Innovate UK

Brand guidelines

Version 1: 8 May 2018

Welcome to our updated brand

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice for creating engaging communications, spaces and experiences.

Our logo

This is the face by which we are recognised the world over. As our most valuable brand asset, it is important that we treat it with the care and respect it deserves.

Innovate UK

Versions

Our logo is central to the Innovate UK identity. It's a bold, authoritative mark with dynamic angles cutting through a modern British font, inspired by Gill Sans.

It is available in 3 colours, depending on use. Please take care to choose the correct version, taking into consideration the final design solution.

Version A:
Primary

Version A, in the brand purple, should be used for all stand-alone representations of the organisation (e.g. a building sign, a website header or official stationery).

It can be used across communications.

It can appear on light colours, our shine colours (see page 10) except the shine purple, or light areas of photography lacking detail or pattern.
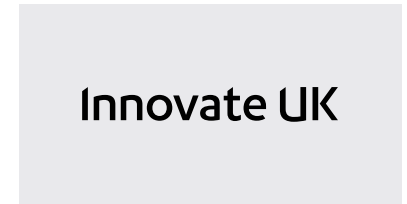
Version B:
Secondary

Version B, in white, is used across communications.

It can appear on our shine and support colours (see page 10), or dark areas of photography lacking detail or pattern.

Version C:
Special use

Version C, in black, can only be used on white or light tints of black, and should only be used when mono-colour printing is required.

Innovate UK

Clear space

To ensure the integrity of our logo across all communications, we leave an area of clear space between the logo and any other graphical elements.

Innovate UK

The clear space on all sides of the logo should be equal to the height of the 'K' in the logo in use.

Innovate UK

Innovate UK

Minimum size

To ensure the legibility of the logo, we have set an absolute value that it should never be smaller than. This is 20mm wide.

Additionally, we have a relative minimum which we recommend it is not smaller than. This should be applied when using the logo in a display context (e.g. the cover of a document, an exhibition stand or the introduction to an animation or film).

Absolute minimum

Innovate UK

20mm

Relative minimum

Innovate UK

Logo width = at least a fifth of the document width

Relative maximum

Innovate UK

The recommended relative maximum width of the logo = three fifths of the document width

Accreditation

Our accreditation marks for sub-brands, partners and customers are available in all the same formats as our primary logo and should follow the same usage, clear space and minimum size guidelines.

Sub-brand:

Innovate UK
family member

Innovate UK
family member

Innovate UK
family member

This accreditation mark should be used for our sub-brands such as the Knowledge Transfer Network.

Partner:

Working with
Innovate UK

Working with
Innovate UK

Working with
Innovate UK

This accreditation should appear on partner materials when promoting a joint initiative. For example when the Prince's Trust are promoting 'Ideas mean business'.

Customer:

Funded by
Innovate UK

Funded by
Innovate UK

Funded by
Innovate UK

For customers who receive a substantial grant we would ask they use the above accreditation mark on materials related to the innovation we support.

Our positioning

When referencing UK Research and Innovation, where the Innovate UK logo will feature in close proximity, we use the sign-off version shown here:

- a written description of our relationship with UK Research and Innovation
- set in FS Elliot regular
- positioned in the bottom right or left hand corner of the page or screen
- scaled to be at least a fifth of the page or screen width
- set in Graphene Grey or white
- for advice on brand positioning for Industrial Strategy Challenge Fund and when to use the UK Research and Innovation branding, please contact the brand team at Innovate UK

Innovate UK is part of
UK Research and Innovation

Example usage

Social media banner

Innovate UK

Innovate UK is part of
UK Research and Innovation

Video end screen

Innovate UK

**Visit our website
for more information**

Innovate UK is part of
UK Research and Innovation

Full boilerplate

When a complete description of our positioning and offer is required we use the full version of our official boilerplate shown below. This should be used once per document and is usually placed on the back cover.

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas.

We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

We fund business and research collaborations to accelerate innovation and drive business investment into R&D. Our support is available to businesses across all economic sectors, value chains and UK regions.

Innovate UK is part of UK Research and Innovation. For more information visit innovateuk.ukri.org

Colours

Our colours have been carefully chosen to represent Innovate UK: supporting future innovations and shining a light on successes.

Breakdowns

Support colours

These colours are designed to complement content, working well as background and structure.

Shine colours

These colours draw attention to themselves and the content they contain.

Primary purple			Ultra violet		
C 70	**R** 76		**C** 28	**R** 189	
M 100	**G** 19		**M** 80	**G** 78	
Y 5	**B** 84		**Y** 0	**B** 151	
K 45			**K** 0		

Quantum blue			Sky blue		
C 100	**R** 0		**C** 68	**R** 77	
M 42	**G** 50		**M** 24	**G** 160	
Y 0	**B** 85		**Y** 0	**B** 217	
K 69			**K** 0		

Environ green			Luminous green		
C 90	**R** 0		**C** 80	**R** 42	
M 32	**G** 98		**M** 22	**G** 146	
Y 83	**B** 62		**Y** 68	**B** 109	
K 32			**K** 0		

Graphene grey			Composite grey		
C 80	**R** 60		**C** 40	**R** 150	
M 60	**G** 70		**M** 30	**G** 153	
Y 45	**B** 95		**Y** 22	**B** 165	
K 30			**K** 15		

Code red			Infra red		
C 0	**R** 158		**C** 7	**R** 223	
M 100	**G** 8		**M** 80	**G** 80	
Y 55	**B** 51		**Y** 60	**B** 84	
K 40			**K** 0		

Innovate UK

Gradients

To soften large blocks of colour on key corporate materials (social media banners, events stands, financial reports, credentials presentations) we can use colour gradients as background blends.

These usually appear behind our master 'brand device' (see page 15) and are limited to the 2 combinations listed below. They can be gradient or linear blends. Very rarely, when there is no 'brand device', we can use a full spectrum blend, using the colours below to highlight a section.

Background blends

Primary purple	Quantum blue
Graphene grey	Quantum blue

Full spectrum gradients

Infra red	Primary purple	Quantum blue
Composite grey	Graphene grey	Quantum blue

Corporate palette

For content that is about Innovate UK, who we are, what we do and how we do it, you should pick one ring from the most relevant chart below to use as your colour palette. The outside ring of each diagram shows the colour palette for using a blended background.

Introductions

Optional imagery or Composite Grey

Text or text panels

Shine colour usually corresponds with the support colour

Example use: social media banners, report covers and Powerpoint intro slides.

Simple content

Example use: single web page, social media infographic, simple leaflet or poster.

Complex content

Remaining 'shine' colours can be used to create subsections of content

Example use: micro site, long 'explainer' animation or large report document.

Innovate UK

# Engagement palette

For content that is about wider innovation, success stories and education pieces you should pick one ring from the most relevant chart below to use as your colour palette.

Introductions

Optional imagery or Composite Grey

Text or text panels

Support colour corresponds with the shine colour

Example use: social media banners, report covers and Powerpoint intro slides.

Simple content

Example use: single web page, social media infographic, simple leaflet or poster.

Complex content

Remaining 'shine' colours can be used to create subsections of content

Example use: micro site, long 'explainer' animation or large report document.

