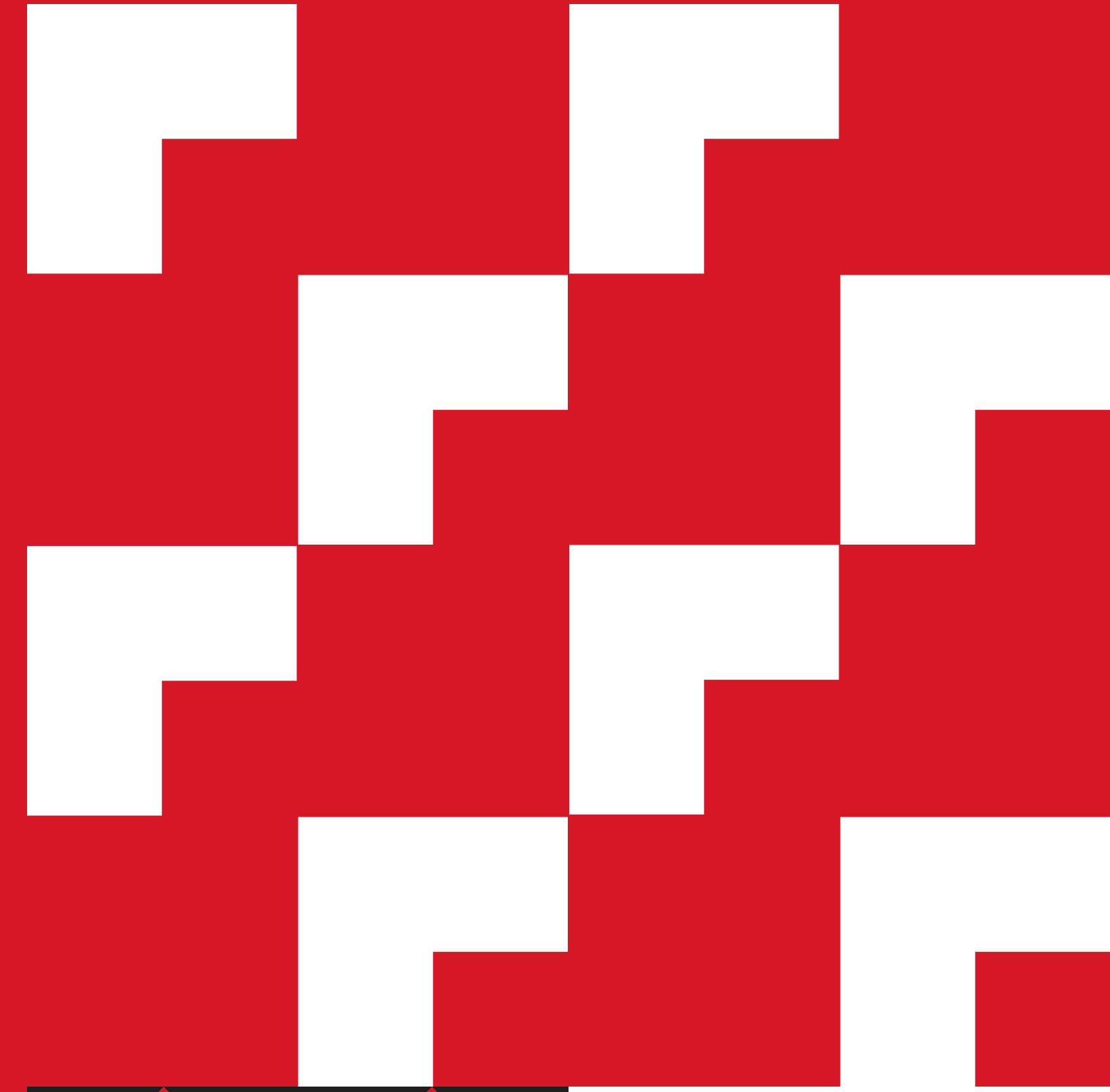




City St George's, University of London

Visual identity guidelines

Version: 2 | 25 October 2024



The University of
business, practice
and the professions.

www.city.ac.uk

Contents

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel. City St George's is a great place to be and our brand reflects this.

An identity that can be 'flexed' to create material that resonates with a diverse array of audiences – from international students to domestic corporate partners.

Further information

If you require any assets or additional guidance on imagery, design or typography, please contact the Brand Marketing team brand@city.ac.uk, or follow the link www.city.ac.uk/brand.

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Logo and usage

Our logo

Our logo is the core element of our identity – a universal signature across all our communications.

Our logo consists of two elements: the crest, and the framed text.

Note that unlike our name (City St George's, University of London) the logo does not include a comma.

It should never be redrawn, digitally manipulated or altered. The logo is available in eps, jpeg and png formats. Always use the appropriate artwork format.



Logo colour

The logo can appear in the following colour options. The Primary logo should be used as a priority, however the single colour versions can be used within the grid system to add contrast to the design where necessary.

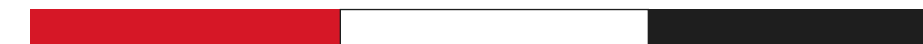
Accessibility

The logo must always have good contrast with the background to ensure maximum impact and accessibility on all our communications. The logo should appear on white wherever possible. Feel free to use a mono version to enhance legibility.

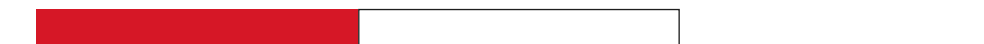
A transparent background logo should never be used over an image. It should always appear on a solid colour background.



Primary logo - Two colour



Secondary logo - Red & White



Mono - White on Black



Mono - Black on White



Do not alter the logo

Please avoid misusing the logo as illustrated on this page. Use good judgment around placing and positioning, never adjust the proportions.

No department, team or group is permitted to have their own logo. Everyone must use the City St George's, Law or Bayes logo as their logo. They are permitted to have a stylised text only word mark set in Meta font (no icon, graphical or illustrative element is permitted). The word mark should be used in conjunction with the City St George's logo.

The logo should not be altered in any way.



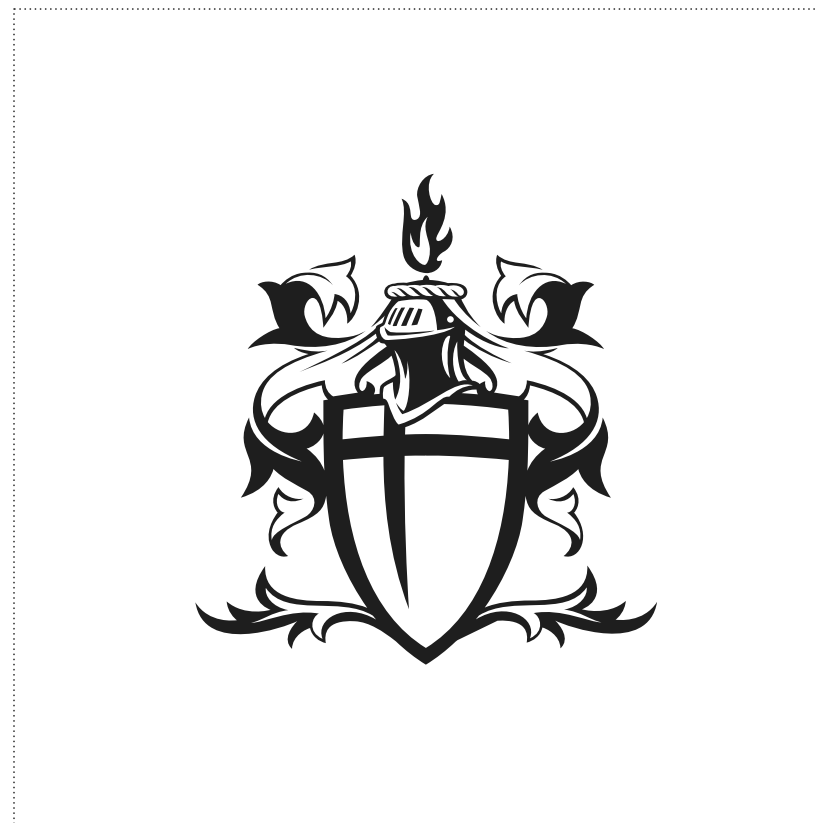
Do not use black on red



Do not change the logo to red



Do not use non-brand colours



Do not use the crest in isolation



Do not change the words



Do not use over imagery

Logo variations

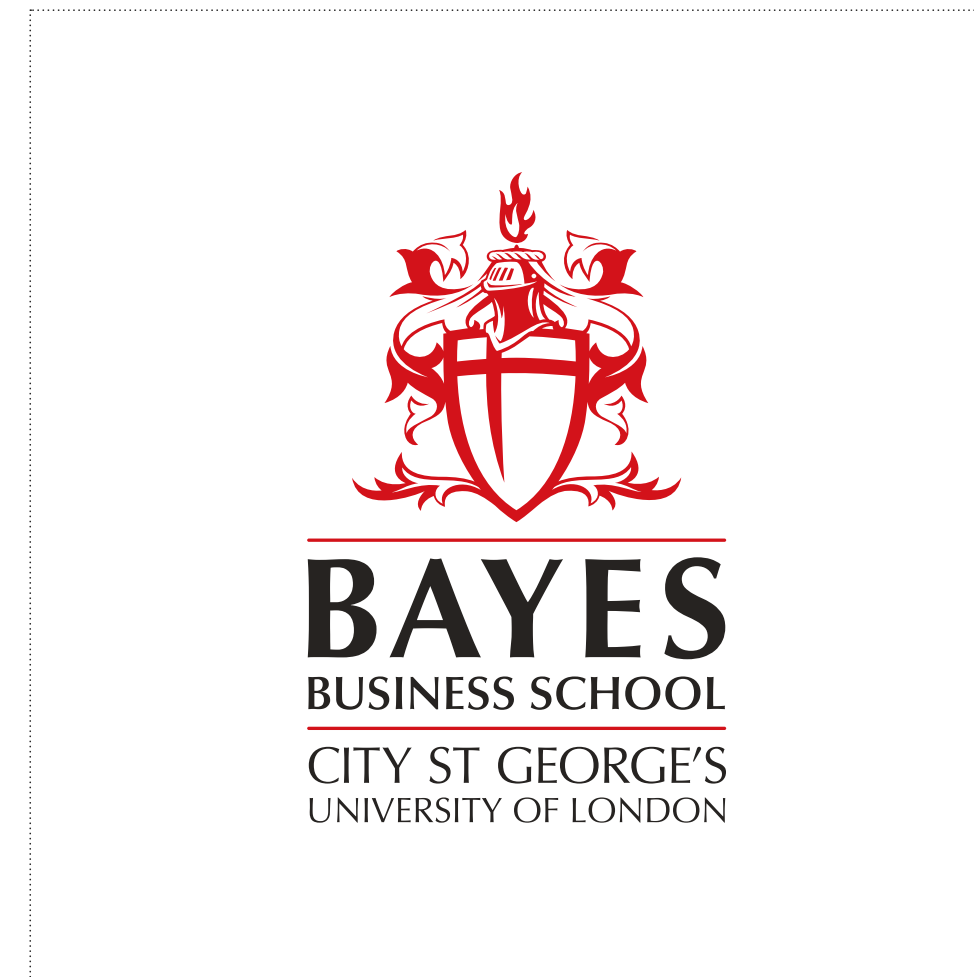
All Schools use the primary City St George's logo, however there are exceptions for the following Schools; Bayes Business School, The City Law School and Urdang which use their own specific logos.



Primary



The City Law School



Bayes Business School



Urdang

Responsive logos

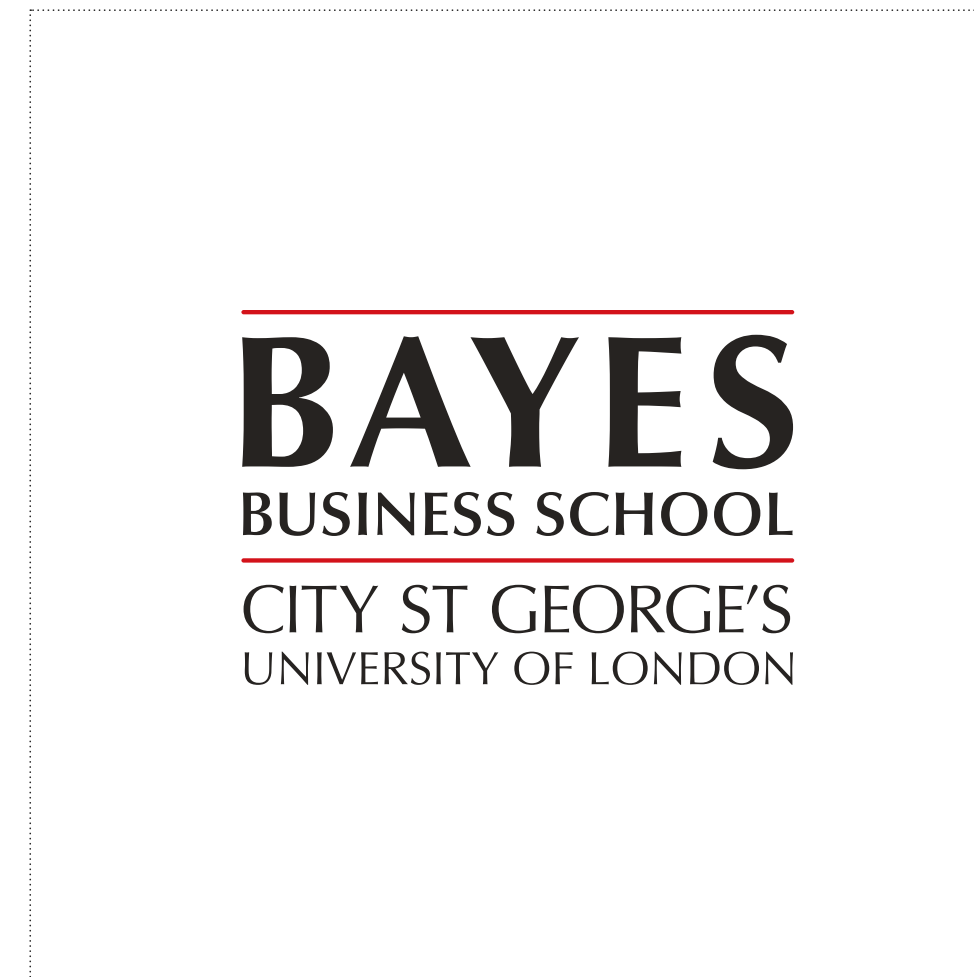
Variations of each logo with the crest removed have been created for digital use and for restricted space where legibility is an issue – i.e. small merchandise, pens and stationery.



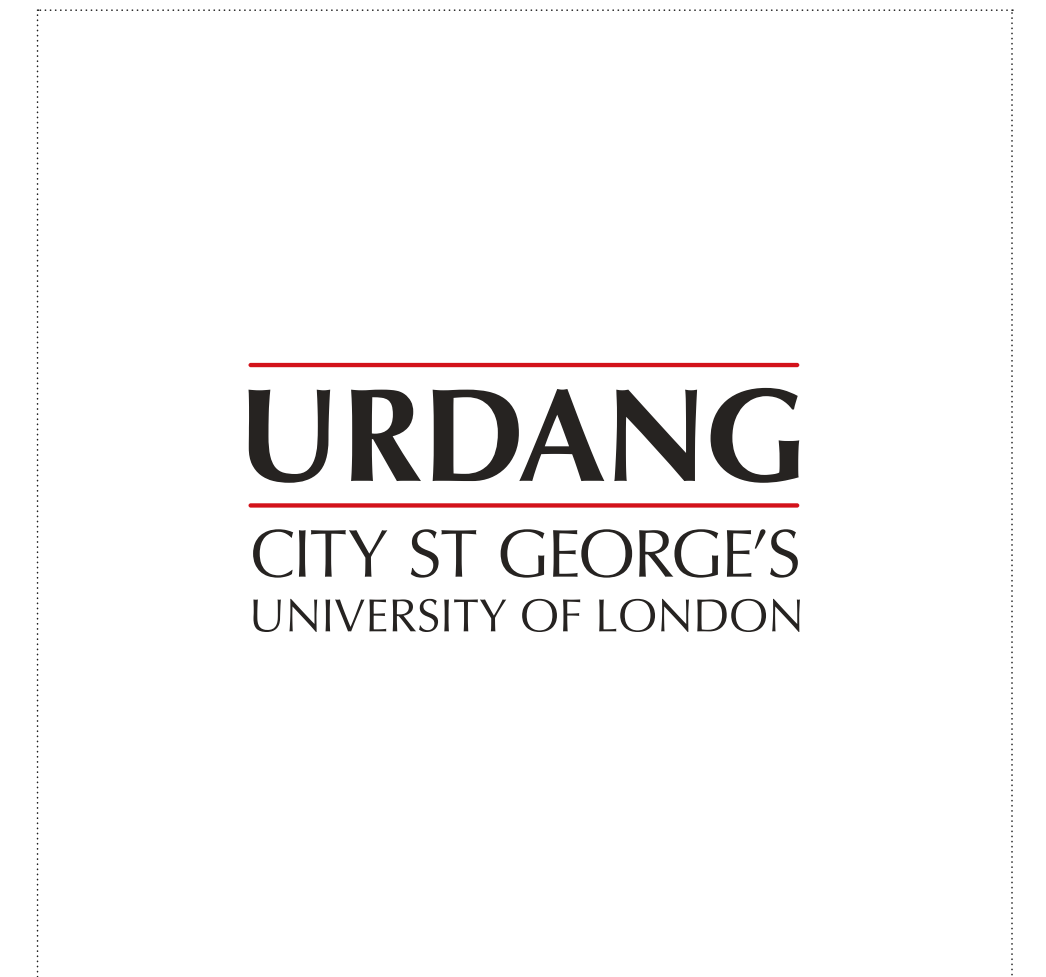
Primary



The City Law School



Bayes Business School



Urdang

Logo spacing

In order to ensure our logo has a strong impact and presence on every application, we have created a clear space zone for it. This clear space has been built into the logo files included with the toolkit.

Please observe this rule and ensure that no other graphic elements (such as text or imagery) intrude into the clear space zone. This includes the edge of a page and is true for all media.

Artwork files

Artwork files with built in safe areas have been created and can be provided by contacting brand@city.ac.uk.

Logo position and margins



Position - the logo is always centred inside the coloured square

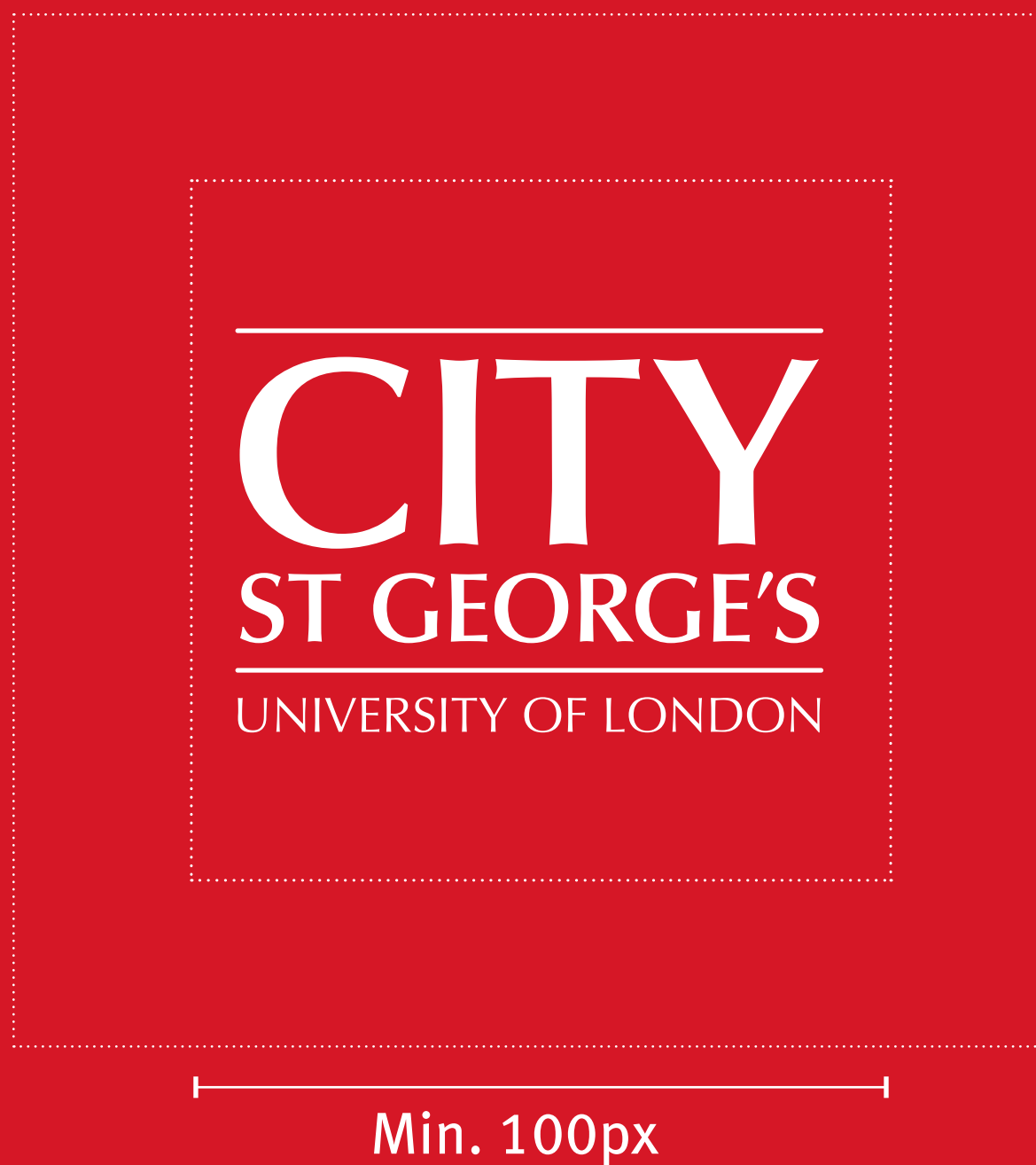
Margins - each logo is supplied with the appropriate margin around its edges, which should never be altered or compromised.

Logo size

The logo is placed on a white or coloured background with a clear space zone built in.

Please observe the minimum sizes below.

Web size



Print size



Video size



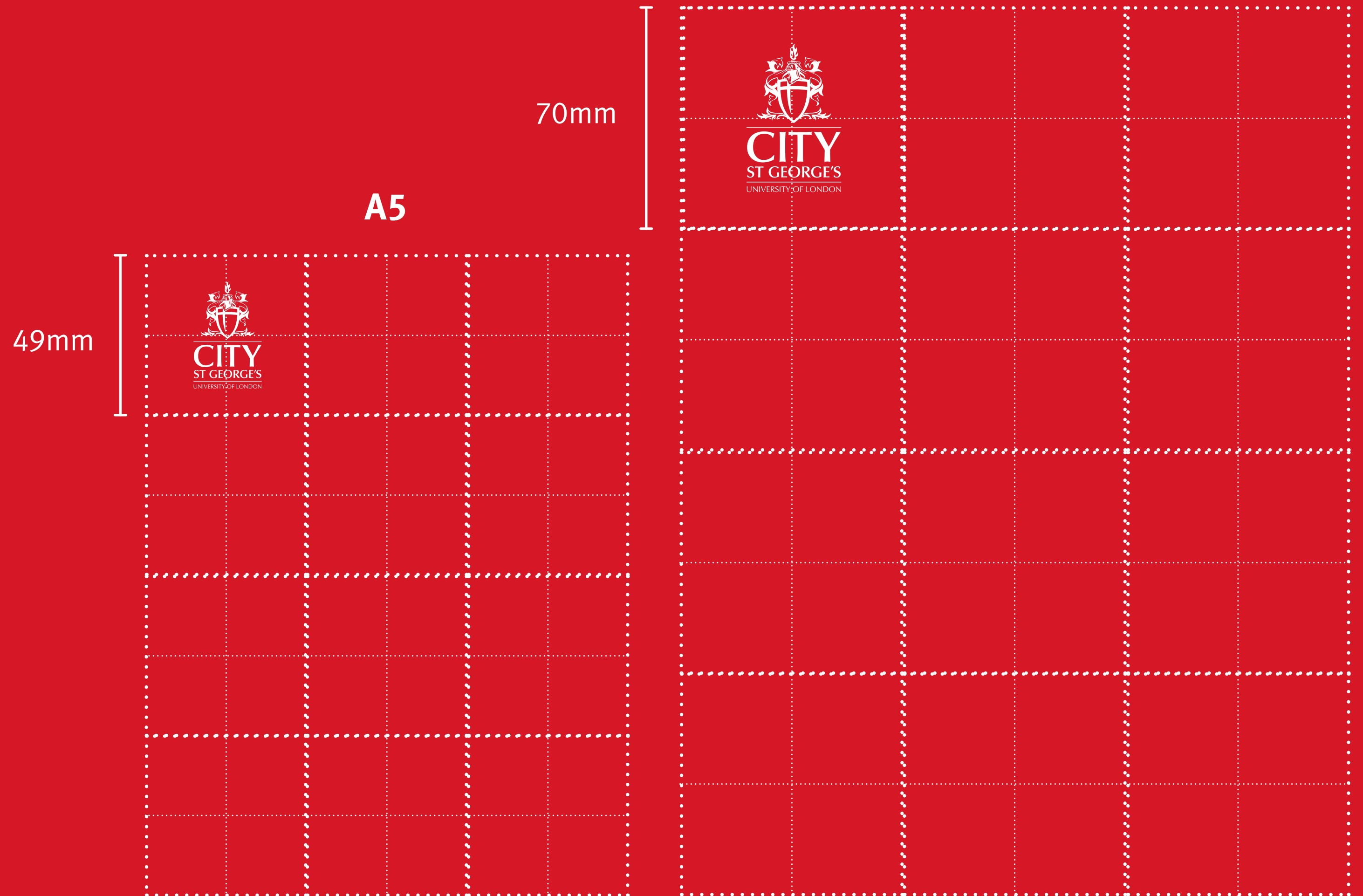
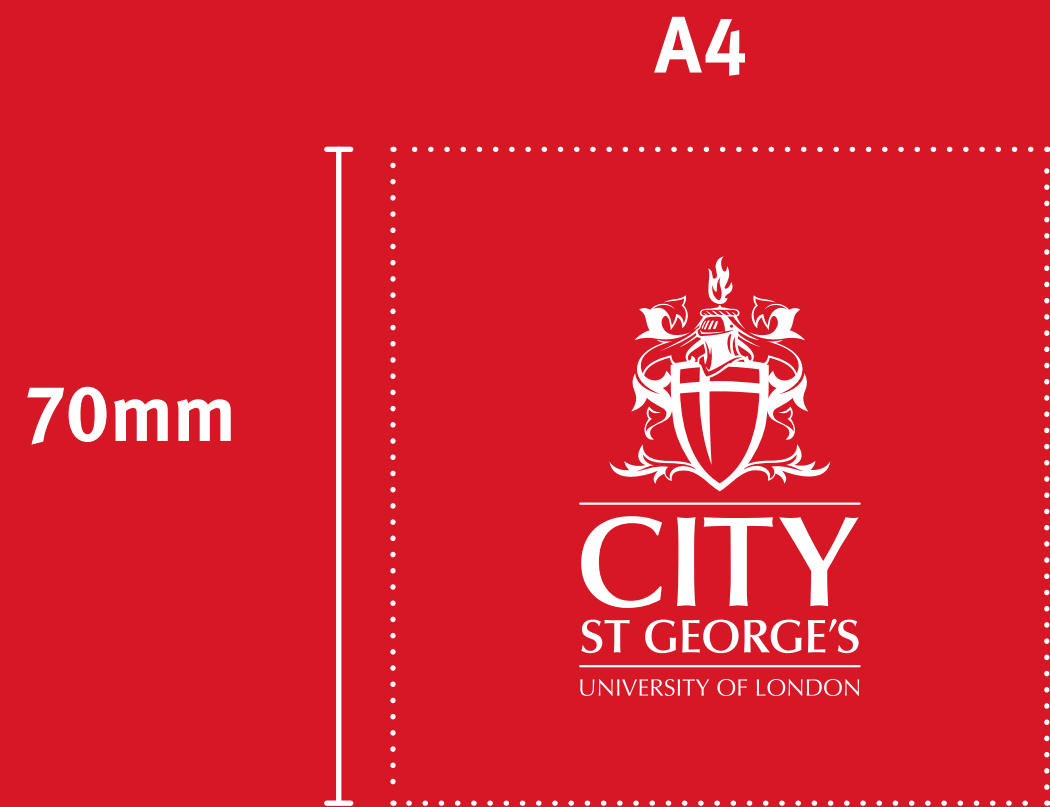
Logo size

