The Alan Turing Institute

The Alan Turing Institute brings great minds together to make leaps in data science research which will change the way we live for the better

Brand Guidelines
Condensed version

Contents

1. Brand overview

Logotype

The
Alan Turing
Institute

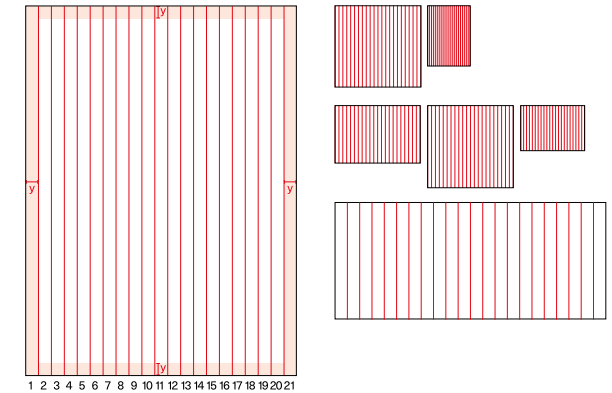### Typography

Neue Haas Unica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890( )&?!.,:;-

Neue Haas Unica Bold

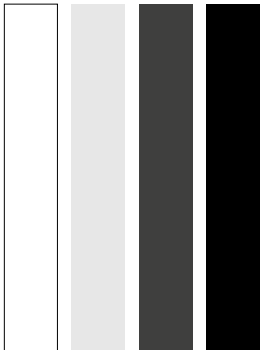**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
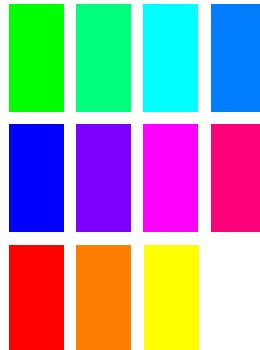**abcdefghijklmnopqrstuvwxyz**
1234567890( )&?!.,:;-

The grid

Colour

Primary colours

Secondary colours

Imagery

Abstract
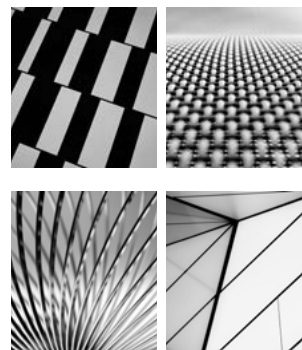
Society

The world
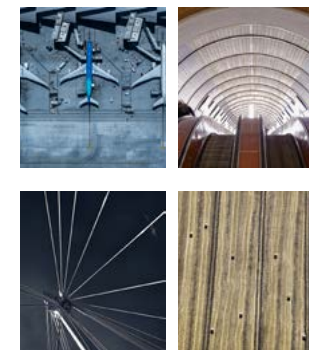
People
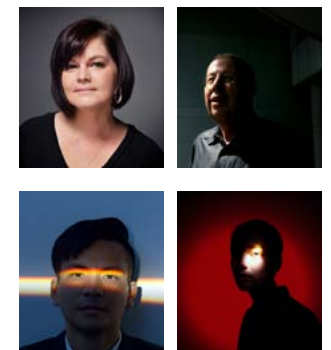
2.   The logotype

2.1
The logotype

Our logotype is simple, distinctive and clear. It hints at the personality of our organisation, a pioneering, open leader. It's inspiring and dynamic, yet refined and sophisticated.

We are proud of our logo and we are not afraid to celebrate it in all our print and digital communications.

It always appears bold and confident, therefore the minimum size for print is 50mm and the minimum size for digital is 250px.

The Alan Turing Institute

The Alan Turing Institute

Minimum size for digital
250px

The Alan Turing Institute

Minimum size for print
50mm

2.2
Logotype colours

We only use the 100% Black and White logotype versions.

We use the 100% Black logotype version on foregrounds:
— White (01)
— 13% Black (02)

We use the White logotype version on foregrounds:
— 89% Black (03)
— 100% Black (04)

The
Alan Turing
Institute

01

The
Alan Turing
Institute

02

The
Alan Turing
Institute

03

The
Alan Turing
Institute

04

2.3
Logotype positioning

Our logotype always sits inside the
vertical borders. Its primary position
is at the top left or top right of the
composition as indicated.

