



CPI
our look
and feel...

cpi ...the future inspired



The importance of being consistent

At CPI we deal with some very, very small matter. You could say it's the small stuff that matters and we would like to apply that thinking to our branding.

Welcome to the CPI brand guidelines. The following pages have been designed to guide and support our marketing activities and help to build a strong, coherent and robust brand identity.

As one of our core competitive assets, our brand must be communicated through consistent implementation. If we mix our brand messages we risk creating confusion, doubt and distrust, this will have negative influences on our business and its development.

To take full advantage of the investment we have made to date and to continue to build the value of the CPI brand, we have adopted a brand strategy. An important element of that strategy is creating consistency in the way the company names its business units, projects, products and services.

We hope that you enjoy using the following guidance.
Please send me any comments that you think might help the guidelines to improve.

Matthew Herbert
Marketing Manager
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General Communications

Company name

The Centre for Process Innovation is the predominant identifier used for the company. While the company's full legal name is 'The Centre for Process Innovation Limited', in normal day-to-day written and verbal communications the company can be referred to as 'The Centre for Process Innovation' or simply as 'CPI'. Please note that it is CPI and not The CPI.

Business units, projects and products

CPI's infrastructure is complex due to various funding routes and delivery partners. The organisation is split into three distinct areas; CPI Economic Support Projects, CPI Technology Businesses and CPI Enterprises. The CPI brand is the master brand for the organisation.

Sustainable Processing and Advanced Manufacturing Centre (SUSPROC) and Printable Electronics Technology Centre (PETEC) are extensions of the CPI master brand and are business units of CPI. Other projects have distinct brands but are projects which are managed or co-ordinated by CPI.

Specifically, PETEC and SUSPROC as business units of CPI house a number of projects, facilities, products and services under the sub brands of PETEC and SUSPROC. CPI sub brands carry the CPI logo but are referred to by their specific name.

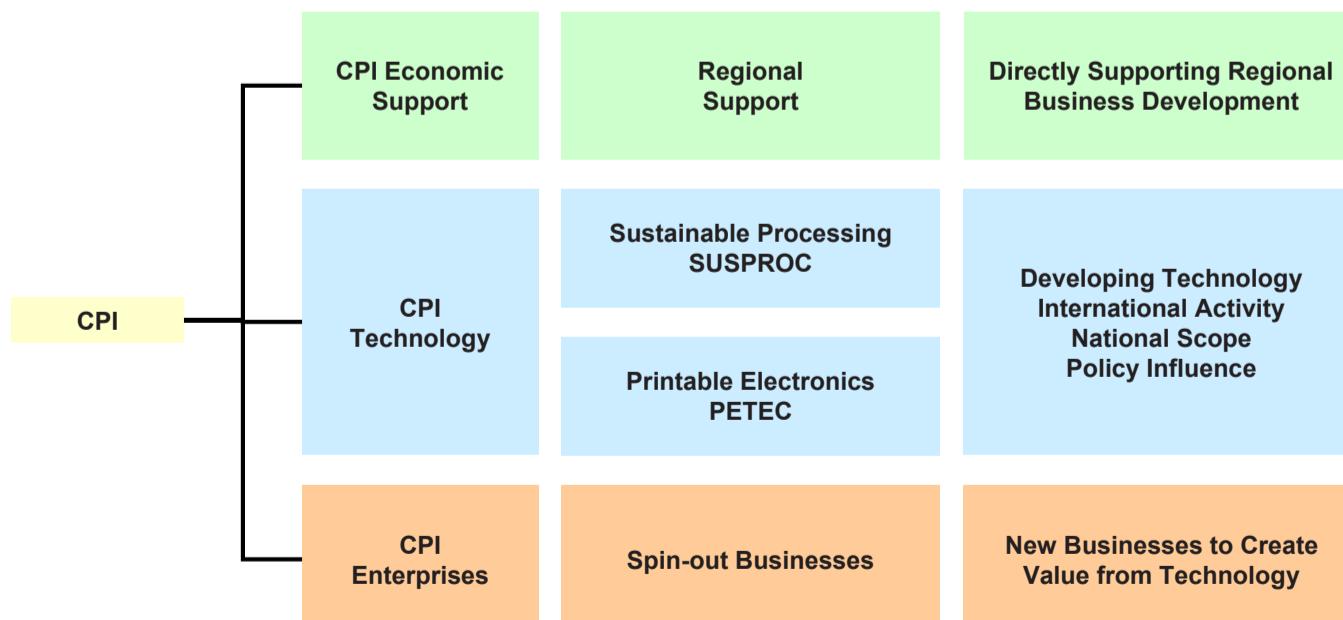
The PETEC business unit includes the following facilities and products:

