Invitation to Quote

Invitation to Quote (ITQ) on behalf of Innovate UK

Subject Innovate UK Creative Brand Communications Tender

Sourcing reference number UK SBS PS17116

UK Shared Business Services Ltd (UK SBS)
www.uksbs.co.uk

Registered in England and Wales as a limited company. Company Number 6330639.
Registered Office Polaris House, North Star Avenue, Swindon, Wiltshire SN2 1FF
VAT registration GB618 3673 25
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UKSBS
Shared Business Services

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Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping Contracting Authorities improve efficiency, generate savings and modernise.

It is our vision to become the leading service provider for Contracting Authorities for shared business services in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector.

Our broad range of expert services is shared by our Contracting Authorities. This allows Contracting Authorities the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by the Department for Business, Energy & Industrial Strategy (BEIS), UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business, Energy and Industrial Strategy (BEIS) transition their procurement to UK SBS and Crown Commercial Services (CCS – previously Government Procurement Service) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Contracting Authorities.

Our Contracting Authorities who have access to our services and Contracts are detailed here.

Section 2 – About the Contracting Authority

Innovate UK

The Innovate UK is the UK's innovation agency – driving innovation to boost economic growth. It works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy

Innovate UK is an organisation of around 300 staff, drawn mainly from business. It works across the UK, with a head office in Swindon.

With a strong business focus, Innovate UK drives growth by working with companies to de-risk, enable and support innovation. To do this, they work to:

- Determine which science and technology developments will drive future economic growth
- Meet UK innovators with great ideas in the fields they're focused on
- Fund the strongest opportunities
- Connect innovators with the right partners they need to succeed
- Help its innovators launch, build and grown successful businesses

Since 2007 Innovate UK has committed over £1.8 billion to innovation, matched by a similar amount in partner and business funding. They have helped more than 7,600 organisations with projects estimated to add more than £11.5 billion to the UK economy and create 55,000 extra new jobs

Section 3 - Working with the Contracting Authority .

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Contracting Authority Name and address	Innovate UK, Polaris House, North Star Avenue, Swindon, SN2 1FL
3.2	Buyer name	Kevin Griffiths
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Estimated value of the Opportunity	Maximum Value £66,500 excluding VAT for the initial contract duration of one year. There will be an option to extend the contract for a further year subject to budgetary approval of up to £66,500.00 excluding VAT. Therefore for the avoidance of doubt, the total maximum value of this contract should both years be utilised is £133,000.00 excluding VAT
3.5	Process for the submission of clarifications and Bids	**All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here.** **Please note submission of a Bid to any email address including the Buyer will result in the Bid not being considered.**

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	24/07/2017 Location – Contract Finder
3.7	Latest date/time ITQ clarification questions shall be received through Emptoris messaging system	03/08/2017 14.00
3.8	Latest date/time ITQ clarification answers should be sent to all Bidders by the Buyer through Emptoris	07/08/2017 14.00
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	18/08/2017 14.00

3.10	Date/time Bidders should be available if face to face clarifications are required	06/09/2017 Time – TBA
3.11	Anticipated selection and de selections of Bids notification date	08/09/2017
3.12	Anticipated Award date	08/09/2017
3.13	Anticipated Contract Start date	11/09/2017
3.14	Anticipated Contract End date	10/09/2018 with the option to extend for a further year subject to budgetary approval
3.15	Bid Validity Period	60 Days

Section 4 – Specification

Brief for creative brand communications agency

The communications mission of Innovate UK is to ensure that it is recognised and respected as the organisation uniquely positioned to accelerate UK economic growth by driving innovation.

This includes ensuring that it explains its role and activities clearly, accessibly and in an engaging and inspiring way.

Innovate UK is seeking a brand agency to provide strategic development of Innovate UK's existing brand book, develop a toolkit and create branded assets on an ongoing basis to fulfil our business needs.

Innovate UK – the brand journey

Launching the Innovate UK brand background

Having spent its first 6 years as the Technology Strategy Board, the company was renamed Innovate UK in October 2014.

- Significant budget was spent in the run-up to this with brand workshops and stakeholder engagement to define the process of launching the new name and brand

- The first brand book was launched in October 2015 to the Innovate UK business and its family members

From April 2018 Innovate UK will become part of UK Research and Innovation, a merged organisation of primarily research-focused organisations. These contrast with Innovate UK in that we focus primarily on business customers.

All of the organisations that make up UK Research and Innovation will continue to operate their individual branding. As the only one that communicates with businesses first, it is important that we make this distinction very clear in our branding in future.

Brand development & ongoing brand support

Our brand awareness is 3% unprompted. We have a package of requirements to support our brand development over the coming 12 months.

The agency appointed as a result of this tender will take development work, develop it further, and finalise the creative application of the Innovate UK brand to provide assets to use across our digital channels and offline. This will include evolving the approach to imagery, iconography, colour etc across our differing audience personas.

The result will be an updated brand book with a simple and easy to use toolkit and corresponding assets including templates, logos, usage guidance etc. The agency will also

be commissioned to provide high quality design and application of key brand projects throughout the year.

Our audiences

As part of our digital content strategy work we have identified 3 personas:

1. Primary – operating entrepreneur
2. Secondary - aspiring entrepreneur
3. Secondary – influencer

The persona profiles are included in the Appendix.

Our content is published on:

GOV.UK

Our lead website.

Monthly stats:

- 72k unique visitors
- 203k page views
- 76% returning/24% new

Due to restrictions that are placed on us by GDS (Government Digital Service) our brand presence shown on our main channel is very limited. We can only show our logo in format shown. We have restrictions on size of imagery that we can use to illustrate our activity, however we do experience much higher views than our previous stand-alone website. We need to try and ensure that we utilise gov.uk in the most appropriate way within its existing guidelines.

Blog

Our blog

Monthly stats:

- 8k users
- 15k page views

Email

We have a significant customer database we use to promote competitions and events.

YouTube

Our YouTube channel

Total stats:

- 590k views
- 971,000 minutes

Twitter

Our Twitter channel is our most important social channel and our audience has doubled in the last 12 months to 83k followers.

We also use LinkedIn and Facebook to a lesser extent.

In addition we frequently use active promotion tactics through a specialist agency, including creating links to, or placements of, our material with other online partners.

Brand projects in this tender

We produce in excess of 600 pieces of content a year. These are primarily digital pieces of content, since we are a digital by default publishing organisation. They include video, twitter cards, graphics, slides, publications, blog posts, email newsletters and banners, and marketing collateral for events etc.

There are a number of different content projects that we have already defined for the year but we also expect to produce other – yet to be scoped – branded content.

Part 1 – Brand guidelines and digital assets application

In this contract we are looking for a supplier that can produce top quality brand guidelines. We expect the agency to be able to produce high quality usable brand assets, using the recently updated corporate identity refresh concepts. The agency will use their creative expertise to take the refreshed approach and develop this further, taking it to the next level.

Provide application guidelines, templates and digital assets including:

- creation of new on-brand assets to cover social media channels websites and print
- application of extended brand guidelines including use of secondary palette and photography – to include styles for:
    - powerpoint slide template
    - video stings
    - social media banners and cards
    - iconography
    - online and print ads
    - events collateral including brochure ads
    - update of brand book as an interactive PDF

The new guidelines should include an approach developed for each of the audience personas that is coherent, simple and effective.

A budget indication for this project would be **£16,500.00** excluding VAT and all expenses, this would include:

- creative development and application of refreshed branding to be applied across all of the above areas
- new brand book – supplied as an interactive PDF with links to download assets
- design files for the brand book to enable easy updates if we require them
- toolkit including templates and final assets uploaded to our project management systems

Part 2 – Brand extensions for campaigns

Creation of a brand extension for campaigns such as infocus and 10th anniversary – see example. This will involve creating campaign creative approaches. We'd expect to see 3 creative approaches before signing off on one route and agreeing a package of deliverables uploaded to our project management system, which may include:

- Creation of on-brand campaign assets to cover social media channels, websites and print
- Styles for:
    - Campaign logo/identity
    - Powerpoint slide template
    - Video sting
    - Social media banners and cards
    - Events collateral including banners
    - Usage guidelines

https://www.gov.uk/government/news/women-in-innovation-apply-for-infocus-funding-award

A budget indication for this project would be **£8,500.00 per campaign** excluding VAT and all expenses.

Part 3 – Ongoing development of corporate slides

Ongoing development of corporate powerpoint slides for use by senior managers at Innovate UK.

This would require application of any updated brand requirements and any ongoing need to update the corporate slide deck. This is likely to be new slides to incorporate UKRI, new diagrams and maps etc.

Deliverables:

- Updated slide deck as required in 16:9 and normal width
- Uploaded to project management system

A budget indication for this project would be **£4,500.00** excluding VAT and all expenses. Each set of updates will be scoped and quoted on separately.

Part 4 – Production of core branded content

We have a requirement to produce core branded content for print and social media. We'd expect to see 3 creative approaches of each project before signing off on one route and agreeing a package of deliverables uploaded to our project management system.

Piece 1 - Who we are and what we do

Content production in all formats

- design of 8-12pp extent publication
- web-enabled PDF for publication on Gov.UK
- production of a 2:00 minute video – including all pre and post production
- high Res Print PDF
- assets for social media, website and video

A budget indication for this project would be **£16,500.00** excluding VAT and all expenses.

Piece 2 - Core corporate annual plan

- design of 40pp extent publication
- web-enabled PDF for publication on Gov.UK
- high Res Print PDF
- assets for social media and website such as images and graphics sized for twitter and gov.uk

A budget indication for this project would be **£20,500.00** excluding VAT and all expenses.

