

University of Cambridge Psychometrics Centre

Brand and Identity Guidelines

Dear Colleagues, Clients and Collaborators,

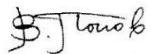
I am pleased to endorse these revised University of Cambridge Psychometrics Centre Brand and Identity Guidelines.

The guidelines contained in this publication are consistent with and complementary to the visual identities of Cambridge Judge Business School and the wider University, while also reflecting the Psychometrics Centre's unique mission and objectives.

I have created this publication to help us present a consistent image to the world, to help distinguish the Psychometrics Centre in our markets, both internal and external, and maintain consistency in how we present ourselves to the outside world.

Note that further detailed information and templates regarding the School's branded materials is available in the [CJBS Communications Standards](#) document.

Thank you for your support in this effort.



Vesselin Popov
Executive Director
The Psychometrics Centre
Cambridge Judge Business School

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Our visual identity serves as a manifestation of what we stand for as a world-leading psychological research institution. Our brand must be treated with respect and consistency across all channels.

These guidelines have been written to help us ensure that our expression is always:

Professional — the materials we produce reflect our aim to deliver excellence and leadership in all forms of psychological and behavioural assessment.

Consistent — we demonstrate reliable, high levels of service and deliver premium assessment experiences.

Distinctive — the way we communicate is tailored to our audience and has impact.

Who are these guidelines for?

- Our colleagues, who all share the responsibility of protecting and nurturing our brand
- Our academic research collaborators, for whom it is important to understand what our brand stands for
- Our commercial clients, who subject to specific permissions may wish to use our brand to identify and promote products, services or programmes that we have been involved in

For further information please contact:

v.popov@jbs.cam.ac.uk

Our mission and objectives

Our mission

What makes the University of Cambridge Psychometrics Centre unique is our mission, objectives and multidisciplinary expertise, which together comprise our institutional culture.

These elements govern everything we do, from our academic research efforts, to our test development projects and training courses, to our marketing and outreach activities.

Together they give everyone in the Centre a common purpose and a common way of doing things – and as a result help us stand out on the global stage.

The Psychometrics Centre's mission is to:

Develop the world's most innovative and impactful assessment tools to deliver unparalleled user experiences, advance the science of psychological and behavioural measurement and nurture the next generation of psychometricians.

Our objectives

The Psychometrics Centre's objectives are to:

1. To develop psychometrics as a cross-discipline academic field linking assessment in psychology, education, business, medicine, linguistics and law
2. To harness the power of methodologies from the social and computational sciences in understanding and predicting human behaviour in offline and online environments
3. To carry out and publish scientific research and provide training and mentorship in issues of psychometrics for the academic community worldwide
4. To collaborate with business, industry, professional organisations and the public sector in providing consultancy, training and impactful implementations of psychometric technologies, with a focus on the occupational, educational and clinical sectors
5. To positively address issues of privacy, ethics and diversity in our field in order to protect human rights and advance the cause of fairness and equality in society
6. To devise, maintain and distribute software, apps, APIs and other resources that advance developments in our field in academia and business
7. To establish the University of Cambridge as an international centre of excellence in all forms of psychometric assessment while building relationships with other institutions and disciplines whose diverse expertise can contribute to our understanding of individual differences

Cambridge Judge Business School mission

As part of the Cambridge Judge Business School, our activities also support and contribute to its mission:

to become a preeminent research-based business school, which delivers outstanding and transformative impact through education and collaborative problem solving.

University of Cambridge mission

As part of the University of Cambridge, we continue to uphold the mission and the values that have been defined:

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.

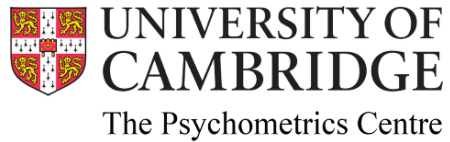
The University's values are defined as freedom of thought and expression and freedom from discrimination. The University brand is defined as:

- excellent
- global
- meritocratic
- transformative
- sustainable

The Psychometrics centre visual identity has six key elements:

- 1 Signature logo
- 2 Colour
- 3 Typography
- 4 Message Box
- 5 Brand language
- 6 Photography

Applied consistently and in the correct way, they will create a powerful and distinctive profile for the Centre and its products or services.



1 Signature logo



2 Colour

Myriad Pro
SABON LT

3 Typography



4 Message box

BUSINESSLIKE
DIRECT
ENGAGING

5 Brand language



6 Photography

Signature logo

Centre

7

The signature logo is the focal point of our brand identity. It will help to promote and distinguish us from the competition. Ensure that it is consistently and carefully applied.

The logo consists of the University of Cambridge coat of arms and the University of Cambridge Psychometrics Centre logotype. It has been specially drawn and **must never be manipulated or altered in any way.**

Master artworks are available by contacting
v.popov@jbs.cam.ac.uk



UNIVERSITY OF
CAMBRIDGE

The Psychometrics Centre



Coat of arms



Logotype

Signature logo

8

Clear space, size on A4, minimum size

Clearspace

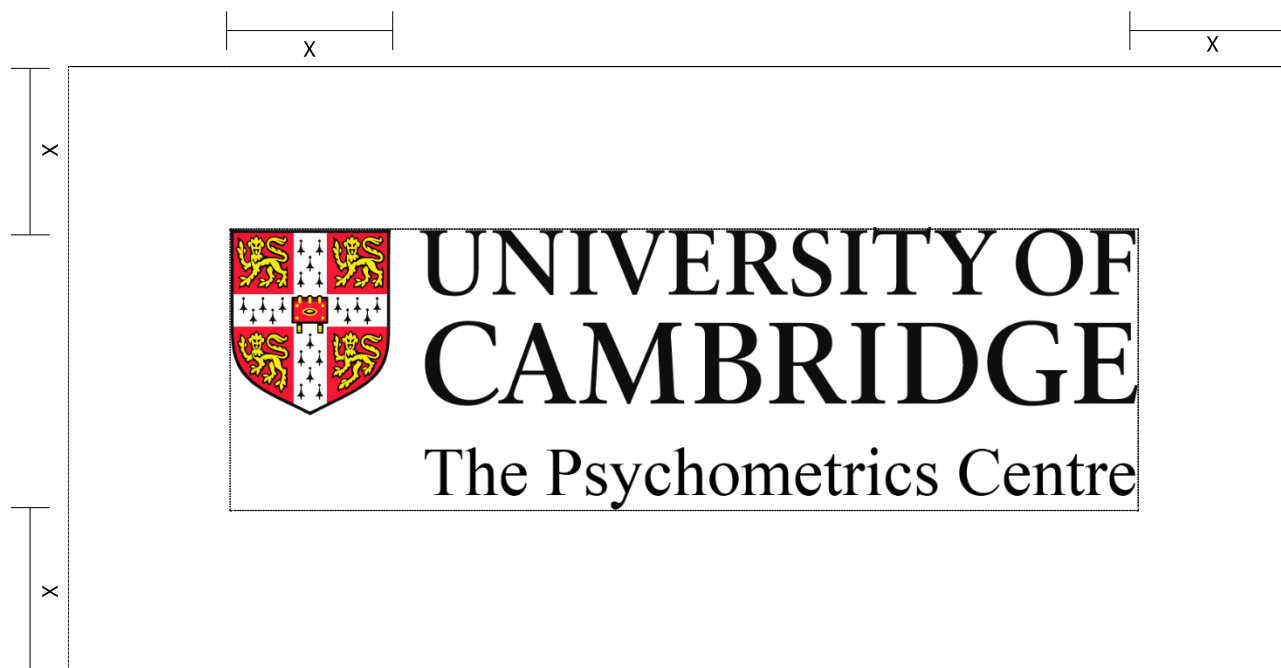
To ensure its integrity and visibility, the logo must always be kept clear of competing text, images and graphics. It must be surrounded by a minimum clearspace — as indicated by 'X'.

Size on A4 documents

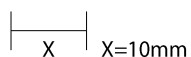
The standard size is calculated by measuring the width of the shield at 10 mm. For consistency, the logo should be applied at the standard size on all A4 documents (ideally all printed materials).

Minimum size

The minimum size is calculated by measuring the width of the shield. On printed materials the shield should appear **no smaller than 5mm**. On-screen the shield should appear **no smaller than 14 pixels**.



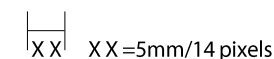
Size on A4 format



X=10mm



Minimum size



X X=5mm/14 pixels



Signature logo

Colour versions

To ensure the consistency necessary to build a strong identity, it is important that the Centre logo appears only in the colours specified in these guidelines.

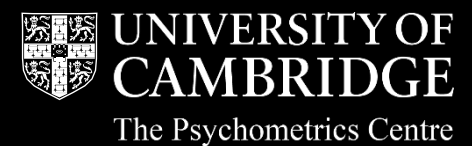
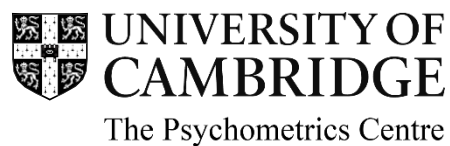
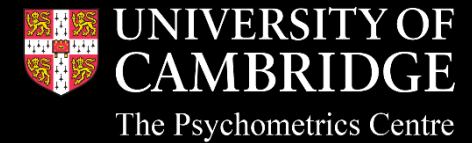
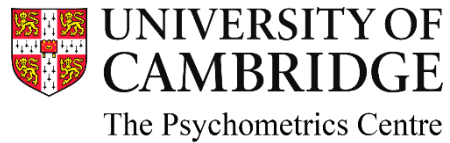
There are four colour and two mono variants shown opposite.