- Advanced Coating Facilities
- PETEC building/facility/equipment
- Flexible substrate facility
- Large area coating equipment (LACE)
- Integrated Smart Systems (ISS)

The SUSPROC business unit includes the following facilities and products:

- National Industrial Biotechnology Facility
- Continuous Processing Facility
- Smart Chemistry
- Sustainable Engineering
- Anaerobic Digestion Development Centre

Overview of CPI



The Brand

The CPI logo

One of the cornerstones of a strong brand identity is the logo. We want everyone who sees the CPI logo to recognise the business, know who we are and connect with our values. With this in mind it is vital that we always use our logo in a consistent manner and adopt behaviours that support it.

The CPI logo is constructed of three elements; the business name, the Oracle and the corporate strapline.

Over the following pages we outline the regulations for implementing the logo. They are simple but will ensure consistency. Please follow them in any branding work that you may do or manage.



The Brand

The CPI logo colours

The CPI logo can be reproduced in four colour (CMYK). Grayscale for printed media and RGB for virtual applications. The following pages explore the correct colour usage for the logo.



Business name

Rich black – 100%C 100%M 100%Y 100%K (CMYK)
100% black (Grayscale) or 0, 0, 0 RGB

Corporate strapline

Rich black – 100%C 100%M 100%Y 100%K (CMYK)
100% black (Grayscale) or 0, 0, 0 RGB

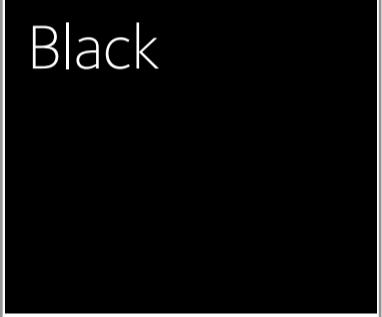
The Brand

The CPI colour palette breakdowns

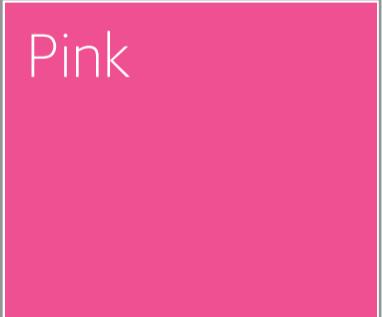
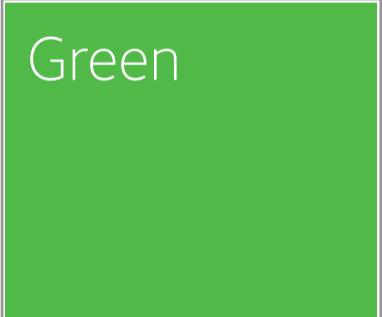
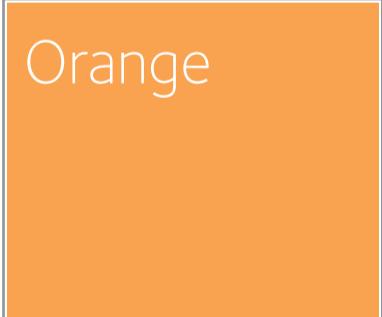
Pantone colours are shown as Uncoated 'U' and Coated 'C'. Please note that for reproduction purposes these are often but not always different.

Please note that colours will vary on different monitors, this is due to the set up of the monitor and not the colour specifications.

Business and services

 Black	 Dark Blue
Pantone Black C Pantone Black U C100 M100 Y100 K100 R0 G0 B0 HEX # 000000	Pantone 647 C Pantone 653 U C100 M56 Y0 K23 R0 G86 B149 HEX # 005695

Technologies

 Pink	 Green	 Light Blue	 Orange
Pantone 205 C Pantone 205 U C0 M84 Y9 K0 R235 G81 B145 HEX # eb5191	Pantone 361 C Pantone 361 U C69 M0 Y100 K0 R84 G185 B72 HEX # 005695	Pantone 2925 C Pantone 299 U C85 M24 Y0 K0 R0 G150 B215 HEX # 0096d7	Pantone 1505 C Pantone 1505 U C0 M56 Y77 K0 R249 G163 B81 HEX # f9a351

The Brand

The CPI logo Exclusion zone

The CPI logo must always have a certain amount of exclusion zone surrounding it. This zone is an invisible area protecting the visual integrity of the logo.