Year 2

Should the agency be renewed for year 2 we would expect the packages to be largely the same specfication with the exception of Part 1) Brand guidelines & digital assset development. We would expect that the work required would be up to the same value but would cover required updates as part of our integration into UK Research and Innovation.

Working approach

We expect the agency to work collaboratively with the in-house Innovate UK content team – specifically liaising with the content strategy and development manager and brand and content co-ordinator on all aspects of the creative development and on the delivery of assets and finalizing the book and toolkit.

We expect to have a pre-production meeting before each job starts – to discuss the brief, creative ideas and agree the approach.

We expect the agency to be responsible for:

- agreeing the scope of work at each pre-production meeting
- creative concept and development - this should allow for 2 rounds of amends before final sign-off and application to the final design route
- understanding Innovate UK needs by researching our channels and formats required
- agree a final list of deliverables with Innovate UK for each project
- agree a schedule with milestones with Innovate UK for each project
- take part in update calls with the brand & content co-ordinator for regular project updates – frequency to be agreed
- collection of existing assets through Third Light asset library and flowzone
- production of all assets to our standards – this will mean ensuring that Innovate UK naming conventions and publishing processes are referenced and researched
- upload of final assets to our Flowzone and Third Light systems

Innovate UK will sign off on development before asset delivery commences.

Supporting administration

Each of the projects will be managed using our project management system – Flowzone and our current asset library Third Light. This will involve uploading:

- quotes
- drafts
- updating the job with work in progress and status updates
- managing schedule updates
- uploading correctly named final assets to both systems
- uploading final costs for approval before invoice
- submitting final invoices for approval

We would expect to hold a pre-production meeting before the project kicks off and regular calls to update on production progress. This should be included in your overall project costings.

Standard assets to be delivered for each job would include:

- For publications:
    - Web enabled single page PDFs
    - High res print PDFs
    - Front cover jpeg
    - Selected jpegs of suitable graphics for use on social
- Social media assets:
    - 1 x animated gif
    - 2 x branded social media images for Twitter, gov.uk and Facebook
- For video
    - High res MP4 optimised for mobile viewing
    - Low res MP4 for use in presentations
    - Subtitled versions of the film for offline use
    - Transcript for the video in rtf format
    - 1 x designed video thumbnail

Note: that these may vary depending on the specific needs for each job and part of the project involves uploading of tagged assets to Innovate UK's asset library.

Service levels and KPIs

We will agree key performance indicators and service levels with the selected agency in our quarterly review meetings.

These will cover our expectations on:

- editorial and creative quality
- project management leading to delivery on time and to budget – utilising an agreed project plan with milestone dates
- responsiveness
- pace of work and flexibility
- effectiveness of approach to working with Innovate UK

Innovate UK has standard processes for project management and workflow and the agency will need to work to these. On appointment you should plan to attend an 'onboarding session' where the production team and Innovate content team discuss these processes. Training will be given on our project management and asset library systems.

Budgets and prices

The budgets and prices in this specification are indicative and are not a commitment to spend. As a public sector body we welcome any efforts to get better value for money without compromising on quality and timeframes.

Section 5 – Evaluation model

The evaluation model below shall be used for this ITQ, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

The evaluation team may comprise staff from UK SBS,and the Contracting Authiority ------ and any specific external stakeholders the Contracting Authority deems required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 (5+5+6 =16÷3 = 5.33)

Pass / fail criteria

Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	SEL3.11	Compliance to Section 54 of the Modern Slavery Act
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	AW4.1	Contract Terms
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	NDA
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement
In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	AW6.4	Understanding of the brief	10%
Quality	AW6.5	Developing an approach for brand photography	26%
Quality	AW6.6	Project Team	22%
Quality	AW6.7	Collaborative Working	10%
Quality	AW6.8	Project Management	12%

Evaluation of criteria

Non-Price elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20**%**.

Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation:

Score = {weighting percentage} x {bidder's score} = 20% x 60 = 12

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example
Evaluator 1 scored your bid as 60
Evaluator 2 scored your bid as 60
Evaluator 3 scored your bid as 40
Evaluator 4 scored your bid as 40
Your final score will (60+60+40+40) ÷ 4 = 50

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.
All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100.
Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80
Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.
Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.
Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.
Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.
Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50.

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 (80/100 x 50 = 40)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire.**

Guidance on completion of the questionnaire is available at http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's ☺

DO:

7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.

7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions. Unless formally requested to do so by UK SBS e.g. Emptoris system failure

7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.

7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.

7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution

7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.

7.7 Do consider who who the Contracting Authority is and what they want – a generic answer does not necessarily meet every Contracting Authority's needs.

7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.

7.9 Do provide clear , concise and ideally generic contact details; telephone numbers, e-mails and fax details.

7.10 Do complete all questions in the questionnaire or we may reject your Bid.

7.11 Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's ☹

DO NOT

7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.

7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.

7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.

7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Contracting Authority to discuss your Bid. If your Bid requires clarification the Buyer will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.

7.16 Do not contact any UK SBS staff or the Contracting Authority staff without the Buyers written permission or we may reject your Bid.

7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.

7.18 Do not offer UK SBS or or the Contracting Authority staff any inducement or we will reject your Bid.

7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.

7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.

7.21 Do not exceed word counts, the additional words will not be considered.

7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

Some additional guidance notes

7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.

7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.

7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.

7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.

7.27 We do not guarantee to award any Contract as a result of this procurement

7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority. / UKSBS.

7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.

7.30 If you are a Consortium you must provide details of the Consortiums structure.

7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.

7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public

7.33 Your bid will be valid for 60 days or your Bid will be rejected.

7.34 Bidders may only amend the contract terms during the clarification period only, only if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.

7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.

7.36 If you fail mandatory pass / fail criteria we will reject your Bid.

7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.

7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of

any Contract. In the event of a Bidder failing to meet one of the compliancy checks the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.

7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this ITQ consent to these terms as part of the competition process.

7.41 The Government is introducing its new Government Security Classifications (GSC) classification scheme on the 2nd April 2014 to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC . The link below to the Gov.uk website provides information on the new GSC:

https://www.gov.uk/government/publications/government-security-classifications

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this ITQ to reflect any changes introduced by the GSC. In particular where this ITQ is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- Emptoris Training Guide
- Emptoris e-sourcing tool
- Contracts Finder
- Equalities Act introduction
- Bribery Act introduction
- Freedom of information Act

ANNEX A – INNOVATE UK PERSONAS

Innovate UK

Innovate UK personas

Aspiring entrepreneur (new & primary)

- Likely 16-30 old, wannabe entrepreneurs - largely unaware of Innovate UK
- Interested in startups, business, data, science and technology
- Looking for inspiration, awesome content to share, business knowledge and examples of success
- **We want to introduce them to Innovate UK and allow them to experience our brand (content)**

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners
- **We want to gain / retain their attention and showcase their success to inspire new innovators**

Influencer (existing)

- Not just on single persona – a very diverse group of people
  - **Government / Stakeholders**, because they fund & support us
  - **Media**, because they write & comment on our actual / perceived success
  - **Bloggers**, because they share our stories
  - **Investors**, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- **We want to amaze them with our success stories, insights and achievements**

Persona – Aspiring Entrepreneur

Innovate UK

Profile

Name:	Vivian
Age:	24
Company:	Sparrho
Industry:	Software
Job title:	Business Dev Manger
Location:	Swindon
Company Size:	5
Twitter:	@vivianchan_s
LinkedIn	vchan

About

PhD at University of Cambridge in Biochemistry
One year working in a venture fund in Australia.
Joined the Cambridge University Technology Enterprise Club (CUTEC)
CUTEC President and Chairman.
Took part in the inaugural cohort of Entrepreneur First
Just starting Sparrho as co-founder

Challenge & pain point

Relies on her own network
Validating business ideas
Business proposition / pricing
Start-up funding
Recruitment

Attitude

Strong advocate for women in STEM
Taught herself coding
Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

Audience-led storytelling
Audience involvement / contests
Up and coming superstars
Women in tech
Science explainers
What's hot in tech

Channel Preference

Social Media
- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn

Google Search
Bloggers
Online publishers

Format Preference

Forums
Video
Blog Posts
Articles
Infographics
Gifs
Webinars / Hangouts

unaware → **aware** → **interest** → **research** → **convert / retain**

What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

Persona – Operating Entrepreneur

Profile

Name:	Richard
Age:	45
Company:	PolyPhotonix
Industry:	OLED Lighting Industry
Job title:	CEO
Location:	Cambridge
Company Size:	20
Twitter:	@ppxrichardkirk
LinkedIn	richardkirkpolyphotonix

.

