UK Research and Innovation

Brand Guidelines

A guide to understanding and using our brand

Introduction

Welcome to the UK Research and Innovation (UKRI) Brand Guidelines. This short guide is intended to help you understand and use our brand in the most consistent and compelling way, whether you're working within UKRI, one of our nine councils or in a facility that is supported by us.

If you have any questions about how to use the Brand Guidelines please contact the brand team at **brand@ukri.org**

Contents

**UK Research
and Innovation**

1.
Our
brand

Our brand purpose

At the heart of every great brand is a clear sense of purpose. It brings people together behind a common cause and provides them with a sense of direction.

At UKRI we have nine different councils and many different audiences that we have to engage with on a daily basis, but in all of these conversations there is one unifying idea that unites us. It's simple, straight to the point and focusses on the end value that we want to create.

Our brand purpose is to create knowledge with impact

Our brand values

Our brand values are the guiding principles for how we work. They are the DNA that unifies our organisation, ensuring that we think, look and act as one. Used properly, they should influence everything we do, from the way we behave, the decisions we take, and the way we communicate – whether in visual, spoken or written form.

Our brand values are **collaboration, integrity, innovation** and **excellence**. Opposite you will see how we bring this to life through what we do every day.

We're focussed on impact

We're always looking to show how we make the difference, from social, environmental and economic issues. As well as how we deliver value for money for partners, government and the public at large.

We're prepared to do things differently

We're not afraid to take a different path and help the people that others overlook. And if we fail, we learn from our mistakes.

We tirelessly seek new opportunities

We're here to shape the future, which is why we all have a responsibility to be thinking about the big issues of tomorrow.

We value collaboration at every level

We nurture the relationships that we've built over many years, whether that's between international partners, government, councils, academic institutes, industry or colleagues. By working together we can achieve more than we can alone.

We're proudly objective

We take the time to understand the facts and make decisions based on clear impartial thinking.

How we talk about UK Research and Innovation

Getting to a clear sense of purpose is only part of the task, we also have to be consistent in the way that we talk about who we are, what we do and why we're different. Here's how we describe UKRI.

How we describe UKRI

Big challenges demand big thinkers - those who can unlock the answers and further our understanding of the important issues of our time. Our work encompasses everything from the physical, biological and social sciences, to innovation, engineering, medicine, the environment and the cultural impact of the arts and humanities. In all of these areas, our role is to bring together the people who can innovate and change the world for the better.

We work with the government to invest over £8 billion a year in research and innovation by partnering with academia and industry to make the impossible, possible. Through the UK's nine leading academic and industrial funding councils, we create knowledge with impact.

We also often need to describe what we do in short and concise terms, to a more neutral audience. Here is how we talk about ourselves in under 140 characters.

How we describe UKRI in 140 characters

UKRI creates knowledge with impact by investing over £8bn a year in research and innovation through the UK's nine leading funding councils.

Our name

The full name of our organisation is UK Research and Innovation.

We should use the full name in at least the first instance of any written and printed communications, and when speaking to external audiences.

After this and in certain other situations it's acceptable to shorten our name to UKRI (pronounced U-K-R-I), such as:

- in speech, when you are repeatedly using our name (but still try to use the full name as often as you feel comfortable doing).

- where there is a strict character limit, for example on social media like Twitter.

- where there is repetition of the phrase 'research and innovation', for example, in a speech where someone is saying "UK Research and Innovation wants the UK to be the best place for research and innovation."

Our councils

UKRI brings together nine of the UK's leading funding councils.

Arts and Humanities Research Council

AHRC funds research, innovation and talent across the full breadth of the arts and humanities. Their work brings creative, diverse and vital perspectives to today's biggest challenges, to deliver research and innovation that underpins happiness, health, prosperity and wellbeing.

Biotechnology and Biological Sciences Research Council

BBSRC invests in world-class bioscience research and training. This research is helping society to meet major challenges, including food security, green energy and healthier, longer lives and underpinning important UK economic sectors, such as farming, food, industrial biotechnology and pharmaceuticals.

Engineering and Physical Sciences Research Council

EPSRC invests in world-leading research and postgraduate training across the engineering and physical sciences. This research builds the knowledge and skills base needed to address scientific and technological challenges and provides a platform for future UK prosperity by contributing to a healthy, connected, resilient, productive nation.

Economic and Social Research Council

ESRC funds world-leading research, data and post-graduate training in the economic, behavioural, social and data sciences to understand people and the world around us. Their work helps raise productivity, address climate change, improve public services and generate a prosperous, inclusive, healthy and secure society.

Innovate UK

Innovate UK inspires, involves and invests in businesses developing life-changing innovations to create a better future. Providing sectors with expertise, facilities and funding, Innovate UK helps test, demonstrate and evolve ideas, driving UK productivity and economic growth. Innovate UK's network and communities of innovators realise the potential of ideas and accelerate business growth.

Medical Research Council

MRC is at the forefront of scientific discovery to improve human health. MRC's scientists tackle some of the greatest health problems facing humanity in the 21st century, from the rising tide of chronic diseases associated with ageing to the threats posed by rapidly mutating micro-organisms.

Natural Environment Research Council

NERC is the custodian of the UK's environmental science. It ensures the UK has the diverse talent and skills, the facilities, and the infrastructure needed for world-leading research. NERC researchers diagnose environmental issues, mitigate risk, and support solutions to major challenges such as air quality and climate change for the UK and beyond.

Research England

Research England creates and sustains the conditions for a healthy and dynamic research and knowledge exchange system in England's universities. Working to understand their strategies, capabilities and capacity; supporting and challenging universities to create new knowledge, strengthen the economy and enrich society.

Science and Technology Facilities Council

STFC is a world-leading multi-disciplinary science organisation. Its research seeks to understand the Universe from the largest astronomical scales to the tiniest constituents of matter, and creates impact on a very tangible, human scale.

UK Research and Innovation

2.
Bringing our brand to life
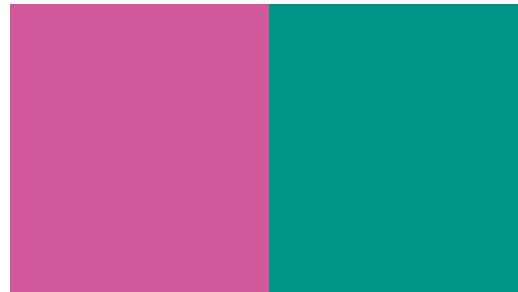
Our design idea

Our design is all about how we come together to influence change, where the design idea expresses **the impact that we create**.

Our design assets are combined to create a bold and colourful look and feel, that evokes the gravitas of the organisation but is always dynamic and modern.

Dynamic pairings

Our full colour palette represents the range and breadth of our expertise, but when we pair colours we always use highly contrasting, bold and suprising combinations.


Creating a reaction

Our 'reactive' typography uses the shapes, colour and font to show how we are a catalyst for change.

Societal impact

Our micro and macro images show the extremes, representing our areas of our expertise, in the detail, combined with the wider, positive impact on society, where people are at the heart of it.

Breaking out of boundaries

Our design elements are not contained but are expressive, larger than life and breaking out of the confines.

Our design assets at a glance

Logo
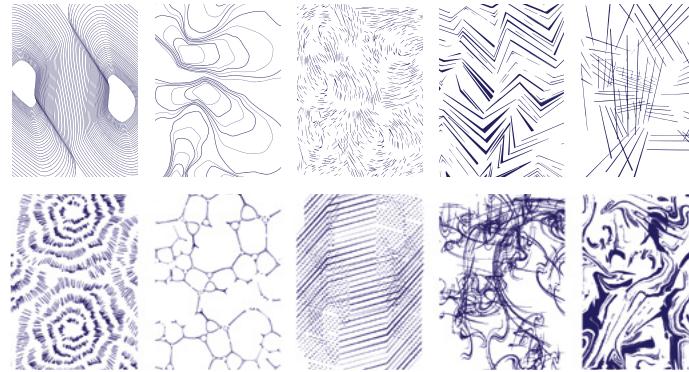
Colour

Typography

Moderat Extended Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Moderat Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Moderat Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Shapes

Patterns
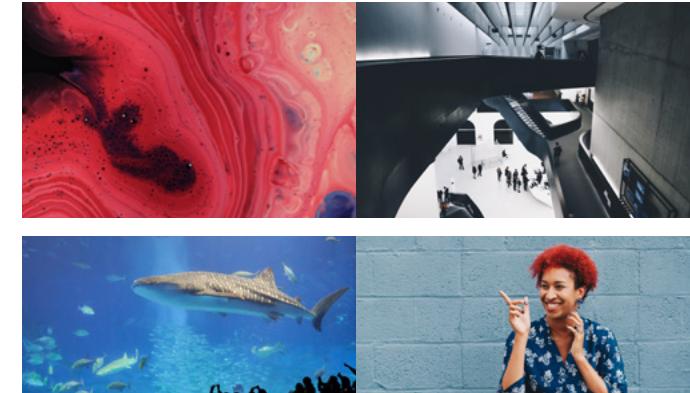
Photography

Logo

LOGO
UKRI logo

Symbol and logotype
The UKRI logo consists of two elements: our symbol and our logotype.