Image files are available for both colour systems.

When applying the logo to images ensure that it is against a light, uncluttered background.

The only time the logo appears solely black or white, is when restricted to single colour printing.

Image files are available from: v.popov@jbs.cam.ac.uk



Signature logo

10

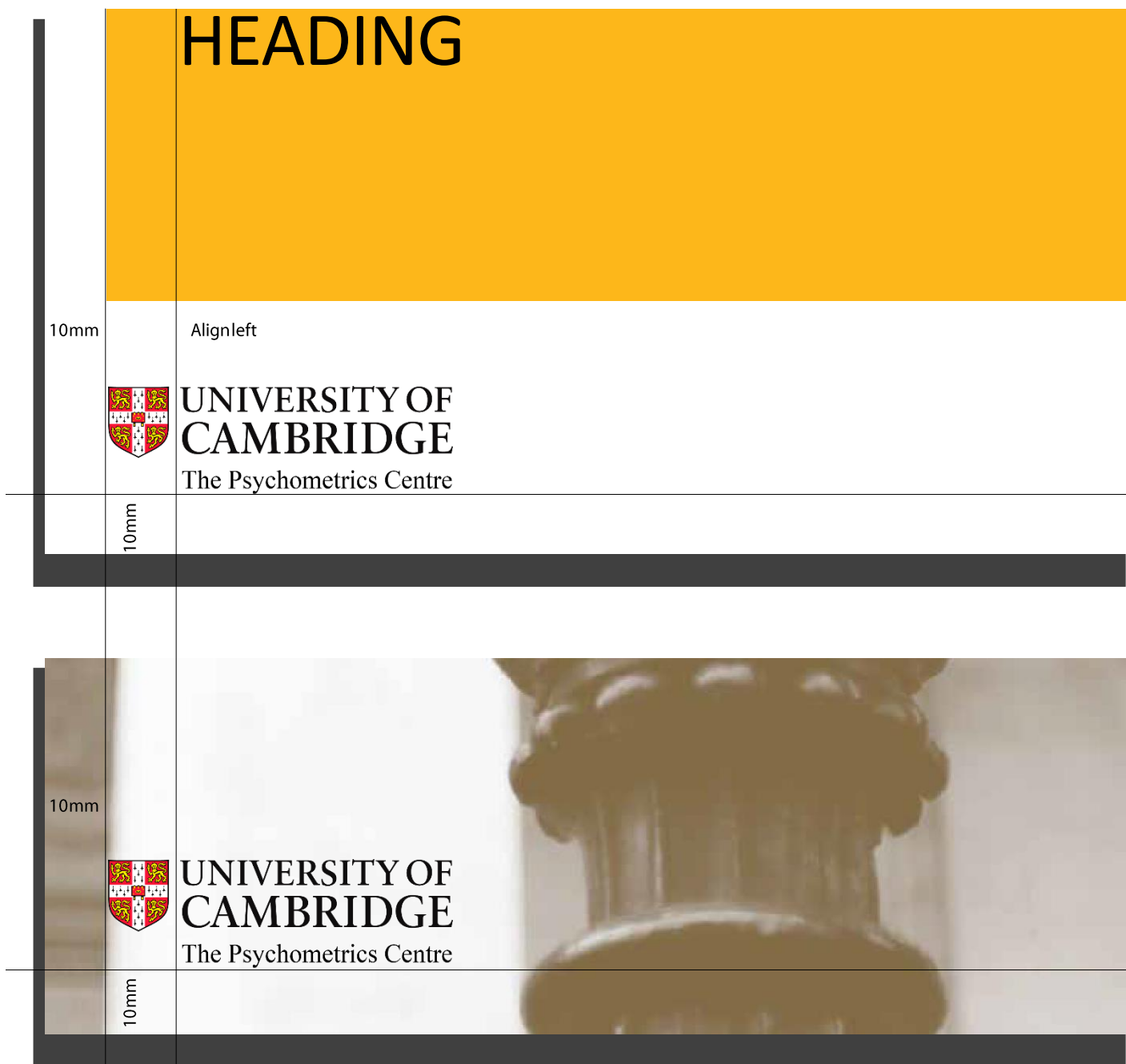
Positioning

The logo should be positioned in the bottom left-hand corner of communications, equidistance from the left and bottom edge.

On A4 format printed materials, this distance should be 10mm.

Exceptions are made for stationery and some non-print applications (e.g. pull-up banners and the website). In these cases the positioning dimensions should be adjusted in proportion to the format size, maintaining the 'spirit' of the spacing increments indicated here.

Supporting text and headings should always align with the left-hand edge of the logotype.



The Cambridge Judge Business School House Colour yellow should preferably be used as the main colour element on all publications, merchandising and collateral.

The accent colour palette should only be used to provide emphasis or additional colour interest and should be used sparingly and not in competition with the CJB House Colour.

Each colour is defined as either a PANTONE® solid spot colour, CMYK, RGB (for on-screen applications) and HTML for web use.

Use the accent colours as 100%, 70% or 50% tint breakdowns, either from one tint are i.e. all 50% colours, or in combination with the 100% solid tint.

CJB House Colour

UoCJBS
c0m31y98k0
r255g184b28
html #ffb81c
PANTONE1235C
PANTONE122U

PANTONE557
c48 m4 y35 k10
r122g180b163
html #7ab4a3
**CAMBRIDGE
BLUE**

Accent colours

50%																
70%																
100%																
	PANTONE477 c23m77y77k72 r61g29b14 html#511d0e	PANTONE7407 c6m37y79k13 r208g149b70 html#d09546	PANTONE484 c8m94y99k34 r158g35b22 html#9e2316	PANTONEREDO32 c0m87y60k0 r237g41b57 html#ef4957	PANTONE569 c90m9y58k17 r0g140b120 html#008c78	PANTONE576 c59m5y94k26 r90g145b58 html#5a913a	PANTONE556 c58m8y45k14 r97g162b140 html#61a28c	PANTONE368 c70m0y100k0 r80g184b72 html#50b848	PANTONE661 c100m75y0k0 r0g84b166 html#0054a6	PANTONE279 c68m34y0k0 r80g145b205 html#5091cd	PANTONE2727 c70m49y0k0 r87g123b189 html#577bbd	PANTONE3115 c60m0y14k0 r82g198b218 html#52c6da	PANTONE187 c8m100y79k28 r169g17b44 html#a9112c	PANTONE7426 c5m99y42k21 r186g17b81 html#ba1151	PANTONEPURPLE c43m90y0k0 r157g63b151 html#9d3f97	PANTONE PROCESS MAGENTA c0m100y0k0 r236g0b140 html#ec008c

Colour

Usage

Our visual system uses colour in a bold, controlled and consistent manner.

The CJB House Colour should preferably appear on all Centre communications. For communications that relate to activities performed in collaboration with CJB/JBSEEL, the House Colour yellow **must be** used.

It must be used in the message box, as a background colour, or in a duotone image.



Full colour communications. CJB colour contained within the message box.

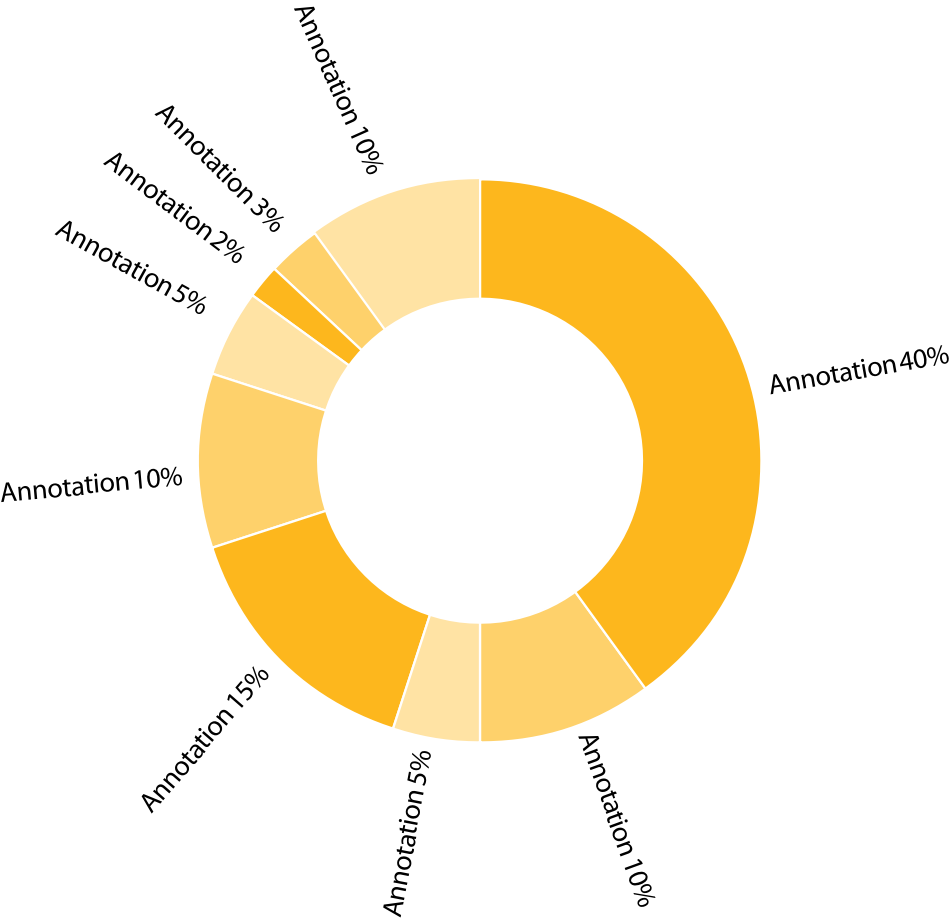
Usage

Diagrams

Tints of the CJBS House Colour can be used for colouring corresponding diagrams, or information graphics.