**The
Alan Turing
Institute**

**The
Alan Turing
Institute**
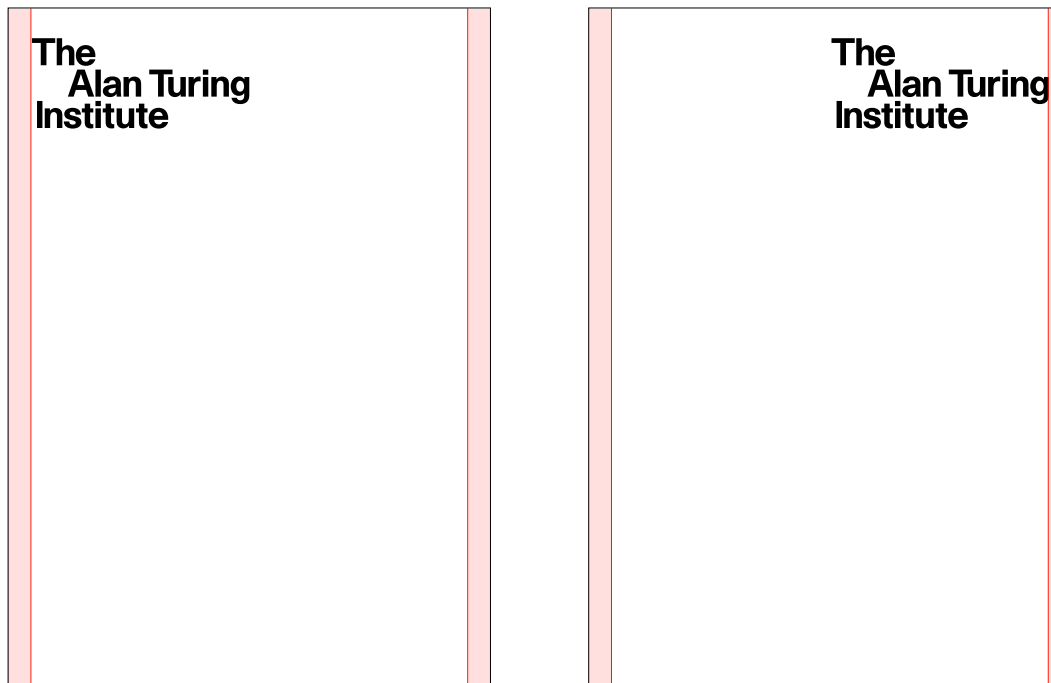
3.   Typography

3.1
Neue Haas Unica

Neue Haas Unica is our primary typeface
and is used on all our communications.

Only the following weights in this font
family are used: Regular, Light and Bold.

Neue Haas Unica Regular — For text below 120pt

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890( )&?!.,:;-

Neue Haas Unica Bold — For headers and additional information

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890( )&?!.,:;-

Neue Haas Unica Light — For text above 120pt

ABCDEFGHIJK
PQRSTUVWXY

3.2
Typesizes using the
Fibonacci sequence

We use the Fibonacci sequence to determine the typesize of our content.

The Fibonacci sequence describes a sequence in which each number is the sum of the two preceding numbers: 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144…

We determine what size of type to use based on format, information hierarchy and design.

Different typesizes have a different amount of line spacing. In order to maintain harmony in our compositions line spacing should look proportioned throughout all the different typesizes.

89pt — Leading set at 110% of 89pt

Data science will change the world

x

110% x

34pt — Leading set at 115% of 34pt

Data science will change the world

x

115% x

21pt — Leading set at 120% of 21pt

Data science will change the world

x

120% x

3.3
System font

In certain circumstances where it is not possible to use Neue Haas Unica — such as Microsoft applications and email — We should use Arial as our system typeface.

We only use Arial Regular and Bold.

Arial Regular

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890( )&?!.,:;-

Arial Bold

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890( )&?!.,:;-

**3.4
Type summary**

Example 1 shows when we use Neue Haas Unica Regular, Light and Bold.

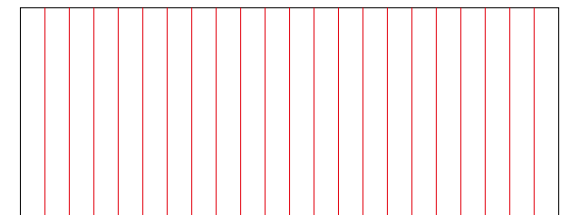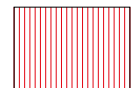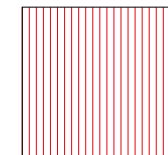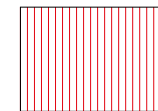**Example 2** shows when we use Arial Regular and Bold.

Example 1

**The
Alan Turing
Institute**

Making great leaps in data science research to change the world for the better.