Logo colour
Our logo uses our brand colour **UKRI Blue**. To reproduce UKRI Blue as accurately as possible, follow these specifications.

For print use, our logo colour is:
Pantone® 2758 C, or
C100 **M**95 **Y**5 **K**39

For screen use, our logo colour is:
R46 **G**45 **B**98, or
Hex: #2E2D62

Preferred colouring
This colouring is the primary version of our logo. A secondary version which uses a white logotype, and monotone versions for situations where colour is not available, are shown later in this section.

Always use the artwork
The logo should always be reproduced from the provided artwork file and must not be stretched, squashed, re-drawn or altered in any way. Our logo artwork is available in the following formats:

Pantone®: ai, pdf

CMYK: ai, pdf, tif

RGB: ai, emf, pdf, png

Greyscale: ai, emf, pdf, png

Our logo

UKRI symbol

UKRI logotype

UKRI logo

Our logo colour: UKRI Blue

■ Pantone® 2758

LOGO

UKRI logo: Versions and text alignment

Horizontal version
This is the preferred lock-up for our logo
and should be used wherever possible.

Square version
This lock-up is used when we need to fit into
a vertical or square space, for example a tall
or narrow sign.

Text alignment
The preferred alignment for supporting
typography is ranged left.

The preferred positioning is to left align
text with the white UKRI type within the
UKRI symbol.

Alternatively, text can be left aligned with
the UKRI logotype.

Always use the artwork
The logo should always be reproduced from
the provided artwork file and must not be
stretched, squashed, re-drawn or altered
in any way.

Horizontal version

Text alignment with logo

Preferred positioning:
Align text with the white UKRI
type within the UKRI symbol.

Alternative left
alignment point.

Square version

Maximum logotype line length

LOGO
Council logos: Overview

Working together

As a visual expression of UKRI and councils working together as one organisation, close crops of the UKRI symbol have been taken and coloured to create the symbols for each of the council's logos.

One organisation

UK Research and Innovation

Science and Technology Facilities Council

Arts and Humanities Research Council

Engineering and Physical Sciences Research Council

Biotechnology and Biological Sciences Research Council

Economic and Social Research Council

Research England

Natural Environment Research Council

Innovate UK

Medical Research Council

LOGO
Council logos: Components

Key components
Each council logo has 3 key components:

- UKRI symbol
- Council symbol
- Council Logotype

Lock-ups
There are different lock-ups to ensure the logo can be used at the optimum size for any given space.

The **horizontal version** is the preferred version where space is available.

The **square version** is used when the logo has to fit into a square space.

Each council logo consists of 3 key components

UKRI symbol

Council symbol

Science and Technology Facilities Council

Council logotype

There are different lock-ups to ensure legibility for any format or shape

Horizontal version

Square version

LOGO
Council logos: Horizontal

The **horizontal version** is the preferred version for each council logo.

Logo colours
For print, use the **Pantone**® colours shown on this page. Our recommended **CMYK** breakdowns should be used when Pantone® is not available.

For screen, use our recommended **RGB** or **Hex** breakdowns.

All of our colour recommendations are shown in the colour section on page 26.

Preferred colouring
This colouring is the primary version of each council logo. A secondary version which uses a white logotype, and monotone versions for situations where colour is not available, are shown later in this section.

Always use the artwork
The logos should always be reproduced from the provided artwork file and must not be stretched, squashed, re-drawn or altered in any way. Our logo artwork is available in the following formats:

Pantone®: ai, pdf

CMYK: ai, pdf, tif

RGB: ai, emf, pdf, png

Greyscale: ai, emf, pdf, png

Horizontal lock-ups

Science and Technology Facilities Council

■ Pantone® 2758 C
■ Pantone® 2727 C
■ Pantone® 287 C

Arts and Humanities Research Council

■ Pantone® 2758 C
■ Pantone® 7408 C
■ Pantone® 144 C

Engineering and Physical Sciences Research Council

■ Pantone® 2758 C
■ Pantone® 3385 C
■ Pantone® 7473 C

Biotechnology and Biological Sciences Research Council

■ Pantone® 2758 C
■ Pantone® 813 C
■ Pantone® 2593 C

Economic and Social Research Council

■ Pantone® 2758 C
■ Pantone® 178 C
■ Pantone® 7635 C

Research England

■ Pantone® 2758 C
■ Pantone® 158 C
■ Pantone® 180 C

Natural Environment Research Council

■ Pantone® 2758 C
■ Pantone® 360 C
■ Pantone® 7741 C

Innovate UK

■ Pantone® 2758 C
■ Pantone® 2068 C
■ Pantone® 2622 C

Medical Research Council

■ Pantone® 2758 C
■ Pantone® 3115 C
■ Pantone® 7711 C

LOGO
Council logos: Square

The **square version** of each council logo is used when the logo has to fit into a square space.

Always use the artwork
The logos should always be reproduced from the provided artwork file and must not be stretched, squashed, re-drawn or altered in any way. Our logo artwork is available in the following formats:

Pantone®: ai, pdf

CMYK: ai, pdf, tif

RGB: ai, emf, pdf, png

Greyscale: ai, emf, pdf, png

Square lock-ups

Science and Technology Facilities Council

Arts and Humanities Research Council

Engineering and Physical Sciences Research Council

Biotechnology and Biological Sciences Research Council

Economic and Social Research Council

Research England

Natural Environment Research Council

Innovate UK

Medical Research Council

LOGO
UKRI/Council logos: Colouring

Primary versions
The primary versions of the UKRI logo and each council logo all have a UKRI Blue logotype.

This is the preferred colouring.

Secondary versions
The secondary versions of the UKRI logo and each council logo all have a white logotype.

These versions should be used when the logo is placed on a dark colour or image to ensure that the logotype is legible and passes all accessibility tests.

Please make no other changes
Please avoid changing any other components of the logos to white or any other colour.

Primary versions: Logotype in UKRI Blue

Secondary versions: Logotype in white

NOTE: Grey background shown is illustrative of a dark colour or image.

DON'T CHANGE ANY OTHER COLOURS IN THE LOGOS

LOGO
UKRI/Council logos: Monotone versions

Greyscale versions
These versions of the logos are used where colour is not available, for example black and white print.

The greyscale version of the UKRI logo is 100% black.

The greyscale versions of the council logos use 70% black and 40% black for the council symbol. Please do not alter these values.

Black versions
These versions of the logos are used where tones or shades are not available, for example when embossing, etching, or creating a rubber stamp of the logo.

The black version of the UKRI logo is 100% black, (so is the same as the greyscale version).

The black versions of the council logos use outlined shapes instead of tones.

White versions
These versions of the logos are used only when the logo sits on third party colours.

Always use the artwork
The logos should always be reproduced from the provided artwork file and must not be stretched, squashed, re-drawn or altered in any way. Our greyscale logo artwork is available in the following formats: ai, emf, pdf, png.

Greyscale version
For black and white print

Black version
For situations where tones/shades are not available, e.g. embossing, etching, rubber stamp

For the UKRI logo this is the same as the Greyscale version.
For Council logos the tones have been replaced by outlined shapes

White version exceptional use
Exclusively for situations where the logo sits on third party colours

For the UKRI logo this is the same as the Greyscale version.
For Council logos the tones have been replaced by outlined shapes

LOGO
UKRI/Council logos: Exclusion zones

To ensure standout and legibility, it is important that the UKRI logo and council logos remain a certain distance from other graphic elements and text.

An exclusion zone defined by **one quarter of the height** (**X**) of the UKRI symbol must be maintained around the logo.

Exclusion zone examples

UKRI horizontal logo lock-up

Council horizontal logo lock-up

UKRI square logo lock-up

Council square logo lock-up

LOGO

UKRI/Council logos: Minimum size

Print
Minimum size of the UKRI symbol
is 7mm high.

Digital
Minimum size of the UKRI symbol
is 28 pixels high.

UKRI square logo lockup
The UKRI square logo lockup is designed
for larger format, such as signage, but
the minimum size is 18mm/52px high
for the symbol.

