

Cambridge Judge Business School

Communication Matters 2020

MAKING CAMBRIDGE JUDGE BUSINESS SCHOOL STAND OUT

Dear Colleagues

We are pleased to endorse these revised Cambridge Judge Business School Identity Guidelines, which deliver improvements in the way we present ourselves. They have been carefully developed after considering all of the feedback we've had since the previous version was published.

The Communications Standards contained in this publication are powerful assets in our global business. The written materials, both analogue and digital, that we use to communicate with our stakeholders, are a key part of the Cambridge Judge Business School experience. It is vital that these materials reinforce our brand, while reflecting our values.

To help us present a consistent image to the world we have created this publication, to help all of us build this most powerful brand and distinguish Cambridge Judge Business School in our markets, both internal and external.

Thank you for your support in this effort, we welcome your feedback or suggestions for improvement.

Christoph H. Loch
Director

Tracey Horn
Head of Corporate Marketing and Communications

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Our visual identity serves as a manifestation of what we stand for as a leading education provider and business partner. 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 business education.

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

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

Who are these guidelines for?

All of us share the responsibility of protecting and nurturing our brand, no matter which programme we represent.

It is important to understand what our brand stands for and how it expresses itself.

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

Our brand

What makes the University of Cambridge Judge Business School valuable and unique is our vision, our ambition for the world, and our approach to what we do. These elements govern everything we do, from our courses and events, to our marketing and our PR. Together they give the School a common purpose and a common way of doing things – and as a result help us stand out in the marketplace.

Vision

Our vision is simple and ambitious – it's also what makes us different.

We help transform the knowledge, thinking actions and opportunities of students, businesses and organisations.

Our approach – what we do

How we achieve our vision is based around four simple steps.

- 1.** We engage with every student and every organisation at a deep level. We get to know them as individuals, we seek to understand their motivation, limitations, focus and opportunities. We work with them and challenge them to develop the knowledge, skills and answers to help them achieve their ambitions.
- 2.** We identify important problems and questions, sharing our knowledge and learning from each other.
- 3.** We work closely together with every partner organisation, engaging in collaborative problem solving. We bring the latest available thinking from academia and professional practice, and augment our knowledge with that of our clients. We coach them to develop solutions to their problems and together we develop new answers and approaches. As they learn so do we, identifying new lines of research for us.
- 4.** Applying our combined knowledge to each specific business situation, we create knowledge and help turn it into action. And as a result we help make real and valuable changes to people and to the organisations for which they work.

continues on p6

Our brand *continued*

Our principles – how we do it

We create transformation as a result of our five principles:

deep engagement: asking questions rooted in what matters, creating new knowledge with people, challenging them and coaching them to come up with the answers

constant innovation: leading the world in new thinking and innovation; rigorously changing the business landscape through rigorous research and action, without merely imitating current fads

eclectic influences: our set of skills and our knowledge comes from multiple parts of the university, they come from diverse beliefs and goals; they add richness and inspiration to our teaching and research

entrepreneurial spirit: encouraging and supporting people to take action, to create products businesses and new lines of research

social awareness: doing things we believe in, pursuing goals for intellectual gain, contributing to social enterprise transforming the world for the better.

Our mission

Our vision, approach and principles all add up to help us to achieve our 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

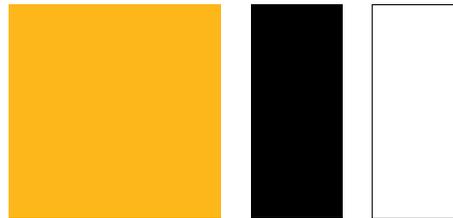
The Cambridge Judge Business School visual identity has six key elements:

- 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 School and its programmes.



1 Signature logo



2 Colour

Myriad Pro
SABON LT

3 Typography



4 Message box

BUSINESSLIKE
DIRECT
ENGAGING

5 Brand language



6 Photography

Signature logo

School

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 Judge Business School logotype. It has been specially drawn and **must never be manipulated, or altered in any way.**

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



UNIVERSITY OF
CAMBRIDGE
Judge Business School



Coat of arms



Logotype

Signature logo

Lock-ups – Programmes

To leverage equity from the University of Cambridge Judge Business School, logo lock-ups have been created for Programmes and Centres.

They have been specially drawn and **must never be manipulated, or altered in any way.**

Programme titles are positioned beneath the signature logo.

Master artworks are available from the External Affairs team.
All usage needs to be approved.

On colour applications, the Executive Education programme logo can be reproduced using either PANTONE® Metallic spot colour 872 or the CMYK equivalent. Versions of the logo have been produced to comply with either colour standard, please ensure that the correct version is used.



The**Cambridge**MBA



ExecutiveMBA



CambridgeMFin



ExecutiveEducation

Signature logo

Lock-ups – Centres

To leverage equity from the University of Cambridge Judge Business School, logo lock-ups have been created for Programmes and Centres.

They have been specially drawn and **must never be manipulated, or altered in any way.**

Centre titles are positioned above the signature logo.

Master artworks are available from the External Affairs team.
All usage needs to be approved.

On colour applications, the Executive Education programme logo can be reproduced using either PANTONE® Metallic spot colour 872 or the CMYK equivalent. Versions of the logo have been produced to comply with either colour standard, please ensure that the correct version is used.

Entrepreneurship Centre



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Centre for Financial Analysis & Policy



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Centre for Compliance & Trust



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Centre for Risk Studies



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Centre for India & Global Business



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Centre for Process Excellence & Innovation



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Signature logo

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 clear space — as indicated by 'X'.

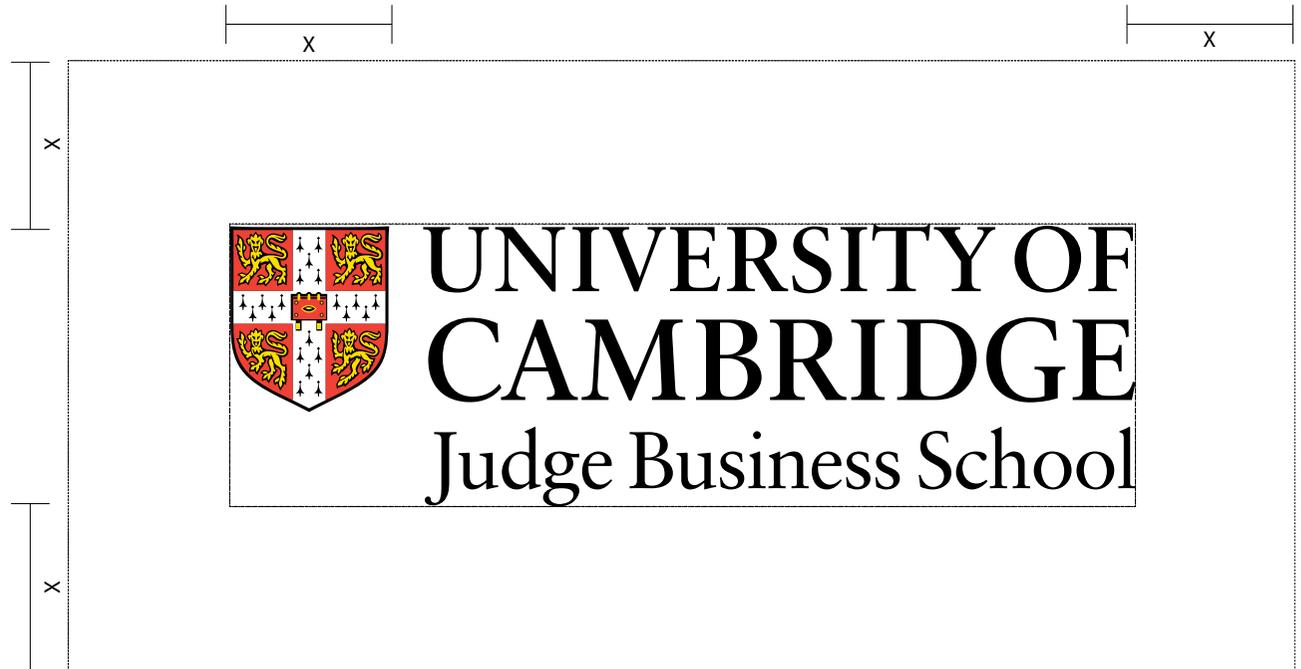
Size on A4 documents

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**.

The same principles must be applied to the Programme and Centre lock-ups.



Size on A4 format



Minimum size



Signature logo

School colour versions

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

There are four colour and two mono variants shown opposite.

The logo can be printed using Spot PANTONE® colours or CMYK process, image files are available for both colour systems. Files created to use the CMYK colour system are designated 'CMYK' in the filename, those created to be printed as a spot colour using PANTONE® references are designated 'PMS' in the filename.

The logos for use online are designated 'RGB' in the filename.

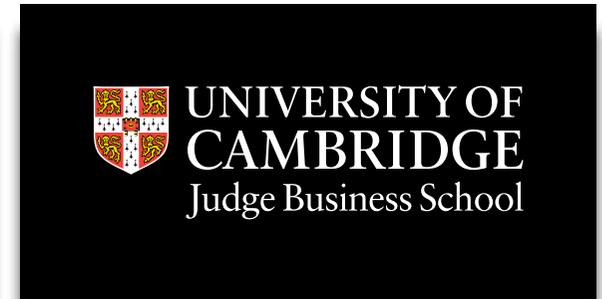
When applying the logo to images ensure that it is against a light, uncluttered background.

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

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



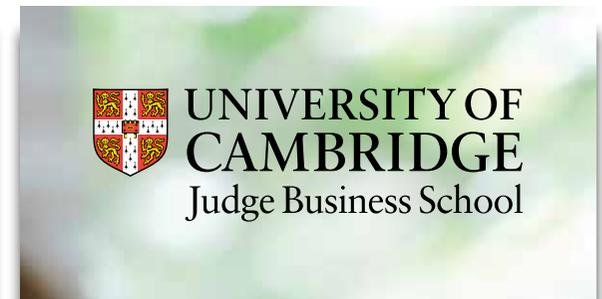
UoCJBS_CMYK.eps UoCJBS_PMS.eps



UoCJBS_reversal_whiterim_CMYK.eps



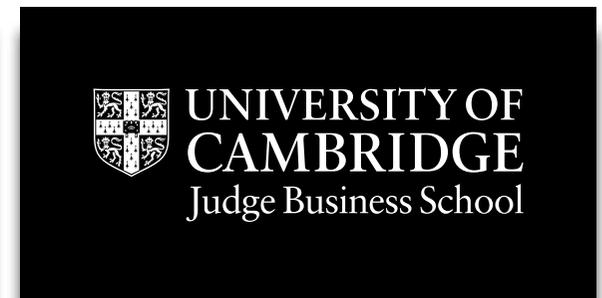
UoCJBS_CMYK.eps



UoCJBS_CMYK.eps



UoCJBS_blackmono.eps



UoCJBS_whitemono.eps

Signature logo

Programme and Centre colour versions

To ensure the consistency necessary to build a strong identity, it is important that the Programme and Centre logos appear only in the colours specified in these guidelines.

There are four colour and two mono variants shown opposite.

These logos can be printed using Spot PANTONE® colours or CMYK process, image files are available for both colour systems. Files created to use the CMYK colour system are designated 'CMYK' in the filename, those created to be printed as a spot colour using PANTONE® references are designated 'PMS' in the filename.

The logos for use online are designated 'RGB' in the filename.

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

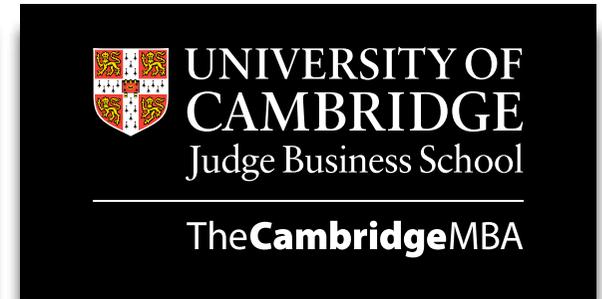
The only time the logo appears solely black or white, is when restricted to single colour printing.

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

Please refer to p14 of this guide for Executive Education logos guidelines.



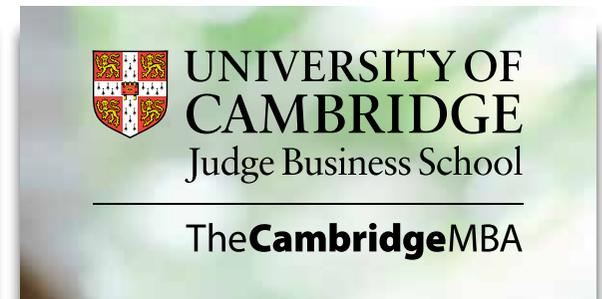
UoCJBS_MBA_logo_CMYK.eps UoCJBS_MBA_logo_PMS.eps



UoCJBS_MBA_reversal_whiterim_CMYK.eps



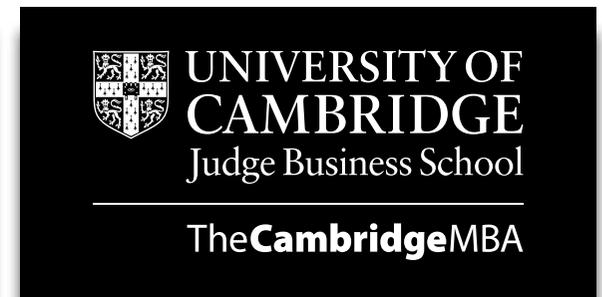
UoCJBS_MBA_logo_CMYK.eps



UoCJBS_MBA_logo_CMYK.eps



UoCJBS_MBA_blackmono.eps



UoCJBS_MBA_whitemono.eps

Signature logo

Executive Education colour versions

There are four colour and two mono variants shown opposite.

The logo can be printed using Spot PANTONE® colours or CMYK process, image files are available for both colour systems. Files created to use the CMYK colour system are designated 'CMYK' in the filename, those created to be printed as a spot colour using PANTONE® references are designated 'PMS' in the filename.

The logos for use online are designated 'RGB' in the filename.

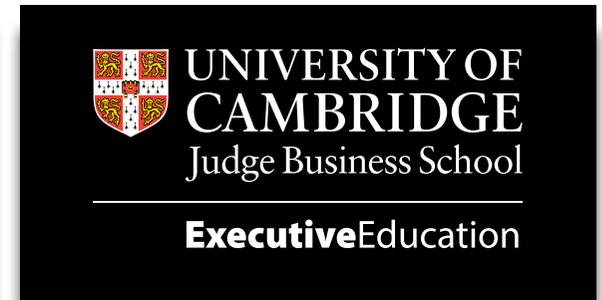
When applying the logo to images ensure that it is against a light, uncluttered background.

