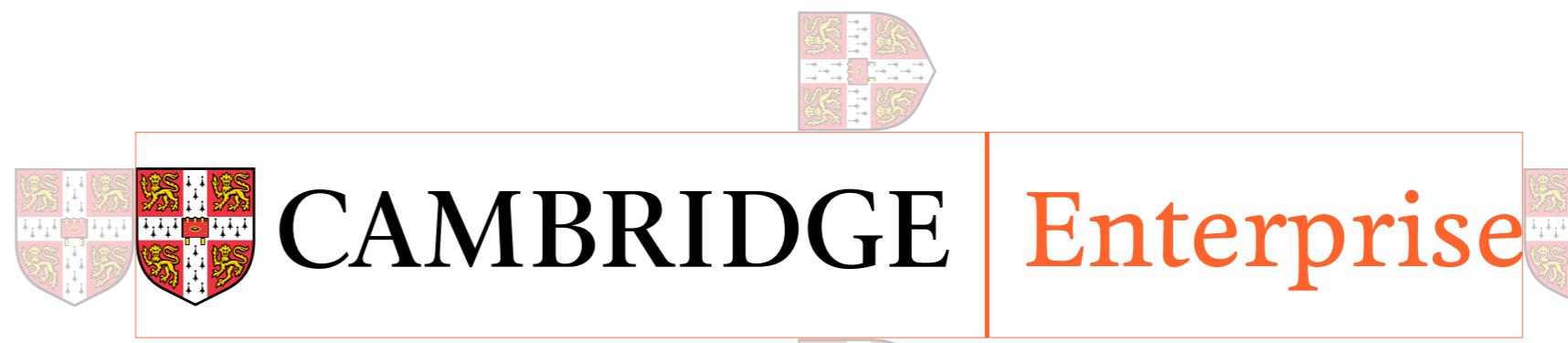
Positioning the logo

When positioning the logo, it must be aligned to the top-left corner.

CAMBRIDGE | Enterprise

Typography

At the heart of the identity is our unique typographic voice. Type influences the tone of language and brand expression. Our typefaces are derivitive of the main University of Cambridge Brand.

The logo font used for 'Cambridge' is **not** to be used anywhere else.

Primary typeface

'Feijoa is based on the principle that 'a straight line is a dead line', which explains the warm, curvaceous nature of the individual letterforms. This relieves it from the sharp points and angles that can be detrimental to digital typefaces and works to humanise the overall visual impression'.

Feijoa Medium is used as our heading text throughout all brand applications.

Feijoa Medium

Designed by
Klim Type Foundry
Get Feijoa here

Feijoa Medium Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?+

Supporting typeface

Open Sans Regular is our supporting typeface. 'Open Sans is a humanist sans serif typeface. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.'

Open Sans Regular is used in long form text, supporting paragraphs and as a point of contrast from our primary typeface 'Feijoa'.

Open Sans Regular

Designed by
Principal design
Get Open Sans Here

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()?+

Weights

Type weight provides hierarchy to distinguish between pieces of information. Use this as a guide for typeface weights employed in our brand.

Feijoa Medium Regular

Open Sans Regular

Open Sans Bold

Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. Type sizes are for example only.

Headline
Feijoa Medium
80/88pt
Sentence case

Headlines nulla vitae euismod sem. Integer ut vehicula mauris.

Subhead
Feijoa Medium
34/41pt
Sentence case

Subheads suspendisse aliquet at dui eu pellentesque. In dui turpis, mollis vel est ullamcorper, bibendum consectetur massa.

Body
Open Sans Regular
15/21pt
Sentence case

Body phasellus at ornare mauris, eu viverra tellus. Curabitur sit amet lorem lorem. Praesent vel turpis ex. Pellentesque in felis ante. In massa dolor, porta sed dictum non, gravida et urna. Phasellus imperdiet ligula eu neque blandit, vitae lacinia augue consequat.

Colour

Colour plays an important role in how the identity comes to life. Colour amplifies brand expression and our personality.

Primary palette

The primary palette are the core colours employed in our identity. The main colour palette is purposefully minimal.
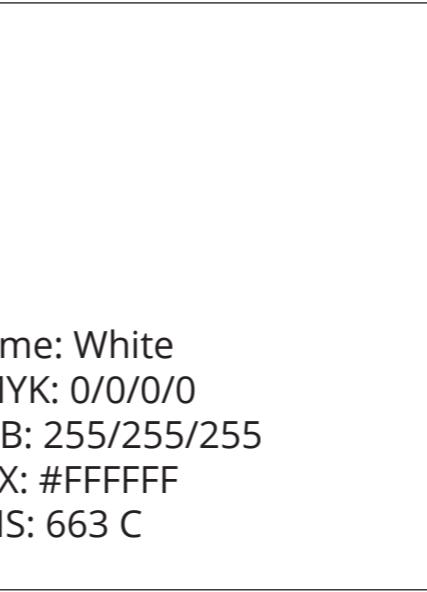
Name: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
PMS: 663 C
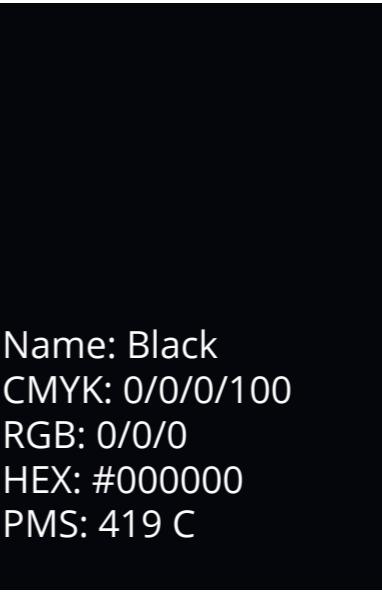
Name: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PMS: 419 C

Name: Orange
CMYK: 0/74/97/0
RGB: 253/99/43
HEX: #FD632B
PMS: 165 C

Secondary palette

The secondary palette are the supporting colours in our identity. The supporting colours should be used sparingly and only if the outcome needs a particular point of difference from the main colours. The secondary colours are derived from the Cambridge University brand guidelines

Name: Darker Indigo
CMYK: 100/90/20/5
RGB: 41/52/122
HEX: #29347A
PMS: 2746

Name: Cambridge Blue
CMYK: 69/0/34/0
RGB: 0/189/181
HEX: #00BDB6
PMS: 326

Name: Purple
CMYK: 55/64/0/0
RGB: 163/104/223
HEX: #A368DF
PMS: 2577 C

Name: Indigo
CMYK: 65/50/0/0
RGB: 83/102/224
HEX: #5366E0
PMS: 2130

Name: Light Gray
CMYK: 0/0/0/20
RGB: 203/203/203
HEX: #CBCBCB
PMS: 420 C

Name: Darker Orange
CMYK: 0/85/90/0
RGB: 221/48/37
HEX: #DD3025
PMS: 179

Gradient palette

Our four gradients add depth and vibrancy to the brand, symbolising collaboration, creativity, and the seamless blending of ideas.