UKRI logo

Minimum size: **Print**

7mm   UK Research and Innovation

UKRI logo

Minimum size: **Digital**

28px   UK Research and Innovation

UKRI square logo

Minimum size: **Print**

7mm   UK Research and Innovation

UKRI square logo

Minimum size: **Digital**

28px   UK Research and Innovation

Council logo

Minimum size: **Print**

7mm   Engineering and Physical Sciences Research Council

Council logo

Minimum size: **Digital**

28px   Engineering and Physical Sciences Research Council

Council square logo

Minimum size: **Print**

7mm   Engineering and Physical Sciences Research Council

Council square logo

Minimum size: **Digital**

28px   Engineering and Physical Sciences Research Council

LOGO
Collaborative council logos

At UKRI, we value working together at every level. Our brand demonstrates collaboration between councils through a simple stacked logo system, which we use to represent two or three councils. Where four or more councils are working together, we use the UKRI logo.

Two council collaboration

Innovate UK + **Arts and Humanities Research Council** = **Innovate UK and AHRC**

Three council collaboration

Innovate UK + **Engineering and Physical Sciences Research Council** + **Economic and Social Research Council** = **Innovate UK, EPSRC and ESRC**

Four or more council collaboration

UK Research and Innovation

LOGO
Collaborative council logos: Versions

The collaborative council logos come with two naming convention options.

Option 1: Descriptor
Includes either 'delivered by', 'delivered with', 'funded by', or 'funded with'. Use this when adding a descriptor to aid your audiences' understanding of the collaboration.

Option 2: Council names only
Includes council names with no descriptor. Use this when including a descriptor in the collaborative logo would not be appropriate.

Descriptor

Delivered by Innovate UK, AHRC and NERC

Council names only

Innovate UK, AHRC and NERC

Descriptor wording options

Delivered by
Council 1, Council 2 and Council 3

Delivered with
Council 1, Council 2 and Council 3

Funded by
Council 1, Council 2 and Council 3

Funded with
Council 1, Council 2 and Council 3

Text alignment with logo

Delivered by Innovate UK, AHRC and NERC

Preferred positioning:
Align text with the white UKRI type within the UKRI symbol.

Alternative left alignment point.

LOGO
Collaborative council logos: Set up

The collaborative council logos use our brand colour **UKRI Blue** with the **Bright colour** from each of the councils.

Key components
Each collaborative council logo has 3 key components:

- UKRI symbol
- Council Bright colour segment
- Council naming convention
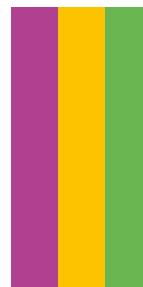
Council naming order
Councils are ordered alphabetically, unless there is a clear lead council in which case the order can be flexed.

Key components

UKRI symbol

Council Bright colour segment

Council naming convention

Council naming order

Primary order: Alphabetical

BBSRC and STFC

Alternate order: Lead council priority

Innovate UK, AHRC and NERC

LOGO
Collaborative council logos: Exclusion zones and sizing

To ensure standout and legibility, it is important that the UKRI Collaborative council logos remain a certain distance from other graphic elements and text.

An exclusion zone defined by **one quarter of the height** (**6X**) of the UKRI symbol must be maintained around the logo.

The council names are set in Moderat Bold and UKRI Blue, the sizing is done to match UKRI and council logos. The space between the Council naming convention and Council colour segment is (**1.5X**).

Print minimum sizing
Minimum size of the UKRI symbol is 7mm high.
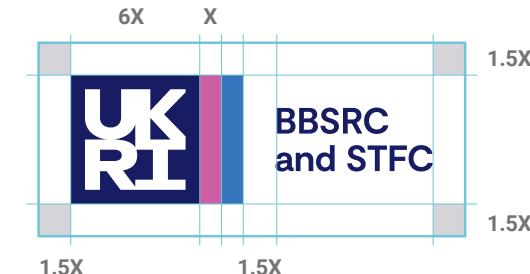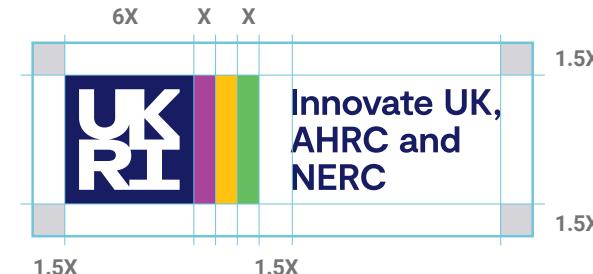
Digital minimum sizing
Minimum size of the UKRI symbol is 28 pixels high.

Wordmark sizing
The sizing is based on the UKRI symbol being 100mm high. All new collaborative council logos need to be signed off by the brand team.

Clearspace and construction

Minimum sizing

Minimum size: **Print**

Minimum size: **Digital**

Wordmark sizing

100mm — Type size: 80.5pt / Leading: 82.5 pt / Tracking: -10

100mm — Type size: 80.5pt / Leading: 82.5 pt / Tracking: -10

LOGO
Collaborative council logos: Colouring

Greyscale versions

These version of the logos are used where colour is not available, for example black and white print.

The greyscale version of the UKRI logo is 100% black.

The greyscale versions of the council logos use 70% black and 40% black for the council segments. Please do not alter these values.

White versions

These versions of the logos are used only when the logo sits on third party colours.

Greyscale versions

For black and white print

White version exceptional use

Exclusively for situations where the logo sits on third party colours

Colour

COLOUR
UKRI palette

Here is the full UKRI colour palette. **Please read this section to learn how to use it**.

Pantone 2758
C100 M95 Y5 K39

R46 G45 B98
Hex: #2E2D62

UKRI Blue

Pantone 158 C0 M70 Y100 K0 R255 G105 B0 Hex: #FF6900	**Pantone 1375** C0 M45 Y94 K0 R255 G157 B27 Hex: #FF9D1B	**Pantone 7408** C0 M25 Y100 K0 R251 G187 B16 Hex: #FBBB10	**Pantone 360** C63 M0 Y84 K0 R103 G192 B77 Hex: #67C04D	**Pantone 339** C84 M0 Y59 K0 R0 G167 B136 Hex: #00A788	**Pantone 3385** C65 M0 Y46 K0 R52 G213 B174 Hex: #34D5AE	**Pantone 3115** C77 M0 Y20 K0 R0 G190 B213 Hex: #00BED5	**Pantone 2727** C81 M51 Y0 K0 R30 G93 B248 Hex: #1E5DF8	**Pantone 813** C16 M77 Y0 K0 R227 G85 B236 Hex: #E355EC	**Pantone 2068** C35 M85 Y0 K0 R190 G43 B187 Hex: #BE2BBB	**Pantone 178** C0 M78 Y56 K0 R255 G90 B90 Hex: #FF5A5A	**Pantone 7417** C0 M83 Y85 K0 R233 G77 B54 Hex: #E94D36

UKRI Bright palette

Pantone 180 C18 M90 Y88 K7 R193 G61 B51 Hex: #C13D33	**Pantone 1385** C2 M56 Y100 K3 R215 G121 B0 Hex: #D77900	**Pantone 144** C0 M51 Y100 K0 R240 G137 B0 Hex: #F08900	**Pantone 7741** C76 M4 Y100 K21 R62 G134 B62 Hex: #3E863E	**Pantone 329** C100 M14 Y60 K49 R0 G94 B84 Hex: #005E54	**Pantone 7473** C82 M17 Y53 K2 R22 G151 B138 Hex: #16978A	**Pantone 7711** C100 M12 Y27 K6 R0 G138 B173 Hex: #008AAD	**Pantone 287** C100 M75 Y2 K18 R0 G48 B136 Hex: #003088	**Pantone 2593** C66 M92 Y0 K0 R146 G61 B157 Hex: #923D9D	**Pantone 2622** C65 M100 Y5 K40 R138 G26 B155 Hex: #8A1A9B	**Pantone 7635** C15 M93 Y38 K4 R203 G53 B100 Hex: #CB3564	**Pantone 187** C7 M100 Y82 K0 R169 G27 B46 Hex: #A91B2E

UKRI Deep palette

Dark grey
C0 M0 Y0 K85

R80 G80 B80
Hex: #505050

Light grey
C0 M0 Y0 K10

R243 G242 B241
Hex: #F3F2F1

White
C0 M0 Y0 K0

R255 G255 B255
Hex: #FFFFFF

UKRI Neutral palette

COLOUR
Colour usage

Our colour palette can be split into sections:

- UKRI Blue
- UKRI Bright palette
- UKRI Deep palette
- UKRI Neutral palette

The colour sections in our palette have specific roles in our visual identity.