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

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



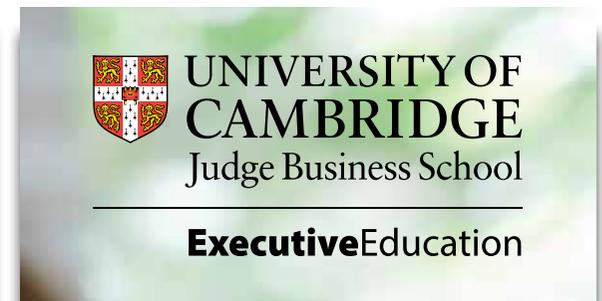
ExecEDcmyk.eps



ExecEDrevwhiterimcmyk.eps



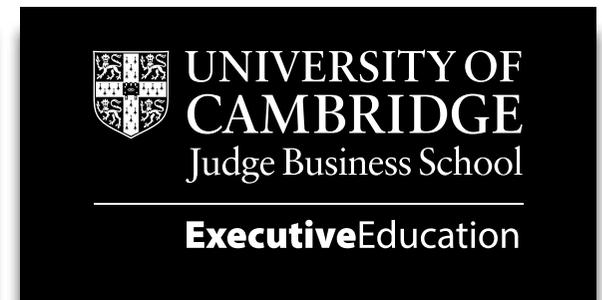
ExecEDcmyk.eps



ExecEDcmyk.eps



ExecEDblackmono.eps



ExecEDwhitemono.eps

Signature logo

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 diagram illustrates the positioning of the University of Cambridge Judge Business School logo in two different contexts. In the top example, the logo is placed in the bottom-left corner of a yellow rectangular area. A vertical dimension line on the left indicates a 10 mm distance from the bottom edge of the yellow area to the bottom of the logo. A horizontal dimension line at the top indicates that the text 'UNIVERSITY OF CAMBRIDGE Judge Business School' is aligned to the left. The word 'HEADING' is written in large, bold, black letters at the top of the yellow area. In the bottom example, the logo is placed in the bottom-left corner of a blurred image of a classical column. A vertical dimension line on the left indicates a 10 mm distance from the bottom edge of the image to the bottom of the logo. A horizontal dimension line at the bottom indicates that the text 'UNIVERSITY OF CAMBRIDGE Judge Business School' is aligned to the left. Below this, the text 'Executive Education' is written in a smaller, bold, black font.

The CJBS House Colour yellow **must 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 CJBS 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.

CJBS House Colour

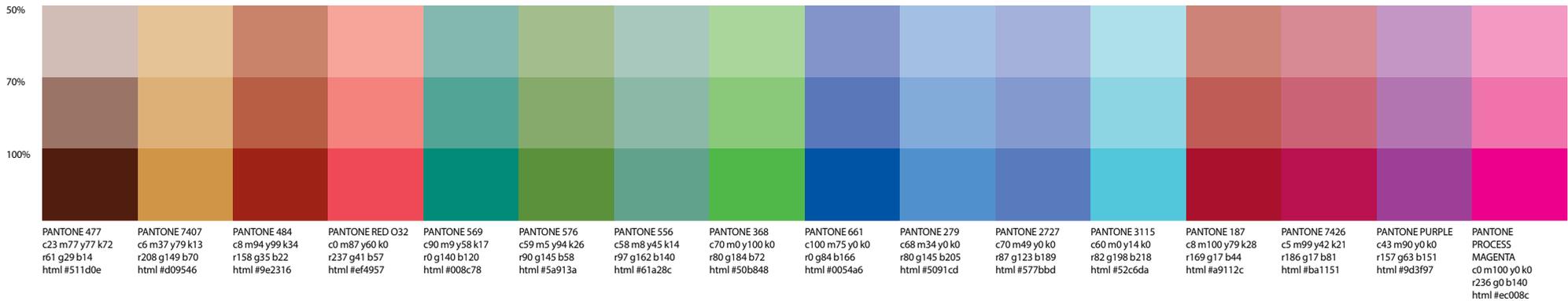


UoCJBS
c0 m31 y98 k0
r255 g184 b28
html #ffb81c
PANTONE 1235C
PANTONE 122U



PANTONE 557
c48 m4 y35 k10
r122 g180 b163
html #7ab4a3
**CAMBRIDGE
BLUE**

Accent colours

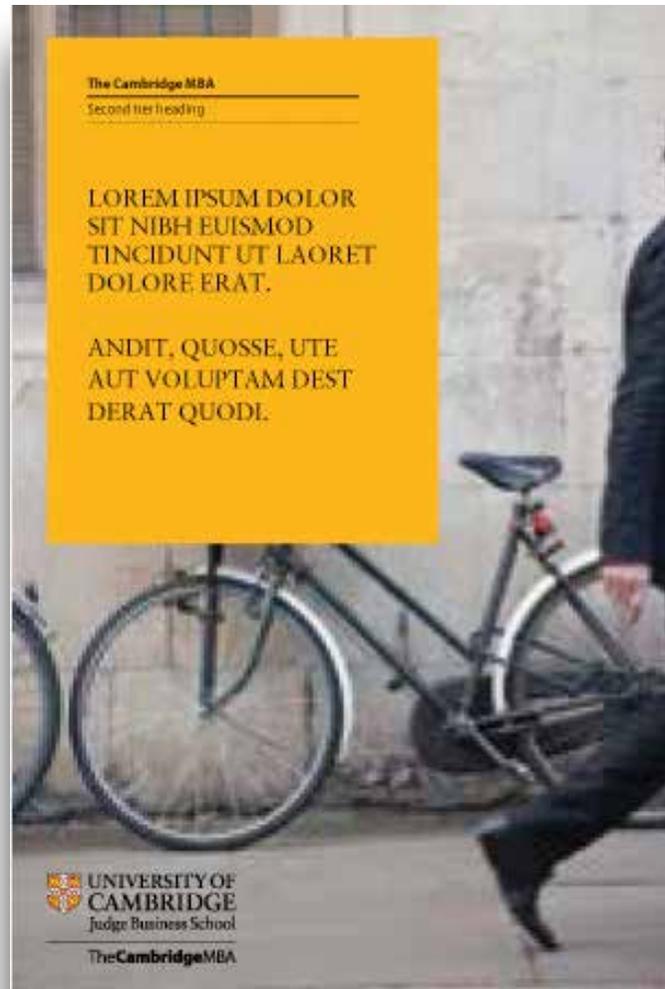


Usage

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

The School House Colour must appear on all communications.

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



Full colour communications. School/programme colour contained within the message box.

Colour

Usage

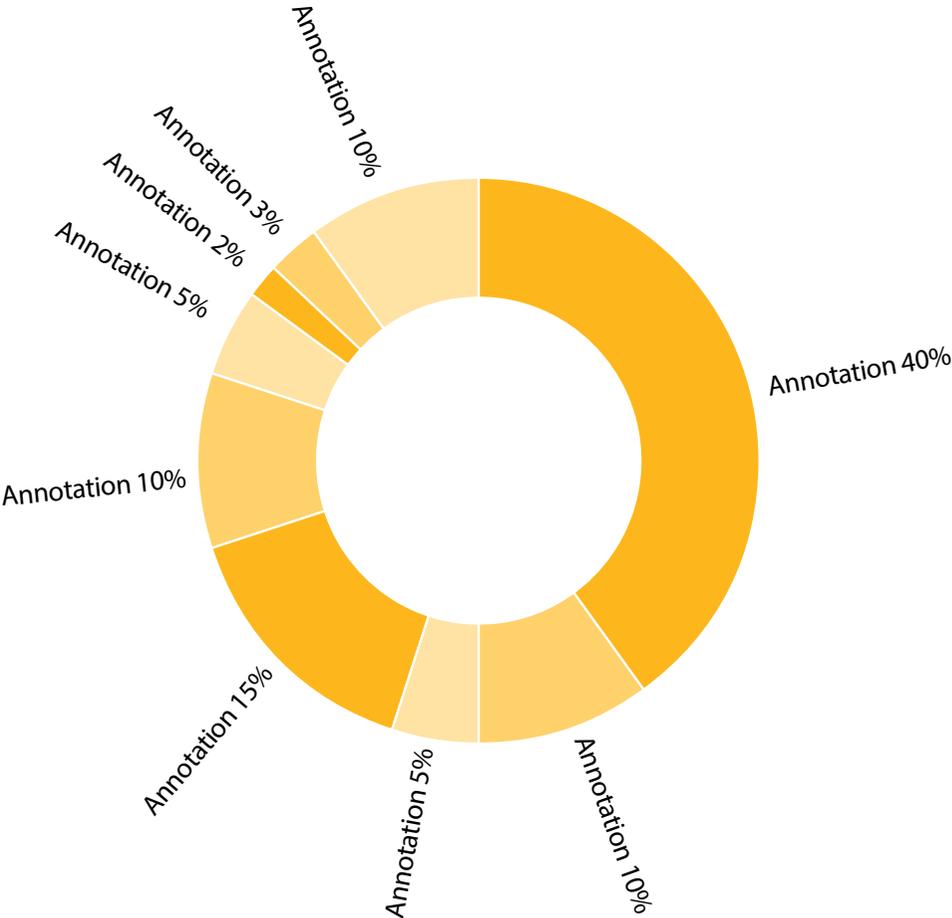
Diagrams

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.

For further information email : brand@jbs.cam.ac.uk



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 SabonLt 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 School 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

20

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

A GLASS CEILING
EXISTS TO MAKE



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Typography

Message box

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

The School 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.

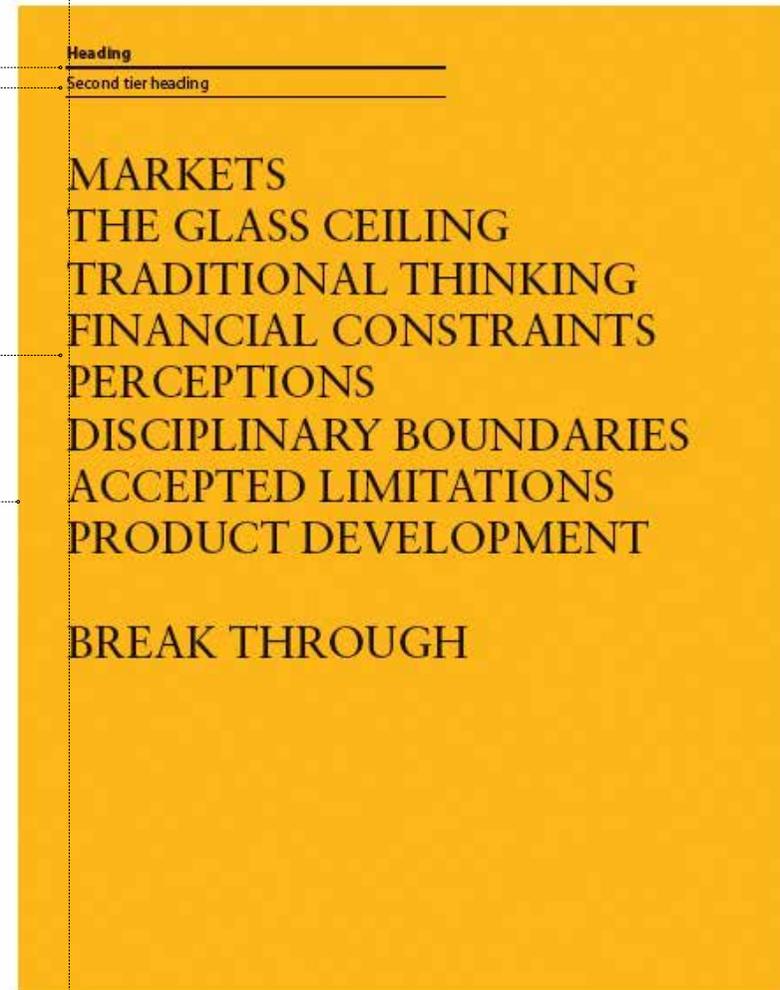
De-capitalise and remove unnecessary punctuation from text unless it affect the sense of the piece.

Rules
Headings
Myriad Pro Bold
Myriad Pro Regular

Message
Sabon Lt Regular
All caps
Track open 10

Message box

Type alignment



 UNIVERSITY OF
CAMBRIDGE
Judge Business School

Message box

Scaling

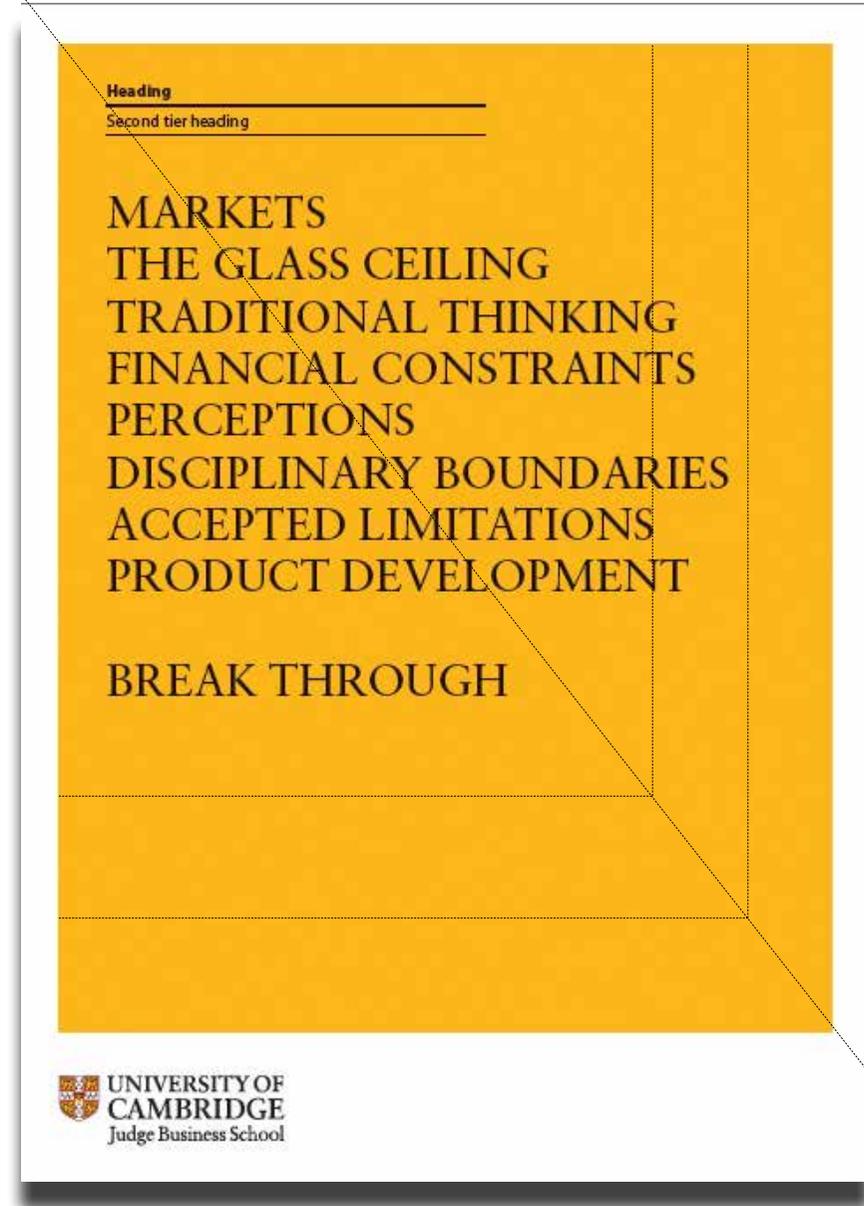
The message box is the most recognisable element of our visual system. It must appear on all publications.

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

Cambridge Judge Business School must appear top left, with a solid underline rule (1.9pt/pixel) and the programme 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 School stand apart from its competitors
- Be clear in communicating the benefits and offer of each product
- Create greater engagement
- Reinforce our defining idea – ‘transformative’

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 School, at the University of Cambridge and in the environs of the City of Cambridge. Portraits of key faculty members are a very important element of the 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?