When working with A-sized documents please adhere to these sizes to maintain consistency across our suite of collateral

A5 - 49mm
A4 - 70mm

A3 - 99mm
A0 - 280mm

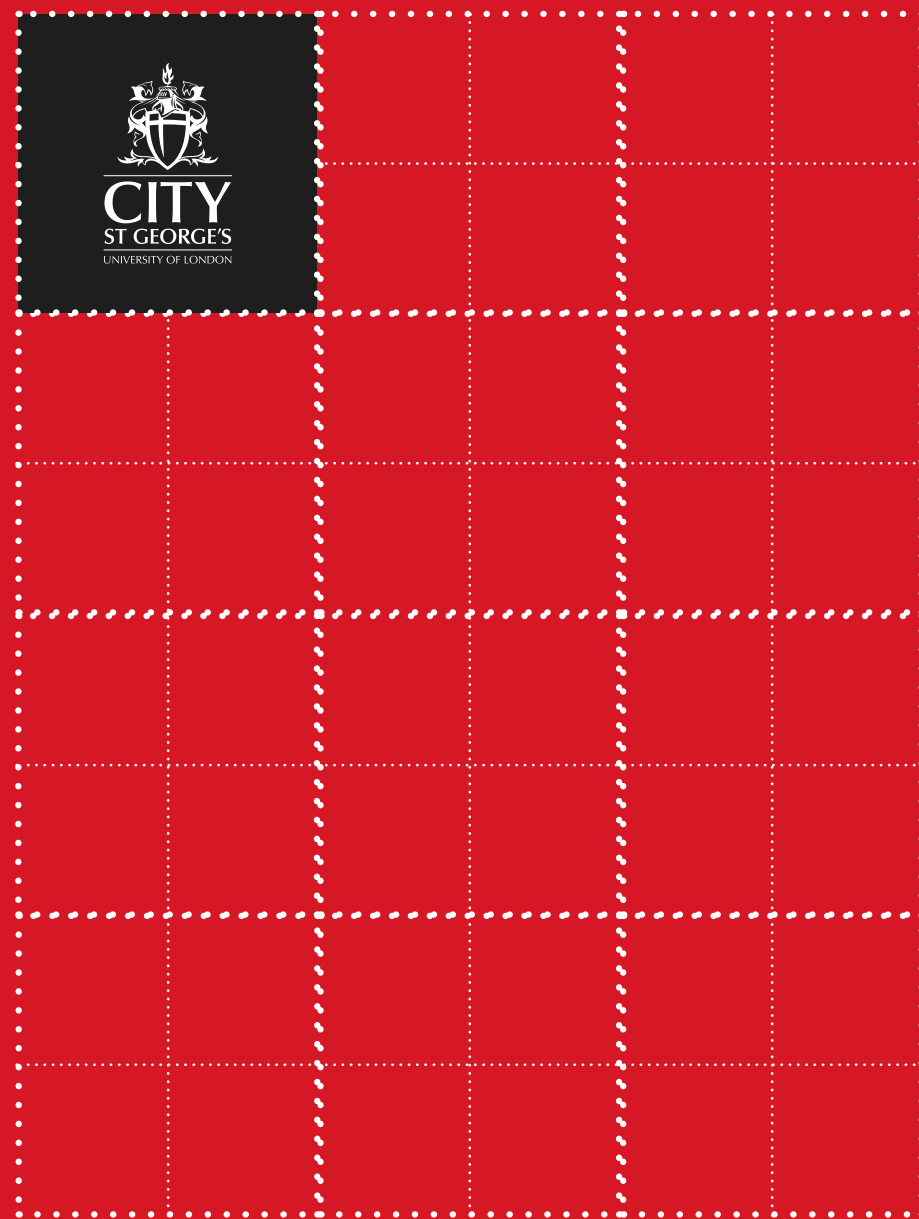
Logo height:



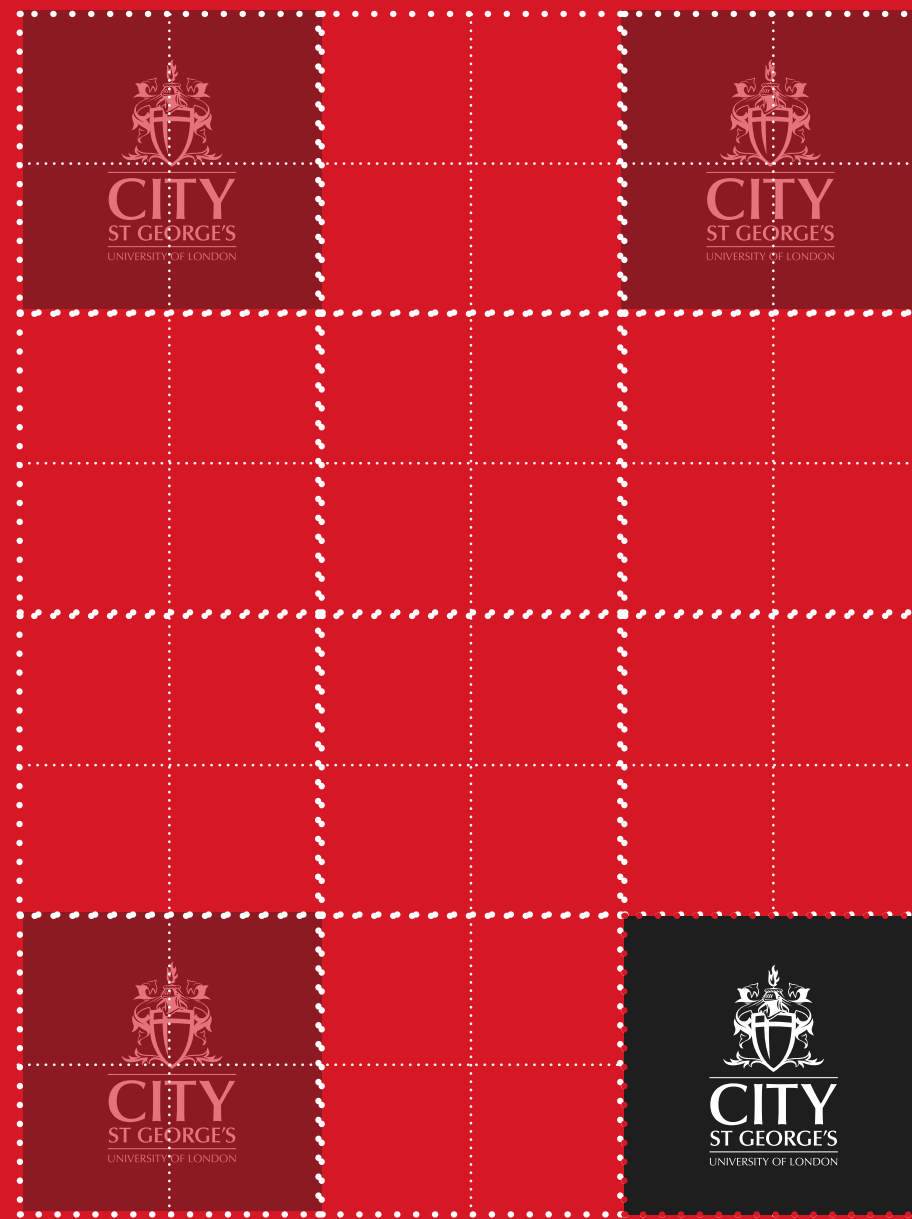
Logo positioning

Position the logo in any of the four corners as a general rule. Central alignment can be used for certain materials.

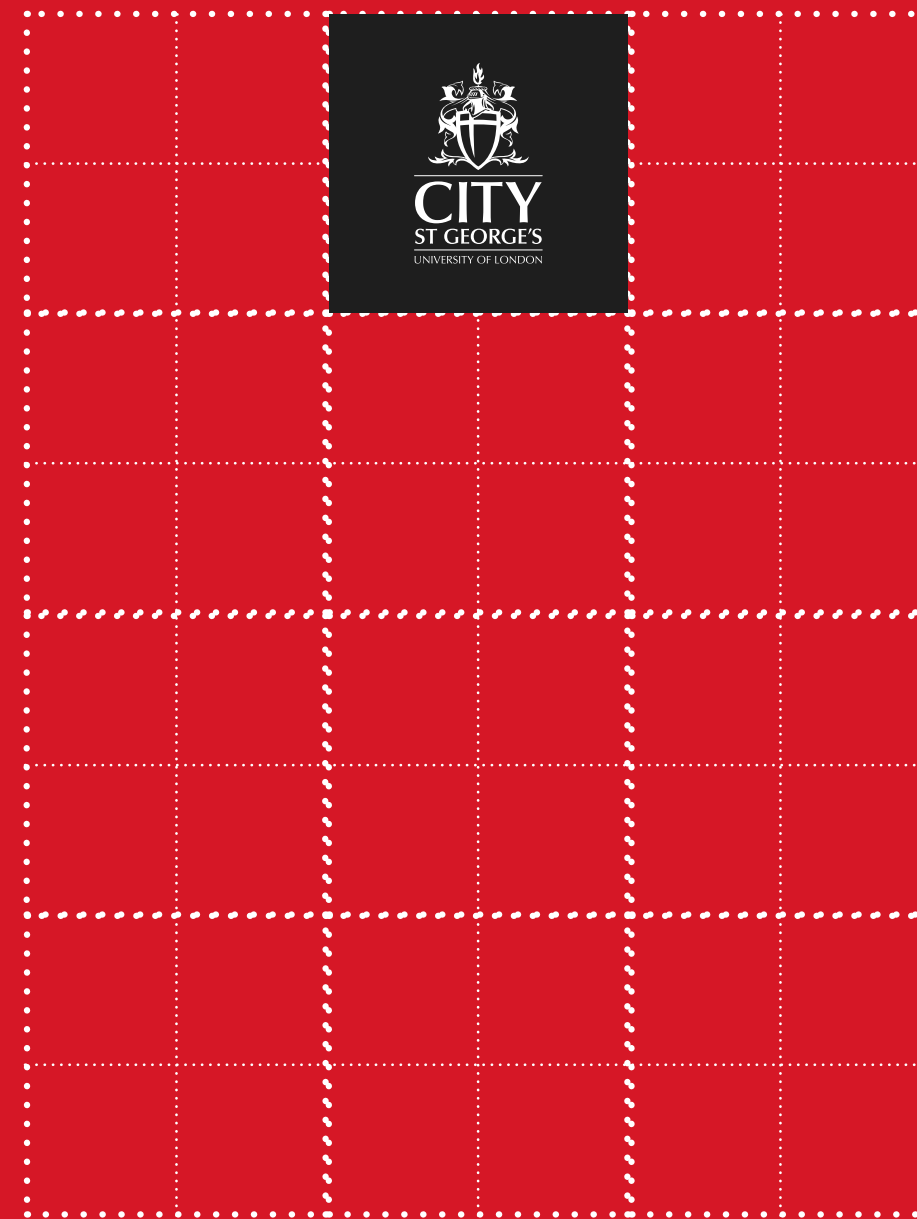
Primary placement



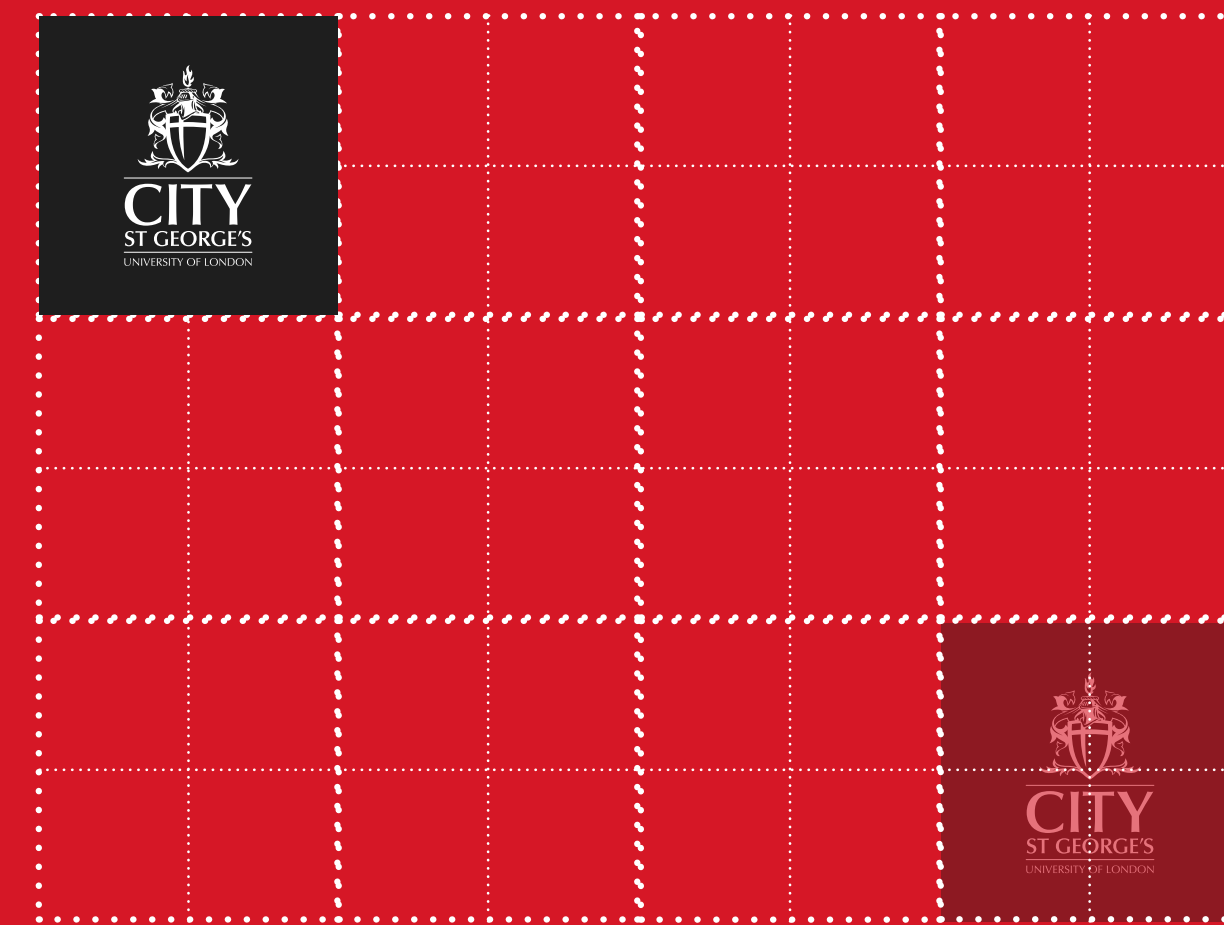
Secondary placement



Tertiary placement



Landscape placement



Strapline

The strapline should always be enclosed inside a coloured or invisible box and centre aligned within the square.

The strapline box should always scale proportionally.

The type is set at Meta Pro Light for the copy and Meta Pro Bold for the URL.

It should be either black, on a light background or white on a dark or colourful background.

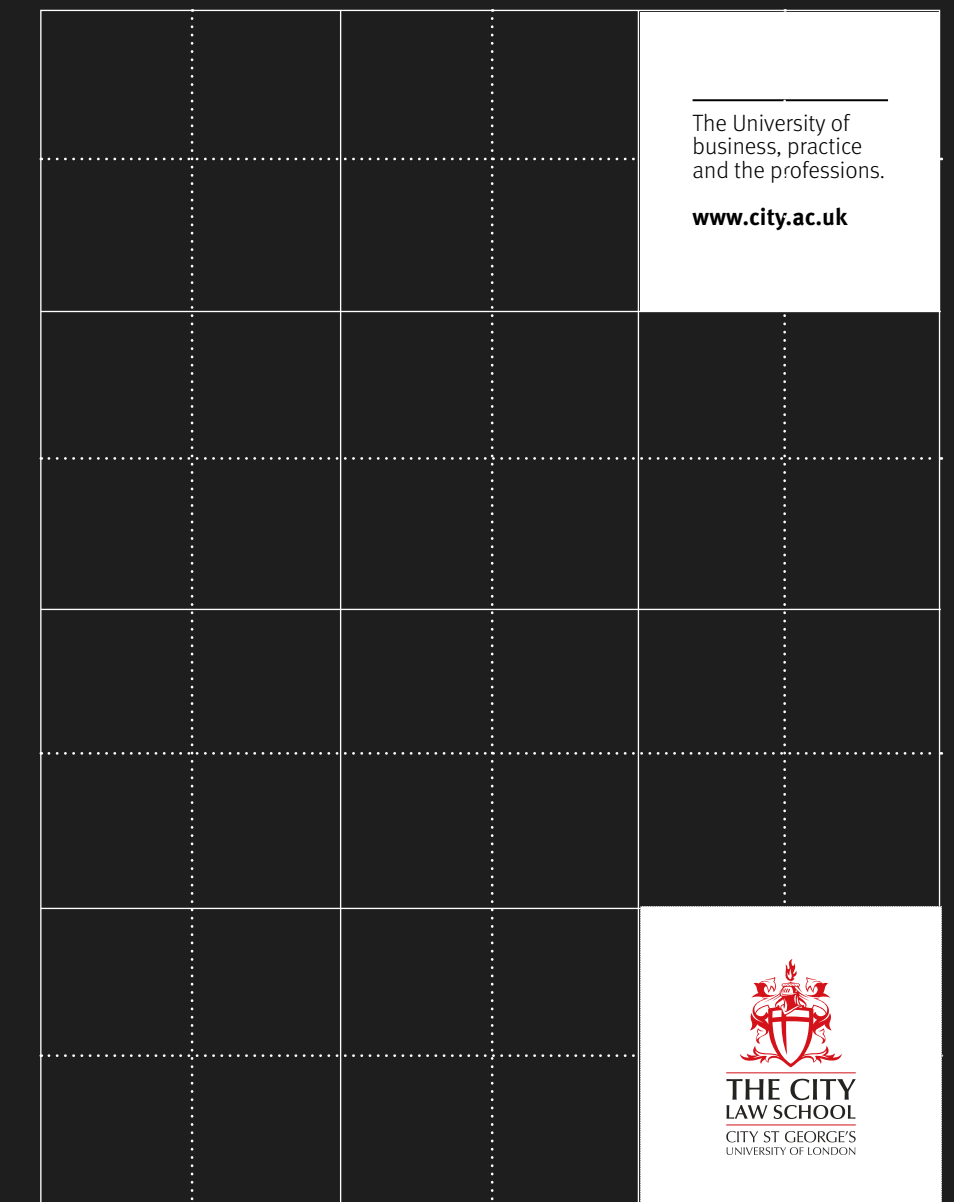
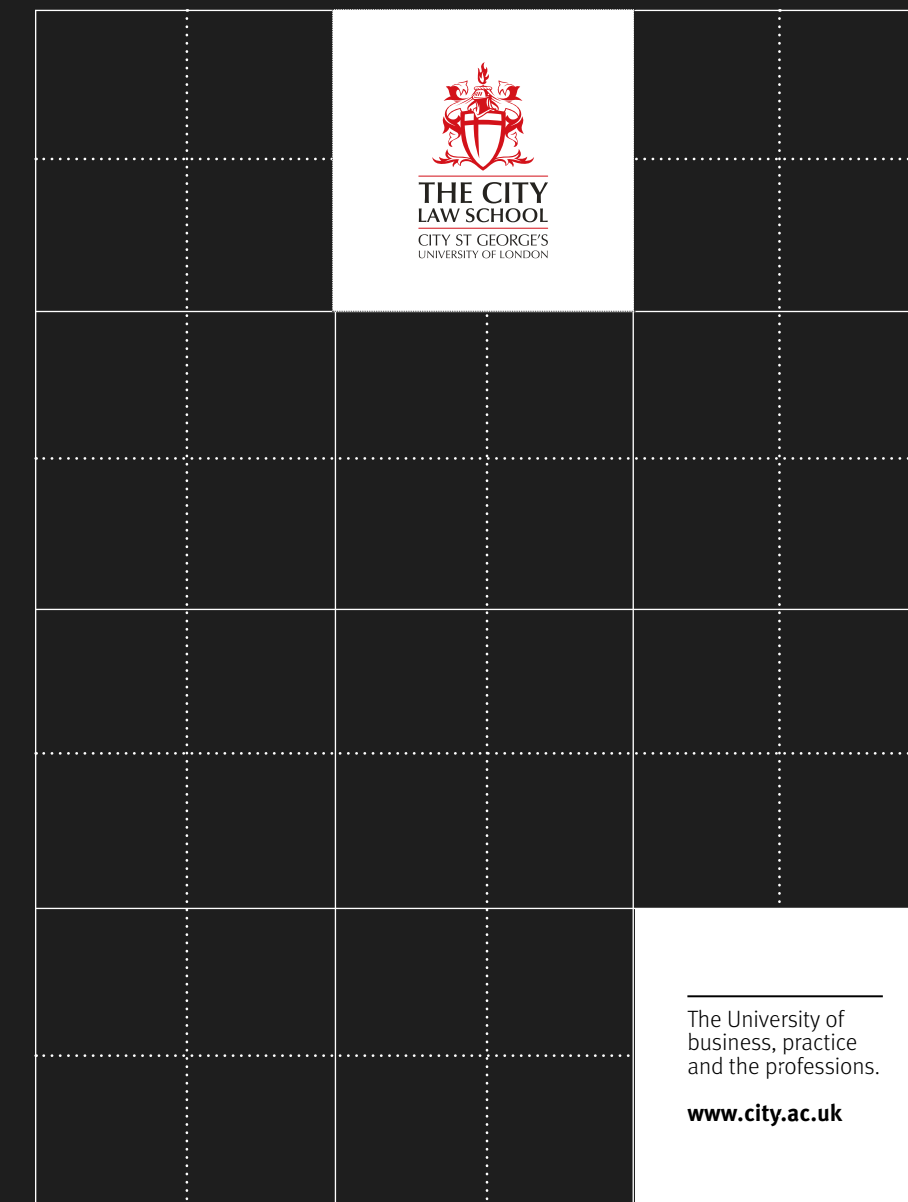
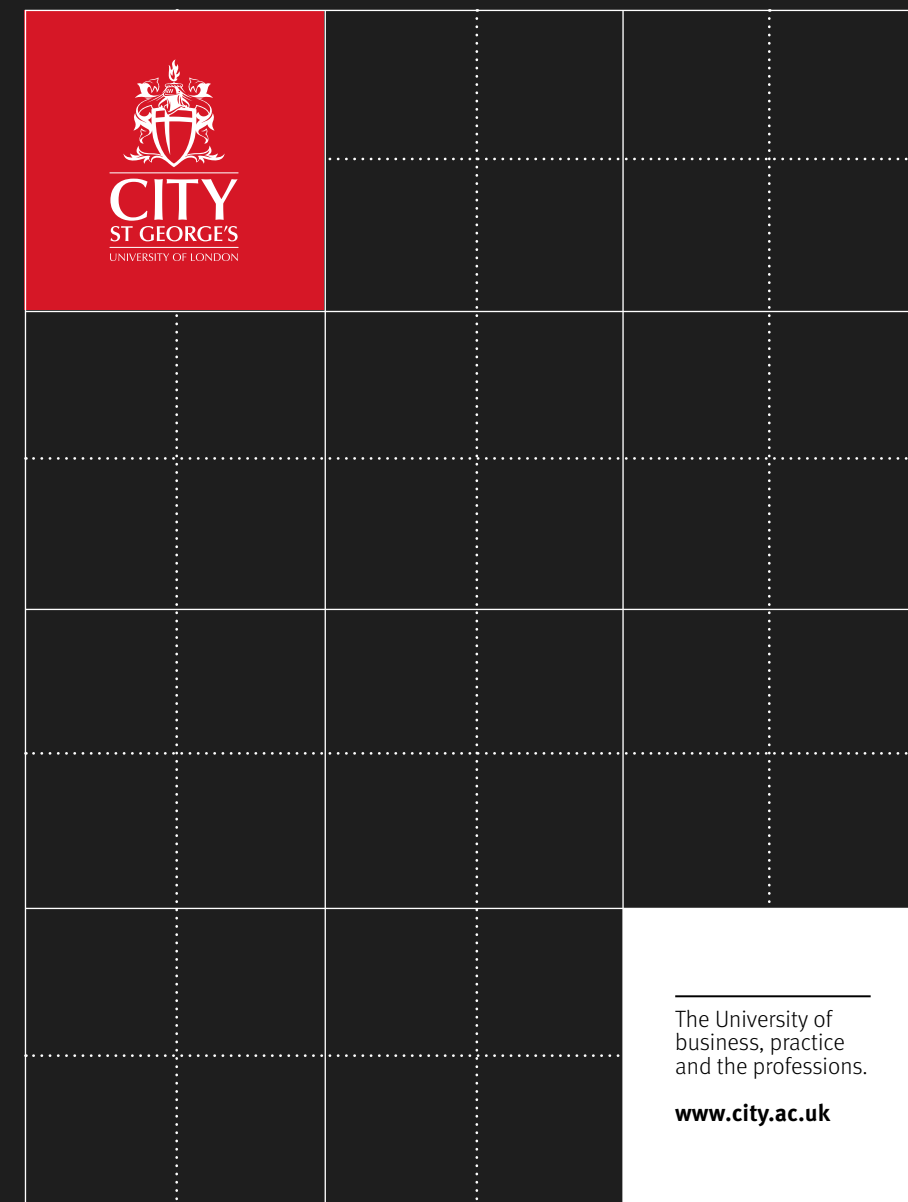
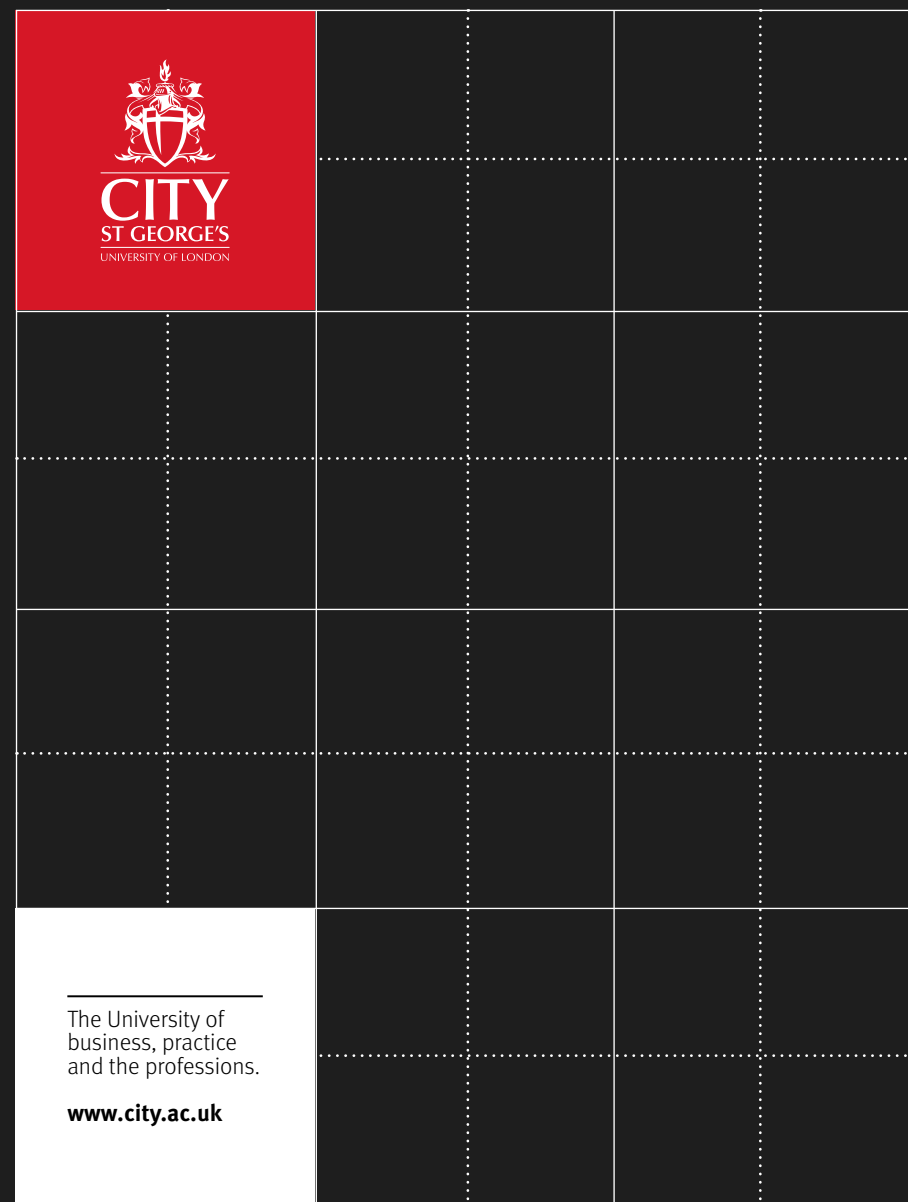
Artwork files

Artwork files with built in safe areas have been created and can be provided by contacting brand@city.ac.uk.




