



MAGDALEN
COLLEGE

BRAND GUIDELINES



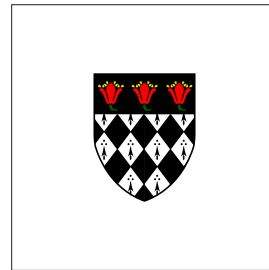
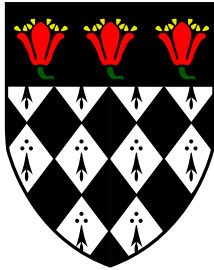


03 VISUAL IDENTITY

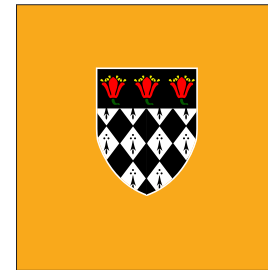
09 BRAND ELEMENTS

11 PUBLICATIONS

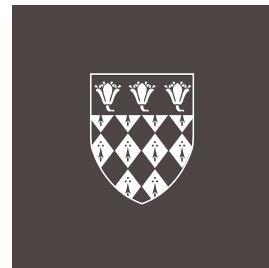
Crest



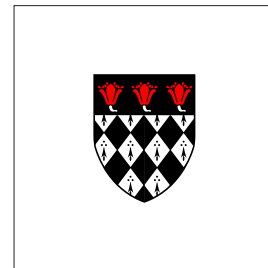
Colour crest with
black outline



Colour crest with
white outline

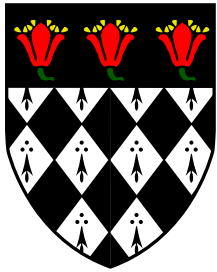


Mono crest with
white outline



Mono crest with
black outline

Crest with text



**MAGDALEN
COLLEGE**



Colour crest with
black outline



Colour crest with
white outline



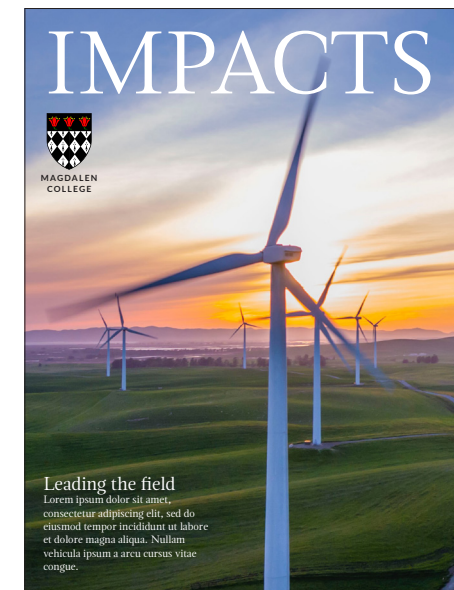
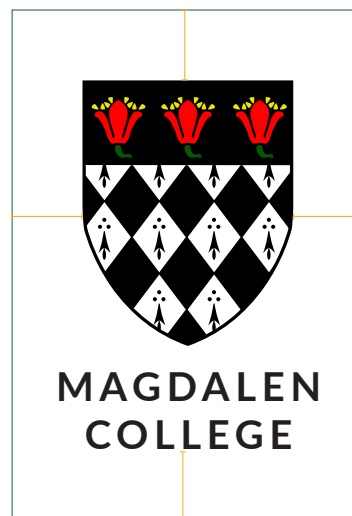
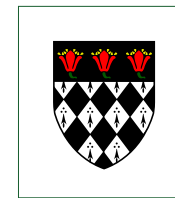
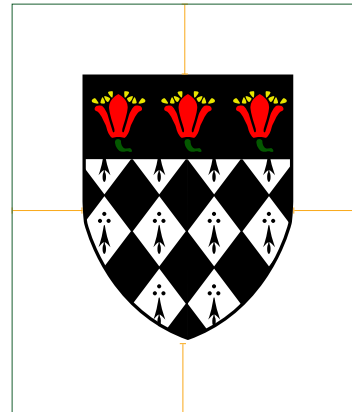
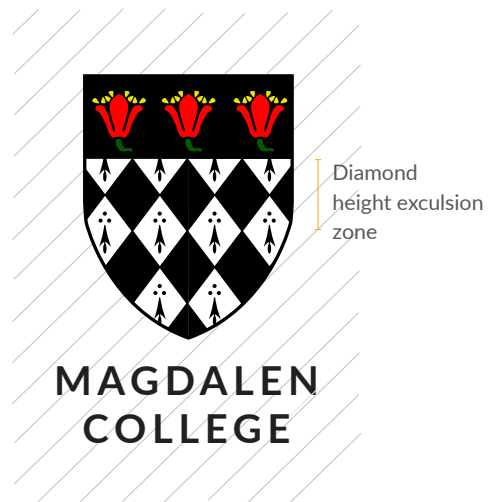
Mono crest with
white outline