About

15 years experience in medical research and printed electronics
Pioneer in material science and its applications
Founded Polyphotonix in 2008
Developed light treatment for retinal disease
Credited for many world's first' applications using inorganic and organic light emitting materials
Won many international awards for innovation, research and business
Won 'National Emerging Entrepreneur'

Challenge & Pain Points

Staff / Tallent
Funding
Partners
Growth

Attitude

Likes communication direct, clear & personal
Hates bureaucracy, lengthy application, paperwork
Loves turning scientific research into life saving products and services

Appealing Messages / Topics

Science and technology excellence
Advanced research
Sector leadership
Collaboration
Research
Success

Channel Preference

Google Search
Email subscription
Online Publishers
Innovate UK sites
Social
- LinkedIn
- Twitter
- YouTube

Format Preference

Case Studies
Newsletters
Whitepapers
Reports / Surveys
Webinars
Demos

unaware → aware → interest → research → convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • New competitions	**Content Needs:** • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Persona – Influencer (example MP)

Profile

Name:	Elizabeth
Age:	40
Industry:	Government
Job title:	Member of Parliament
Location:	Norfolk
Twitter:	@trussliz
LinkedIn:	elizabeth-truss

About

Studied Philosophy, Politics & Economics at the University of Oxford
Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
Became Deputy Director of Reform in 2008
Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
Became Junior minister in the Department of Education
Is currently Environment

Challenge & pain point

Offering support to constituents
Helping SMEs in her constituency to succeed in business
Explain how Innovate UK and government grants works her local businesses
Regional / local funding
Generating well paid jobs locally
Regional investments

Attitude

Extremely hard-working & driven
Wants to make a difference and help her constituents
Advocates more rigorous academic standards in schools
Determined to ensure young people get a good education
Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics

Local success stories
Community programmes
Economic Insights
New job creation
Collaboration
Research

Channel Preference

Google Search
Social
- LinkedIn
- Twitter
- Facebook
- YouTube

Forums
Online Publishers
Innovate UK sites

Format Preference

Articles
Newsletters
Policy Papers
Reports / Surveys
Data Visualisation
Research Reports
Videos

unaware → aware → interest → research → convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • Competitions • Networking events • Events highlights & updates	**Content Needs:** • Sector & Industry reports • Market insights • Case Studies • Success Stories	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Innovate UK

The brand book

September 2015

Version 1

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Brand principles

Every time the brand is presented consistently, whether on literature, stationery, advertising or signage, it becomes just a little stronger.

But, in common with all organisations who have invested in the creation of a strong brand image, we are aware that its strength can quickly be diluted by inaccurate use.

These guidelines have been produced to help maintain the visual strength of the brand, and to help those who work with it to use it with confidence to maximum effect.

Carefully applied, these guidelines are firm enough to achieve consistency, but sufficiently flexible to permit creativity and adaptability to every requirement.

Brand transitions
— Naming - proposed next steps

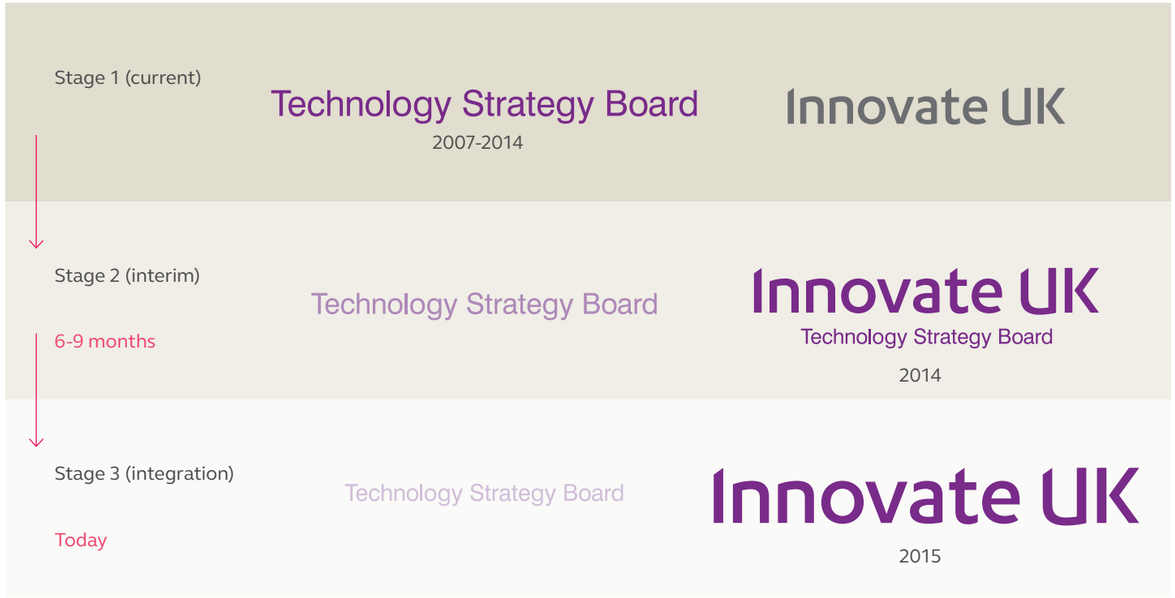
Over the last 18 months the brand has gone through a staged transition.

When re-purposing an existing brand, a staged process allows one to move one brand more to the fore, whilst the other recedes.

In Stage 1, we have the two named properties ‘complete’ for Accounts & Competitions (Stage 1).

In Stage 2, Innovate UK ‘endorsed’ by Technology Strategy Board, helps bring the brand name property forward.

By Stage 3, the endorsement is no longer needed and Innovate UK is the ‘lead brand’.



Brand identifiers

Over the following pages we have detailed our brand identifiers. These should be used consistently across communications – both online and offline – to create bold, consistent and engaging communications, which reflect Innovate UK as a platform for innovation.

Our brand identifiers are:

— Logos
— Corner curve
— Tone of voice
— Typography
— Colour palette
— Photography

Our logo

Primary logo

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 signposts the entry to engaging, inspirational and innovative content, and forms the definitive expression of our identity.

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

Usage
Logo versions A and B can be used across all of the brand palette colours.

Use the appropriate colour version of the logo for the background it will appear on – as shown opposite.

Please refer to page 35 for further information on the colour palette and full colour references.

Innovate UK

Version A
This is the strongest expression of the Innovate UK brand, set in Innovate purple. It should be used wherever possible across communications and is suitable for use on light background colours or light, simple imagery.

Innovate UK

Version B
For flexibility across darker background colours or darker imagery, the white Version B logo should be used.

Innovate UK

Version C
The monotone logo is for use where publications or materials have limited colour reproduction, for example, in newsprint.

This logo should never be used onscreen, or in publications with colour print.

Our logo
— Choosing the right logo

Our logo can be used on any of the brand colours detailed on page 35, as well as photography and dynamic textures.

Please take care to choose the correct version, taking into consideration clarity and standout in the final design solution, as well as reproduction restrictions.

Innovate UK set on brand palette colours
See page 35 for further information on brand colours.

Usage
Choose the most appropriate logo version for the background it will appear on.

Please refer to page 35 for further information on the colour palette and full colour references.

Logo Version A should be used on light backgrounds.

Logo Version B should be used on darker backgrounds.

Logo Version C should only be used in limited colour publications, for example, newsprint – and as such is not featured here.

Innovate UK set on light and dark imagery
See page 52 for further information on using imagery.

Our logo
— Logo rules

To ensure the integrity of our logo across all communications, an area of clear space and a minimum size have been set.

Exclusion zone
An area of clear space has been set surrounding our logo.

This is defined as the height of the letter 'K' at the size the logo is being used.

Text or other graphical elements should not encroach into this area.

Our logo
— Size guide

The logo's size is totally up to you as it is your business collateral not ours.
But we do recommend certain sizes for standard items in your arsenal.

Minimum size
The permitted minimum size of the logo is shown opposite. The total width should not be shorter than 180 pixels onscreen and 20mm for offline applications.

Innovate UK
180px / 20mm

Small logos are good for business cards, compliment slips, letterhead, A5 flyers and postcards size items. First example shows the logo at it's minimum size: 20mm wide.

Innovate UK
20mm wide

Innovate UK
30mm wide

Innovate UK
40mm wide

Medium logos are good for A4 brochures, folders & flyers, direct mail packs, PowerPoint presentations and various media advertising and small posters formats.

Innovate UK
50mm wide

Innovate UK
60mm wide

Innovate UK
70mm wide

Large logos are ideal for pop up and exhibition stands, and of course the size is chosen by you.

Innovate UK
90mm wide

Innovate UK
100mm wide

Our logo
— Do & do not

Use the original logo artwork
Only use the authorised supplied versions of the Innovate UK logo, without modifications.

Do not use colors from outside the brand colour palette.

Do not use fonts other than the brand fonts.

Do

Do not

Create space
Our logo should never be enclosed in a box or other graphic to make it stand out.

Ensure the logo colour has standout on the background colour.

Do

Do not

Choose the correct logo
Our logo should be clear and legible across any background colour as well as imagery and dynamic textures.

Do

Do not

Our logo
— Programme names

Innovate UK runs different programmes. All existing and future programmes run and ‘owned’ by Innovate UK follow a set of rules to ensure they appear consistently under the Innovate UK umbrella brand.

The programme names are set in sentence case in a distinct typeface and can sit within a beige semicircle to create a 'badge' device.

The programmes are: Launchpad, Smart, Collaborative R&D, Feasibility Studies, Innovation & Knowledge Centres and Knowledge Transfer Partnership.

Brand simplification is ongoing and we can expect to see fewer product brands in the future.

However, currently these guidelines apply.

Size
The height of the Innovate UK logotype has a direct relationship with the height of the programme name badges. This is defined as 90% of the ‘x’ height of the logo at the size it’s being used.

Use this guide to scale the correct badge for your communication.

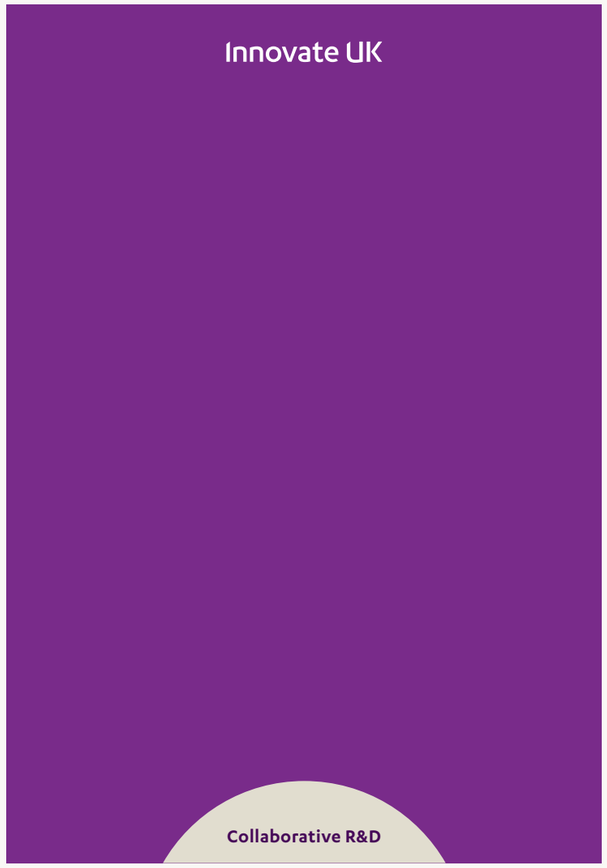
Positioning offline
Programme name badges are aligned to the base of the document cover and centred within the semicircle device.

