



Brand guidelines: Oxford University Centre for Integrative Neuroimaging

The centre is referred to as either:

Oxford University Centre for Integrative Neuroimaging

or

Centre for Integrative Neuroimaging, University of Oxford

When needed, the Centre uses the acronym:

OxCIN

The Centre has the following web address:

www.oxcin.ox.ac.uk

And the following social media handles:

X: *@oxfordCIN*

BlueSky: *@OxCIN*

LinkedIn: *Oxford University Centre for Integrative Neuroimaging*

Logo

The main logo is




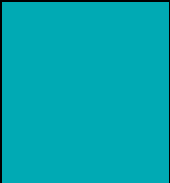
and is available in web (RGB) and print (CMYK) formats.

The logo should usually be used on plain white background.

If it is unavoidable to put the logo on a different colour background then the version (e.g. PNG) where the background shows through between the two boxes should be used

A monochrome (black on white) and a white on Oxford Blue version of the logo has been created and can be used where necessary.

The logo uses two colours:

	Oxford Blue RGB 0, 33, 71 CMYK 100, 87, 42, 51 #002147
	Oxford Aqua RGB 0, 170, 180 CMYK 84, 0, 33, 0 #00AAB4

The recommended font is Roboto. If it isn't already installed on your computer, it is available for download [here](#).

A PowerPoint and a Keynote presentation template have been created, using the above colours and fonts that you are free to use. The template also contains some stock photos from the Centre, which you are free to use.