Strapline position

The strapline is used on all corporate documents and for The City Law School. For the remaining Schools, the strapline is replaced by the schools name. Please see page 17. The strapline can also be dropped where space is restricted (e.g small digital ads and merchandise) or on items for internal audiences. The position of the strapline is flexible as long as it locks to the main grid.



School lock-ups

For the remaining Schools that do not have their own logo, please use the following lock-ups, which follow the same convention as the strap line.

		<hr/> <p>School of Science & Technology</p> <p>www.city.ac.uk</p>

Remove the strapline for School specific documents.

School of Science
& Technology

www.city.ac.uk

School of Health
& Medical Sciences

www.city.ac.uk

School of
Communication
& Creativity

www.city.ac.uk

School of Policy
& Global Affairs

www.city.ac.uk

School lock-up safe area

School lock-up should always be enclosed inside a coloured or invisible box and centre aligned within the square.

Lock-up boxes should always scale proportionally with the copy enclosed inside it.

The type is set at Meta Pro Light for the copy and Meta Pro Bold for the URL.

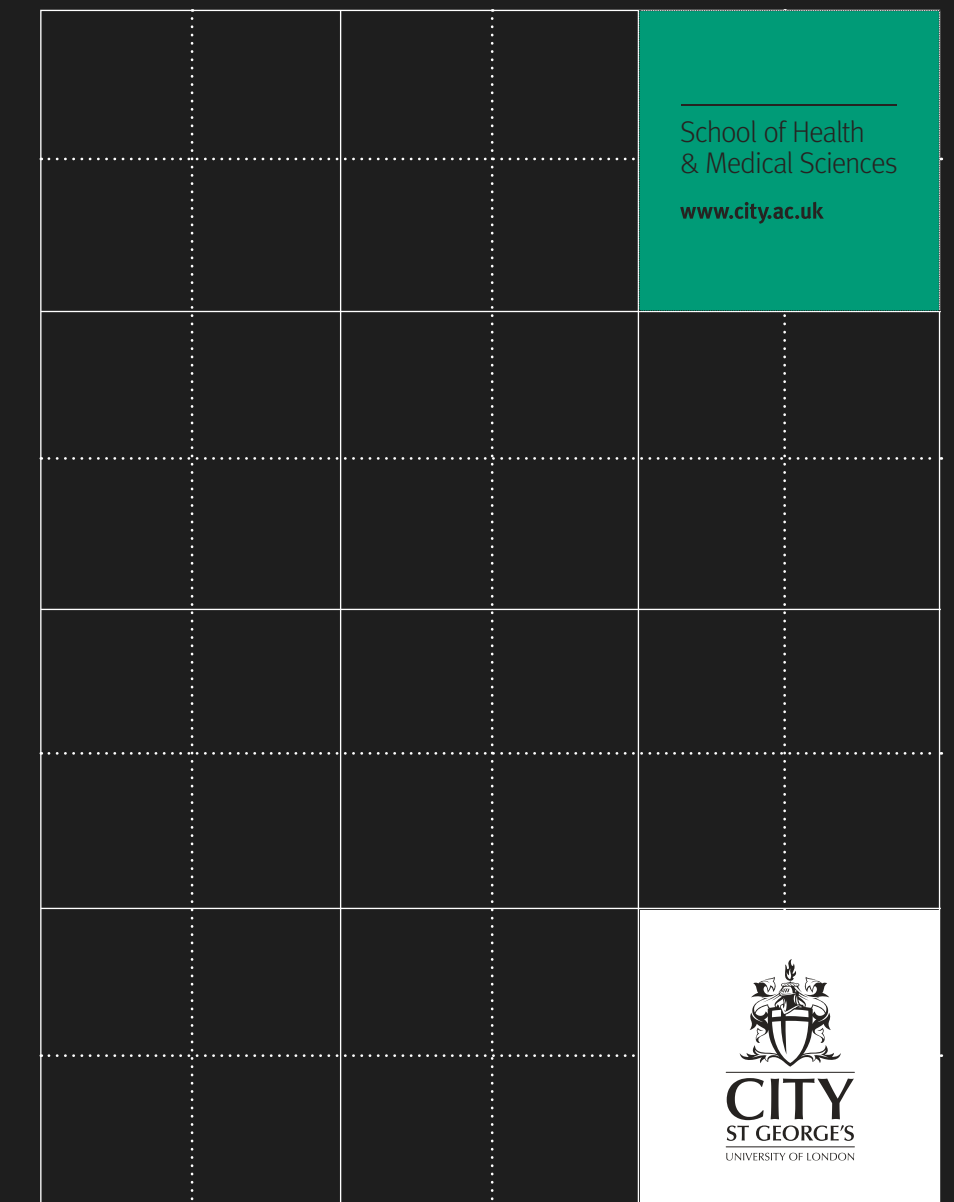
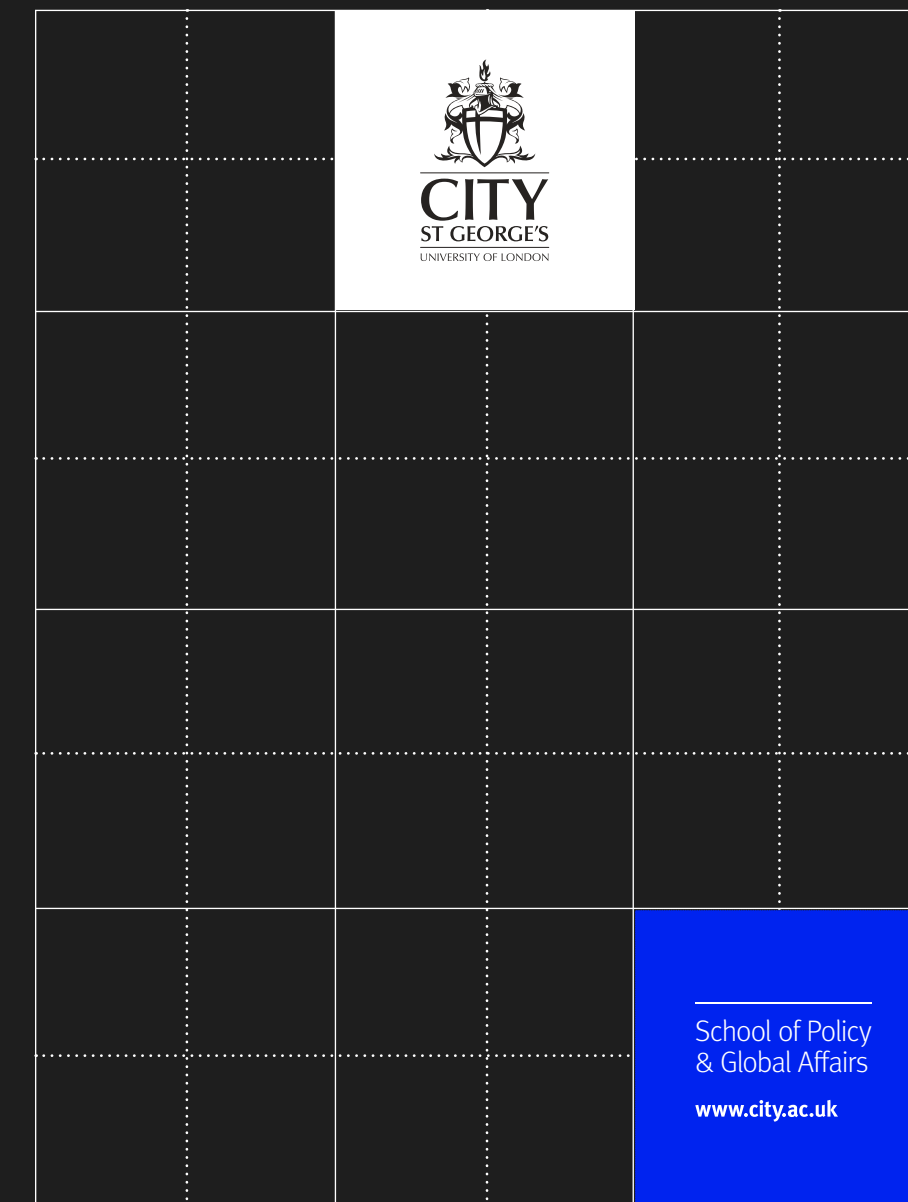
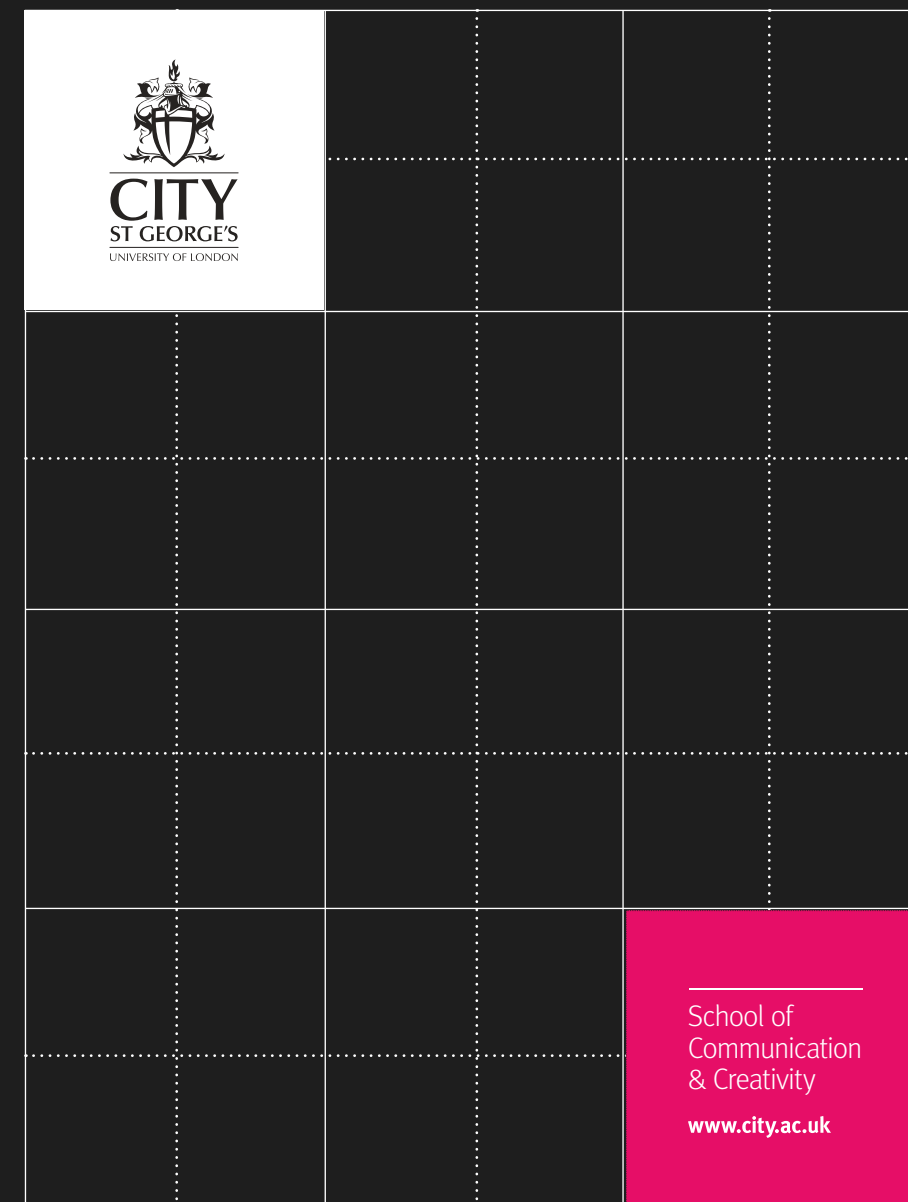
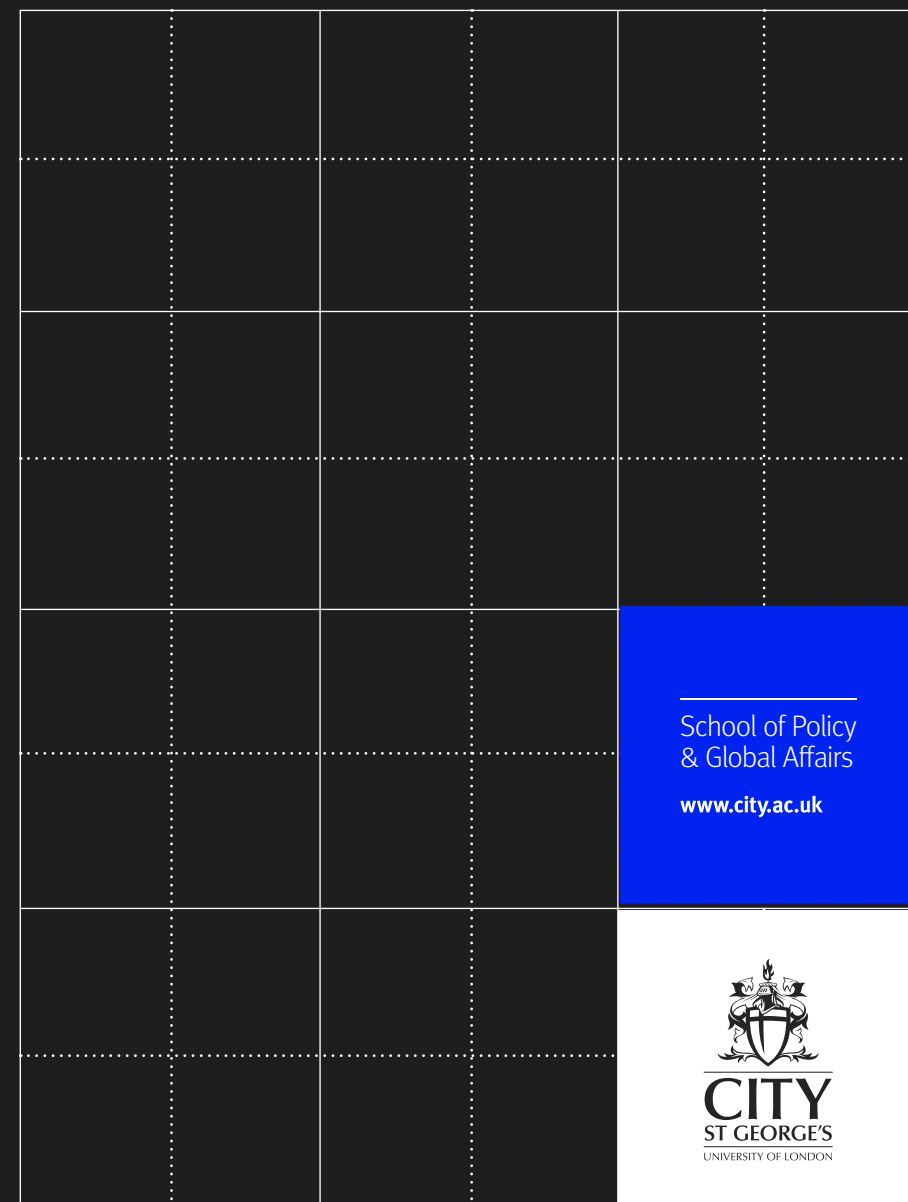
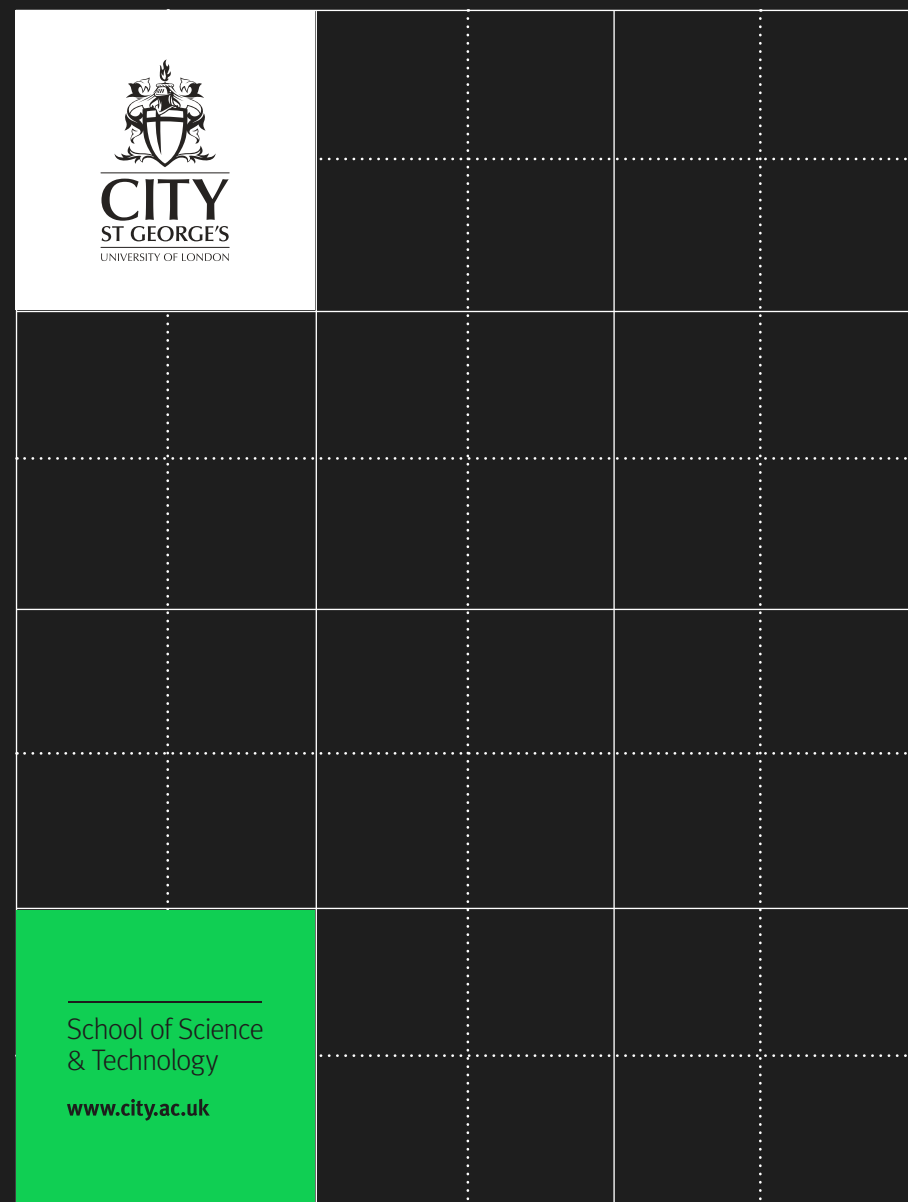
Artwork files

Artwork files with built in safe areas have been created and can be provided by contacting brand@city.ac.uk.



School lock-up position

School lock-ups replace the strapline on School specific collateral.
The position of the strap line is flexible as long as it locks to the main grid.



Typography

Meta Pro is our primary typeface

Meta Pro is our primary typeface. We use it for headlines as well as detail copy and pull quotes.

Meta Pro is available with Adobe Fonts [here](#).

Numbers should always be set to upper case, capitals, or tabular lining so they appear correctly aligned.

**AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Meta Pro Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Meta Pro Book

**AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Meta Pro Medium

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Meta Pro Light

Web typefaces

Web application (Meta Pro & IBM Plex Sans)

For web applications we use a combinations of typefaces depending on the usage, legibility and availability of the font.

Headings/highlights:
Meta Pro

Think big. Think City St George's.

Think big. Think City St George's.

Think big. Think City St George's.

Body copy:
IBM Plex Sans

This is an example of body copy set in IBM Plex sans.

This is an example of body copy set in IBM Plex sans.

Substitute fonts (Helvetica & Arial)

When Meta Pro isn't available for web or print application, we use either Helvetica or Arial. We use Arial for web text applications and Microsoft Office applications. This is a standard font within many software packages.

Helvetica

Think big. Think City St George's.

Think big. Think City St George's.

Think big. Think City St George's.

Arial

Think big. Think City St George's.

Think big. Think City St George's.

Think big. Think City St George's.

Typefaces in use

Distinctive, well designed typography strengthens and adds character to our communications. Our typographic style is strong, clear and simple: we pride ourselves on the clarity of our communications.

General principles

To achieve the correct appearance of our typeface, it's important that the leading and kerning is consistent. Always avoid extreme spacing.

All headings should be set as sentence case using the style indicated. Try to avoid too much leading and leaving the kerning too open. Over-tightening the leading and kerning also weakens the legibility of the message.

Body copy should be readable and clear and set as indicated. Try to avoid tightening both the leading and the kerning to enable the text to fit. Do this by either editing or allowing more text to fit in your design. Do not fill space by opening the leading and the kerning. White space is important to allow design elements to breathe. Do not feel the need to fill space with type at the expense of the white space.

Text should not be set any smaller than 7pt.

Main heading style Sub-heading style

**Meta Pro Bold set in 70pt, -10 tracking, optical kerning.
Meta Pro Book 50pt, -20 tracking, optical kerning.**

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

Meta Pro Normal 9pt, 10pt leading, -10 tracking, optical kerning.

0123456789

Numbers should be displayed in uppercase, capitals, or tabular lining.

Typefaces do's and don'ts

Alternative typefaces and inconsistent or inappropriate use of typography will damage our identity.

Main heading style Sub-heading style

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

Correct use of kerning and leading.
The copy is correctly spaced out and balanced.
Numbers are set to capitals so they appear correctly aligned and evenly sized.

Main heading style Sub-heading style

This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

Incorrect use of kerning on heading copy and too much leading on body copy.
Numbers are incorrectly aligned and unevenly sized as they have been left in lower case.

Main heading style Sub-heading style

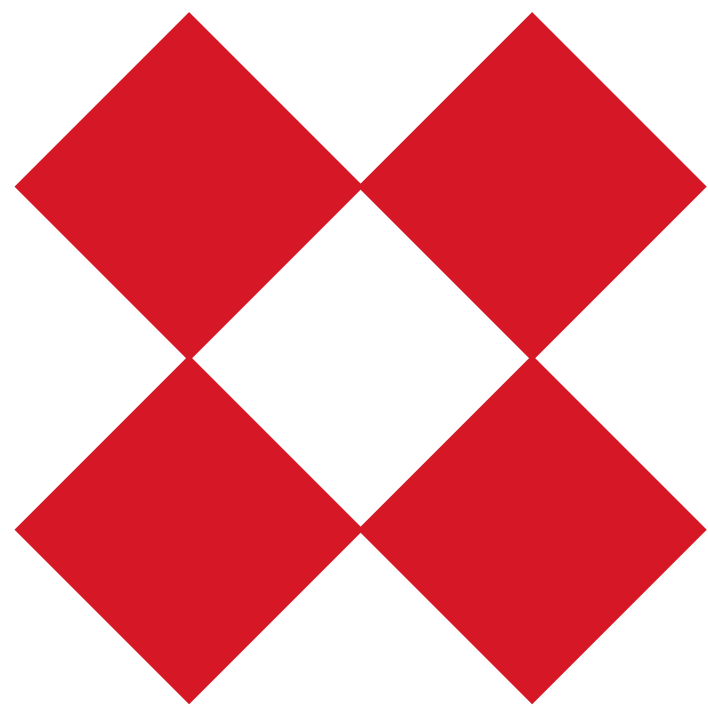
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.
This is an example of body copy set in Meta Pro Normal that has a leading and letter spacing that is just right.

1234567890

Incorrect use of leading on subheading copy and not enough kerning on body copy.
Numbers are incorrectly aligned and unevenly sized as they have been left in lower case.

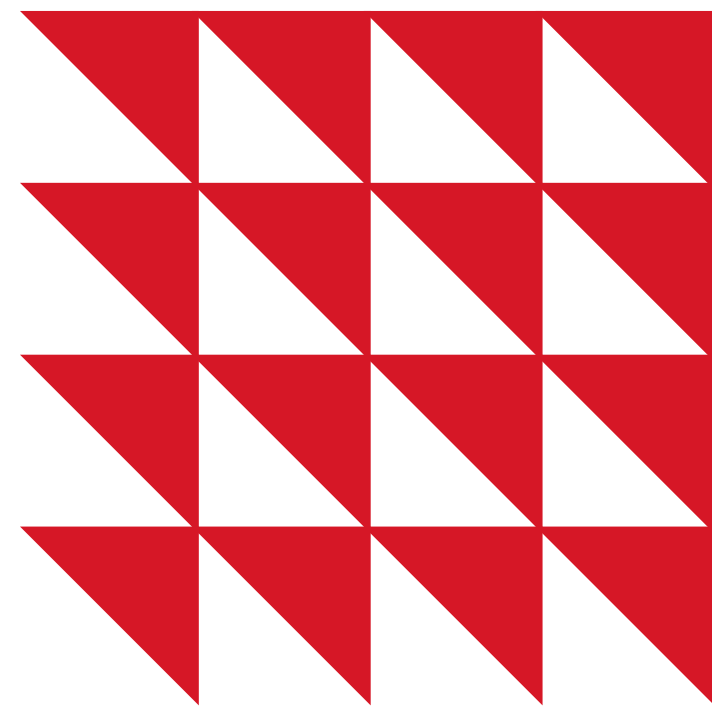
Graphics

The graphic patterns are aligned to our core values



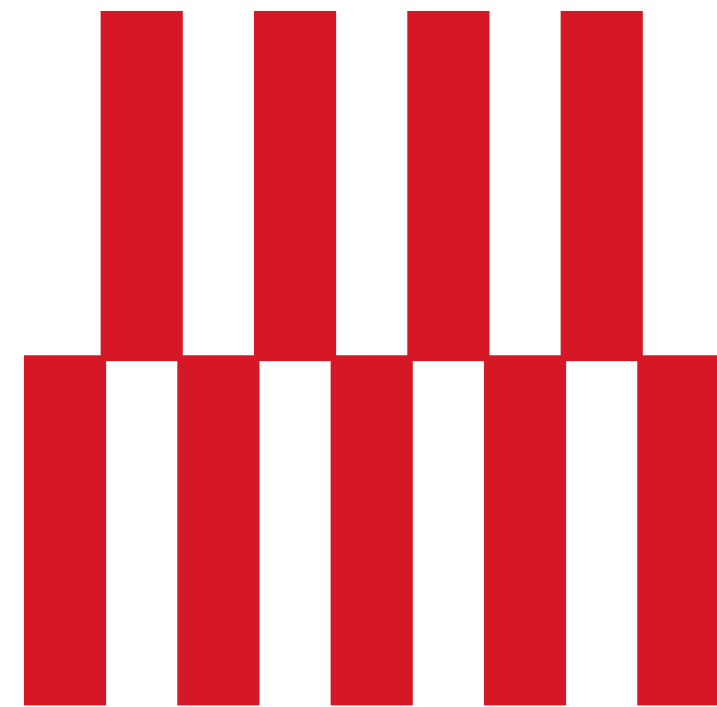
Community

Celebrating and empowering our students is at the heart of what we do. We foster an inclusive, diverse and vibrant community of learning, while supporting the wellbeing of our students.