Typography

Text in headings

The text in front cover headings indicates which school department, programme or centre own 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 brand@jbs.cam.ac.uk if you are in any doubt about the correct title.

The school and its programmes and centres

The title 'Cambridge Judge Business School' should always be used as the main heading. The title of the programme or centre should take the position of the second tier heading, as here. A good example of this is a *school information sheet* if further clarification is required.

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 12/16pt u/lc, underline with a 0.5pt weight dashed 3 and 2 rule.

Cambridge Judge Business School

School generic

Cambridge Judge Business School

The Cambridge MBA

School generic with second tier programme title

Cambridge Judge Business School

Cambridge Master of Finance

Post-experience master's degree in finance

School generic with second tier programme title and third tier publication title

Typography

Text in headings

The text in front cover headings indicates which school department, programme or centre own 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 brand@jbs.cam.ac.uk if you are in any doubt about the correct title.

The school and its programmes and centres

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Cambridge Judge Business School

School generic

Cambridge Judge Business School

The Cambridge MBA Careers Handbook

School generic with second tier programme title

Cambridge Judge Business School

Cambridge Executive MBA Student Handbook

School generic with second tier programme title

Cambridge Judge Business School

Cambridge Master of Finance

Post-experience master's degree in finance

School generic with second tier programme title and third tier publication title

Typography

Text in headings *continued*

The text in front cover headings indicates which school department, programme or centre own 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 brand@jbs.cam.ac.uk if you are in any doubt about the correct title.

Centres

Where the publication is centre specific, the centre title 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 centre and the school.

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

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
Entrepreneurship Centre

Postgraduate Diploma in Entrepreneurship

Centre specific with second tier publication title

Cambridge Judge Business School
Executive Education

Advanced Leadership Programme

Centre specific with second tier publication title

Stationery

Master A4 letterheading with overprint

Cambridge Judge Business School master A4 letterhead.

The master letterheading is pre-printed in bulk. InDesign artwork files are available at: brand@jbs.cam.ac.uk

Letters are overprinted onto pre-printed A4 letterheadings using Word template *UoCJBS_A4letter_overprint.doc*

Templates for stationery production are available at: brand@jbs.cam.ac.uk

Stationery templates

V:/Departmental Folders/Templates & Guidelines/Stationery

Please contact brand@jbs.cam.ac.uk for further information.

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 PMS 032C

Yellow PMS 109C

Black

or

CMYK four process colours one side



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 info@jbs.cam.ac.uk

www.jbs.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 necessit atib saepe eveniet ut er repudiand sint et molestia non recusand. Itaque earud rerum hic tenetur sapiente delectus ut aut prefer endis 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 eia 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 libiding epular religuard cupiditat, quas nulla praid no umdant.

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Yours sincerely

Name Surname

Position

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 info@jbs.cam.ac.uk

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Stationery

Programme A4 letterheading with overprint

Cambridge Judge Business School programme specific A4 letterhead.

The master letterheading is pre-printed in bulk. InDesign artwork files are available at: brand@jbs.cam.ac.uk

Letters are overprinted onto pre-printed A4 letterheadings using Word template *UoCJBS_A4proletter_overprint.doc*

Templates for stationery production are available from: brand@jbs.cam.ac.uk

Stationery templates

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Bulk printing specifications

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Litho printing

Three line colours:

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Yellow PMS 109C

Black

or

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www.jbs.cam.ac.uk/mba
www.jbs.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 necessitatibus saepe eveniet ut eripudiand sint et molestia non recusand. Itaque earum rerum hic tenetur a sapiente delectus ut autem preferendis doloribus asperiores repellat. Hanc ego cum tene sententiam, quid est cur verere ne ad eam non possing accomodare torquatur nos ros quos tu paulo ante cum memoritum eia 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 libiding epular reliquard cupiditat, quas nulla praid on umdant.

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Yours sincerely

Name Surname
Position

Cambridge Judge Business School
University of Cambridge
Trumpington Street
Cambridge CB2 1AG
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T +44 (0)1223 000000
D +44 (0)1223 000000
E brand@jbs.cam.ac.uk
www.jbs.cam.ac.uk/mba
www.jbs.cam.ac.uk

Stationery

Centre A4 letterheading with overprint

Cambridge Judge Business School programme specific A4 letterhead.

The master letterheading is pre-printed in bulk. InDesign artwork files are available from: brand@jbs.cam.ac.uk

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Bulk printing specifications

Paper

Arjo Wiggins Conqueror Smooth/Satin Wove
Brilliant White 100gsm

Digital printing

CMYK four process colours one side

Litho printing

CMYK four process colours one side



Centre for Entrepreneurial Learning
10 Trumpington Street
Cambridge CB2 1QA
United Kingdom
T +44 (0)1223 766900
D +44 (0)1223 766922
E efel@jbs.cam.ac.uk
www.efel.jbs.cam.ac.uk

Spreading the spirit of enterprise



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 voluptatum repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut autem vero reprehenderit nullam et aliquam nisi est illo facere possunt, nisi est pariatur cumque error sit esse culpa qui officia deserunt mollit anim id est in reprehenderit. Hanc ego cum tene sententiam, quid est cur vererere ad eam non possing accommodare torquat nostros quos tu paulo ante cum memorite tum eia ergat. Nos amice ebevol molestias access potest fieri ad augendas cum conscientio factor tum poen legum odioque civiuda. Et tamen in busdam neque pecuniam modum est neque non impendit libidinis epularum reliquarum cupiditatem, quas nulla praedonum dant.

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

Yours sincerely

Name Surname
Position

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Cambridge CB2 1QA
United Kingdom
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D +44 (0)1223 766922
E efel@jbs.cam.ac.uk
www.efel.jbs.cam.ac.uk

Spreading the spirit of enterprise

Stationery

Compliments slip, master

Cambridge Judge Business School master compliments slip

The master compliments is pre-printed in bulk. InDesign artwork files are available from: brand@jbs.cam.ac.uk

Stationery templates

V:/Departmental Folders/Templates & Guidelines/Stationery

Please contact brand@jbs.cam.ac.uk for further information.

Bulk printing specifications

Paper

Arjo Wiggins Conqueror Smooth/Satin Wove
Brilliant White 100gsm

Digital printing

CMYK four process colours one side

Litho printing

CMYK four process colours one side



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www.jbs.cam.ac.uk

with compliments

Stationery

Compliments slip, programme version

Cambridge Judge Business School compliments slip, programme version.

The programme version compliments slip is pre-printed in bulk. InDesign artwork files are available from:
brand@jbs.cam.ac.uk

Stationery templates

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Please contact brand@jbs.cam.ac.uk for further information.

Bulk printing specifications

Paper

Arjo Wiggins Conqueror Smooth/Satin Wove
Brilliant White 100gsm

Digital printing

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Litho printing

CMYK four process colours one side



The **Cambridge**MBA

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E name@jbs.cam.ac.uk
www.jbs.cam.ac.uk/mba

www.jbs.cam.ac.uk

with compliments

Stationery

Compliments slip, centre version

Cambridge Judge Business School compliments slip, centre version.

The centre version compliments slip is pre-printed in bulk. InDesign artwork files are available from: brand@jbs.cam.ac.uk

Stationery templates

V:/Departmental Folders/Templates & Guidelines/Stationery

Please contact brand@jbs.cam.ac.uk for further information.

Bulk printing specifications

Paper

Arjo Wiggins Conqueror Smooth/Satin Wove
Brilliant White 100gsm

Digital printing

CMYK four process colours one side

Litho printing

CMYK four process colours one side

Entrepreneurship Centre



Entrepreneurship Centre
10 Trumpington Street
Cambridge CB2 1QA
United Kingdom

T +44 (0)1223 766900
D +44 (0)1223 766922
E ec@jbs.cam.ac.uk
www.cfel.jbs.cam.ac.uk

with compliments

Stationery

Business cards, master version

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



Name Surname QUALIFICATION inc lower case

Job title
Cambridge MBA Student 2014-2015

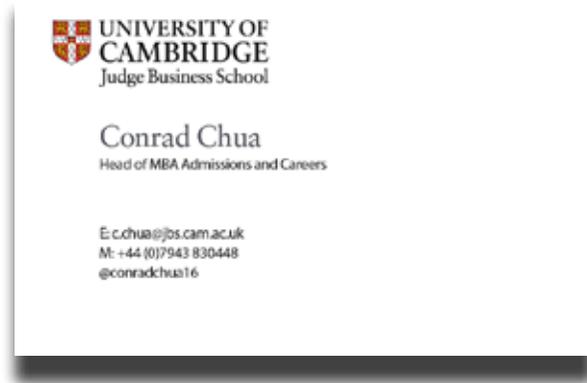
Line one
Line two
Line three
Line four

Line five
Line six
Line seven
Line eight

Cambridge Judge Business School
University of Cambridge
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United Kingdom

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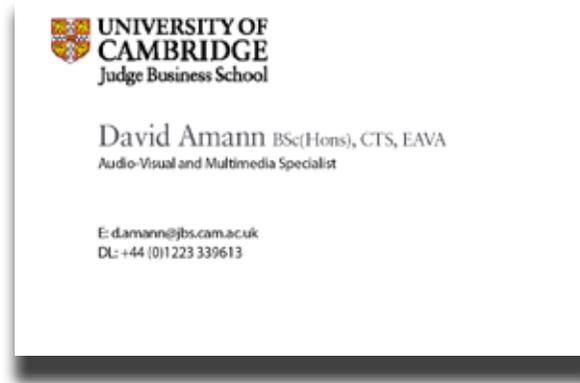
Business cards, master version – examples



UNIVERSITY OF CAMBRIDGE
Judge Business School

Conrad Chua
Head of MBA Admissions and Careers

E: c.chua@jbs.cam.ac.uk
M: +44 (0)7943 830448
@conradchua16



UNIVERSITY OF CAMBRIDGE
Judge Business School

David Amann BSc(Hons), CTS, EAVA
Audio-Visual and Multimedia Specialist

E: d.amann@jbs.cam.ac.uk
DL: +44 (0)1223 339613



UNIVERSITY OF CAMBRIDGE
Judge Business School

Elle Wye
Communications Officer

E: ewye@jbs.cam.ac.uk
DL: +44 (0)1223 768395



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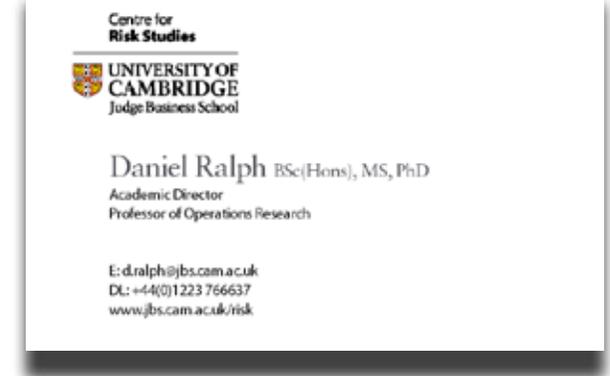
T: +44 (0)1223 339700
F: +44 (0)1223 339701
www.jbs.cam.ac.uk

Stationery

Business cards, centre version

All UoCJBS centre version 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.

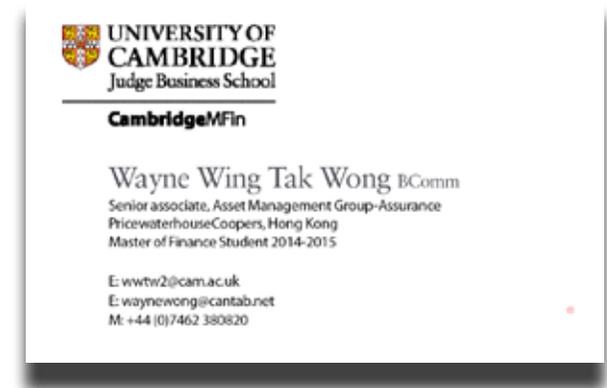


Stationery

Business cards, programme version

All UoCJBS programme version 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.



When Cambridge Judge Business School 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:
brand@jbs.cam.ac.uk**

**Cambridge Judge Business School and
the Daedalus Trust Conference**
Thursday 19 September 2013

**THE INTOXICATION
OF POWER –
LEADERSHIP AND
HUBRIS**

 **UNIVERSITY OF
CAMBRIDGE**
Judge Business School

DAEDALUSTRUST

Cambridge Judge Business School
Darden School of Business University of Virginia

**CALL FOR
PAPERS**

Entrepreneurship and Innovation
Research Conference
19-20 June 2014

We welcome unpublished working papers from all research areas within the topics of entrepreneurship and innovation. Please submit an electronic version of your paper (PDF, not later than 17 January 2014) through the conference website at www.jbs.cam.ac.uk/ei/conference

 **UNIVERSITY OF
CAMBRIDGE**
Judge Business School

 **UNIVERSITY
OF VIRGINIA**
Darden School of Business

[batten institute](http://batteninstitute.com)

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 paperstock 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:
Edixion Offset uncoated cover boards and text papers.
Cover weight 250gsm
Text weight 150-170gsm depending on page count

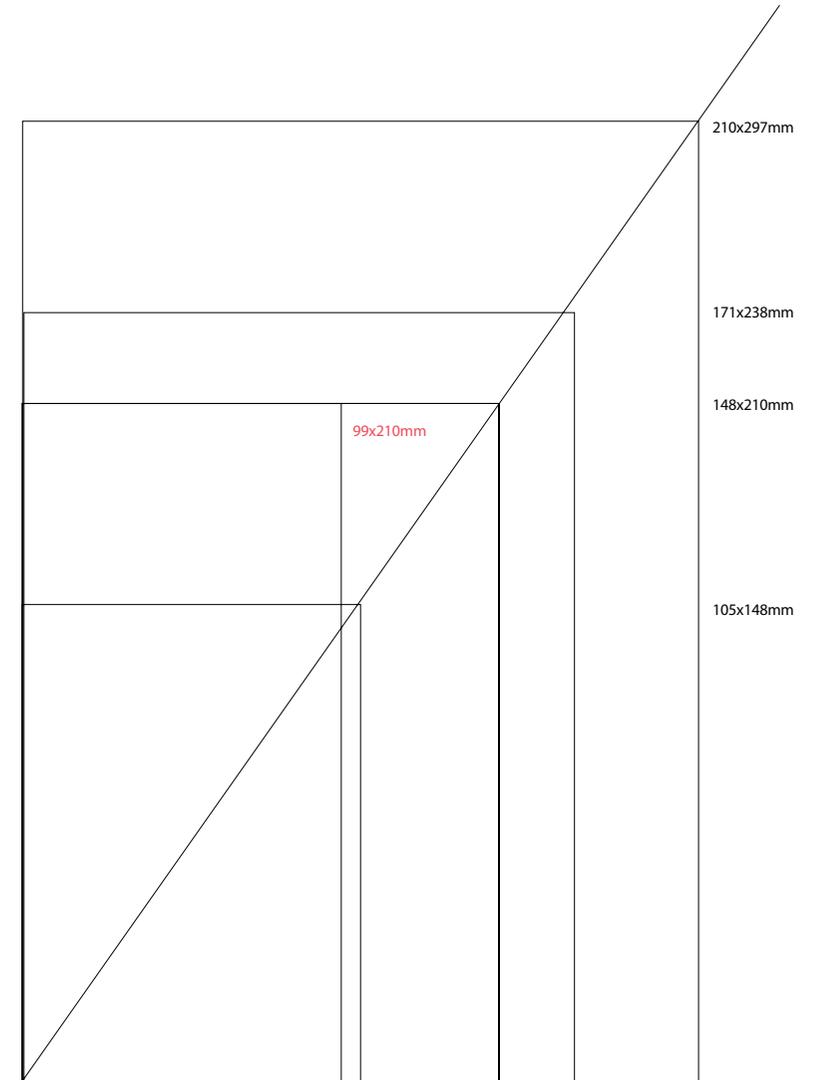
Paper specifications for digital printing:
DNS Indigo FSC Mix boards and text papers.
Cover weight 250gsm
Text weight 150-200gsm depending on page count

Postcards:

Indigo Premium Smooth FSC Mix board
Cover weight 300gsm

Business cards

iPrint Digital Uncoated FSC Mix
Cover weight 340gsm.

