



# The Power of Blue Oxford University Press



## CORPORATE LOGOS

*Blue is the overwhelmingly "favourite colour". It is seen as trustworthy, dependable and committed. It evokes authority, dignity, security and faithfulness. It is also associated with peace, tranquillity, stability, harmony, unity, trust, truth confidence, cleanliness, technology, order.*

- Dr Ravi Rao, Vaastuyogam Jan-2011

The Oxford University Press (OUP) is the largest university press in the world. It is a department of the University of Oxford. Oxford University Press furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. It publishes in more than a dozen countries, including the United States, where its operations are larger than any American university press.

Oxford University Press has a rich history which can be traced back to the earliest days of printing. The first book was printed in Oxford in 1478, just two years after Caxton set up the first printing press in England. The University was involved with several printers in Oxford over the next century, although there was no



formal university press. From the late 1800s OUP began to expand significantly, opening the first overseas OUP office in New York in 1896. Other international branches followed, including Canada (1904), Australia (1908), India (1912), Southern Africa (1914).

Today OUP has offices in 50 countries, and is the largest university press in the world. The

Oxford University became involved in the print trade around 1480, and grew into a major printer of Bibles, prayer books, and scholarly works. Its Press took on the project that became the Oxford English Dictionary in the late 19th century, and expanded to meet the ever-rising costs of the work. As a result, the last hundred years has seen Oxford publish children's books, school text books, music, journals, the World's Classics series, and a best-selling range of English Language Teaching texts to match its academic and religious titles.

Moves into international markets led to the Press opening its own offices outside the United Kingdom, beginning with New York in 1896. With the advent of computer technology and increasingly harsh trading conditions, the Press's printing house at Oxford was closed in 1989, and its former paper mill at Wolvercote was demolished in 2004. By contracting out its printing and binding operations, the modern Press publishes between 4500 to 6,000 new titles around the world each year and holds a backlist of nearly 25,000 others.

As part of a charitable organization, OUP is committed to major financial support of its parent university, and furthers the university's aims of excellence in scholarship, research,



Oxford University Press, England  
Not much actual printing is done here because of outsourcing to places like India.



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Logo of the Oxford University

and education through its publishing activities. OUP was first exempted from US Corporation Tax in 1972 and from UK Corporation Tax in 1978.

As a department of a charity, OUP is exempt from income tax and corporate tax in most

**Today there are more than 600 OUP employees in India producing schools resources, higher education texts, dictionaries, and a range of academic works. Through its network of four regional offices and 15 show rooms they publish more than 450 titles per year in many languages—reaching 10,000,000 students and producing some of the country's most respected scholarly titles.**

countries, but may pay sales and other commercial taxes on its products. The Press today transfers 30% of its annual surplus to the rest of the University, with a commitment to a minimum transfer of £12 million per annum.

### The Oxford University Press completes 100 years in India

From its original office in Bombay (now Mumbai), which opened in 1912, OUP India has grown significantly over the last century, and continues to play an important role in furthering the University's mission.

In June 1912, E.V. Rieu opened a small

branch of Oxford University Press in Bombay in the hope of exploring the Indian market for publishing.

Today, 100 years later, the Oxford University Press India, with an annual turnover of Rs.300 crore, 600 employees, including 59 resident representatives, 12 showrooms, four regional offices, practically dominates the Indian publishing industry with 450 new titles published every year. in many languages—reaching 10,000,000 students and producing some of the country's most respected scholarly titles. ■

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## RaoSpeak

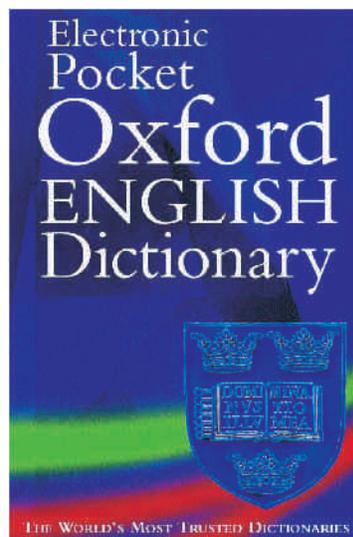


Dr. Ravi Rao

Using a sharp and dark blue backdrop contrasted with bold white text the logo presents a happy and harmonious balance that is easily identifiable, even in countries where English may not be the first language. The words Oxford University Press are simple and self-explanatory. The Oxford University Press has retained the logo from its inception.

