

Design Guidelines



Science & Technology
Facilities Council



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1.0 Our brand

The Science and Technology Facilities Council has a broad science portfolio encompassing grant funded research and internationally recognised national research laboratories. It is also a leading partner in several high profile international research organisations.

Nevertheless, the organisation is brand new and although its genesis has been widely reported it is relatively unknown outside of its own scientific community. To counter this we must create a strong and distinctive corporate identity that projects the stature, values and vision of the new council on a national and international basis, whilst building pride and unity amongst its 2000 plus staff operating across multiple sites.

The new corporate identity achieves these objectives and this Style Guide describes how the new brand is to be adopted and implemented across and throughout the organisation.



“we must create
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“Increase the
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2.0 Our vision

The Science and Technology Facilities Council will:

- Increase the UK's scientific influence and competitiveness in an increasingly global market by funding the best research and providing our community with access to the state-of-the-art global facilities
- Provide authoritative leadership on behalf of the UK in assessing and engaging in new national and international large facilities and infrastructure
- Deliver greater economic impact for the UK through a proactive knowledge exchange programme that harnesses and exploits the innovative technology developed within universities, campuses and international facilities

3.0 Our identity

Scientific research is about discovery and optimism. So when setting out to create our new identity, the primary intention was to give graphic expression to those two key components- although it works for us in other ways too.

On one level, it resembles light rising from the horizon– signifying the dawning of renewed optimism and discovery. On another level, and in keeping with the Council's core scientific purpose, it is also suggestive of astrophysics, chemical reactions and the spark of inspiration.

Above all, whichever way it's seen, our new identity has been designed to play a key role in clearly underlining the significance and credibility of the Council on the world stage.



4.0 Our logotype

The new logotype is the centrepiece of our identity. Following a few simple rules will make sure our logotype appears at its optimum.

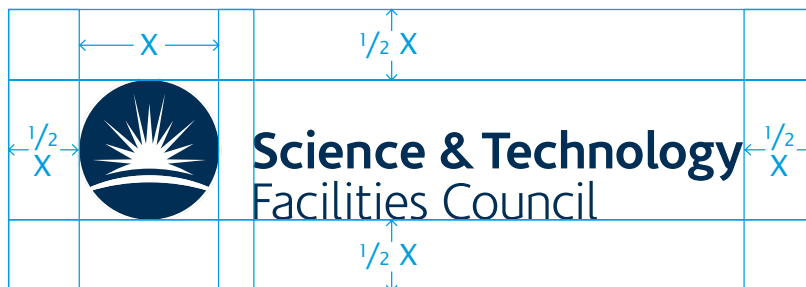
A calculated exclusion zone keeps other objects at a visually pleasing distance whilst minimum sizes help to maintain legibility.

Also included are a few examples of improper logotype usage.



▲ Master logotype

This is the version of our logotype which should be used where possible.



▲ Exclusion zone

It is important to keep the master logotype clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logotype.

▼ Sizing guides

To establish a consistent look across the common 'A' formats the following sizes are recommended, please note the minimum size of 33mm.



▼ Reversed logo

This version of the logo is to be used on dark backgrounds to give sufficient contrast.