Where possible, use at 40% or 65%.

Type must always appear black.



An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

Display/heading typeface

Our corporate typeface is Sabon Lt Regular. This is derived from the University of Cambridge logo and is used to leverage our association. Use it for the short messages that appear in the message box on brochures covers or in advertising. **It must be typeset in all caps.** Use close leading and open the tracking by 10.

Quotes and messages that are over 20 words, should be typeset in Myriad Pro Regular, u/lc, to ensure legibility.

Text typeface

Our text typeface is Myriad Pro. Use Myriad Pro Bold for subheadings. Use Myriad Pro Regular for body text. Instances where Myriad Pro is used at a large size, use Myriad Pro Light.

Default typeface

When using Word templates on computers that do not have Sabon Lt or Myriad Pro fonts loaded substitute GEORGIA caps for Sabon LT and Arial for Myriad Pro.

When typesetting e-mails or large amounts of copy in HTML format, Arial must be substituted for Myriad.

When typing letters, also use Arial Regular for the body of the letter.

LOREM IPSUM

DOLOR SIT AMET

Sabon Lt all caps

LOREM IPSUM

DOLOR SIT AMET

Georgia all caps

Sub-heading

Lorem ipsum dolor erat sit amet, consectetur
adipiscing elit, sed diam.

Myriad Pro Bold and Regular

Sub-heading

Lorem ipsum dolor erat sit amet, consectetur
adipiscing elit, sed diam.

Arial Bold and Regular

Typography

Alignment point

Our visual system has been created to encourage us to lead with an engaging message.

The heading, programme identifier, and message must all be contained within the message box.

When typesetting copy, always range left and rag right. Never centre or range right.

Align all copy with the left-hand edge of the logotype.

The heading must be typeset in Myriad Pro Bold. Second and third tier headings must be typeset in Myriad Pro Regular.

Apply a solid rule (1.9pt) to separate the title from headers.

Apply a dashed rule (0.5pt dashed 3 and 2) to separate the headers.

Keep the message short and always typeset it in Sabon Lt Regular all caps with close visual line spacing. If you feel that there are too many words, consider whether they are appropriate.

In exceptional circumstances, such as quotes and messages that are over 20 words, typeset the message in Myriad Pro Regular to ensure readability.

Alignment point

15

Heading: 12/16pt Myriad Pro Bold on A4 format

Second tier heading: 12/16 Myriad Pro Regular

Third tier heading: 12/16 Myriad Pro Regular

PERSONALITY ASSESSMENT



UNIVERSITY OF
CAMBRIDGE

The Psychometrics Centre

Typography

Messagebox

Our visual system has been created to encourage us to lead with an engaging message.

The heading, programme identifier and message must all be contained within the message box.

When typesetting copy, always range left with a ragged right hand margin. **Never centre or range right.**

Align all copy with the left hand edge of the logotype.

The heading must be set in upper and lower case Myriad Pro Regular and Myriad Pro Bold. Second tier headings must be typeset in Myriad Pro Regular.

Apply a solid rule (1.9pt/pixel) to separate the title from the second tier headers. Apply a dashed rule (.5pt/pixel) to separate second tier headers from the body of the cover.

Keep the message short and always typeset in Sabon Lt Regular, all caps with close visual judged line spacing. If you feel there are too many words, consider whether they are appropriate.

In exceptional circumstances, for example where a quote or message exceeds 20 words, typeset the message in Myriad Pro Regular upper and lower case to ensure readability.

Spell out numbers in text from one to nine. 10 and over should be typeset as numerals.

De-capitalise and remove unnecessary punctuation from text unless it affect the sense of the piece.

Rules
Headings
Myriad Pro Bold
Myriad Pro Regular

Message
Sabon Lt Regular
All caps
Track open 10

Message box

Type alignment

Heading

Second tier heading

COMPUTER
ADAPTIVE ASSESSMENT
PERSONALITY THEORY
BIG DATA ANALYTICS
CONCERTO PLATFORM
TEST DEVELOPMENT
MACHINE LEARNING

PUBLICATION

 UNIVERSITY OF
CAMBRIDGE
The Psychometrics Centre

Message box

Scaling

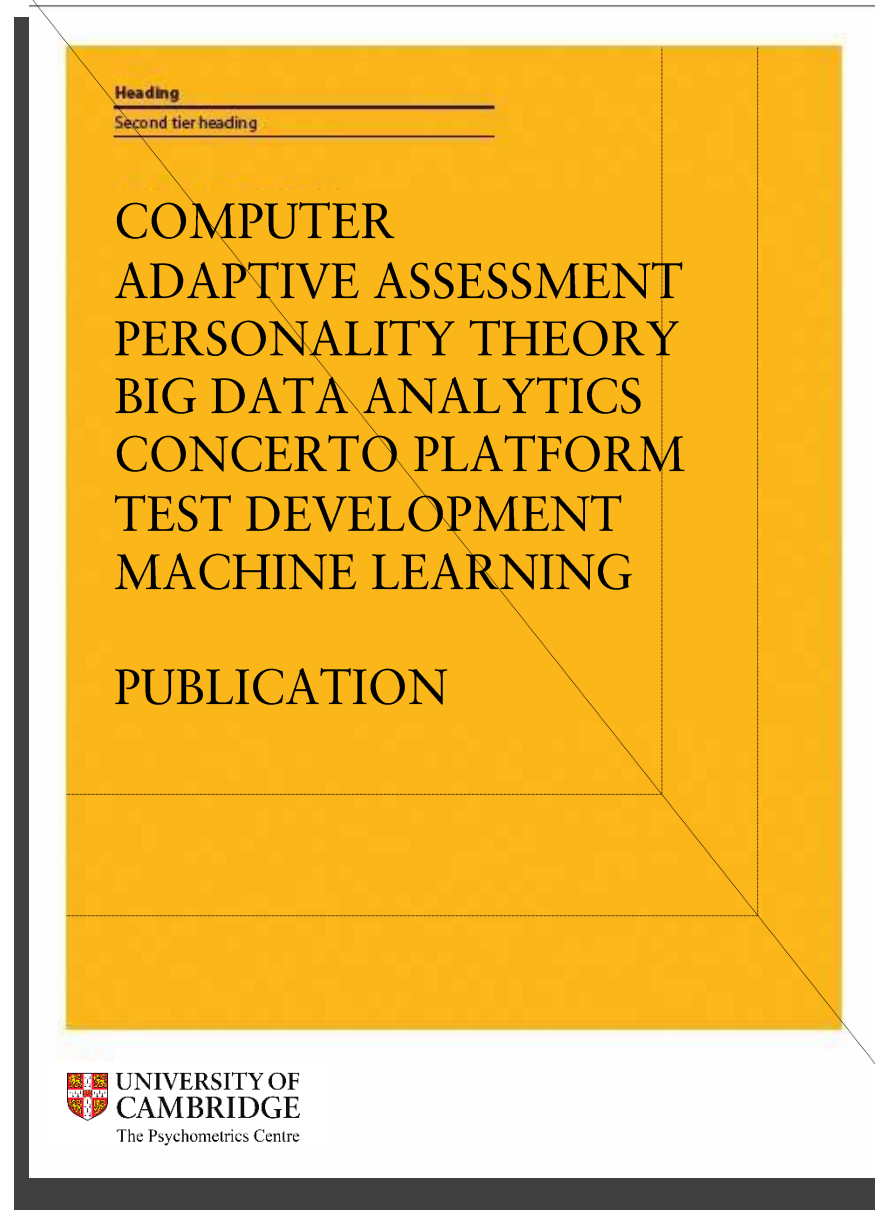
The message box is the most recognisable element of our visual system. It must appear on all publications.

The message box must only appear in the CJS House Colour.

University of Cambridge Psychometrics Centre must appear top left, with a solid underline rule (1.9pt/pixel) and the programme or project name should appear in the second tier heading position.

The message box can be scaled to suit a particular application or amount of content.

If more than one message box area is used (see advertising examples p44) separate each box with a 2mm gutter.



We have a powerful influence. We should have a powerful voice.

Our entire brand communication system has been developed on that basis. The visual and the verbal should work hand in hand to communicate coherently and compellingly, what make us different.

Our writing style is:

- Businesslike
- Direct
- Engaging

When writing try to:

- Be confident
- Reinforce the USPs that make the Centre stand apart from its competitors
- Be clear in communicating the benefits and offer of each course, product or service
- Create greater engagement
- Reinforce our defining features

Always refer to *The University of Cambridge Psychometrics Centre*, or where brevity is required to *The Psychometrics Centre*, never 'the Centre' or 'Cambridge Psychometrics'.

Always refer to *Cambridge Judge Business School*, never 'the Judge', 'Judge Business School' or 'Judge Institute'.

Always refer to the *University of Cambridge*, never *Cambridge University* or 'Cambridge' when meaning the University of Cambridge.

BUSINESSLIKE
DIRECT
ENGAGING

Examples

Imagery has an important role to play. Where possible, celebrate it by using full bleed images.

We have an extensive archive of images. It includes reportage style images of life at the Centre, the School, at the University of Cambridge and in the environs of the City of Cambridge. Portraits of key members are also part of this resource.

