



Research  
England

# BRAND GUIDELINES



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# About Research England

## WHO WE ARE



Research England is a new council within UK Research and Innovation, operating from April 2018.

As a key component of the research funding system, Research England oversees UK Research and Innovation's England-only functions in relation to university research and knowledge exchange.

This includes providing grant funding to English universities for research and knowledge exchange activities; developing and implementing the Research Excellence Framework in partnership with the UK Higher Education funding bodies; overseeing the sustainability of the Higher Education research base in England; overseeing the £900 million UK Research Partnership Investment Fund; and the Higher Education Innovation Fund (HEIF).

These guidelines are intended for anyone designing or working with Research England's corporate identity.

Correct and consistent use of Research England branding across all of our corporate literature and materials is essential to build recognition and familiarity with our identity.

These guidelines will help you use that identity correctly. Research England-funded investments must display our logo on any promotional and corporate material including publications, reports, presentations, websites and stationery.

Professional designers working on corporate materials relating to Research England-funded investments should also use these guidelines.

# About Research England

## WHO WE ARE



**Research  
England**

rigorous  
influential  
challenging  
dynamic

# About the logo

## WHY CIRCLES?



Circles represent “peeling” away the layers which in turn represent uncovering new information through research and deduction.

Circles also represent new depths that open with each stage of research.

They are a symbol for a looking glass which is a universal symbol for research and investigation in any field.

# Visual Treatment

## FULL COLOUR LOGO



**Research  
England**



**Research  
England**

# Visual Treatment

## MONOCHROME LOGO



**Research  
England**



**Research  
England**

# Visual Treatment

INVERTED / MAIN COLOUR BACKGROUND



Research  
England



Research  
England



# Visual Treatment

## SILENT LOGO



# Visual Treatment

## DOS & DONT'S



Research  
England



Research  
England

**Always  
maintain  
aspect  
ratio**



Research  
England



Research  
England

# Visual Treatment

## DOS & DONT'S

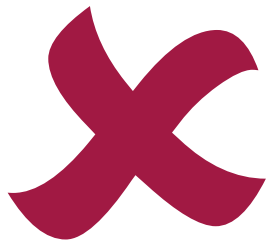


Research  
England



Research  
England

**Always  
use  
brand  
colours**



Research  
England



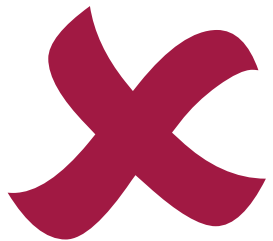
Research  
England

# Visual Treatment

## DOS & DONT'S



Always  
use low  
contrast  
dark back-  
grounds



# Visual Treatment

## DOS & DONT'S

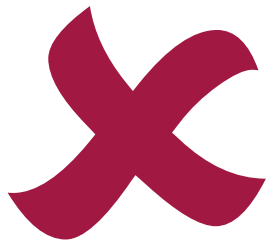


**Always  
align to  
the left**



# Visual Treatment

## DOS & DONT'S



Always  
maintain  
“personal”  
space  
(see safe  
area)

# Visual Treatment

## SAFE AREA



# Visual Treatment

## MINIMUM ON-SCREEN SIZE





# Visual Treatment

## MINIMUM PRINT SIZE



# Visual Treatment

## RECOMMENDED SIZE



# Visual Treatment

## FONTS

### CORBEL - BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789 !@#\$%^&\*()\_+{}?><|**

Brand font,  
Corbel, should be  
used for headings  
and emphasizing.

### CORBEL - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 !@#\$%^&\*()\_+{}?><|

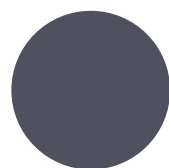
For copy and  
business  
correspondence  
use Helvetica,  
Arial or Sans.

### HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 !@#\$%^&\*()\_+{}?><|

# Visual Treatment

## COLOURS

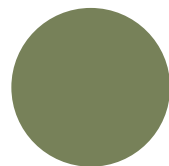


R - 80  
G - 81  
B - 96

C - 70  
M - 63  
Y - 45  
K - 27

PANTONE  
7540 C

#  
505160



R - 119  
G - 129  
B - 89

C - 54  
M - 36  
Y - 73  
K - 13

PANTONE  
5763 C

#  
778158



R - 174  
G - 189  
B - 56

C - 37  
M - 12  
Y - 99  
K - 0

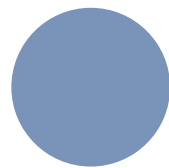
PANTONE  
390 C

#  
AEBD37

## Main Brand Colours

# Visual Treatment

## COLOURS

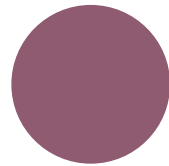


**R** - 122  
**G** - 147  
**B** - 184

**C** - 56  
**M** - 36  
**Y** - 13  
**K** - 0

**PANTONE**  
652 C

**#**  
7992B8

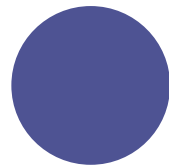


**R** - 142  
**G** - 91  
**B** - 113

**C** - 43  
**M** - 70  
**Y** - 39  
**K** - 11

**PANTONE**  
5205 C

**#**  
8E5B70



**R** - 78  
**G** - 83  
**B** - 147

**C** - 81  
**M** - 76  
**Y** - 12  
**K** - 2

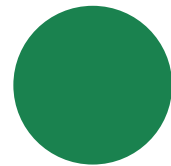
**PANTONE**  
7673 C

**#**  
4E5393

## Complementary Colours

# Visual Treatment

## COLOURS

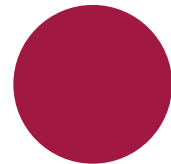


R - 26  
G - 130  
B - 79

C - 85  
M - 24  
Y - 86  
K - 13

PANTONE  
7731 C

#  
19824F

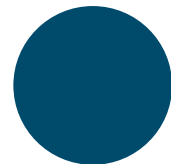


R - 161  
G - 25  
B - 67

C - 23  
M - 100  
Y - 62  
K - 20

PANTONE  
7420 C

#  
A11942



R - 0  
G - 75  
B - 108

C - 95  
M - 58  
Y - 28  
K - 33

PANTONE  
7693 C

#  
004B6C

## Accent / Contrast Colours

# Visual Treatment

## CREATIVE EXAMPLES





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