They are used to enhance visual storytelling across digital and print applications.
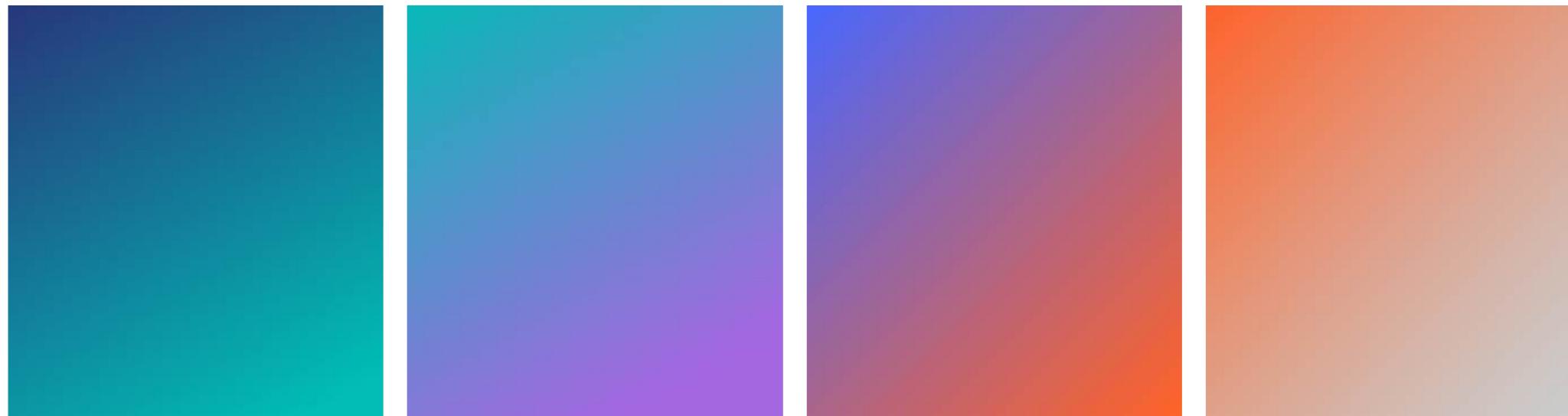
Darker Indigo - Cambridge Blue

Cambridge Blue - Purple

Indigo - Crest

Orange - Light Grey

Text and background colours

To ensure accessibility and legibility, always use colour combinations with sufficient contrast between text and background. Avoid pairing similar tones, and prioritise readability for all users, including those with visual impairments.

Black
Orange
Darker Orange
Darker Indigo
Purple
Indigo

Black
Orange
Darker Orange
Darker Indigo
Purple
Indigo

White
Orange
Darker Orange
Cambridge Blue

Black
White
Darker Indigo

Black
White

White

White
Orange
Cambridge Blue

Black
White
Darker Indigo

White
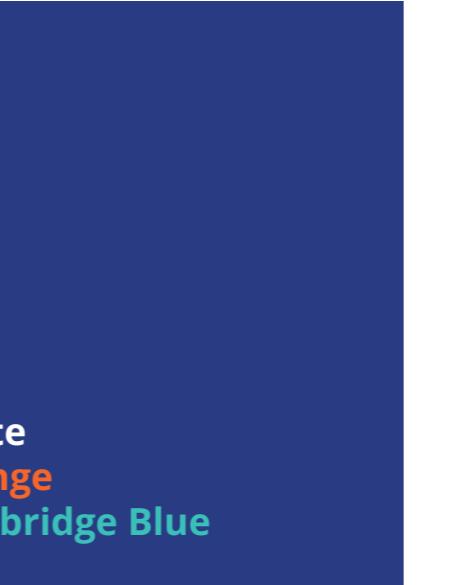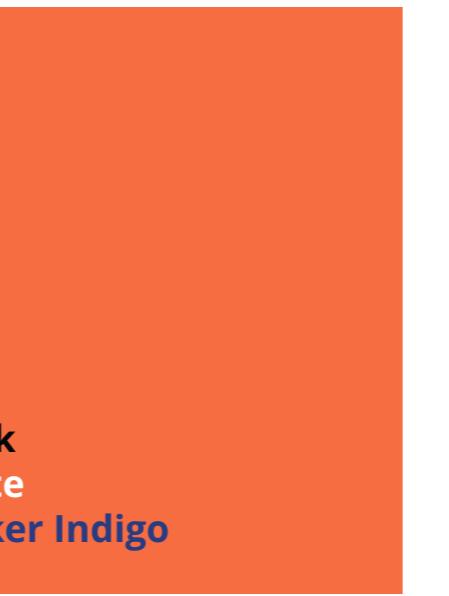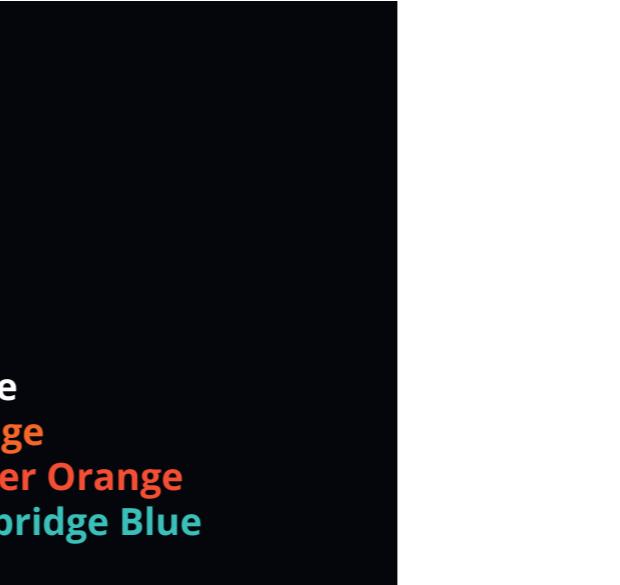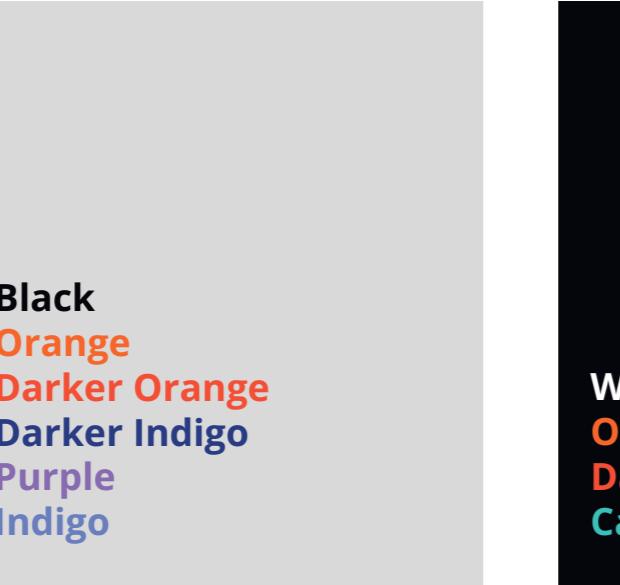
Proportion