▲ Never use on backgrounds with insufficient contrast



▲ Never skew, distort or redraw the logo



▲ Never use unapproved colours or fonts

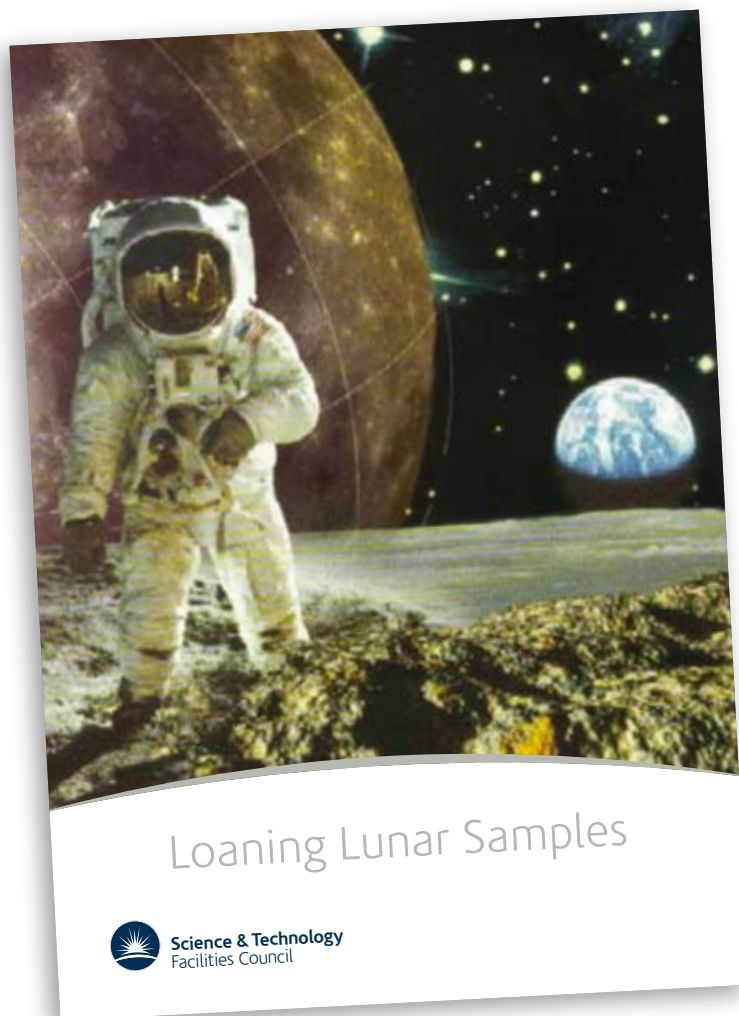


▲ Never use on cluttered backgrounds or enclose in a shape

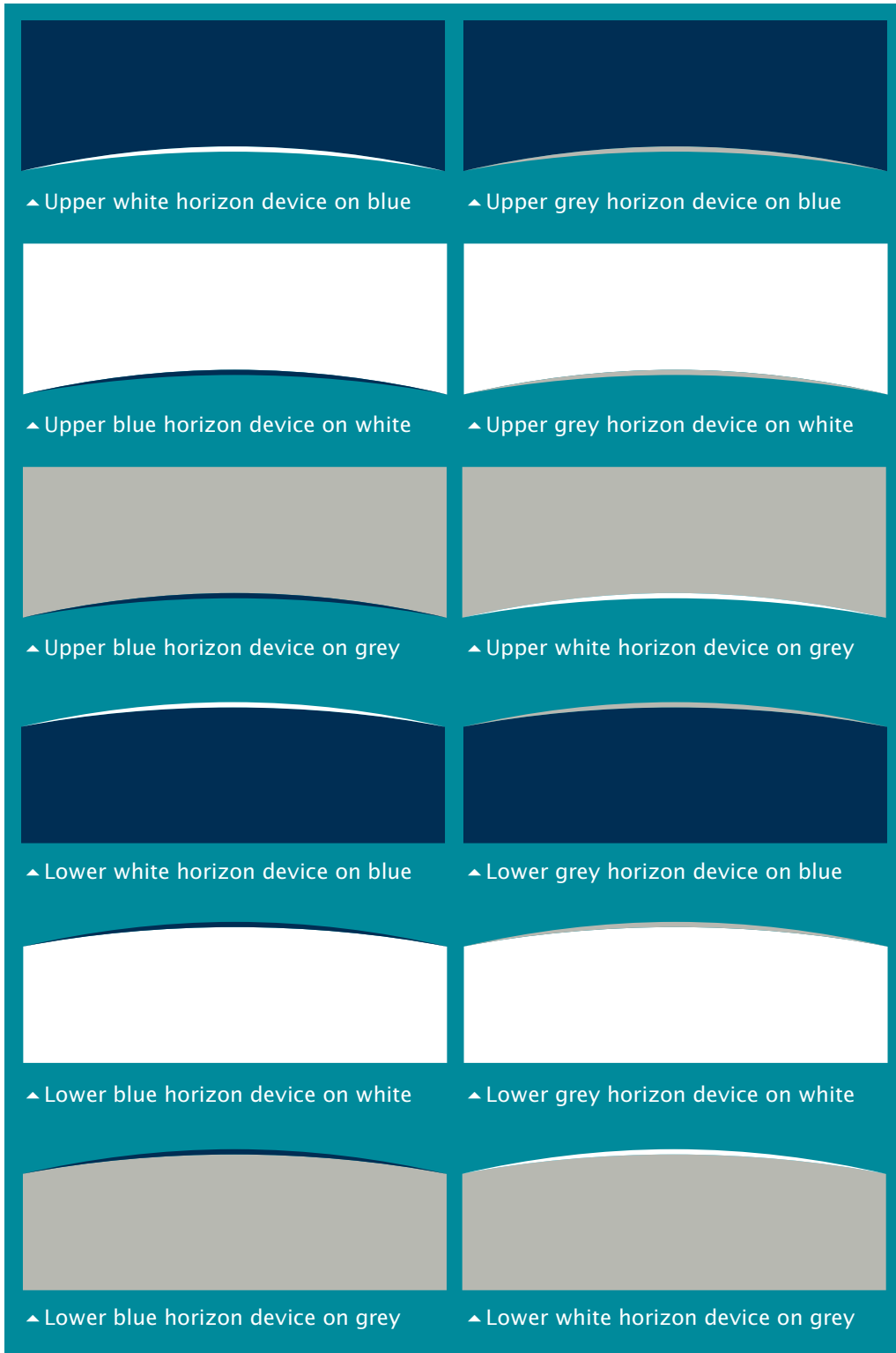
5.0 The horizon device

To add another visual dimension to our identity we have taken the arc shape from the logotype and used it as the basis for the horizon device. The horizon device gives the logotype the flexibility to be used on various backgrounds whilst giving everything we produce a distinct and consistent look.