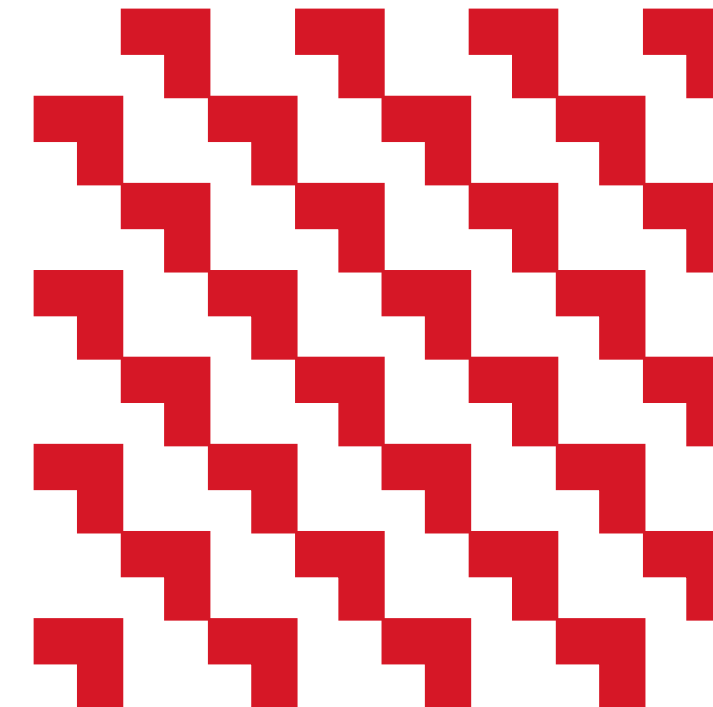
Impact

Our research is globally significant and has the potential to challenge and redefine current practice. We educate professionals who rely on evidence-based thinking in their work.



London

With a global reach, we're enriched by our diverse and vibrant community. Based in London, a world capital, and proud of our deep connections with the City of London.



Opportunity

We create successful and fulfilling careers and prepare leaders for the workplace. We enable our graduates to succeed in their future careers and life paths by providing relevant skills, attributes and approaches.



Outward facing

We are open and outward-facing, at ease with collaboration and content with co-creation – the polar opposite of an ivory tower. We are ambitious, innovative risk-takers who aren't afraid to stand out.

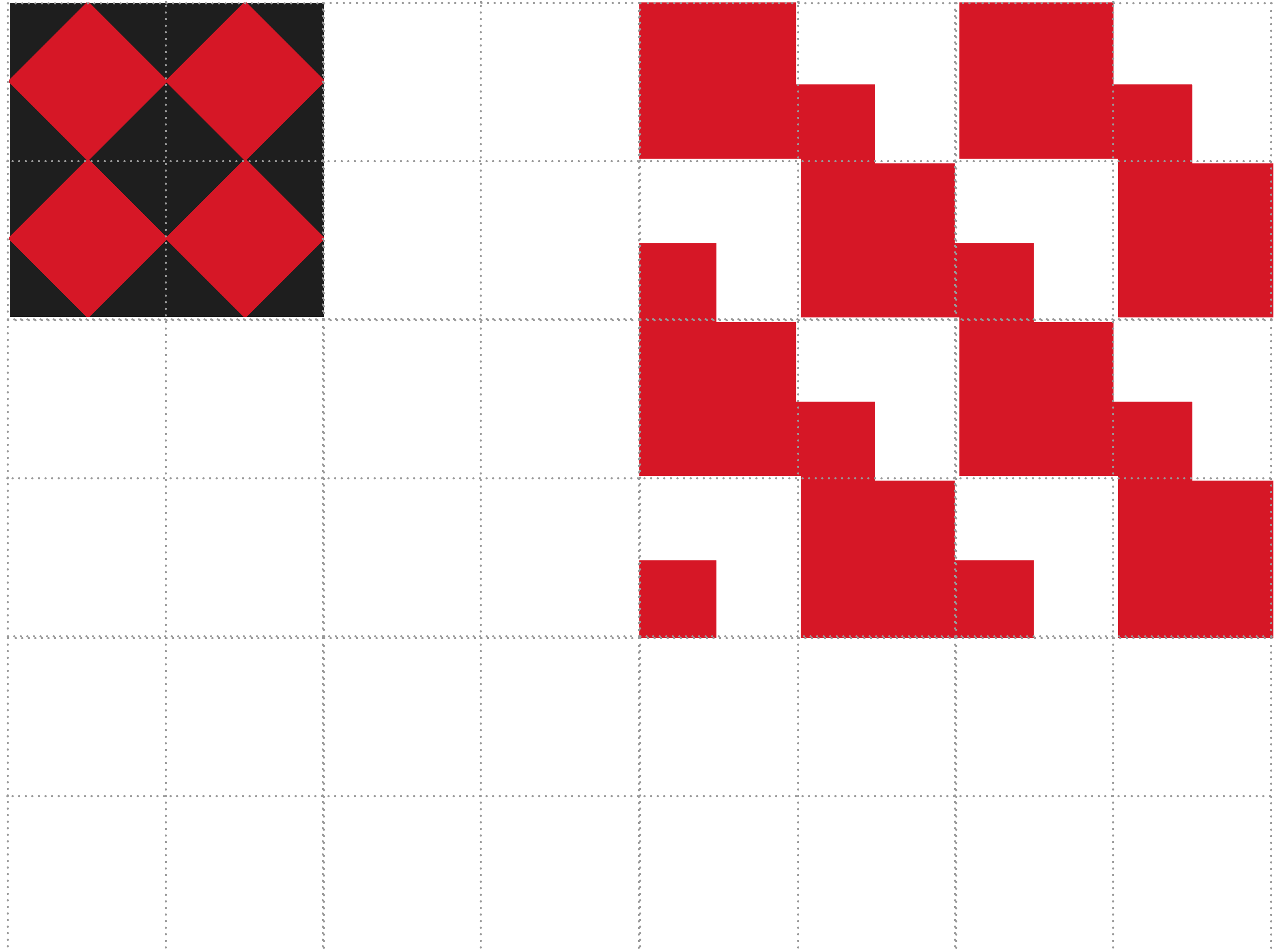
Using the graphics

Our graphic system is built around total flexibility. Have fun scaling, tessellating and positioning as you see fit. Please don't change the proportions of the pattern and always work within the grid provided.

The graphics can house imagery and should be interpreted according to the message you're trying to communicate. For example: Opportunity could represent forward motion, ambition and progressing together.

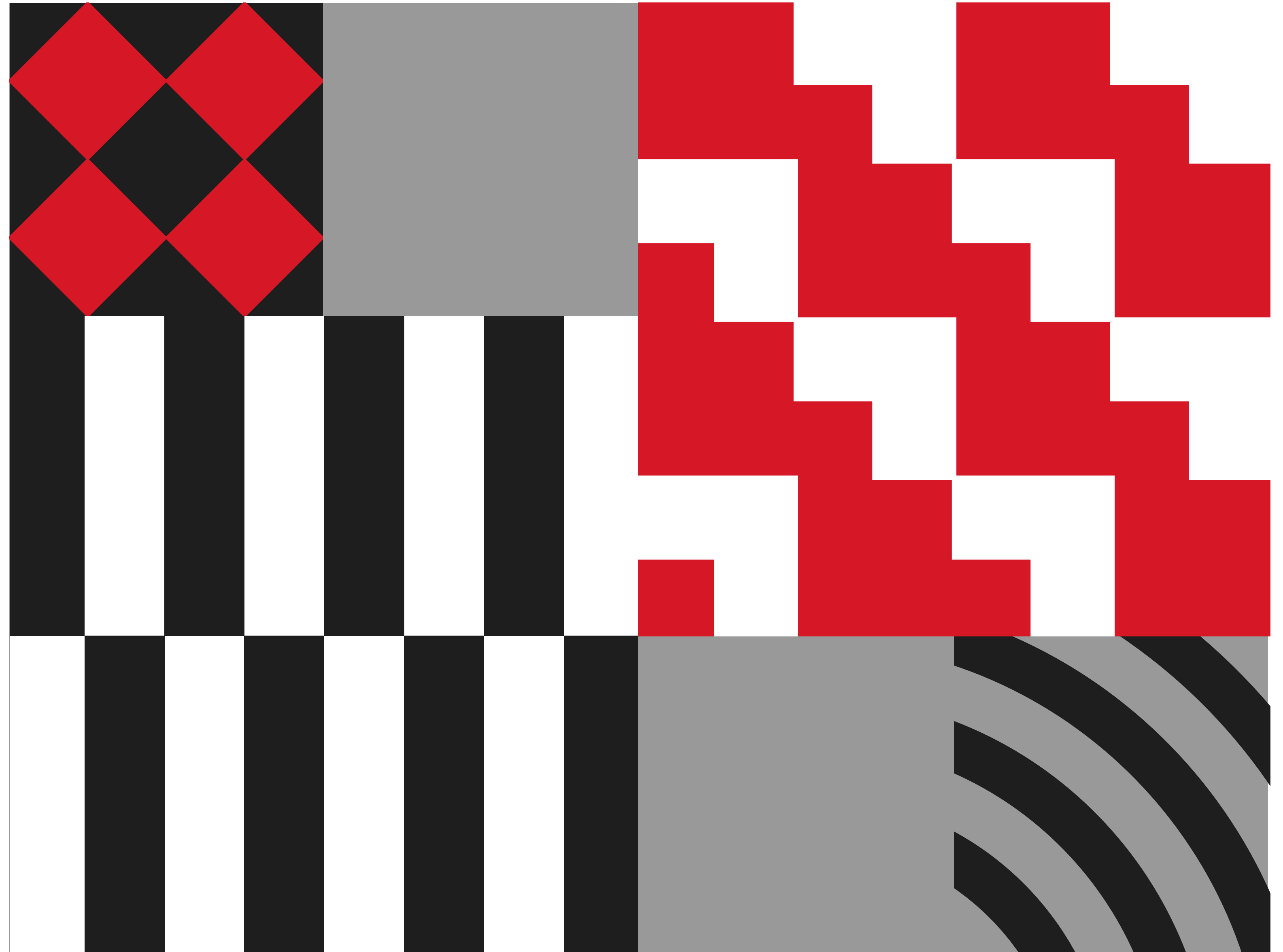
Colour

Each pattern can be used in any combination of the main colours. Do not mix any more than two colours together. *e.g Black on white, not black, red and white.*



Using the graphics

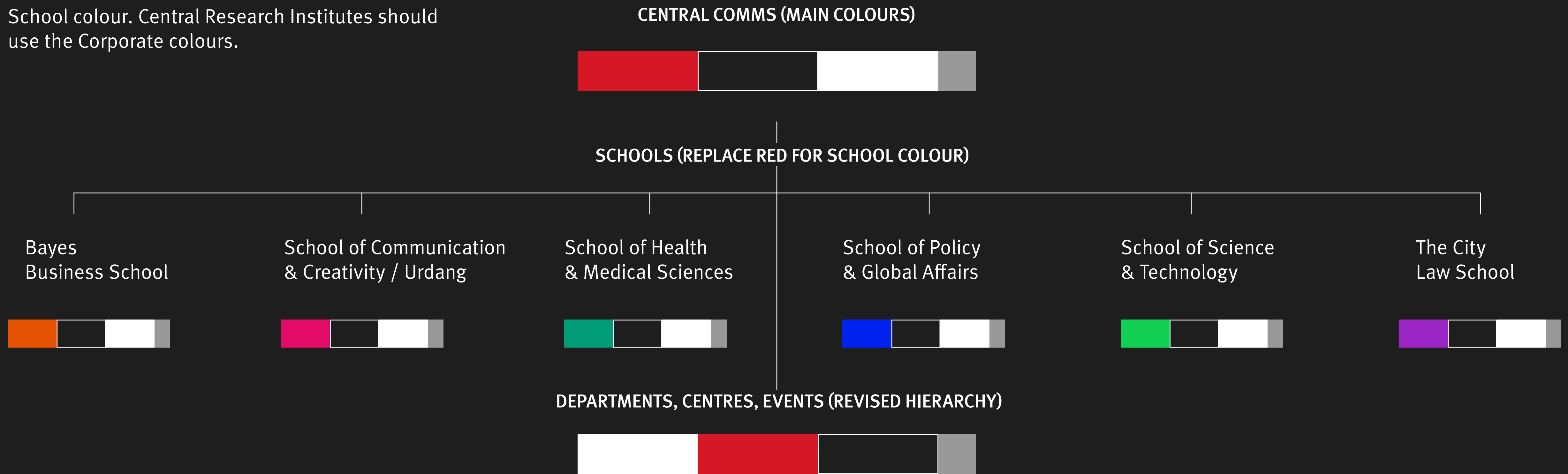
Once your graphics are in place, start to build up blocks in different variations like shown. Remember to leave blanks every so often to add space in the overall design.



Colour

Colour hierarchy

Our pared back colour pallet drives impact and consistency. All corporate materials use only red, black, white and grey. Schools have been allocated one single colour to use with black, white and grey. Research centres within a School should use the School colour. Central Research Institutes should use the Corporate colours.



Main colours

Red, black, white and grey are our main colours, we use these for all corporate materials.

City Red use on websites and IT systems

Maintaining the brand colour is important, but for areas where readability and accessibility are crucial (small text, forms, or key information like navigation), a slightly darker shade of red should be used to enhance contrast, make the experience more user-friendly and meet AAA compliance.

In these instances, the Hex colour **#B0111F** should be used in place of City Red.

Red

R: 214 **C:** 2 **Pantone**
G: 23 **M:** 98 1797 C
B: 38 **Y:** 85
 K: 7

Hex
#D61726

Black

R: 30 **C:** 25 **Pantone**
G: 30 **M:** 25 BLACK C
B: 30 **Y:** 25
 K: 100

Hex
#1E1E1E

White

R: 255 **C:** 0
G: 255 **M:** 0
B: 255 **Y:** 0
 K: 0

Hex
#FFFFFF

Light grey

R: 153 **C:** 0 **Pantone**
G: 153 **M:** 0 WARM
B: 153 **Y:** 0 GREY 5C
 K: 50

Hex
#999999

School colours

Our supporting colours are to be used for the following Schools only.

Bayes Business School

R: 255 **C:** 0
G: 78 **M:** 78
B: 0 **Y:** 100
 K: 0

Hex
#FF4E00

Pantone
166

School of Communications & Creativity / Urdang

R: 230 **C:** 0
G: 14 **M:** 100
B: 103 **Y:** 20
 K: 0

Hex
#E60E67

Pantone
213

School of Health & Medical Sciences

R: 0 **C:** 100
G: 155 **M:** 0
B: 119 **Y:** 65
 K: 0

Hex
#009B77

Pantone
3278

School of Policy & Global Affairs

R: 0 **C:** 100
G: 35 **M:** 60
B: 239 **Y:** 0
 K: 15

Hex
#0023EF

Pantone
2935

School of Science & Technology

R: 16 **C:** 65
G: 207 **M:** 0
B: 83 **Y:** 85
 K: 0

Hex
#10CF53

Pantone
368

The City Law School

R: 155 **C:** 60
G: 37 **M:** 80
B: 196 **Y:** 0
 K: 0

Hex
#9B25C4

Pantone
2592

Colour use explained

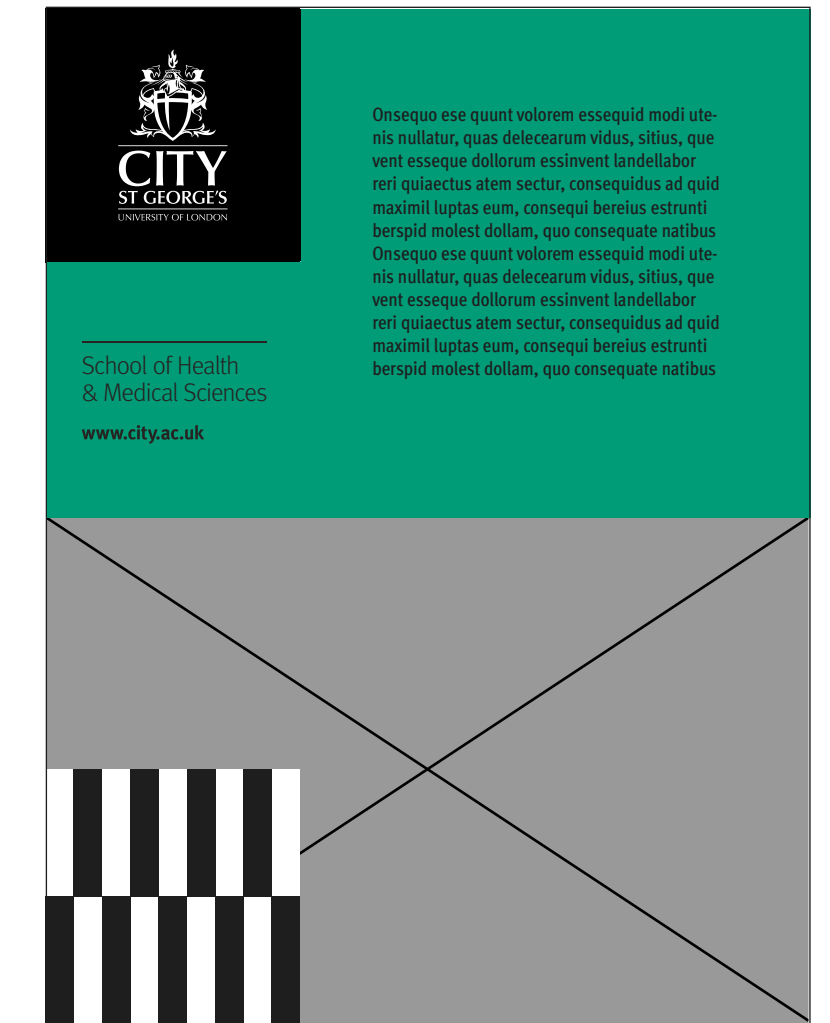
Use the correct colour for the School or department you're working with. Do not use City St George's red with School colours.



School of Policy & Global Affairs



School of Communication & Creativity / Urdang



School of Health & Psychological Sciences



School of Science & Technology



The City Law School

Pop-up banners

THE CITY LAW SCHOOL
CITY ST. GEORGE'S UNIVERSITY OF LONDON

The University of business, practice and the professions.
www.city.ac.uk

The City Law School takes an active role in the legal profession, legal research and the wider business community.

Our graduates have progressed to be barristers or solicitors at top law chambers or magic circle law firms. Many have pursued non-law careers working in sectors such as banking and finance, the public sector, international organisations, or politics.

COURSES

- Graduate Entry LLB (Hons)
- Graduate Diploma in Law
- Master of Laws LLM
- International Banking and Finance Law LLM
- International Commercial Law LLM
- Criminal Litigation LLM
- International Human Rights LLM
- Maritime Law LLM
- Public International Law LLM
- International Litigation and Dispute Resolution LLM
- Solicitors' Practice Programme
- Bar Vocational Studies (BVS)

CITY ST GEORGE'S
UNIVERSITY OF LONDON

The University of business, practice and the professions.
www.city.ac.uk

Careers & Employability

- One-to-one career guidance
- Employer events
- Volunteering and mentoring
- Micro-Placement programme
- Paid work on campus

Careers. Student

CITY ST GEORGE'S
UNIVERSITY OF LONDON

School of Health & Medical Sciences
www.city.ac.uk

Applied Nutrition

Our MSc Applied Nutrition programme consists of elements of medical, nutritional, social and psychological sciences, exercise and nutrition, and the humanities.

The programme is for students or professionals in healthcare and general public settings who have a passion for nutrition and who want to pursue a career path in nutrition-related workplaces.

Students develop practical, research, academic, professional and transferable skills for nutrition-related roles and wider career paths.

Imagery

Campaign imagery

Campaign level images have a red theme

Campaign level images bring City St George's to life. Through imagery we can demonstrate our community and our exciting London location.



Please note

The images within this document are for reference only and may have licence restrictions. Please use only officially licensed images from the City St George's Image Library, <https://photos.city.ac.uk>

School imagery

School level images include the School's own key colour e.g. green.

Our facilities are second to none, so make sure you always include a good selection of “doing” images with your subject actively involved in their subjects.



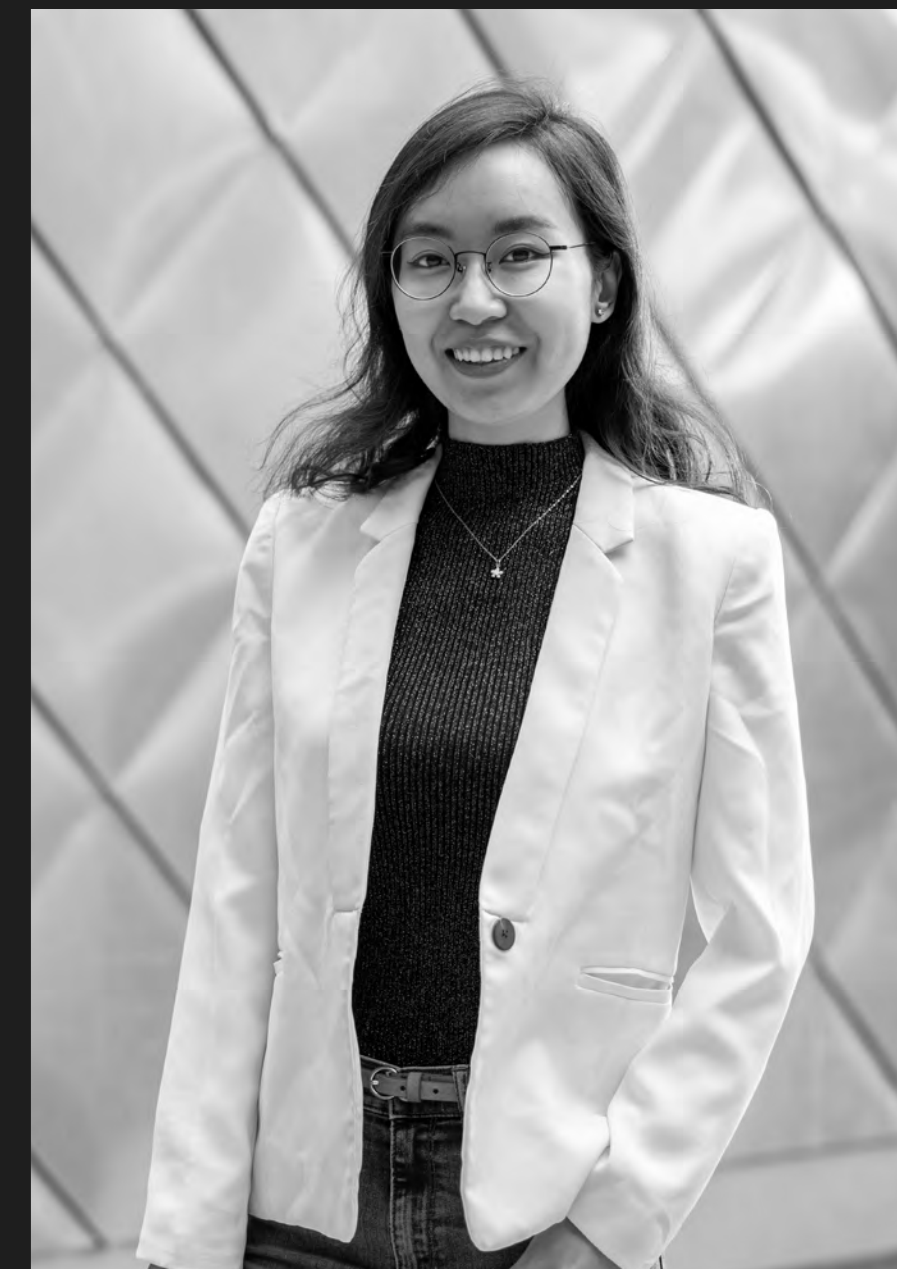
Photography treatment

Two different effects can be applied to your image.

Use Photoshop to add the highlight colour to tie into your theme / School. This makes our imagery work harder and be more versatile. Use your judgement and don't overuse the highlight colour within photography.



Regular image with no applied effects



Black and white effect applied



Colour highlight

Iconography

Icons should provide clear sign posting and indicate direction and calls-to-action in an immediate and simple way.

Correct usage

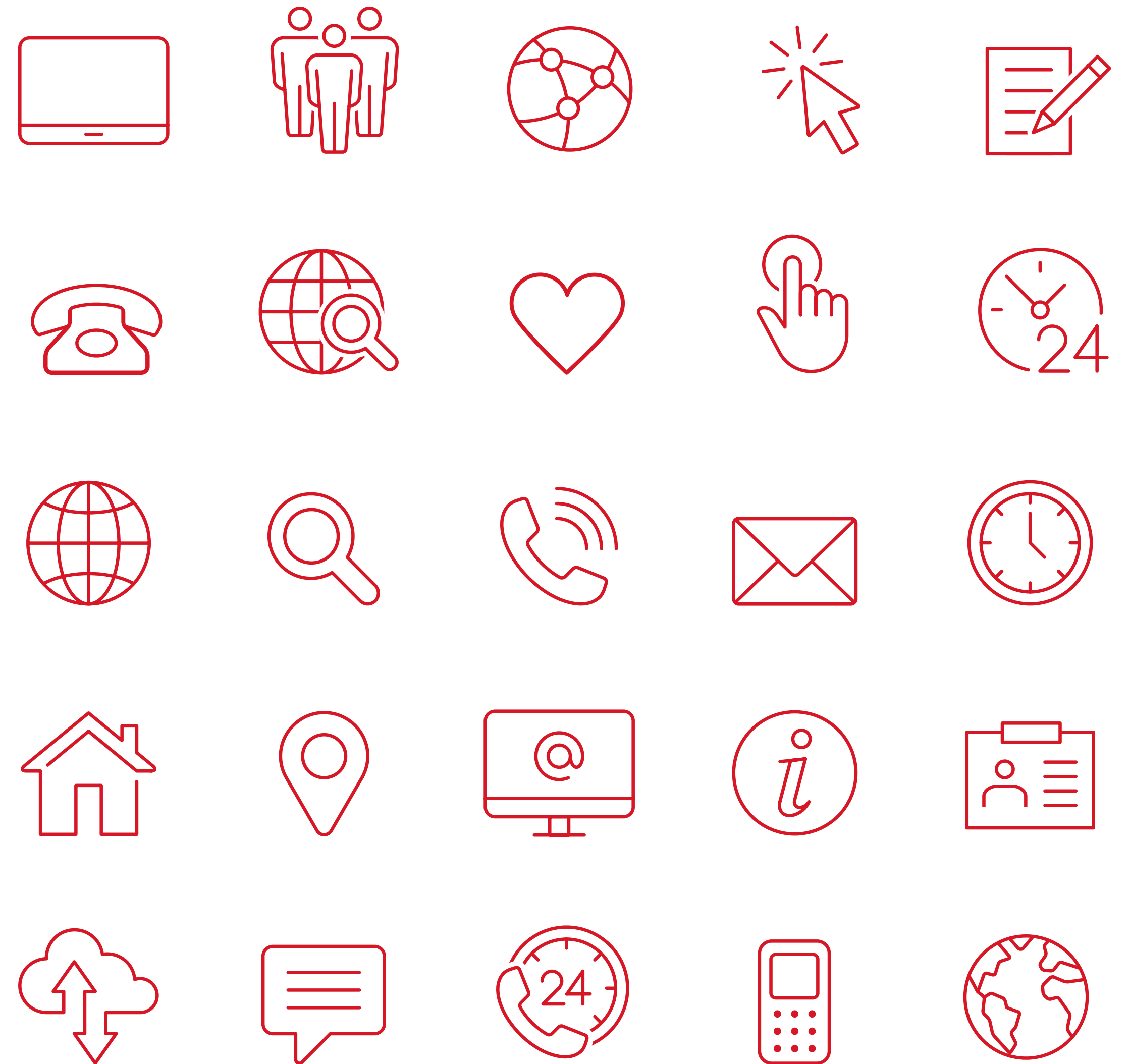
The icons follow a convention. All icons should be stroke based and follow the colour guidelines. (Please refer to the colour section).