The exclusion zone is measured as the minimum distance to other graphics, text or pictures. In addition, the free zone is measured to the outside edge of the material on which the logo is placed. (The free zone is given as a minimum and the more clear space around the logo, the greater its visual dignity.)

The minimum size of the free zone around the logo is equal to the x height of the letters cpi as shown in y below.



The Brand

The CPI logo Use on images and colours

Avoid using the CPI logo on images and coloured backgrounds. In instances where this is unavoidable a version of the logo with a white base for the background is available on request. Please only use it where the contrast is excellent and the logo is clear and legible

Correct usage is shown below.



Always place the logo on a white background.



Where a white background is not possible, please request the white logo.



Do not place the logo on a dark background or image where the logo is not easily visible and identifiable.

The Brand

The CPI logo

Things to avoid

We have previously mentioned that if possible you should avoid using the logo on images and backgrounds. Please also ensure that the logo is used on the horizontal and never vertically.

Please also avoid using the logo in the following ways:



Using the logo without
the three components...



using low quality copies.
Always use originals...



including the Oracle. Do not
change the colour or rotate it.
We are one business and only
have one logo.



Do not use a single solid
colour for the logotype or
Oracle.

General Communications

The CPI Logo Size specifications

There are two size specifications (shown below) to be aware of when using the CPI logo. The most important is the minimum size allowed. The other is a strict size to be used across any document within CPI.

Minimum size allowed



This is the minimum acceptable size, it must **not** be any smaller than this when used in screen, web or print material. This size can only be used as a supporting logo at the bottom of documents.

Size for document use



This is the standard size logo to be used for all internal and external documents e.g. letterheads. It must **not** be made any bigger or smaller. The logo should appear to be in proportion with the document size.

General Communications

The CPI Oracle

One of the key components of our logo is the CPI Oracle. This can be used as an individual entity to support our marketing but should never replace the logo.

In extreme circumstances where there are size constraints and the CPI logo may be too small, the CPI Oracle may be used on its own with permission from the Marketing Manager.



The CPI Oracle



The CPI Oracle must not be angled or elevated in any other way.

General Communications

Exceptions to the use of the CPI logo

Consideration should be taken when it is not possible to use the full CPI logo in the manner previously outlined in the guidelines. For example, it is not possible to print the full CPI logo on certain merchandise. Therefore, the CPI logo can be used without the Oracle badge.

When exceptions do occur, the 'modified' logo must be authorised by a member of the marketing team prior to its use.



General Communications

The CPI typefaces (for all CPI business units and projects)

There are two typefaces (shown below) that may be used in our marketing. They are Foundry Sterling in our off-line media and Arial in our online and screen based media.

Please note that the Foundry Sterling family of fonts are licenced and should be purchased from The Foundry to avoid any copyright infringement.

Off-line

Foundry Sterling light
For use in headlines and body copy in printed material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

Foundry Sterling book
For use in headlines and body copy in printed material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

Foundry Sterling medium
For use in body copy in printed material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

Foundry Sterling bold
For use in body copy in printed material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

On-line

Arial bold
For use in headlines in Microsoft applications, web, email and video material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

Arial regular
For use in body copy in Microsoft applications, web, email and video material.

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*

General Communications

The CPI typography

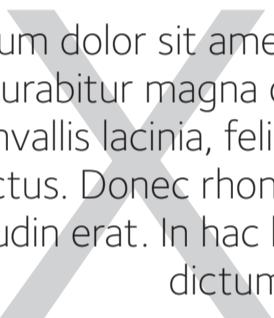
Typography is the way in which the typeface is used in graphic compositions. Selected typefaces and special typography are important identity carriers.

It is important to be consistent not only in terms of the typeface chosen but also how the typeface is used and how the text is treated. This is described in detail on the following pages.

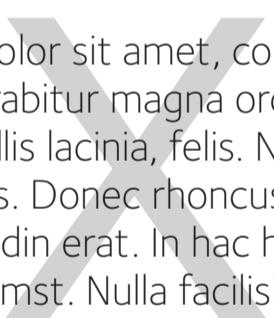
Correct justification

At CPI our text is always set left aligned with uneven right in all of our print material. Text may only be justified in online media.