The Alan Turing Institute is the national institute for data science, headquartered at the British Library.

Five founding universities —Cambridge, Edinburgh, Oxford, UCL and Warwick — and the UK Engineering and Physical Sciences Research Council created The Alan Turing Institute in 2015 in order to answer this national need for investment in data science research.

To find out more visit
turing.ac.uk

Haas Neue Unica Light
For text above
120pt typesize

Haas Neue Unica Regular
For text below
120pt typesize

Haas Neue Unica Bold
To highlight sub-headers
at any size

Example 2

**The
Alan Turing
Institute**

Current Events

Prof. Dame Julia Slingo
**Big Data and
the Met Office**

Friday 14th October
British Library, 1:30pm – 4pm

Big data at the Met Office represents a fusion of observations and models, and theory. It requires major supercomputing infrastructure to perform state-of-the-art simulations, which in turn act as computational laboratories to understand how the atmosphere, ocean and climate systems work; and they are fundamental to the prediction process. The predictions made across all timescales, from hours to decades, are increasingly used to address issues around resilience to weather, climate and environmental hazards. **Read More**

Prof. Anthony Finkelstein
and Prof. Jon Crowcroft
**Data Science, National
Security and Systems
Challenges**

Tuesday 2nd November
British Library, 1:30pm – 5pm

Chief Scientific Advisor for National Security, Professor Anthony Finkelstein will discuss the technological challenges faced by defence and security in the UK, and how they plan to overcome the obstacles presented by the application of data science in this sector. Professor Jon Crowcroft from Cambridge University will address the complications that arise from system designs, and how The Alan Turing Institute and its collaborators are beginning to approach them. **Read More**

The Alan Turing Institute
British Library
96 Euston Road
London NW1 2DB
turing.ac.uk

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Alan Turing Institute - a member of Alan Turing Institute Ltd. Registered British Library, 96 Euston Road, London NW1 2DB. Registered in England No. 90-83-96

Arial Regular
For body copy

Arial Bold
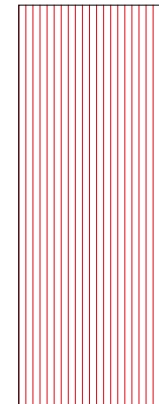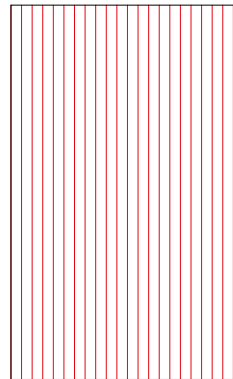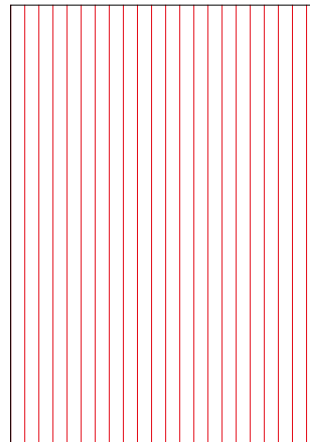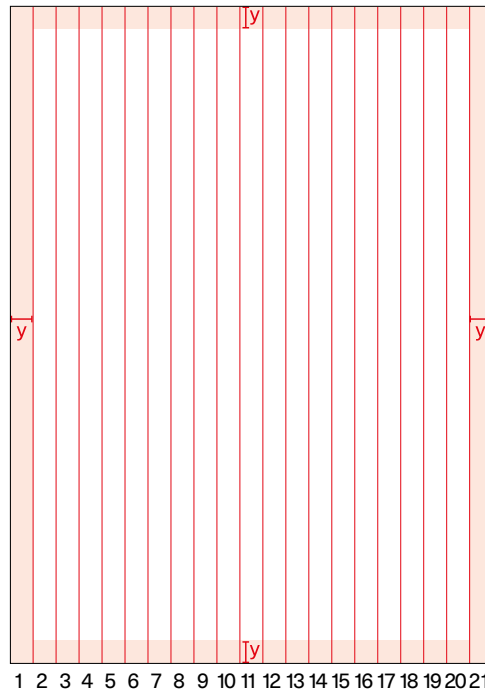To highlight sub-headers
at any size

**4.		The grid**

4.1
The grid construction, margins
and formats

The Turing grid system maintains
a consistent visual identity for The Alan
Turing Institute brand.

We divide each format into equal
vertical units to create a framework
for positioning text. The first column
width defines the size of the margins.

