UKRI Research Complex
at Harwell

brand guidelines

January 2022

Introduction

Research Complex at Harwell (RCaH) is the catalyst for cutting-edge scientific research at the heart of Harwell's thriving science and technology campus. As we maximise collaboration between so many disciplines and institutions, as well as being supported by five of UK Research and Innovation's (UKRI) research councils and Diamond Light Source, our own identity is very important. Our brand identifies us and celebrates these collaborations. These simple, easy to use, guidelines are here to help you.

Click on the relevant page link below for the area you require   Page

01 about us

Research Complex at Harwell (RCaH) offers a unique mix of research disciplines and specialist facilities under one roof, co-located with key large-scale facilities. We host researchers drawn from a range of universities, supported by our core team, delivering outstanding multidisciplinary scientific research across a range of different fields.

Our story

Research Complex is a place of research and innovation like no other –
where maximising collaboration between disciplines and institutions
is a fundamental principle. Here, scientists and engineers across the
physical and life sciences share a common environment and collaborate
to accelerate research that will have a real and lasting impact.

As well as delivering cross-disciplinary research, Research Complex
provides a welcoming and supportive environment for training the next
generation of researchers. Our research groups are exposed to cutting
edge science from over 20 Universities, small companies, facilities and
other strategic investments. The location of Research Complex, sitting
alongside Diamond Light Source, ISIS Neutron and Muon Source, the
Central Laser Facility and others, including the Rosalind Franklin Institute,
provides a unique research environment.

02 our messaging

It's important that what we say, and how we say it, is consistent across all forms of media. Our key messaging should clearly explain: who we are, what we do, how we do it, who we do it for, and why.

Our messaging

our strapline
Accelerating Research Collaboration

our purpose

Delivering world leading research in and across physical and life sciences.

our approach

Accelerating collaboration between disciplines and institutions.

Our behaviours

At Research Complex, we aim to create the best environment to generate exciting new science through open collaboration. Our behaviours describe how we want to encourage all of our colleagues to act in order to provide the best possible place to do research.

open
We welcome new ideas, new people, and new ways to collaborate.

attentive
We care about our research and the people we work with, always looking to include, support, and develop those around us.

curious
We are eager to discover, seeking out both opportunities and solutions.

dynamic
We move with energy and agility, rising to new challenges with excitement.

responsible
We take ownership of what we say, what we do, and the environment we all share.

bold
We take risks with ideas, but never with safety, and we always learn from our mistakes.

03 our brand

Our brand incorporates various components of the five UKRI councils (Medical Research Council, Biotechnology and Biological Sciences Research Council, Engineering and Physical Sciences Research Council, Natural Environment Research Council and Science and Technology Facilities Council) and Diamond Light Source who support us. At entry level, and in its most simplistic form, it starts with the logo. Our logo sits within the UK Research and Innovation (UKRI) family and brand guidelines, as do our font usage and colour palettes. This is to ensure that there is consistency between Research Complex and our stakeholders, with whom we are proud to collaborate.

How to talk about Research Complex

When writing about Research Complex, the first time it is mentioned, the full name of 'Research Complex at Harwell' should be used. Subsequently, we should be referred to as 'Research Complex', this should not be prefaced with 'the'. When including in a list with other acronyms, it is also acceptable to use 'RCaH'. RC@H should not be used.

Our logo

Symbol and logotype

Our logo consists of two elements: the UKRI symbol and our logotype.

Logo colour

Our logo uses the UKRI brand colour palette and adheres to its guidelines.

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 M95 Y5 K39
For screen use, our logo colour is:
R46 G45 B98, or
Hex: #2E2D62**

Preferred colouring

This colouring is the primary version of our logo. Secondary versions include a white logotype, and monotone. These should be used in situations where the logo needs to sit against a dark coloured background or photograph (white logo) or where colour is not available (monotone logo).