Together they form a vertical axis down the centre of the document that content can sit upon.

Anchor the base of the semicircle to the communication and extend the baseline to the edge of the document bleed.

Do not scale or stretch the semicircle.

The Innovate UK and programme name badges will never be used as a direct lockup – i.e. sitting directly next to each other.



Our logo
— Programme names

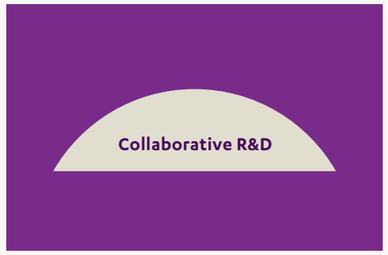
Current programme names have been supplied as vector assets.

Programme name badges
Programme name badges are consistently set in ‘Karbon’ sentence case and should not be recreated.

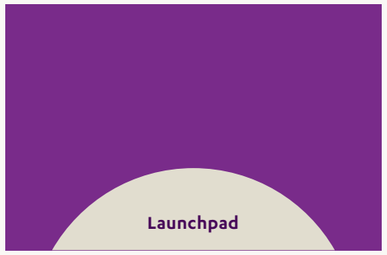
Artwork assets are held by Innovate UK and available on request, with and without the semicircle device as shown here.

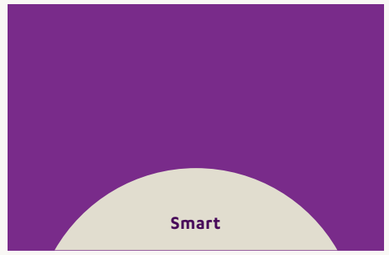
Use the original logo artwork
The semicircle device should not be recreated or changed in any way. Do not change the proportions or colour of the device.

Do



Do not





Choose the correct logo
When using the brand across imagery, use the semicircle device for standout and clarity – even on light backgrounds.

Do

Do not

Our logo
— Programmes with their own branding

SBRI, Catapult and Knowledge Transfer Network programmes have their own branding.

They do not follow the Innovate UK branding guidelines and as such have a slightly different set of rules.

In this instance Innovate UK is producing a central document talking about Catapult.

The design sets the Innovate UK logo in the centre top position and the catapult logo in the semi-circle section at the base of the document. This ensures the Innovate UK branding is predominant and incorporates our partners: SBRI, Catapult or Knowledge Transfer Network branding respectively.

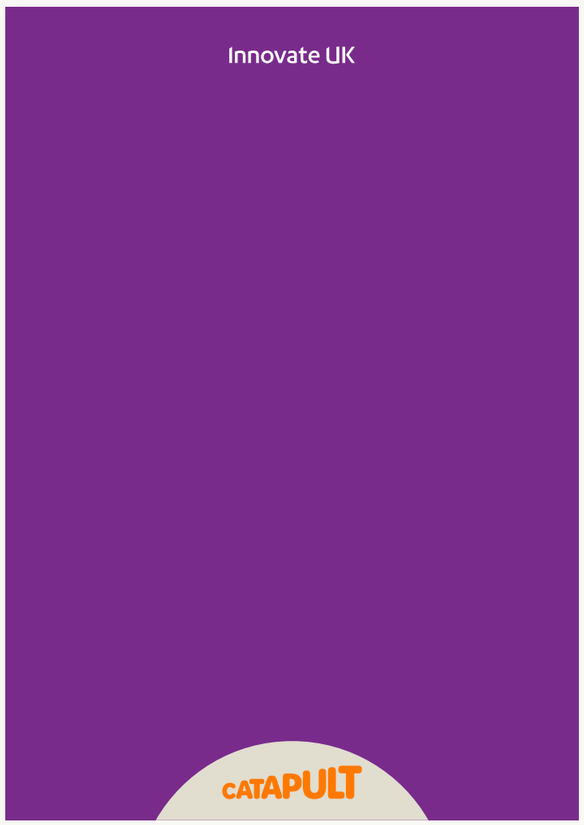
Size
As shown opposite, the height of the Innovate UK logotype has a direct relationship with the height of the programme name. This is defined as 200% of the height marked 'X' of the Innovate UK logo, at the size it's being used.

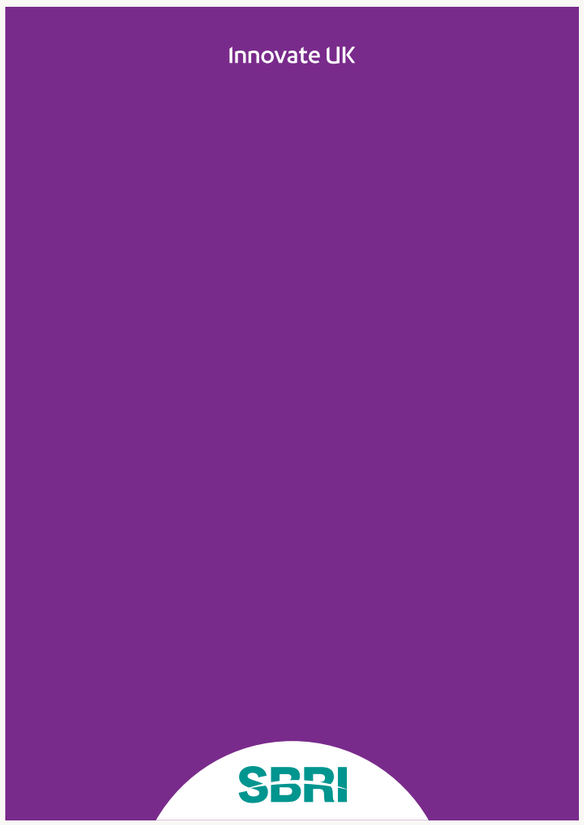
Use this guide to scale the correct logo for your communication.

Positioning offline
The branded programme name is aligned to the base of the communication reflective of the Innovate UK logo at the top.

Together they form a vertical axis down the centre of the document that content can sit upon.

Innovate UK and the funded or part-funded brand will never be used as a direct lockup - i.e. sitting directly next to each other.





Our partner logo
— We work with Innovate UK

Some Innovate UK programmes are actively used and promoted by third parties: Catapult, SBRI, Knowledge Transfer Network, Knowledge Transfer Partnership and Europe Enterprise Network.

In these instances the ***We work with Innovate UK*** logo should be used in a secondary position, on the reverse of stationery or on the back page of publications, to acknowledge involvement, funding and support.

On the opposite page are two examples of how the We work with Innovate UK logo and Catapult logo should be used.

Logo relation size
The Innovate UK logotype should retain a direct relationship with the height of the programme name. The We work with Innovate UK logo depth should equal the depth of the first A of the Catapult logo. Use this guide to scale the correct logo for your communication.

Logo
— Size guide

The logo's size is totally up to you as it is your business collateral not ours. But we do recommend certain sizes for standard items in your arsenal.

Minimum size
The permitted minimum size of the logo is shown opposite. The total width should not be shorter than 180 pixels onscreen and 20mm for offline applications.

We work with Innovate UK
180px / 20mm

Small logos are good for business cards, compliment slips, letterhead, A5 flyers and postcards size items. First example shows the logo at it's minimum size: 20mm wide.

We work with Innovate UK
20mm wide

We work with Innovate UK
30mm wide

We work with Innovate UK
40mm wide

Medium logos are good for A4 brochures, folders & flyers, direct mail packs, PowerPoint presentations and various media advertising and small posters formats.

We work with Innovate UK
50mm wide

We work with Innovate UK
60mm wide

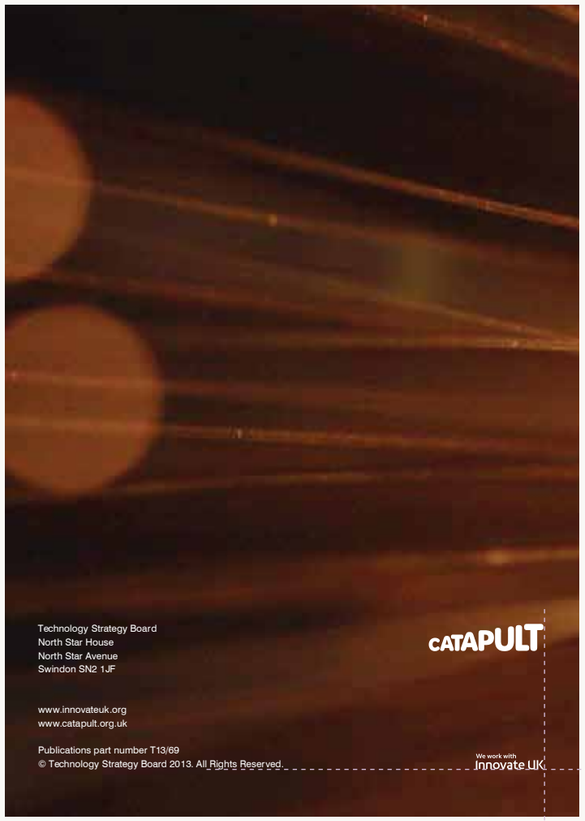
We work with Innovate UK
70mm wide

Large logos are ideal for pop up and exhibition stands, and of course the size is chosen by you.