UKRI Blue and Neutral palette
Headlines are set in **UKRI Blue** when on white or light backgrounds. They are set on **white** on darker backgrounds.

Bodycopy is set in **Dark grey** (85% Black) when on white or light backgrounds. Bodycopy is set in **white** on darker backgrounds.

UKRI Blue can also be used to colour patterns.

UKRI Deep palette
The Deep palette can be used for text highlights (such as percentages or pull-quotes).

It can also be used to colour patterns.

UKRI Bright palette
The Bright palette (and the deep palette, and also white) can be used for background colours and large display text. Please see the next page for guidance on how we combine colours.

Accessibility
These roles have been assigned to the colours to ensure accessibility at all times. Please ensure that the UKRI Bright palette is only used to colour large display text – never text smaller than 18pt.

Titles, headlines and prominent text

UKRI Blue	White

UKRI Blue and white

Headlines in UKRI Blue or white

Body copy

Dark grey (85% Black)	White

UKRI Neutral palette

Bodycopy in grey or white
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Text highlight colours and patterns

UKRI Deep palette

24%
Increase in applications

"At risus viverranus adipiscing atus. Duis ut diam mus nulla porttitor. Rhoncus aeneanos vel elit scelerisque mauris pellen tesque pulvinar pelle ntesque. Morbirum tristique sene ctuset netus et malesuada usti famesus."
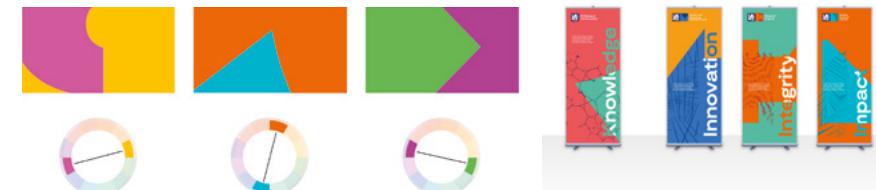
Name Surname
Job title, Company

Background colours and Large display text*

UKRI Bright palette*

UKRI Deep palette

White and Light grey

* Accessibility Note: To ensure text legibility, the UKRI Bright palette can only be used to colour **large text** (and backgrounds).

Combine opposite colours from the colour wheel (see next page)

COLOUR
Colour usage: Colour wheel principle

The UKRI Bright palette and Deep palette are arranged in this order in a colour wheel, to help define how we colour communications.

UKRI communications
One colour from the UKRI Bright palette is used as the **lead colour**.

The UKRI Deep palette colour that is positioned directly outside the chosen Bright colour on the colour wheel is used as the **complimentary colour**.

The Bright colour directly opposite the lead colour (or either of the Bright colours adjacent to it) is used as the accent colour.

For UKRI communications any colour from the UKRI Bright palette can be the lead colour. Once it is chosen the, complimentary and accent colours can easily be determined from the colour wheel.

Council communications
Council communications follow the same approach, however they do not have the flexibility to use the entire colour palette. Instead, the lead colour and complimentary colour are taken from the council's logo.
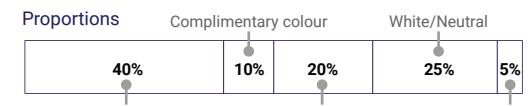
Proportions
The diagram on the right represents the desired colour balance over an entire piece of communication. We don't strive to achieve this balance on every page of a booklet or website.
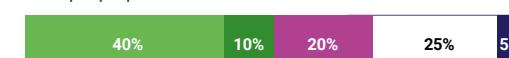
Tints
Do not use tints, unless for specific charts or detailed date communication.

UKRI Colour wheel

Proportions

	Complimentary colour			White/Neutral	
40%	10%	20%	25%	5%
Lead colour		Accent colour		UKRI Blue

Example proportions

40%	10%	20%	25%	5%

Example usage 1

■ Lead colour   ■ Alternative accent colour
■ Complimentary colour ■ Alternative accent colour
■ Accent colour

Example usage 2

■ Lead colour   ■ Alternative accent colour
■ Complimentary colour ■ Alternative accent colour
■ Accent colour

Example usage 3
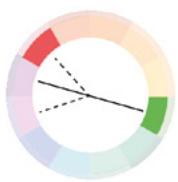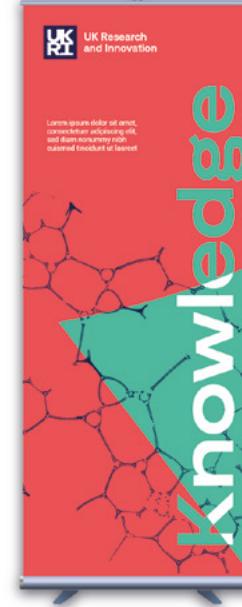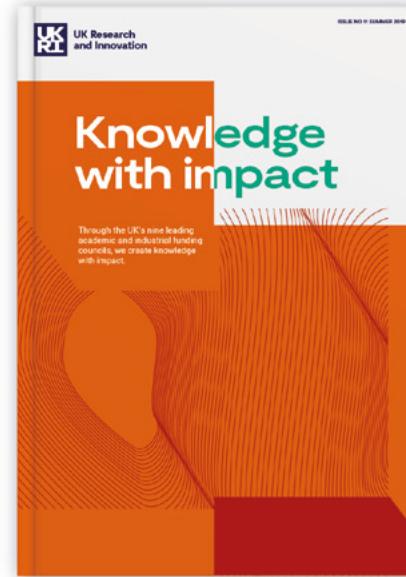
■ Lead colour   ■ Alternative accent colour
■ Complimentary colour ■ Alternative accent colour
■ Accent colour

COLOUR
UKRI palette: Example usage

Here are some examples using
the colour wheel principles.

COLOUR

Councils palette: Primary palettes

These are the primary colour palettes for each council.
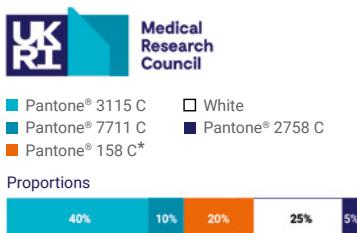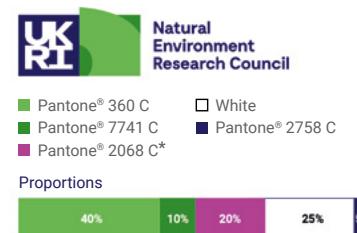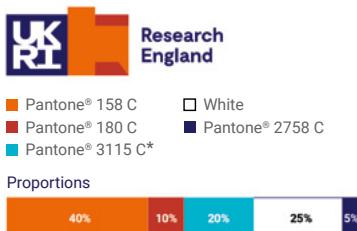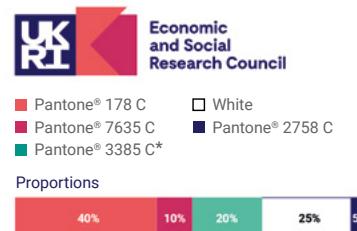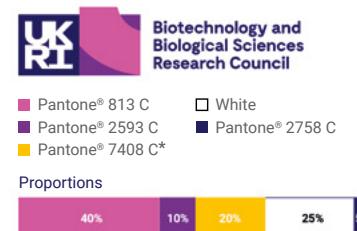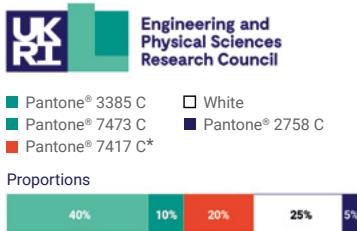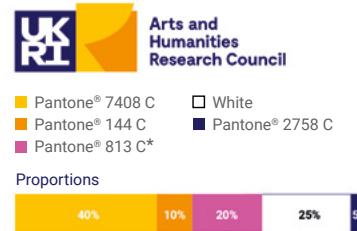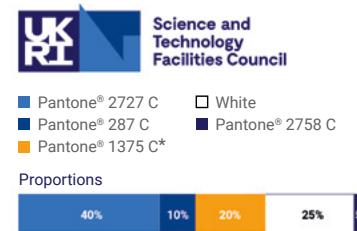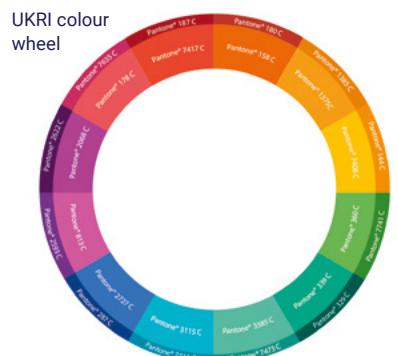
For print, use the **Pantone**® colours shown here or our recommended **CMYK** breakdowns. For screen, use our recommended **RGB** or **Hex** breakdowns. All of our colour recommendations are shown in the colour section on page 26.

