SOFTWARE
SUSTAINABILITY
INSTITUTE

BRAND GUIDELINES

CONTENTS

SOFTWARE SUSTAINABILITY INSTITUTE BRAND GUIDELINES

These are the brand guidelines of the Software Sustainability Institute (SSI). They explain what the SSI stands for and how to express that visually and verbally.

The following were designed to help you present a consistent, coherent and clear image that will support and enhance the status of the Institute.

Please use the toolkit when you are commissioning, designing or delivering any kind of communications for the SSI.

KEY MESSAGE

The Software Sustainability Institute is a national facility for building better software. We help researchers to introduce software into their research or improve the software they already use. The Institute's vision is to create a world where software is treated as a first-class citizen and is sustainable, enabling better research.

Our strapline reads "Better Software, Better Research."

VALUES

The Institute has a position of national responsibility, so we conduct our work professionally. However, we present a friendly, informal persona, which appeals and makes us approachable to our target audiences and distances us from competitors who have adhered to conventional academic practices.

We believe that community-based solutions are effective and cost-efficient, so we promote collaboration within the research community.

We are highly innovative and are keen to use new approaches in all aspects of our work.

We believe that content is king. Badly written content litters the internet, and we do not want to contribute towards it. All content that is published under the Institute's brand will be reviewed and edited to conform to a quality standard.
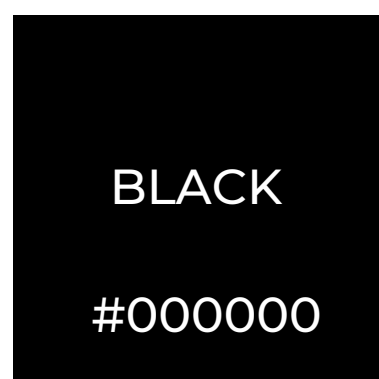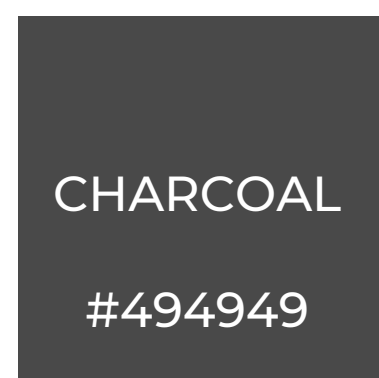
Iconic signature colours associated with the brand's identity

Muted and professional-looking colours used as the backdrop of all SSI activities

THE SIGNATURE COLOUR
To be used only as an accent colour, usually as part of the logo. It should never be used as a background colour.

RED

#D2232A

CHARCOAL

#494949

GREY

#EFEFEF

THE MAIN COLOURS
To be used as the predominant colours in all visual elements either for the background or text in the case of charcoal.

THE SECONDARY COLOUR
To be used only as a secondary accent colour, to make the visuals more engaging. It is red's complementary colour. It should never be used as a background colour.

TURQUOISE

#23D2CB

BLACK

#000000

WHITE

#FFFFFF

THE NECESSARY COLOURS
To be used when necessary for text (white on a dark background and black on a light background as an alternative to charcoal).
White should be used as the website's background colour.

PRIMARY LOGO

The primary logo is the main visual representation of our brand and should be used whenever possible. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency.

SUBMARK LOGO

The submark logo is a condensed version of our primary logo and is used in situations where the full logo may not fit or is too busy. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency.

ICON LOGO

The icon logo is a graphical representation of our brand and consists of a simple, recognisable symbol that reflects our brand's identity. This logo is not a substitute for the primary and submark logos and should only be used as a favicon or social media profile picture. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency

CW23 PRIMARY LOGO

The CW23 primary logo is the main visual representation of the Collaborations Workshop and should be used whenever possible. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency. The logo will be updated to reflect the change of year.
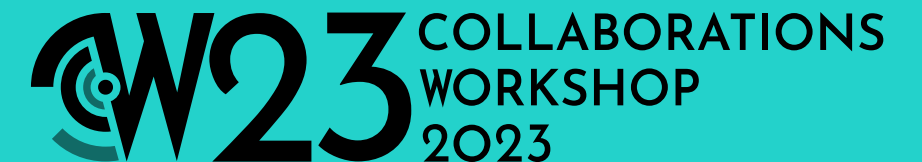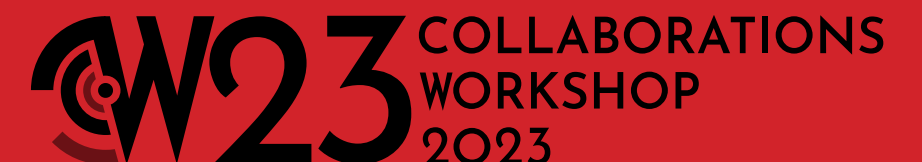
CW23 STACKED LOGO