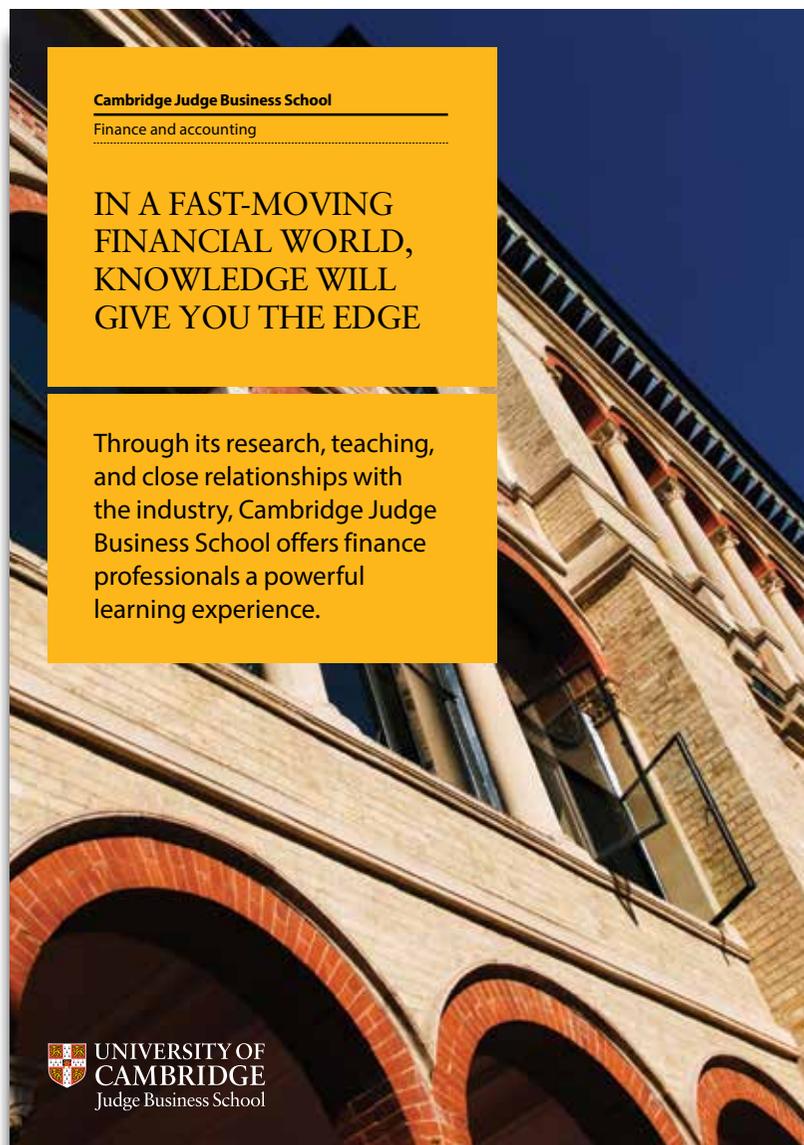


Cambridge Judge Business School

Communication Matters 2014

APPLICATION EXAMPLES – EXTERNAL PRODUCTION

A4, two sided, text only on reverse



Cambridge Judge Business School

Finance and accounting

IN A FAST-MOVING FINANCIAL WORLD, KNOWLEDGE WILL GIVE YOU THE EDGE

Through its research, teaching, and close relationships with the industry, Cambridge Judge Business School offers finance professionals a powerful learning experience.



Finance & Accounting Research at Cambridge Judge Business School

Research

Our finance faculty are leaders in their fields and are at the cutting edge of financial research. The Finance & Accounting group has a central focus on the analysis of financial decisions of business. The group also investigates two principal sources of data informing financial decisions: prices in financial markets in which business operates, and financial reports supplied by business to the financial markets. The group is engaged in researching regulation of company financial reporting and commercial and central banks to locate and reveal risk.

The group focuses on:

- Business finance
- Financial policy
- Empirical corporate finance
- Investment management
- Financial reporting
- Stock markets

The University is also home to five research centres dedicated to finance, researching how investors and firms use this data to make business decisions.

Finance & Accounting Programmes at Cambridge Judge Business School

Executive Education

Executive Education offers a comprehensive portfolio of finance programmes which offer a holistic view of the subject:

- Behavioural Finance
- Corporate Governance: Agency Problems & Ethics
- Corporate Investment Portfolio Management
- Raising Capital
- Options, Futures & Other Derivatives
- Finance & Accounting for Non-Financial Managers
- Islamic Finance

The programmes give those aspiring to switch to finance positions, or those new to financial roles, the opportunity to gain confidence and competence in concepts underlying the decisions faced by corporate managers and investors.

The Cambridge Master of Finance (MFin)

The one-year MFin focuses on the theory and practice of finance, and is one of only a few Master of Finance programmes where 100% of the class has prior work experience in finance. The Cambridge MFin is a CFA Program Partner, in recognition of the programme's practical, relevant, and thought-provoking curriculum.

The Cambridge MBA (full-time) and Executive MBA

The MBA and Executive MBA offer a broad range of teaching in the finance areas, also drawing on practitioners from the world of banking and finance. Students on the full-time MBA can specialise with the Finance concentration.

The MPhil in Finance

A pre-experience course designed for those with no more than one year of work experience after their first degree, and is jointly taught by three Cambridge faculties: Cambridge Judge Business School, the Faculty of Economics and Mathematics.

Scholarships & funding

- BNY Mellon Scholarship for Finance Professionals
- Ruth Whaley Scholarship for Women in Finance
- The Chairman's scholarships for MFin students

Ways to engage with us

Recruit graduates

Master of Finance, MBA, Executive MBA, MPhil in Finance. Present to groups of students, browse our online database of CVs, post job vacancies on our online student career portal

Become a project partner

Work with group of students on a real issue facing your business through the MBAs Global Consulting Project (March/April) or the MFin Group Consulting Project

Executive Education

Engage with our Executive Education programmes, to send individual employees or arrange custom programmes for large groups of employees at your setting or in Cambridge. Engage with our faculty on specific research initiatives that help your organisation take better business decisions.

Become a guest speaker

The Master of Finance City Speaker Series provides a further stream of practical financial expertise to the degree. It also provides students regular networking opportunities with finance professionals. The speakers are experts in their fields working at the daily cutting edge of applied finance.

Some of the distinguished speakers who've featured include:

- Michael Cohrs*, Head of Global Banking at Deutsche Bank and current member of Financial Policy Committee at Bank of England.
- Paul Tucker*, ex- Deputy Governor of Bank of England.
- Tiad Mahmoud*, CEO of ADIB (Abu Dhabi Islamic Bank)
- David Hitchcock*, Head of Investor Client Management, J.P. Morgan
- David Wormsley*, Chairman of UK Banking & Broking, Citigroup
- Adam Sorab*, Head of Investor Relations, CQS
- Richard Evans*, Chief Risk Officer, Institutional Clients Group, Citibank

European Finance Association (EFA)

One of the world's leading conferences on Finance, the 40th EFA Annual Conference was hosted by Cambridge Judge Business School in August 2013. The programme chair was Professor Raghavendra Rau, Sir Evelyn de Rothschild Professor of Finance at Cambridge Judge Business School.

Visit:

www.jbs.cam.ac.uk/faculty-research/subjectgroups/finance-accounting
www.jbs.cam.ac.uk/programmes/mba/learning/tailored-learning/finance/

Or contact us on:

corporate-relations@jbs.cam.ac.uk

A4, two sided, text and images on reverse



Cambridge Judge Business School
Executive MBA

THE LEARNING AT CAMBRIDGE IS EXCEPTIONAL, THE NETWORKS YOU JOIN ARE UNPARALLELED

Aymen Almoayed
Chairman
Almoayed Holdings

The Cambridge Executive MBA is a world-leading degree programme for senior executives, enabling participants to continue working while earning a Cambridge degree.

The Executive MBA offers relevant and practical general business education in a collaborative environment. The programme offers the same modules and learning opportunities as the full-time MBA, with group projects and electives allowing the programme to be tailored to the needs of the participants.



UNIVERSITY OF CAMBRIDGE
Judge Business School

Executive MBA



Programme overview

Core courses provide a thorough overview of the principal functional areas of an organisation, ensuring participants understand the role of different business departments, are familiar with their key tools and methodologies, appreciate the way in which they operate in the wider organisational context and are fully conversant with the language and terminology they use.

Participants can also choose a minimum of two electives, designed to provide an opportunity to broaden their experience, focus on subjects of particular interest and tailor the Executive MBA to their specific needs.

Focussed on you

Delivered over 20 months, the programme is taught over 16 weekends and 4 week-long sessions, including 1 week on an International Business Study Trip. While participants are away from Cambridge, they continue to interact and collaborate via a unique Virtual Learning Environment (VLE), delivered via an online hub.

Travelling from as far away as America and Australia, the programme attracts around 60 participants each year, from a variety of industries and backgrounds, resulting in a class of talented, energetic and creative team players.

A unique approach

Personal and Professional Development (PPD)
Personal development focuses on the improvement of 'soft' skills, such as cultural intelligence, diplomacy and reflexivity, which are all critical to effective management of oneself and others. Mentors from the business world join participants throughout the programme to provide guidance and support.

Virtual Learning Environment (VLE)

The VLE enables participants to access course materials anywhere in the world and to communicate with fellow participants and faculty. Through the use of web 2.0 technologies and an innovative course design, the VLE enhances the learning experience throughout the duration of the programme.

University of Cambridge

Executive MBA participants become a member of one of the Cambridge colleges and have the same access to university facilities as a full-time student.

Entry requirements

Professional experience Seven years' full-time before Commencing the programme

in September

Academic achievement 1st or 2.1, or GPA of at least 3.3 or Top 25% of class

GMAT The average score for GMAT is 690, though waivers can be granted; please refer to the Executive MBA website for further details

Two references A professional reference and a peer reference

English proficiency Fluency in English or IELTS (8.0 no band below 7.0) or TOEFL (100 with 25 in the written section)

Cambridge Judge Business School leverages the power of academia for real world impact

Cambridge Judge Business School is in the business of transformation of individuals, of organisations and society. What does that mean in practice? It means we work with every student and organisation at a deep level, identifying important problems and questions, challenging and coaching people to find answers, and creating new knowledge.

For a list of core and elective courses, current tuition fees and a course calendar please visit www.jbs.cam.ac.uk/emba

Or contact us on:

emba-enquiries@jbs.cam.ac.uk
T: +44 (0)1223 766329
www.theCambridgeEMBA.com



Cambridge Judge Business School

Welcome to the worldwide CJBS alumni community!

We have just under 6000 alumni in over 100 countries, and the Alumni Relations team are here to keep you in touch with the School, the University and each other.

Stay Involved:

- 1 Update your contact details on the Common Room at www.cjbs.cam.ac.uk
- 2 Sign up for our email for life service, cambridge@jbs.net
- 3 Come to one of our events
- 4 Join your local Alumni Group, or set up your own!
- 5 Treat yourself to exclusive University of Cambridge alumni merchandise

facebook.com/CambridgeJudgeBusinessSchool
 'Cambridge Judge Business School Alumni'
 @CambridgeJBS

Contact us:
 E: alumni@jbs.cam.ac.uk
 W: www.jbs.cam.ac.uk/alumni
 T: +44 (0)1223 760959

UNIVERSITY OF CAMBRIDGE
 Judge Business School

Cambridge Judge Business School
 Darden School of Business University of Virginia

CALL FOR PAPERS

Entrepreneurship and Innovation
 Research Conference
 19-20 June 2014

We welcome unpublished working papers from all research areas within the topics of entrepreneurship and innovation. Please submit an electronic version of your paper (PDF) no later than 17 January 2014 through the conference website at www.jbs.cam.ac.uk/callforpapers

UNIVERSITY OF CAMBRIDGE Judge Business School | UNIVERSITY OF VIRGINIA Darden School of Business | batten institute

UNIVERSITY OF VIRGINIA | DARDEN SCHOOL OF BUSINESS | FRENCH HALL | CHARLOTTE-ROSELLE HALL 22904

Cambridge Judge Business School
 Darden School of Business University of Virginia

About the conference

Founded by Darden's Batten Institute for Entrepreneurship and Innovation the conference aims to bring together a diverse set of presenters and discussants for two days of lively debate and discussion. Scholars of all levels and from a variety of disciplines are invited to attend, whether or not a paper is submitted. This year the conference location moves to Cambridge Judge Business School, University of Cambridge in the UK. www.jbs.cam.ac.uk/callforpapers

Cambridge Judge Business School
 University of Cambridge
 Trumpington Street
 Cambridge CB2 3RQ
 UK

T: +44(0)1223 339700
 E: conference@jbs.cam.ac.uk
www.jbs.cam.ac.uk/callforpapers

UNIVERSITY OF CAMBRIDGE Judge Business School | UNIVERSITY OF VIRGINIA Darden School of Business | batten institute

NEW PAPER SUBMISSION PAID (IMPRINTED VALUE PRINTED ON BACK)



Communications use

Pull-up banners are used to dress and support events, conferences, seminars etc. They are particularly useful when an event is being held off-site, when they can brand a space as being 'CJBS' for the duration of the event.

Imagery – subject

Choose strong, direct imagery that supports the nature of the event. It can be school-based architectural imagery, faculty, students, photo-library imagery or use of the CJBS yellow as a background.

Consider whether several banners are likely to be used standing together when choosing suitable imagery.

Have in mind that a standard 'message box' is going to feature as part of the graphics in a prescribed position and ensure that vital parts of the picture are not going to be hidden.

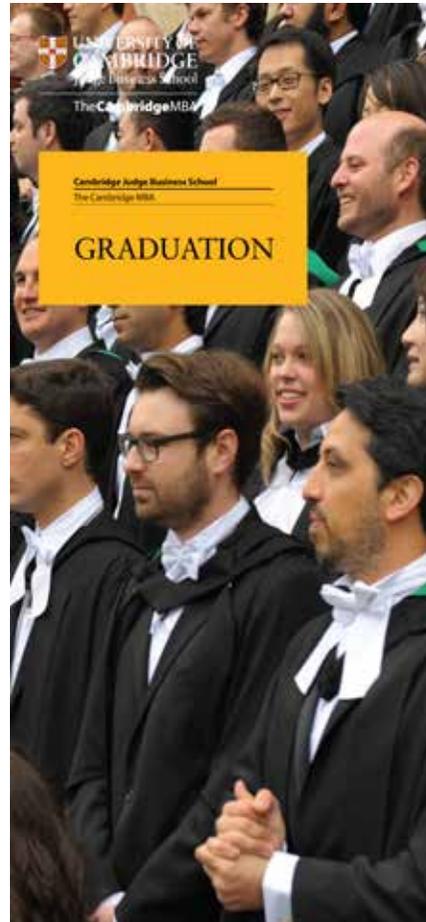
Messaging

Choose the headline text carefully, try to keep to a maximum of 10-12 words. This key message will appear in the standard message box, underneath the heading text. Keep the text as large as possible in the message box, think of this as a poster that will be read quickly and from a distance, too much text will be counter-productive and against the spirit of the CJBS brand.