Campaign palette

For certain, high profile campaigns and initiatives we can apply our campaign palette. Please gain permission from the brand team before using.
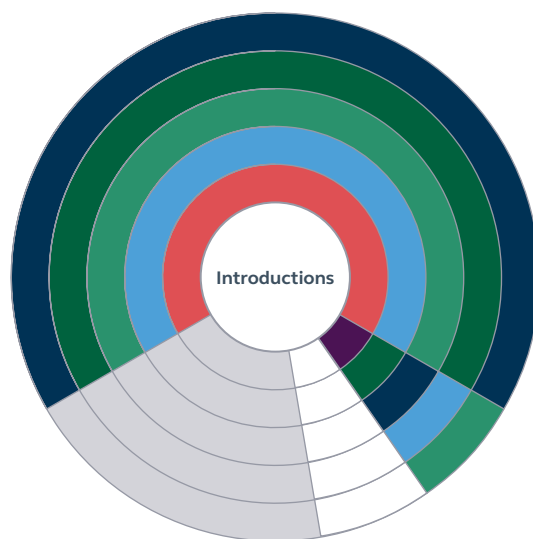
Example use: social media banners, report covers and Powerpoint intro slides.
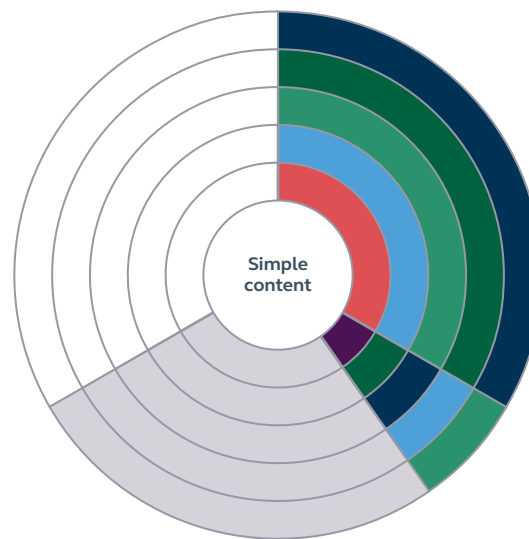
Example use: single web page, social media infographic, simple leaflet or poster.
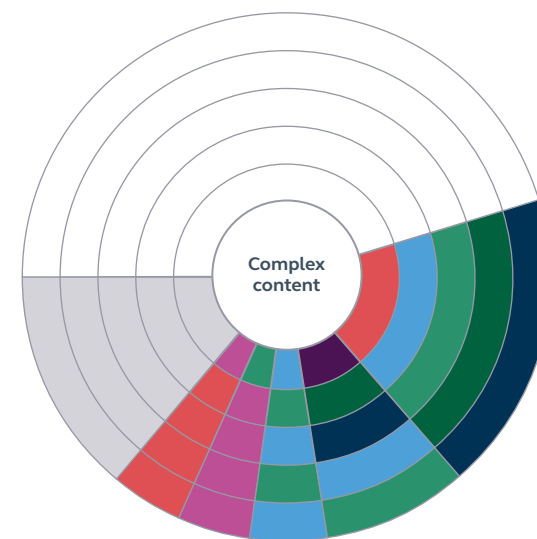
Example use: micro site, long 'explainer' animation or large report document.

Brand device

A Fibonacci curve is a visual representation of a key mathematical equation that occurs naturally throughout the world. This curve has been used for centuries by innovators looking to represent growth.

Our brand device is an abstract expression of the Fibonacci curve, forever linking Innovate UK with visionary innovation and the ripples of growth it creates.
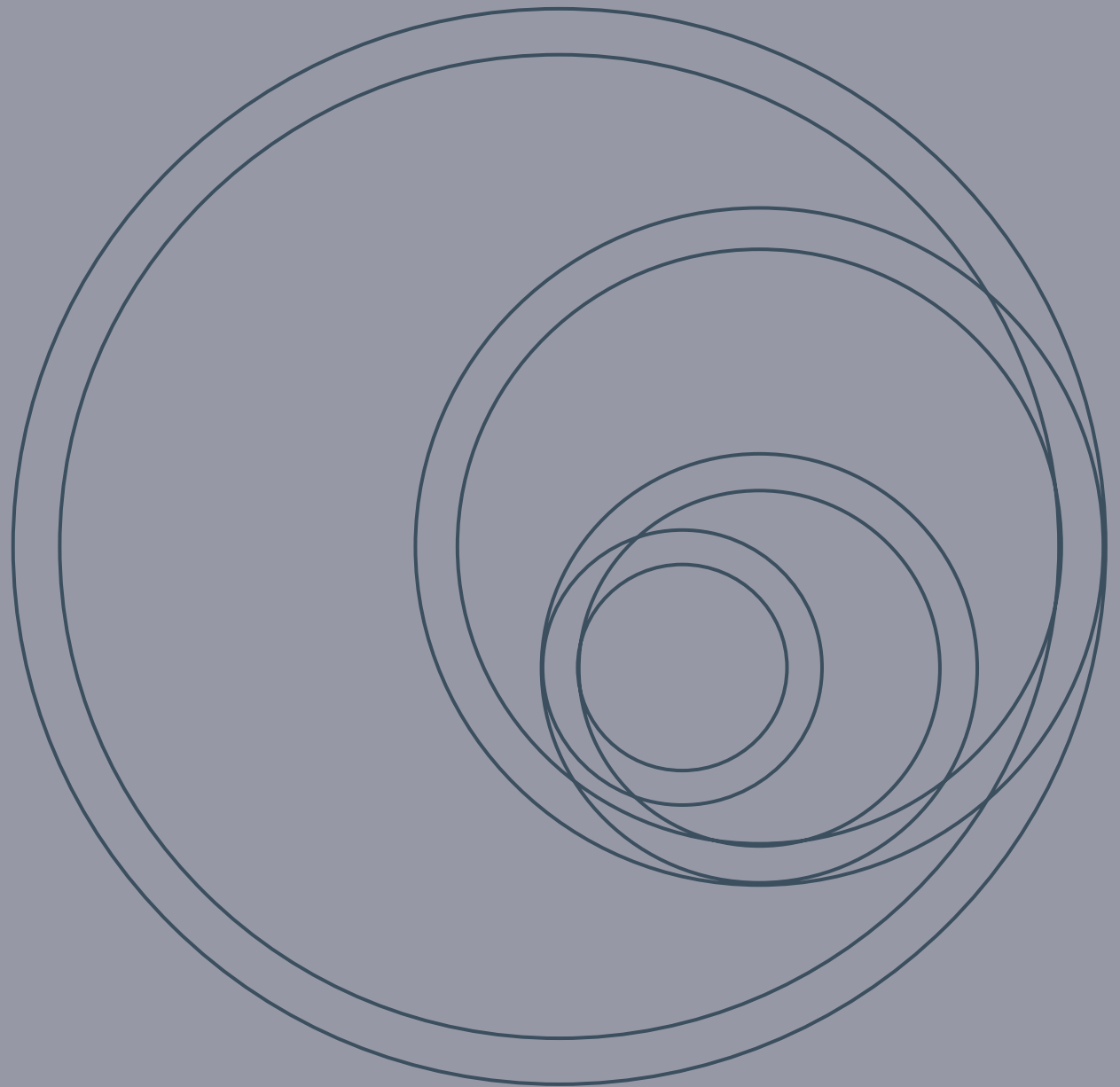
Growth