There are upper and lower versions of the horizon device in various colour combinations. Use of the horizon devices is at the designers discretion and will depend on the nature of the application.



▲ Lower grey/white horizon device used on a report cover.



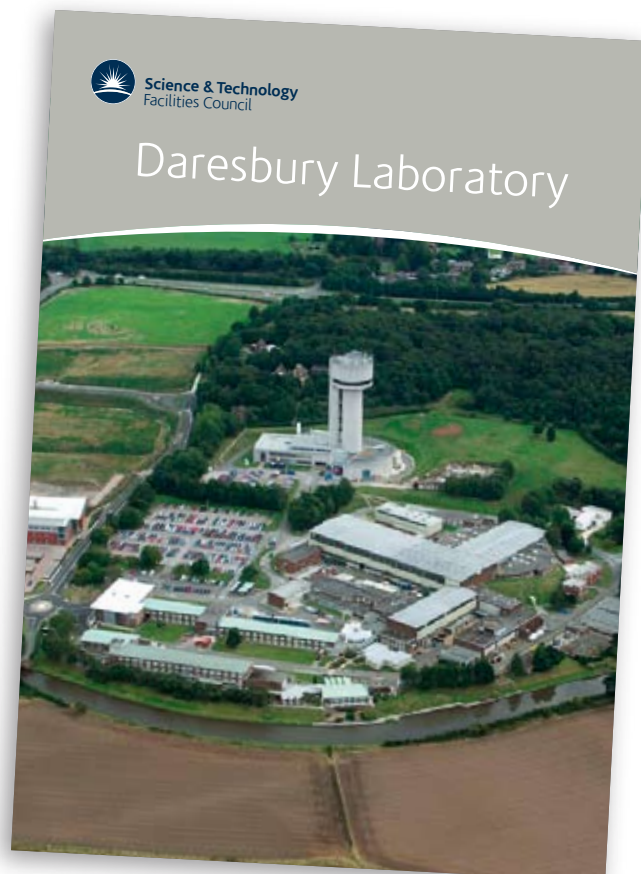
▲ Horizon device combinations

5.1 The horizon device



▲ Part of the upper grey/
blue horizon device
used on signage
– in some situations it
may be preferable to
use only part of the
horizon device