The colour Blue represents the planet Saturn. The planet Saturn has two colours. Black is his original colour, blue is the colour of his choice. So, both these colours—blue and black—represent Saturn.

The contrasting white text definitely imparts an aura of reverence and authority. However, the absence of a touch of red in the logo implies the competitors will runaway with the company's innovations and ride high on the intellectual output of OUP.



The Oxford English Dictionary (OED), published by the Oxford University Press, is the self-styled premier dictionary of the English language. Work began on the dictionary in 1857 but it was not until 1884 that it started to be published in unbound fascicles as work continued on the project under the name A New English Dictionary on Historical Principles; Founded Mainly on the Materials Collected by The Philological Society. In 1895, the title The Oxford English Dictionary (OED) was first used unofficially on the covers of the series and in 1928 the full dictionary was republished in ten bound volumes.

With descriptions for approximately 600,000 words, the Oxford English Dictionary is the world's most comprehensive single-language print dictionary according to the Guinness Book of World Records.



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CORPORATE LOGOS

**Oxford University Press celebrates 100 years in India**

New Delhi, Mar 27 Oxford University Press, celebrated 100 years of its existence in India

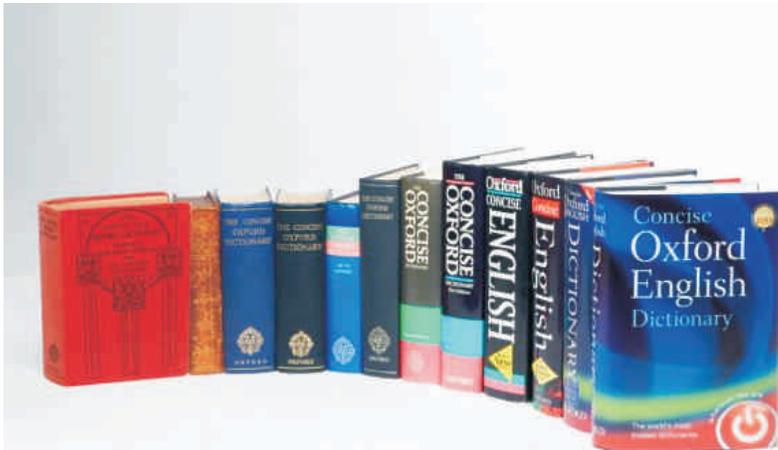
On the occasion of the Oxford University Press centenary celebrations dignitaries attending the centenary included Indian Prime Minister Dr Manmohan Singh, who praised the Press for its contribution to Indian life. Dr Singh, who is an alumnus of the University of Oxford, said: "I commend the work done by Oxford University Press India in spreading the light of knowledge in our country. For a century, it has made vigorous and varied contributions to our intellectual life and provided a window to the entire range of intellectual opinion in India.



**400 Years Later, Oxford Press Thrives**

by Michael Balter, Published: February 16, 1994

From the Archives of the New York Times



In these recessionary times, can a major publisher survive without ever having printed a cookbook or a step-by-step guide to discovering one's Inner Child? And by continuing to print such popular classics as Paul Dirac's "The Principles of Quantum Mechanics" and the eight-volume "Handbook of the Birds of Europe, the Middle East, and North Africa"?

While you won't find OUP representatives bidding for the latest blockbusters by Barbara Cartland or Tom Clancy, the press had no trouble coming up with the £10 million (\$15 million) required to produce the second edition of The Oxford English Dictionary...

Chief Executive James Arnold- Baker, who headed BBC Enterprises before he took over at OUP last August, said that the press is "probably the first company I've taken over that was well-managed."

Much of Oxford's success stems from a major expansion of the press's foreign publishing operations, particularly in the field of English-language teaching materials. Yet while the press's bottom line might be the envy of some corporate publishers, it remains a department of the university, and all of its profits are plowed back into scholarly publishing and research.

"Our primary mission is to spread as widely as possible the fruits of scholarship at Oxford University," said Mr. Arnold- Baker. "And that involves us in many projects that commercial publishers would not want to venture into, because some of them can be bottomless pits."

The leading example is the Oxford English Dictionary, generally regarded as the last word on the English language. The second edition, issued in 1989, contained nearly 300,000 entries and more than 600,000 separate words. Yet so quickly do new words enter the language that OUP's 18 lexicographers are already at work on the third edition, scheduled to appear in the year 2005.

"The first edition was published in 1928 and took 50 years to complete," said Edmund Weiner, the dictionary's deputy chief editor. "We've been running to keep up ever since."...