We work with Innovate UK
90mm wide

We work with Innovate UK
100mm wide

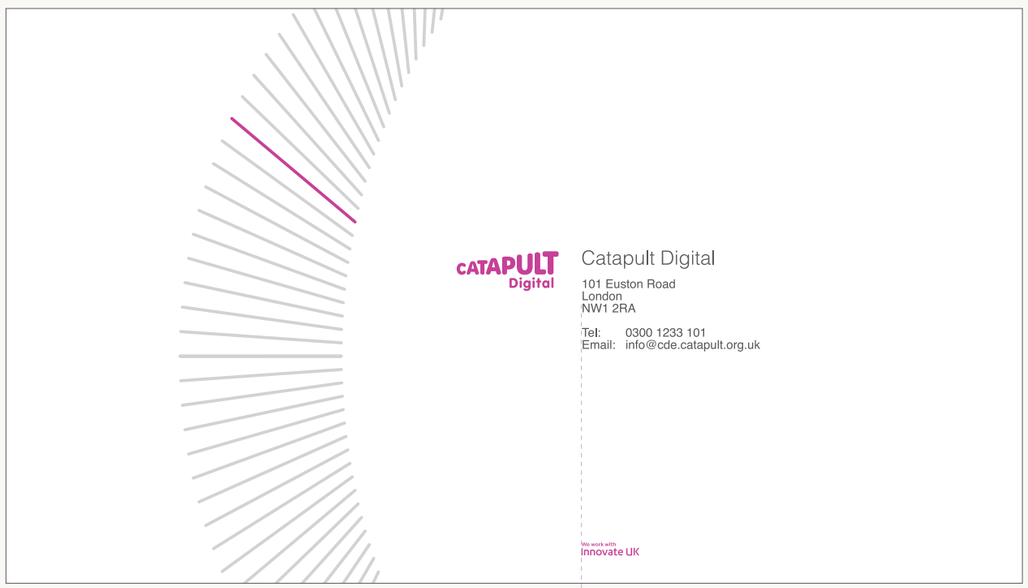
A4 leaflet portrait version



Align base of logo to base of text

Both logos to ranged right

A4 leaflet landscape version



Align logo with left edge of text

We work with Innovate UK logo
— Colour usage with Catapult centres

The We work with Innovate UK logo is to match the colour palette of each Catapult Centre

We work with Innovate UK
(colour for Catapult)

We work with Innovate UK
(colour for High Value Manufacturing)

We work with Innovate UK
(colour for Cell Therapy)

We work with Innovate UK
(colour for Offshore Renewable Energy)

We work with Innovate UK
(colour for Connected Digital Economy)

We work with Innovate UK
(colour for Satellite Applications)

We work with Innovate UK
(colour for Future Cities)

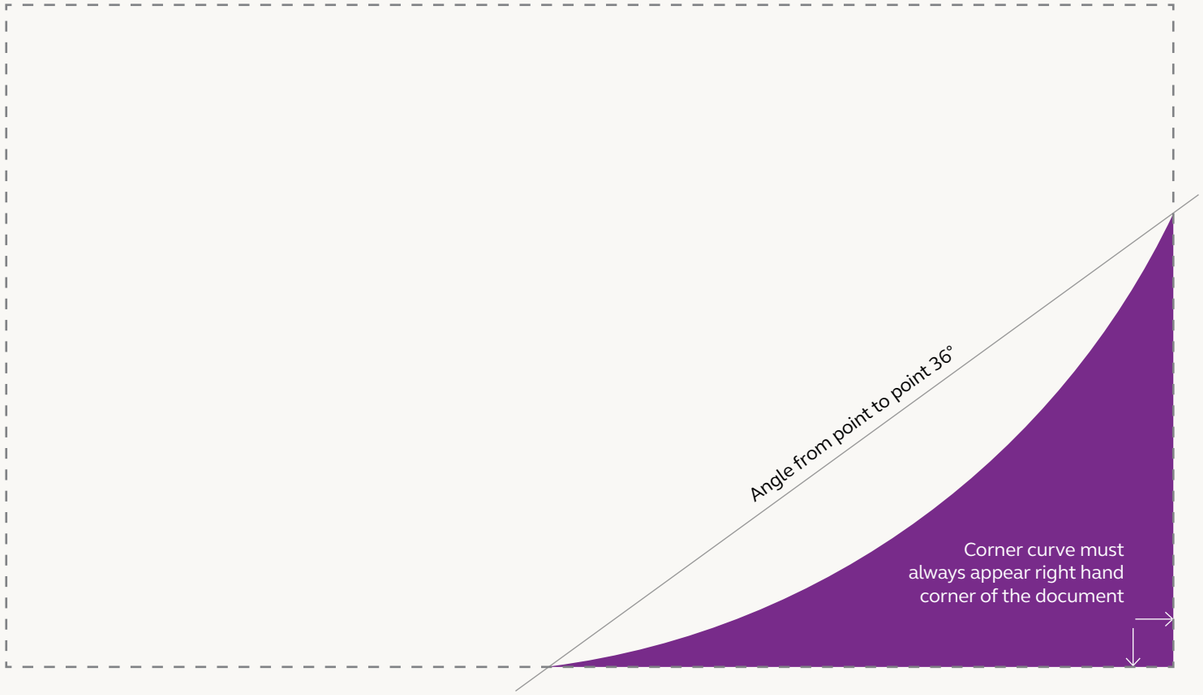
We work with Innovate UK
(colour for Transport Systems)

(The We work with Innovate UK logo can also be used in White as shown on the A4 leaflet on the previous page)

Our new corner curve

Our logo has a new partner, replacing the 36 degree diagonal section is a 36 degree curve.

Our new corner curve
— Positioning



Example

A4 letterhead and business card

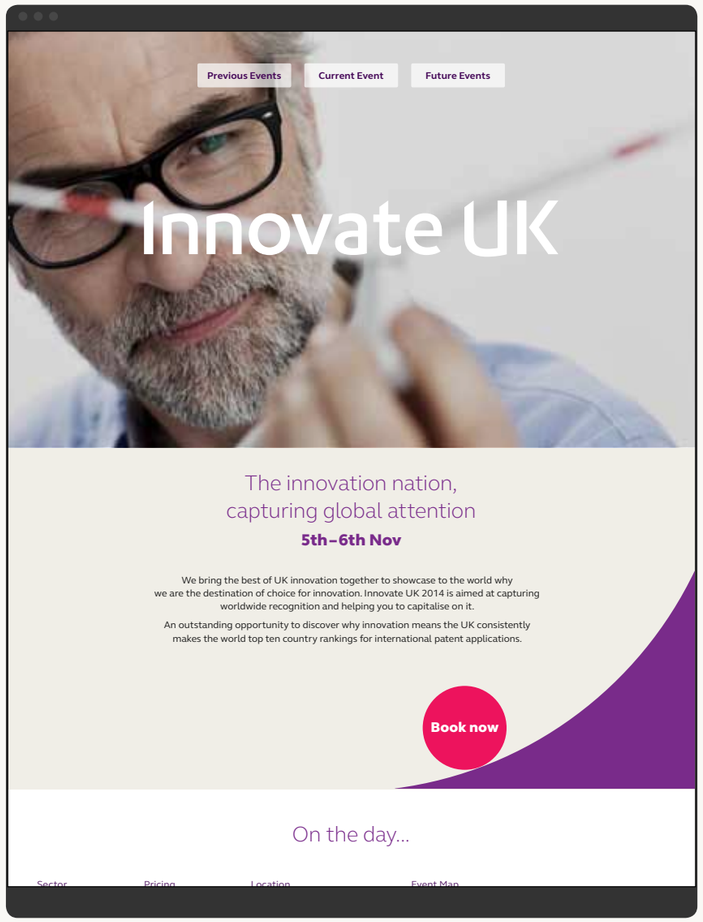
Our new corner curve

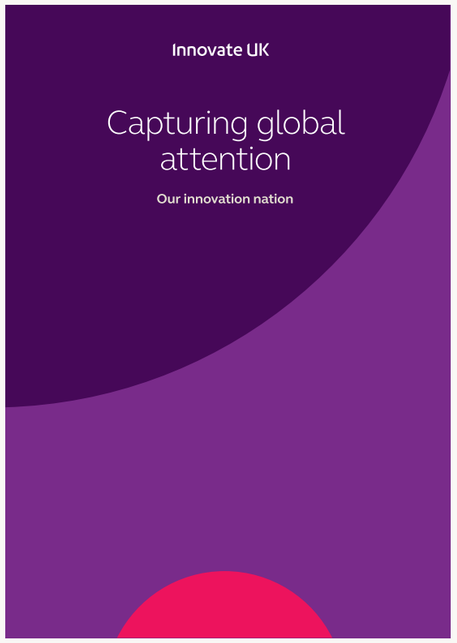
Example communications using curves online and in print communications.