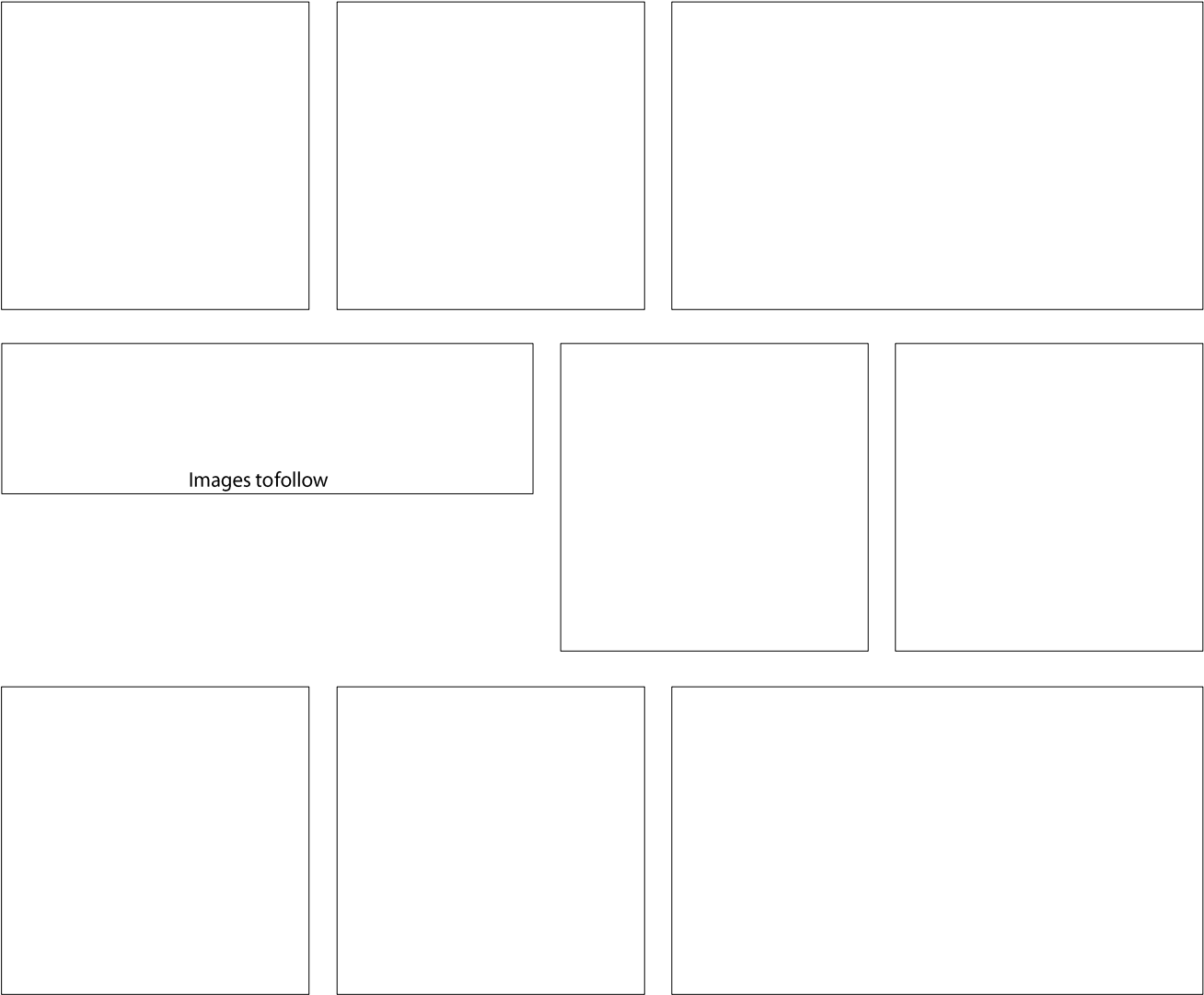
Our imagery should be:

- Real, unposed and direct
- Confident and engaging
- Not manipulated or contrived
- Used where one image is preferred to many
- Has a strong focal point

Any image that looks mediocre through subject or crop is not appropriate and should not be used.

Before selecting a picture ask yourself these questions:

- Does the image deliver the message?
- Is this the best image I can find for the subject?
- How can I use this image to the best effect?
- Have I used the most powerful crop?



Text in headings

The text in front cover headings indicates which school department, programme or centre owns the publication and to whom the audience are being referred in any call to action.

Always use the heading in the format indicated here for legal and marketing reasons. Please contact v.popov@jbs.cam.ac.uk if you are in any doubt about the correct title.

Psychometrics Centre publications

The title 'University of Cambridge Psychometrics Centre' should always be used as the main heading in Centre publications. The title of the course or project should take the position of the second tier heading, as here.

If a third tier of heading is required for clarity it can be included in the same style as the second tier heading.

On A4 format the main heading must be typeset in Myriad Pro bold 12/16 pt u/lc, underline with a 1.9pt weight solid rule. Second tier and third tier headings must be typeset in Myriad Pro Regular 12/16 pt u/lc, underline with a 0.5pt weight dashed 3 and 2 rule.

University of Cambridge Psychometrics Centre

Centre generic

University of Cambridge Psychometrics Centre

IRT, CAT and ML Summer School 2020

Centre generic with second tier programme title

University of Cambridge Psychometrics Centre

Concerto Platform

Client Case Study: CAT Deployment in Australia

Centre generic with second tier project title and third tier publication title

Text in headings *continued*

In some cases the publication may be designed or issued by Cambridge Judge Business School, in which case consistency should be maintained between how the Psychometrics Centre and other Research Centres in the School are referenced.

The School and JBS Executive Education

Where the publication is centrespecific, the centretitle should always be used as the main heading. In this case it will be combined with the school title to establish the relationship between the centreand the school.

A second tierheading can be included to indicate the subject of the publication within the centre. Try to avoid a third tier heading to avoid overcomplication.

On A4 format the main heading must be typeset in Myriad Pro bold 12/16 pt u/lc, underline with a 1.9pt weight solid rule. Second tier headings must be typeset in Myriad Pro Regular 12/16pt u/lc, underline with a 0.5pt weight dashed 3 and 2 rule.

Cambridge Judge Business School The Psychometrics Centre

Structural Equation Modelling in R

CJBS Primary, Centrespecific with second tier publication title

Cambridge Judge Business School Executive Education

Psychometric Services and Big Data Analytics

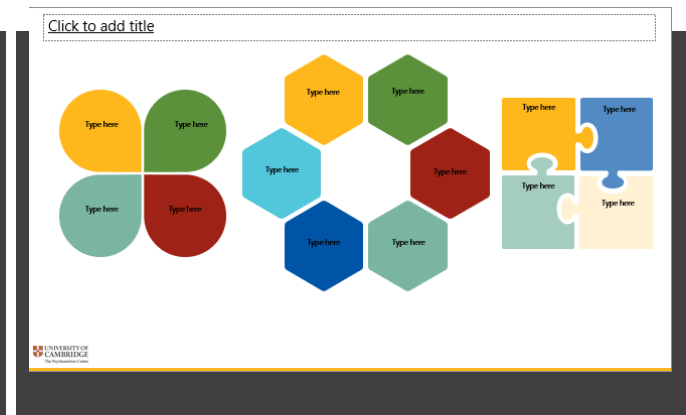
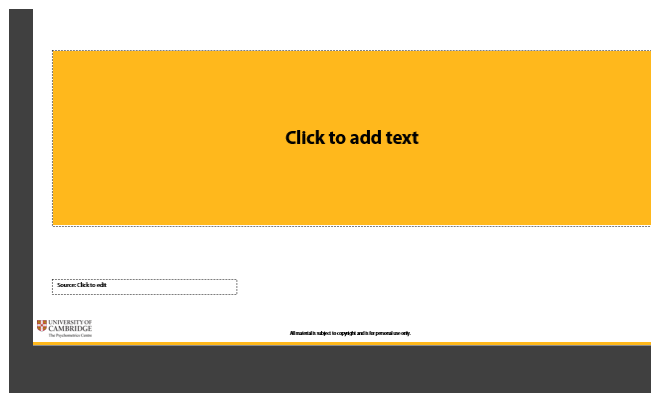
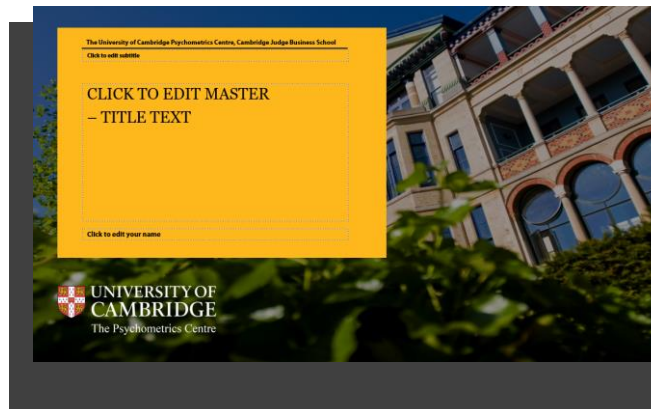
CJBS Primary, JBSEEL specific with second tier publication title

Powerpoint

Templates for widescreen format

Powerpoint templates are available for use in standard and widescreen format. The 'wrapper' version will provide title screen and end screen to brand existing material without changing the content.

Please contact v.popov@jbs.cam.ac.uk for further information and a copy of the .ppt template



Ensure that your email signature is set up in the style shown here, with your name and job title shown in bold and the full address, international telephone number, international mobile telephone number (if required) email address, Centre website url and any other particular communications media listed last.