New icons will need to be added as new social media and technologies emerge. However, please do not add icons without prior approval.

New icons should be clearly identifiable.

Artwork files

Examples of iconography can be requested by contacting Brand@city.ac.uk



Calls to action

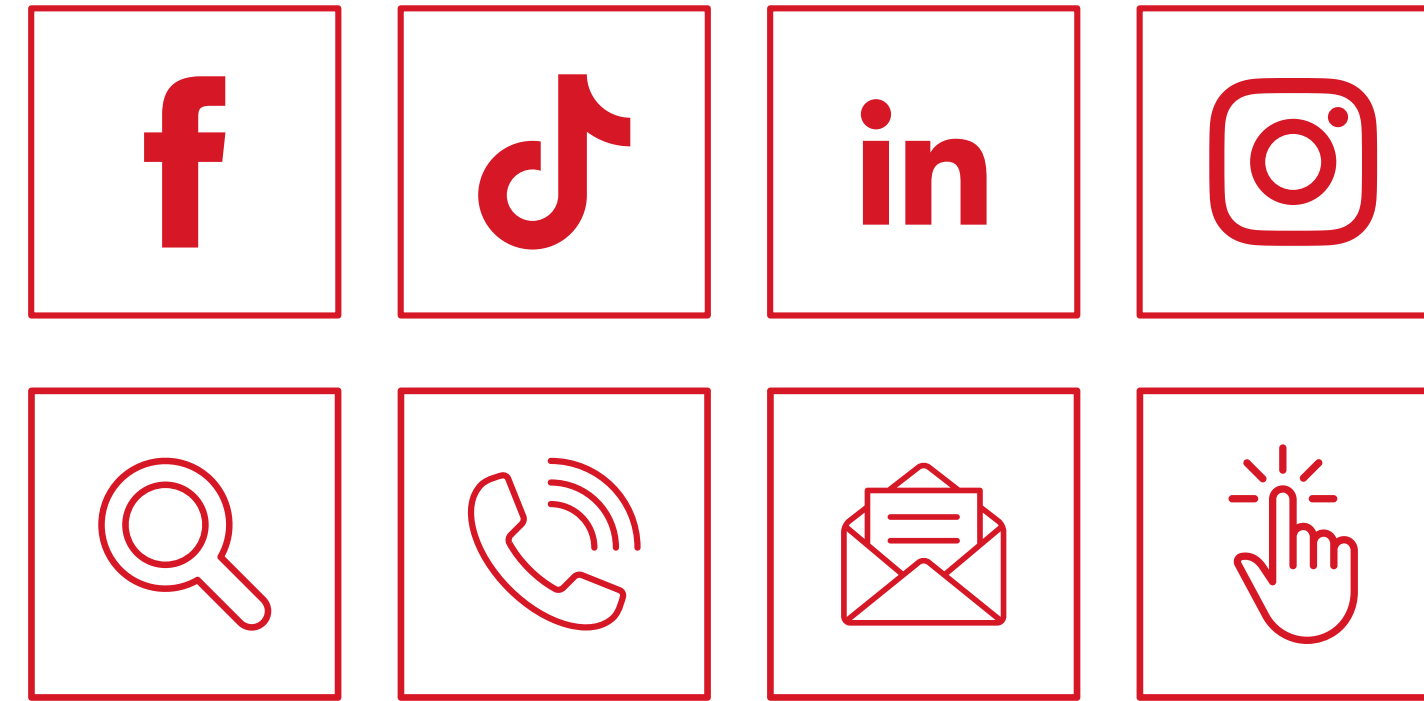
Icons should provide clear sign posting and indicate direction and calls-to-action in an immediate and simple way.

Icon size

Icon sizes should be reflective of the document. A good standard size recommendation for an A4 document is a 9mm icon with the call to action set in Meta Pro Bold and the details below set in Meta Pro Book 9pt on 10pt leading. Space the text 3mm–4mm away from the icon.

Icon colour

Icon colours should be reflective of the colours used in the document or advertisement they appear on.



Follow us on
facebook.com/namehere



Follow us on
tiktok.com/namehere



Follow us on
instagram.com/namehere



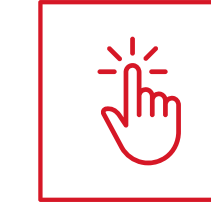
Find out more
www.city.ac.uk/namehere



Telephone enquiries
+44 (0) 20 7040 0249



Email enquiries
enquiries@city.ac.uk



Make an enquiry
www.city.ac.uk/contact

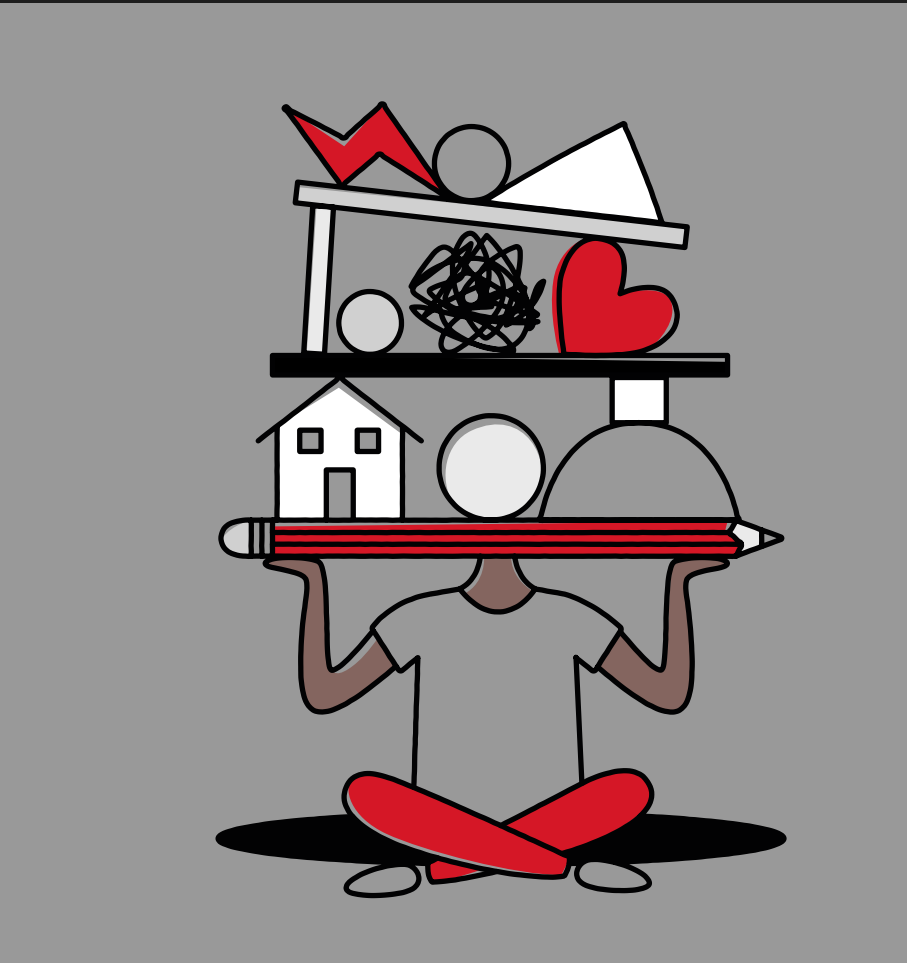
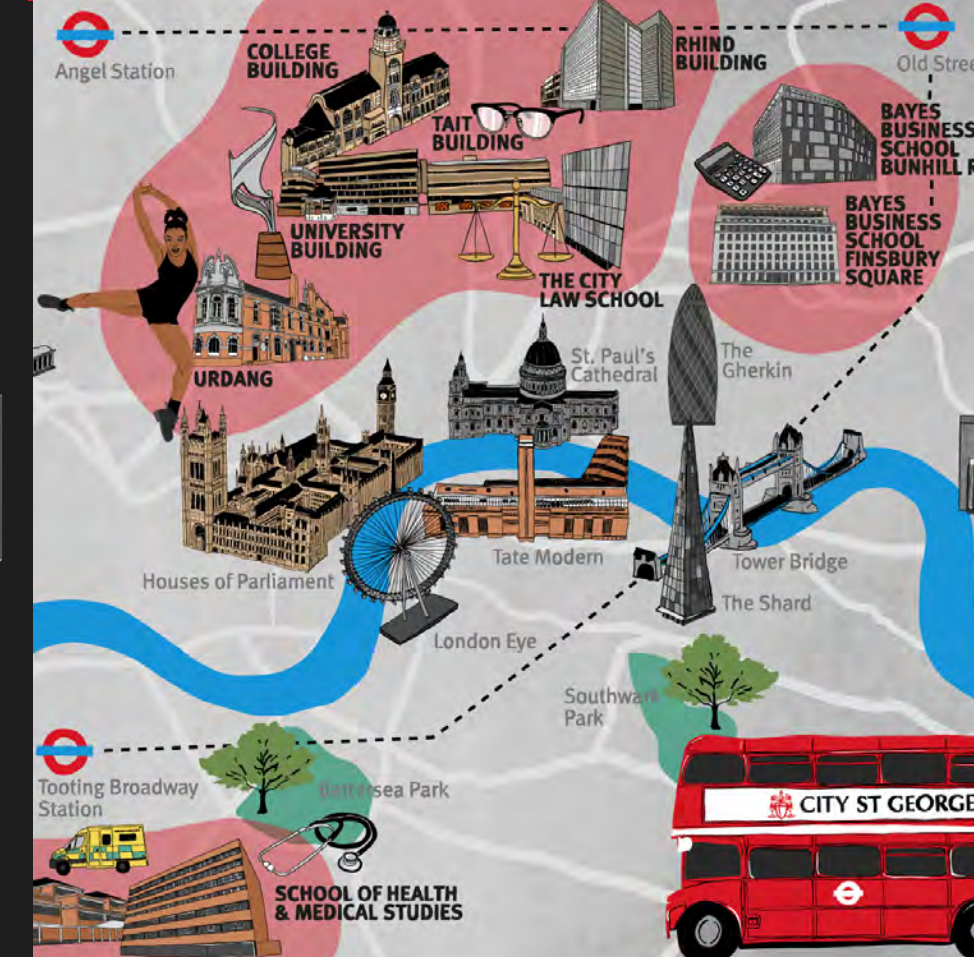
Illustration

Illustration can be used in addition to photography to supplement things like editorial spreads and social media. There is freedom to use different styles of illustration.

Wherever possible try to use our colour palette for illustration. It is acceptable to include other colours within illustration, but where colour choice is immaterial e.g. a cup could be any colour – choose appropriate City St George's colouring.

Illustration should never overwhelm the key messaging of a publication and should be used sparingly.

Avoid using stock illustrations where possible. City St George's is unique and our illustrations should be too.



Infographic elements

The visual style of charts is an important feature of City St George's brand.

Charts and infographics often contain complex information, creating a clean and consistent theme helps the audience to easily digest the information.

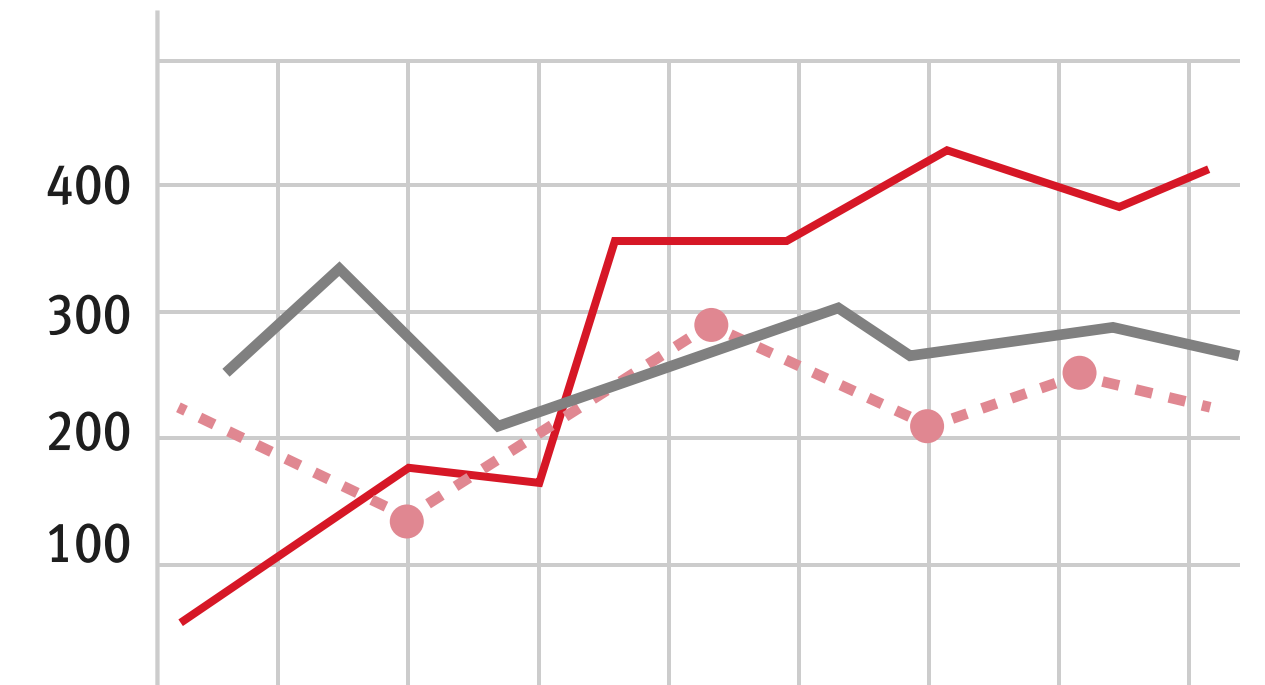
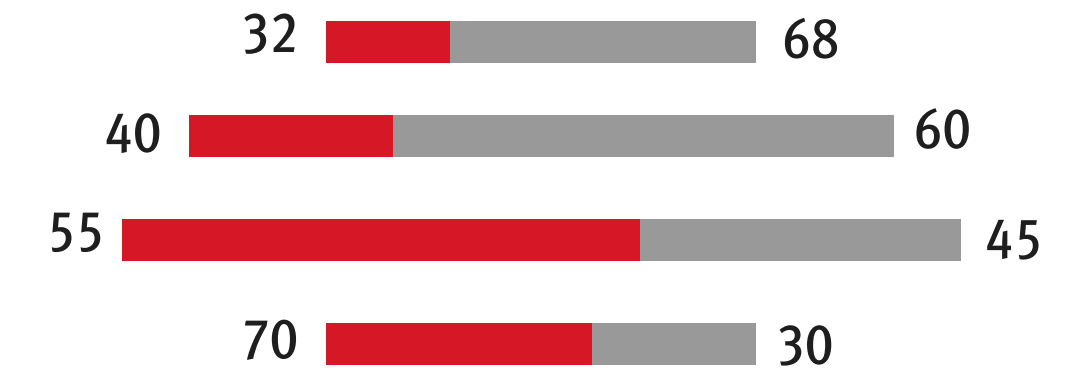
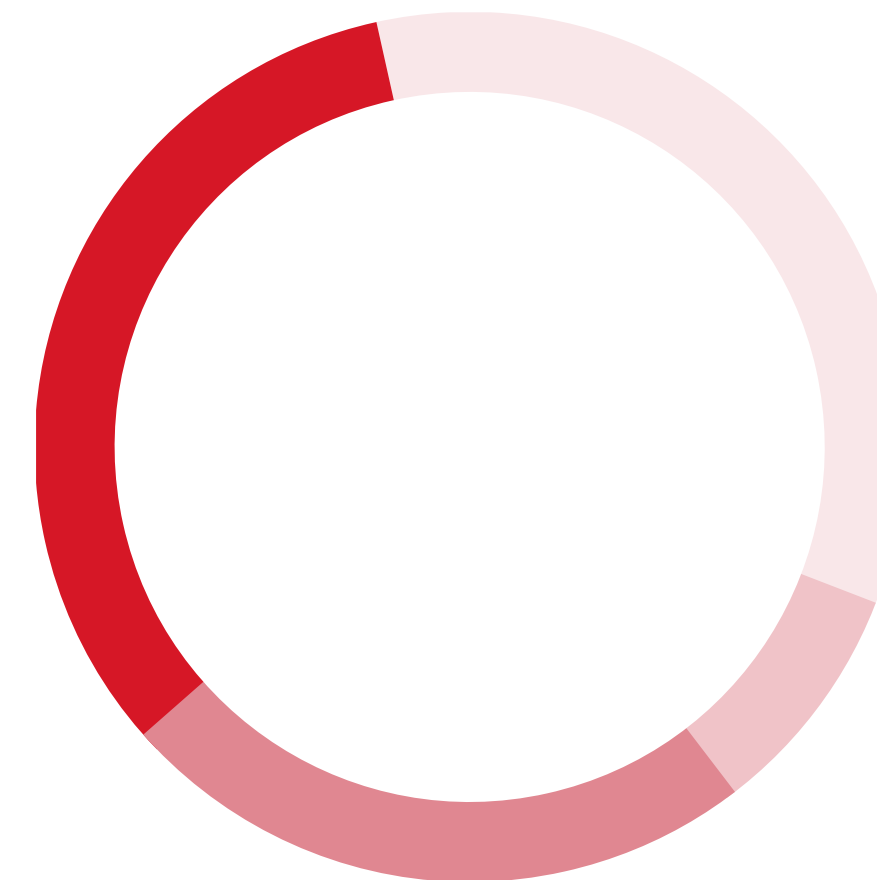
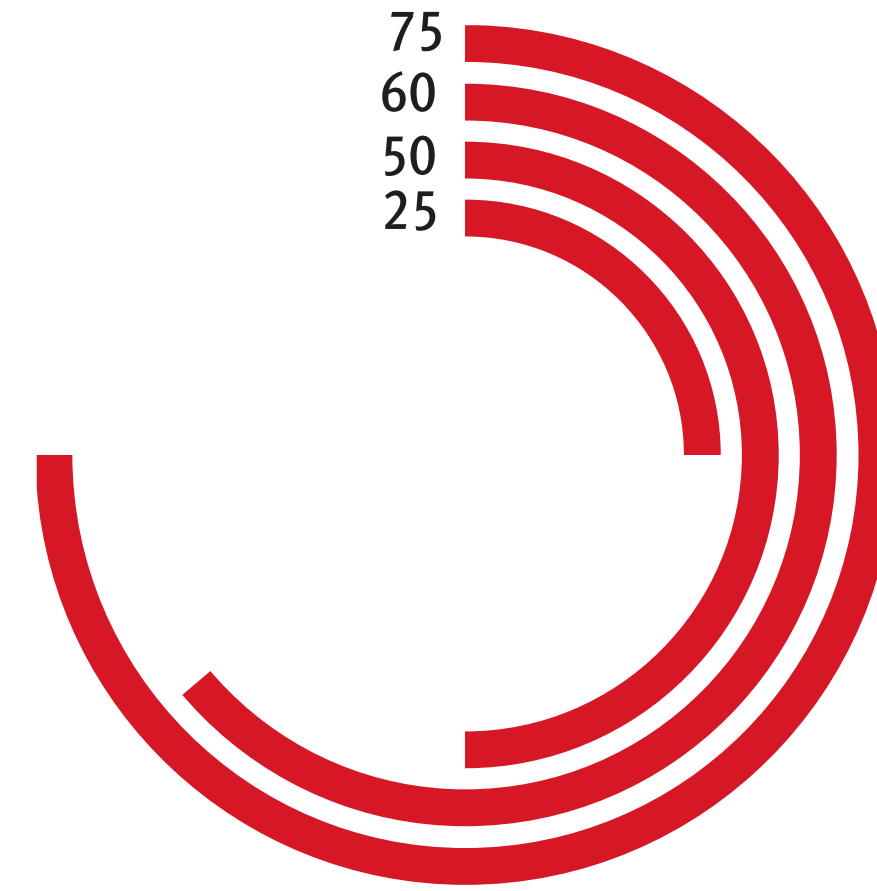
Stylisation

Designs should be clean and simple - the colour palette will add the necessary stylisation without detracting from the clarity.

When possible, please use a restricted colour palette of up to three colours. Use tints of the City St George's Red and grey to differentiate between the data.

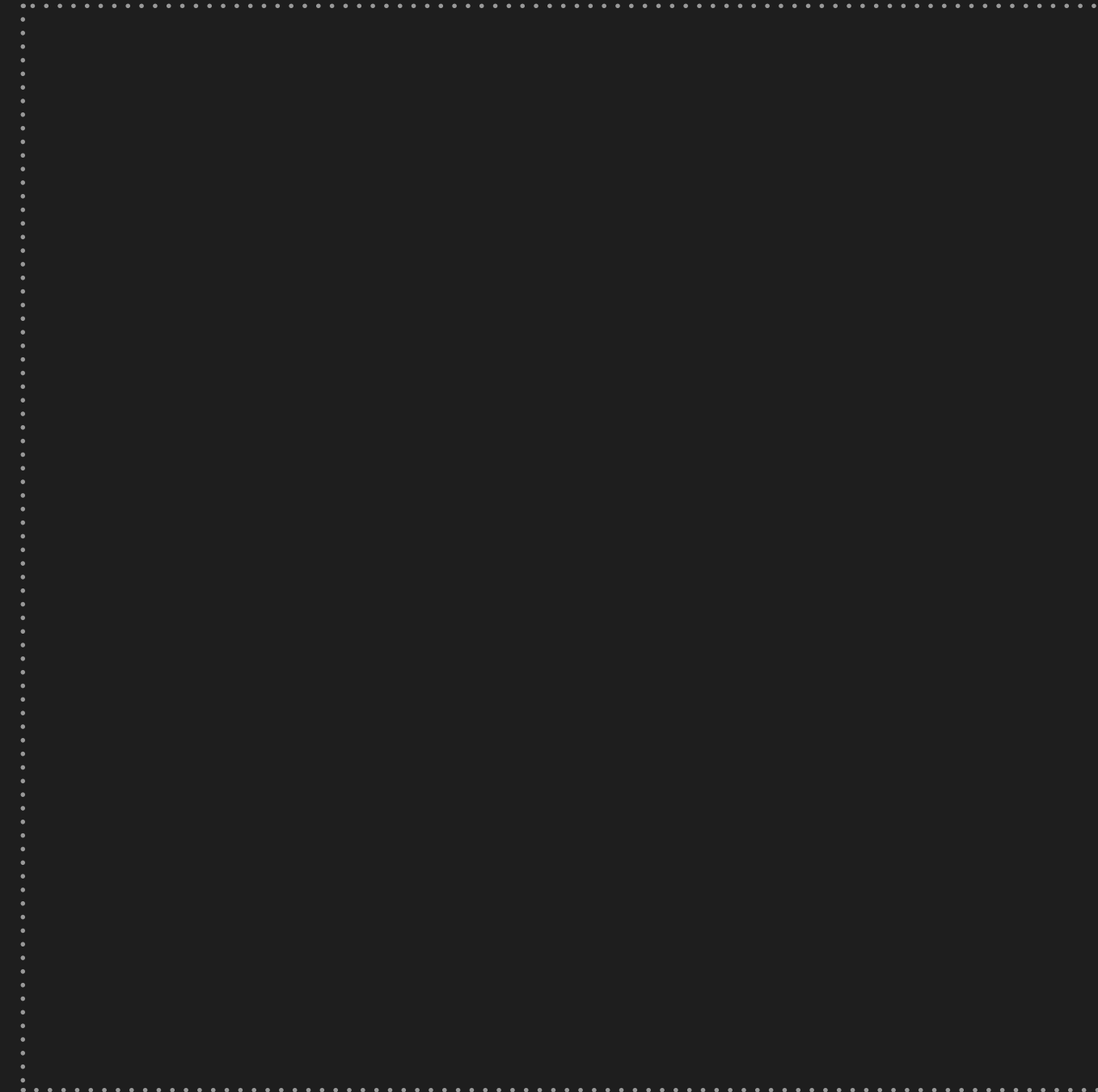
Colour usage

Do not use more than four colour tints, instead change the style of the graph to suit single colour (e.g. bar graph).



The grid system

**It all starts with
the square:
This is the theory
behind it all.**



Grid system

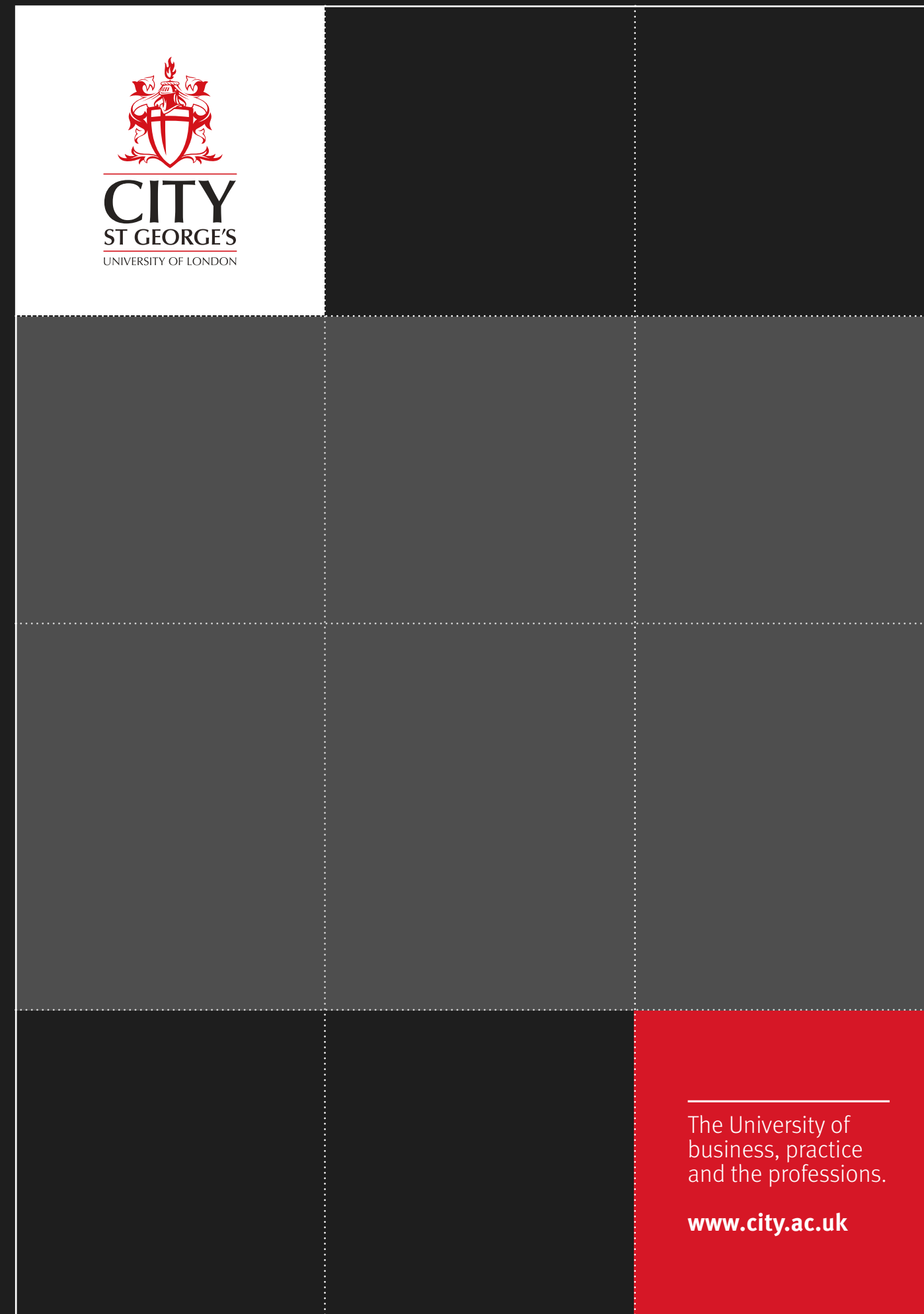
The grid system is adaptable to various sizes and formats.