Including url text and email addresses

If including url and/or email addresses in the messaging be sure that the text you choose is not likely to change, the banners are intended to be long-term collateral and can be used many times over a long period of time.

Please refer to p52 for technical specifications including reference to templates.



Banners – pull up technical specifications 2/3

Preferred make and size

Grasshopper pull-up banners 1m (w) x 2m (h) visible area.
The height of manufacture is 2.4m to allow for the graphics winding into the cassette at the base

Artwork specifications

Use InDesign templates available from brand@jbs.cam.ac.uk.
All the required dimensions are pre-set in the templates. Export as a print quality PDF with crop marks and file information.

A summary of the key dimensions are listed here if you are creating your own InDesign file. **All artwork files are drawn at 25% of the finished size and the dimensions here are given at 25% of the finished size.**

Position and width of CJBS logo

92.5mm (w)

16mm margin above, left and below the logo (width of UoC shield at 92.5mm width). This dimension will apply to all architectures of the logo, (School, Programme or Centre)

Position and width of the message box

216mm (w), depth defined by the text. The box should end 25mm below the last line of text.

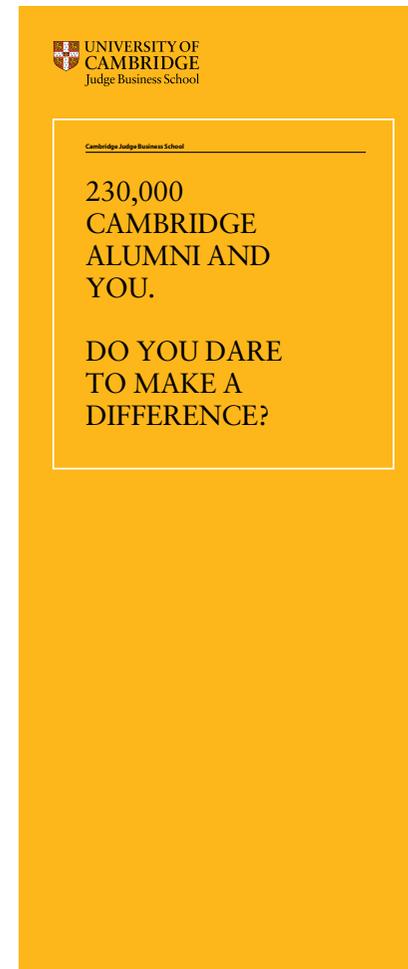
Colour: CJBS House Colour yellow. If positioned on a CJBS yellow overall background, define with a white, 3pt thickness rule.

Heading text in message box

Refer to p20 of this guide for the arrangements of headings.
At 25% scale the heading text is typeset 16/20pt. The bold rule under is 1.9pt, offset 2mm

Message text

Typeset in Sabon all caps, size will vary according to the amount of text. On this page the examples from l to r are: 57/66pt; 27/31pt; 50/57pt.



Banners – pull up technical specifications 3/3

Imagery – specification

Image files should be the highest resolution available. At 25% scale the image should be 300–400dpi, CMYK colour system and scaled to allow for 3mm bleed all round, .jpg .tif and .png files are acceptable as long as the resolution is high.

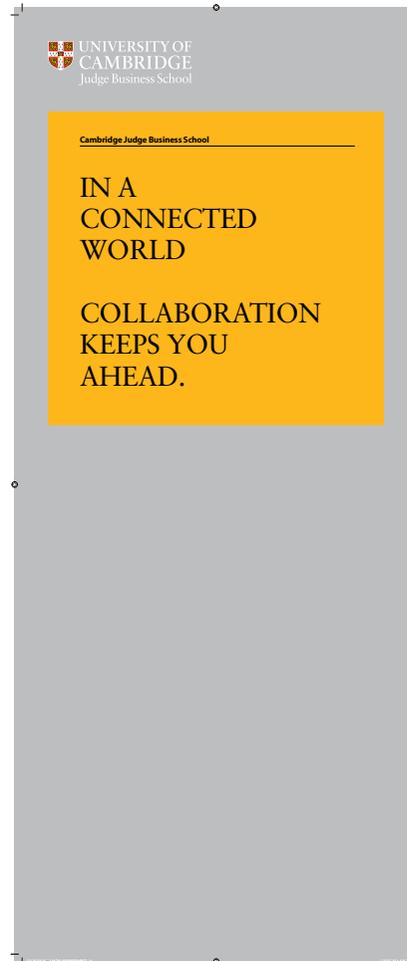
Be careful when scaling and masking the images that the enlargement is not 'diluting' the resolution. A 300dpi image enlarged by 200% is a 150dpi image and some bitmapping of the image may result at full size.

As a check, take the artwork PDF and enlarge to 400% in Acrobat to see the nature of the image at full size, any 'pixellating' should be visible on screen. If this is happening this is not suitable.

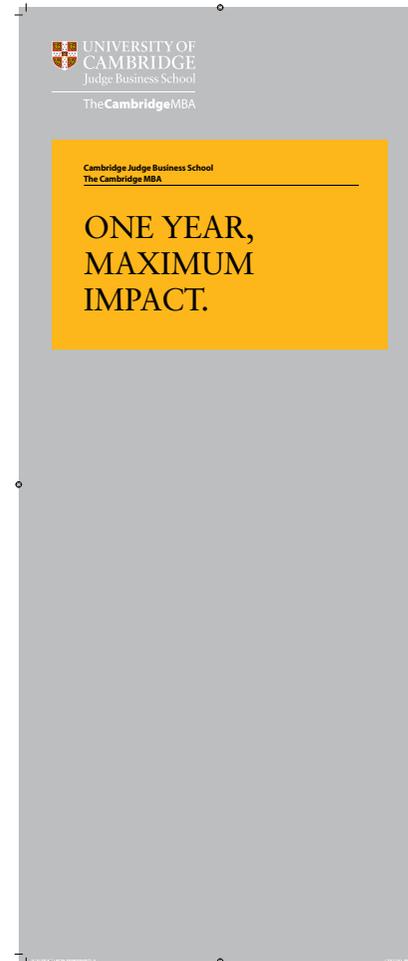
If purchasing images from a commercial library, buy the highest resolution file available.

Three versions of InDesign templates are available from brand@jbs.cam.ac.uk:

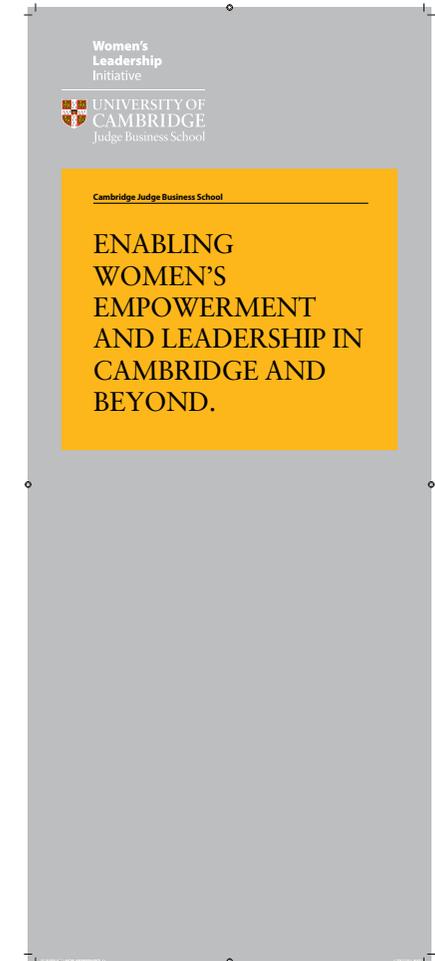
UoCJBS_pullup_school.ind
UoCJBS_pullup_programme.ind
UoCJBS_pullup_centre.ind



UoCJBS_pullup_school.ind



UoCJBS_pullup_programme.ind



UoCJBS_pullup_centre.ind

Banners – external

External display banners are used to reinforce brand recognition and help support events if appropriate.

Standards exist for banners to dress the School approach, there are six lamp standards that are available to display banners on the building approach.

Post mounted banner arms

Euro Chieftain Post Mounted Banner Arms EN40 compliant are available from Hampshire Flag Company, www.hampshireflag.co.uk

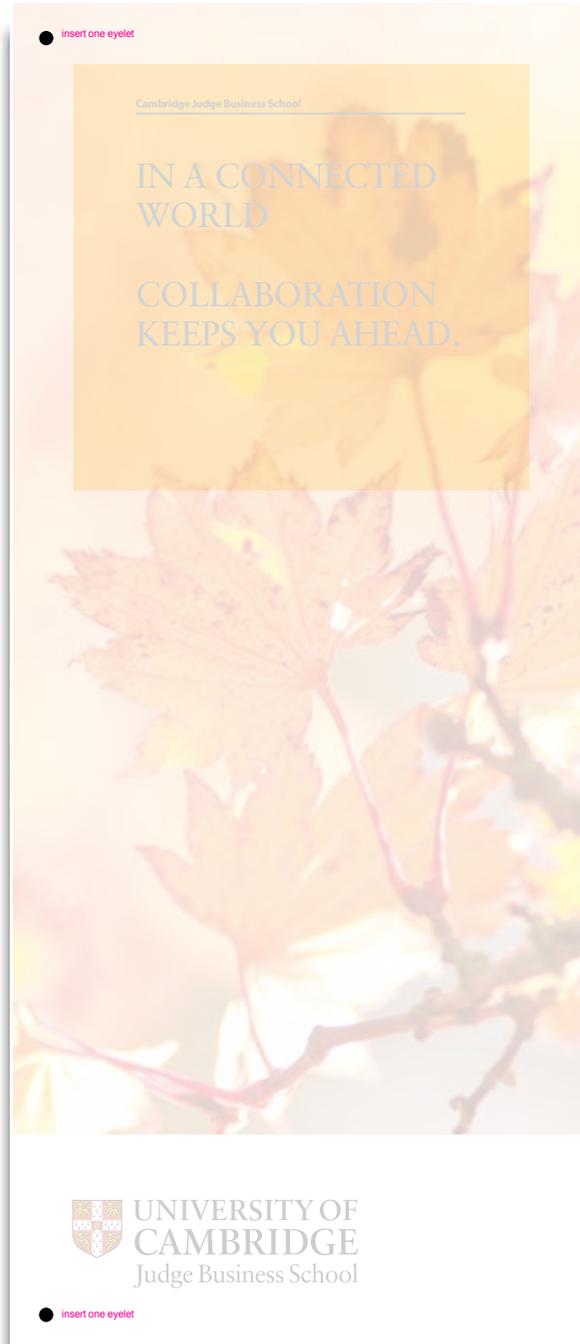
Two post mounted banner arms should be fitted to each lamp standard, one to support the top of the banner and one the bottom. Follow the installation instructions to ensure correct tensioning of the banner.

Banners

Banner dimensions: 2000x850mm

Banner material: 550gsm Banner Matt Frontlit Laminated PVC

Process: Double sided banners printed in full colour both sides using inkjet UV technology, pockets top and bottom to facilitate installation onto the post mounted banner arms. Pockets to be hemmed and stitched and one standard brass eyelet to be inserted 20mm down from top edge of pocket and 20mm in from one edge.



Large promotional banners

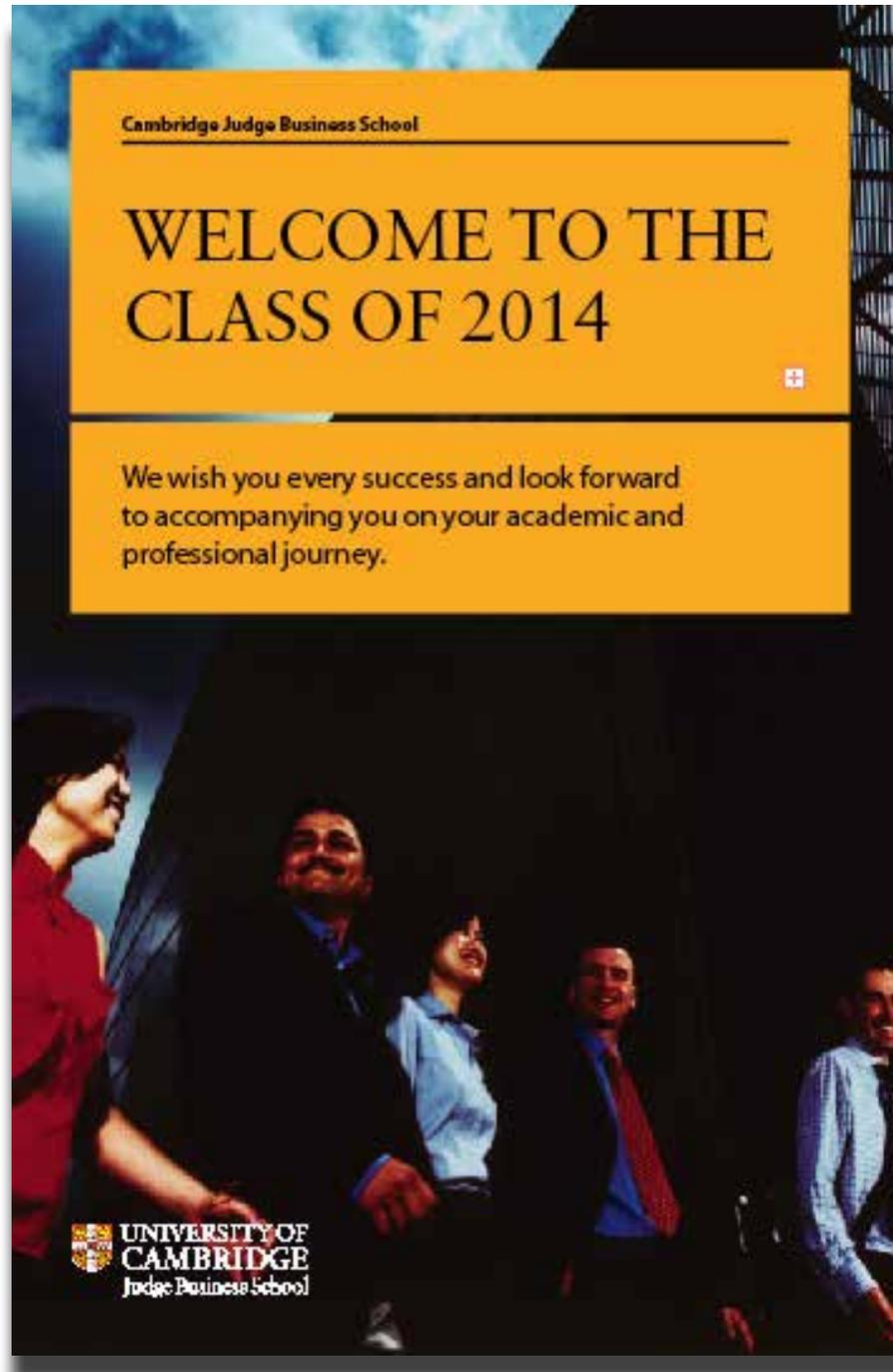
For use in the main school campus building to promote events and support the start of term activities.