No matter what format you are placing the device into it should always 'grow' over at least 3 edges of the page, panel or screen (shown as the smaller white area in the diagrams, right).
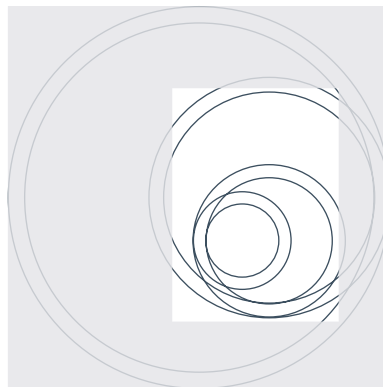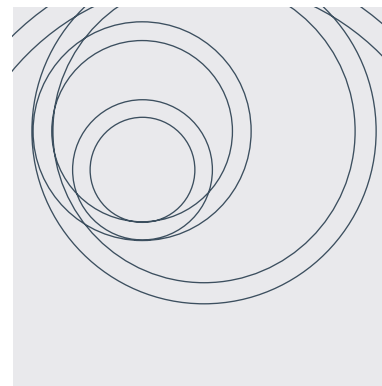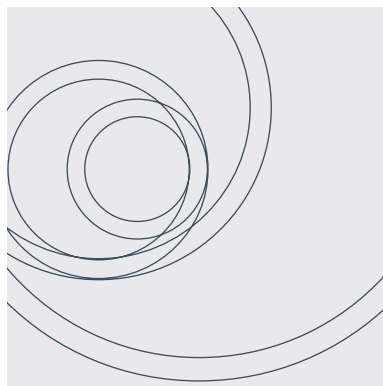
Focus

The device should always draw focus onto a key piece of your communication:

- primarily, the logo (remembering to abide by clear space rules)

- secondarily, a call to action

- thirdly, it can focus on a significant part of an image

Innovate UK

Apply here
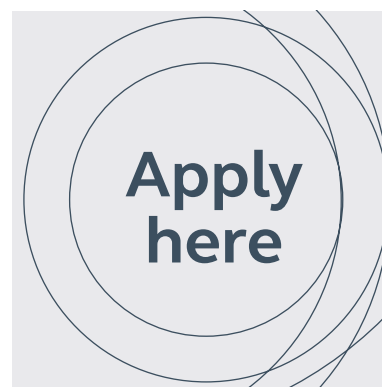
Evolution

To ensure we communicate innovation and change, the device constantly evolves, slightly changing how it appears. One way to achieve this is to rotate the device around the centre of the smallest circle.
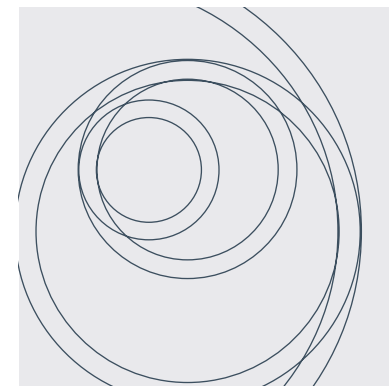
Sizing

In most cases the device will already be sized for you within the template, however when sizing the brand device for yourself, the final size is determined by the type of content you are focusing on.
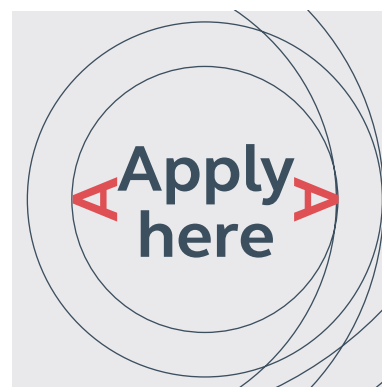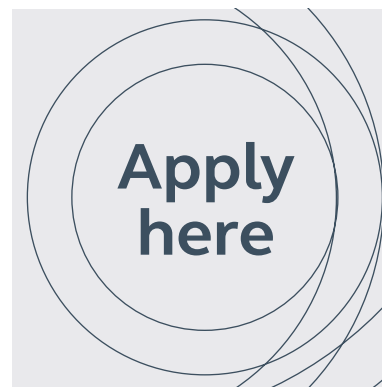
Focus on the logo

Allow a space equal to the K of UK between the logo and the inner circle.

Focus on a call to action

Allow a space equal to the cap height of your copy between the edges of the text and the inner circle.

Focus on an area of an image

Leave a clear space around the area of focus equal to the space between the inner circle and the next circle out (shown as 'X' above)

Corporate

When producing corporate communications, we primarily use a support colour (except Primary Purple) for the background with the corresponding shine colour for the device.
The example shown far right demonstrates using the brand device on a blended background.
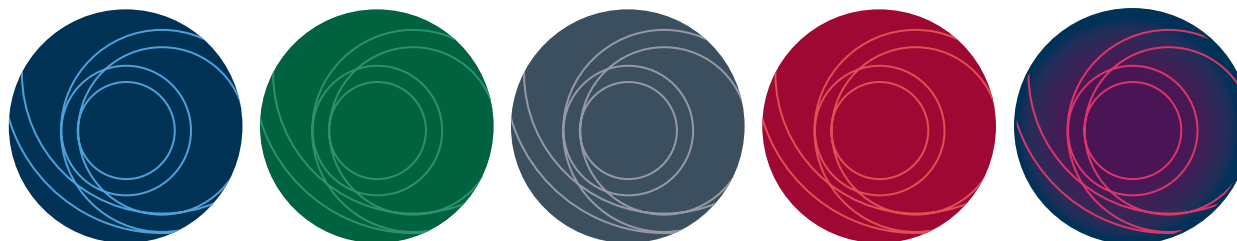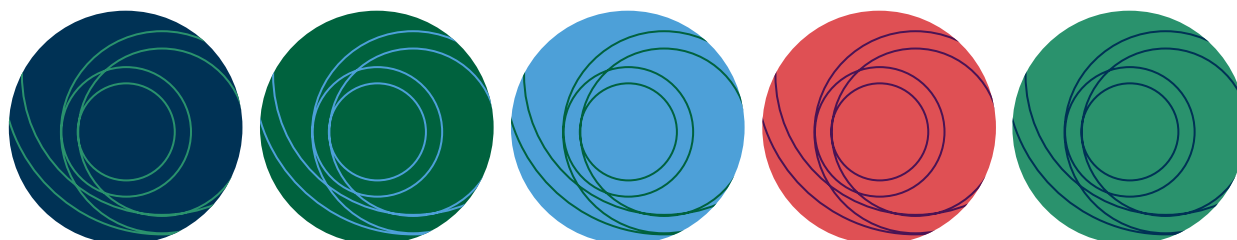
Engaging

When producing engaging communications (those designed to highlight innovation rather than Innovate UK), we primarily use a shine colour for the background with the corresponding support colour for the device.
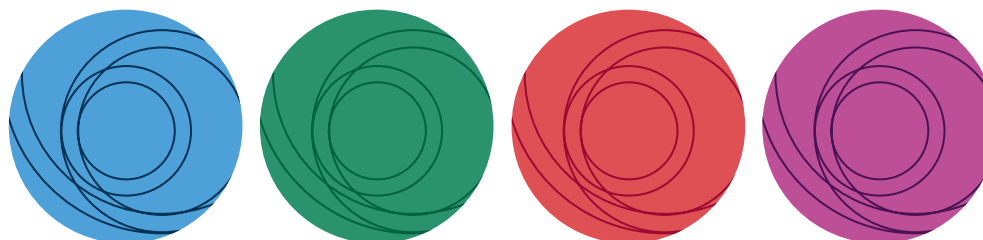
Please gain permission from the brand team before using the combinations below.

Luminous Green on Quantum Blue

Sky Blue on Environ Green

Luminous Green on Sky Blue

Primary Purple on Infra Red

Quantum Blue on Luminous Green
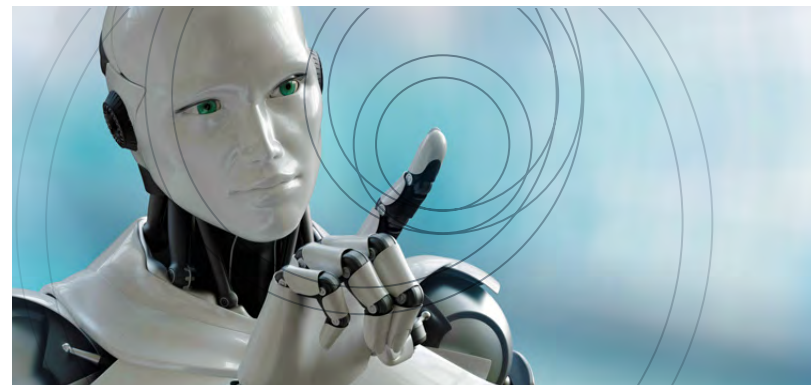
Imagery

Dark images

When placing the device over dark images:

- only use the device in white

- leave an area around your focus point which obeys the guides on the previous page

- avoid lines from the device crossing faces

- use images with large visually calm sections to contrast the detail of the device

Light images

When placing the device over light images:

- only use the device in Graphene grey

- leave an area around your focus point which obeys the guides on the previous page

- avoid lines from the device crossing faces

- use images with large visually calm sections to contrast the detail of the device

Strength

The strength, or how much is seen, of our brand device varies depending on where it is being used.