The balance of colour is important to maintain a cohesive identity. When using the palette in any context, reference the proportion of colors below.

| 21% | 35% | 25% | 5% | 4% | 4% | 4% | 2% |
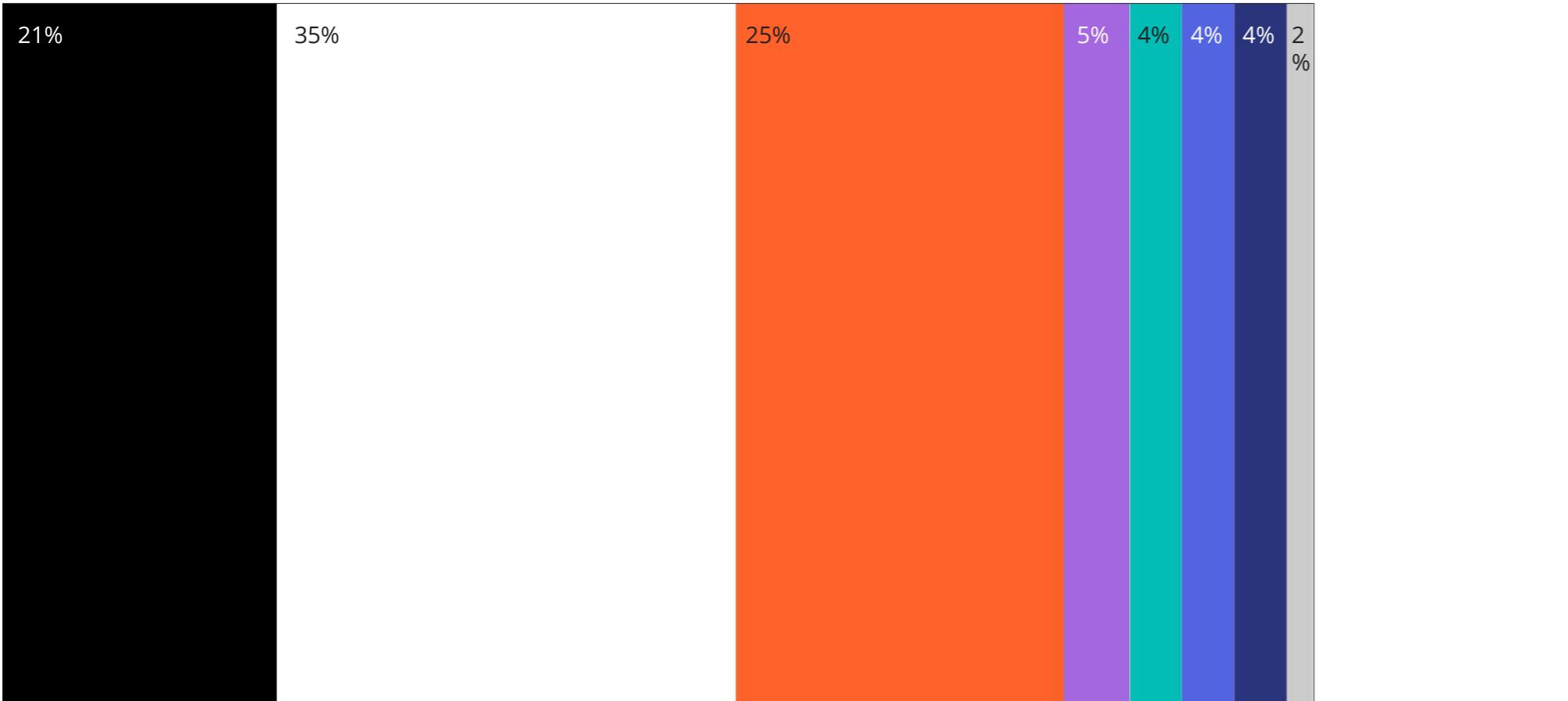
Iconography

The Cambridge Enterprise brand icons highlight our key positioning statement, allowing us to solidify and support our brand message across all visuals/assets.

Brand/IPI icons

The Cambridge Enterprise brand icons highlight our key positioning statement, allowing us to solidify and support our brand message across all visuals/assets.
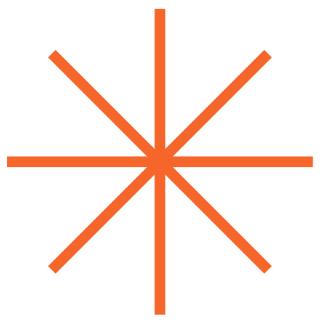
Innovation.
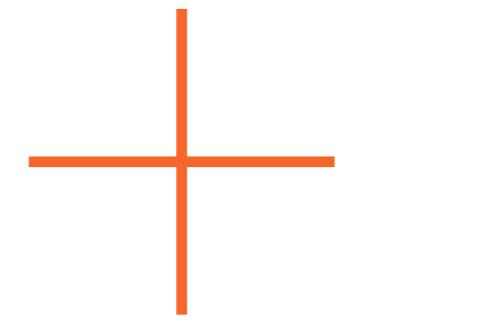
Partnership.

Impact.

Service icons

Service icons should be used to indicate our service areas - Connecting Cambridge Innovation, Academic Consultancy Services, Pioneering Research Innovations and Venture Building & Investment.

Connecting
Cambridge
Innovation

Academic
Consultancy
Services

Pioneering
Research
Innovations

Venture
Building &
Investment

Standard icons

Standard icons should be applied in the day to day use of our brand where icons are needed and applicable.