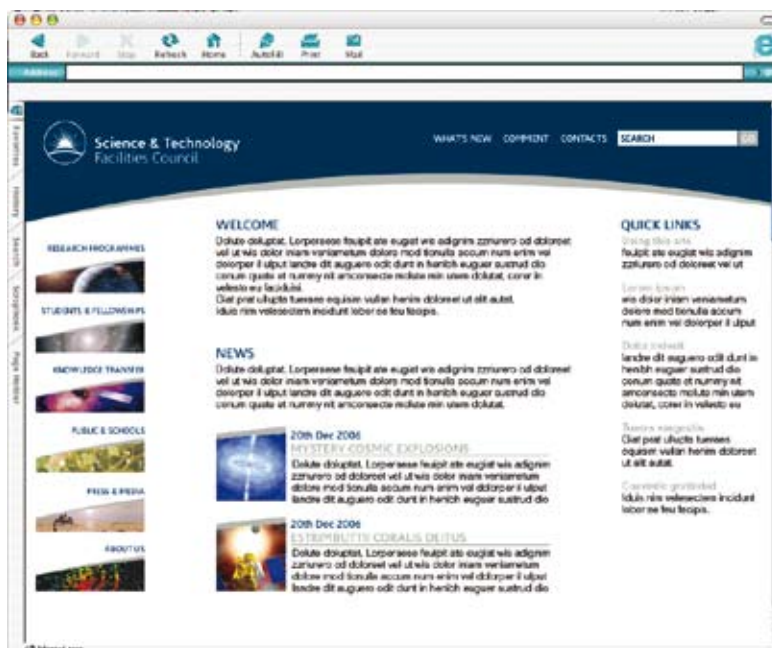
► Upper white/
grey horizon
device used on
a report cover





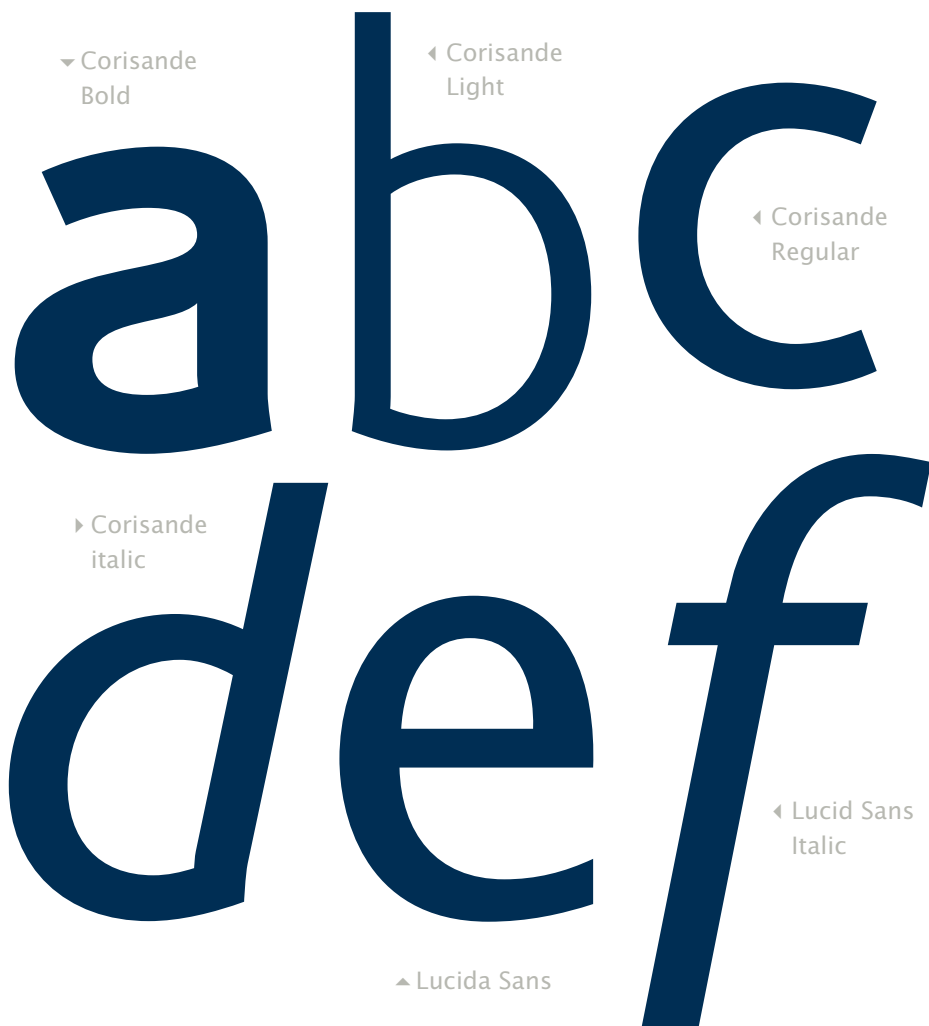
► Upper grey/blue horizon device used on an identity card