Traditional paper sizes (and the majority of digital ad sizes) can not be evenly divided into perfect squares.

Therefore the following guidance has been created.

The top and bottom area of the design is dictated by the logo size and should always be made up of squares.

The rest of the space is available for the designers to divide and create a suitable design, retaining squares where possible.

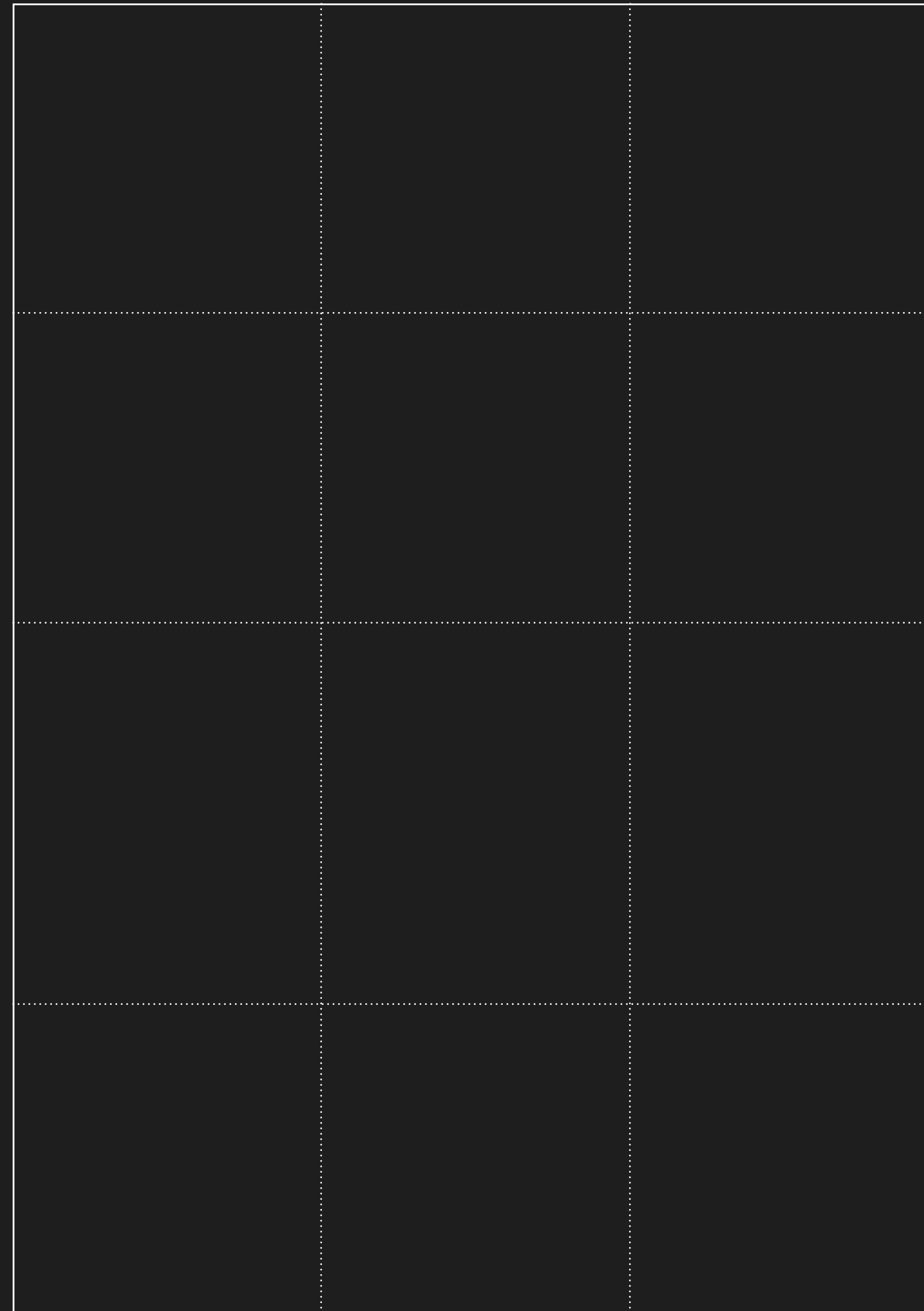


Grid system

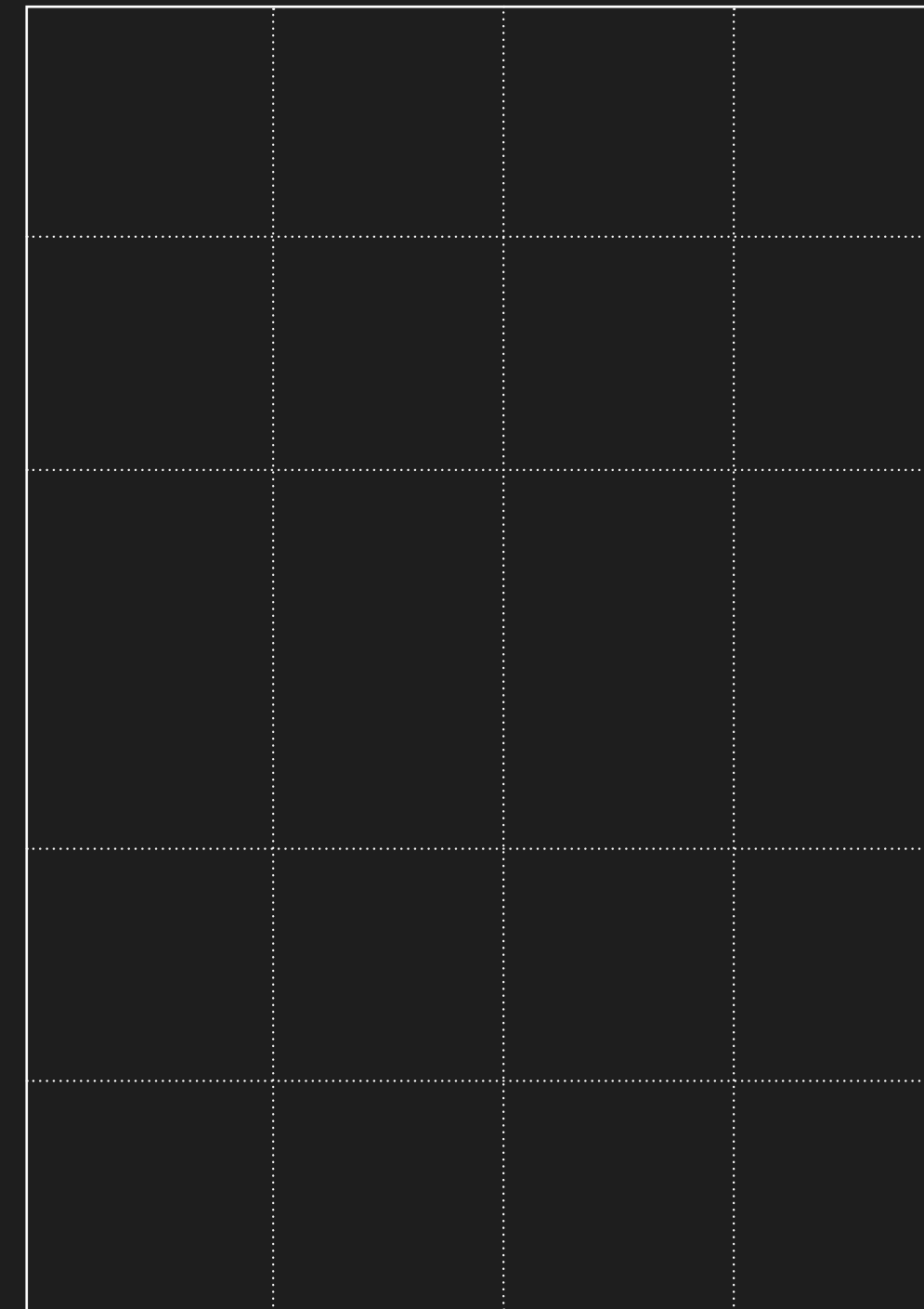
Grids can be based on up to 4 columns depending on the proportions of the design.

Always base the number of columns on the short edge of the design.

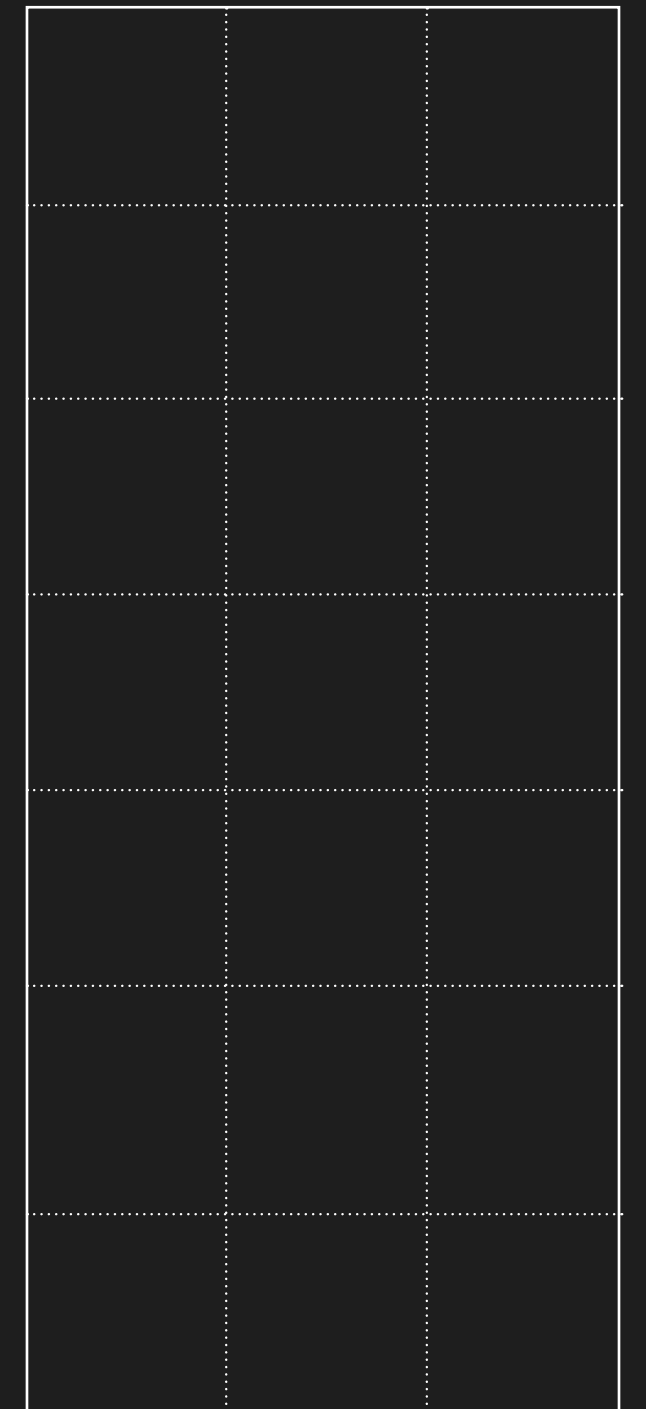
For traditional paper sizes, a 3 column grid is recommended.



3 column



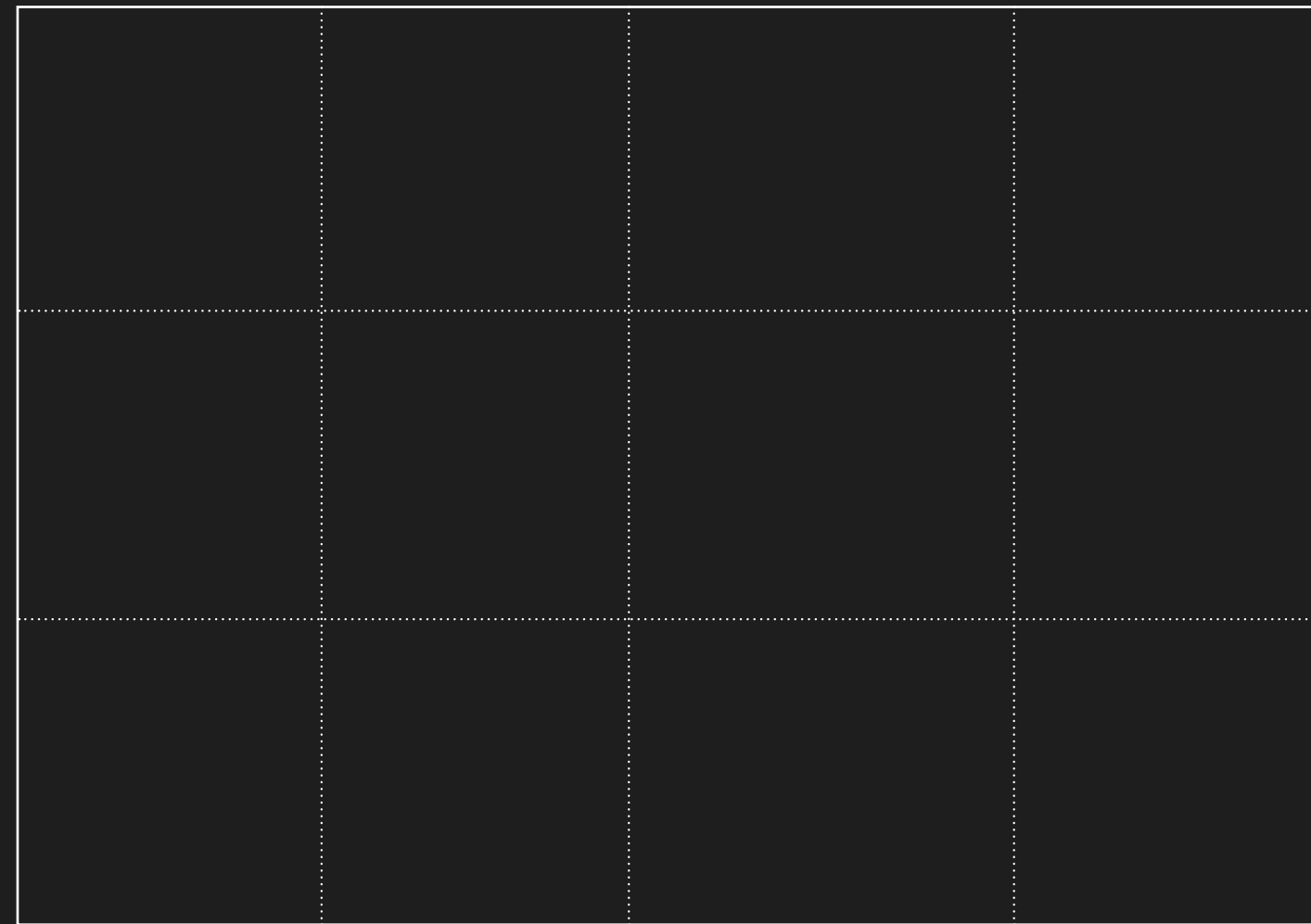
4 column



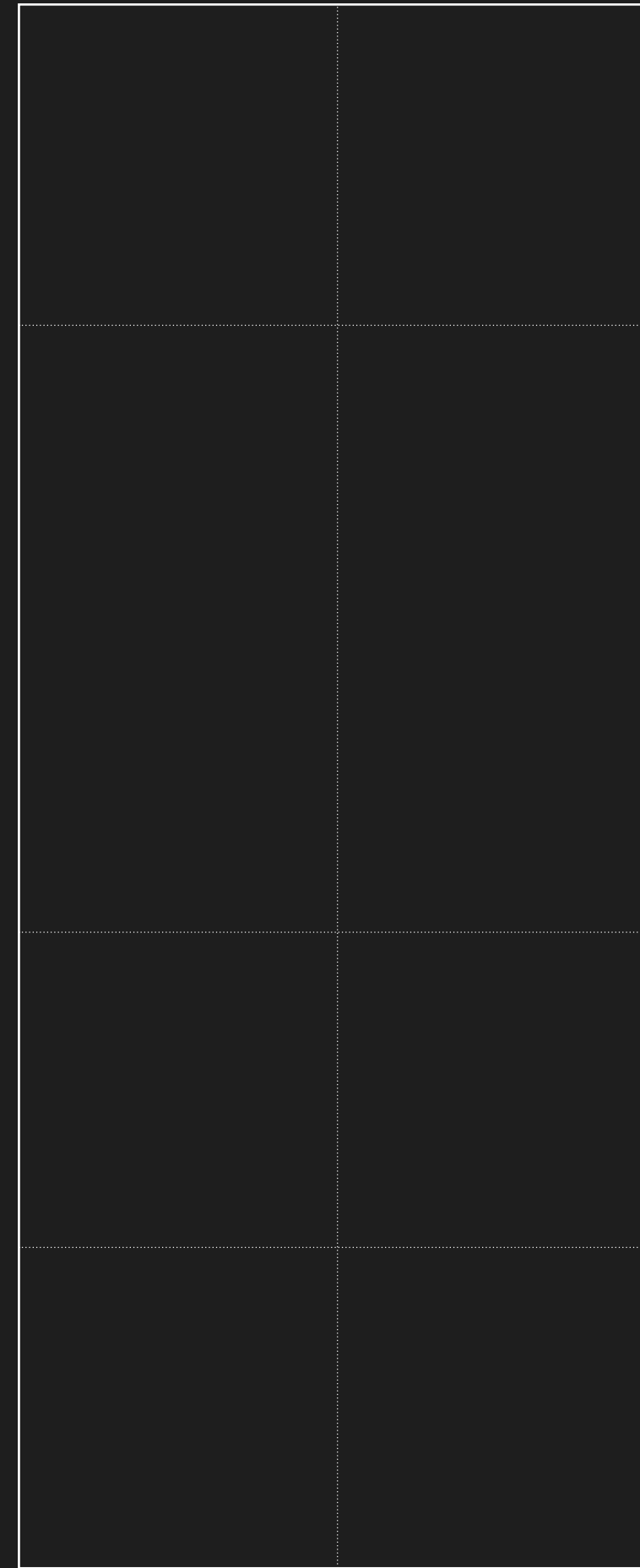
3 column

Grid system

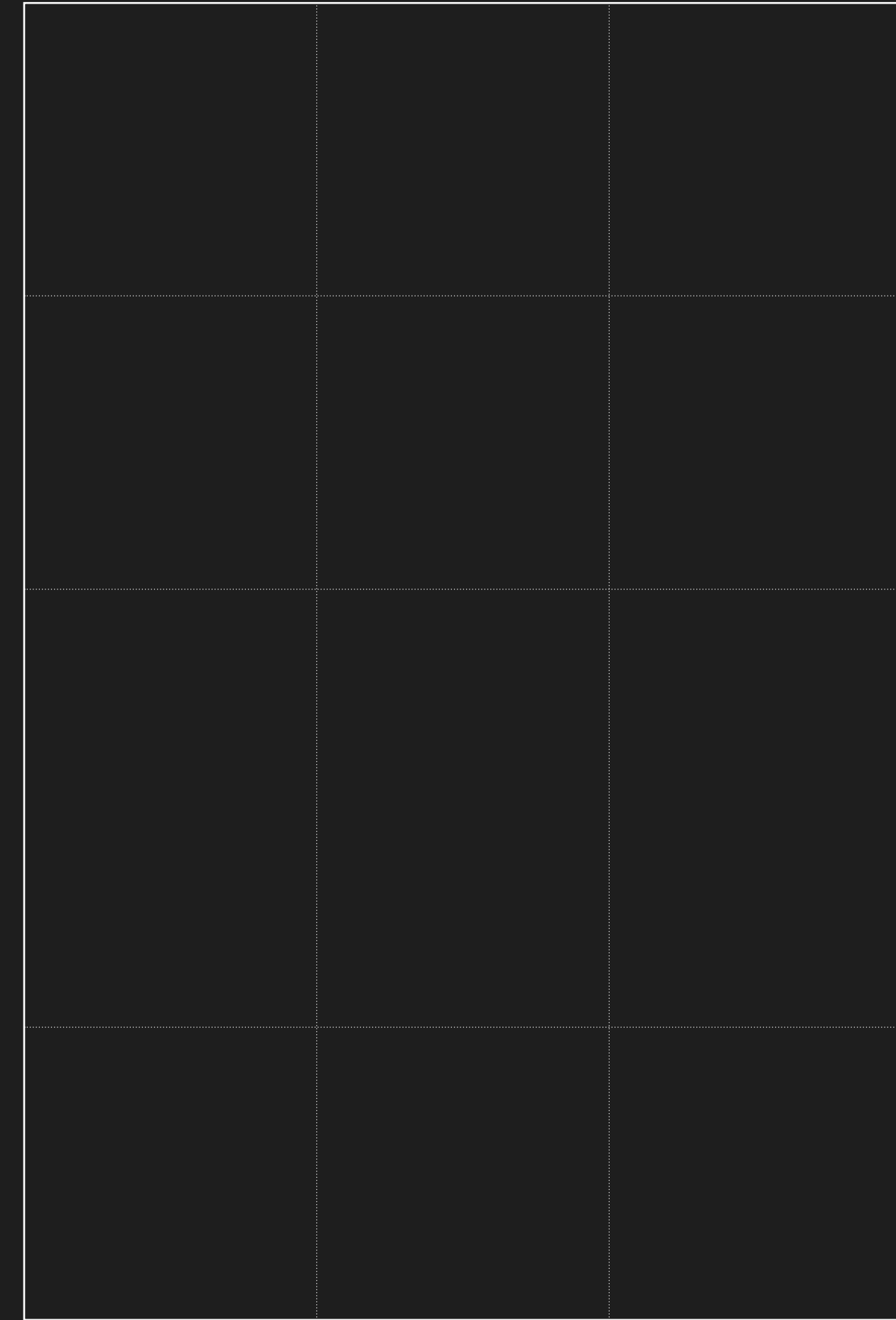
Print application



A5 Landscape (3 rows)



Pullup Banner (2 column)



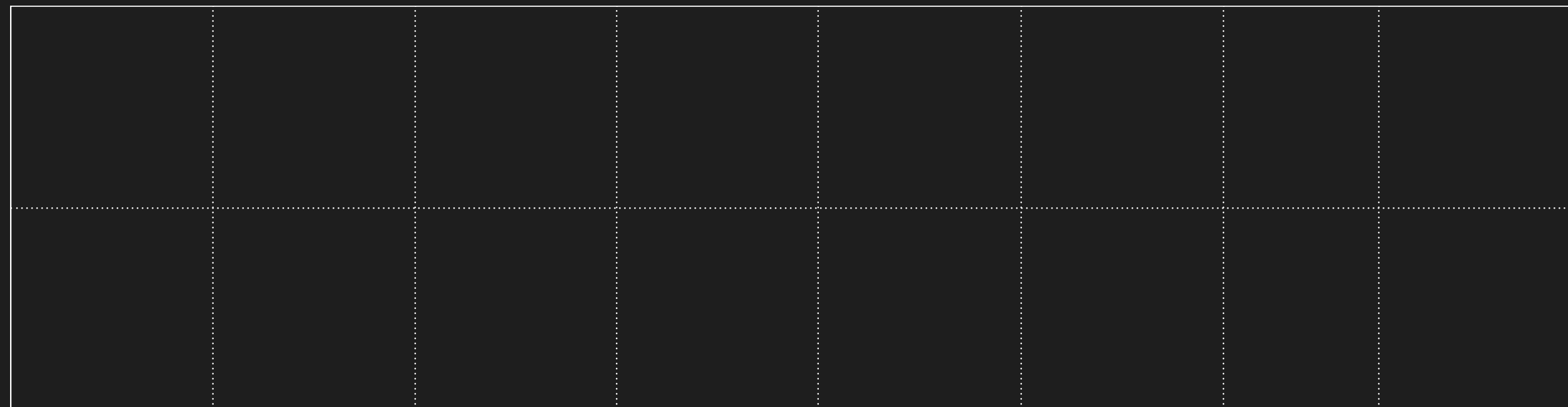
4 Sheet Poster (3 column)

Grid system

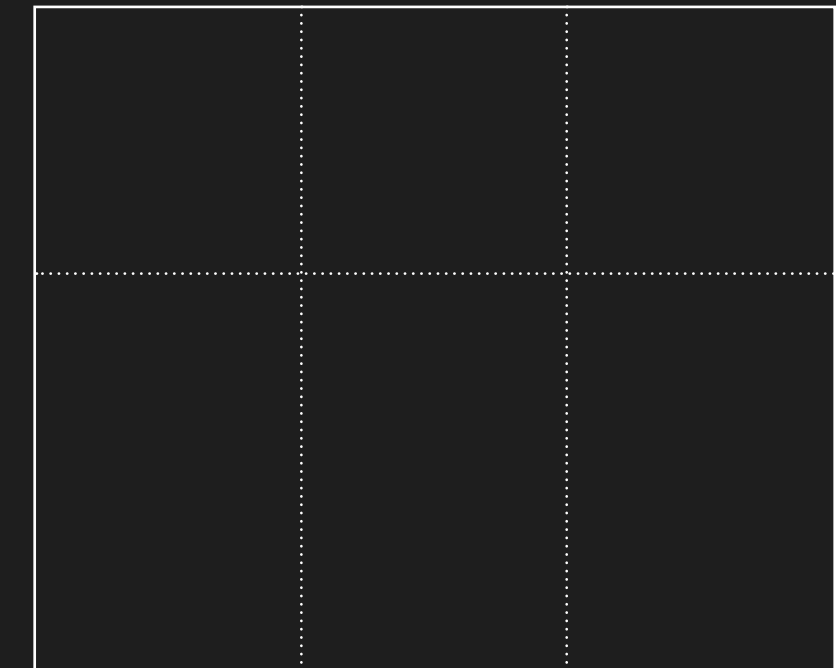
Web application



728 x 90 pixels



970 x 250 pixels



300 x 250 pixels

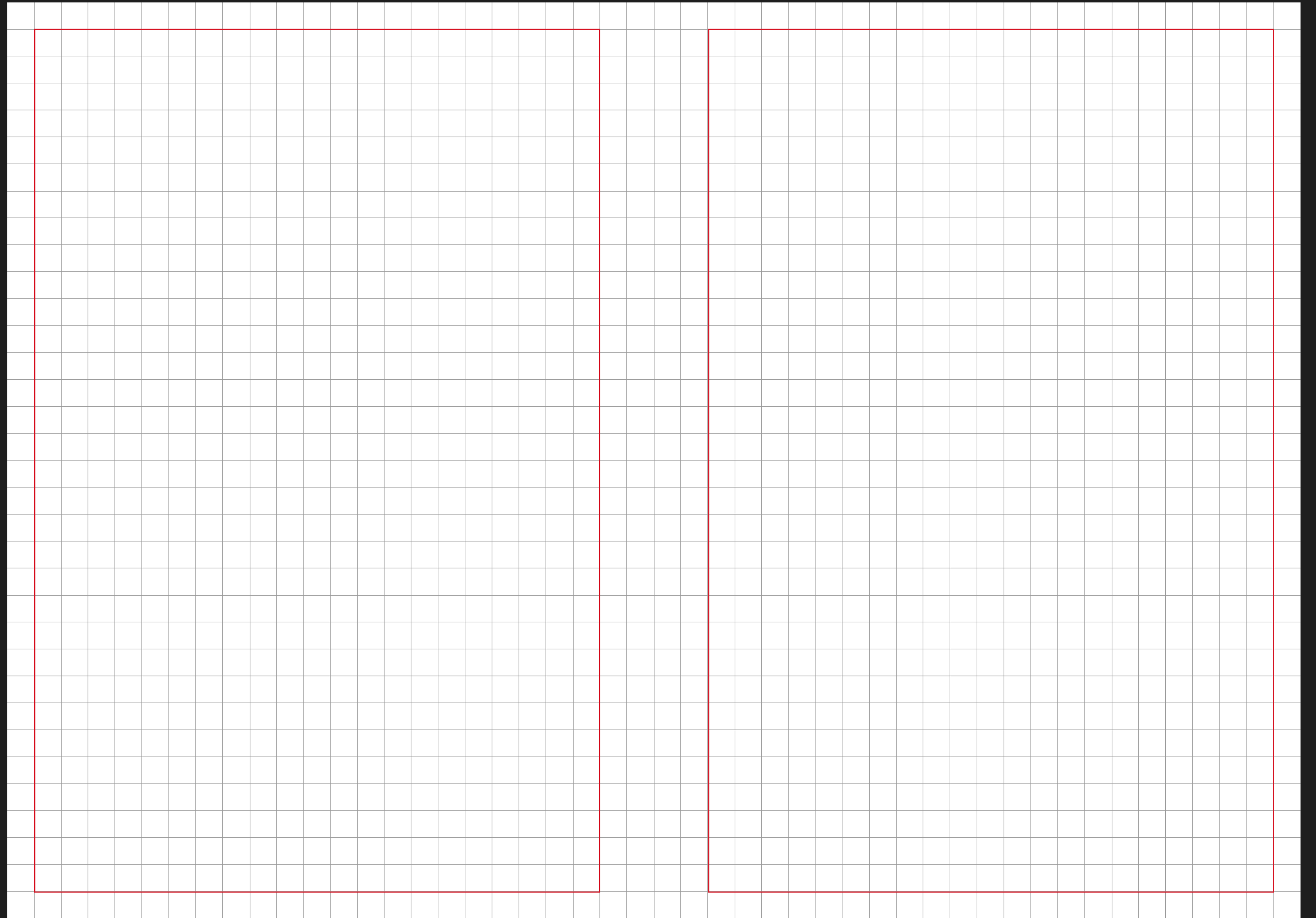
Page grid

A custom squared City St George's grid exists for all our layouts. For larger and smaller formats the proportions should be scaled accordingly. The same grid has been created for all our inside spreads.