Dividing the space vertically by 21
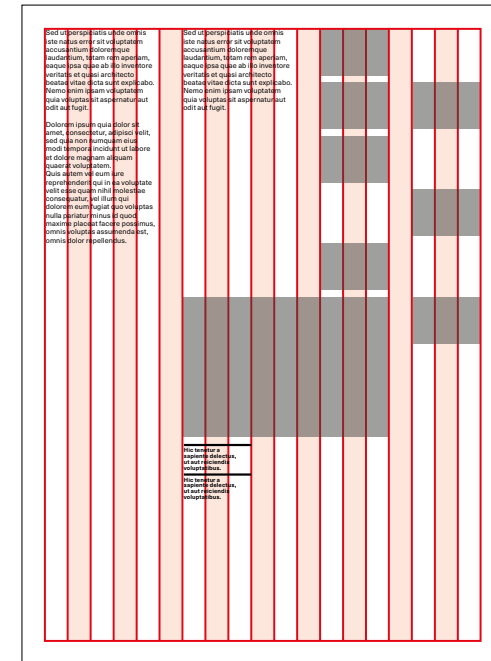equal sections is applicable to all
size and formats.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

4.2
Types of columnar grids

The column width gives different options
for combining text and image depending
on what's being communicated.

Introduction
The Alan Turing Institute brings
great minds together to make
leaps in data science research
which will change the way we
live for the better.

Itaque earum rerumhic
tenetur a sapienteelec
tus, ut aut reici.

The Alan Turing Institute is the national institute for data science,
headquartered at the British Library.

Five founding universities – Cambridge, Edinburgh, Oxford, UCL
and Warwick – and the UK Engineering and Physical Sciences
Research Council created The Alan Turing Institute in 2015
in order to answer this national need for investment in data
science research.

4–column layout
Example 2

Introduction

The Alan Turing Institute is the national institute for
data science, headquartered at the British Library.

Five founding universities – Cambridge,
Edinburgh, Oxford, UCL and Warwick – and the
UK Engineering and Physical Sciences Research
Council created The Alan Turing Institute in 2015
in order to answer this national need for investment
in data science research.

Sed ut perspiciatis unde omnis
iste natus error sit voluptatem
accusantium doloremque lau
dantium, totam rem aperiam,
eaque ipsa quae ab illo invento
re veritatis et quasi architecto
beatae vitae dicta sunt explicabo.

Hic tenetur a sapiente   Hic tenetur a sapiente
delectus, ut aut   delectus, ut aut
reiciendis voluptatibus.   reiciendis voluptatibus.

5–column layout
Example 2

Sed ut perspiciatis unde omnis   Sed ut perspiciatis unde omnis
iste natus error sit voluptatem   iste natus error sit voluptatem
accusantium doloremque   accusantium doloremque
laudantium, totam rem aperiam,   laudantium, totam rem aperiam,
eaque ipsa quae ab illo inventore   eaque ipsa quae ab illo inventore
veritatis et quasi architecto   veritatis et quasi architecto
beatae vitae dicta sunt explicabo.   beatae vitae dicta sunt explicabo.
Nemo enim ipsam voluptatem   Nemo enim ipsam voluptatem
quia voluptas sit aspernatur aut   quia voluptas sit aspernatur aut
odit aut fugit.   odit aut fugit.

Dolorem ipsum quia dolor sit
amet, consectetur, adipisci velit,
sed quia non numquam eius
modi tempora incidunt ut labore
et dolore magnam aliquam
quaerat voluptatem.
Quis autem vel eum iure
reprehenderit qui in ea voluptate
velit esse quam nihil molestiae
consequatur, vel illum qui
dolorem eum fugiat quo voluptas
nulla pariatur minus id quod
maxima placeat facere possimus,
omnis voluptas assumenda est,
omnis dolor repellendus.

Hic tenetur a
sapiente delectus,
ut aut reiciendis
voluptatibus.
Hic tenetur a
sapiente delectus,
ut aut reiciendis
voluptatibus.

10–column layout
Example 2

5.   Colour

5.1
Colour palettes

Primary colours
These colours are generally used in the foreground layer which holds the text.

Secondary colours (predefined)
An infinite number of colours can be created simply by changing the three RGB values. The colour value to be used should be reflective of the audience, information, application, context of messaging.