Mono crest with
black outline



Crest exclusion zone



**600 YEARS
OF INNOVATION**

Primary colour palette

CMYK: 8, 7, 12, 0
RGB: 238, 235, 227
HEX: #EEEEAE2

CMYK: 4, 10, 80, 0
RGB: 251, 220, 69
HEX: #FADC45

CMYK: 0, 8, 8, 85
RGB: 74, 69, 67
HEX: #494542

CMYK: 0, 5, 0, 100
RGB: 29, 27, 26
HEX: #1D1B1A

CMYK: 0, 38, 100, 0
RGB: 248, 170, 0
HEX: #F7AA00

CMYK: 85, 35, 100, 55
RGB: 35, 95, 41
HEX: #225E29



Typography

MAGNETA FAMILY

Magneta Book
Magneta Book Italic

Magneta Medium
Magneta Medium Italic

Magneta Bold
Magneta Bold Italic

LATO FAMILY

Lato Light
Lato Light Italic

Lato Medium
Lato Medium Italic

Lato Bold
Lato Bold Italic

ELEPHANT (DISPLAY FONT)

Elephant
Elephant Italic

Magdalen



Louis Rash is in his second year of his MBiochem in Molecular and Cellular Biochemistry. Thanks to the financial award he received, Louis is able to concentrate on his studies without worry about finances.

Louis

I'm from Sheffield, South Yorkshire. I went to my local school which had some great teachers but wasn't in the best area. I then moved schools for Sixth Form, which was where I first encountered Magdalen, in a talk from the College's Academic and Outreach team. It was great and that's what ultimately made me decide on Magdalen.

I had been interested in Biochemistry for a very long time, and felt a career in Biochemistry would be suitable for going to Oxford. My degree is four years with an integrated Masters. I hope to go on to do a PhD and then postgraduate research, and I am considering a business start-up.

Magdalen is a gorgeous place. When I visit my family often, they are amazed by how beautiful it is. It hits you every day and I don't think I'll ever get used to it. There is such an atmosphere of excellence and creativity.

Receiving financial support while at Magdalen has been a massive help to me and my parents. My parents had previously helped me when needed but they started to struggle due to inflation and the cost of living crisis, with my brother also appearing on the same. There was a bit of worry surrounding this—funding from the College allowed me to support myself day-to-day, removing this financial pressure. My biggest concern was that if I had to work during vacations to support myself, I could not do so as well as I wanted in my course. The financial support I received has removed this burden and allowed me to concentrate on my studies.

I needed to buy a new laptop last term to take my lectures – without this support I would not have been able to do so and it has really facilitated my engagement with my subject.

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I would like to thank all the scholarships and bursaries beneficiaries at Magdalen. A great big thank you. I would love you to know that your support has a very personal effect on the recipients. My friends and I have all benefited in different ways. It has a personally enriching effect on people's lives.


Thank you.

Recognising your support

Those who choose to remember Magdalen in their Will automatically become a member of the Fastoff Society in recognition of their commitment and support. The Society bears the name of Sir John Fastoff (1380-1459), a commander in the Hundred Years' War, whose philanthropy became a founding endowment for Magdalen.

Recognition and benefits of membership:

- an invitation to an annual Fastoff Society lunch in College
- a Fastoff Society pin badge
- special recognition in the Impact Report and other College publications
- priority booking for College events
- annual Magdalen wall calendar



Magdalen's first legator, Sir John Fastoff

Our recognition programme

Alongside the Fastoff Society, College also recognises donors at the following levels:


- President's Circle: over £300,000 cumulative giving
- Benefactors Society: over £25,000 cumulative giving
- £450 Society: regular donations of £450 a year
- Longwell Society: regular donations of any size

Magdalen's Governing Body may also consider electing a donor to a Mayfield Fellowship in recognition of transformational philanthropic support.