Formal content

Engagement communications

Innovate UK

Innovate UK

Innovate UK

Not seen at all

On formal, minister-facing reports or when the logo is acting as a standalone representation of Innovate UK, the brand device is never used with the logo.

Example application

Building signs, social avatars, plaques and certificates.

Faded out by second circle

On highly corporate documents the device may be used as long as it is has a gradient blend to zero transparency by, or just past, the second circle from the centre of the device.

Example application

Delivery Plan, Annual Report and Accounts, call to action on the website or social media.

Fades to edge of fourth circle

For our most engaging communications, the device is allowed to be visible all the way to the edge of the panel or page it is shown on. However, it must still fade slightly.

Example application

PowerPoint covers, campaign adverts or event stands.

Brand campaign

At the heart of Innovate UK is a simple but bold idea that binds us all together and drives our work: to realise the full potential of the UK's ingenuity.

Across our advertising we express this concept as 'Backing Britain's best ideas'.

Messaging

When using our brand campaign in a sentence, it is important to present it consistently and within the correct context. To that end, there are 2 recommended versions of brand campaign messaging: as a call to action and as a display heading

As a call to action

We're always looking to back the best ideas. Discover how we could help your idea shine at innovateuk.ukri.org

As a display heading

Our brand campaign display headings follow the below set formula, where: X = an innovation, such as Hydroponic technology, Y = a person's name or business's name, Z = an Innovate UK service (finance, connections or insight).

X innovation
by **Y** individual or business.
Z service by Innovate UK.

When used in practice this becomes...

Hydroponic technology
by Alan Smith.
Finance by Innovate UK.

The below examples how we integrate this messaging into our advertising:

Intelligent
transport
by Red Ninja
Connections by Innovate UK

We're always looking
to back the best ideas.
Discover how we could
help your idea shine at
innovateuk.ukri.org

Innovate UK is part of UK Research and Innovation

Innovate UK

Three-dimensional
crop growth by
Saturn Bioponics
Finance by Innovate UK

We're always looking
to back the best ideas.
Discover how we could
help your idea shine at
innovateuk.ukri.org

Innovate UK is part of UK Research and Innovation

Innovate UK

Smart
mapping
by Gettrik
Insight by Innovate UK

We're always looking
to back the best ideas.
Discover how we could
help your idea shine at
innovateuk.ukri.org

Innovate UK is part of UK Research and Innovation

Innovate UK

Brand language

To ensure we are communicating to the right people in the right way, it is essential that our tone of voice is clear, consistent and confident.

As you will see on page 25, Professor Brian Cox (shown right) acts as the benchmark for our ambitious new voice.

Photo: The Royal Society

Personality

Our personality is essential to help us gain the trust and respect of our customers. When communicating, ask yourself – **'what would Brian say?'**

Like Brian we are warm, confident communicators. We are respected for our in-depth knowledge and our ability to engage broad and diverse audiences.

Our key personality traits are:

- passionate
- ambitious
- visionary
- expert
- collaborative

Brian Cox

- Physicist at the University of Manchester
- Author of popular science books and over 950 scientific papers
- TV and radio presenter
- Musician in 2 bands

Photo: The Royal Society

We have a distinctive style to our communications:

We're positive

We make constructive comment; we don't pass judgements.

The glass is half full; the glass isn't half empty.

We have fun; we're not funny.

We're proud

We're confident; we aren't arrogant.

We're excited; we aren't excitable.

We're active; we aren't passive.

We're personable

We make conversation; we don't make pronouncements.

We're friendly; we're not pally.

We're inviting; we aren't pushy.

We're perceptive

Our opinions are based on facts and figures; they aren't based on personal view.

We're considered; we aren't careless.

We ask questions; we don't make assumptions.

We're positive

Below are some examples of how to practically apply our positive tone of voice.

We make constructive comment; we don't pass judgements.

Both these example report introductions recognise our own poor performance, but the first example highlights the opportunities we have to improve.

DO

Norway is the envy of the world in electric vehicle deployment. What can we learn from the differences, as well as the common features, in how it is solving problems? Could that give us confidence in our approach and inform our innovation strategy?

DON'T

The UK lags terribly behind Norway in electric vehicle deployment. If we look at how they are solving problems there must be learnings we can take away to improve on our own incredibly poor approach to develop a coherent innovation strategy.

The glass is half full; the glass isn't half empty.

Both tweet headlines below highlight subjects that are contained within the article that follows, but we choose to highlight the positive.

DO

Space predictions: How we'll be able to fly to Sydney in just 2hrs.

DON'T

Space predictions: How future satellites could compromise our privacy.

We have fun; we're not funny.

The first blog introduction below has fun with different viewpoints, without making a joke of it or making either party the butt of the joke.

DO

I've sometimes overheard arguments between designers and people who run companies. Sometimes the business people say this kind of thing: "I'm a business guy, not an arty type." It's a challenge. If you are running or working in a business, why should you care about design?

DON'T

For too many businessmen their idea of design runs something like this: "How many designers does it take to change a light bulb? One to change the bulb and another to question the brief" But design thinking can do so much for your business. In this blog, we look at how much more.

We're proud

Below are some examples of how to practically apply our proud tone of voice.

- proud

We're confident; we aren't arrogant.

The first of these twitter posts uses a large claim. It confidently positions us as central to the rail industry without overstating our role or underplaying the railway's own achievements.

DO

Making tracks for success: the role of an innovation lead in rail innovation.

DON'T

Saving our railways: how the role of an innovation lead has turned around a struggling industry.

We're excited; we aren't excitable.

Both sentences are positive about an important story, but the first remembers to keep a certain detachment from the project and qualifies – both why it is exciting and what the results could be.

DO

Good news from 12 UK businesses this week, as they use funding to take on some of today's biggest healthcare and agriculture challenges, including Parkinson's disease, strokes and epilepsy with brilliantly innovative new ideas.

DON'T

Amazing news! UK businesses are going to use huge new funds to take on the biggest and baddest healthcare and agriculture challenges with their brilliant new ideas to defeat Parkinson's disease, strokes and epilepsy.

We're active; we aren't passive.

The copy should always demonstrate what Innovate UK is doing or the role we are playing in the viewer's life. In this case, the first sentence adds a call to action to the content, showing how the viewer and Innovate UK can be active together.

DO

Discover our new Scaling Up report and learn how innovative businesses across the UK can achieve sustainable growth.

DON'T

Scaling Up report – how Innovative businesses across the UK can achieve sustainable growth.

We're personable

Below are some examples of how to practically apply our personable tone of voice.

- personable

We make conversation; we don't make pronouncements.

The first one makes a proposition rather than a statement, and then asks the reader to form their own opinion, starting a conversation that we can shape and influence.

DO

Cell and gene therapies look set to revolutionise the healthcare system according to the CEO of the Gene Therapies Catapult. What do you think? Read the new #innovateblog and make up your own mind.