Translational fund	Translational fund Alternate	UoC provenance

Artificial intelligence	Accelerator	Award winning research	Award winning research alternative	Consultancy	Follow on funding alternate	Founders
Consultancy signed	Delivery	Employment	External partner collaboration	Follow on funding	Global talent	Global research
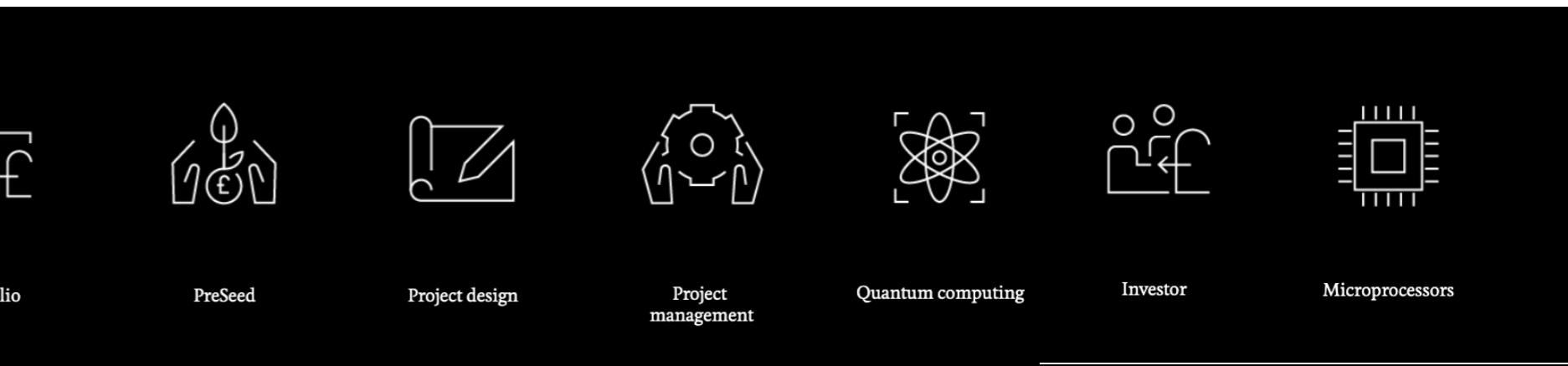
Portfolio	PreSeed	Project design	Project management	Quantum computing	Investor	Microprocessors
Funding	Future telecommunications	Global network	Innovate	Invest time	Investment	Investment alternate
Growth	Growth alternate	IE Cambridge	Investor alternate	Licence signed	Market ready	Mentoring
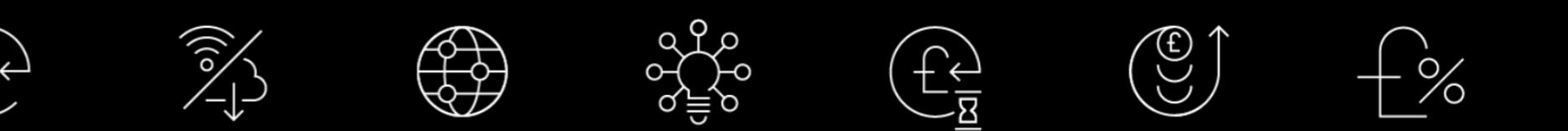
Multiple investment	Patent filed	Patents filed	Patent investment	Pitching	University research	Unicorn
Research support	Research funding	Research tools	Resources	Return to university	StartUps	Sustainable
Schedule	Seed funding	SpinOut	SpinOut impact	SpinOut investment	Turnover	University innovation
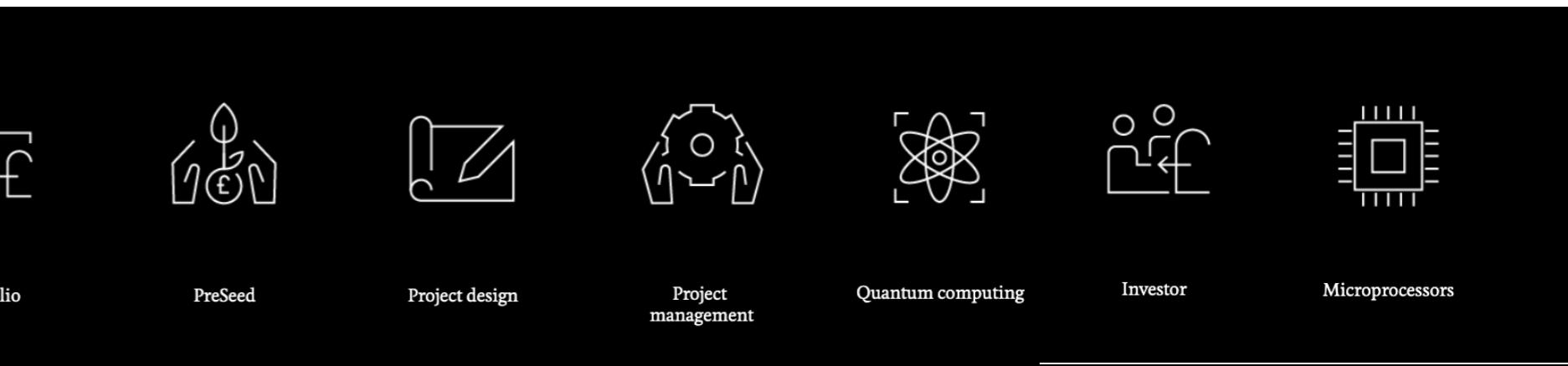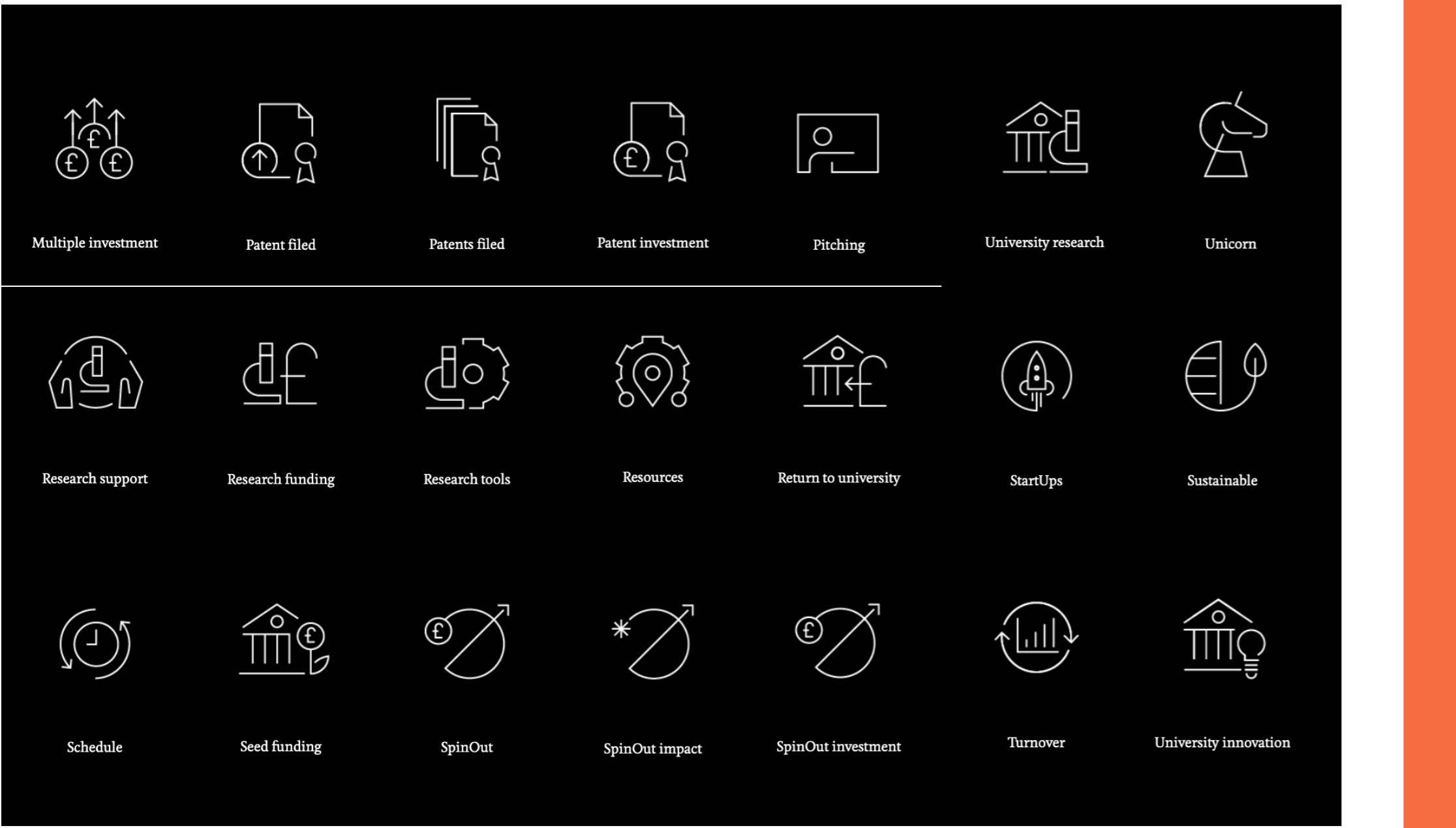
Photography