Using the UKRI colour wheel
Council communications follow the same approach as UKRI communications, however each council owns two main colours from the colour palette used in their logo and will have access to a shared secondary palette for their **accent colour**.

As with UKRI, the Bright colour directly opposite the lead colour (or either of the Bright colours adjacent to it) is used as the **accent colour**.

The accent colour shown on each palette here can be replaced with either of the adjacent Bright colours in the UKRI colour wheel.

UKRI colour wheel

Science and Technology Facilities Council

- Pantone® 2727 C
- Pantone® 287 C
- Pantone® 1375 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Arts and Humanities Research Council

- Pantone® 7408 C
- Pantone® 144 C
- Pantone® 813 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Engineering and Physical Sciences Research Council

- Pantone® 3385 C
- Pantone® 7473 C
- Pantone® 7417 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Biotechnology and Biological Sciences Research Council

- Pantone® 813 C
- Pantone® 2593 C
- Pantone® 7408 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Economic and Social Research Council

- Pantone® 178 C
- Pantone® 7635 C
- Pantone® 3385 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Research England

- Pantone® 158 C
- Pantone® 180 C
- Pantone® 3115 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Natural Environment Research Council

- Pantone® 360 C
- Pantone® 7741 C
- Pantone® 2068 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Innovate UK

- Pantone® 2068 C
- Pantone® 2622 C
- Pantone® 360 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

Medical Research Council

- Pantone® 3115 C
- Pantone® 7711 C
- Pantone® 158 C*
- White
- Pantone® 2758 C

Proportions

| 40% | 10% | 20% | 25% | 5% |

* **Accent colour:** This colour can be replaced with either of the Bright colours adjacent to it in the UKRI colour wheel

Please note that the contents of this document are exclusively for demonstration, comparison and review, and individual images may belong to third parties and may not be reproduced in any way.

COLOUR
Councils palette: Example usage

Here are some examples using
the colour wheel principles.

COLOUR
Shared palette: Secondary highlight palette

The secondary highlight palette is a reduced set of colours, taken from the full UKRI colour palette. The colours chosen represent the colour spectrum and allow a common shared palette to be used across all UKRI and councils for functional use

It is a useful additional palette for highlighting specific inofrmation, such as charts and diagrams, key data and pull-out quotes.

Always refer to colour proportions usage and do not use this palette for block colour or to dominate any council palette.

The colour wheel principles do not apply to this secondary palette. They are supporting colours only.

UKRI colours

Condensed highlight palette: Selected from UKRI palette

| PMS 1375 | PMS 7408 | PMS 360 | PMS 339 |
| PMS 3115 | PMS 2727 | PMS 2068 | PMS 7417 |

Example usage

Typography

TYPOGRAPHY
Headline typefaces

Our typeface is Moderat. It is used for all our printed communications. Where possible it is also used for online applications.

Display text
Large headers, statements and pull quotes are set in **Moderat Extended Bold**.

Functional titles and headlines
Titles and headlines that are less emotive and more functional, are set in **Moderat Bold** or **Moderat Regular**.

Display text: Large header, statements and pull quotes

Moderat Extended Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Functional titles and headlines

Moderat Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Moderat Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPOGRAPHY
Supporting typefaces

Bodycopy font
Our bodycopy, sub-headers and other small supporting text are set in **Roboto**.

Roboto is an openly available Google font. It is released under open source licences. It can be used for any non-commercial or commercial project.

System font
Our system font is Arial. It is used for system produced applications, such as PowerPoint®, or the content of a letter.

We use Arial in three weights:
– Regular, Bold and Black.

Our bodycopy and sub-headers are set in

Roboto

Thin Light Regular **Medium** **Bold** **Black**

This is Roboto, it is an openly available Google font. All fonts are released under open source licenses. You can use them in any non-commercial or commercial project.

This font comes in a range of weights.
This font comes in a range of weights.
This font comes in a range of weights.
This font comes in a range of weights.
This font comes in a range of weights.
This font comes in a range of weights.

Our system font

Arial

Regular **Bold** **Black**

TYPOGRAPHY
Usage

Colouring display text

For large headers set in Moderat Extended Bold, we use the colour wheel principle (see pages 28-31) so that opposite colours in the wheel are used on the same text. The colours are separated by the shape that the text is set on. White is also used to colour some of the text.

Creating a clear hierarchy

Use the correct typefaces for the right purpose to create a clear, understandable hierarchy of information.

Edit copy to create short and sharp points of view and impactful headlines.

Display text

Large graphic
Short and sharp
Bold and colourful

Functional titles and headlines

More functional
Left-aligned
UKRI Blue or Council lead colour

Highlight information

Bolder scale
Highlight colour
Graphic

Bodycopy font

Clearly legible
Left-aligned
Grey

Reactive type

Our 'reactive' typography uses the shapes, colour and font to show how we are a catalyst for change.

Combine opposite colours from the colour wheel with white to create this effect.
see pages 28-31.

Shapes

SHAPES
UKRI shapes

We use shapes to add ownability to our layouts and to organise information.

Core shapes
UKRI use **9 core shapes**. Each of the shapes has been derived from the UKRI symbol as part of the council symbols.

We use the core shapes in prominent layouts such as front covers or posters.

Supporting shape
The other shape used in both the UKRI symbol and the council logos is a **square**.

We use the square in less prominent layouts such as inside pages or PowerPoint® pages.

The square can be extended horizontally or vertically to form a rectangle.

The core shapes all come from the UKRI symbol

UKRI core shapes: 9 shapes each derived from the UKRI symbol

Supporting shape: Square

The square can be extended horizontally or vertically to form a rectangle

SHAPES
Council shapes

Core shape
Each council uses one core shape only for prominent layouts such as front covers or posters. For each council the shape used is the shape from their logo.

Supporting shape
As with UKRI, a **square** is used as a supporting shape for less prominent layouts such as inside pages or PowerPoint® pages.

The square can be extended horizontally or vertically to form a rectangle.

Each council has one core shape supported by the square

SHAPES
Shapes usage: Principles

The layout shapes are a flexible design asset. They can be used to hold colour, imagery or patterns. They can also be used to split typography into two colours.

The layout shapes can be:
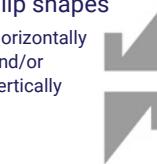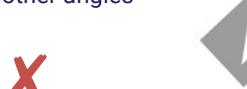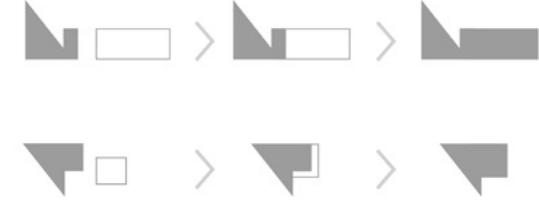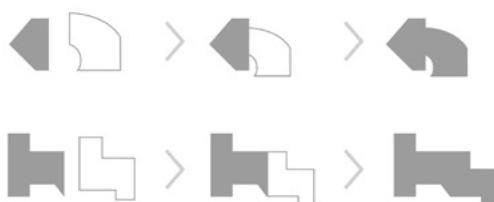
- scaled bigger or smaller
- cropped (ie bleed out of a layout)
- rotated at 90, 180 or 270 degrees
- flipped horizontally or vertically
- adapted by adding a rectangle or square

Please DON'T:

- stretch or skew our shapes
- rotate them at other angles
- adapt them by adding any non-rectangular shapes

Always use the core shapes artwork
The core shapes should always be reproduced from the provided artwork files and must not be stretched, squashed, re-drawn or altered in any way.

DO

Scaling and cropping ✓

Scale up or down but keep the same height/width proportions

Crop to bleed out of a layout, e.g. a cover

Rotate at 90, 180, 270 degrees ✓

Flip shapes Horizontally and/or vertically

Adapt shape by adding rectangular shape(s) ✓

DON'T

Stretching or skewing ✗

Rotate at other angles ✗

Adapt shape by adding non-rectangular shapes ✗

SHAPES
Covers: Use of core shapes

We use the core shapes in prominent layouts such as front covers or posters.
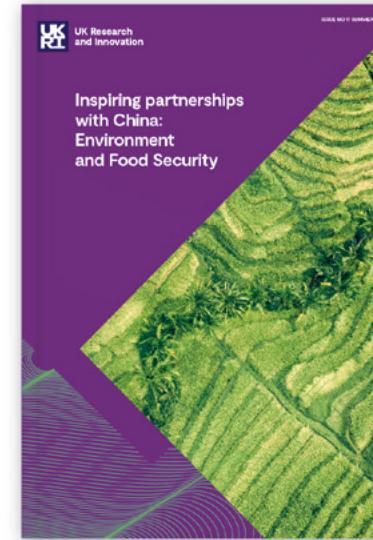
UKRI
UKRI have a choice of **9 core shapes** to use, but can only ever use one at a time.

