

COLLEGE NAME USAGE

Background Context:

The decision to amalgamate the two colleges, *Royal Holloway College* and *Bedford College* into *Royal Holloway and Bedford New College* followed severe cuts in government spending in higher education.

In 1982 a partnership agreement was signed between the Royal Holloway and Bedford Colleges paving the way for a merger in 1985.

The Royal Holloway and Bedford New College Act became law on 1st August 1985.

- **College Name – Legal Usage:**

The legally registered name of the College for use in contracts and any other legal documents is:

Royal Holloway and Bedford New College

This should always be used on legal documents. Failure to do so can result in considerable difficulties and has led to great expense in having contracts and patents re-negotiated.

The legally registered name should only be used elsewhere after discussion with the Design Studio (*Contact: Jayne Grant, Design Studio Co-ordinator on x 3006*).

- **College Name - Positioning with the Media:**

In 1992 the College Council, on the recommendation of a group established to look at the College identity, endorsed a proposal that the College should use the working title:

Royal Holloway, University of London

This had been a major problem because the media refused to use the full title: Royal Holloway and Bedford New College.

It was agreed that the full name should be retained as the registered title and always used on legal documents.

- **College Name – Specific positioning in Publications:**

The full name *Royal Holloway, University of London* should always be used in the title and introduction of any publication. This sets out clearly our distinctive place in a distinguished university.

Once the full title has been used it is appropriate to revert to *Royal Holloway* within the body of the text. An alternative is to use *the College*, but never *Royal Holloway College* or *Royal Holloway University*.

Note the use of the uppercase 'C'. Also note that a comma must be used before 'University of London' when the name is on one line.

When the name is on two lines, as in the logo, a comma should not be used.

Initials should be avoided wherever possible and only used in tables or listings where space allows only a few letters. The options are listed below in order of preference:

Royal Holloway, University of London
Royal Holloway
RHUL
R Holloway
RH

- **The Royal Holloway Address:**

The Royal Holloway address and contact details are as follows:

Royal Holloway
University of London
Egham
Surrey
TW20 0EX

Tel: +44 (0)1784 434455
Fax: +44 (0)1784 437520

www.rhul.ac.uk

Chris Clark
Head of External Relations
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