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**

Vertical logo

The logo can be provided in a vertical format for special use such as narrow signage. This will be on special request and the horizontal logo should be used in most cases.
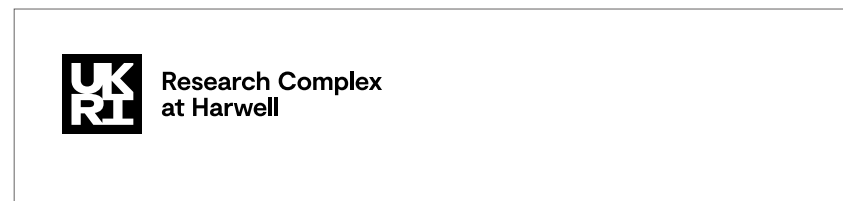
Blue logo - Preferred colouring against a white or light-coloured background

UKRI symbol

Research Complex at Harwell logotype

Our logo

White logo - for use against a dark coloured background or photographic image
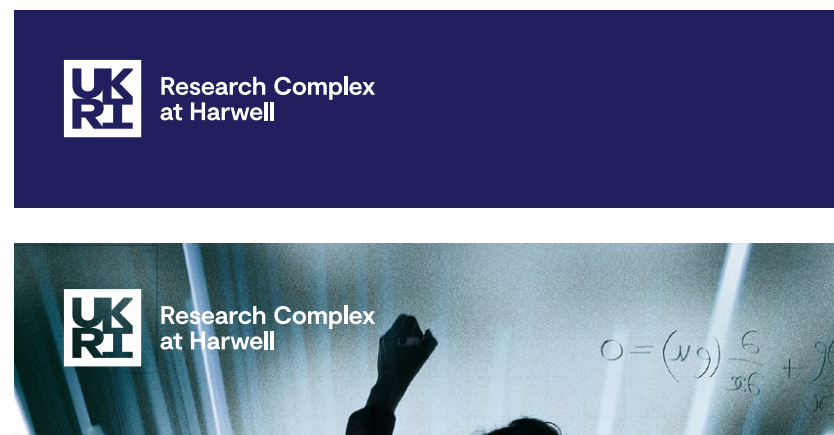
Monotone logo - where colour is not available

Basic do's and don'ts

Only use the logo in its supplied format
Do not interfere or play around with the logo files provided, this includes changing colours, stretching the logo, changing typefaces, etc.

The following examples are the type of things that should be avoided. If you are unsure about any application of the logo then contact details are on the back page of this document.

Never stretch the logo either horizontally or vertically

Never change the colours of the supplied logo files

Never change the fonts of the supplied logo files

Never use the logo against a background that affects the legibility of the text, such as a similar coloured hue, similar coloured background, or busy background. Select the supplied logo option that best suits the background it will sit on.

Never rotate the supplied logo files

Never apply a drop shadow to the logo

Logo sizes and exclusion zones

Print

Preferred print size of the UKRI symbol is 15mm high. Minimum print size of the UKRI symbol is 7mm high.

Digital

Preferred size of the UKRI symbol is 43 pixels high. Minimum size of the UKRI symbol is 28 pixels high.

Preferred size: Print

15mm

Research Complex at Harwell

Minimum size: Print

7mm

Research Complex at Harwell

Preferred size: Digital

43px

Research Complex at Harwell

Minimum size: Digital

28px

Research Complex at Harwell

Exclusion zones

To ensure standout and legibility, it is important that the RCaH 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.

Research Complex at Harwell

¼X

X

¼X

¼X

¼X

Headline typefaces

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

Supporting typefaces

Body copy font

Our body copy, 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

Light Regular **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.

Our system font

Arial

Regular **Bold** **Black**

Our colour palette

As part of the UKRI family we use the colour palette specified in the UKRI brand guidelines. These colours represent the councils within the UKRI family with the addition of Diamond Light Source, with whom we are proud to collaborate.

Our colour palette allows us to use the colours of our stakeholders in different ways. We can use the whole spectrum if we wish to represent our collaboration with all of them, or select just the one if we wish to represent collaboration with a particular council or institution.