Councils
Each council has one specific core shape.

UKRI covers: Choice of 9 core shapes to use

Council covers: Use specific core shape

SHAPES
Inside pages: Use of supporting shape
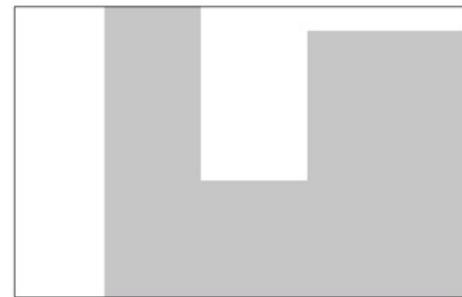
Squares and rectangles visual language
For inside pages and other less prominent layouts such as PowerPoint® pages and lower level website pages, we use a visual language of squares and rectangles.

Flexible system
Squares and rectangles can be combined in different ways to organise the information and create specific areas for image, copy and colour. Or one square or rectangle could be used to keep things simple. This is a flexible layout system which always adds structure and interest.

A flexible visual language of squares and rectangles

One square/rectangle to create a simple layout

Several squares/rectangles arranged to add structure and interest to the layout
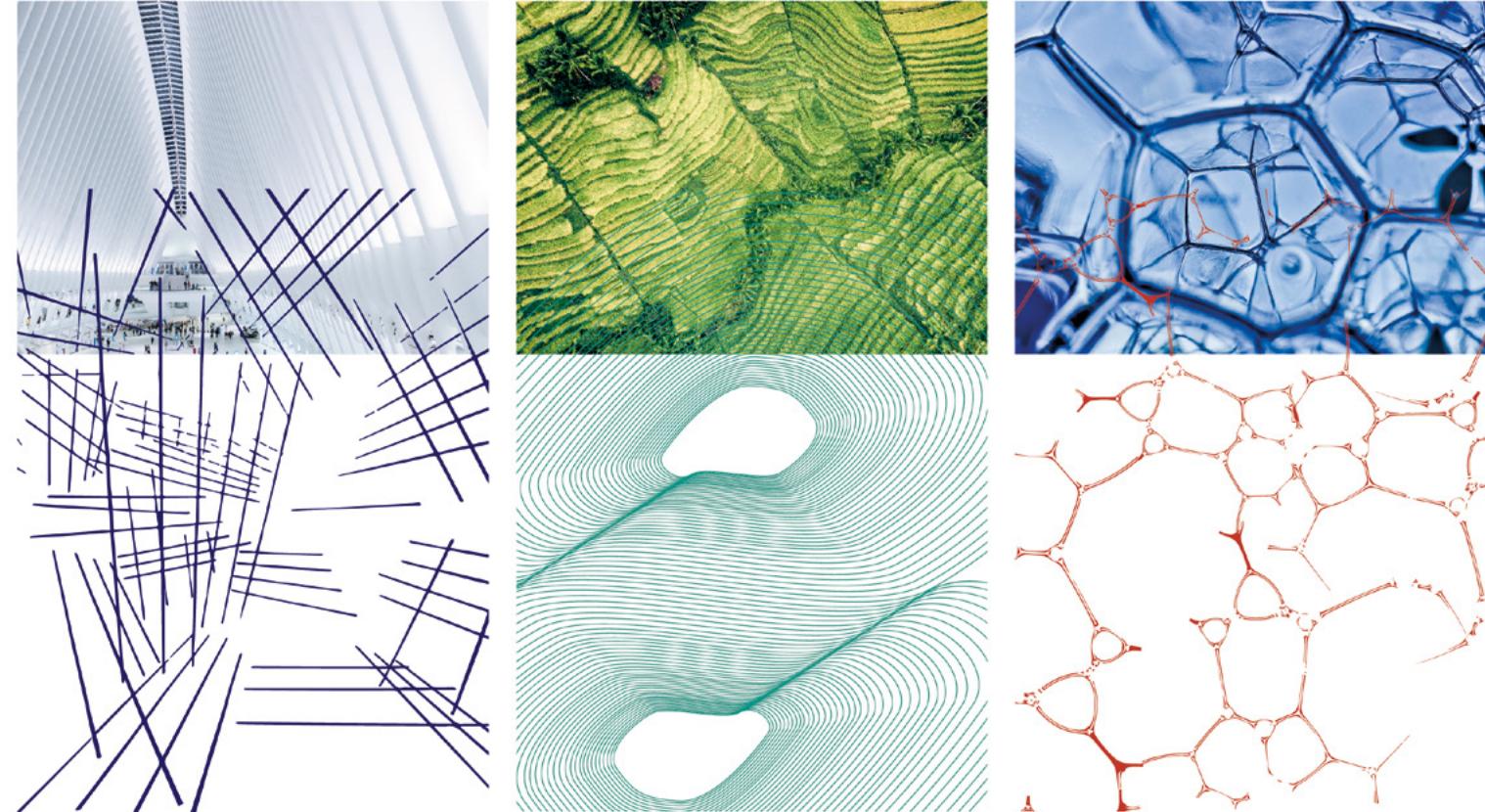
Patterns

PATTERNS
Patterns inspired by our council's specialisms

A library of patterns can be used across our applications to add detail and interest.

They graphically represent the breadth of expertise within UKRI, whilst complementing the detail of our micro imagery and abstracting the real world.

PATTERNS
Patterns library

There are 10 patterns in our pattern library. They are all vector files so can be used at any size without losing resolution.

Colouring patterns
Our patterns can be coloured in UKRI Blue or any of the colours from the permitted palette per council. Do not use them in white.
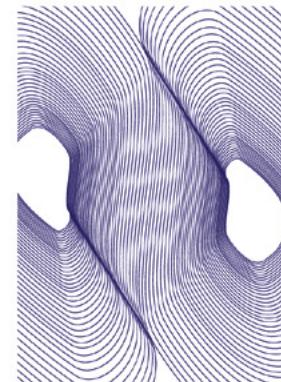
UKRI and council usage
None of the patterns are exclusive to any of the councils so each of them can be used by UKRI and all councils.
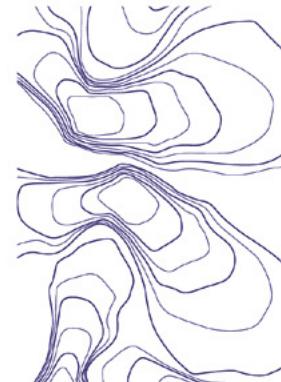
Always use the pattern artwork
The patterns should always be reproduced from the provided artwork files and must not be stretched, squashed, re-drawn or altered in any way.

UKRI pattern library
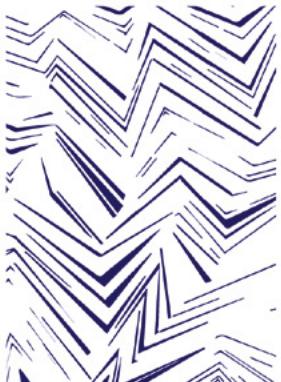
Pattern 1
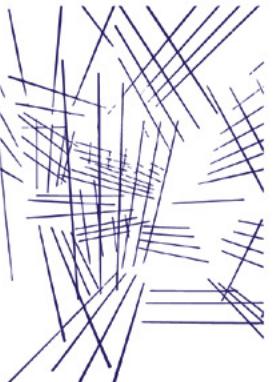
Pattern 2

Pattern 3
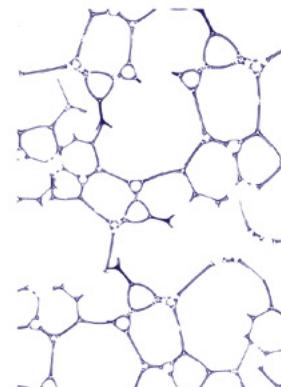
Pattern 4
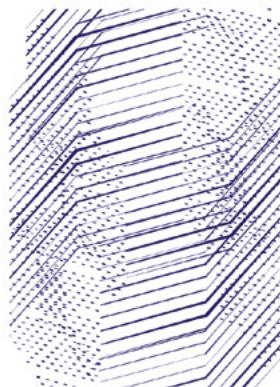
Pattern 5

Pattern 6

Pattern 7

Pattern 8

Pattern 9

Pattern 10

PATTERNS
Pattern usage

Sizing patterns
The patterns can be scaled up and down in size but must always keep the same height to width proportions – never stretch or squash them.