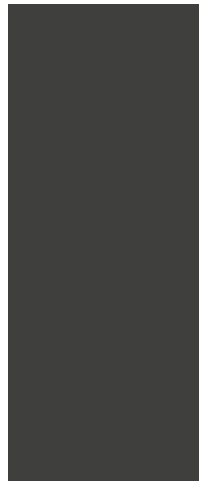To assist the process, a series of secondary colours have been predefined and forms the spine of the secondary colours.

Primary colours

Secondary colours (predefined)
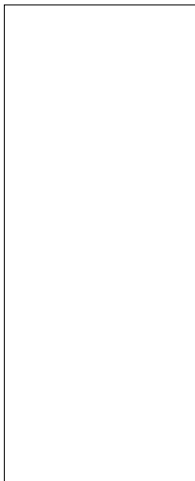
White
R255 G255 B255
C0 M0 Y0 K0
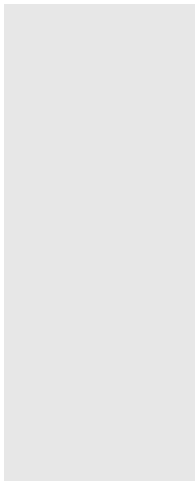
Black 13%
R222 G222 B222
C0 M0 Y0 K13
Pantone
Cool Grey 1C

Black 89%
R28 G28 B28
C0 M0 Y0 K89
Pantone
Cool Grey 11C

Black
R0 G0 B0
C0 M0 Y0 K100
Pantone
Black C

Emerald
R0 G255 B0
C50 M0 Y100 K0
Pantone 802C
Foilco 5600

Green
R0 G255 B125
C50 M0 Y40 K0
Pantone 2412C

Turquoise
R0 G255 B255
C75 M0 Y25 K0
Pantone 3252C

Cyan
R0 G125 B255
C100 M0 Y0 K0
Pantone 2192C
Foilco 3000

Blue
R0 G0 B255
C100 M90 Y0 K0
Pantone 072C
Foilco 3600

Purple
R125 G0 B255
C50 M60 Y25 K0
Pantone 265C
Foilco 61774

Fuchsia
R255 G0 B255
C0 M100 Y0 K0
Pantone 807C

Magenta
R255 G0 B125
C0 M100 Y30 K0
Pantone 2040C
Foilco F37

Red
R255 G0 B0
C0 M100 Y100 K0
Pantone 2035C
Foilco 6500

Orange
R255 G125 B0
C0 M75 Y100 K0
Pantone 1505C
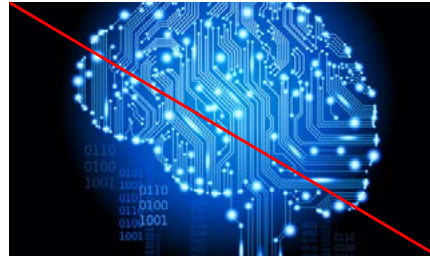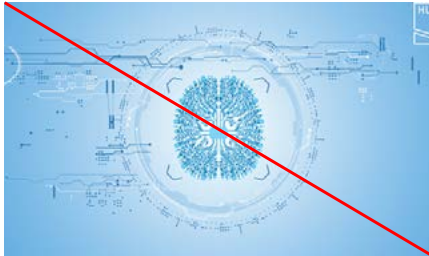Foilco 7000