Photography plays an important functional and expressive role in our identity. It brings our success stories to life and supports our brand positioning.

Categories

In general, our imagery falls into the three categories: **Innovation**, **Partnership** and **Impact**. This helps us combine these elements to create summary image 'stories' that add additional dimension to our communications.

Innovation - The idea

Partnership - The people
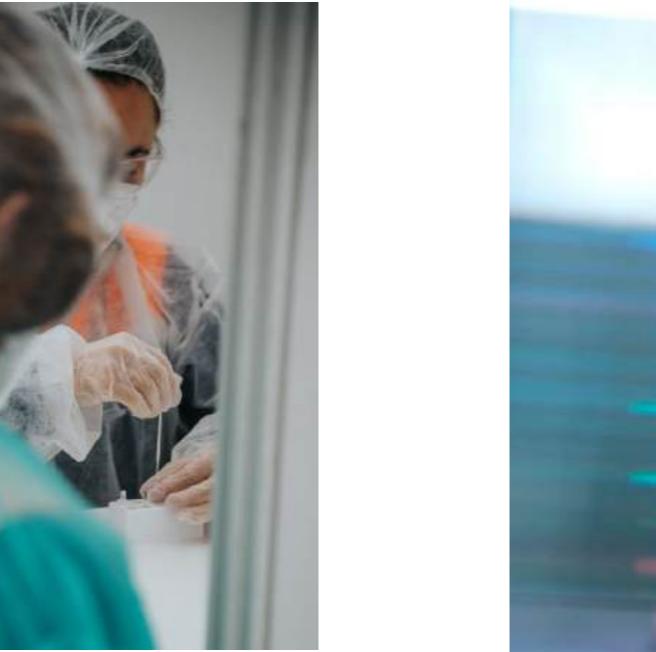
Impact - The result

Innovation

The detail and development of innovation are a core part of our stories, these are sometimes complex or technical.

To create stories that resonate we focus on key elements or details of the innovation to create a visually interesting image.