The signature and the body of your email should be typeset in 11pt Arial and ArialBold.

The UoCJBS logo should be 58mm wide and positioned at the base of the signature as indicated here.

Ensure that your email settings put your email signature on mails that you send out and most importantly, on mails that you reply to and that your reply is positioned at the top of the reply with the original email positioned underneath.

The example shown applies to Psychometrics Centre members that are employed in JBS Executive Education Limited and the JBSEEL logo is used, along with disclaimer and confidentiality text to comply with legal obligations.

Members employed by Cambridge Judge Business School, or students, may have differing email signatures, however the first three lines in bold ought to be presented in a consistent manner to clearly identify their role in the Psychometrics Centre.

Name Surname
Position
The Psychometrics Centre

Cambridge Judge Business School
Executive Education
University of Cambridge
Trumpington Street
Cambridge CB2 1AG

Direct: +44 (0)1223 000000
Tel: +44 (0)1223 000000
Web: www.psychometrics.cam.ac.uk

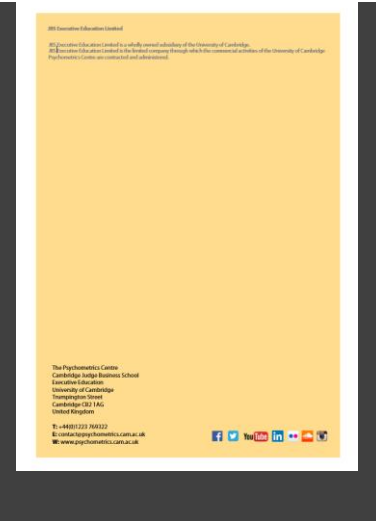
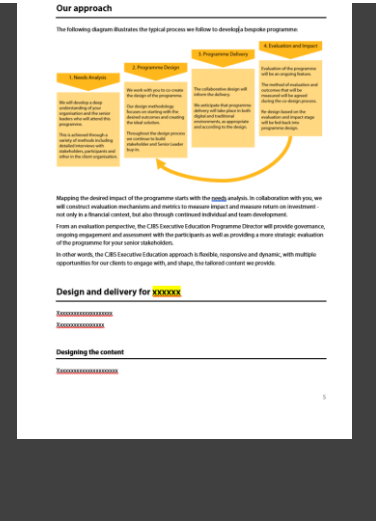
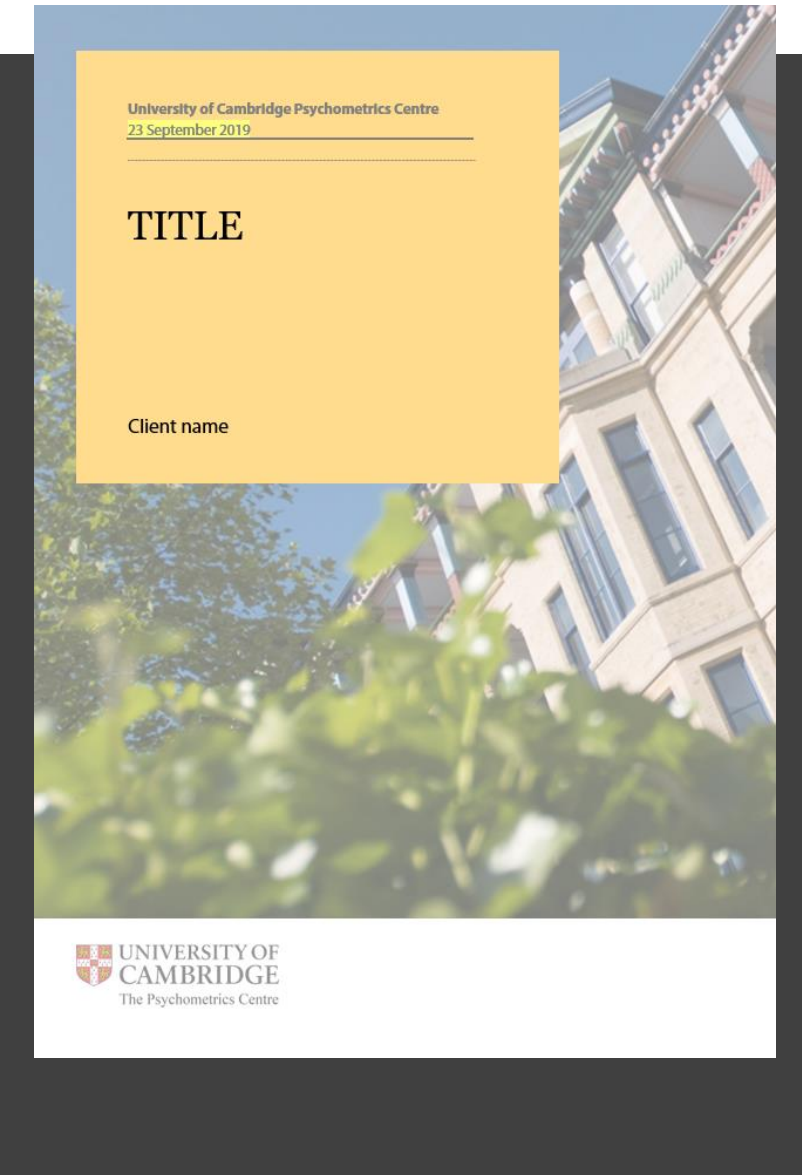


A4 reports and client proposals

Word templates

This A4 document should be used when creating a formal report document that comprises text and tabular matter. Particular attention has been paid in the template to accommodate the clear margins created by desktop printers, precluded colour or pictures bleeding to the edge.

It is available as a MS Word template from v.popov@jbs.cam.ac.uk.



Master A4 letterheading with overprint

The Psychometrics Centre master A4 letterhead.

The master letterheading is pre-printed in bulk.

Bulk printing specifications

Paper

Arjo Wiggins Conqueror Smooth/Satin Wove
Brilliant White 100gsm

Digital printing

CMYK four process colours one side

Litho printing

Three line colours:

Red PMS032C
Yellow PMS109C

Black

or

CMYK four process colours one side



The Psychometrics Centre
Cambridge Judge Business School
University of Cambridge
Trumpington Street
Cambridge CB2 1AG
United Kingdom

T +44(0)1223339700
D +44(0)1223339701
E: contact@psychometrics.cam.ac.uk

www.psychometrics.cam.ac.uk



Name of Recipient
Company name
Address line one
Address line two
Town/City/Postcode
Country

Date

Dear Name Surname

Debit aut rerum necessitatib saepe eveniet ut er repudiand sint et molestia non recusand. Itaque earud rerum hic tenetur sapiente delectus ut aut preferendis dolorib asperio repellat. Hanc ego cum tene sententiam, quid est cur verear ne ad eam non possing accommodare torquat nost ros quos tu paulo ante cum memorite tum elia ergat. Nos amice ebevol molestias access potest fier ad augendas cum conscientio factor tum poen legum odioque civiuda. Et tamen in busdam neque pecun modut est neque nonor impemed libidine gular religuard cupiditat, quas nulla praid onum dant.

Lorem ipsum dolor sit amet, consectetur adip ut labore et dolore magna aliquam erat volutpt eiusmod tempor incidunt ut labore magna alio nostrud exercitation ullam corpor suscipit labo autem vel eum irure reprehenderit in voluptate eu fugiat nulla pariatur. At vero eos et accusan luptatem nit atque duos dolor et molestia sunt in culpa qui officia deserunt mollit animo est er expedit distinct.

Temporibus autem quinsud et aur office debisint et molestia non. Itaque earud re dolorib asperiore repellat. Hanc ego cum tene accommodare torquat nost ros quos tu paulo nebevol molestias access potest fier ad augene civiuda.

Yours sincerely

Name Surname
Position

The Psychometrics Centre
Cambridge Judge Business School
University of Cambridge
Trumpington Street
Cambridge CB2 1AG
United Kingdom

T +44(0)1223339700
D +44(0)1223339701
E: contact@psychometrics.cam.ac.uk

www.psychometrics.cam.ac.uk

A4 letterheading, Wordtemplate

Word templates have been developed to enable a complete A4 letterhead to be produced in-house, including the signature logo, letter and address information.

Plain paper should be in the paper tray of the printer of at least 100gsm, preferably Arjo Wiggins Conqueror Smooth/Satin Wove, Brilliant White, 100gsm .

The letter and address font will be Arial Regular and Bold to avoid font licence issues relating to Myriad font.

Please do not use this alternative version for externally addressed letters that are of a high status nature.



UNIVERSITY OF
CAMBRIDGE
The Psychometrics Centre

Name of Recipient
Company name
Address line one
Address line two
Town/City/Postcode
Country

Date

Dear Name Surname

Debit aut rerum necessitatibus saepe eveniet ut et voluptas repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut autem vero repellatibus asperiores. Hanc ego cum tene sententiam, quid est cur verear ne ad eam non possim accommodare torquatos nos quos tu paulo ante cum memoriter tui elia erant. Nos amice ebevol molestias access potest fieri ad augendas cum conscientio factor tui poen legum odioque civiuda. Et tamen in busdam neque pecuni modus est neque honor impedit libidinis epularum reliquarum cupiditatem, quas nulla praedonum dant.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eiusmodi tempora incidunt ut labore et dolore magnam aliquam erat velit, ut dolore voluptas autem vero repellatibus asperiores. Hanc ego cum tene sententiam, quid est cur verear ne ad eam non possim accommodare torquatos nos quos tu paulo ante cum memoriter tui elia erant. Nos amice ebevol molestias access potest fieri ad augendas cum conscientio factor tui poen legum odioque civiuda. Et tamen in busdam neque pecuni modus est neque honor impedit libidinis epularum reliquarum cupiditatem, quas nulla praedonum dant.