Layout is flexible but always clearly signpost the content of each spread and allow as much clear space as possible. Clear space is important for impact and legibility.

The grid allows for flexible alignment points for all text, graphics, patterns and images.

If your document does not divide into squares please centre the grid within the page.



Typographic layouts

All of the below descriptions are guidelines only and are not compulsory. They are provided at A4 and should be scaled when necessary.

1. Main heading
Headlines are set in Meta Pro Bold 30pt and Light 30pt.

2. Sub-heading level 1
Subheadings are set in Meta Pro Light 20pt on 21pt leading.

3. Introduction
Introduction text Meta Pro Light 14pt on 15pt leading.

4. Boxed copy
Detail heading text is set in Meta Pro Medium 9pt and the descriptive text below is set in Meta Pro Light 9pt on 10pt leading.

5. Rulers
If the design requires rulers, they are set at 0.5pt lines in red.

6. Body copy
Body copy is set in Meta Pro Book 9pt on 10pt leading.

7. Subheading level 2
Subheading Level 2 is set in Meta Pro Medium 10pt on 11pt leading.

8. Icons
Icons should be scaled to work with the document size and grid. A good standard size recommendation for an A4 document is a 10mm icon with the call to action set in Meta Pro Bold 9pt on 10pt and the details below set in Meta Pro Light.

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1 Economics

2 BSc (Hons)

3 This course is vocationally flexible and provides a range of future career and study choices. The structure and content of the degree have been designed and are continually updated to strengthen students' understanding of key concepts and tools and to highlight the practical link between theory and real-world applications.

4

UCAS code
L100

Duration
3 years or 4 years with work placement option

Entry requirements
Typical offers require one of the following:
'A' Level
AAB
360 UCAS tariff points
IB
35 points
English language requirements
IELTS: 6.5
TOEFL (internet-based): 100 – 105
GCSE: Grade B or equivalent in English Language

Sub Header
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Study at a world-class university in the heart of London

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www.city.ac.uk/courses

Make an enquiry
www.city.ac.uk/contact

01 City University London Undergraduate Prospectus 2022/23 01 Undergraduate Prospectus 2022/23 City University London 02

Back cover and contact information

We have a consistent style for our contact information on all back covers. Back covers can be free of any cover creative or the graphic from the front can bleed around, depending on the piece.

1. Contact details

Contact details are always ranged left and aligned with the cover grid at the top of our grid structure. The colours can change to match the theme used within the piece.

Contact details should contain the following information:

City St George's, University of London
 Northampton Square
 London
 EC1V 0HB
 United Kingdom

All other information is set in Meta Pro Book. Any appropriate colour from the palette can be used, but please choose with accessibility in mind.

Please resize proportionately for alternative publication sizes.

2. Website

The copy is set at 16pt in Meta Pro Bold. The colour of the text can change according to the piece, but should always be clearly legible. If using a deep URL ensure you have been provided a 'shortened' URL - readers will not want to type a long URL with multiple slashes.

3. Icons

Icons should be scaled to work with the document size and grid. A good standard size recommendation for an A4 document is a 10mm icon with the call to action set in Meta Pro Bold 9pt on 10pt and the details below set in Meta Pro Light.

4. Boilerplate

The boilerplate is an essential element of our back cover, showing the heritage and links of our University with the University of London.

The copy is set at 9pt on 10pt in Meta Pro Book. The colour of the text can change according to the piece, but should always be clearly legible.


The University of London logo is positioned above the boilerplate and is used in either standard or white-text versions, depending on the background colour of the document.


The boilerplate copy is as follows:
 City St George's, University of London is an independent member institution of the University of London. Established by Royal Charter in 1836, the University of London consists of 16 independent member institutions with outstanding global reputations and several prestigious central academic bodies and activities.


The boilerplate can be positioned flexibly depending on space, but must always be formatted in this way, with the logo on the right of the text.


1 City St George's, University of London
 Northampton Square
 London
 EC1V 0HB
 United Kingdom

2 www.city.ac.uk

3  **Make an enquiry**
www.city.ac.uk/contact

 **Telephone enquiries**
 +44 (0) 20 7040 0249

 **Email enquiries**
enquiries@city.ac.uk

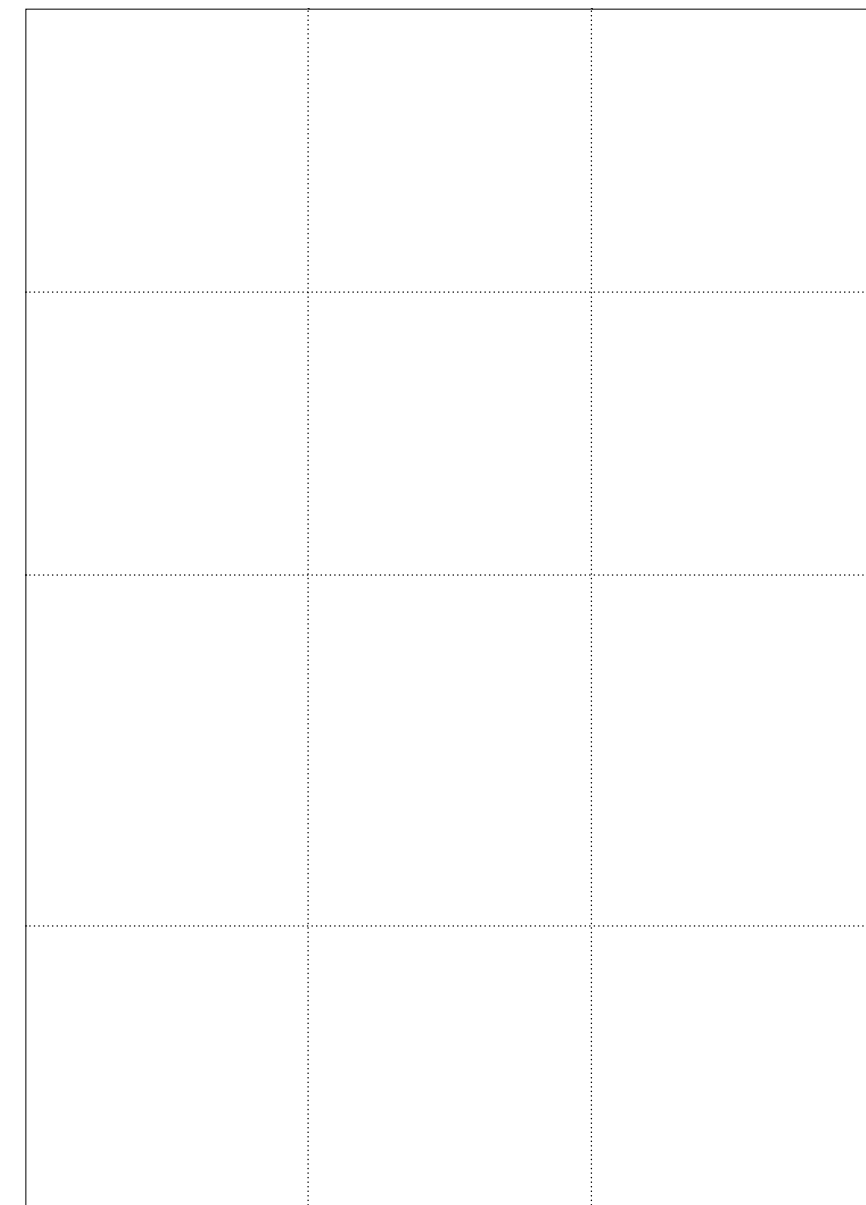
4  **UNIVERSITY OF LONDON**

City St George's, University of London is an independent member institution of the University of London. Established by Royal Charter in 1836, the University of London consists of 16 independent member institutions with outstanding global reputations and several prestigious central academic bodies and activities.

Using the grid to create your layout

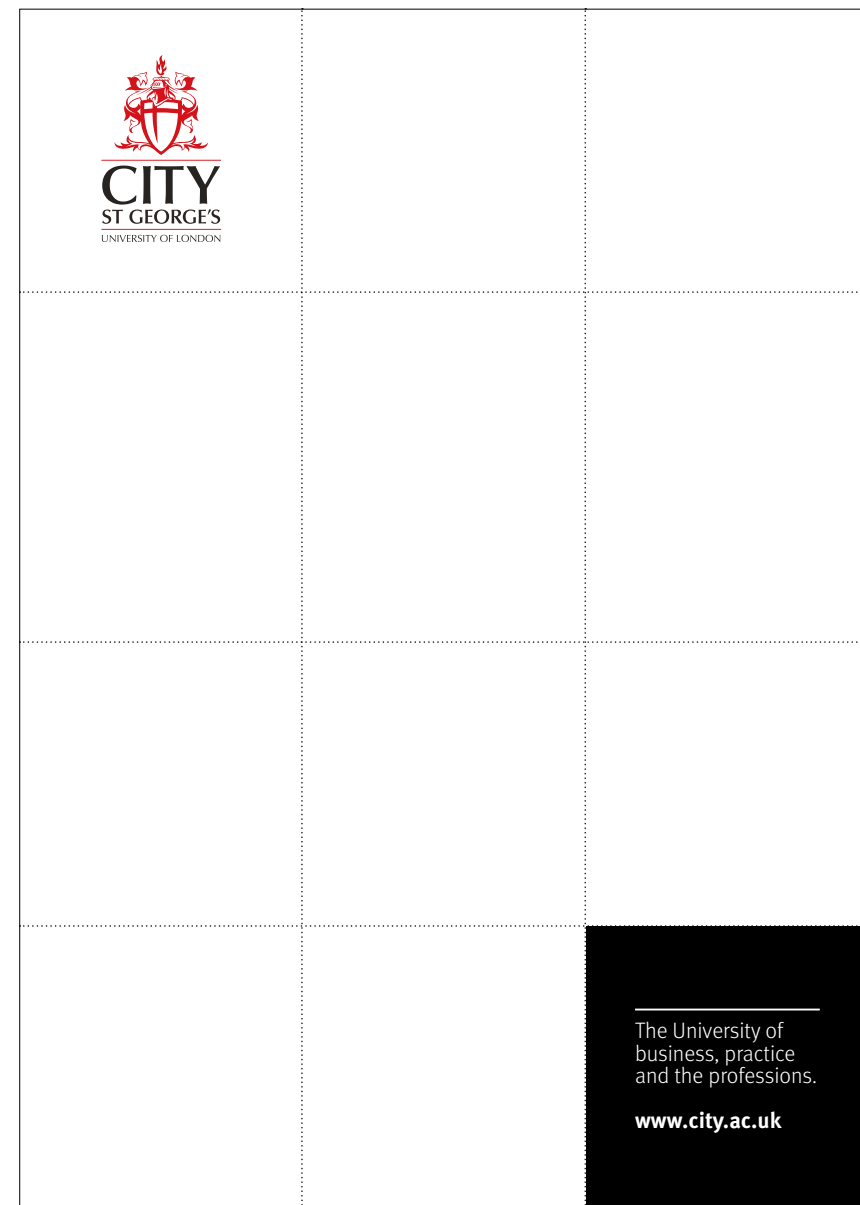
01

Create your square grid



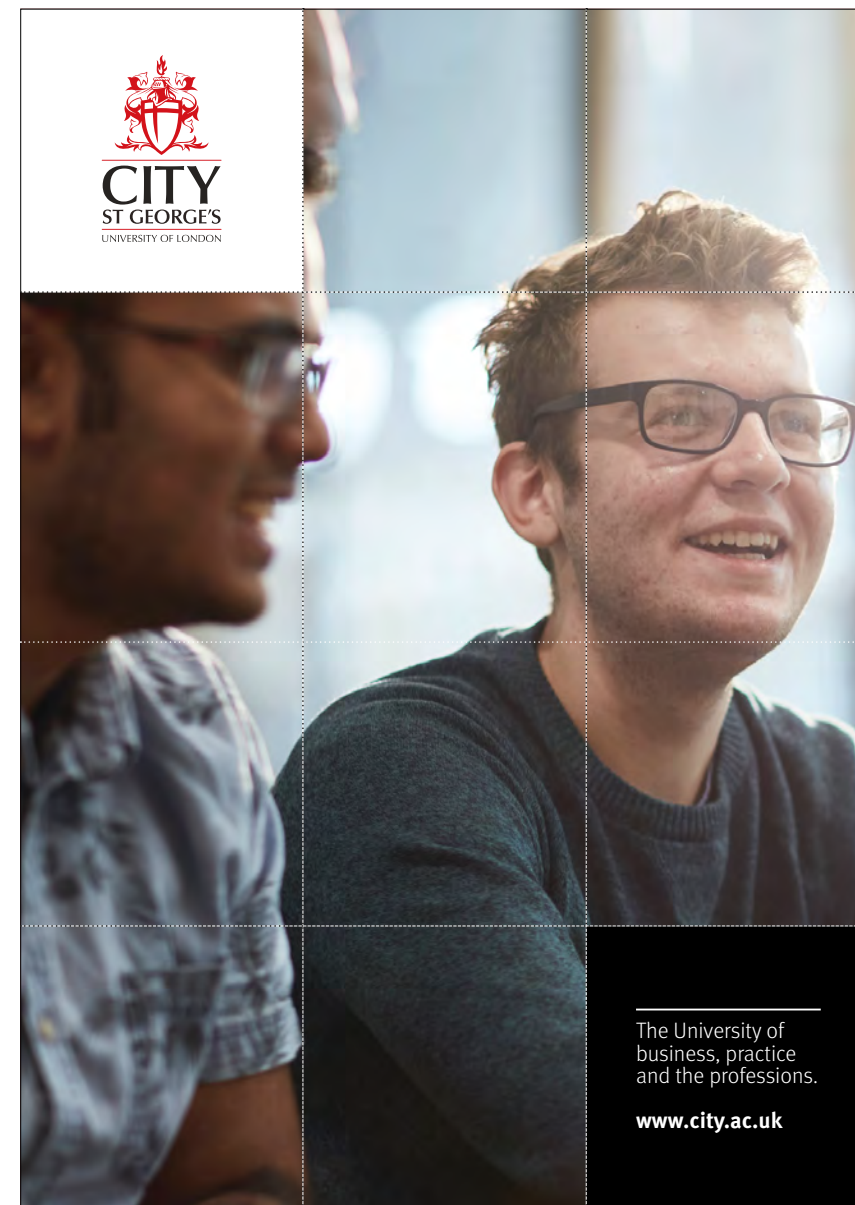
02

Choose the position of the logo and call to action



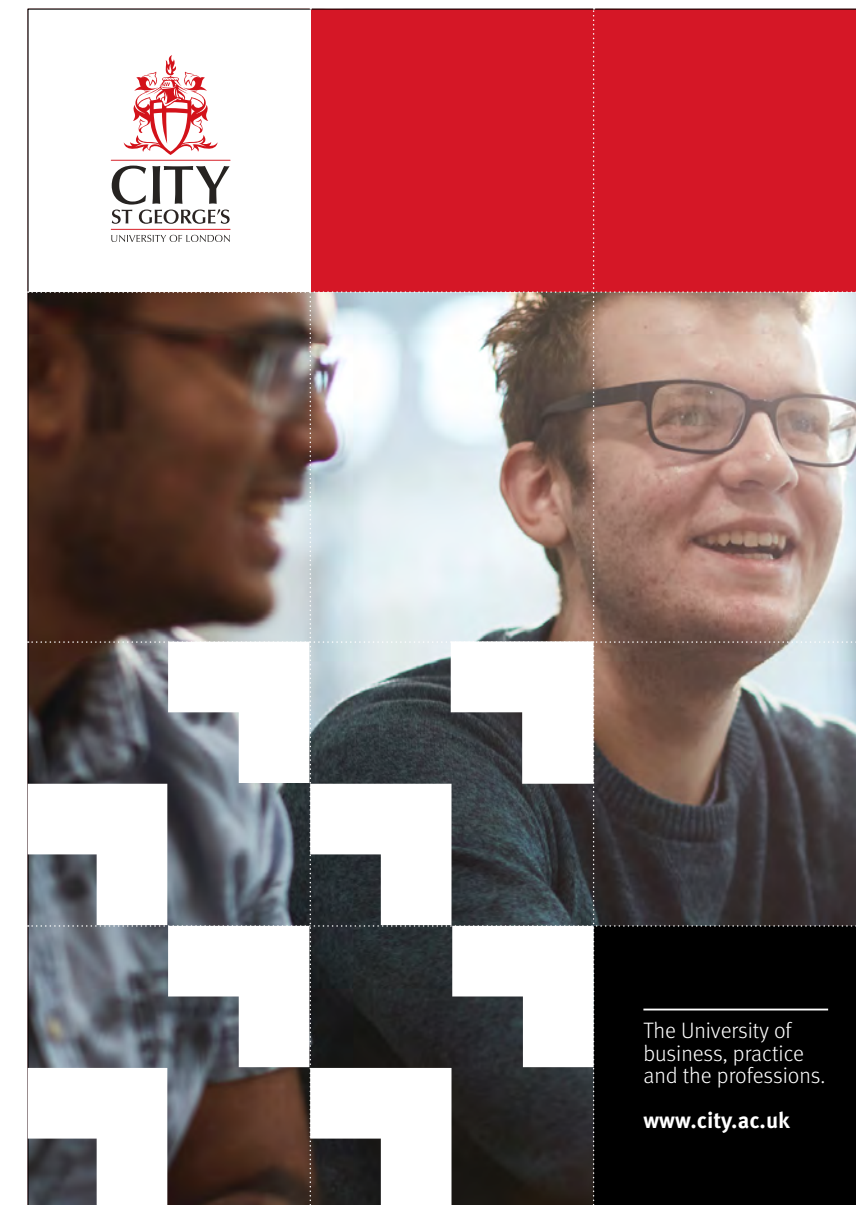
03

Add your images



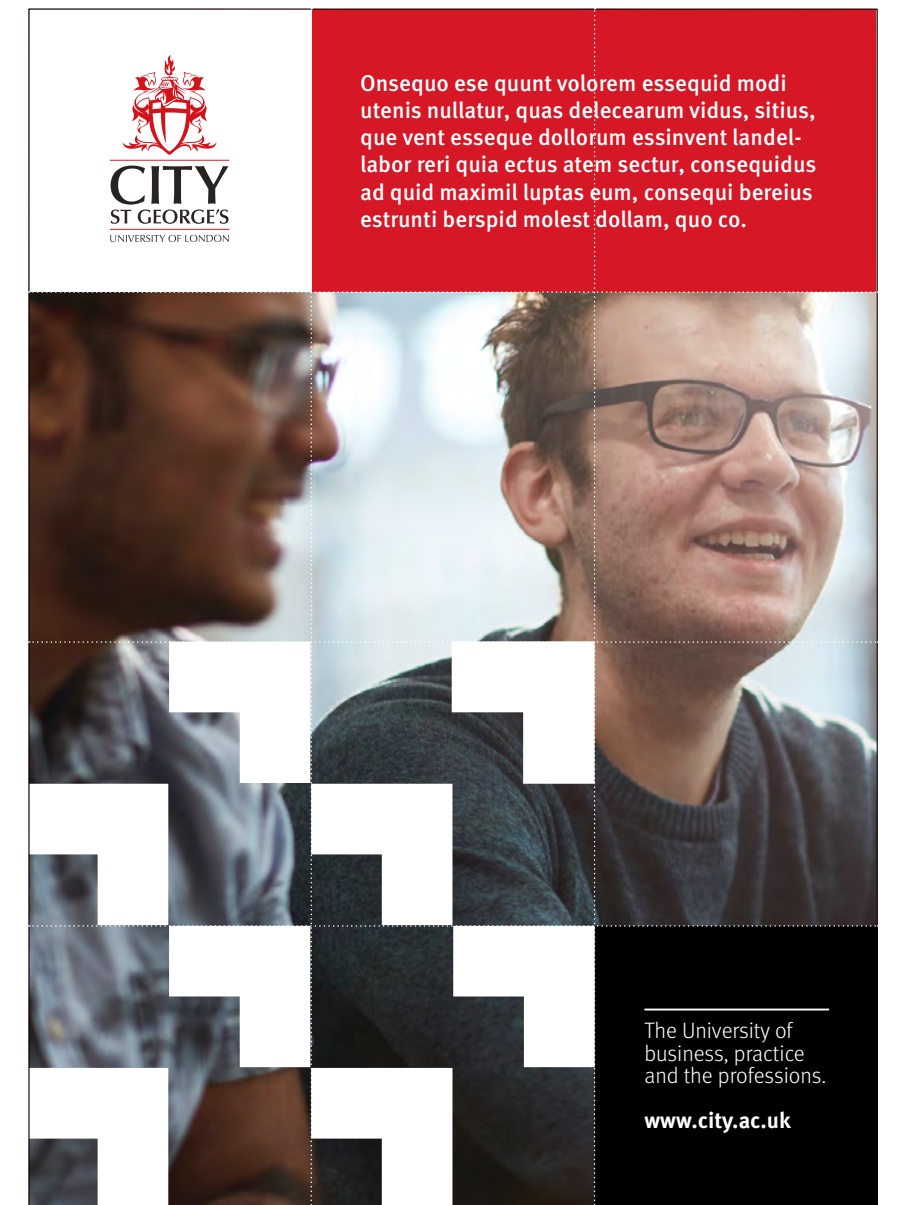
04

Now is the time to add graphics.



05

Once complete, copy and headlines are added to finish the layout



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The University of business, practice and the professions.
www.city.ac.uk

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www.city.ac.uk

The University of business, practice and the professions.
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Application

Examples of layout flexibility




CITY
ST GEORGE'S
UNIVERSITY OF LONDON


Study at a world-class university in the heart of London


Choose from over 200 inspiring degrees that will equip you with the advanced skills, knowledge, and experience needed to enhance your future career prospects.


Among the top 10 highest ranked institutions in London
QS World University Rankings 2024


Discover more

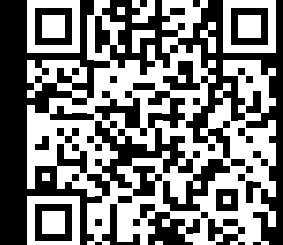
The University of business, practice and the professions.
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ST GEORGE'S
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City St George's.
Choose your future.


Find out more




It starts with you.


Working with students to offer opportunities and support towards a successful future.


With award-winning support services and innovative employability schemes, City's students are well placed to explore all the learning and career advantages that come from studying in the heart of London.

"At City I'm surrounded by the resources, facilities and personalities that I need to learn and succeed both as a person and as a professional. I can now grab my future."
Matteo Bajardi, BSc Music, Sound & Technology

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Examples of layout flexibility

CITY ST GEORGE'S UNIVERSITY OF LONDON

Open Day Guide 2023

The University of business, practice and the professions.

www.city.ac.uk

The cover features a red background with a white geometric pattern of squares and rectangles in the top right corner. Below the pattern is a photograph of two young women sitting and talking. The bottom left corner has a white text box with the university's name and tagline.

CITY ST GEORGE'S UNIVERSITY OF LONDON

The University of business, practice and the professions.

www.city.ac.uk

Profession Liaison Unit Placements and Internships 2023

The cover has a black background with a grid of red and black triangles in the bottom half. The top left corner features the university logo and tagline.

CITY ST GEORGE'S UNIVERSITY OF LONDON

The University of business, practice and the professions.

www.city.ac.uk

The cover features a photograph of a young man with dreadlocks wearing a red turtleneck and a black jacket, standing in front of a red double-decker bus. A white curved graphic element is overlaid on the image. The top left corner has the university logo and tagline.

CITY ST GEORGE'S UNIVERSITY OF LONDON

Get set for your career journey.

Once you accept an offer to study at City St George's, you will be given exclusive access to our online careers and employability course.

AdvanCity is designed to give you a head start in your career development, before you begin your studies at City.

Careers and Employability

The cover has a red background with a white illustration of a rocket launching from a person's silhouette. The top right corner features the university logo and tagline.