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 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 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
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 palette

Grey
C0 M0 Y0 K75

R103 G103 B103
Hex: #676767

White
C0 M0 Y0 K0

R255 G255 B255
Hex: #FFFFFF

UKRI Neutral palette

15

UKRI colour wheel and our 'solar flare concept'

UKRI colour wheel

As part of our UKRI brand guidelines, there is a colour wheel that represents all our councils. Each council has a set of colours which is included in the colour wheel that represents UKRI in its entirety.

Research Complex's 'solar flare concept'

We have created a concept that helps represent our close collaboration across the councils and Diamond Light Source, by using each of the individual colours, whilst simultaneously providing us with a tool that helps us convey our uniqueness within UKRI.

The 'solar flare' effect is a simple concept and tool which allows us to convey our creativity, innovation, and collaboration in an abstract colourful way as a dazzling and inclusive way of celebrating our uniqueness and our partnerships. It is a visual representation of the many disciplines that contribute to the ground-breaking multidisciplinary research that is undertaken at Research Complex. Please refer to pages 33 - 36 to see how this tool can be used in conjunction with original photography we have also generated.

UKRI colour wheel

Our solar flare concept

The councils, their attributed colour palettes and shapes

The logos to the right show how each of our councils has been attributed its own colour palette and specific shapes.

The shapes have been created from taking various sections of our UKRI logo (see below).

Each colour palette individualises the council and the 'solar flare' effect highlights the collaboration between our unique facility and our stakeholders.

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

UKRI council shapes

UKRI has created a series of nine shapes, one for each of the councils, that exist in vector (EPS) format and can be used in many ways.
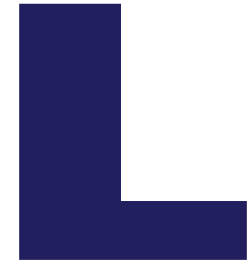
Whether used as a mask when used with our solar flare device (see page 28), containing photography (see pages 35 and 36) or simply used as a flat colour.

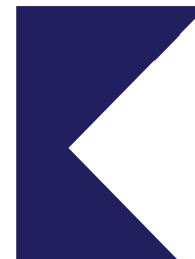Science and Technology
Facilities Council
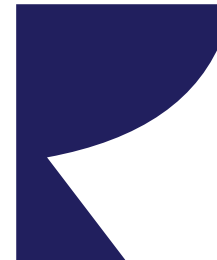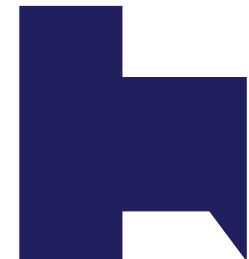

Arts and Humanities
Research Council

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

04 our assets

To reflect the collaboration, creativity and ground breaking science that takes place at Research Complex, we have created a series of assets and tools that can be used to help communicate these qualities.

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, detailing 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
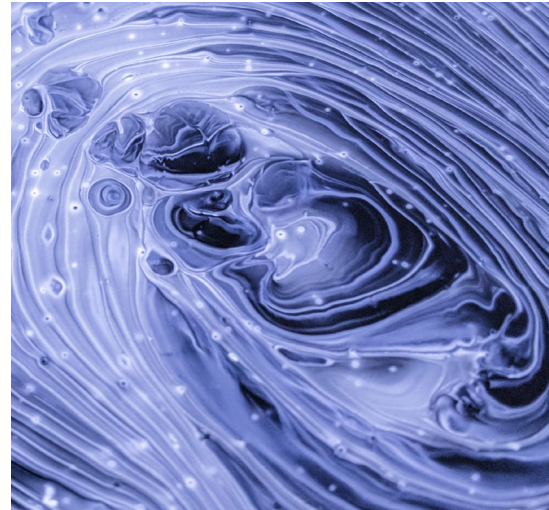
Macro

Subject detail

People

21

Photography

To celebrate our creativity, innovation and collaborative nature, we have created a new, distinctive 'look and feel' for Research Complex's photography that embodies the **collaboration** that takes place here.