Online buttons / panels

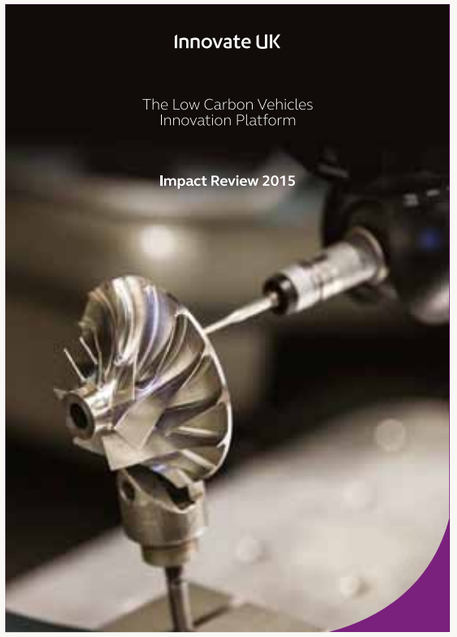
Mobile app – curve used to create bold colour

Online event landing page





A4 size format – curve used to hold content



Tone of voice

Innovate UK Style/Tone

The style and tone of Innovate UK should be simple and engaging. We are aiming to simplify our offering to customers to make it much more accessible and relevant to our various audiences.

We have listened to our audiences and this is what they have told us they want.

When talking about the whole picture of Innovation, our audience have asked Innovate UK to use the words ***Innovation Landscape.***

When working together, our customers want us to take them on an ***Innovation Journey.***

So, when discussing opportunities, our customers want us to call them ***Innovation Priorities.***

Innovate UK Descriptor

Re-enforce the brand name

Helps people understand who our audience(s) are

Innovate UK works with people, companies and partner organisations

Re-enforcing our specialist area in Innovation

to find and drive the science and technology innovations that will

Examples of why we exist as a government department

Why we exist as a government department

grow the UK economy - delivering productivity, new jobs and exports.

How we are seen in the government environment

Our aim at Innovate UK – the government's innovation agency – is to

keep the UK globally competitive in the race for future prosperity.

Re-enforces why we are here, because innovation is a global race – not just a national one

Re-enforcing how we shape the future

Tone of voice

When describing our sectors

Built Environment
From homes and offices to schools and hospitals, every private and public building has a job to do. In the Built Environment team at Innovate UK – the government's innovation agency – we want them to do their jobs the best they can. If you have an idea or innovation that can improve building design, construction and use, we want to hear from you. We have the knowledge, funding, and connections to get your idea off the ground.

Digital Economy
The digital revolution has changed everyone's lives, from how we communicate and buy products, to the way businesses work and talk to customers. The Digital Economy team at Innovate UK – the government's innovation agency – wants people and businesses to succeed in the sector, and help grow the UK's economy. If you're an individual or a business with a great digital idea, we have the knowledge, connections, funding and support to take you to the next stage.

Emerging Technologies
Quantum technologies. Energy harvesting. Synthetic biology. What seems like today's stuff of fiction could be tomorrow's sparks of success. In the Emerging Technologies team at Innovate UK – the government's innovation agency – we want to put economic growth at the heart of each development. If you have an innovation that could be tomorrow's big news, we have the insights, experience, funding and connections you need to turn your idea into a commercial reality.

Enabling Technologies
Enabling technologies have the power to ignite success in every sector. In the Enabling Technologies team at Innovate UK – the government's innovation agency – we want to encourage ground breaking ideas that revolutionise businesses and boost the country's economy. If you're an entrepreneur or a business with an innovation that could unlock new opportunities, we have the experience, funding, support and partnerships to help steer your project to success.

Energy
The world needs a new energy system. The Energy team at Innovate UK – the UK government's innovation agency – want to power our economy by bringing secure, affordable and sustainable energy to the nation. If you're an entrepreneur, innovator or a company with an idea that can help deliver secure, affordable and sustainable energy systems, we have the funding, support and connections required to make it happen.

Health and Care
The health and care sector is facing rising costs, aging populations, and inadequate treatments. In the Health and Care team at Innovate UK – the UK government's innovation agency – we help entrepreneurs and companies deliver breakthroughs that reduce costs, give older people their independence, and provide better treatments. If you're an individual or a company with a great health and care idea, we have the expertise, partnerships and funding you need to progress your innovation.

High Value Manufacturing
Manufacturing is at the heart of the UK's economy. But global competition is fierce. And the financial crisis showed how dependent the UK had become on service businesses. In the Manufacturing team at Innovate UK – the government's innovation agency – we're helping make sure the sector stays fit for the future. If you have an idea with the potential to power the UK's manufacturing sector and economy, now's the time to get in touch. We have the insights, funding, and connections to help turn your promising idea into a profitable innovation.

Resource Efficiency
The developed world is locked in a pattern of consumption that's draining the world's resources. In the Resource Efficiency and Sustainability team at Innovate UK – the government's innovation agency – we're helping businesses in every sector use resources more effectively. So if you have a resource, sustainability or circular economy innovation that can make the world a better place, now's the time to talk to us. We have the knowledge, funding, and connections to help make your idea successful.

Space
Space technology is a thriving commercial sector with countless earthbound and space-based opportunities. The Space team at Innovate UK – the UK government's innovation agency – wants to make sure the country capitalises on these opportunities. If you're an individual or business with a promising space innovation, we can provide the financial awards, support and connections you need to turn your idea into a commercial reality.

Transport
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa. Integer ut purus ac augue commodo commodo. Nunc nec neque. Awaiting final text justo tempor consectetuer. Etiam vitae nisl. In dignissim lacus ut ante. Cras elit lectus, bibendum a, adipiscing vitae, commodo et

Urban Living
By 2050, almost three quarters of the world's population will live in cities. But cities change. And their structures are complex and connected. So how can cities improve people's lifestyles and environments? The Urban Living team at Innovate UK – the government's innovation agency – helps businesses and cities do just that. If you have an innovation that could make cities better for everyone, get in touch. We'll connect you to funding, knowledge and partnerships that help you shape the cities of the future.

Tone of voice

When describing our sectors

Knowledge Transfer Partnerships
A little innovation can go a very long way. But where will you find the right specialists to help you innovate? That's where Knowledge Transfer Partnerships (KTP) comes in, providing the expertise you need to take your business to the next stage. KTP is a world-leading programme that helps businesses succeed by connecting them to the UK's rich academic resources.

Innovation Vouchers
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in elit quis arcu ornare laoreet. Curabitur adipiscing luctus massa. Integer ut purus ac augue commodo commodo. Nunc nec mi eu justo tempor consectetuer. Etiam vitae nisl. In dignissim lacus ut ante. Cras elit lectus, bibendum a, adipiscing vitae, commodo et

Awaiting final text

Smart
If you have a bright idea with promise and potential, Smart will give you the opportunity to make it shine. Smart is a funding competition run by Innovate UK – the UK government's innovation agency. Individuals, pre start-up's, start-ups, and small and medium-sized businesses working in science, engineering and technology can apply any time for grants from £25,000 to £250,000 to progress their ideas.

The Boilerplate
Innovate UK works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy - delivering productivity, new jobs and exports.

Our aim at Innovate UK– the government's innovation agency –is to keep the UK globally competitive in the race for future prosperity.

Innovate UK is the trading name of The Technology Strategy Board and is an executive non-departmental public body sponsored by the Department for Business, Innovation and Skills, and is incorporated by Royal Charter in England and Wales with company number RC000818.

Colours

Colours
— Introduction

We use bold large areas of flat colour across communications to create a strong modern aesthetic.

Our palette is based around purple – a colour identified with creative solutions and innovation, and supported by darker purple tones and a bright complementary red.

The base palette exists to create warmth and provide an enabling platform for content.

Information
On the following pages are the colour breakdowns for creating any of the palette colours as a Hex or RGB, Pantone spot ink and CMYK mix.

CMYK breakdowns do not necessarily match Pantone splits. Please only use the colour values listed here.

Colour profiles
Pantone matching should only be used when printing spot colours.

CMYK should always be used for 4 colour process printing.

RGB should be used for onscreen and Windows-based applications.

Hex values are for use online.

Colours
— Colour palette

Primary palette
The primary palette is the core brand colour and should be used wherever possible to reinforce the brand identity.

Innovate Purple

Hex	CMYK
#792b8b	65.100.5.0
RGB	**Pantone**
121.43.139	526 c/uc

Accent palette
The accent palette complements and highlights the primary purple. Dial up and down the use of this palette for more or less impact across all communications.

Innovate Violet

Hex	CMYK
#430556	70.100.5.45
RGB	**Pantone**
67.5.86	525 c/uc

Innovate Red

Hex	CMYK
#e30045	0.100. 48.0
RGB	**Pantone**
227.0.69	206 c/uc

Base palette
The base palette contains clean neutrals designed to support the other palettes. Dial up and down the use of this palette for a subtle tone across communications.

Innovate Warm Grey

Hex	CMYK
#e1ddcf	5.5.13.8
RGB	**Pantone**
225.221.207	7534 c/uc

Innovate White

Hex	CMYK
#ffffff	0.0.0.0
RGB	**Pantone**
255.255.255	N/A

Innovate Lilac

Hex	CMYK
#d3bcda	15.27.0.0
RGB	**Pantone**
211.188 .218	523 c/uc

Colours
— Primary palette

The primary palette is made up of our core brand colour – Innovate Purple.

Purple is a strong colour reflective of creativity, innovation and ambition.

The primary palette should be used wherever possible, to reinforce the brand identity.

Colours
— Accent palette

The accent palette complements and adds depth to the primary purple.

We use Innovate Violet and Innovate Red, to add highlights and bold areas of colour.

Innovate Violet can be used to add an informative flash or hotspot, and Innovate Red creates a highlight when using Innovate White as a base colour.

Colours
— Base palette

The base palette contains bold neutrals designed to work with and support the other palettes. Innovate White, Innovate Warm Grey and Innovate Lilac should be used across background colours to create a relaxed and conversational tone for engaging content to work on.