Examples of layout flexibility

CITY ST GEORGE'S UNIVERSITY OF LONDON

CITY ST GEORGE'S UNIVERSITY OF LONDON

**EM01
ELG01-ELG15
Tait building
Engineering L**

Improve your career prospects

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The University of business, practice and the professions.
www.city.ac.uk

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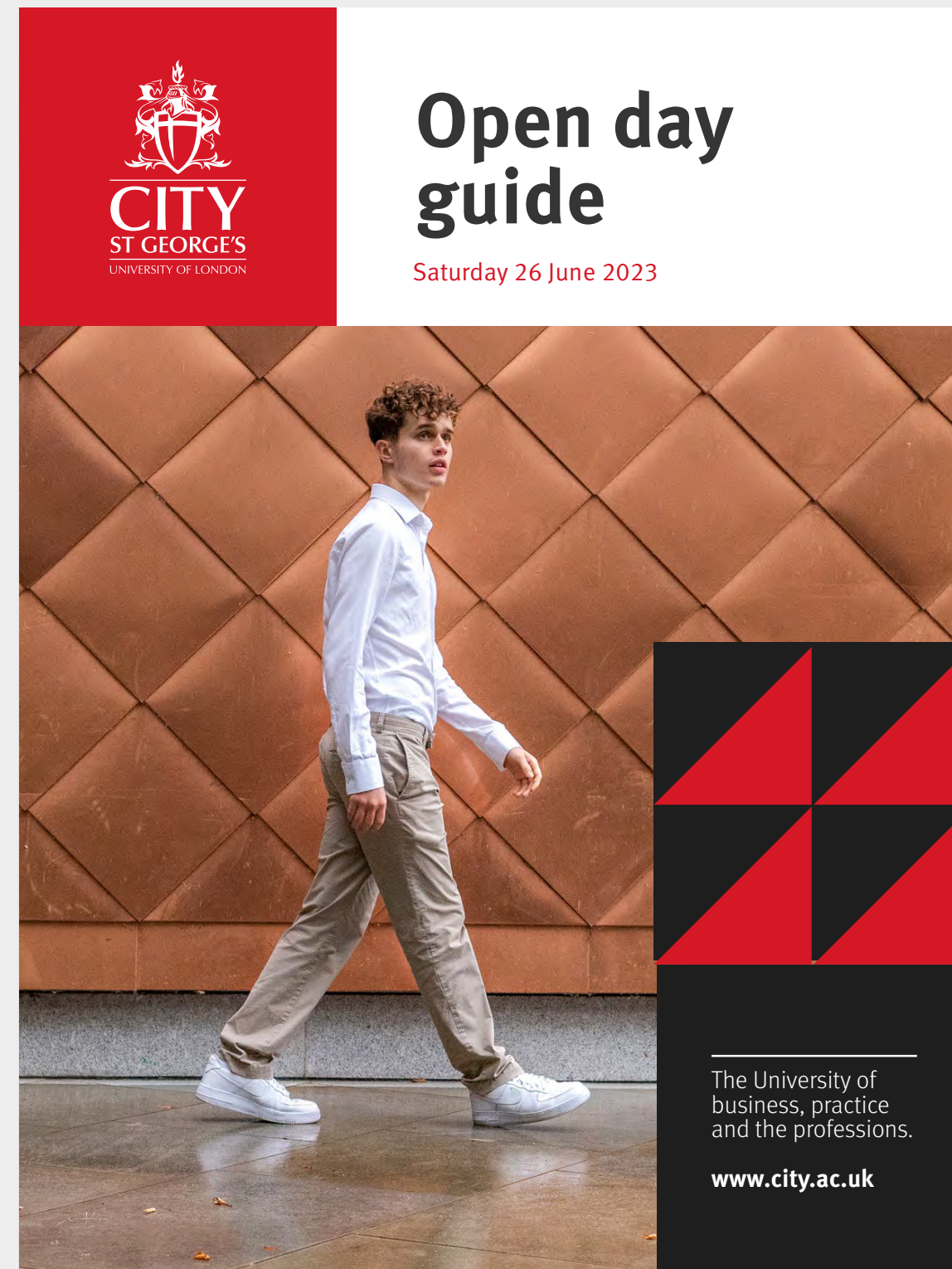
CITY ST GEORGE'S UNIVERSITY OF LONDON

Visual identity across multiple platforms

Tube ads



Open day guide



Bookmark



Social posts





The University of business, practice and the professions.

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City St George's.
Choose your future.

Undergraduate Prospectus 2024/25



Welcome to the neighbourhood

Discover the benefits of studying in the heart of London by visiting: www.city.ac.uk/local-area

City is located between three of London's liveliest neighbourhoods. Islington offers a wide range of dining and shopping options, Shoreditch buzzes with entrepreneurial creativity and lively nightlife, and Clerkenwell is a hub for trend-setting designers and cosy bars. Welcoming, diverse and packed with things to do, this is a great place to live, work and study.

PB www.city.ac.uk



12 mins by bicycle

to Oxford Street, the West End and a host of internationally renowned attractions

Accommodation at City

We give all first-year students the option to stay in one of our modern and centrally located halls of residence. Staffed by their own management team, each of our halls has private, modern study bedrooms and communal living spaces where you can cook, relax and feel at home.

Your options do not end there – if you want to rent in the private sector, University of London Housing Services can provide all the information and support you need.

Explore your accommodation options by going to: www.city.ac.uk/accommodation



Connecting with the Students' Union

City's Students' Union works to improve the experience of over 20,000 students by organising events and supporting clubs and societies, fundraising causes and student media groups.



To find out more about what the Students' Union can do for you, visit: www.citystudents.co.uk



The Wolfpack – your sporting mascot

Whether you play, coach or officiate for one of the representative teams, volunteer at our events or cheer on our teams – you are part of the Wolfpack. There are plenty of opportunities to take part in competitive sport at City with many teams competing in either British Universities & Colleges Sport (BUCS) or the London Universities Sport Leagues (LUSL).

To discover what makes City so appealing to elite athletes, team players, fitness fanatics and fun-runners alike, visit: www.city.ac.uk/sport



Find out more at [@cityuniversitylondon](https://www.instagram.com/cityuniversitylondon)

Staying fit

CitySport is the largest student sports facility in central London. It features 100 stations of gym equipment spread over two floors and purpose-built studios for mind and body classes. It has at its heart, the Saddlers Sports Hall, an elite, Sports England-standard competition space.

Find out more by visiting: www.citysport.org.uk



Being part of the University of London (UoL)

City is one of the University of London's self-governing member institutions. Not only are you able to access UoL library resources across London, UoL membership means more social opportunities, accommodation options and sports teams.

Discover how being part of the UoL can benefit you by visiting: www.city.ac.uk/university-of-london



Pull up banners

CITY ST GEORGE'S
UNIVERSITY OF LONDON

The University of business, practice and the professions.
www.city.ac.uk

Admissions

- UCAS application advice
- Entry requirement advice
- Fee assessments

THE CITY LAW SCHOOL
CITY ST GEORGE'S UNIVERSITY OF LONDON

The University of business, practice and the professions.
www.city.ac.uk

We are based next to the City of London, home to the most prestigious UK courts and chambers, global law firms and the headquarters of major international human rights organisations.

We are connected to our London legal community and frequently welcome Supreme Court Justices and leading barristers who come to speak to our students. Studying at The City Law School means taking advantage of the most exciting work and social opportunities that the UK has to offer.

COURSE
LLB (Hons) Law

CITY ST GEORGE'S
UNIVERSITY OF LONDON

School of Policy & Global Affairs
www.city.ac.uk

Economics

Learn in a friendly, engaging and supportive environment where you can achieve your potential and aspirations.

At undergraduate level we offer students a solid foundation in economics and finance with flexible programmes and a variety of electives.

COURSES

- BSc (Hons) Economics
- BSc (Hons) Economics (Economics with Econometrics)
- BSc (Hons) Economics with Accounting
- BSc (Hons) Financial Economics

CITY ST GEORGE'S
UNIVERSITY OF LONDON

School of Communication & Creativity
www.city.ac.uk

Music

Music, as both a taught subject and academic research area, has been part of City's fabric for more than 45 years, with the first degree course launched in 1975.

With outstanding facilities and performance opportunities, we offer an inspiring environment for music and the performing arts. We help our students indulge their passions, while developing valuable technical and creative skills, which ready them for a range of performing arts-related careers.

COURSES

- BMus (Hons) Music
- BSc (Hons) Music, Sound and Technology

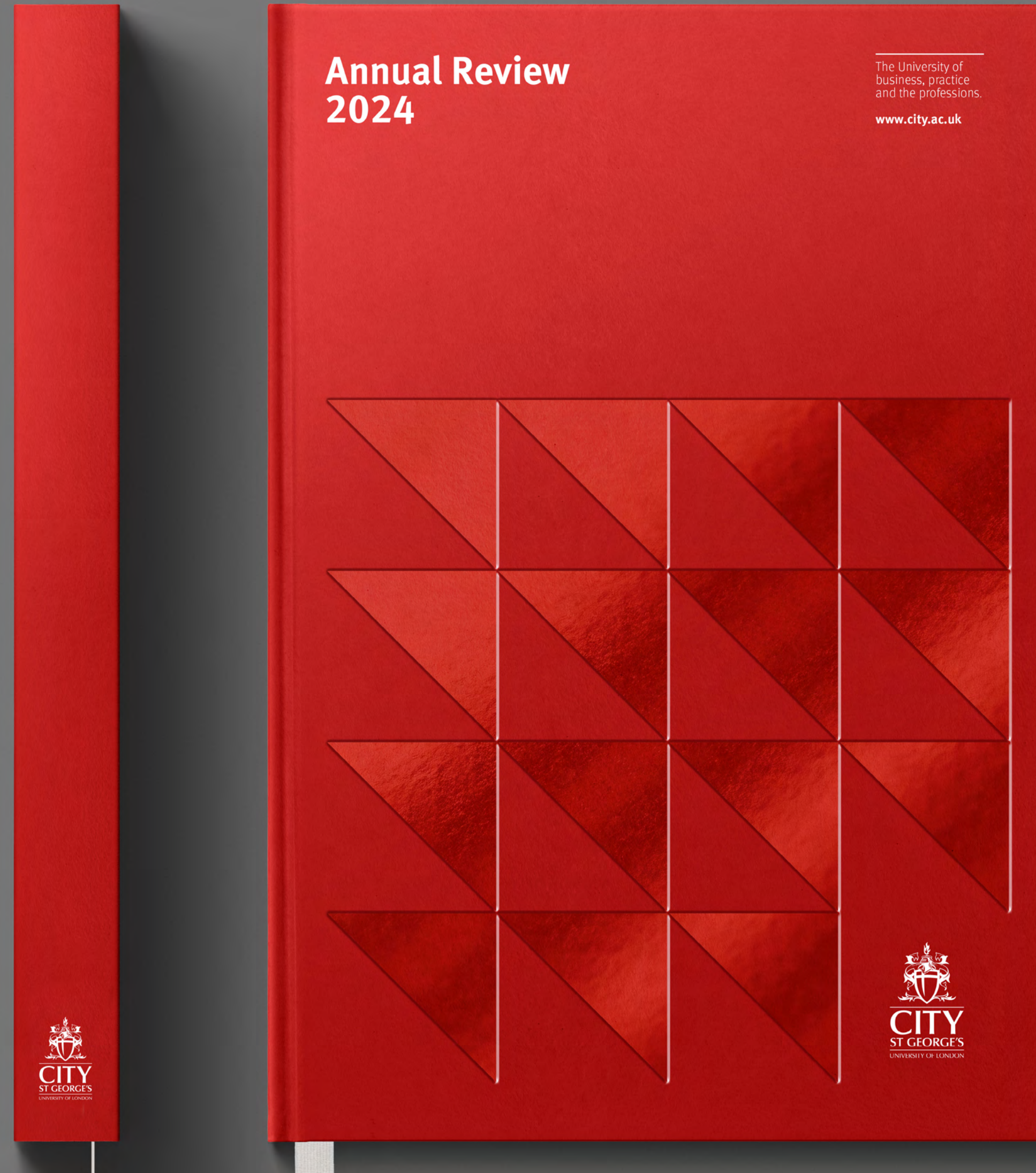
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School of Health & Medical Sciences
www.citystgeorges.ac.uk

Welcome to the School of Health & Medical Sciences

We are a leading provider of health and psychology education and applied research, offering outstanding teaching and clinical facilities in the heart of London.

Annual review example



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City St George's five Schools offer a wide range of undergraduate and postgraduate degrees, each developed by course directors with an in-depth understanding of the job market, as well as input from employers and leading figures in industry.

Many degrees are designed to meet sector standards, with a significant number accredited by professional bodies.

Students also have the opportunity to gain valuable work experience by undertaking placements and internships. Through these, they can apply the knowledge and skills learned in the classroom to real-life situations, grow their professional network and get a head start in their fields, ultimately enjoying excellent prospects upon graduation.

Subject areas

- Actuarial Science
- Accounting
- Business and Management
- Computer and Data Science
- Criminology
- Economics
- Engineering
- English
- Finance
- Health Management, Policy and Research
- History
- Journalism
- Law
- Library and Information Science
- Mathematics
- Media and Communications
- Midwifery
- Music
- Nursing
- Optometry
- Politics and International Politics
- Psychology
- Radiography
- Sociology
- Speech and Language Therapy

Entry requirements
Entry requirements for both undergraduate and postgraduate degree vary by course. You can find up-to-date information on visas and English language requirements on our course pages.

How to apply
Applications for undergraduate courses should be made through the University and Colleges Admissions Service (UCAS). www.ucas.com

Applications for the majority of postgraduate courses are made directly to City through the relevant course webpage. city.ac.uk/courses

Scholarships and funding
City provides a range of scholarships for international students who achieve exceptional academic performance. city.ac.uk/scholarships-and-bursaries

Accommodation
City offers a variety of accommodation options and support services for international students moving to London.

Halls of residence are available for students at all levels of study. Guaranteed student housing is available for first-year undergraduate students, when applying by June. city.ac.uk/accommodation

We are making a big first impression Just like our graduates

Daily Mail
'University of
the Year for
Graduate Jobs'

The University of
business, practice
and the professions.

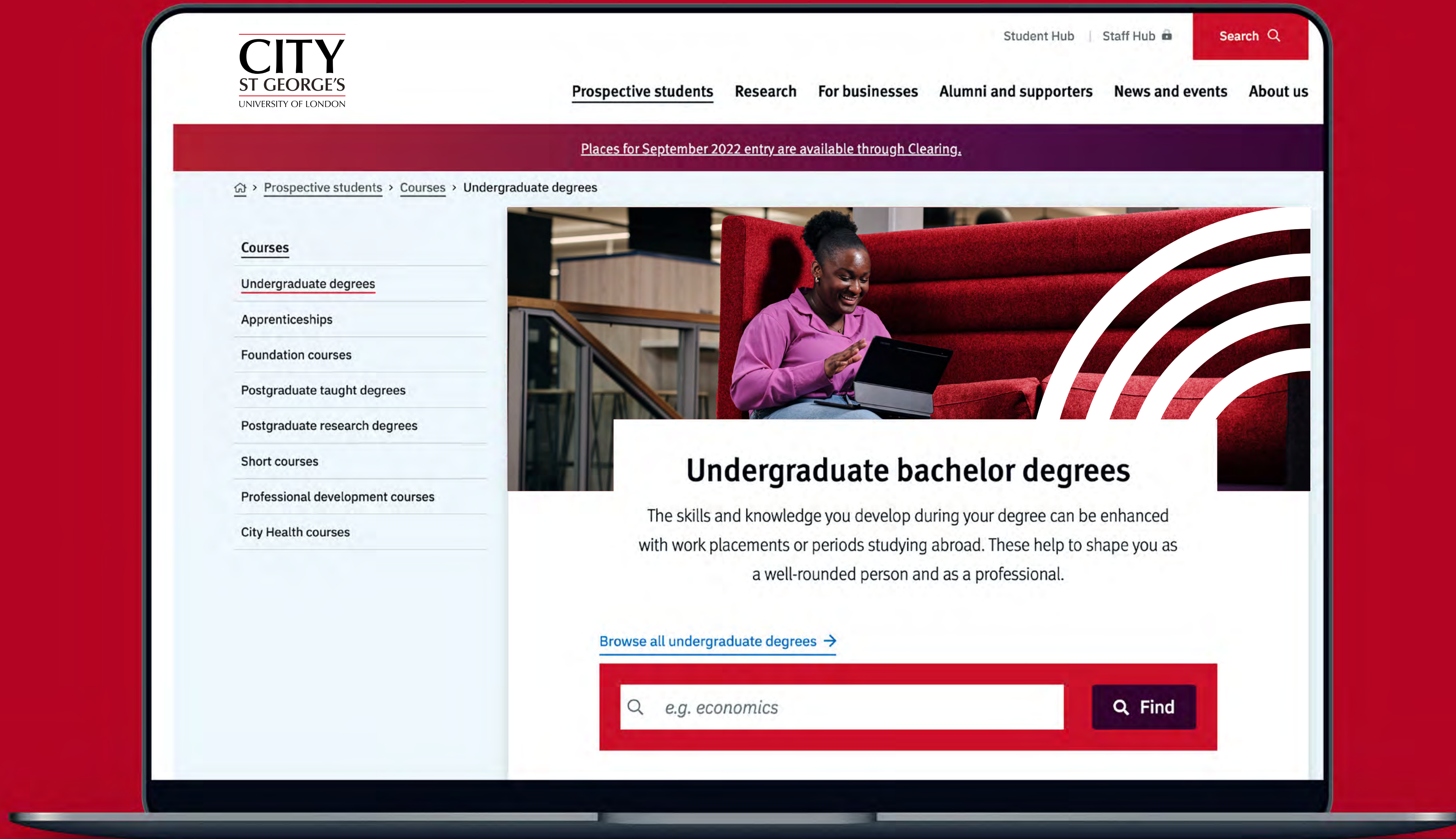


We are now City St George's, University of London following the merger between City, University of London and St George's, University of London on 1 August 2024. As the UK's leading University of business, practice and the professions and a healthcare powerhouse we are proud to be crowned Daily Mail 'University of the Year for Graduate Jobs' and shortlisted for the 'University of the Year' award (Daily Mail University Guide 2025). Join us and kick start your career.

For more details
about how to apply
to City St George's



Website banner



Places for September 2022 entry are available through [Clearing](#).

[Home](#) > [Prospective students](#) > [Courses](#) > [Undergraduate degrees](#)

Courses

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[Apprenticeships](#)

[Foundation courses](#)

[Postgraduate taught degrees](#)

[Postgraduate research degrees](#)

[Short courses](#)

[Professional development courses](#)

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Undergraduate bachelor degrees


The skills and knowledge you develop during your degree can be enhanced with work placements or periods studying abroad. These help to shape you as a well-rounded person and as a professional.

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Email template

Academic excellence for business and the professions



Dear Philip

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

Let's get started

H3 Title
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[More information](#)

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[More information](#)

Further support


Chat to a student

Read about funding

learn how to apply

Get visa information

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

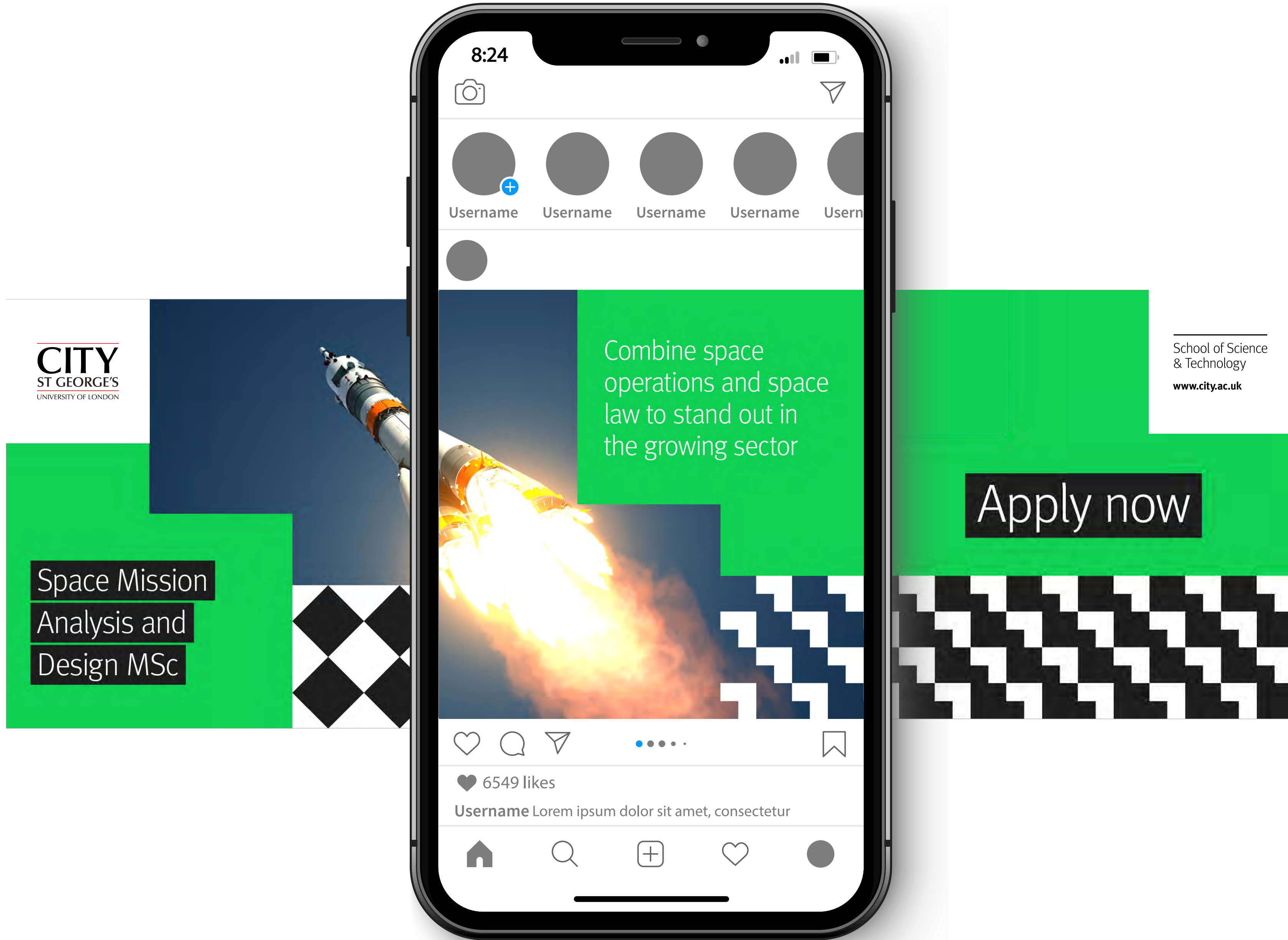


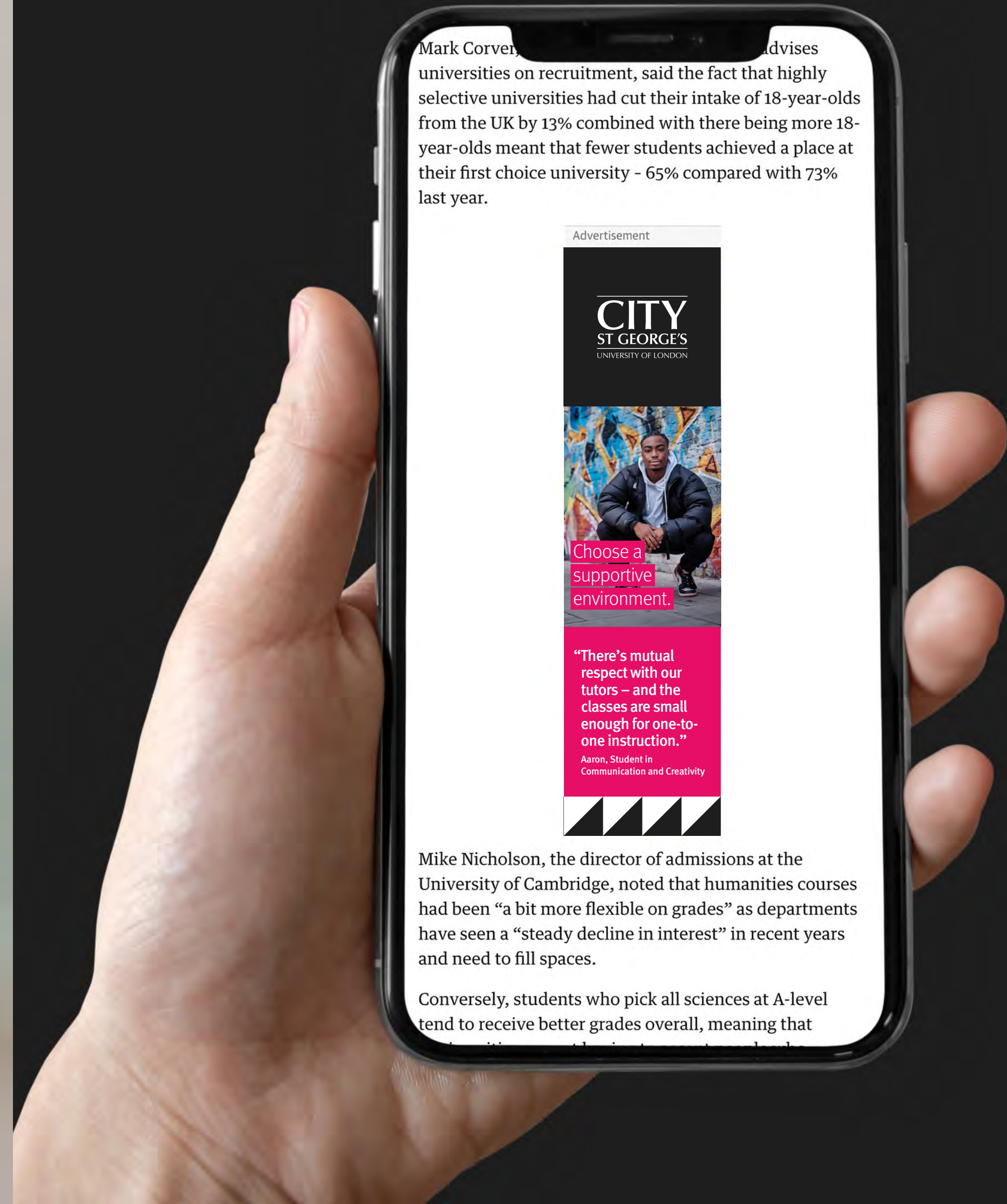
city.ac.uk/postgraduate

Registered address: City, University of London, Northampton Square, London EC1V 0HB

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Schools social media





Mike Nicholson, the director of admissions at the University of Cambridge, noted that humanities courses had been "a bit more flexible on grades" as departments have seen a "steady decline in interest" in recent years and need to fill spaces.

Conversely, students who pick all sciences at A-level tend to receive better grades overall, meaning that

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Accounting and Finance
Actuarial Science
Aerospace Engineering
Biomedical and Healthcare Engineering
Business Management
Civil and Infrastructure Engineering
Computer Science
Criminology
Data Science
Economics
Energy and Sustainability Engineering
English
Finance
History

Journalism and Media Law
Mathematics
Mechanical and Design Engineering
Midwifery
Music
Nursing
Optometry
Politics
Psychology
Radiography and Radiotherapy
Sociology
Speech and Language Therapy
Systems Engineering
Urdang: Professional Dance and Musical Theatre

"The Micro-Placement module is a fantastic option. It allows me to gain practical work experience without extending my course duration. The unwavering support offered by the Careers team really enhances my opportunities and my overall university experience... The surrounding area is vibrant and filled with leafy landscapes and cosy coffee shops: the perfect backdrop to study."
Shahina Chandoo
BSc Psychology with Criminology

"There's a society for every interest... I'm the Communications Officer of the Commercial Law Society and a committee member for the Pro Bono Society. I get the chance to rub shoulders with leading lawyers and it's so important I make the most of these opportunities. Being here I feel like I'm getting a head start with my career."
Andrei Dohotaru
LLB Law



CITY
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Further information and contact details

Further information

For further information or guidance on the use of the City St George's identity and its application, please contact:

Lindsey Venden
Head of Marketing
on e-mail lindsey.venden.1@city.ac.uk