DON'T

Cell and gene therapies are going to revolutionise our healthcare system. Learn how in our new #innovateblog

We're friendly; we're not pally.

The first tweet uses a warm, friendly tone without using the pet names and casual terms that cross the line into over-familiarity displayed in the second.

DO

We're really looking forward to seeing everyone at New Scientist Live 28 September - 1 October 2017. Join us to learn about cosmos, earth, humans, tech, engineering and innovative UK businesses solving societal challenges.

DON'T

We'd love to see your cheeky faces at New Scientist Live 28 September - 1 October 2017!!! Catch us there to learn about cosmos, earth, humans, tech, engineering and innovative UK businesses solving societal challenges!

We're inviting; we aren't pushy.

At Innovate UK, we don't tell people what to do. The second tweet shows how, by trying too forcefully to make something sound exciting, you can start to 'push' them into doing it.

DO

Will you be attending 'Future Cities Jam – Australia'? Don't miss this great chance to meet Australian peers and companies.

DON'T

'Future Cities Jam – Australia' is a must-attend event for anyone serious about expanding their business to Australia.

We're perceptive

Below are some examples of how to practically apply our perceptive tone of voice.

- perceptive

Our opinions are based on facts and figures; they aren't based on personal view.

The first sentence expresses an opinion based on provable evidence that could go on to be laid out in detail. The second is a personal conclusion drawn from a range of hypothetical situations and little evidence.

DO

With recent changes in legislation, shifting ownership patterns and rapidly improving technology, electric vehicles should have everything they need to be a success in the UK.

DON'T

With a little joined-up thinking around business models and pricing signals, electric vehicles will have everything they need to be a success in the UK.

We're considered; we aren't careless.

All our facts can be traced back to their source. No opinion is put forward without referring back to a fact.

DO

When fewer than 1 in 5 school leavers go on to study a STEM subject at university...

DON'T

When most school leavers wouldn't be seen dead in a science lab at a university....

We ask questions; we don't make assumptions.

Both of these links would be accurate for the video they introduce, but the second makes an assumption on the audience's behalf. It draws a conclusion that builds on the video, rather than leaving the audience to interpret it themselves.

DO

What's it really like to be a female #entrepreneur in the #digital #tech sector?

DON'T

Discover why you need to be brave as a female #entrepreneur in the #digital #tech sector

Positioning

How we position ourselves

When creating marketing communications we use the following statement to position Innovate UK in the eyes of our audience.

Full version
Leading the UK's investment in innovation, providing the finance, connections and insight that enable ideas to shine, businesses to grow and Britain to succeed.

Shorter version
Leading the UK's investment in innovation, helping ideas to shine, businesses to grow and Britain to succeed.

Shortest version
Leading the UK's investment in innovation

Describes both the scale of our investment and our role in influencing innovation in the UK

Leading the UK's investment in innovation

Positions us as both a national operator, and an official one

We invest not only money, but our time, energy and knowledge into the project

Offer

What do we have to offer

When creating marketing communications we use the following statements to describe our offer to our audience.

In 9 words
The finance, connections and insight to power your innovation.

In 2 sentences
Innovate UK provides the finance, connections and insight to transform your science and technology ideas into game-changing innovations.

Whether you're looking to fund a new product prototype, find a partner to develop a medical advancement or gain insight into creating a ground breaking infrastructure innovation, we can help your idea to shine and your business to grow.

In 3 paragraphs

**Finance for
free thinkers**

Whether your idea is still on the drawing board or ready for commercialisation, our grants and loans provide the funding you need to succeed.

**Connecting you
to success**

As the UK's innovation agency, we have access to all the right people to help your innovation progress from bright idea to real-world success.

**The insight
to power innovation**

When you are pushing the boundaries, it can be hard to know where to turn, who to listen to and what path to take. Whatever your innovation challenge, from attracting investment to understanding your market, we can show you the way.

Who are our customers?

When creating marketing communications we use the following statements to describe our customers and how we can help them.

Tomorrow's innovators

Are you just getting started? Do you see solutions where others see problems?

Innovate UK operates at the boundaries of science, business and technology. We work with people just like you to help shape the future of the economy, the UK and the world we live in.

We're uniquely placed to help you connect with people who think like you think, and provide insight to help find your own path to innovation. We can help you and your ideas to shine.

Today's game changers

Are you looking to test, create, improve or collaborate on an innovative technology, product or service?

It doesn't matter if you're a start-up, a small company or a large multi-national. If you have a game-changing idea and are UK based, then Innovate UK could provide the finance, connections and knowledge that will enable your idea to shine and your business to grow.

Decision makers and opinion shapers

The UK faces a challenging, dynamic future, from Brexit to climate change, ageing populations to rising automation. Against this background, innovation has never been more urgent or vital.

Innovate UK is uniquely placed to understand these challenges and provide informed insight into how we can progress.

Typography

As our message has evolved, so has the way we present it. Used correctly, our fonts add authority and immediacy to what we say.

Display typeface

Our display typeface is Produkt. This is a large family with many weights. We limit ourselves to Bold, Medium and Light. When using our display typeface, please follow these 2 principles:

- only use for titles and headlines across print and digital channels

- always set in sentence case

To purchase this typeface please visit commercialtype.com/catalog/produkt

Produkt Bold

We only use this weight when adding text over complex imagery or video where the extra weight is needed to improve cut through.

ABCDEFGHIJK
abcdefghijklm
0123456789?!

Produkt Medium

This is used to create bold titles or added to individual phrases to create extra emphasis within headlines.

ABCDEFGHIJK
abcdefghijklm
0123456789?!:

Produkt Light

This is the most flexible of our 3 weights, able to cover the uses above, as well as longer headlines.

ABCDEFGHIJK
abcdefghijklm
0123456789?!:

Corporate typeface

Our corporate typeface is FS Elliot. This is a large family with many weights. We limit ourselves to Bold, Regular and Light. Our corporate typeface should be used in the following situations:

- use for body copy across digital and print channels

- use for pull-out quotes, running heads and footers

- use to annotate infographics and illustrations

- use for tutorial videos and captions

To purchase this typeface please visit fontsmith.com/fonts/fs-elliot

FS Elliot Bold

This is ideal for headings and sub-headings or adding emphasis to copy.

ABCDEFGHIJKL abcdefghijklmn 0123456789?!&:

FS Elliot Regular

This is used as a body font when extra visibility is required. It also works well for pull copy.

ABCDEFGHIJKL abcdefghijklmn 0123456789?!&:

FS Elliot Light

This is our primary font for body copy.

ABCDEFGHIJKL abcdefghijklmn 0123456789?!&:

Alternatives

When our display and corporate fonts are not supported by software (e.g. when working in Microsoft on slides and Word) our alternative fonts are available for internal corporate use.

To download Rockwell Nova for Microsoft please visit microsoft.com/en-gb/store/p/rockwell-nova/9n57vdp26cd7

ITC Rockwell Light or Rockwell Nova Light

This is ideal for headings and titles.

ABCDEFGHIJKL
abcdefghijklmn
0123456789?!&:

Calibri Regular

This is used for sub-headings or as a body font when extra visibility is required.

ABCDEFGHIJKLM
abcdefghijklmno
0123456789?!&:

Calibri Light

This is our primary font for body copy.

ABCDEFGHIJKLM
abcdefghijklmno
0123456789?!&:

Motion

Video, animation and sound
are central to our brand.

Stings

Our master sting demonstrates some useful techniques to use when developing new stings, transitions and motion graphics.