Rotating and flipping patterns
The patterns can be rotated at 90, 180 or 270 degrees, but not at any other angles.
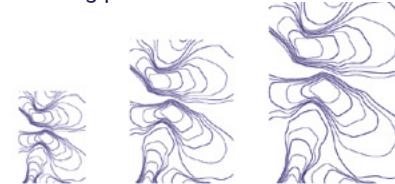
The patterns can also be flipped horizontally or vertically.

Cropping patterns into shapes
Always crop our patterns into one of our layout shapes (see page 38). UKRI have a choice of **9 core shapes** to use, but can only ever use one at a time – so the same shape is always used both in the main content of the layout and also to crop the pattern. Each council has one specific core shape.

Positioning patterns on layouts
When a pattern is placed on a layout, we slightly offset it so that it bleeds over the edge of the core shape used in the main content of the layout.
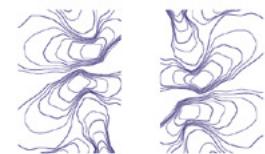
Scaling patterns
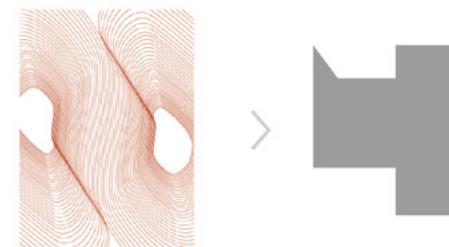
Scale up or down but keep the same height/width proportions

Rotate patterns at 90, 180, 270 degrees

0 degrees   90 degrees   180 degrees   270 degrees

Flip patterns

Horizontally   Vertically

Cropping patterns

Select and colour pattern   Select shape   Crop pattern into shape
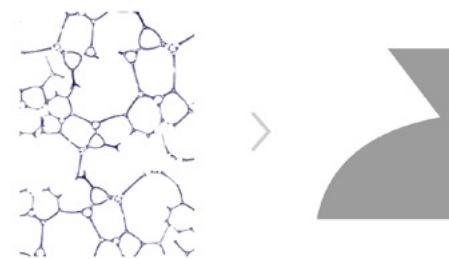
Positioning patterns

Offset the pattern ✓

DON'T position the pattern without any offsetting ✗

✓

✗

Photography

PHOTOGRAPHY
Overview

The content of our photography can be defined in four separate areas, each showing an aspect of how we work, the impact we create and for whom. They work together to show how we have intimate knowledge and unique expertise, but always see the bigger picture and know the impact we make for wider society.

Micro and Macro
Micro (close-up) and Macro (pulled out) are a direct expression of how UKRI balances detail with the bigger picture. Subject matters should reflect the areas our councils specialise in.

Subject detail
These are more conventional crops, images that show our work in practice. They can be colourful but should never be multi-coloured like a rainbow.
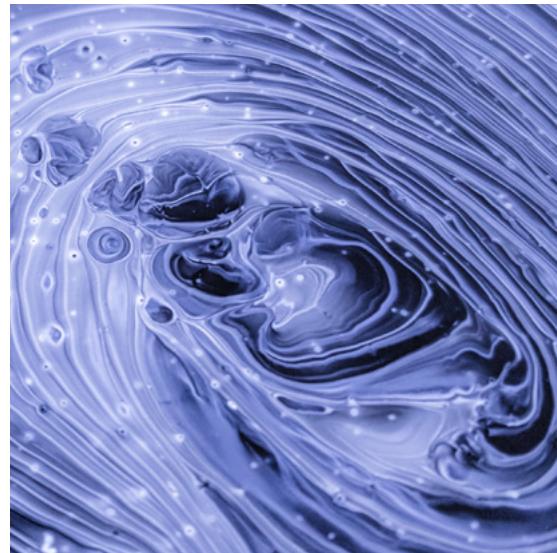
People
People are at the heart of the work UKRI does. Our portraits should have eye contact, looking unstaged and real, with natural tones completing the composition.

Our portraits should be in a real setting, as seen in a quality photoshoot in a broadsheet Sunday supplement.

Alternatively, people can be shot in front of a flat colour background, ideally a real wall, with a subtle shadow to show it is in context. Please do not use cut-out portraits put onto colour backgrounds as they will not look so natural.

The colour should reflect the UKRI palette.

Micro

Macro

Subject detail

People
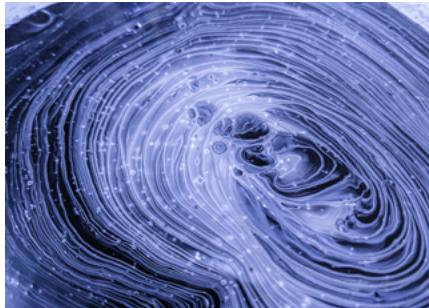
PHOTOGRAPHY
Micro

Here are some examples of **micro** images.

Detailed, but at different scales, they provide an extensive palette of texture and colour.
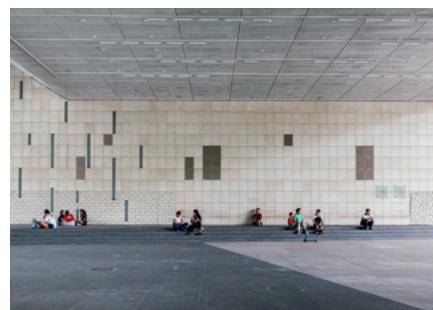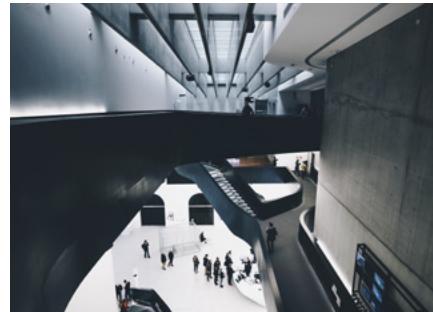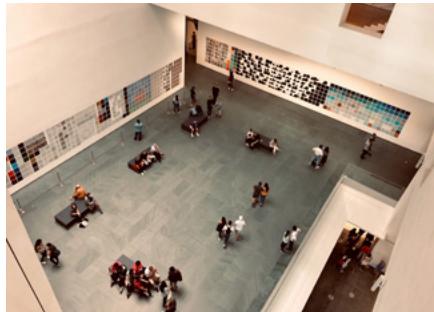
PHOTOGRAPHY
Macro

Here are some examples of **macro** images.

Epic in scale, demonstrating the bigger picture impact, they use interesting angles, refreshing viewpoints and show human activity, where possible.
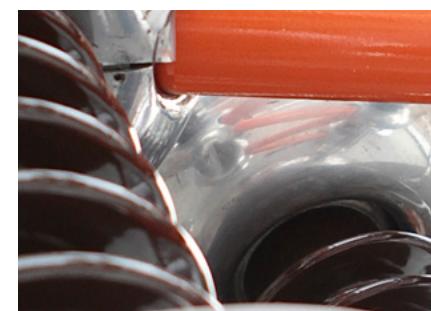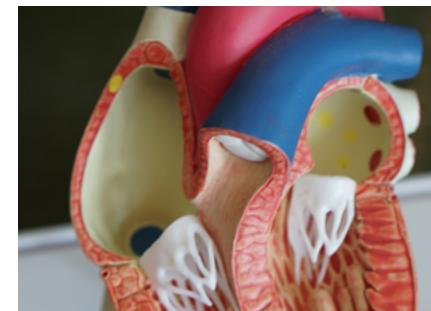
PHOTOGRAPHY
Subject detail

Here are some examples of **subject detail** images.

These will often need to represent the reality of the projects being worked on, but should still be as dynamic as possible. Strong colour, interesting angles and cropping can add interest.
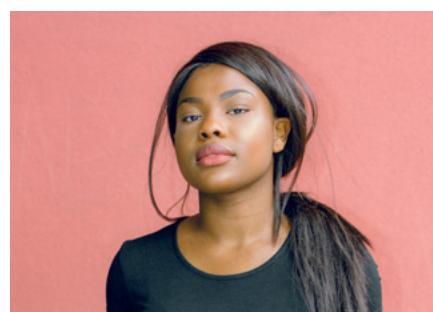
PHOTOGRAPHY
People

Here are some examples of **people** images.

Direct, editorial style photography that shows people in their best light - either amongst their work or confident colourful backdrops.

UK Research
and Innovation

3.
Brand relationships

How to describe our relationships

It is important to be consistent in the way we talk about UKRI and the relationships within our organisation and to other organisations.

The chart opposite shows how we represent our brand relationships in both visual and written form.