When comissioning innovation photography
The purpose of this imagery is to showcase the innovation for key case studies. Where possible images should have a clear focus on the sublect without any distracting backgrounds or unnecessary clutter. Careful consideration should be given to crops, and composition to ensure maximum effectiveness.
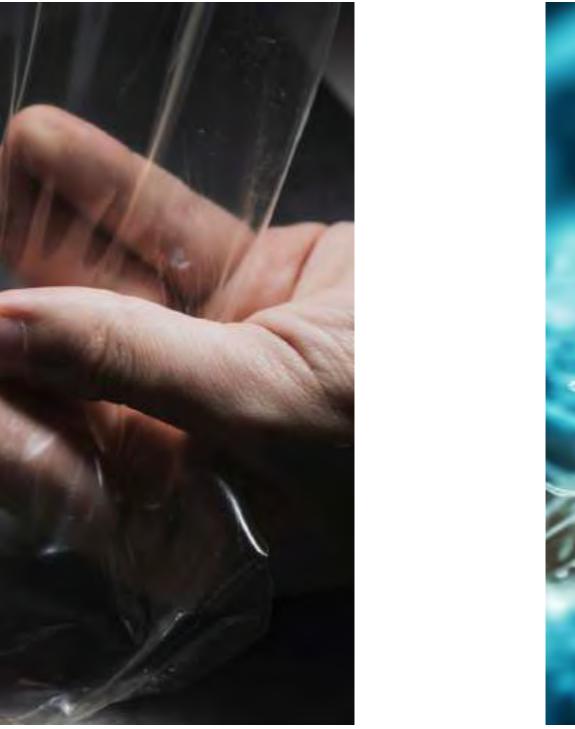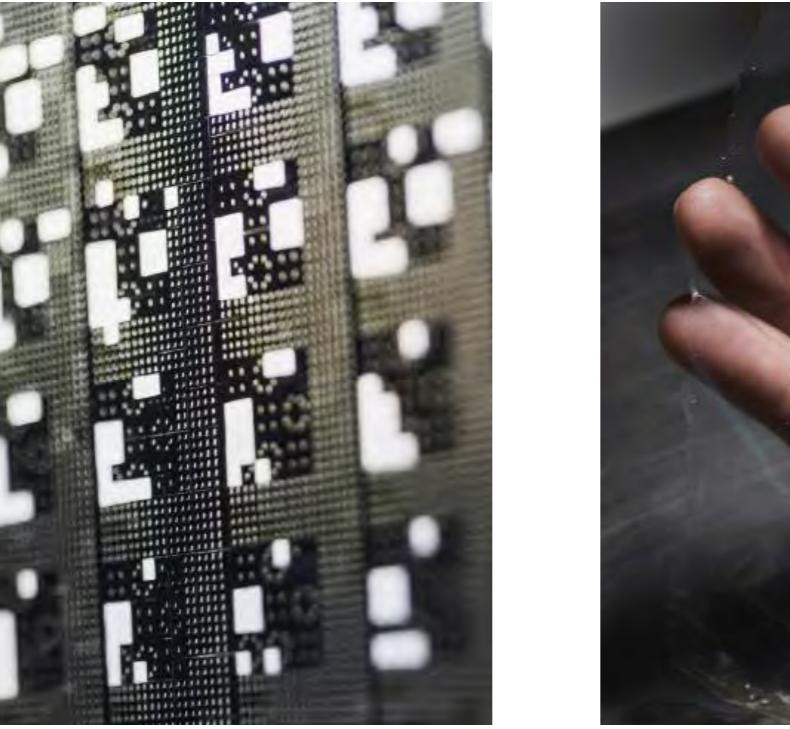
When using innovation related stock imagery
Many of our case studies will involve outputs that may not be possible to photograph in a meaningful way or will require significant time before appropriate imagery is available.
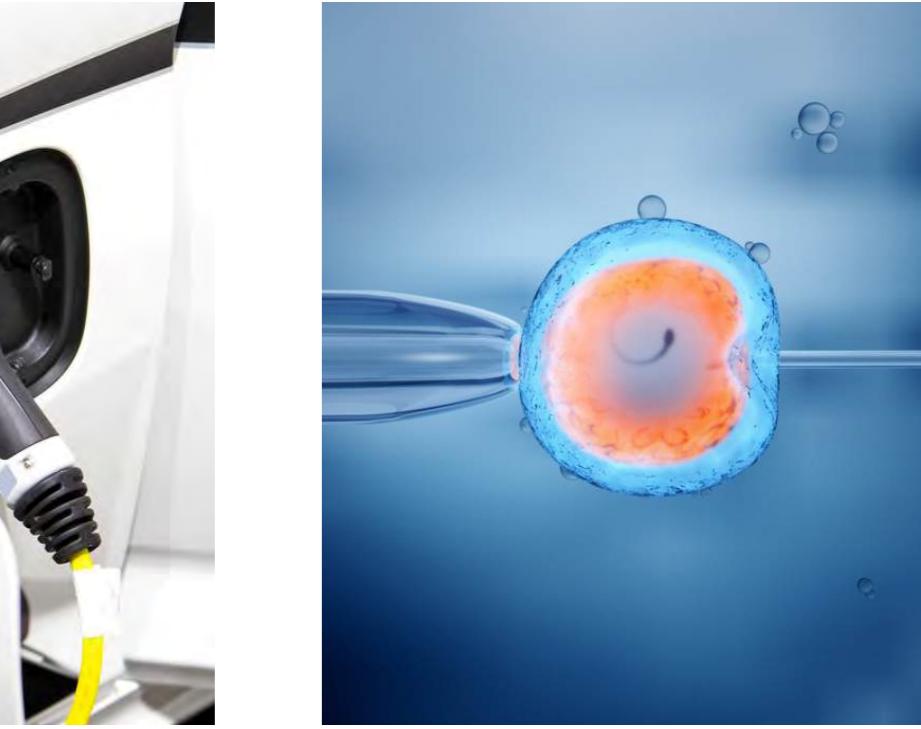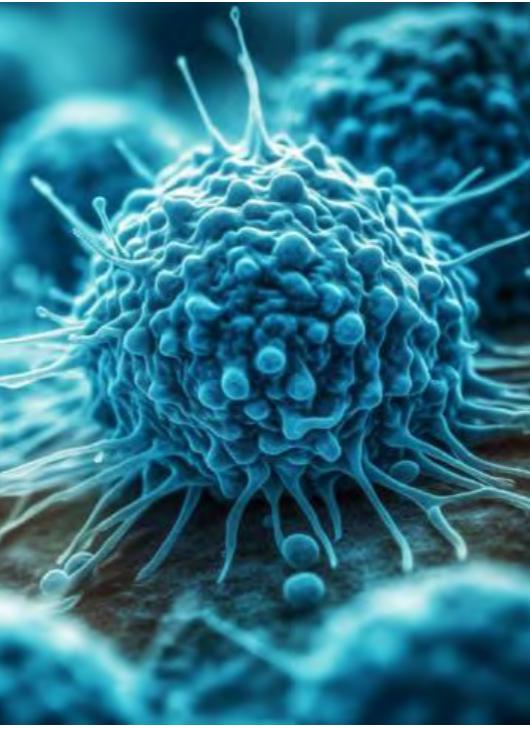
In these cases, we will use carefully selected stock imagery to highlight the subject and details of the innovation. It is important to consider the quality, tone and relevance of images selected to maimtain consistancy and quality across all our communications.

Partnership

People are at the heart of what we do. We partner next generation of researchers, innovators and talented teams as well as external organisations.

Representing these relationships in a human-centred way creates an engaging open and accessible narrative.

When comissioning human focused photography
The images should feel genuine, natural and bright. The subjects should have a clear focus, either on the work, each other or the camera. Partnership should be emphasised when photographing two or more people.

When using human focused stock imagery
The images should feel natural, bright and un-cluttered. The images should feel consistent alongside commissioned photography and only
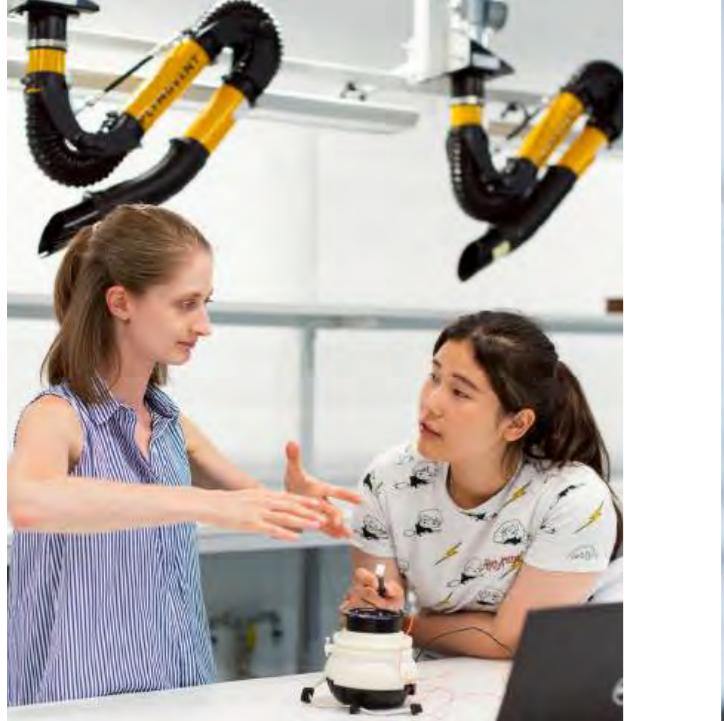
be used when commissioned photography is not applicable/possible. Images should generally have a shallow depth field to create a pronounced blur around the focal point.

Impact

The final stage of the story is the impact of our work. Where possible, we include imagery that highlights this. This may not always be possible to commission. But our goal is to highlight the positive outcomes of the work we do and its global impact.

When using impact focused imagery
Whether using commissioned or stock imagery, the guidance is the same as innovation-related images - positivity and the potential of our innovation are core to this category.