Temporibus autem quibusdam et aut officiis debet sint et molestiae non. Itaque earum rerum doloribus asperiores repellat. Hanc ego cum tene accommodare torquatos nos quos tu paulo nebevol molestias access potest fieri ad augene civiuda.

Yours sincerely

Name Surname
Position

The Psychometrics Centre
Cambridge Judge Business School
University of Cambridge
Trumpington Street
Cambridge CB2 1AG
United Kingdom

T: +44 (0) 1223 339700
D: +44 (0) 1223 339701
E: contact@psychometrics.cam.ac.uk
www.psychometrics.cam.ac.uk

Business cards, masterversion

All UoCJBS business cards are printed on both sides. The front of the card displays all direct contact information – email address, direct telephone extensions, mobile phone numbers etc. There is space for up to 10 lines of information.

The reverse of the card displays all the UoCJBS generic information, postal address, switchboard phone numbers, web url etc and is common to all cards.

Online ordering procedure for staff members

All university teaching officers (UTOs) who have not previously ordered Cambridge Judge Business School-branded business cards can request their first batch of 250 cards to be paid for out of a central fund.

Please contact the Human Resources Manager hr@jbs.cam.ac.uk, who holds this fund within her HR budget, for authorisation.

The costs of all other business cards must be budgeted within individual cost centres and approved by the cost centre owner before ordering.

Please raise a purchase order at the same time as placing your online order, and forward the purchase order to Rosa Fusiello r.fusiello@jbs.cam.ac.uk in the School's Finance Office. Orders will only be approved and processed when a purchase order signed by the cost centre owner has been raised and received by the Finance Office.

The minimum number of cards is 250. The price of 250 cards is £34.50.

How to order your business cards

1. Access the online ordering system by logging on to: www.labuteonline.com/judgebc

As a new user you should click on the 'register' link at the bottom of the login box, and register using your Cambridge Judge Business School email address as a username and judgebc45 as a password.

2. To add or update your details go to 'My Account' and select 'Edit My Profile'.

3. To place an order go to 'Product Catalogue' and click on the 'Order' button. Then click 'Create Preview', review your details and click 'Add to Basket' if you are happy with the preview.

4. Please supply a purchase order to Senior Accounts Clerk, Rosa Fusiello. In the purchase order's 'Contact Details' field please enter 'Labute, Cambridge Printing Park', and in the 'Address' field please enter 'Milton, Cambridge, CB46AZ'.

Once submitted, your order will be automatically forwarded to the Communications Officer for approval, and then sent to the printer. Your business cards will be ready for collection from your pigeonhole within 7-10 working days. Once again, please note that your order will only be approved and sent to print once the Finance Office has a paper copy of the purchase order signed by the cost centre owner.

If you have any problems using the ordering system, please contact: brand@jbs.cam.ac.uk



The Cambridge MBA

Name Surname QUALIFICATION inc lower case
Job title
Cambridge MBA Student 2014-2015

Line one	Line five
Line two	Line six
Line three	Line seven
Line four	Line eight

Cambridge Judge Business School	T: +44 (0)1223 339700
University of Cambridge	F: +44 (0)1223 339701
Trumpington Street	www.jbs.cam.ac.uk
Cambridge CB2 1AG	
United Kingdom	

Stationery

Business cards, master version – examples

28



Business cards, Psychometrics Centre version

Psychometrics Centre staff may also have made Centre-specific business cards displaying our logo. These are made to a custom template and for specific circumstances. The publisher template is available from v.popov@jbs.cam.ac.uk.

Psychometrics Centre business cards are normally one-sided, however double-sided versions can be made where a foreign language version is required for long-term activities overseas (e.g. in China).



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CAMBRIDGE

The Psychometrics Centre

Vesselin Popov

Executive Director

Cambridge Judge Business School
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www.psychometrics.cam.ac.uk

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Tel: +44 (0) 1223 769322
Mobile: +44 (0) 1234 567 891



UNIVERSITY OF
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The Psychometrics Centre

Dr David Stillwell

Academic Director

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Mobile: +44 (0) 1234 567 891

When The Psychometrics Centre and another organisation(s) undertake a joint marketing effort, the visual branding of the collateral has to be carefully considered. Generally speaking, one organisation will take the lead and therefore 'own' the marketing piece. In this case, the lead organisation's visual identity will inform the design, with supporting partners in a subsidiary role.

Before undertaking any joint branding please contact:
v.popov@jbs.cam.ac.uk



Formats

For reasons of control and economies of scale, Cambridge Judge Business School uses standard A sizes in portrait shape and one unique CJBS format for all printed collateral.

Preferred sizes:

- A4 210x297mm
- CJBS Unique format 171x238mm
- A5 148x210mm
- A6 105x148mm

‘DL format’ publications, where a folded leaflet folds down to 210x99mm, are also included as a preferred size.

When discussing which format to use, please pay particular attention to the audience and the messages being communicated. The largest format will not automatically be suitable for a ‘flagship’ publication as one of the smaller, more intimate sizes may resonate better with the audience.

Materials

The tactile qualities of uncoated paper stock are considered more sympathetic to Cambridge Judge Business School values than coated or high gloss papers.

As an integrated department of the University of Cambridge we aim to follow their recommendations on paper and printing. When sourcing printers and paper stocks it is important to consider your environmental responsibility.

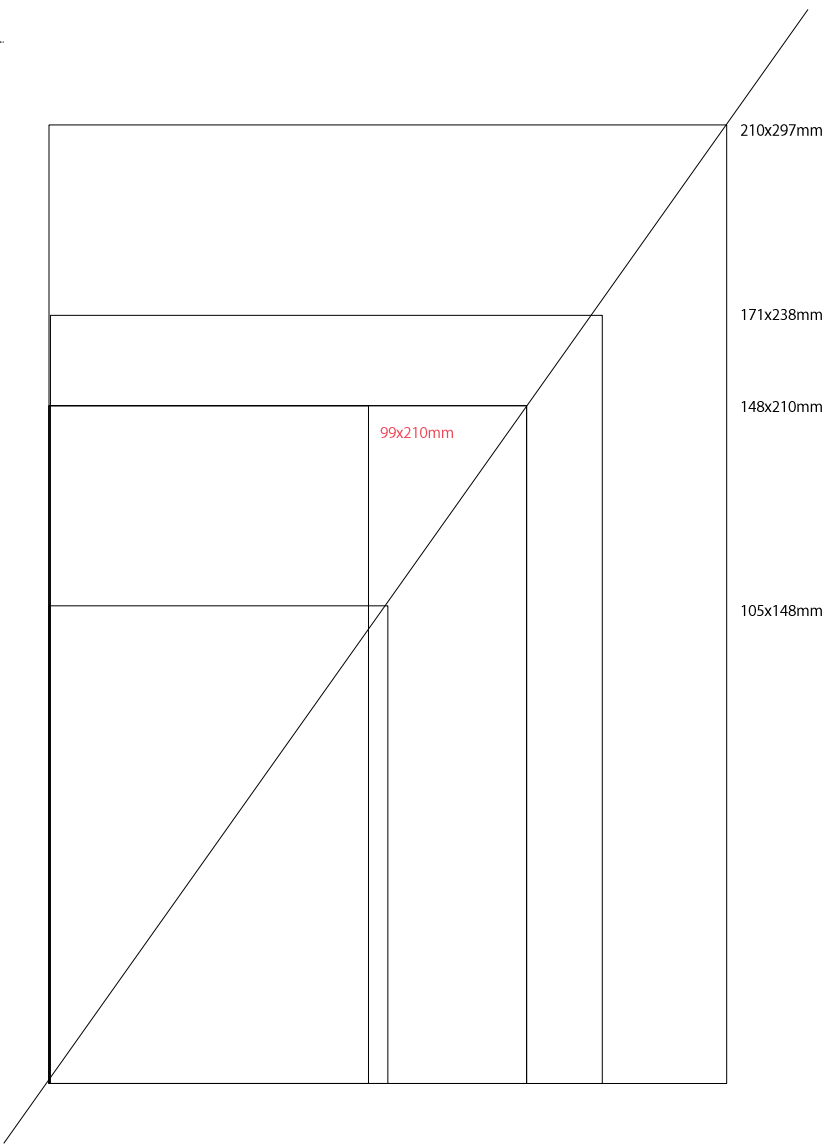
Where possible for professional printing we’d like you to consider using paper that is 50–100% post-consumer waste (PCW), from sustainable sources, elemental chlorine free (ECF), uncoated, Forest Stewardship Council (FSC) certified and/or made by renewable energy sources like wind or solar power.

Brochures:
Paper specifications for litho printing:
Edixon Offset uncoated cover boards and text papers.
Cover weight 250gsm
Text weight 150–170gsm depending on page count

Paper specifications for digital printing:
DNS Indigo FSC Mix boards and text papers.
Cover weight 250gsm
Text weight 150–200gsm depending on page count

Postcards:
Indigo Premium Smooth FSC Mix board
Cover weight 300gsm

Business cards
iPrint Digital Uncoated FSC Mix
Cover weight 340gsm.