For more information on leaving a legacy to Magdalen, please contact:

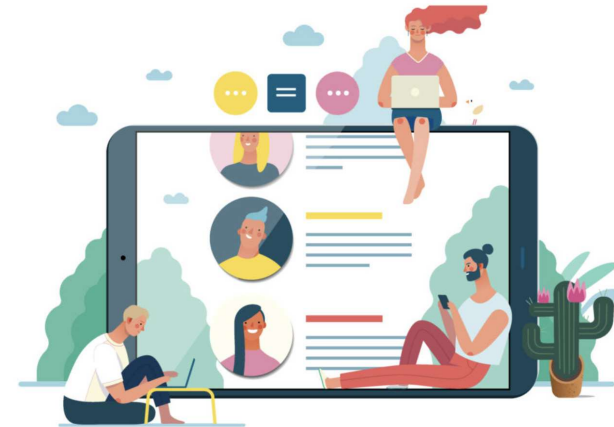
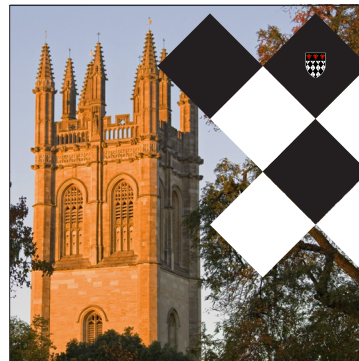
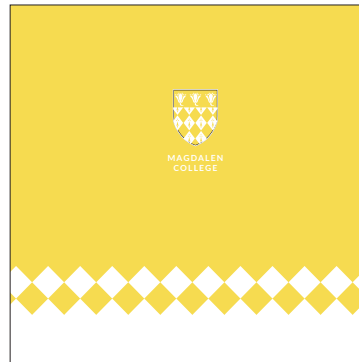
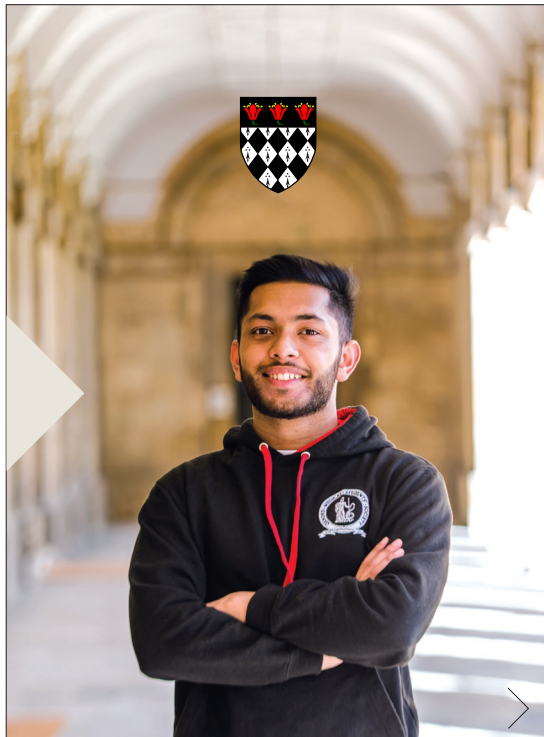
The Development Office
Magdalen College, Oxford OX1 4AU
development.office@magd.ac.uk
+44 (0)1865 276082