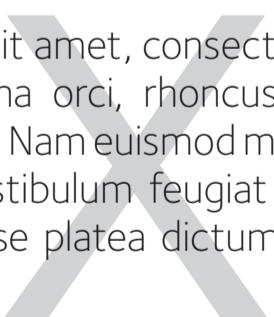
Never set text right aligned

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

Never set text centred

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

Never set text justified

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

General Communications

The CPI kerning

Kerning (letter spacing) is the space between individual letters. CPI uses the default (± 0) kerning. Setting the letters too tight or too wide will make the text difficult to read.

These regulations apply for all text; headings, subheadings, body copy etc. In large sizes the text may need to have kerning on individual letters. This is because the default setting used is for body copy and may need tightening at larger sizes to make it pleasing to the eye.

Correct

Too tight

Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

Too wide

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

The CPI leading

Leading (line spacing or pitch) is the space between horizontal lines of type.

Type should always have a positive leading of at least 20% to avoid descending letters colliding with ascending letters. For example, if the text is set with 10 pts, the positive leading should be $10 \times 0.20 = 2$ pts, resulting in 10 pts / 12 pts leading.

These regulations apply for all text; headings, subheadings, body copy etc.

Correct

Too tight

Etiam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

Too much

~~Lore ipsum dolor sit amet, consectetur
adipiscing elit. Curabitur magna orci, rhoncus
et, mattis eu, convallis lacinia, felis. Nam
euismod mi sit amet lectus. Donec rhoncus.
Vestibulum feugiat felis sollicitudin erat. In
hac habitasse platea dictumst. Nulla facilisi.~~

General Communications

The CPI use of UPPER and lowercase

To further strengthen the human values of CPI, we always set type using upper and lowercase letters never using only uppercase letters. Upper and lower case is more approachable and friendly than upper case which is old fashioned and aggressive. Please also avoid underlining, drop shadows, outlines and italics.

These regulations apply for all text; headings, subheadings, body copy etc.

Correct

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. Nam euismod mi sit amet lectus. Donec rhoncus. Vestibulum feugiat felis sollicitudin erat. In hac habitasse platea dictumst. Nulla facilisi.

INCORRECT

 LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. CURABITUR MAGNA ORCI, RHONCUS ET, MATTIS EU, CONVALLIS LACINIA, FELIS. NAM EUISMOD MI SIT AMET LECTUS. DONEC RHONCUS. VESTIBULUM FEUGIAT FELIS SOLlicitUDIN ERAT. IN HAC HABITASSE PLATEA DICTUMST. NULLA FACILISI.

INCORRECT

 lorem ipsum dolor sit amet, CONSECTETUER adipiscing elit. curabitur magna orci, rhoncus et, mattis eu, convallis lacinia, felis. NAM EUISMOD mi sit amet lectus. donec rhoncus. vestibulum feugiat FELIS SOLlicitUDIN ERAT. in hac habitasse platea dictumst. nulla facilisi.

General Communications

The CPI imagery

The way we present ourselves visually is a vital element of our brand. To support this we are continually creating a library of great photographic material that presents us as a world-class business.

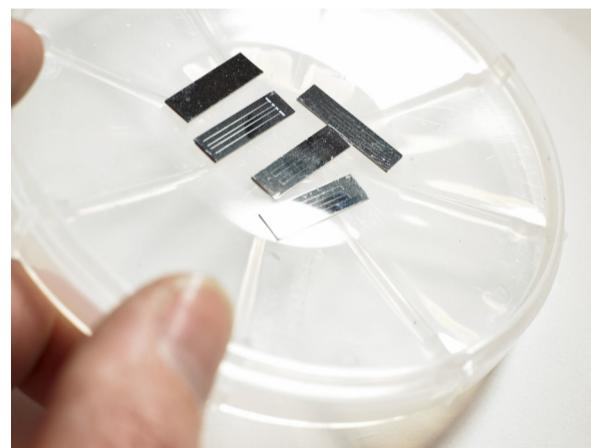
To support future media requirements we have defined four styles of images that we will use. These styles are known as:

- Emotional / Oracle
- Product
- Employee
- Science

We have a preferred supplier list of photographers who have been inducted into our style. If you need to commission any images please liaise with the CPI marketing team who will ultimately approve the images for use. We should also be supplied with any commissioned images so that we can maintain our image library.