- **using natural points of focus.** The 'o' in the logotype acts as a natural point for the brand device to expand from

- **integrating the brand device.** The brand device is used to form a 'swipe' transition from animation to video

- **using a brand colour as your background**

- **using dynamic motion.** The brand device doesn't just expand linearly, it also rotates and fades. All 3 are vital to creating the sense of a 'ripple'

- **synchronising our audio and visual identity.** Our audio identity can be used independently, but is most powerful when accompanying our master sting. Here, it creates a sense of energy and builds to a moment of change

Our master sting and sonic identity are available from the asset library. They should be used at the once in all videos.

Our master sting is used at the end of videos, to allow the use of campaign or series identities at the start.

Animation

Shown right are some examples of animation styles that match our ambition for the Innovate UK style. The characteristics that unite them could be described as:

- **simple and stylish.**
  The visual design is bold and simple, but is the way it is animated that stylishly brings the stories to life

- **focused on concept.**
  These animations start with a core concept and build from there, using abstract representation and inventive ways to explain complex concepts

- **iconic representation.**
  The characters who populate these animations are drawn in an iconic style with the small touches that keep the overall effect warm and friendly

youtube.com/watch?v=1e8xgF0JtVg

https://vimeo.com/166052095

dutchuncle.co.uk/noma-bar-newyork-presbyterian/

https://www.youtube.com/watch?v=J8DhUviPX-E&t=81s
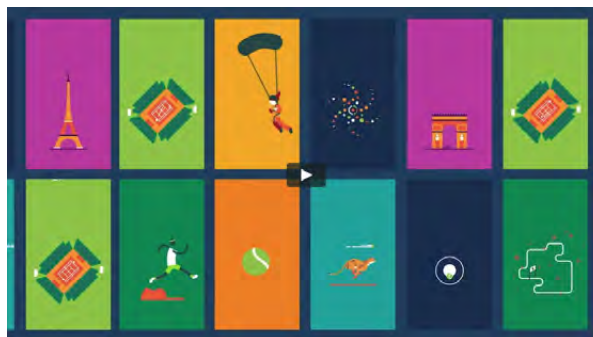
animade.tv/work/data-driven-animations
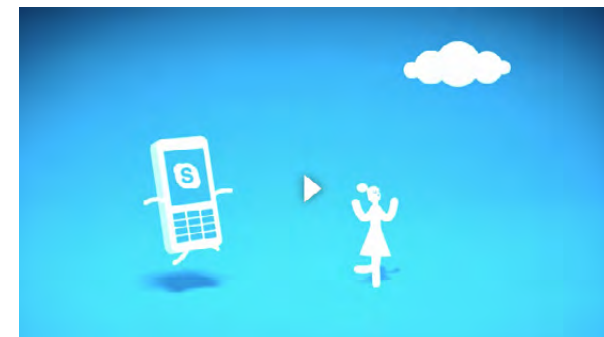
studioaka.co.uk/OurWork/skypecampaign

Imagery

Distinctive imagery plays a fundamental role in bringing our brand to life and is pivotal to providing our new brand with cut through on digital channels.

Context

Our imagery makes innovation relatable by:

- showing the wider story within which innovation takes place
- using real locations
- including little details that allude to the bigger picture and hint at a world continuing out of frame

Character

Any innovation is only as good as the people behind it. So, wherever possible:

- we include people in our imagery, taking natural portraits
- let the subject's character shine through

Colour

We are helping to create a brighter future for the whole of the UK and the world. As such:

- include bold colour in your imagery where you can
- use software to increase the saturation

Increasing saturation

We recommend an increase of 30–70% for most imagery

For those without access to Photoshop, Pinetools offers an easy to use free online tool for increasing saturation of images.

pinetools.com/change-image-saturation

Innovate UK

Brand Guidelines

Imagery: Hero photography

Background imagery

When imagery is required to play a supporting role to content, such as social calls to action or reactive blog posts, we use our background imagery style to bring out the theme of the content.

Our background image style follows the 4 key principles below:

These images should not be used on our GOV.UK site.

These images should only be used with copy on top.

Images with copy are used in:
- Twitter posts
- Linkdin posts
- Facebook posts
- PPT slides

Relevance

The image should be instantly recognisable as relevant to any copy your are adding.

Focus

As with our brand device the images have a natural focus.

Tint

The image should be treated with a 100% 'colour' overlay using one of our shine colours.

Tone

The image should have an even tone, allowing content to easily sit on top of them.

Getting started

There are a range of templates for creating new tinted background images on our asset library. You will also find a range of existing images for each of our core areas of focus.

Predictive

Our illustration should always:

- be rooted in the science of today
- show tomorrow's world, which we require the continued support of innovation to reach

Positive

Innovation changes the world for the better. Our illustrations:

- highlight positive outcomes
- create an optimistic vision of the future

Palpable

As our work makes a real impact on the progress of innovation:

- imagery should feel tangible
- use highly crafted CGI effects to create a palpable, three-dimensional illustration of future technology
- can incorporate actual photography to ground the illustration in the real world

Innovate UK

Graphic elements

From the way we lay our designs out to the icons we use in infographics, the devil is in the detail. It is important to maintain the consistency of our brand across the full range of visual elements.
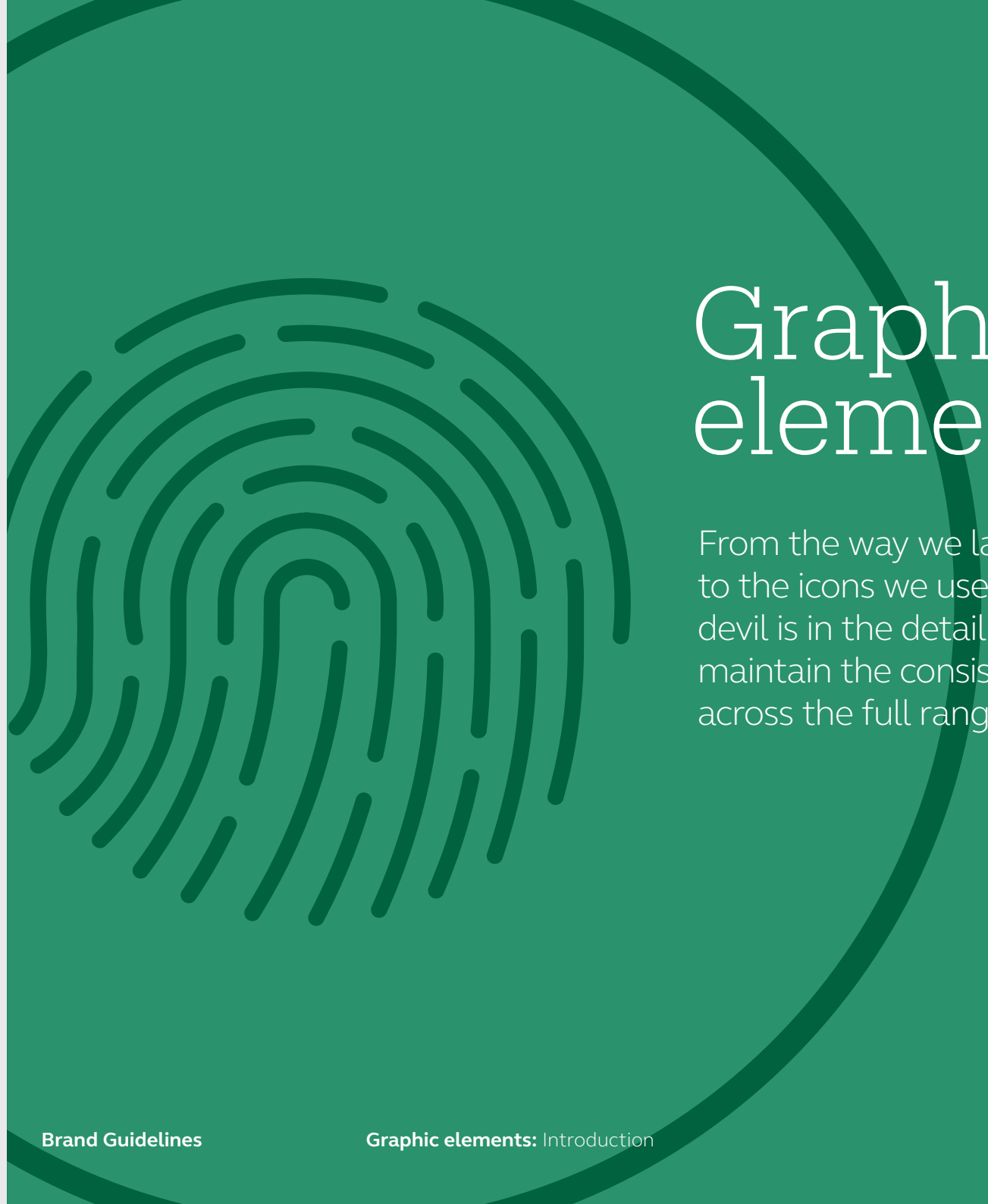
Composition