Charity No. 1162044



YOUR LASTING LEGACY

Brand Elements



Information for parents ▶

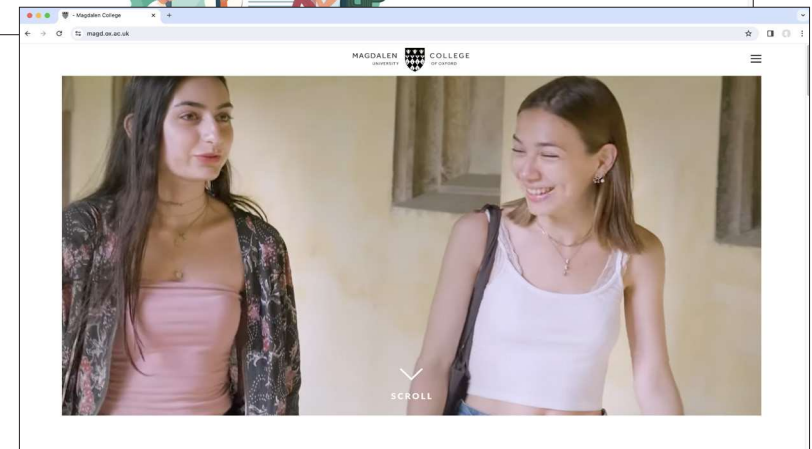
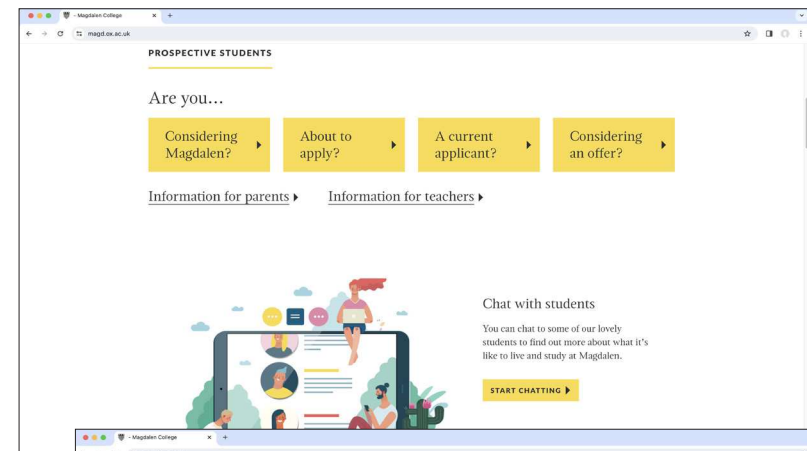
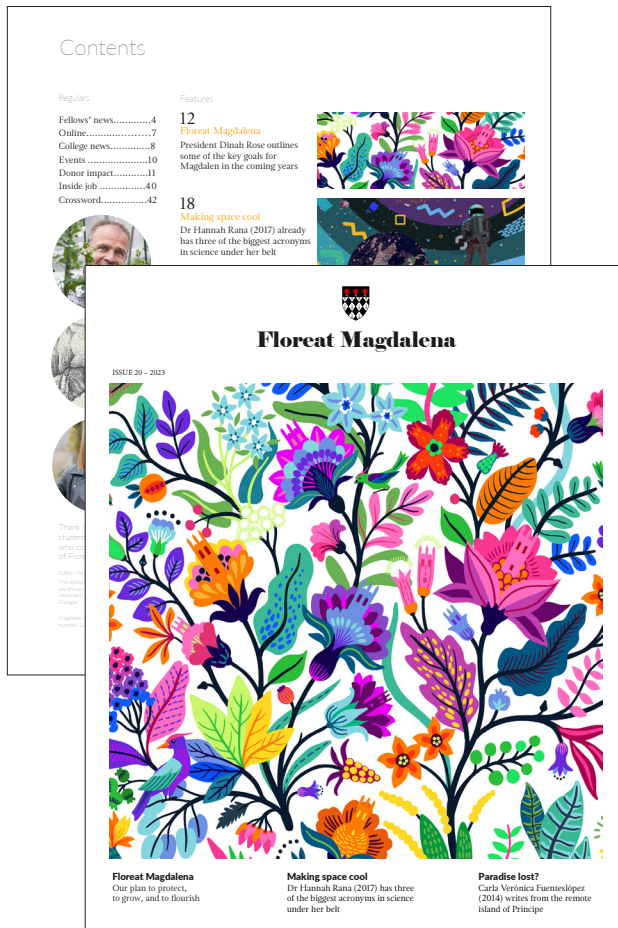


About to apply ▶





**BUILDING
ON TRADITION**

Publications




Publications

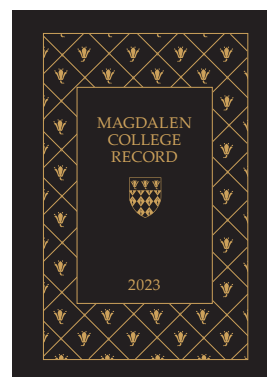
Boys aged between 5 and 9 interested in singing are invited to join the Choristers in rehearsal and in a service of Evensong.

BE A CHORISTER FOR A DAY

SATURDAY 16 SEPTEMBER 2023, 2.20 - 5.20PM
MAGDALEN COLLEGE CHAPEL



▶ To register please use the QR code or email choir@magd.ox.ac.uk



Online

PLAGUE at Magdales
From historic plague in Covid-19, Magdales College has been inspired by stories of epidemics throughout its 565-year history. Through its rich library and archives, this exhibition explores the College's experience of, and response to, epidemic disease, from its founding in 1438 to the present day.

Epidemics have left a lasting mark on Magdales and on wider Oxford. This exhibition shares stories of Magdales's experience of epidemics, showcasing manuscript and print material on the history of plague, smallpox, cholera, typhoid, STIs, Covid-19, and other diseases.

This exhibition is curated by Dr Michelle Potter and Dr Richard Allen, with Anne Chisholm and Lucie Goring.

plaguesatmagdales.magd.ox.ac.uk/

Magdales Histories
This exhibition begins to explore what fragmentary sources from the Magdales archives can tell us about the lives and identities of some of our students and staff since the nineteenth century. It is a product of the hard work and collaboration between the student interest, fellow Professor Sir Peter and Dr Elizabeth Roberts Allard, and the Library and Archives team.