Team photography

Photography used for staff directories and profiles should be high quality and follow our corporate style. Using a shallow depth of field and various locations adds variety. We communicate expertise, energy, and positivity when representing our team.

Applications

The look and feel of Cambridge Enterprise in use across printed and digital brand assets.

Print applications

Print outputs include; the 2023 Annual Report and business cards.

Building narrative, injecting energy and supporting the positioning statement while aligning to new Cambridge Enterprise identity, look and feel.

Contemporary-type layouts supported by kinetic image layouts utilising supplied imagery and stock to build a coherent narrative.

Options in black and white substrates which can be finalised once the full report is set.

Digital applications
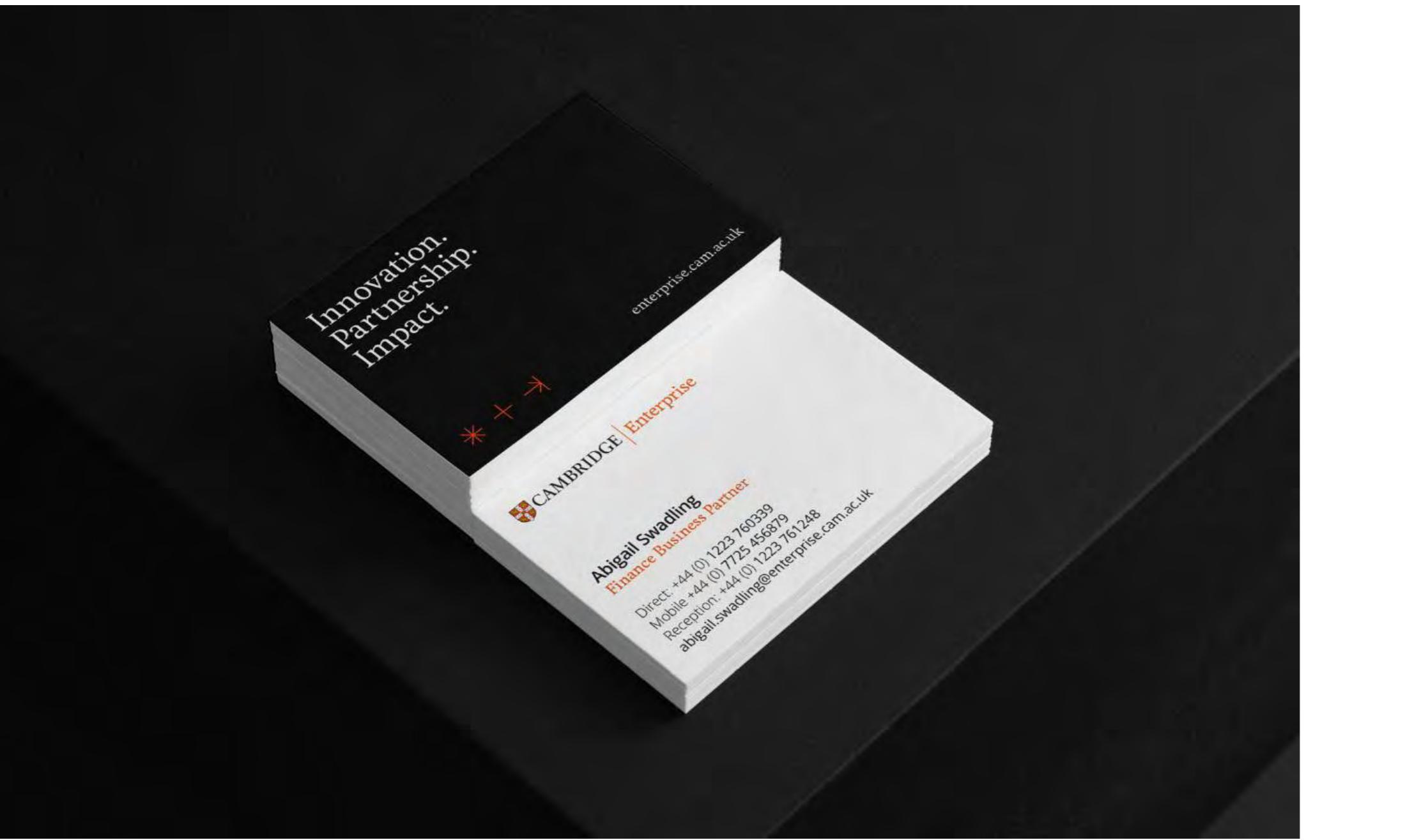
Digital outputs include; the website, social media and online ads/banners.