To maximise impact while communicating the complex concepts involved innovation, we tend to split our designs into 2 clear sections.

The dividing line for those 2 sections should appear close to, or on, a point marking a third of the height or width of your page or spread.

This is because the Fibonacci curve, which forms the basis of our brand device, is based on the golden ratio (1:1.6 or roughly a third).

On the example pages and screens shown right, we have marked a third with a purple zone.

By splitting your composition on or near the edges of those zones, you will support our brand concept and increase the cut through of our communications.

Portrait

Landscape

Dividing a single page or screen horizontally

e.g. an image on poster

e.g. a header on website welcome screen

Dividing a single or screen page vertically
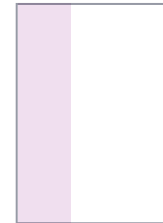
e.g. a contents column in a word doc

e.g. a story menu in an email

Dividing multiple pages or screens horizontally
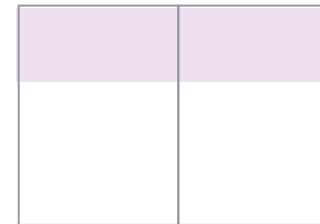
e.g. an image across the top of a double page spread

e.g. supers on a video wall

Dividing multiple pages or screens vertically
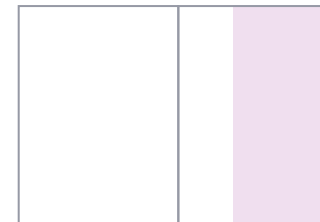
e.g. dividing up events panels information
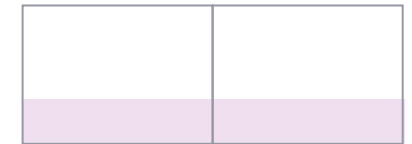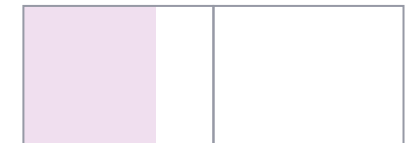
e.g. splitting up a spread on a page turner

Icons

Icons should:

- be contained within a circular keyline

- use simple line-based illustrations without large solid blocks of colour

- use a similar weight line for both keylines and illustrations
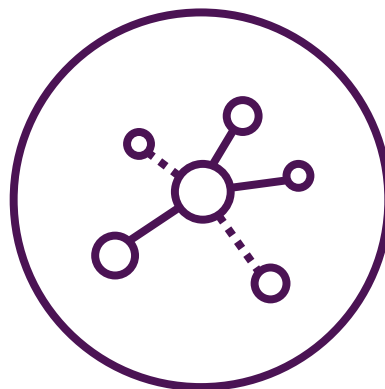
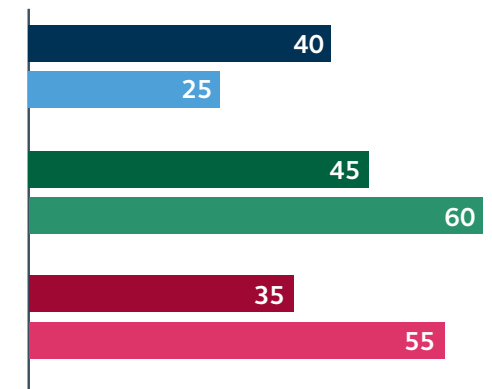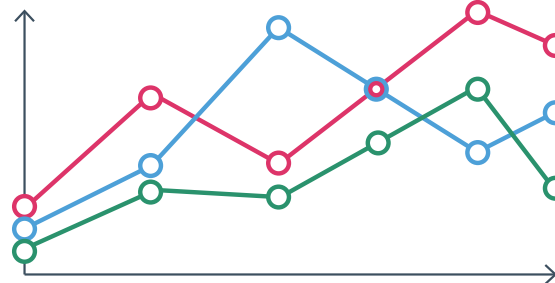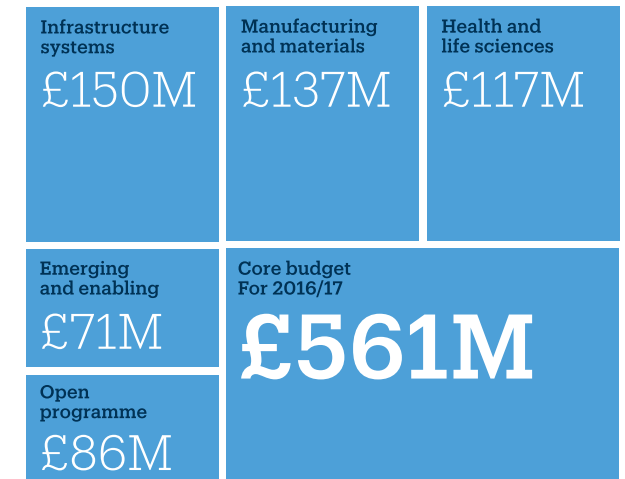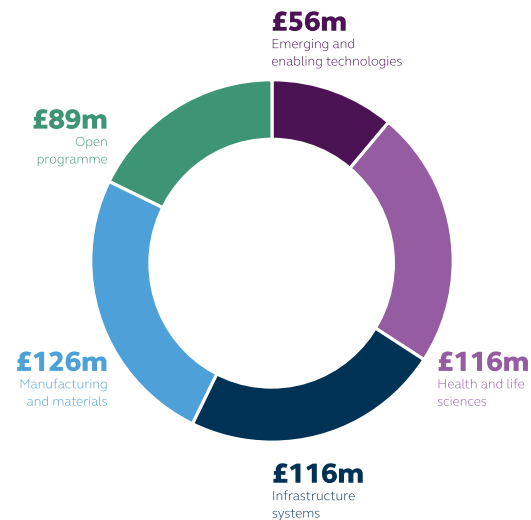- printed at least 10mm in diameter.
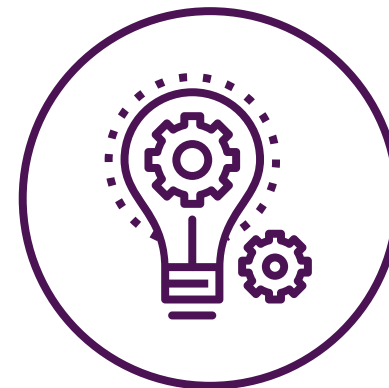
Chart styles

Charts should:

- use brand colours to denote categories

- avoid tints where possible

- integrate circles where possible

- use slender bars

£56m
Emerging and enabling technologies

£89m
Open programme

£126m
Manufacturing and materials

£116m
Health and life sciences

£116m
Infrastructure systems

Infrastructure systems
£150M

Manufacturing and materials
£137M

Health and life sciences
£117M

Emerging and enabling
£71M

Open programme
£86M

Core budget For 2016/17
£561M

40
25
45
60
35
55

Bring it
all together

Press advert 1

Digital adverts

Brand posters

Intelligent transport by Red Ninja
Connections by Innovate UK

We're always looking to back the best ideas.