This new photography is created from combining two images with contrasting photographic styles.

Image 1

Consists of a colourful abstract science-based image, reflective of science and research at a micro level (under the microscope).

Image 2

Consists of a factual, laboratory, science-based, people focussed image which acts at a macro level.

Image 1 + Image 2 combined

The result of combining these images (representing collaboration) creates a distinctive portfolio of dramatic images for Research Complex to use.

Image 1

Image 2

Image 1 + Image 2 combined
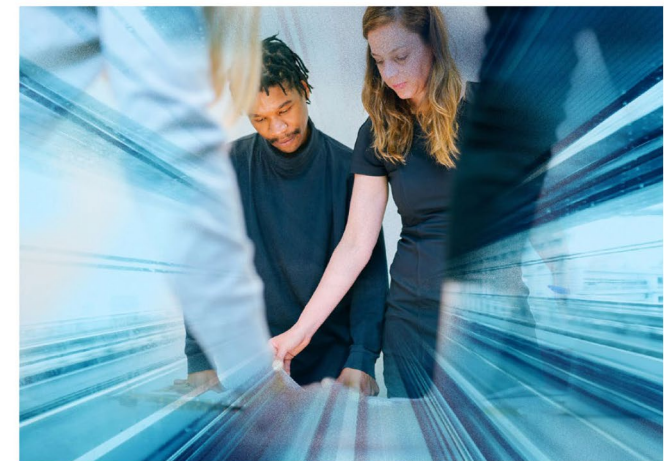

Image 1
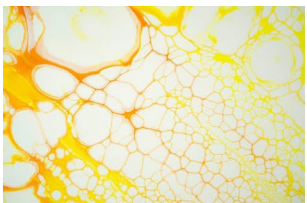

Image 2

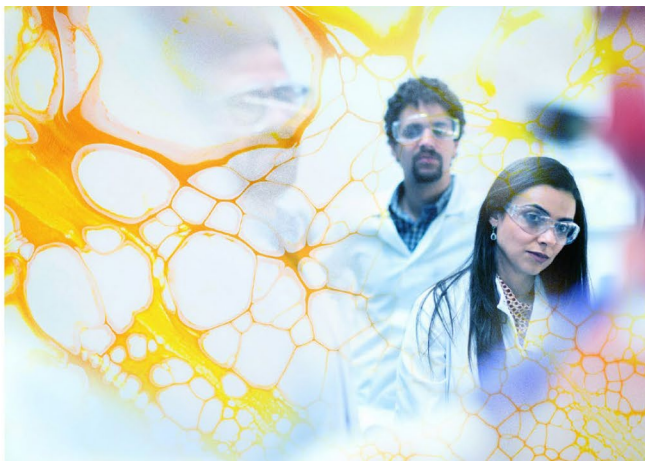Image 1 + Image 2 combined

Photography

Image 1

Image 2

Image 1 + Image 2 combined

Image 1

Image 2
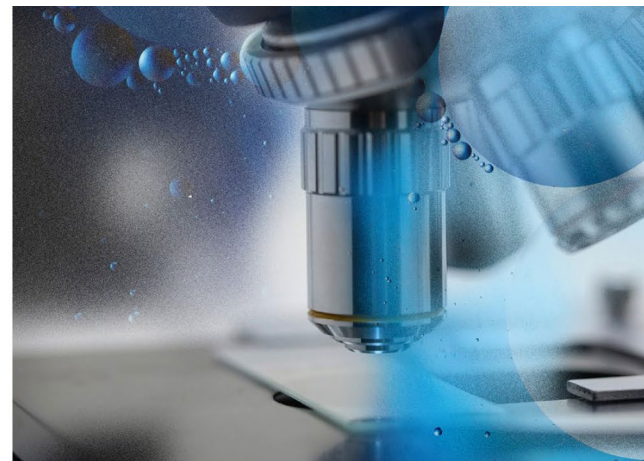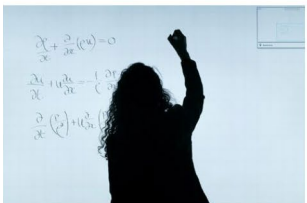