Colours
— Using our palette

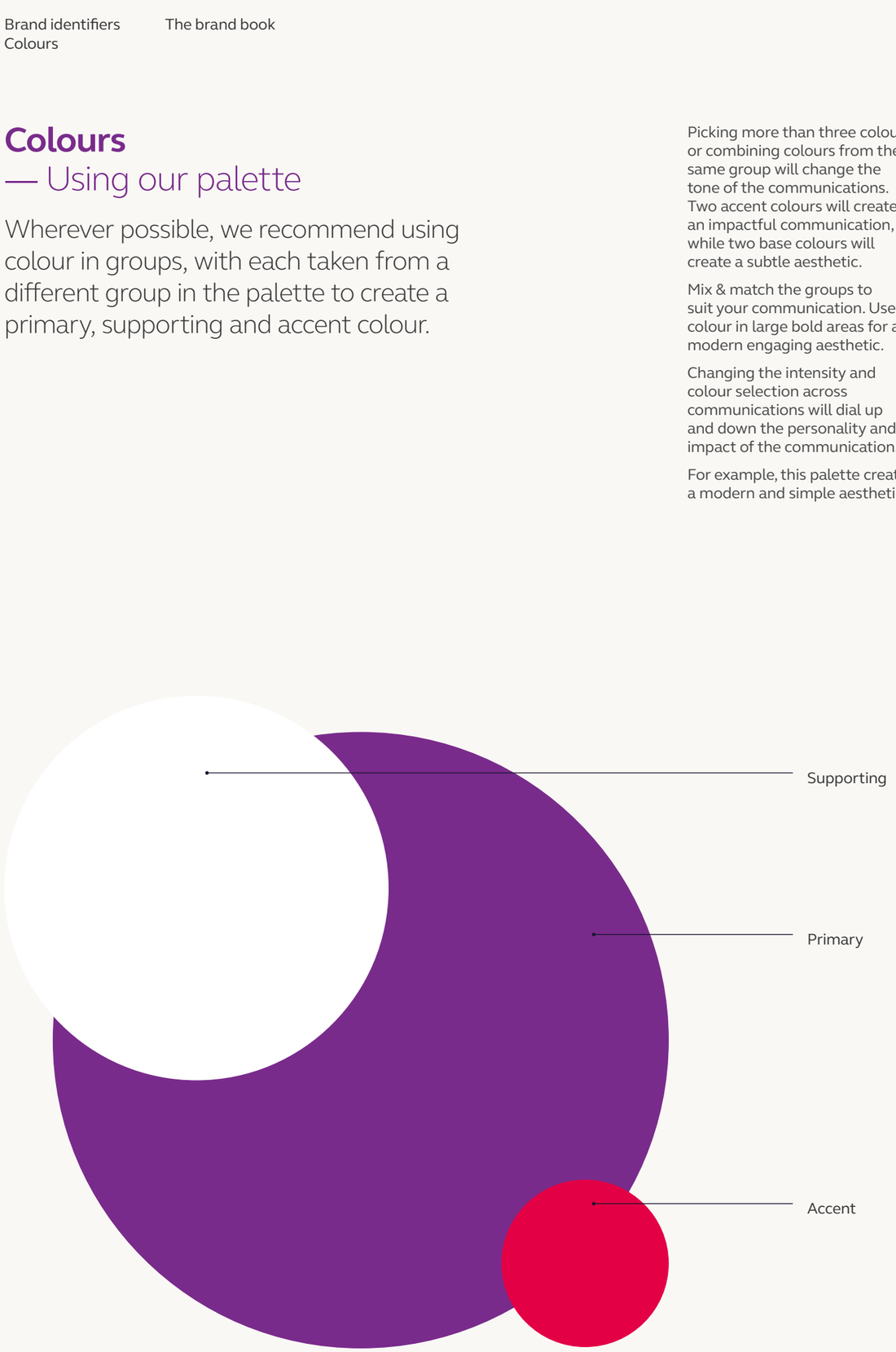
Wherever possible, we recommend using colour in groups, with each taken from a different group in the palette to create a primary, supporting and accent colour.

Picking more than three colours or combining colours from the same group will change the tone of the communications. Two accent colours will create an impactful communication, while two base colours will create a subtle aesthetic.

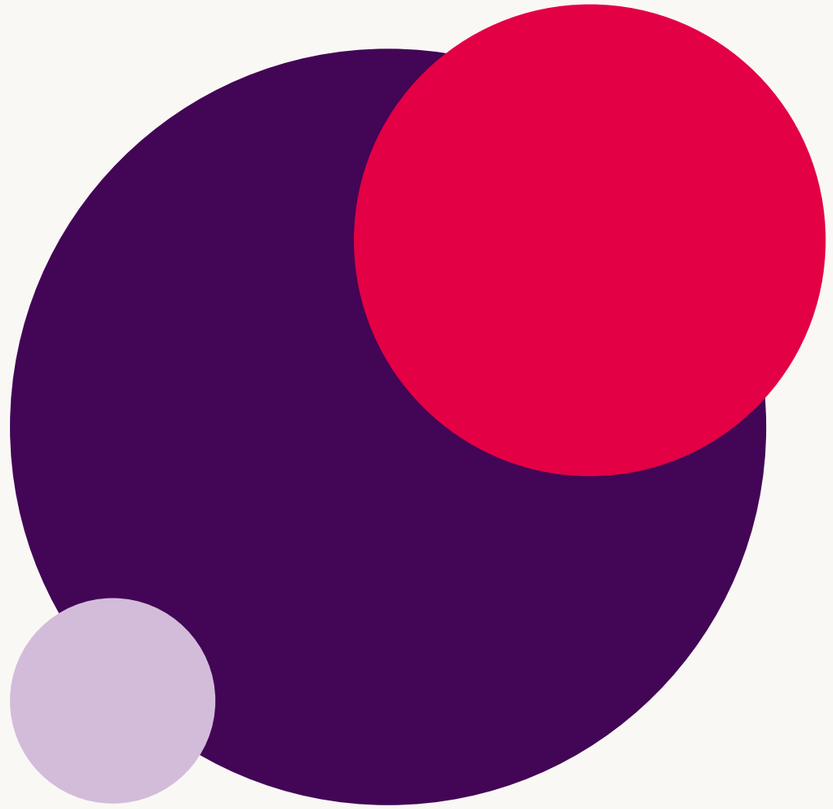
Mix & match the groups to suit your communication. Use colour in large bold areas for a modern engaging aesthetic.

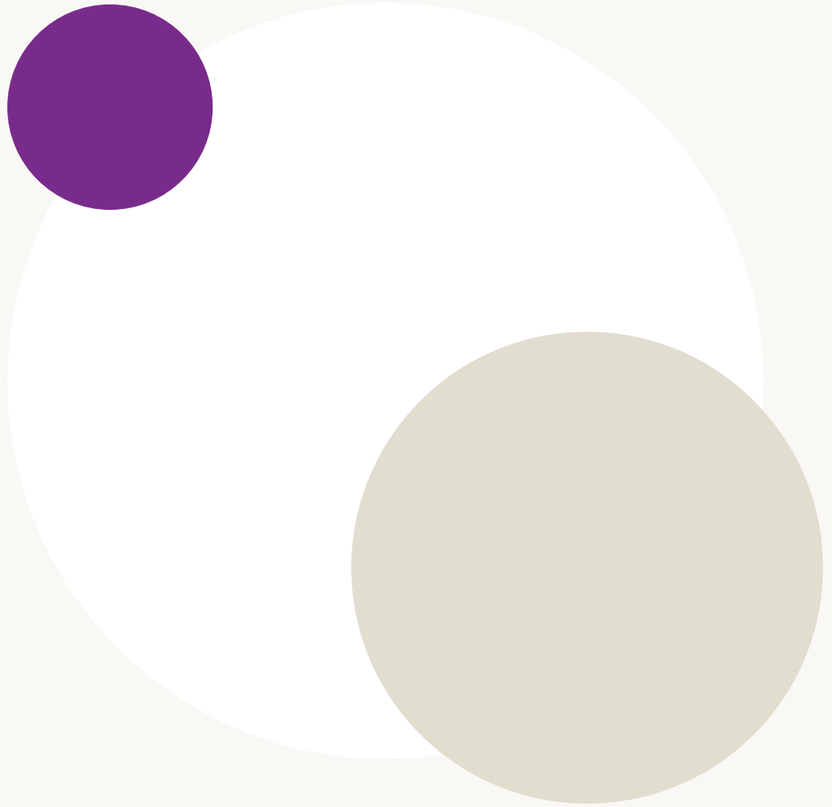
Changing the intensity and colour selection across communications will dial up and down the personality and impact of the communication.

For example, this palette creates a modern and simple aesthetic.



A bold vibrant palette, created from two accent colours.





A simple and subtle palette created from two base colours.

Typography

Overview

We use three typefaces across the Innovate UK brand world, for a consistent appearance.

FS Elliot is our lead typeface.

It is a contemporary typeface that strikes a balance between an informative and simple tone, with a trusted and encouraging personality.

FS Elliot should be used for all typographic content both online and offline, creating harmony across all communications.

In some onscreen instances FS Elliot is not compatible, for example responsive HTML newsletters and email signatures. In these circumstances we default to using either Arial or Calibri and Calibri will be used as body copy across all channels.

Resources
If you require further information on Innovate UK typography, font supply or further weights than those specified in this Brand Book, please contact a member of the marketing team.

Contact information can be found on the final page of this document.

Typography
— FS Elliot

Our primary typeface is FS Elliot.

It is available in four weights and should be used for all typographic content – both onscreen and offline – creating harmony across all communications.

FS Elliot Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
FS Elliot Light should be used for headlines and titles.

Build other weights around FS Elliot Light to create hierarchy across communications.

FS Elliot Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
FS Elliot Regular should be used for body copy throughout communications, both onscreen and offline.

Body copy text should be optically kerned with -20 letter spacing, 30% leading and 50% paragraph spacing wherever possible. For example: 9pt type on 12pt leading with +6pt paragraph spacing.