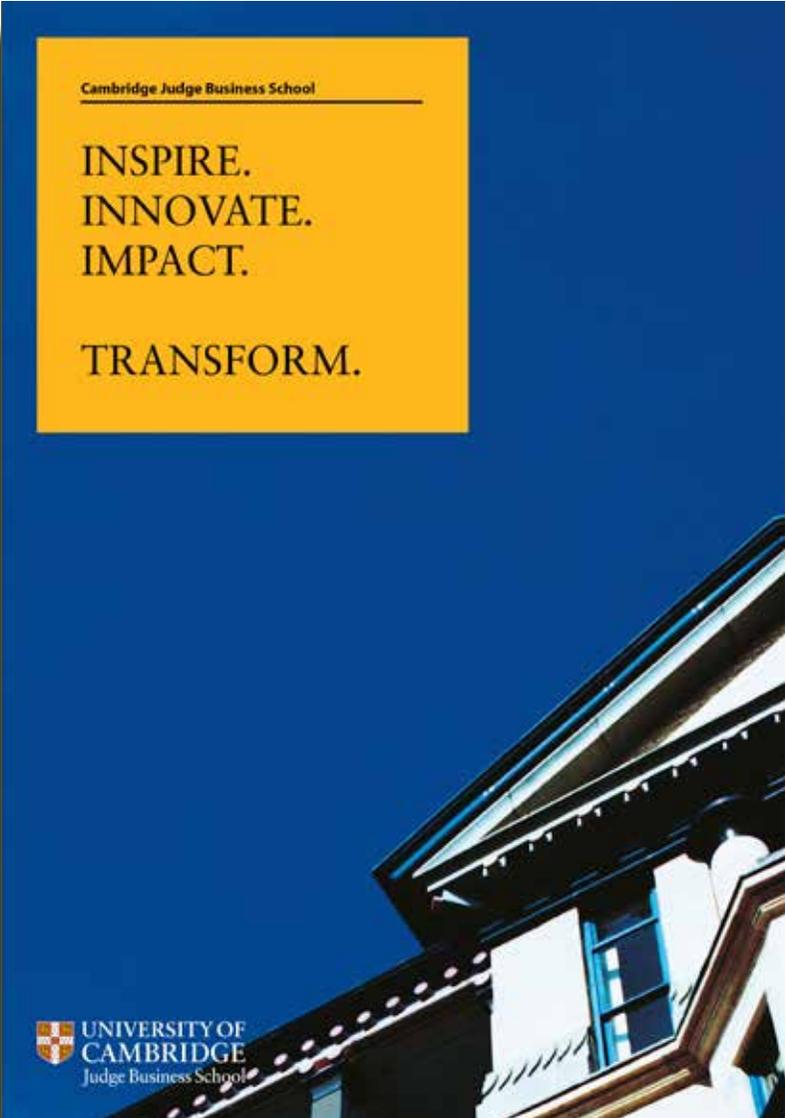
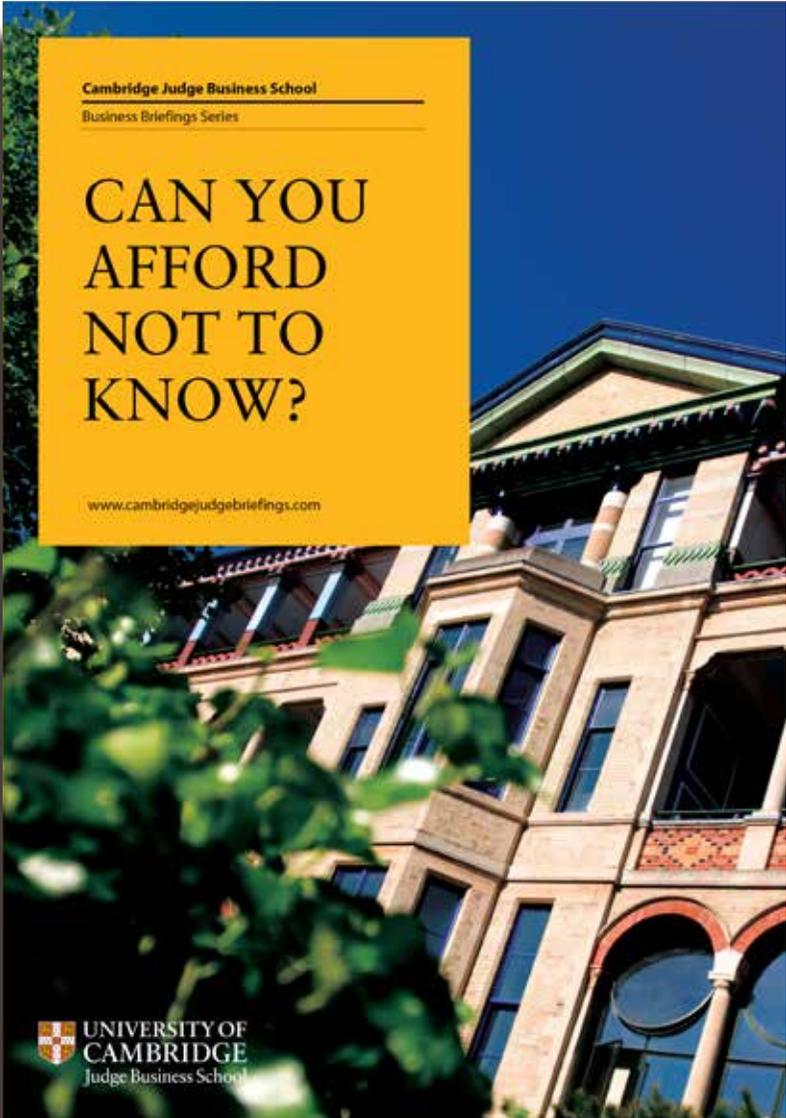
Specification

Size: 3mx2m portrait

Process: Inkjet printed in full colour one side onto 550gsm white PVC material, hemmed and eyedletted top and bottom edge for attachment to balcony rails.

InDesign templates are available from brand@jbs.cam.ac.uk





Student handbooks

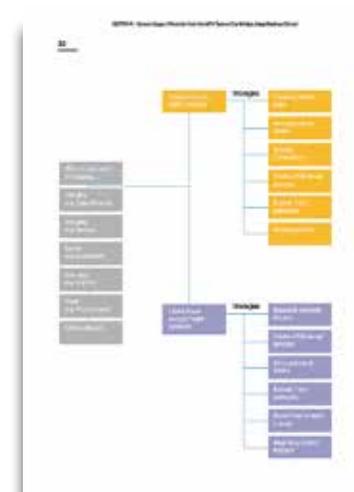
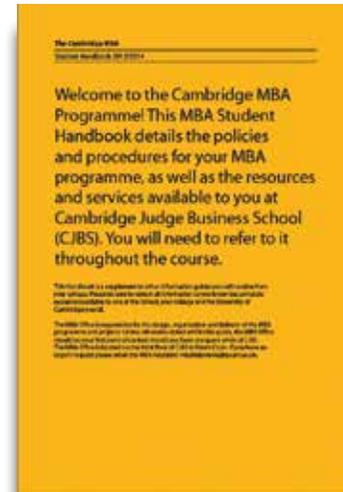
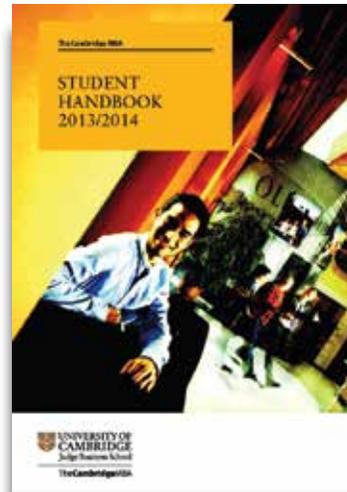
Internal and external production

InDesign and Word templates are available for internal and external production of student handbooks. InDesign versions should only be used if the designer/writer is completely familiar with the use of the software and would normally be an externally produced item.

Please contact brand@jbs.cam.ac.uk for further information about the commissioning of external design and production, including cost estimates and timescales.

For all internally produced items please refer to the Word templates.

UoCJBS_A4handbook_cvr.doc, *UoCJBS_A4handbook_intro.doc* and *UoCBS_A4handbook_txt.doc* are available to download. Please contact brand@jbs.cam.ac.uk for further information.



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, school web url and any other particular communications media listed last.

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

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.

Please contact brand@jbs.cam.ac.uk for further information or technical help with your email software.

**Name Surname
Position**

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

T: +44 (0)1223 000000

F: +44 (0)1223 000000

E: name@jbs.cam.ac.uk

W: www.jbs.cam.ac.uk

Twitter: @CambridgeJBS

Skype: judge_alumni_network



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

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.

UoCJBS_Presentation_widescreen.pptx and *UoCJBS_Presentation_widescreen_wrapper.pptx* can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

For further information about all formats of Powerpoint presentation templates please contact brand@jbs.cam.ac.uk



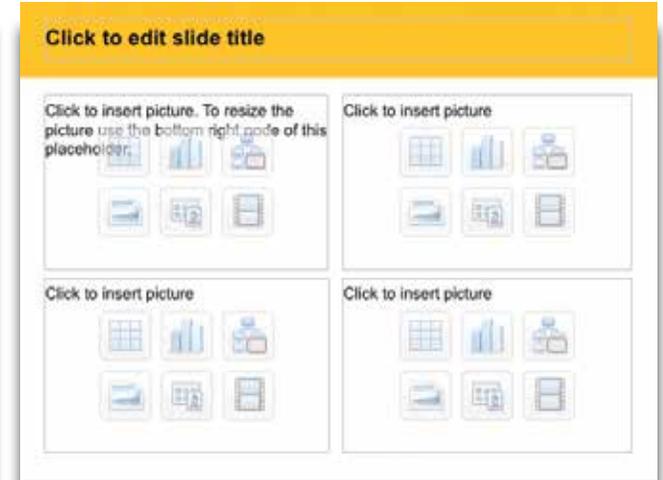
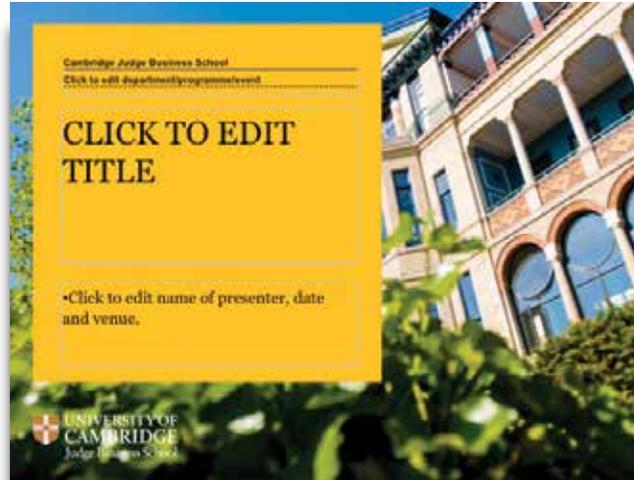
Powerpoint

Templates for standard 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.

UoCJBS_Presentation_normal.pptx and *UoCJBS_Presentation_normal_wrapper.pptx* can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

For further information about all formats of Powerpoint presentation templates please contact brand@jbs.cam.ac.uk



Cambridge Judge Business School

Communication Matters 2014

EVENTS SUPPORT

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 return necessitate savings event or reputational risk or malfeasance non recusant.

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

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)



A former employee of JP Morgan and Citigroup, Simon Debit and return coincided with saepe oventat ut ar reputand sint et molestia non recusand.

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.



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 5HD



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.

18:00-19:00 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



InDesign templates are available to create layouts for 'formal' invitations to events. The templates are A5 portrait format and are available in both UoCJBS Fonts, Myriad Pro and Sabon.

These are only to be printed externally in four process colours one side onto 330gsm Invitation Dutch Ivory Board material. If budget and occasion allow they can be produced with radius (rounded) corners and gilt edges.

Use C5 matching envelopes to send out.

The recipients' name(s) should be inserted by a professional calligrapher using the 'rule' in the template as the base of the 'x' height of the name(s).

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

CJBS Celebrates: Shanghai Greater China Alumni Reunion
8 September 2017

Join alumni in Shanghai for a special CJBS Celebrates event hosted by Professor Simon Taylor, Director of the Master of Finance Programme and alumni and student representatives of Cambridge Judge Business School

Salon 2010
8th Floor, Fairmont Peace Hotel
20 Nan Jing Road East
Shanghai 200002

<p><i>18:30-19:00</i> Arrival and reception drinks</p> <p><i>19:00-19:40</i> Video greeting from Professor Christoph Loch, Director of Cambridge Judge and welcome speech from faculty speaker, Professor Simon Taylor, Director of the Master of Finance Programme and Senior Faculty in Management Practice (Finance)</p>	<p><i>19:40-20:30</i> Buffet dinner and networking</p> <p><i>20:30-21:00</i> Alumni and School representative speeches on the Scholarship Programme launch announcement</p> <p><i>21:00-21:10</i> Lucky draw</p> <p><i>21:10-21:30</i> Drinks and networking</p>
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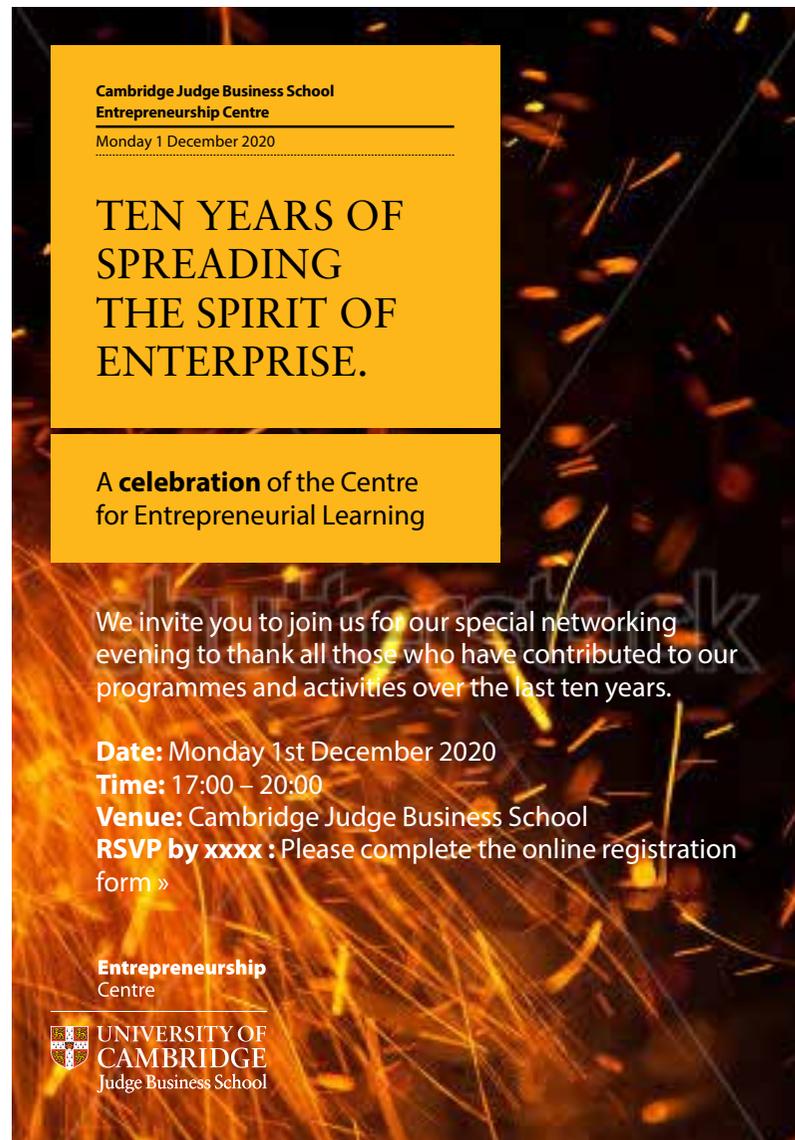
RSVP
<http://cn.mikecrm.com/doPotoK>

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**

Cambridge Judge Business School
The Cambridge MBA

GRADUATION CEREMONY 2015

We are delighted you can attend the Cambridge MBA Graduation Ceremony on 7 March 2015 and look forward to seeing you there.