Image 1 + Image 2 combined

Image 1

Image 2

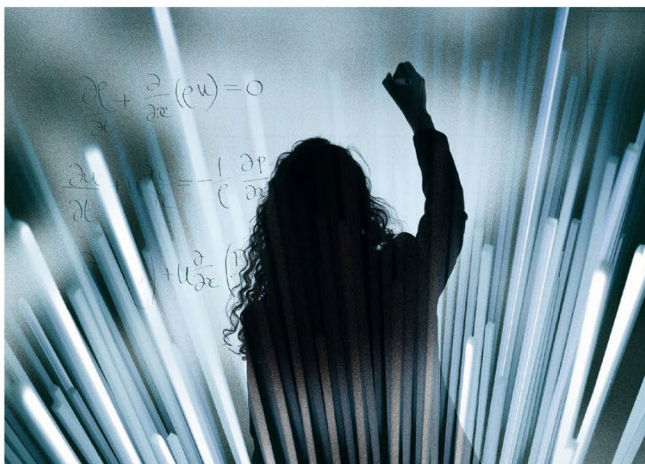

Image 1 + Image 2 combined
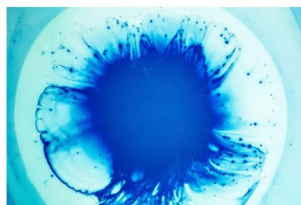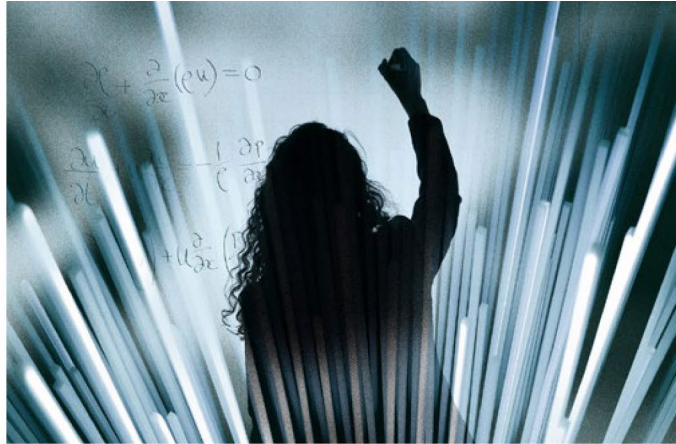

Image 1

Image 2

Image 1 + Image 2 combined

Photography

Photographic layout applications

The following two pages give an indication of how the photography, when used in conjunction with our UKRI shapes (see page 18), and typography create strong, visually arresting graphics.

When these two are combined with the 'solar flare' tool (see page 35) we achieve an impactful crystallisation of our collaborative relationships across many disciplines, universities and companies, supported by our stakeholders.

The layouts also demonstrate how messaging and imagery run hand in hand. The imagery provides the visual impact and the messaging aids the storytelling.

Other graphic assets from our UKRI bank of imagery can also be used to enhance documents, including their range of patterns as subtly shown here and on page 26.

Photographic layout applications

Accelerating Research Collaboration

Accelerating collaboration between disciplines and institutions.

Fuga. Itaturi tatium labor alit ullupta sperion non plique del imus modit ipiditatia cuscill aboritatur? Tios earchit ioribus cipsam, cora eossequi dolo volorestrum, volorrum harunti acea perum faccaborem volo volessi debita sae aut magnist qui

destori re sintotaquos eos inum eaque res ex eic tota nullatet fugia comnist ruptur? Ma si cus, que cus, tem reria nit ent, corem di re nonesequi andem res quaessit aut apienis adipien dipsam nonsediatur magnat aut dolo eum aliquamet, cuptat.