▼ Upper grey/blue horizon device used on a website



6.0 Our typefaces

Our new identity uses two typefaces, Corisande and Lucida. Corisande has been selected for its modernity and legibility and is intended to be used for headlines, titles and display and signage purposes. Lucida has been chosen as it is a readily available sans serif typeface which compliments Corisande. It is intended for use in body copy and everyday working documents.



Corisande Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{}:"|<>?-=[];'\\.,/

Corisande Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{}:"|<>?-=[];'\\.,/

Corisande Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{}:"|<>?-=[];'\\.,/

Corisande Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+{}:"|<>?-=[];'\\.,/*

Lucida Sans Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{}:"|<>?-=[];'\\.,/

Lucida Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+{}:"|<>?-=[];'\\.,/*

7.0 Our colours

Along with typography, the consistent use of colour in all communications helps to create a strong and memorable brand.

Our identity consists of a primary colour palette of two main colours and a secondary colour palette containing six supporting colours.

The primary palette should be used on everything we produce to give a consistent corporate look. The secondary palette should only be used alongside the primary palette and not on its own. The secondary palette is useful when additional colours are needed to add interest and variety or to pick out certain areas in large reports, newsletters, or for colour coding folder tabs.

Primary colour palette

<p>Pantone 296 CMYK c100 m46 y0 k70 Web # 003153 R:0 G:49 B:83</p>	<p>100% 90% 80% 70% 60% 50% 40% 30% 20% 10%</p>
<p>Pantone 7539 CMYK c2 m9 y0 k36 Web # b2adb3 R:178 G:173 B:179</p>	<p>100% 90% 80% 70% 60% 50% 40% 30% 20% 10%</p>

Secondary colour palette

<div>Pantone 195</div> <div>CMYK c0 m100 y60 k55</div> <div>Web # 700e2b</div> <div>R:112 G:14 B:43</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>
<div>Pantone 1675</div> <div>CMYK c0 m67 y100 k28</div> <div>Web # a45a1c</div> <div>R:164 G:90 B:28</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>
<div>Pantone 466</div> <div>CMYK c12 m22 y43 k0</div> <div>Web # ddc89c</div> <div>R:221 G:200 B:156</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>
<div>Pantone 378</div> <div>CMYK c34 m0 y100 k60</div> <div>Web # 676f1d</div> <div>R:103 G:111 B:29</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>
<div>Pantone 7474</div> <div>CMYK c90 m0 y28 k22</div> <div>Web # 258998</div> <div>R:37 G:137 B:152</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>
<div>Pantone 7447</div> <div>CMYK c60 m58 y0 k19</div> <div>Web # 666294</div> <div>R:102 G:98 B:148</div>	<div></div> <div>100%</div> <div>90%</div> <div>80%</div> <div>70%</div> <div>60%</div> <div>50%</div> <div>40%</div> <div>30%</div> <div>20%</div> <div>10%</div>

8.0 Subdivisions

A brand hierarchy will give the institutions governed by the Science & Technology Facilities Council a uniform and consistent 'family' look and feel as opposed to a disparate collection of logos of various shapes, sizes and colours.

This hierarchical 'family' look is equally applicable to subdivision websites as well as word documents, forms and general stationery. In particular the Science and Technology Facilities Council logotype should replace any existing subdivision brand logo.

The flexibility of the Science & Technology Facilities Council logotype allows it to be interpreted in a variety of ways and as such it can sit well with almost any scientific subdivision.

When creating a subdivision logotype there is a strict formula to adhere to which aims to balance subdivision names of varying lengths. First you must decide if the name of the subdivision is small, medium or large and then follow the corresponding spacing and dimension formula:





▲ Subdivisions of
various lengths