<p>Graduation Ceremony Combination Room The Old Schools University of Cambridge</p> <p>13:50 Arrival and Welcome of Graduates at The Old Schools 13:55 Arrival of Graduates Guests at The Old Schools 14:00 Graduation Ceremony at The Old Schools 14:30 Afternoon Tea at The Old Schools 15:30 End of the Graduation Ceremony</p>	<p>Graduation Dinner Downing College University of Cambridge</p> <p>19:00 Pre-dinner Drinks at Downing College 19:30 Graduation Dinner at Downing College</p>
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 **UNIVERSITY OF CAMBRIDGE**
Judge Business School
The Cambridge MBA

Please bring this invitation with you.
The Cambridge MBA
www.jbs.cam.ac.uk/mba
jbs.cam.ac.uk

A4 Catering 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



Cambridge Judge Business School
Lunch @ £12.95 per person

Business Lunch
Business Lunch @ £12.95 per person

Signature
Signature lunch with grain mustard mayonnaise
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

Menu
Menu with your choice of tea or fresh filtered coffee
Assortment of Afternoon tea pastries and cakes

Wine
Wine with your choice of tea or fresh filtered coffee
Assortment of Afternoon tea pastries and cakes



Cambridge Judge Business School
Lunch @ £17.95 per person

Business Lunch
Business Lunch @ £17.95 per person

Signature
Signature lunch with grain mustard mayonnaise
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

Menu
Menu with your choice of tea or fresh filtered coffee
Assortment of Afternoon tea pastries and cakes

Wine
Wine with your choice of tea or fresh filtered coffee
Assortment of Afternoon tea pastries and cakes



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.doc can 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.

<p>Name Surname Line one Line two</p> 	<p>Name Surname Line one Line two</p> 
<p>Name Surname Line one Line two</p> 	<p>Name Surname Line one Line two</p> 
<p>Name Surname Line one Line two</p> 	<p>Name Surname Line one Line two</p> 
<p>Name Surname Line one Line two</p> 	<p>Name Surname Line one Line two</p> 
<p>Name Surname Line one Line two</p> 	<p>Name Surname Line one Line two</p> 

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.

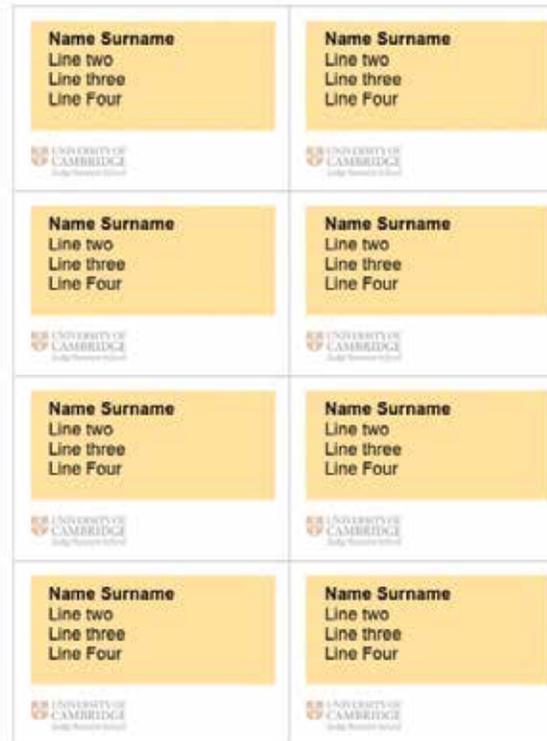
Each template has been created with all branding in place and are suitable for mail merging with an existing database.

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.



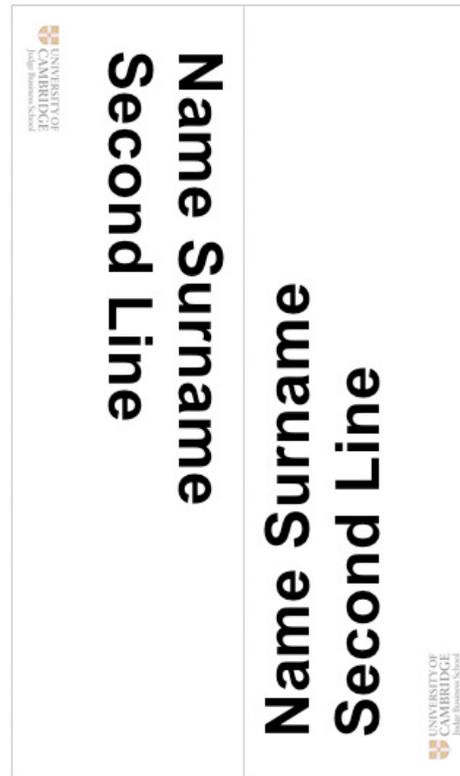
Name plates – templates

Durable® Badgemaker 1460

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.



Place cards

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

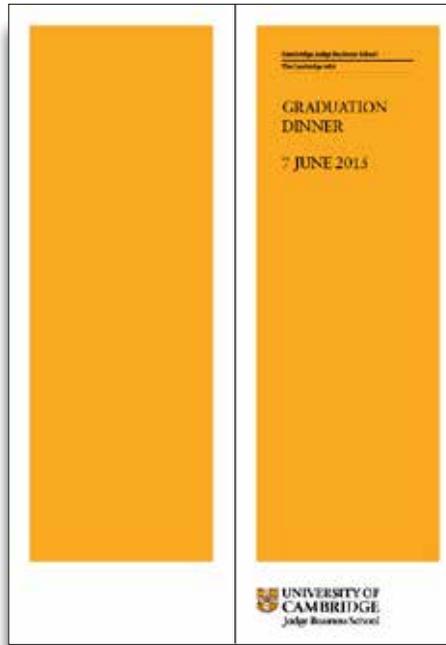
 UNIVERSITY OF CAMBRIDGE Judge Business School	Hritu Patel	 UNIVERSITY OF CAMBRIDGE Judge Business School	Name Surname
 UNIVERSITY OF CAMBRIDGE Judge Business School	Hritu Patel	 UNIVERSITY OF CAMBRIDGE Judge Business School	Name Surname
 UNIVERSITY OF CAMBRIDGE Judge Business School	Rebecca Whittingham-Booth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

Menus

Use Word template UoCJBS_Menusheets.doc to create lunch and dinner table menus. Output onto minimum 250gsm white matt card and fold once along the short edge to create menus 105x297mm (1/2 A4 upright).

There is a choice of two menu layouts using the brand fonts Myriad or Sabon.

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



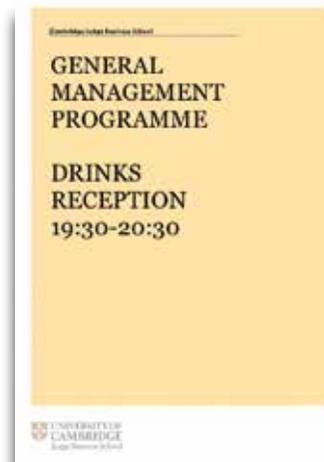
Event signage – A4 and A3 versions

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



A4 short document – internal

Word template

This A4 document should be used when creating a short internal document that comprises text and tabular matter.

It is available as a MS Word template *UoCJBS_shortdocument_template.docx* and can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.

Cambridge Judge Business School
Programme/department/event/date

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1

Heading 1

Ready to start your new business venture? We are here to help you with every step of the way, from initial planning to launch and beyond. Our experienced team will guide you through the complexities of starting a business, ensuring you have all the necessary information and resources to succeed.

Business heading	Business heading
Item one	Item one
Item two	Item two
Item three	Item three
Item four	Item four
Item five	Item five
Item six	Item six
Item seven	Item seven

Ready to start your new business venture? We are here to help you with every step of the way, from initial planning to launch and beyond. Our experienced team will guide you through the complexities of starting a business, ensuring you have all the necessary information and resources to succeed.

Heading 2

Ready to start your new business venture? We are here to help you with every step of the way, from initial planning to launch and beyond. Our experienced team will guide you through the complexities of starting a business, ensuring you have all the necessary information and resources to succeed.

1

Heading 1

Ready to start your new business venture? We are here to help you with every step of the way, from initial planning to launch and beyond. Our experienced team will guide you through the complexities of starting a business, ensuring you have all the necessary information and resources to succeed.

Heading 2

Ready to start your new business venture? We are here to help you with every step of the way, from initial planning to launch and beyond. Our experienced team will guide you through the complexities of starting a business, ensuring you have all the necessary information and resources to succeed.

- 1. Business heading
 - 2. Business heading
 - 3. Business heading
 - 4. Business heading
- 2. Business heading
 - 3. Business heading
 - 4. Business heading
- 3. Business heading
 - 4. Business heading
- 4. Business heading

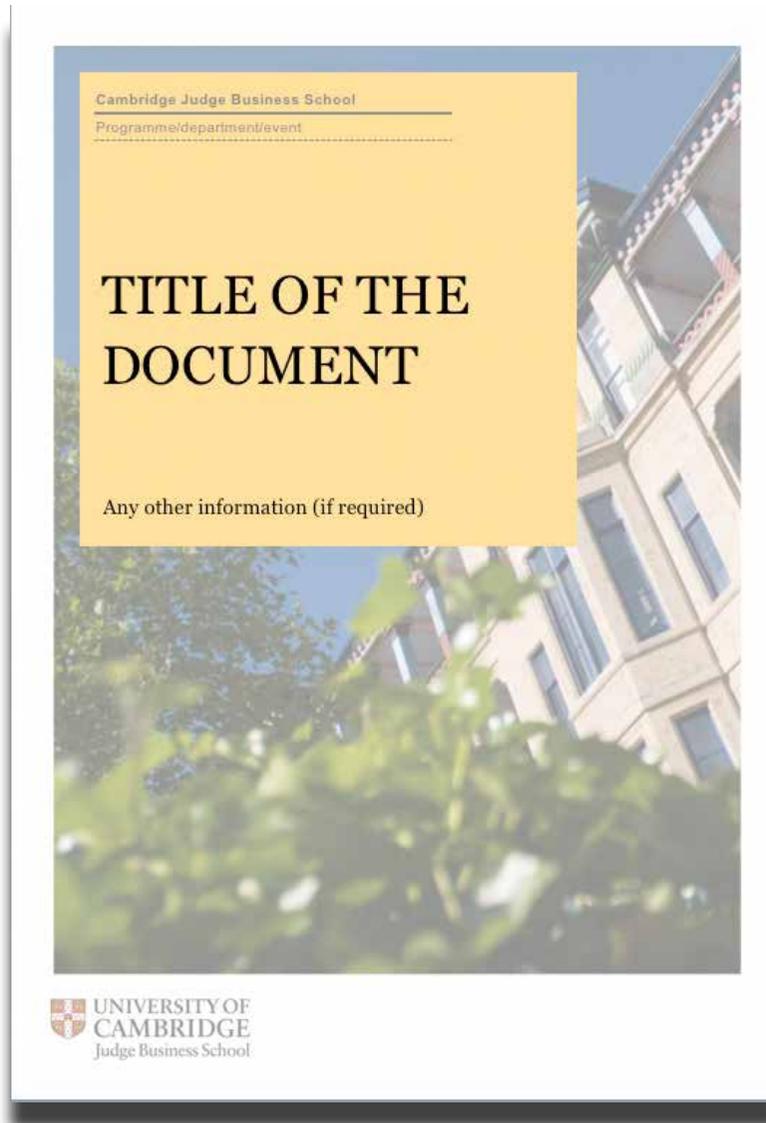
2

A4 reports

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 *UoCJBS_reportpaper_publication_template.docx* and can be downloaded. Please contact brand@jbs.cam.ac.uk for further information.



Permanent signing

Wayfinding principles

Primarily, wayfinding should be common sense. It is about maximising our experience within a space by greeting, explaining and directing using various methods (not just signs) to guide people to destinations without the user really knowing it.

If this is done without the users' conscious intervention, then the job is done effectively. If the signs and signals enhance the experience, then it is done properly.

Our wayfinding systems include provisions for:

- enhancing the sense of arrival and place making
- designing clear and informative sign systems
- designing maps, journey planners, printed, digital and joining up verbal communications
- developing lighting, artwork, furniture and decorating schemes
- developing user centred web sites and digital information.

All permanent signing and wayfinding requirements are agreed and produced by External Affairs. Please contact brand@jbs.cam.ac.uk for further information and guidance.

Pictograms and arrows

Refer to page ** for examples of approved pictogram and arrow symbols.

Examples

- Room signs – see p**
- Floor directories – see p**
- Temporary notices – see**
- Directional signs – see p**
- Map directories – see p**
- Destination signs – see p**



Pictograms

These are the approved versions of standard pictograms that will be used throughout the permanent signage. If there is a need to include pictograms in temporary signage, only these versions are to be used.