Ideas
Accelerating Research Collaboration

Our research has a real and lasting impact on the lives of people all over the world.
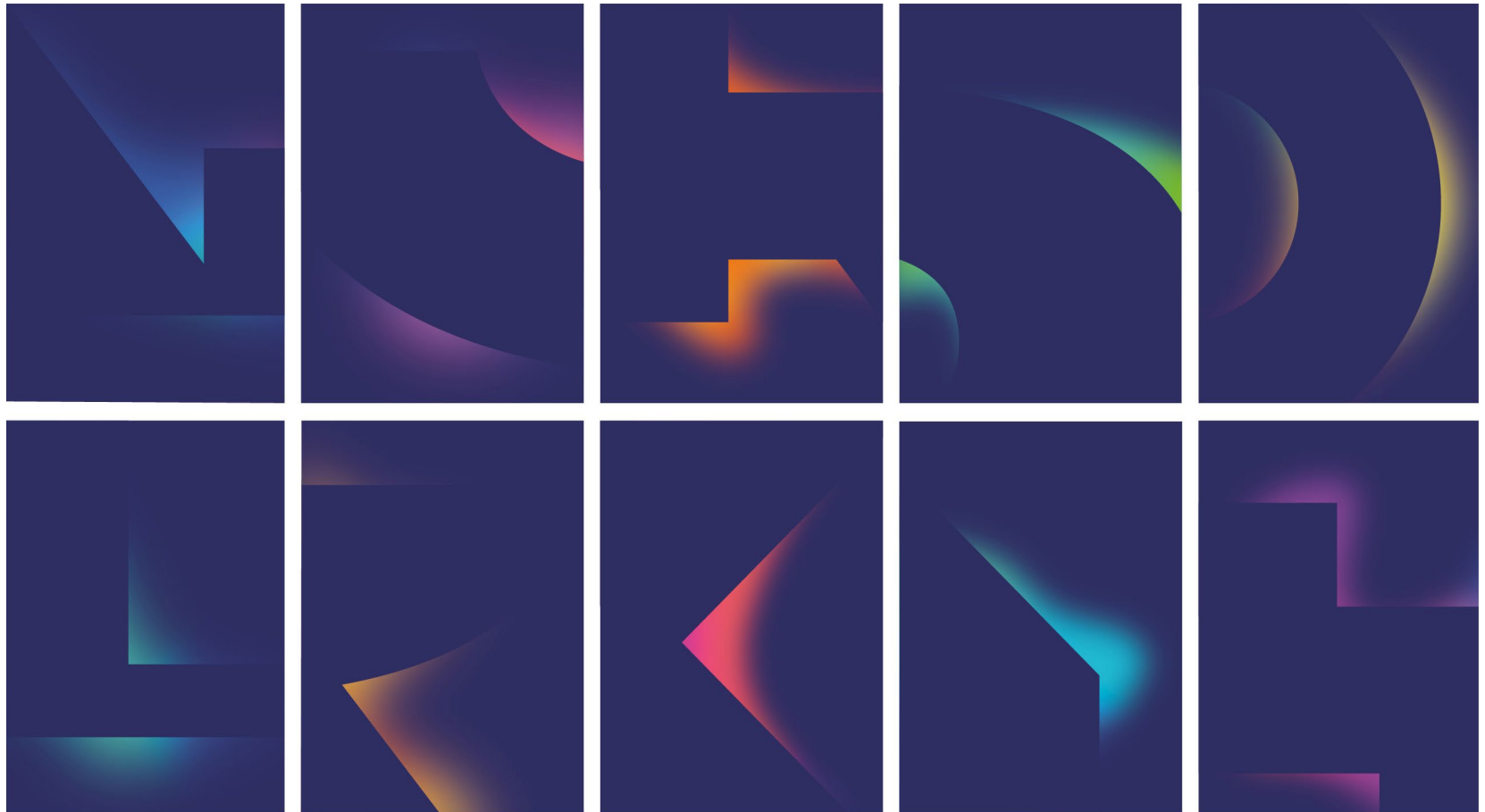
solar flare

We have created a graphic device which we are calling the **solar flare**. In its simplest form it is a halo of light which is created from combining two of the colours from our colour palette (see page 15). This halo is then partially hidden behind a mask of any of the councils 'Core Shapes' (see page 18). The effect is demonstrated here in the background.