The stacked logo is a variation of the CW23 primary logo that is arranged vertically. The stacked logo should only be used in situations where the horizontal primary logo is not practical. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency. The logo will be updated to reflect the change of year.
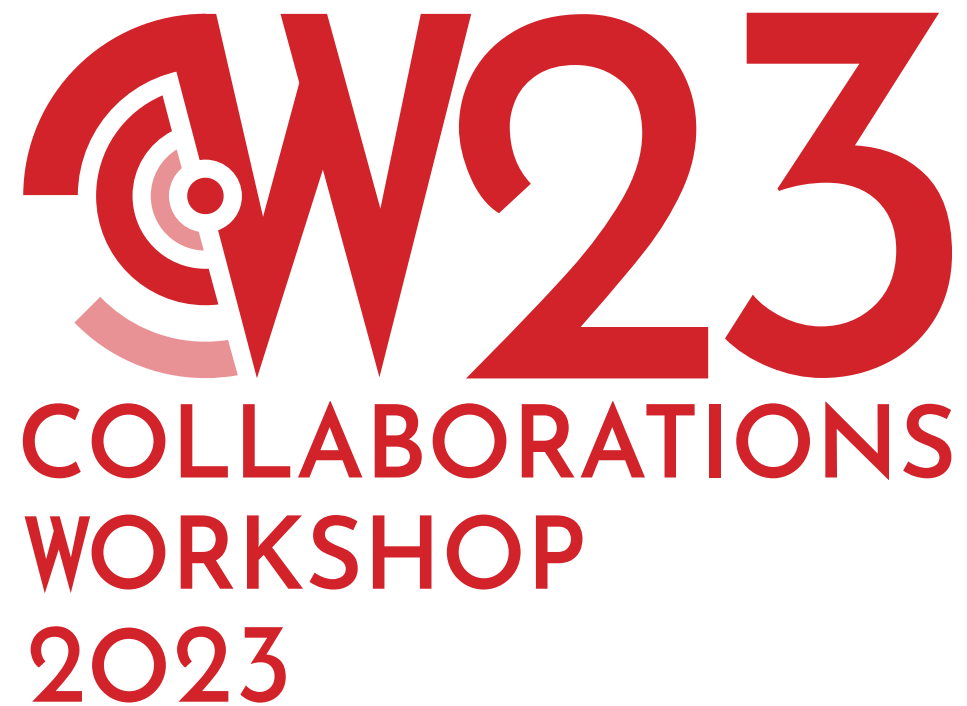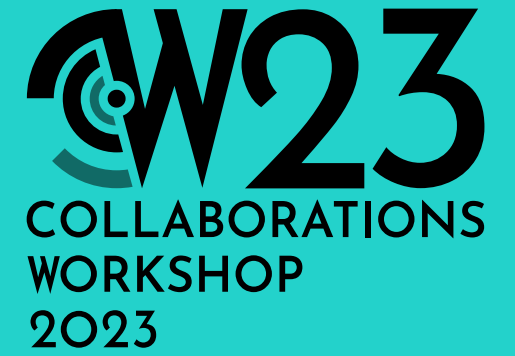
RSC PRIMARY LOGO

The RSC primary logo is the main visual representation of the Research Software Camp and should be used whenever possible. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency.
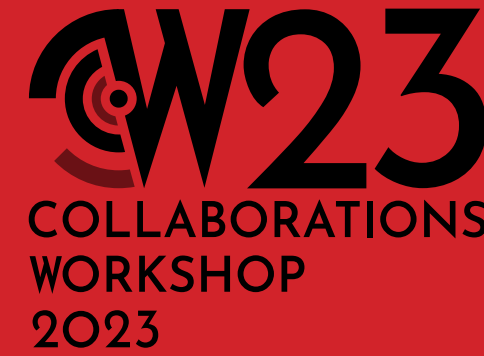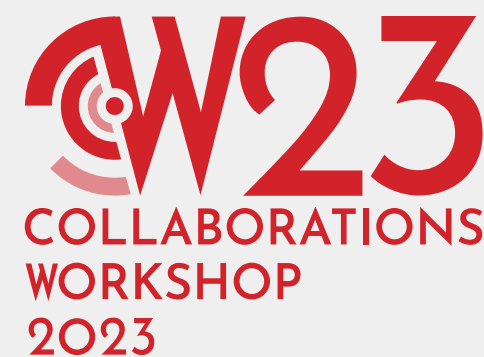
RSC STACKED LOGO

The stacked logo is a variation of the RSC primary logo that is arranged vertically. The stacked logo should only be used in situations where the horizontal primary logo is not practical. The red version is the principal one, while the black and white versions should be used to contrast different background colours. When resizing the logo, it should maintain its original proportions to ensure legibility and consistency.

