Communications Guide

For Staff and Fellows

What are communications?

Communications are any transmission of information within the college and university, or between the college and the general public. This covers everything from email and print to social media.

Why are they important?

Communications are important for clarity and consistency across the college. It can be confusing for both internal and external members if they receive very different communication styles across departments. We want to make sure that our communications are accessible to whoever may be reading them.

Key points to follow

- Keep it concise and written in plain English, with your reason for communicating obvious in the first line.
- Use a consistent tone of voice. At Selwyn, we like to keep it professional and clear, but still friendly.
- Don't use jargon or 'Cambridge-speak' without explanation of terms.
- Avoid excessive capitalisation and inappropriate use of emojis or exclamation marks.
- Ensure you have photo permissions and acknowledge the author of any content that is not your own.

Selwyn College colours

These are the colours for the Shield:

GOLD: P871

RED: 485

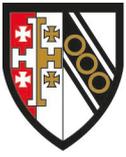BLACK/WHITE

House Colours:

BURGUNDY: 201

OLD GOLD: 15-0955

Four colour breakdown (for print):

GOLD: C:10 M:35 Y:85 K:25

RED: C:0 M:100 Y:91 K:0

BURGUNDY: C:7 M:100 Y:65 K:32

Useful Resources

[Selwyn College crest](#)

[Letterhead template](#)

[Business card template](#)

[Compliment slips](#)

[University brand resources](#)

If you have a question regarding communications, or would like some advice before sending an email, updating website copy, or posting to social media, please contact the Head of Communications at master@sel.cam.ac.uk.

*May only be used on official college communications.

**While it may not always be possible to use the college colours or typeface, it is important to keep any alternatives close to the template.