Yellow
R255 G255 B0
C0 M10 Y100 K0
Pantone YellowC
Foilco 4200

6.   Imagery

**6.1
Wrong imagery style**

Images should be unusual and abstract than the usual cliched data imagery.
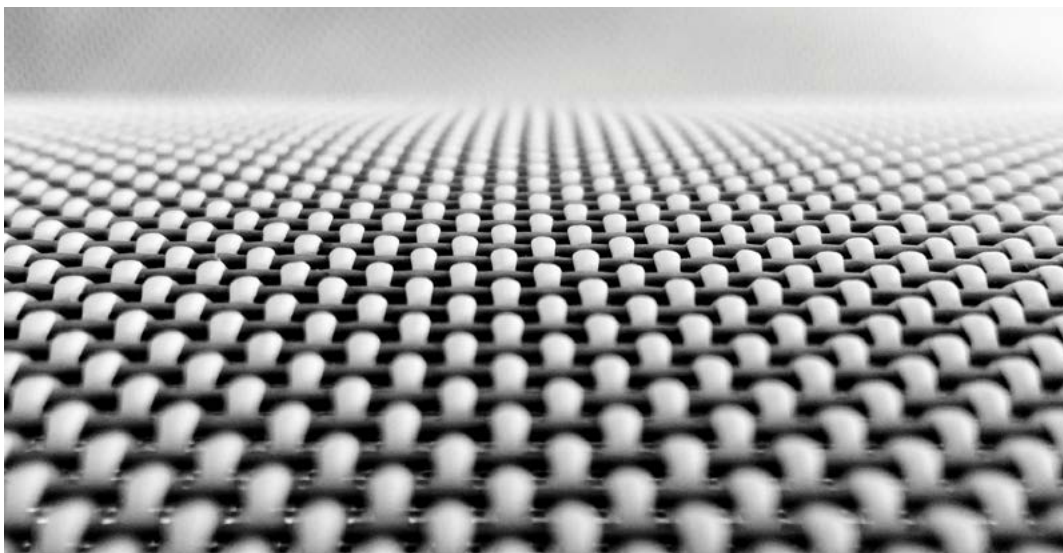
Ideal imagery should capture an element of mathematics in real life: order in an organic world.
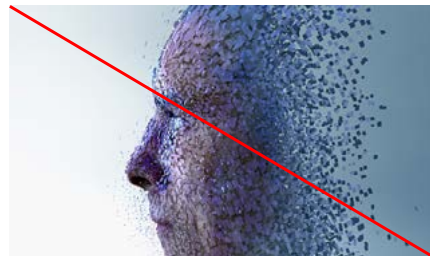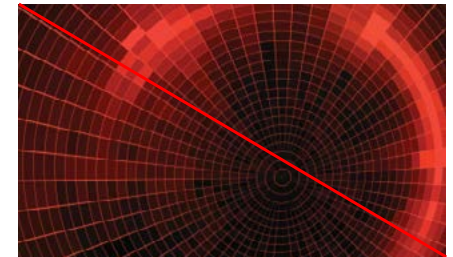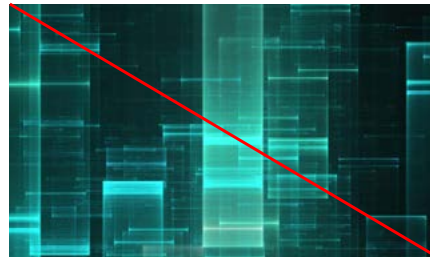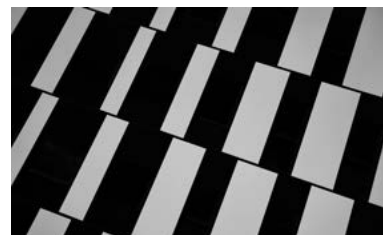
6.2
Abstract
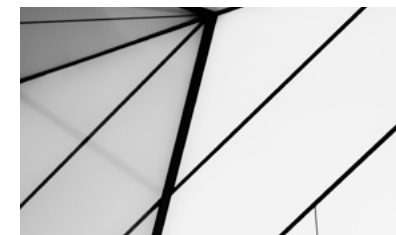
These images are a guide to the type
of photography to use.
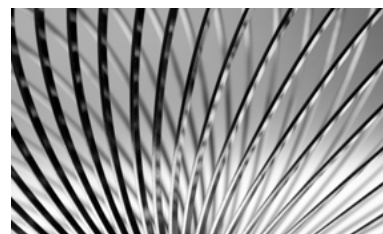
These images are available
at Gettyimages.co.uk

594492444

136000368

600691927

126240213

108221431

157650290

157168995

6.3
Society

These images are a guide to the type
of photography to use.

These images are available
at Gettyimages.co.uk
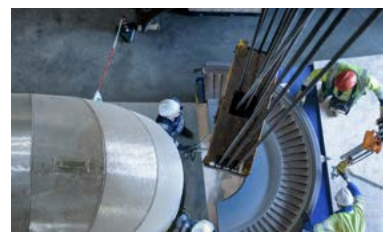

504094125

488571074

83924349

108176963

499152789

650169497

168445829

6.4
The world

These images are a guide to the type
of photography to use.

These images are available
at Gettyimages.co.uk

567874083
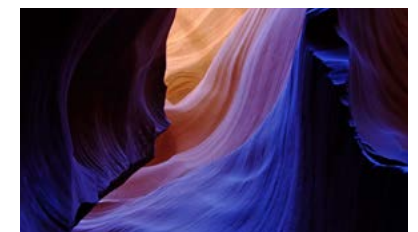

543197977

516790460

629709503

186471191

644031377

157640314

6.5
People

Use people shots when talking about members of the Institute, their work and collaborations.

These images are for reference only and should act as a basis for briefing a photographer.

**If you have any questions on using
the brand identity get in touch.**

communications@turing.ac.uk