Discover how we could help your idea shine at **innovateuk.ukri.org**

Innovate UK is part of UK Research and Innovation

Innovate UK

Three-dimensional crop growth by Saturn Bioponics
Finance by Innovate UK

We're always looking to back the best ideas.

Discover how we could help your idea shine at **innovateuk.ukri.org**

Innovate UK is part of UK Research and Innovation

Innovate UK

Smart mapping by Gettrik
Insight by Innovate UK

We're always looking to back the best ideas.

Discover how we could help your idea shine at **innovateuk.ukri.org**

Innovate UK is part of UK Research and Innovation

Innovate UK

Innovate UK

Out of home

Innovate UK

Social posts

Opinion post

- bold typography to clearly communicate (20 word maximum quote)
- colour background with contrasting device colour increases cut through
- graphic device focuses on a headshot to provide context
- opinion posts assets to be produced by the content team

Campaign post

- image generated for the campaign catches the eye
- small device focusing on campaign title ties the post back to the master brand
- campaign twitter cards assets to be produced as assets by the content team

News post

- no brand device to maintain speed and editorial feel
- however the image is treated for saturation and should abide by the photo guidelines: context, character, colourful

Call to action post

- large device focuses attention on the call to action
- coloured washed image as background emphasises offer and ties into brand
- a bank of standard call to action posts is available from the asset library

Social channels

Event stand

Leading the UK's investment in innovation

Smart mapping by Gettrik

Finance by Innovate UK

Discover how we could help your idea to shine

Effient commuting by TravelAI

Connections

Innovate UK

Innovate UK is part of UK Research and Innovation

Renewable power by Act Blade

Insight by Innovate UK

Pull-up banners

Intranet

Report covers

Scaling up:
the investor
perspective

How innovative UK
businesses can achieve
sustainable growth

November
2017

Innovate UK

Innovate UK is part of
UK Research and Innovation

Competition
results 2017

Analysis for Innovators

Innovate UK

Innovate UK is part of
UK Research and Innovation

Evaluation
Framework:

How we assess our
impact on business
and the economy

December
2017

Innovate UK

January
2017

Ev
Fra

Inn
UK Re

Innovate UK

Powerpoint

Document cover

Innovate UK

2017/18
Delivery
Plan

Delivery plan | Executive summary

Building on our momentum

Our focus for the last 5 years has been on driving innovation across the UK. This we have done by investing in high-potential innovation projects as part of the strategies we developed in a number of priority areas, as well as connecting businesses with each other and with research and by establishing the Catapult centres. This has enabled us to make excellent progress and build momentum.

Now our focus will be to build on that momentum to accelerate sector growth. To do that, in terms of innovation funding, we need to expand our focus on projects and opportunities to concentrate on the growth of the investment-worthy businesses that those opportunities create and on how those exciting new companies can accelerate the value chains.
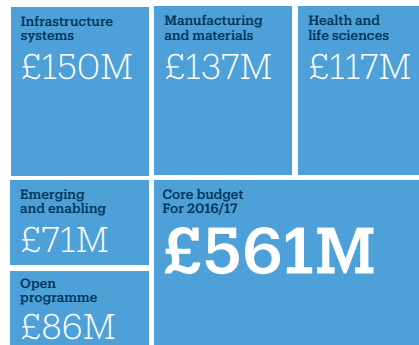
We have therefore restructured the organisation into sector groups, which are easier for the industry, investors and the government (local, devolved and central) to understand. These are:

• Emerging and Enabling Technologies
• Health and Life Sciences
• Infrastructure Systems
• Manufacturing and Materials

Underpinning the activity of the sector groups, we have set out our 5-point plan that will ensure we focus on driving productivity growth. We will:

• turn scientific excellence into economic impact and deliver results through innovation, in collaboration with the research community and government

• accelerate UK economic growth by nurturing high-growth potential SMEs in key market sectors, helping them to become high-growth mid-sized companies with strong productivity and export success

• build on innovation excellence throughout the UK, investing locally in areas of strength

• develop Catapult centres within a national innovation network to provide access to cutting-edge technologies, encourage inward investment and enable technical advances in existing businesses

• evolve our funding models, ensuring businesses we work with get the right kind of funding at the right time and helping public money go further and work harder.

The Government has said that it intends to implement the recommendations of Sir Paul Nurse's review of the research councils by creating Research UK, a new body incorporating the seven research councils, and that it would look to integrate Innovate UK into this new body. This year we will work in increasingly close partnership with the research councils, building on the firm foundations laid in previous years.

Infrastructure systems	Manufacturing and materials	Health and life sciences
£150M	£137M	£117M

Emerging and enabling	Core budget For 2016/17
£71M	**£561M**

Open programme	
£86M	

How we are helping business

Innovate UK supports ambitious UK businesses to grow by helping to fund their groundbreaking projects and by connecting them to the right partners.

Funding

Our funding helps UK businesses to develop the ground breaking technologies that will meet and define the markets of the future. We provide core funding for innovation infrastructure in the UK, including the network of Catapult innovation and technology centres, and we fund a wide range of innovative business projects through our competitions. We will run funding competitions this year in each of our sector programmes.

They will have a broad sector scope and will focus on the particular innovation challenges and opportunities in each sector.

We will also run funding competitions in our open programme to provide grants for the best innovative ideas that could come from any innovative UK company working in any high-value innovative technology, business model or process in any area of the economy.

In 2017/18, the second round of funding competitions in our sector programmes will comprise two competitions, each covering two sectors.

This enables an additional open competition to run and provides more opportunities for businesses across the economy to apply for funding at a time more suitable to their business and innovation development cycle. We will also deliver competitions for grants or contracts on behalf of government departments or other public sector organisations.

Working globally

We will work with emerging economies to translate the UK's innovation expertise into business solutions for socio-economic challenges. The Newton Fund competitions support UK companies to establish global partnerships and exchange knowledge with organisations in some of the most dynamic markets in the world, such as China, India and Malaysia.
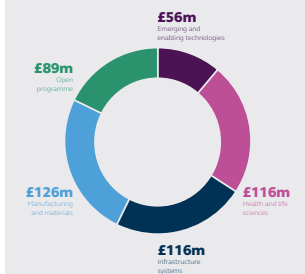
They will address challenges such as air pollution, rapid urbanisation and the production of nutritious, safe and affordable food. This year, we will expand the Newton Fund Global Innovation Policy Accelerator programme – a professional development programme for innovation leaders from Newton Fund partner countries.

We will continue to support business participation in European Commission programmes, such as Horizon 2020, through the European Enterprise Network, Knowledge Transfer Network and our expert team of national contact points. These programmes help innovative SMEs grow and scale, and build collaborations, partnerships and supply chains in the EU and beyond. Although the UK is set to leave the European Union, the UK government has guaranteed to honour all EU funding commitments to UK enterprises.

Budget 2017/18

The pie charts show how expenditure on our core budget breaks down approximately across the sectors we support and how much additional money will be invested in delivering the Industrial Strategy Challenge Fund

£56m
Emerging and enabling technologies

£89m
Open programme

£126m
Manufacturing and materials

£116m
Health and life sciences

£116m
Infrastructure systems

Further information

Got any questions or need access to the asset library?
Email the brand team at
vanessa.gardner@innovateuk.ukri.org

The asset library can be found at
innovate.flowzone.com