The solar flare concept used to reflect our various partnerships

These examples show that by selecting a coloured area from the solar flare and then using this behind a mask of an individual partner shape we can create some interesting abstract images.

These colours and shapes can also be used at entry level to demonstrate our collaboration with specific partners.

The following pages demonstrate that when combined with imagery and typography an exciting, distinctive range of materials can be generated.

# Creating a graduated flare using Adobe illustrator

The base colour graduated flare sits behind the UKRI shapes to create the 'solar flare' effect. Here is a useful guide to generating one in Adobe illustrator.

Please note: To have a high-quality blur, you may need to adjust the area around an object by using the 'Document Raster Effects Settings' under the effects tab. Setting a larger area around an object will ensure a smoother and fuller blur.
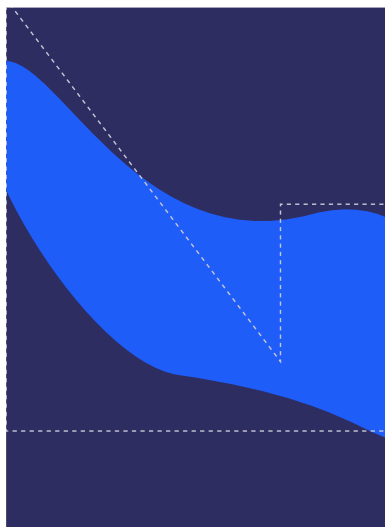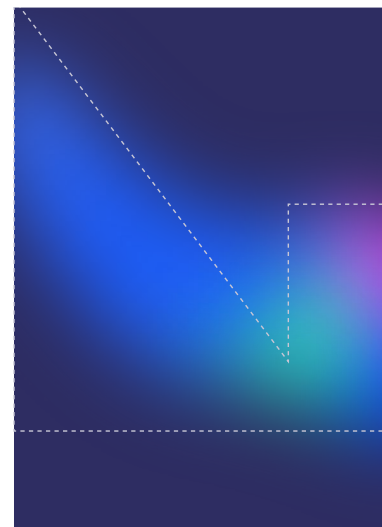
1

Draw an organic shape roughly where you wish the flair to appear behind the UKRI shape.
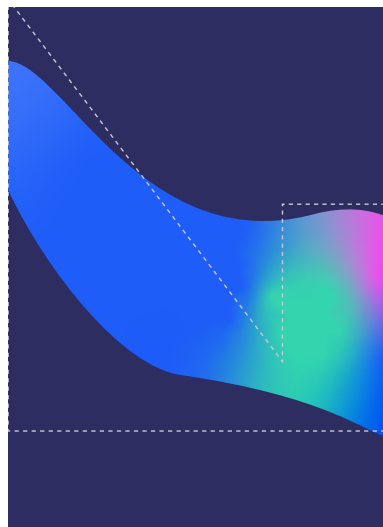
2

Using the Free-form Gradient tool in Adobe Illustrator, create an organic gradient of complimentary colours. Use a larger percentage of the colour to the corresponding Councils shape.

3

Apply a Gaussian Blur so that it has a blended soft edge.

4

Finish by masking out or placing the UKRI council shape over the top. The free-form gradient can then be re-adjusted if needed.