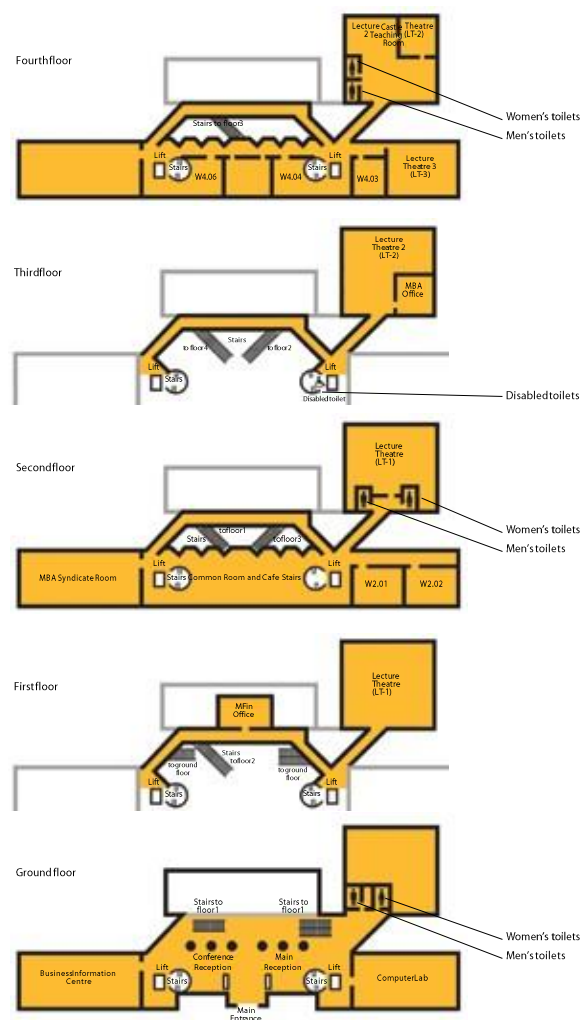


Event Support

A set of UoCJBS floor plans is available as an A4 hardcopy handout for use at events and seminars.

Contact brand@jbs.cam.ac.uk for further information.

Cambridge Judge Business School Floor Plan



A4 posters

Word templates

Templates are available for A4 posters and A4 handouts (see page 54) to announce and promote events.

To announce an event within the confines of the School please use the A4 poster format and respect the amount of text space that is recommended. This has been arrived at to help communicate the basic event information in the clearest way.

Two versions are available, one with allowance for a speaker biography and picture and one without.

Templates *UoCJBS_A4_genericposter.doc* and *UoCJBS_A4_genericposternopics.doc* can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Cambridge Judge Business School
Business Briefings 2013/2014

WHAT IS THE FUTURE FOR WESTERN BANKS?

Speaker: Dr Simon Taylor
Head of the Cambridge MFin



Date: Tuesday 12 March 2013
Time: 18:00-20:00
Venue: The Asia Society,
Hong Kong Centre, Justice Drive,
Admiralty, Hong Kong

A former employee of JP Morgan and Citigroup, Simon will share some thoughts on the future of the major banks – embarrassing to work for? – more like utilities? Debt and rumour necessitate some evenhanded ut or repudiand sint et molestia non recusand.

Free to attend, registration essential
www.cambridgejudgebriefings.com
business_briefings@jbs.cam.ac.uk

UNIVERSITY OF CAMBRIDGE
Judge Business School

Cambridge Judge Business School
Business Briefings

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Free to attend, registration essential
www.cambridgejudgebriefings.com
business_briefings@jbs.cam.ac.uk

UNIVERSITY OF CAMBRIDGE
Judge Business School

A4 event information handouts

Word templates

Templates are available for A4 posters (see page 53) and A4 handouts to announce and promote events.

To provide more in-depth information about an upcoming event and to use as a follow-up to a poster campaign use this Handout format.

Programme, Centre and joint branding versions are also available.

Template `UoCJBS_A4_generichandout.doc` can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Cambridge Judge Business School
Business Briefings
Event information

LEADING IN DYNAMIC MARKETS

Speaker: Anne Bouverot, Director General of the GSMA
Date: Tuesday 12 March 2013
Time: 18:00-20:00
Venue: Lecture Theatre 1 (LT1)



In this session, Anne Bouverot, Director General of the GSMA, will offer insights on leading organisations as they address the challenges and opportunities inherent in today's dynamic technology market.

A telecommunications industry veteran, Ms. Bouverot's career has spanned several transformative periods in technology, from the evolution of the traditional fixed-line networks to the global internet we know today to the widespread adoption of mobile technology.

Ms. Bouverot will share her views on managing through periods of growth and decline, as well as how organisations must adapt to deal with new competitive threats and challenges. A female leader in a highly male-dominated industry, Ms. Bouverot will also offer her perspectives on driving success in the technology sector.

Anne brings to the GSMA a wealth of experience and a proven track record of success in the highly dynamic mobile phone industry. Before joining GSMA, Anne was Executive Vice-President for Mobile Services for France Telecom Orange, where she defined the strategic transformation programmes for a business serving more than 120 million customers and revenues of more than 14 billion euros at the time.

A former employee of JP Morgan and Citigroup, Simon Debit aut rerum necessitatibus sapienter et ut reputandis sint et molestias non recusandis.

UNIVERSITY OF CAMBRIDGE
Judge Business School

Cambridge Judge Business School
Business Briefings Series

MAKING POLLUTERS PAY:

Evidence-Based Policy Modelling That Underpins Climate Policy

Speaker: Dr Chris Hope, Reader in Policy Modelling at Cambridge Judge Business School and Fellow of Clare Hall, Cambridge
Date: Tuesday 17 September 2013
Time: 18:00-20:30
Venue: The Smoking Room, Oxford and Cambridge Club, 71 Pall Mall London SW1Y 5RD



He was a Lead Author and Review Editor for the Third and Fourth Assessment Reports of the Intergovernmental Panel on Climate Change, which was awarded a half share of the Nobel Peace Prize in 2007.

18:30-19:00 Registration, drinks & canapés reception
19:00-20:00 Business Briefing
20:00-20:30 Opportunity to network and close

The 'polluter pays' principle tells us that whoever is responsible for producing pollution is also responsible for paying for the damage caused by that pollution. So anyone whose activities lead to the emission of a tonne of carbon dioxide (CO₂) should be taxed for the extra damage that is caused by the climate change due to that tonne of emissions.

Putting this simple principle into action can be difficult. Determining what the relevant damage includes, particularly in the case of climate change, is highly controversial. This Business Briefing will describe the methods developed by Chris over the last 20 years to bring evidence-based policy modelling to climate policy, and the results that should guide us as we try to tackle

UNIVERSITY OF CAMBRIDGE
Judge Business School

e-invitations to events and graduations etc should be created as RGB colour formatted .jpg image files and/or built using the online tools available at Dotmailer.com. The invitations will then be sent as a link embedded in an email.

The example here is scaled as A4 210x297mm.

An alternative method is to copy and paste the .jpg image file into the body of the email, where it will appear as an attachment.

For further information: brand@jbs.cam.ac.uk or speak to the UoCJBS online team.



Event invitations – confirmation of attendance

Use this A4 format confirmation of attendance to acknowledge receipt of an RSVP communication and confirm details of the event location, timings and contact details for any enquiries.

Contact brand@jbs.cam.ac.uk for further details.

Use the more formal invitation format to invite guests, see p**



A4Catering menus for events

Word templates

Word templates have been developed to enable Catering Menu sheets to be produced consistently to enable easy comparison between cost, food choices and availability.

Templates can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Cambridge Judge Business School
Afternoon tea @ £9.50-£20.74 per person

- Classic package - minimum 10 people
- Afternoon tea with prosecco - minimum six people
- Afternoon tea with champagne - minimum six people

Classic @ £9.50 per person
Ham sandwich with grain mustard mayonnaise
Cucumber sandwich with cream cheese, dill and chives
Scottish Smoked salmon with lemon butter
Egg Mayonnaise Sandwich with chopped shallots and watercress

Freshly baked fruit and plain scones with Cornish Clotted cream and Strawberry preserve

Assortment of Afternoon tea pastries and cakes

Served with your choice of tea or fresh filtered coffee

Afternoon Tea with Prosecco @£13.51 per person
As Classic, plus a glass of Prosecco

Afternoon Tea with Champagne @£20.74 per person
As Classic, plus a glass of Champagne



Event namebadges – templates

54x90mm Durable® Pin badge 1455

Templates are available for the creation of event namebadges in two formats, Durable Pin Type and Durable Lanyard type.

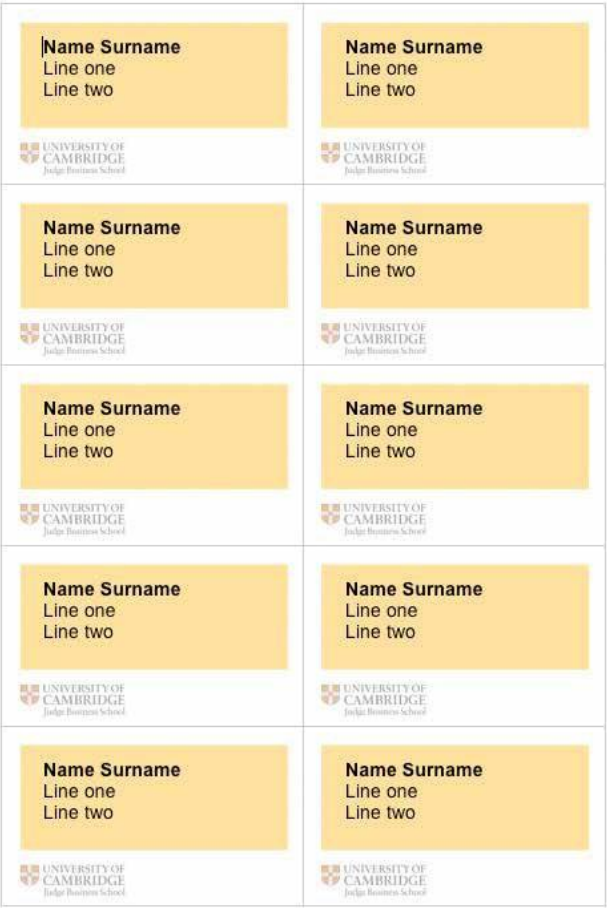
Each template has been created with all branding in place and are suitable for mail merging with an existing database.