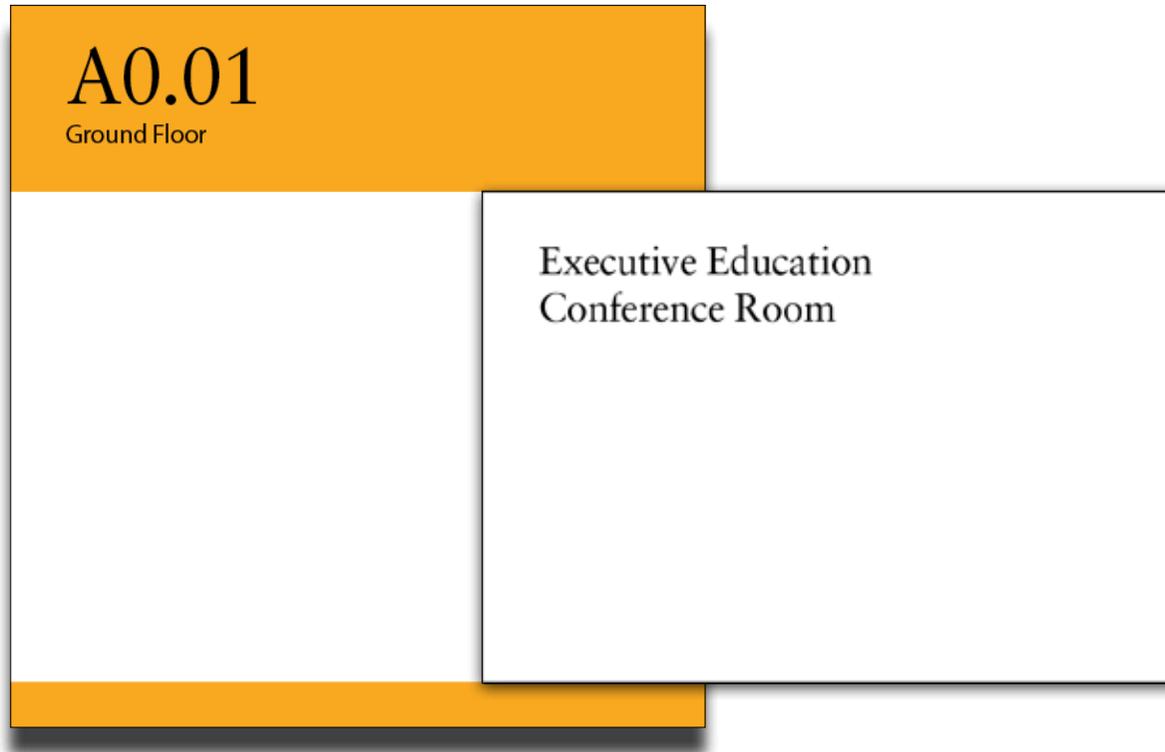
These symbols are available in positive and negative form as RGB .jpg image files from brand@jbs.cam.ac.uk



Room signs comprise of a base sign constructed using the MSS modular sign system, size 150x155mm and a paper insert size 150x105mm to indicate the occupants of the room.

The room sign inserts are digitally printed in black onto 160gsm white uncoated paper using InDesign templates.

To update occupant inserts and for further information contact brand@jbs.cam.ac.uk



Floor directories

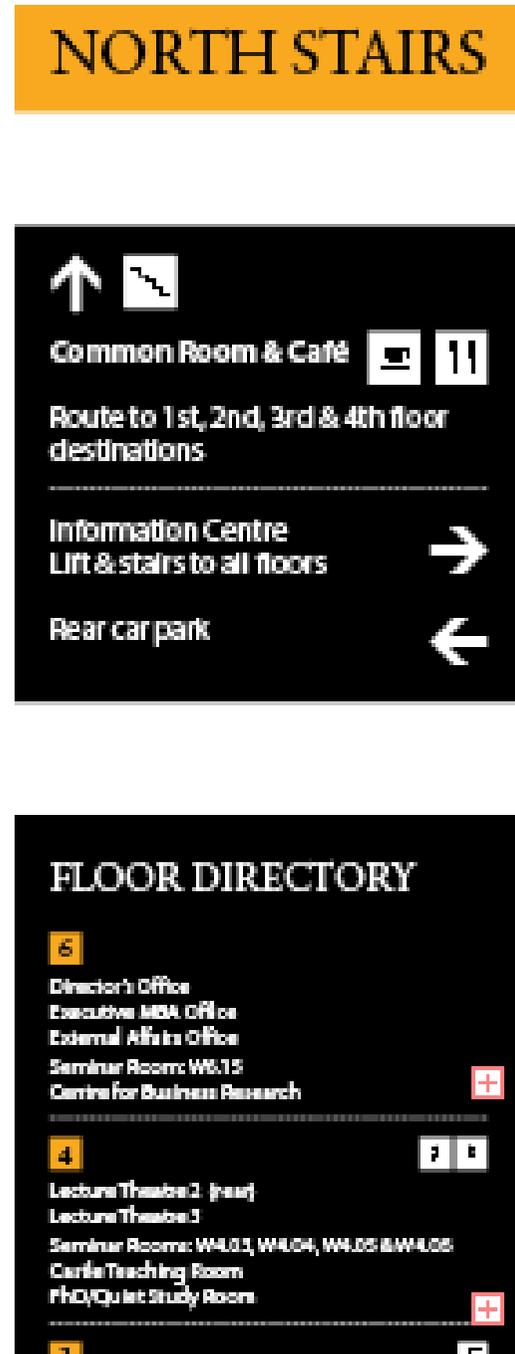
Floor directories are free-standing and positioned according to the way finding principles outlined on p**. There is three levels of information contained in the directories.

The 'header' indicates where the reader is in the school, in this case at the foot of the North Stairs.

The 'top section' gives directions to key areas in the vicinity of the directory.

The 'floor directory' provides floor-by-floor information for key areas of the school, including programme offices, lecture theatres, toilets, common room and café and reception.

The Floor Directories are produced and updated by External Affairs. For further information contact brand@jbs.cam.ac.uk

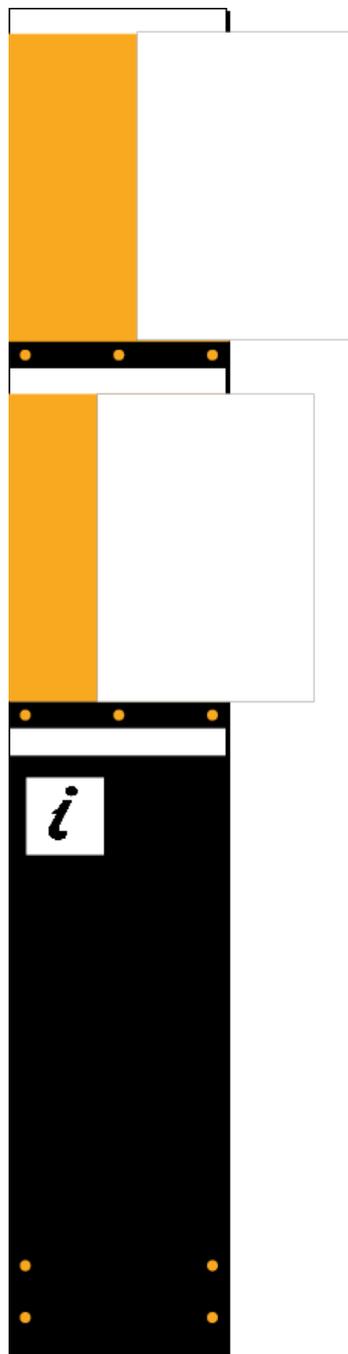


Temporary notices

All temporary notices must be created using the UoCJBS Word templates and displayed in the freestanding temporary notice holders positioned on **, ** and ** floors.

Each temporary notice holder can display two, two-sided A4 notice sheets.

For advice and further information please contact brand@jbs.cam.ac.uk



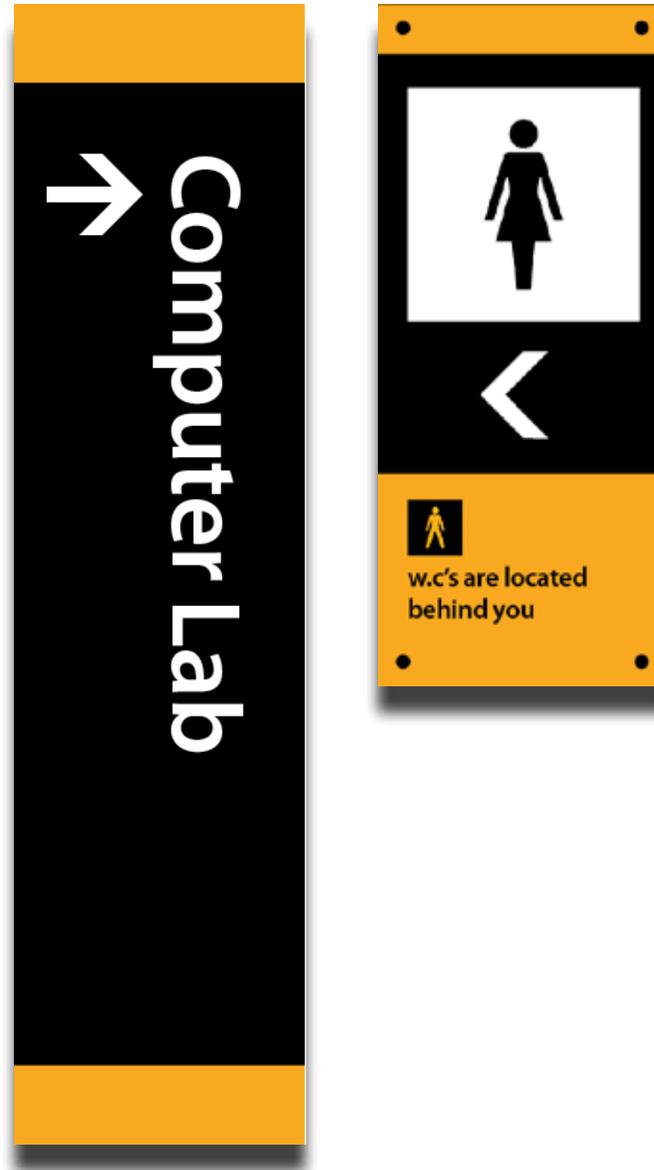
To help wayfinding, at strategic positions directional signs have been installed.

No other form of permanent directional signing is permitted.

Temporary signs can be installed using the temporary sign holders and events can be signed using the UoCJBS temporary signing templates.

No other form of temporary signing is permitted.

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



Map and lift directories

Each lift will have a lift directory positioned adjacent to the doors to inform and reiterate the key areas of the school and which floor they are to be found on.

Additionally, broader information is provided on map directories positioned in each lift lobby to provide directional information in the immediate vicinity, space for an A4 format temporary notice, a reprise of the whole school floor directory and floor plans of each floor of the building.

Map and lift directories are installed and updated by External Affairs, for further information contact brand@jbs.cam.ac.uk

NORTH LIFT

6

Director's Office
Executive MBA Office
External Affairs Office
Seminar Room: W6.15
Centre for Business Research

4

Lecture Theatre 2 (rear)
Lecture Theatre 3
Seminar Rooms: W4.03, W4.04, W4.05 & W4.06
Castle Teaching Room
PhD/Quiet Study Room

3

Lecture Theatre 2 (front)
MBA Programme Office
MBA Employer Relations

2

Lecture Theatre 1 (rear)
Common Room & Café
Seminar Rooms: W2.01 & W2.02
MBA/MFin Syndicate Room
MBA Careers Office

1

Lecture Theatre 1 (front)
MFin Office
MST, MPhil & PhD Offices
IT Department

G

Reception
Computer Lab
Information Centre
Custodians' Office

In the event of fire
DO NOT use this lift

GROUND FLOOR

Lecture Theatre 1 (front)

Computer Lab
Lift & stairs to all floors

FLOOR DIRECTORY

6

Director's Office
Executive MBA Office
External Affairs Office
Seminar Rooms W6.15
Centre for Business Research

4

Lecture Theatre 2 (rear)
Lecture Theatre 3
Seminar Rooms W4.03, W4.04, W4.05 & W4.06
Castle Teaching Room
PhD/Quiet Study Room

3

Lecture Theatre 2 (front)
MBA Programme Office
MBA Employer Relations

2

Lecture Theatre 1 (rear)
Common Room & Café
Seminar Rooms W2.01 & W2.02
MBA/MFin Syndicate Room
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1

Lecture Theatre 1 (front)
MFin Office
MST, MPhil & PhD Offices
IT Department

G

Reception
Computer Lab
Information Centre
Custodians' Office

MAP OR PLANS TO GO HERE

Destination signs are positioned at the public entrance to rooms, departments, lecture theatres etc to confirm the nature of the space and help reassure the reader that they have reached their correct location.

No other form of destination sign is permitted.

Destination signs are installed and updated by External Affairs.
For further details contact brand@jbs.cam.ac.uk

A horizontal rectangular sign with a bright orange background and black borders on the left and right sides. The text "Business Information Centre" is centered in a bold, black, sans-serif font.

Business Information Centre

A horizontal rectangular sign with a bright orange background and black borders on the left and right sides. The text "Computer Lab" is centered in a bold, black, sans-serif font.

Computer Lab

A horizontal rectangular sign with a bright orange background and black borders on the left and right sides. The text "Lecture Theatre 1" is centered in a bold, black, sans-serif font.

Lecture Theatre 1

All semi-permanent display matter used in the school must be fully branded with UoCJBS logos, colours and fonts. No other form of display or information provision is permitted.

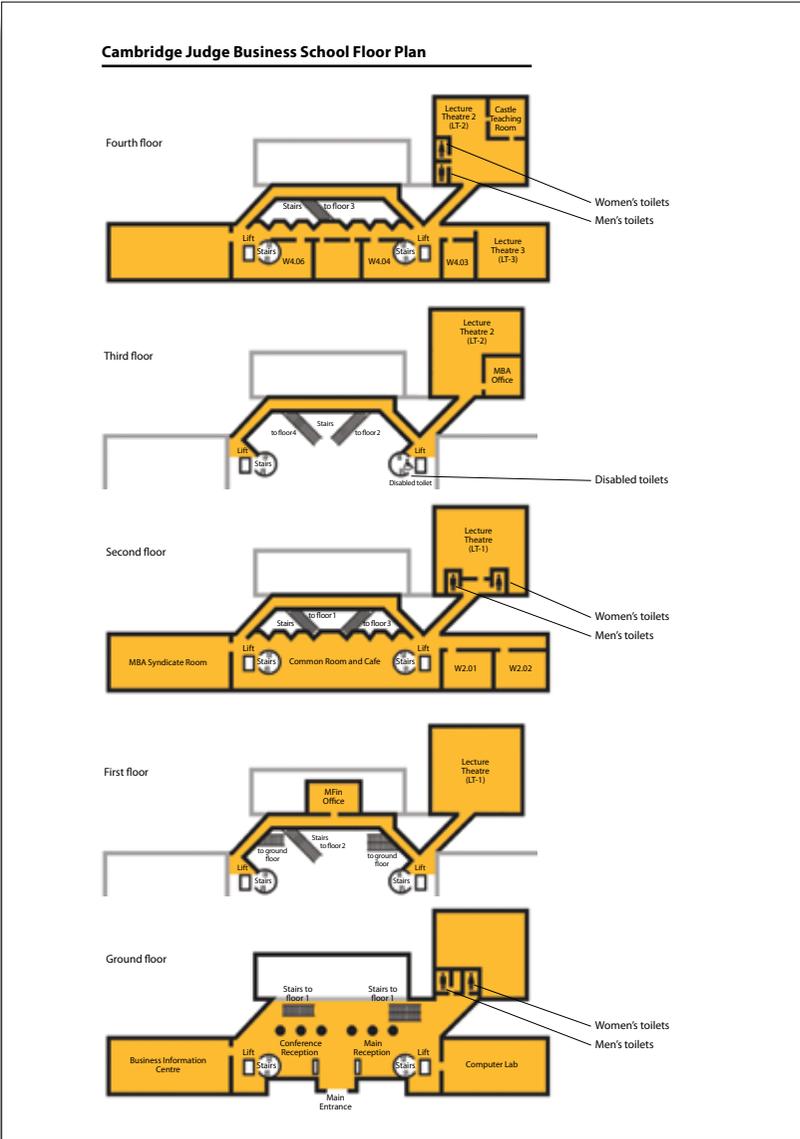
All display matter must be discussed and approved by External Affairs, who will organise the production and siting of the displays.

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



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.



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