The principles of generating a solar flare graphic

This page is a guide to how we created two of the graphics shown on page 28. You can create your own solar flare graphics by following three basic principles below:

Step one

Create a graduated solar flare using a minimal palette taken from our colour palette range (see page 15). Our preference is to use this graduated halo against our UKRI dark blue.
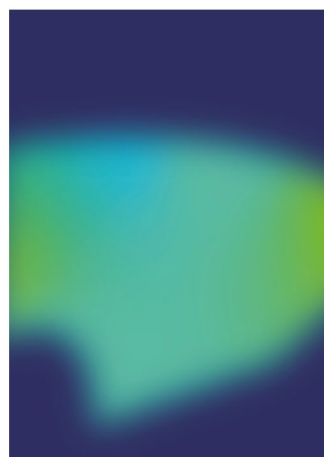
Step two

Take one of the UKRI council shapes (see page 18) and use it as a mask on top of the graduated halo you have just created.

Step three

Move the mask around until you get the desired graphic effect you like.
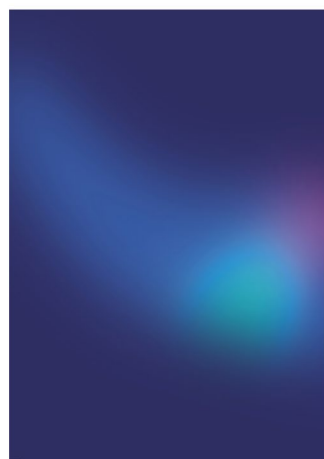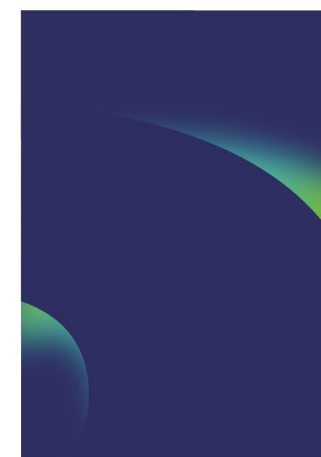
1 Create a graduated solar flare using colours from the UKRI palette (see page 15)

2 Add a mask. This can be any shape from the UKRI council shapes (see page 18)

3 Move the mask around until you get the desired graphic effect you like

Graduated document edge or centrefold graphic

To reinforce the 'solar flare' effect, we have created a **graduated document edge** device. This can be used on the edge of a printed page or any digital presentation that can accommodate it (e.g. PowerPoint, pdf, etc.). Alternatively, it can be used in the centrefold of a printed item, and any colour from our colour palette can be used (see page 15).

General rule

For printed items, from the start (100% colour value) to finish (0% colour value), the graduation should occupy no more than 20mm on a single A4 page, as it is a subtle addition to the document. For digital documents this distance can be increased (as a guide 20% of the document width) dependent on the dimensions of the presentation. It should be used sparingly and never be the dominating graphic.

Printed documents

2. Advancing physical, life and laser science.

General application for printed and digital documents

Option 1 Edge of the page or presentation

Text

Start of graduation 100% colour value

20mm

End of graduation 0% colour value

Option 2 Centrefold

20mm 20mm
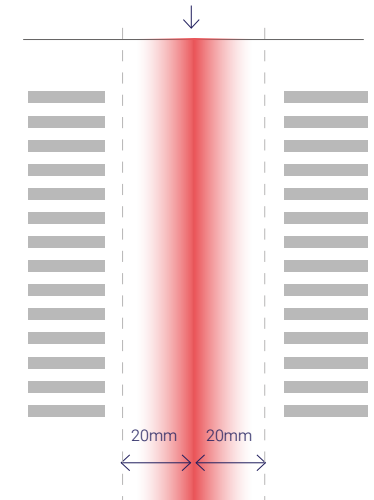
Digital presentation documents

Start of graduation 100% colour value

20% of document width

End of graduation 0% colour value

Collaborate

Research Complex at Harwell

applications

A4 covers

Accelerating collaboration between disciplines and institutions.

Accelerating

Research Complex at Harwell

We welcome new ideas, new people, and new ways to collaborate.

Collaboration

Research Complex at Harwell

We welcome new ideas, new people, and new ways to collaborate.

Research

Research Complex at Harwell

A4 cover and spread

A4 format spreads

Pop up banners

Social media

Contact

For further information or
any brand queries contact:

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