The exhibition is part of the College's long-term commitment to being in light overheard aspects of Magdales's heritage. The objects shared help us to reflect on our complex, diverse, and sometimes uncomfortable past. By uncovering these histories, and bringing the exhibition online, we seek to contribute to an ongoing conversation about the actions we can all take to make a welcoming and inclusive community at Magdales, in Oxford, and beyond.

magdaleshistories.magd.ox.ac.uk/

We remain the most followed Oxford College on Instagram and Twitter. We may only be in second place when it comes to Facebook, but we have the most engaged audience.

Thanks for staying in touch!

#1 #1 #2

6 GREAT MAGDALES

Recognising your support

FRIEND OF THE CHOIR
Minimum £10 per month (+ GST, A&B)
(An annual donation could purchase a new set of music)

The benefits of becoming a Friend of the Choir include:

- Priority booking for the Canto by Candlelight service each Christmas
- Newsletter about the Choir's activities
- Personal acknowledgement in the College's List of Donors and in all Choir concert programmes

PATRON OF THE CHOIR
Minimum £50 per month (+ GST, A&B)
(An annual donation could cover the cost of regular singing lessons for one of our chorists)

The benefits of becoming a Patron of the Choir include all of the benefits of being a Friend of the Choir plus:

- Termly Music List and Chapel Card
- A complimentary copy of all new CDs recorded by the Choir
- Two complimentary tickets to the Canto by Candlelight service each Christmas
- Annual invitation to Evensong and drinks with members of the Choir

BENEFACTOR OF THE CHOIR
Minimum £4,000 annually (+ GST, A&B)
(An annual donation could enable the Choir to perform a concert with orchestra)

The benefits of becoming a Benefactor of the Choir include all of the benefits of being a Patron of the Choir plus:

- Four complimentary tickets to the Canto by Candlelight service each Christmas
- Two complimentary tickets to at least one other Choir concert per year
- The exclusive opportunity to attend private rehearsals and recording sessions
- The opportunity to name a chorbishop or to be named in booklets in new copies of music
- Annual invitation to dinner in College with the Internation Choristates

SUPPORTING MAGDALES COLLEGE CHOIR
The Choir of Magdales College, Oxford has an international reputation as one of the finest ensembles in the UK. When it was founded in 1485, provision was made in the statutes for sixteen singing boys, eight Academic Clerks and four chorists. This historic legacy has been preserved and maintained for over five centuries.

There are now 12 male and female Academic Clerks singing alongside the 16 boy chorists, and the Consort of Voices was founded in 2010 to offer women students the opportunity to sing in the Choir on a weekly basis. In addition to the regular services, the College Choir sings at a number of special occasions throughout the year, including the famous May Day celebrations, an ancient tradition dating back to the 16th century.

The Chorists are part of the College Foundation, with the College providing generous bursaries towards their academic education at Magdales College School. The Academic Clerks and Organ Scholars are undergraduate students of the College, reading for degrees in a variety of subjects.

The College remains committed to supporting the day-to-day activities of the Choir, while the Friends, Patrons and Benefactors of Magdales College Choir provide essential support in maintaining the Choir's reputation for touring, recording and performing, and laying the foundations for an environment that will enable the Choir to flourish for generations to come.

Friends, Patrons and Benefactors become part of the Choir family, and their support is greatly valued by all the Choir and College community.

www.magdalescollegechoir.com

▶



Donation Form

REGULAR GIFT
I would like to make a regular gift of:

£ Monthly ☐ Quarterly ☐ Annually ☐

Starting on 1st ☐ 15th ☐ Month:

Account holders name:

Name of bank/building society:

Sort code: Date:

Account number:

SINGLE GIFT
I would like to make a single gift of: £

Paid by:

☐ UK CHEQUE made payable to Magdales College Development Trust

☐ BANK TRANSFER
Magdales College Development Trust
Account No: 8625677
Sort Code: 40-70-03
Bank: National Westminster Bank PLC
IBAN: GB722103-607003-84249677, BIC: NWBK33GB33

I WISH TO SUPPORT

☐ The Magdales Fund ☐ Access and Outreach ☐ Student Opportunity Fund ☐ Chapel and Choir

☐ Graduate Scholarships ☐ MCBC ☐ Other:

☐ I wish to remain anonymous ☐ My company will match my gift

BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE WITH GIFT AID

☐ I am a UK taxpayer and wish this and all future donations to be treated as Gift Aid. I understand that if I pay less Income Tax and/or Capital Gains Tax claimed on all my donations in the tax year it is my responsibility to pay any difference.

MY DETAILS

First name: Surname:



Address:

Telephone:

Email:

Matriculation year:

DONATE ONLINE
www.magd.ox.ac.uk/donate/

Please turn over ▶