Cambridge Enterprise's online pressence and social media should feel fresh and enaging with large headings supported by gradients and imagery.
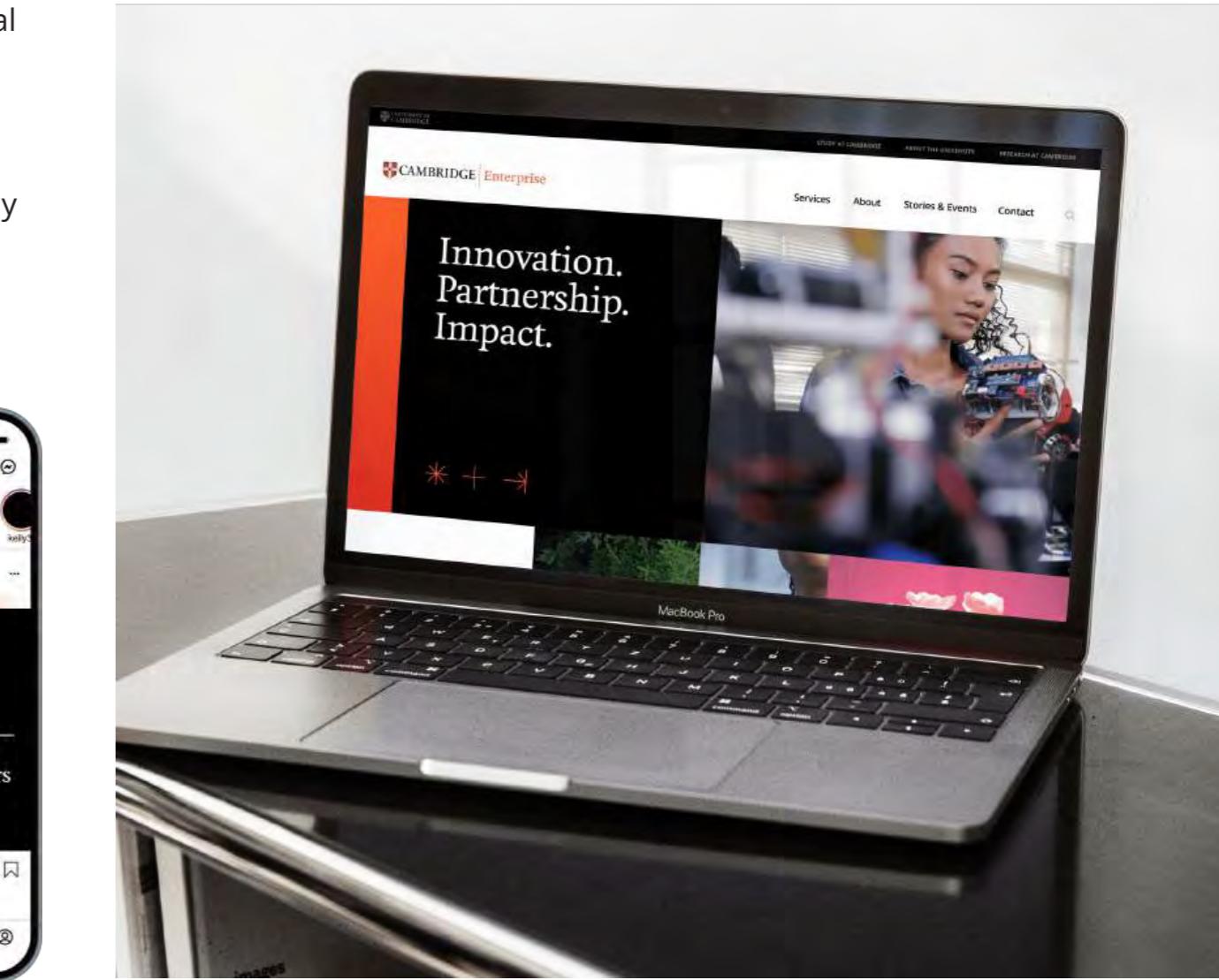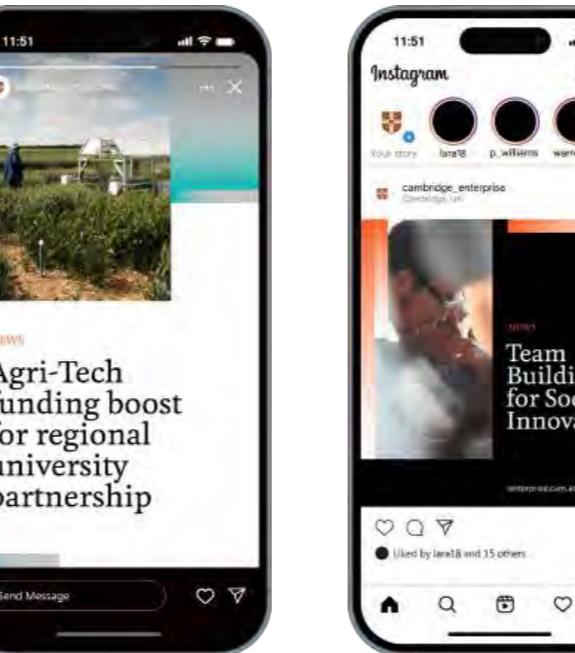
Event ephemera
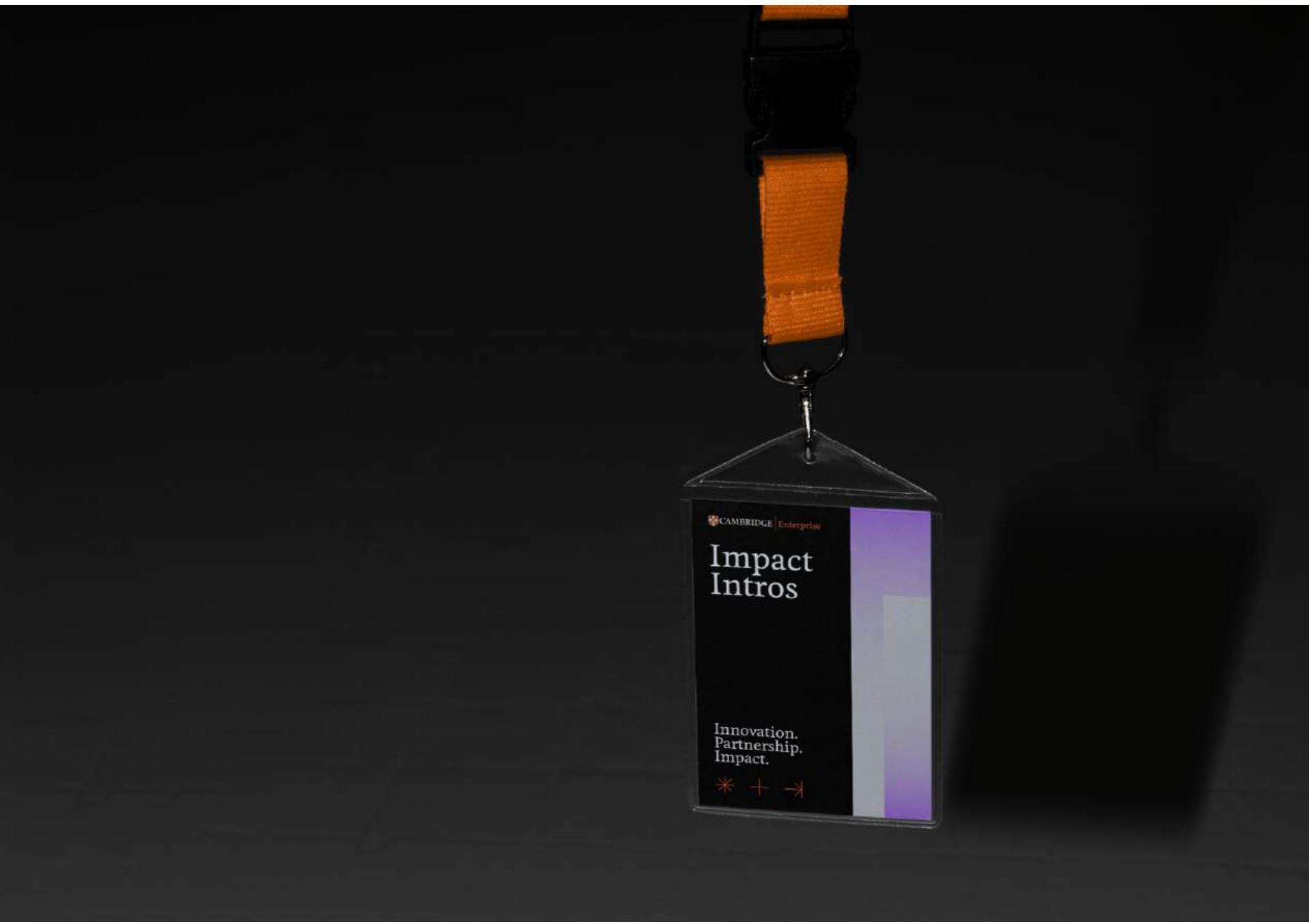
For any new brand and communications requests please contact:

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