COLOUR

Please do not change the SSI logos or alter them in anyway. Always use the files provided. Always use the red coloured logo whenever possible. Use the black or white versions whenever red cannot be used.

EXCLUSION ZONE

To preserve the clarity and legibility of the SSI logos, the height of the text should be used as illustrated to create a safe area. No other text or images should enter this space. This ensures that the logo has clarity and legibility.

INTEGRITY

Modifying and editing the logo in any way undermines its impact and the professionalism of the SSI producing communications that won't represent the brand correctly.

Do not tilt.

Do not apply effects.

Do not alter proportions.

Do not alter the typeface.

Do not alter the hierarchy.

Do not place on low contrasting backgrounds.
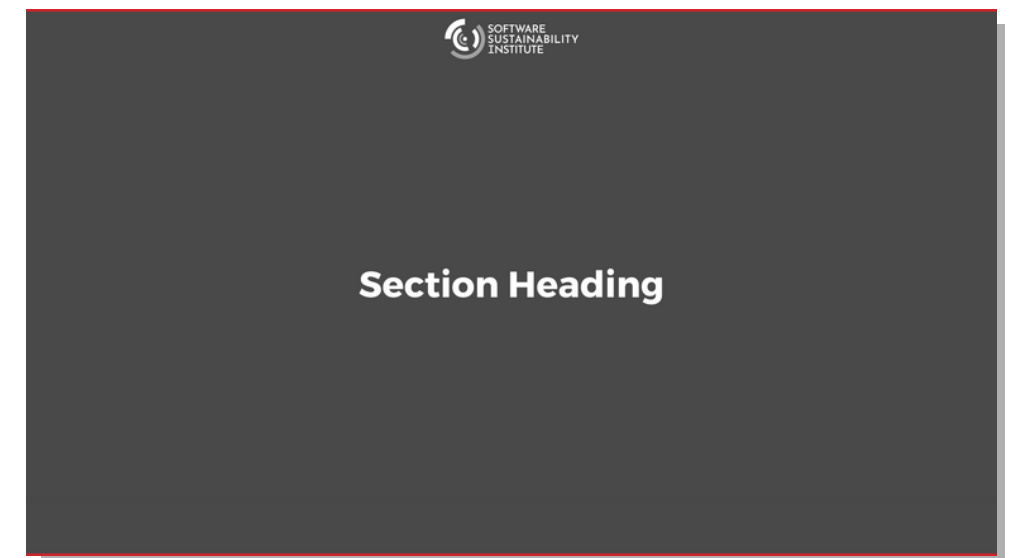
Title

Subtitle

REPORTS

Reports published by the SSI or SSI-affiliated should include an appropriate cover such as the one in the example.

SLIDES

These are examples of how SSI slides should look like .

The provided slide mock-ups should be used to put together all SSI presentations.

THE UNIVERSITY of EDINBURGH

MANCHESTER 1824
The University of Manchester

University of Southampton

UNIVERSITY OF OXFORD

SOFTWARE SUSTAINABILITY INSTITUTE

Title

Subtitle

FUNDERS

Arts and Humanities Research Council

Biotechnology and Biological Sciences Research Council

Engineering and Physical Sciences Research Council

Science and Technology Facilities Council

Economic and Social Research Council

Natural Environment Research Council

Medical Research Council

SOFTWARE SUSTAINABILITY INSTITUTE

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum quis enim eget arcu laoreet ultrices feugiat eget massa. Pellentesque accumsan ipsum non vulputate vestibulum. Nam sit amet euismod leo. Nulla egestas consequat dictum. Vestibulum malesuada orci sit amet elit lacinia, sit amet sollicitudin libero egestas.

- Phasellus convallis blandit fringilla
- Fusce imperdiet non velit sed fermentum
- Praesent tincidunt metus lobortis eros venenatis vulputate
- Etiam condimentum sollicitudin fringilla
- Sed sed euismod dui. Curabitur id nisi mi.

SOFTWARE SUSTAINABILITY INSTITUTE

Section Heading

SOFTWARE SUSTAINABILITY INSTITUTE

End

SOCIAL MEDIA

These are examples of how to incorporate the SSI branding within social media graphics.

VIDEOS

These are static representations of the SSI intro and outro.

The provided clips should be included in all SSI videos.

SOFTWARE
SUSTAINABILITY
INSTITUTE

SOFTWARE
SUSTAINABILITY
INSTITUTE

SOFTWARE
SUSTAINABILITY
INSTITUTE