Emotional / Oracle



Product



Employee



Facilities

General Communications

The CPI words

While images are important our vocabulary and text styles are also extremely important. The way we talk and write will help to drive our business forward as much as the way we look.

The first requirement of our reporting is that it should be readily understandable. Clarity of writing usually follows clarity of thought. So think what you want to say, then say it as simply as possible.

Our written voice should adapt a clear style written for an intelligent audience, like that of the Financial Times or The Economist. It should not be afraid to discuss our science, but should strive to be clear and simple, rather than technical, unless it is a specialist piece.

There are six elementary rules

1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print
2. Never use a long word where a short word will do
3. If it is possible to cut out a word, always cut it out
4. Never use the passive where you can use the active
5. Never use a foreign phrase, a scientific word or jargon if you can think of an everyday English equivalent
6. Break any of these rules sooner than say anything outright barbarous

Readers are primarily interested in what you have to say. By the way in which you say it you may encourage them either to read on or to give up. If you want them to read on:

- Do not be stuffy
- Do not be hectoring or arrogant
- Do not be too pleased with yourself
- Do not be too chatty
- Do not be too didactic
- Do your best to be lucid.

General Communications

When and how to use 'a business unit of CPI'

PETEC and SUSPROC are business units of CPI. Only when writing copy for articles, brochures, presentations or speaking about the link between the parent company and the business unit should the 'business unit of CPI' be referred to.

For example, "PETEC, a business unit of CPI, has brought together leading experts in design, development and prototyping for printable electronics."

The following phrases should **not** be used when writing/talking about a business unit and the parent company:

- "PETEC, a part of CPI"
- "PETEC's parent company, CPI"
- "PETEC, established by CPI"
- "PETEC, a spin out of CPI"

General Communications

When and how to use 'a project managed by CPI'
or 'a project co-ordinated by CPI'

Specific projects (particularly Economic Support projects) should be referred to as either 'a project managed by CPI' or a 'project co-ordinated by CPI'. The decision should be made which phrase to use prior to the start of the project and whether it is appropriate for a CPI logo to be associated with the project.

a project managed by

cpi ...the future inspired

a project co-ordinated by

cpi ...the future inspired

General Communications

When and how to use partner/funder/endorsement logos

Marketing collateral for CPI projects are required to carry a number of partner and funder logos. CPI has achieved ISO 9001 and Investors in People status and these logos can also be used on marketing literature although carrying these logos is optional and can depend on the intended audience.

Marketing collateral which is not required to carry the logos are as follows:

- Business cards
- Marketing activity such as advertisements for NIBF focused at a commercial audience (unwritten rule)

General Communications

CPI project	Partner/Funder logo	Endorsement logo
General CPI marketing collateral, e.g. newsletter, brochure, exhibition stand, presentations, press releases, e-shots some stationery	European Regional Development Fund (soon to be transferred to City Gate Newcastle) Solutions for Business (optional only to be used for Public Sector Correspondence)	ISO 9001 (optional) Investors in People (optional)
SUSPROC (includes NIBF, Development Centre, Desulphurisation rig, NP3, Corning kit etc)	Solutions for Business BIS Technology Strategy Board	ISO 9001 (optional) Investors in People (optional)
PETEC	European Regional Development Fund (soon to be transferred to City Gate Newcastle) Solutions for Business BIS Technology Strategy Board	ISO 9001 (optional) Investors in People (optional)

General Communications

CPI straplines

The two business units of CPI carry a primary and a secondary strapline which are provided below:

CPI

Primary strap: ...the future inspired

PETEC

Primary strap: ...the future inspired

Secondary strap:

from innovation to commercialisation in printable electronics

SUSPROC

Primary strap: ...the future inspired

Secondary strap: from innovation to commercialisation in sustainable processing and

advanced manufacturing

Technology straps: from innovation to commercialisation in industrial biotechnology

from innovation to commercialisation in smart chemistry

from innovation to commercialisation in anaerobic digestion

from innovation to commercialisation in sustainable engineering

Brands which are projects managed or co-ordinated by CPI (e.g. NanoKTN and NanoCentral) carry specific straplines which can be found by visiting their individual project brand guidelines or contacting the project teams.

www.uk-cpi.com



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Redcar, Cleveland,
United Kingdom, TS10 4RF

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W: www.uk-cpi.com



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13