For the pin version use with Durable Badge holder 1455, 54x90mm.

For the lanyard version use with Durable lanyard and badge holder 1456, 60x90mm

UoCJBS_Durablepinbadge_54x90master.doccan be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Templates are available for use at events where joint branding is required, please contact brand@jbs.cam.ac.uk for more information.



Event namebadges – templates

60x90mm Durable® Lanyard badge 1456

Templates are available for the creation of event namebadges in two formats, Durable Pin Type and Durable Lanyard type.

Each template has been created with all branding in place and are suitable for mail merging with an existing database.

For the pin version use with Durable Badge holder 1455, 54x90mm.

For the lanyard version use with Durable lanyard and badge holder 1456, 60x90mm

UoCJBS_Durablepinbadge_54x90master.doc can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Templates are available for use at events where centre branding or joint branding is required, please contact brand@jbs.cam.ac.uk for more information.

Name Surname Line two Line three Line Four 	Name Surname Line two Line three Line Four 
Name Surname Line two Line three Line Four 	Name Surname Line two Line three Line Four 
Name Surname Line two Line three Line Four 	Name Surname Line two Line three Line Four 
Name Surname Line two Line three Line Four 	Name Surname Line two Line three Line Four 

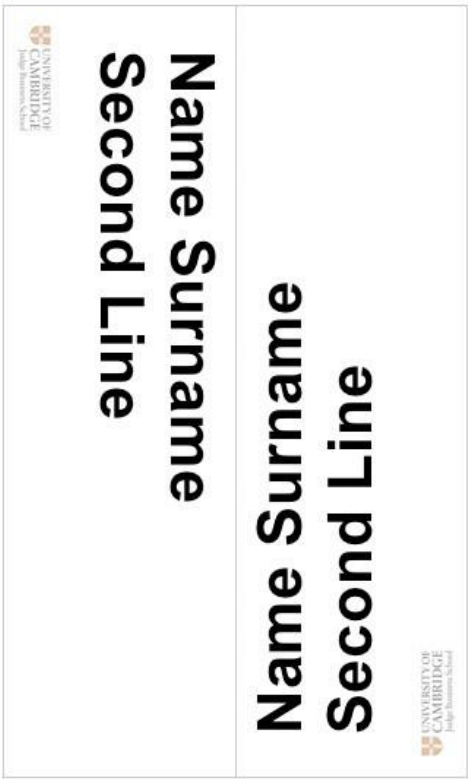
Name plates – templates

Durable® Badgemaker1460

Use this template to create name plates for use with Durable Badgemaker 1460 holders.

If you are intending to mail merge to create a set of name plates please note that your database will have to be set up in a particular way.

UoCJBS_nameplate_template.doc can be downloaded.
Please contact brand@jbs.cam.ac.uk for further information.



Use Word template UoCJBS_DinnerTent.doc to create place cards for lunches and dinners. The cards are double sided and can be produced using mail merge from a database of attendees.

For further information contact brand@jbs.cam.ac.uk

 UNIVERSITY OF CAMBRIDGE Judge Business School	 UNIVERSITY OF CAMBRIDGE Judge Business School
Hritu Patel	Name Surname
Hritu Patel	Name Surname
 UNIVERSITY OF CAMBRIDGE Judge Business School	 UNIVERSITY OF CAMBRIDGE Judge Business School
Rebecca Whittingham-Booth	Name Surname
Rebecca Whittingham-Booth	Name Surname
 UNIVERSITY OF CAMBRIDGE Judge Business School	 UNIVERSITY OF CAMBRIDGE Judge Business School

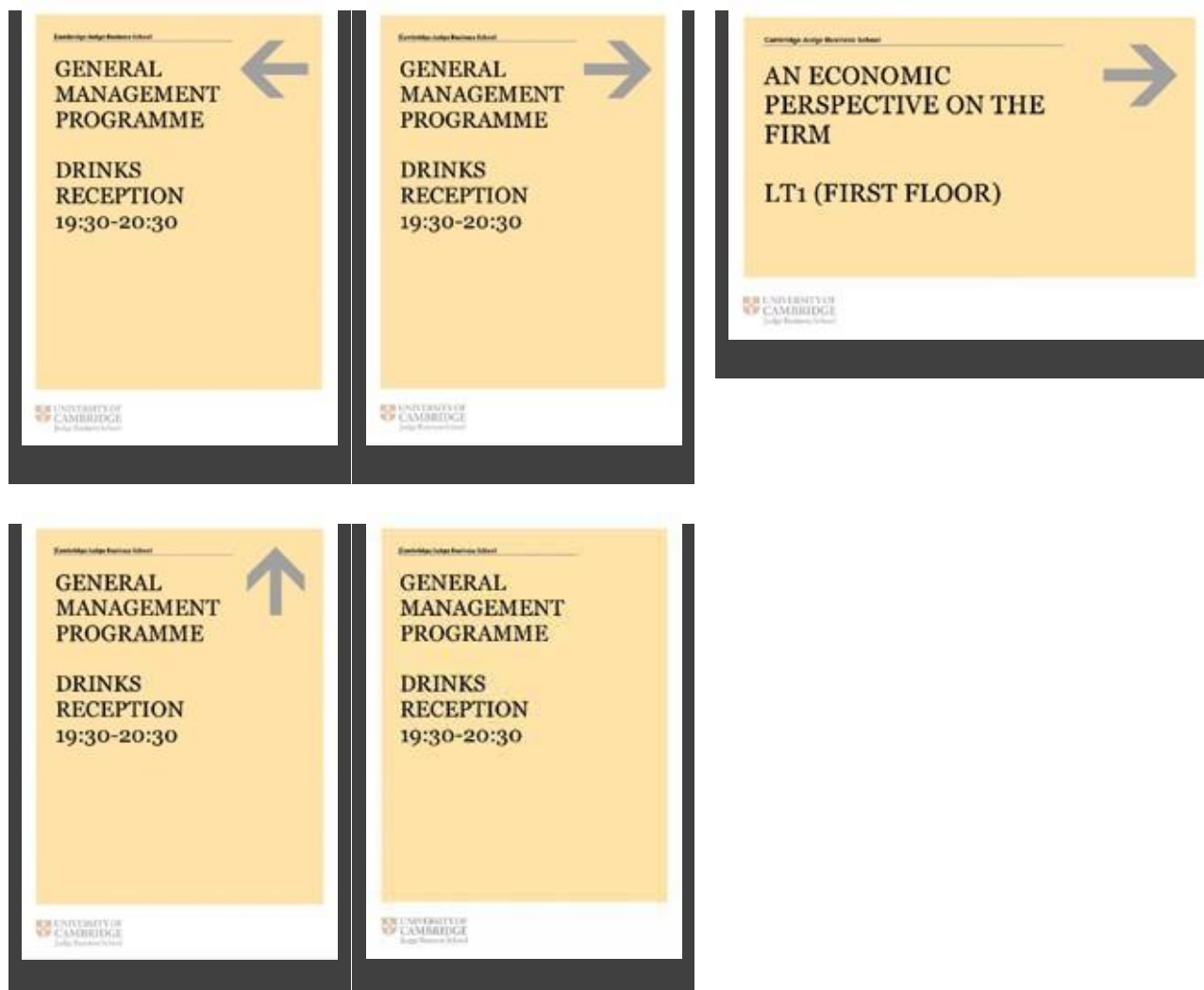
Event signage – A4 and A3 versions

Word templates

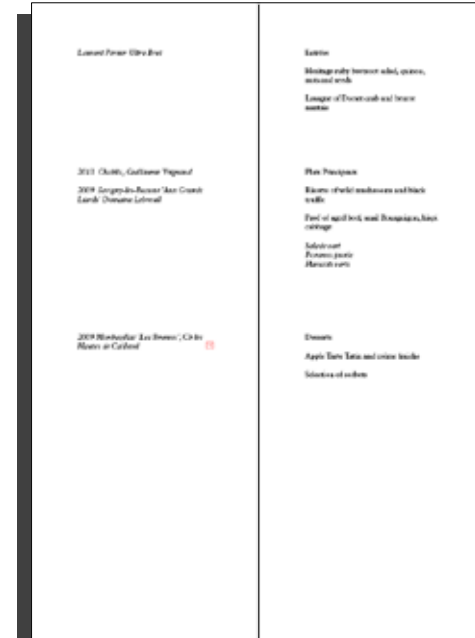
Templates are available to enable event signing to be created in A4 and A3 formats, landscape and portrait.

Arrow directions for straight on, turn left and turn right are incorporated into the templates. Templates are also available without arrows.

All versions can be downloaded. Please contact brand@jbs.cam.ac.uk for further information



Contact brand@jbs.cam.ac.uk for further details.



For all enquiries relating to the Psychometrics Centre brand:

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