Branding levels	Visual representation	Written representation
Group level See Bringing our brand to life section We use the group level when talking about issues that cross over our councils, such as media relations, international activity and group wide communications.	UK Research and Innovation	**UK Research and Innovation** After the first mention you can revert to describing us as UKRI
Council level See Bringing our brand to life section and pages 55-56 The council level relates to all communications which are centred around the operations and communications of our specific councils.	Medical Research Council	**[Council name], part of UK Research and Innovation** After the first mention you can revert to just the council name.
Partnership level See page 57 Partnerships and joint ventures are a major part of what we do. This level relates to how we ensure visibility of our brand when entering into these types of relationships.	Medical Research Council CANCER RESEARCH UK	**[Council name] working with [partner name]**
Centres, facilities, units and programme level Decisions about brand requirements for centres, departments, facilities, programmes and units are made on a case-by-case basis, informed by factors such as funding, governance and audience. Centres with strong links to UKRI should consult the brand team before commencing branding or rebranding exercises (contact information on page 73).		**[Centre or programme name] part of [council name]** After the first mention you can revert to just the centre or programme name.

Council level
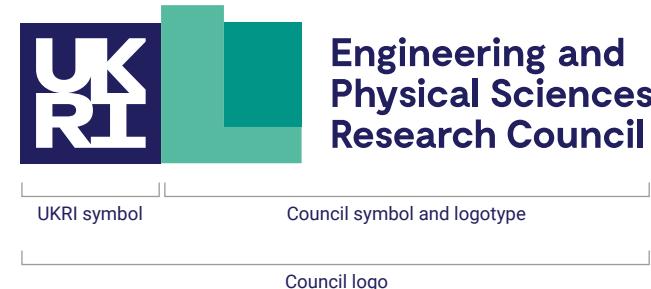
Council logos
The UK Research and Innovation brand symbol is a component of each council logo so our relationship is always clearly visually illustrated in communications. These logos are all shown on pages 18-19.

Multiple logos
There are two 'multiple logo' arrangements showing the UKRI logo alongside the nine council logos.

The council logos should be arranged in the order shown, not in alphabetical order. They are arranged in the order shown to create an aesthetically pleasing representation of the UKRI colour palette.

Council logo example

UKRI symbol   Council symbol and logotype

Council logo

Multiple logo arrangement 1
This arrangement uses the horizontal versions of the logos.

Multiple logo arrangement 2
This arrangement uses the square UKRI logo with the square versions of the council logos.

Partnership level

Although the UK Research and Innovation logo often appears on its own, there will be occasions when it needs to sit alongside other partner logos.

In these situations, we should make every effort to accommodate the brand requirements of both parties. However it's more important to achieve 'visual parity' – where all the logos look balanced.

The exact height and/or length dimensions of all logos cannot always be matched, as some will be portrait and others landscape in shape. Minimum logo sizes and exclusion zones should be observed.

The order of partner logos should be listed either in order of mention in the project/partnership name or in alphabetical order.

Grant holders, funding partners and collaborators who have a relationship or partnership should use the logo of the council(s) with which they have a relationship or from which they have received funding when communicating about the partnership or funding.

Example of a UKRI logo with partner logos achieving visual parity
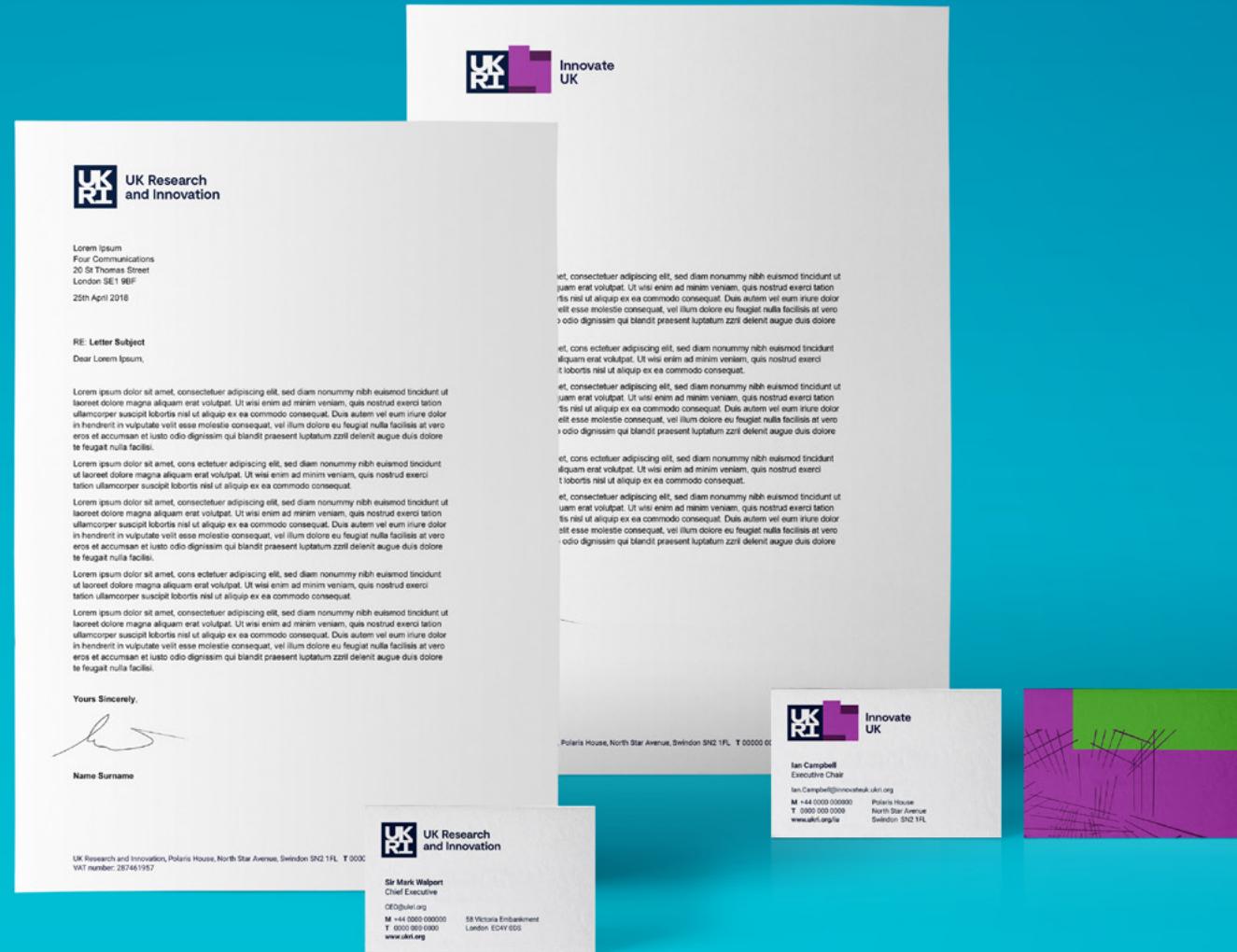
Example of a council logo with partner logos achieving visual parity

4.

Sample applications

Bringing the brand to life across notional applications

Stationery

App icon

Digital banner

PowerPoint®

Pull up banners

Pull up banners

Posters

UKRI
literature covers

Inspiring partnerships with China: Environment and Food Security

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UK Research and Innovation

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Knowledge with impact

Through the UK's nine leading academic and industrial funding councils, we create knowledge with impact.

**Council
literature covers**

**Council
literature covers**

Our impact
The capabilities of
augmented reality

**Cliffs, clams
and coral reefs**
Looking below
the sea's surface

Transforming lives
3D-printed
implant tech

Science and
Technology
Facilities Council

Natural
Environment
Research Council

Engineering and
Physical Sciences
Research Council

Literature spreads

Latest discoveries

Organs have a sexual identity

Positive impact of pneumococcal vaccines

Hope against ovarian cancer

From the Ground Up

"In 5 years we see from the Ground Up becoming a completely self-funded business"

Driving change

Cintia Kimura is the founder of KG Protech, which makes remote practical training tech for car companies

How major exhibitions are making waves

Signage

Environments

Signage

Clothing

Lanyard

These are notional applications for illustration purposes and may not be a true depiction of items that can be ordered.

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UK Research and Innovation

Contact information

130224 / V08

It's important that we use our brand consistently across the organisation, but we do ask that you think about print production (if it's really needed) and to be mindful of choices of paper stocks (and even inks) to ensure that we are making sustainable and ecologically sound decisions.

If you have any questions about how to use the Brand Guidelines please contact the brand team at **brand@ukri.org**

To download the assets, visit **www.ukri.org/brand**