FS Elliot Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
FS Elliot Bold should be used to highlight key pieces of information, add hierarchy to communications.

FS Elliot Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
FS Elliot Heavy should be used to highlight key pieces of information, large numbers and statistics.

FS Elliot Heavy should not be used for body copy or headlines.

Typography
— Calibri

Calibri should only be used for Digital applications when FS Elliot is not supported by the application or software.

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
Calibri Regular should be used for body copy.

Calibri should never be used instead of FS Elliot, when supported by the application or software.

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
Calibri Bold should be used for headlines.

Calibri should never be used instead of FS Elliot, when supported by the application or software.

Typography
— Arial

Arial should only be used for off-line applications when FS Elliot is not supported by the application or software.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
Arial Regular should be used forbody copy.

Arial should never be used instead of FS Elliot, when supported by the application or software.

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage
Arial Bold should be used for headlines and body copy.

Arial should never be used instead of FS Elliot, when supported by the application or software.

Typography
— Typesetting & hierarchy

Typography should be consistent across onscreen and offline communications. We recommend following one set of rules, to achieve a consistent look across all platforms.

Headline title set in FS Elliot Light

H1 / Headline
FS Elliot Light

Supporting text or secondary headline
Call to action / website url

H3
Set in FS Elliot Bold.

Typesetting Online

We recommend the following sizes but please test across the specific platform you are designing for.

Headers / H1
FS Elliot light should be used for all H1 styling, set at 36px in sentence case and aligned centre wherever possible.

Sub headers / H2 & H3
FS Elliot Bold is used for H2 and H3 styling.

H2 is set at 24px / 34px
H3 set at 16px / 23px

Body copy
Body copy should be set in FS Elliot Regular at 16px / 23px.

Where Arial is used instead of FS Elliot, retain the hierarchy and styling listed here.

Typesetting Offline

Headlines / titles
FS Elliot light should be used for all headlines. Set in sentence case with -20 optical kerning.

Certain characters may need manual tracking to create a strong and solid typographic block.

Sub headers
FS Elliot Bold is used to support FS Elliot Light. Set in sentence case with -20 optical kerning.

Body copy
Body copy should be optically kerned with -20 letter spacing, +3pt leading and +6pt paragraph spacing wherever possible.

Pull-out content / information badges
FS Elliot Heavy is used to pull out content. Use it for large numbers, small pieces of text and information hotspots. See page 45 for further information.

FS Elliot Heavy should be set optically kerned at -20pt with 100% leading.

Typesetting

Our typography should only ever be set one of two ways.

Centre aligned
H1 / Cover and top line titles
Innovate UK headlines and titles on front cover / single page communications should **always** be set centred.

This follows the invisible vertical anchor in the page structure, and sits in line with the Innovate UK logo – see page 9.

When setting centred type, please take the time to balance the ragged edge of the text as effectively as possible and do not let sentence lengths get too long, or close to the edge of the communication. This will improve the legibility and neatness of the block of text.

Innovate UK

Turn your ideas into commercial reality

To find out how, work with us
www.innovateuk.gov.uk

Align centre

Left aligned
H2 / H3 / Inner / non-cover titles
Secondary copy and content across non 'cover' formats should be left aligned.

Always use a grid to work with layouts. It creates an underlying structure, provides a framework and adds consistency.

Turn your ideas into commercial reality

To find out how, work with us
www.innovateuk.gov.uk

Align left

Typography
— Information hotspots

We use circular hotspots to contain important pull-out information. These badges can be set in any brand colour and interact with imagery, dynamic textures and graphic angles.

Use copy sparingly as these information hotspots are intended to catch the eye with vital/action-focused content. Ideally use 10 words or fewer.

Pull-out content set in FS Elliot Heavy.

All content should be centred within the circular badge device.

Using information badges
Ensure copy is set centred with pull-out information set in FS Elliot Heavy, optically kerned at -20pt and set at 100% leading.

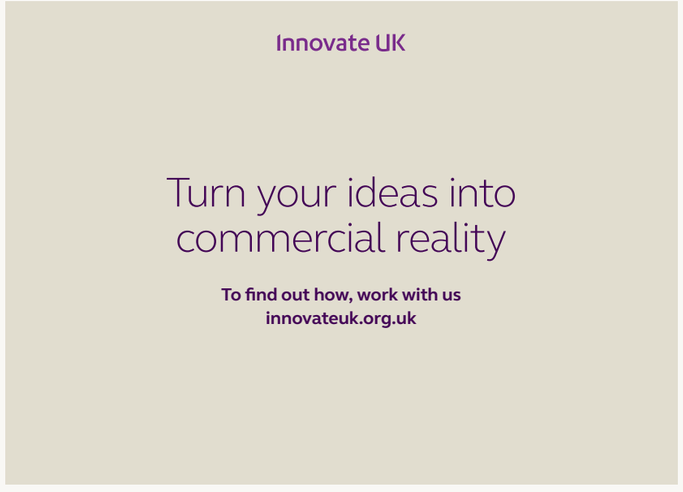
When using two information badges, allow the edges to overlap.

Mix up the scale and be creative, overlaying badges on imagery graphic panels and dynamic textures.

Typography
— Examples in use

Example communications setting typography in a centred format across on and offline.

MPU web banner



Landscape format – onscreen or print

'A' sized portrait format - A4/A5

Photography

Overview

All communications – both onscreen and offline – should lead with high-quality, modern, business-like imagery.

On the following pages we have offered guidance for sourcing and commissioning your own photography, as well as using and treating existing imagery. This will create a consistent look that is ownable by Innovate UK.

Themes
To help tell a story and engage the user we have grouped the imagery into four key themes. This will ensure there is a wealth of imagery to use for different publications. When used collectively they will add narrative and context.

We have grouped these themes into:

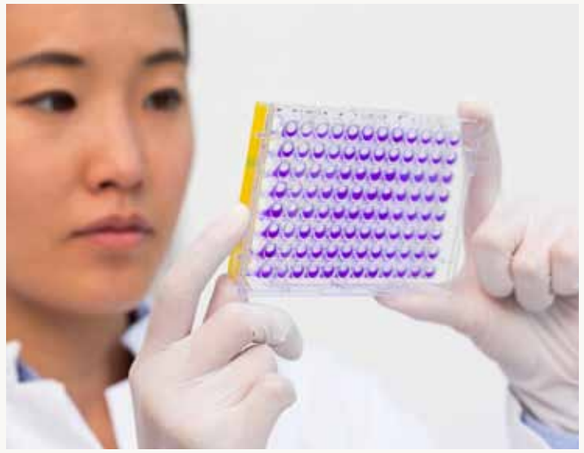
— Entrepreneur/business/innovator
— Product
— Showcase
— Context

Wherever possible new imagery will need to be commissioned or sourced from image libraries.

Resources
For more information on images that Innovate UK holds in its library please contact a member of the Communications team.

Entrepreneur / business / innovator
— Natural / relaxed environment
— Informal
— Shallow depth of field

Product
— Interesting angle / crop of product
— Detail
— Product, rather than product in use



Showcase
— Product & entrepreneur within real world environment
— Shallow depth of field
— Focus on product in human environment

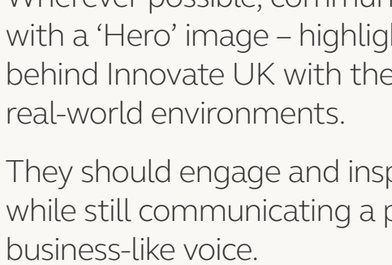
Context
— Product in context being used
— Movement / action
— Shallow depth of field

Photography
— Entrepreneur, business or innovator

Wherever possible, communications should lead with a ‘Hero’ image – highlighting the success stories behind Innovate UK with the focus on individuals in real-world environments.

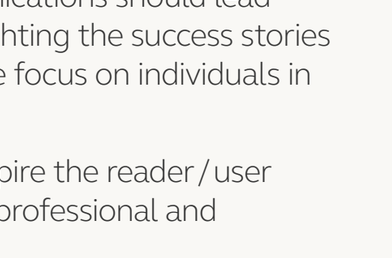
They should engage and inspire the reader / user while still communicating a professional and business-like voice.

See the following guidance to ensure that you can commission and select images for maximum impact.



Do

— use a real world environment
— focus on the entrepreneur or business
— clean and bright set-up
— avoid unnecessary clutter or distraction
— use interesting crops and shallow depth of field.



Do not

— shoot overly posed or contrived images
— use wonky angles
— include unnecessary clutter or objects which detract from the focus point.

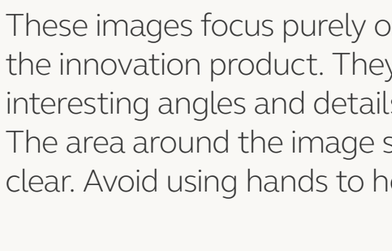
Usage
The images should lead communications – both on and offline – highlighting the success stories behind Innovate UK. The individual or team should be the focus with the product secondary.

Size
Original images should be as large as possible to allow for close-cropping.

Checklist
These images should be:
— natural not posed
— interesting crops with shallow depth of field
— high quality, business focused
— clean and bright
— free of clutter.

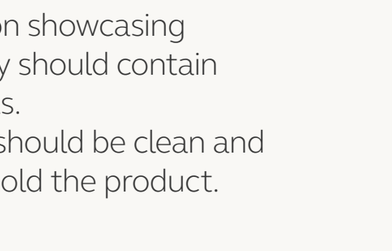
Photography
— Product

These images focus purely on showcasing the innovation product. They should contain interesting angles and details.
The area around the image should be clean and clear. Avoid using hands to hold the product.



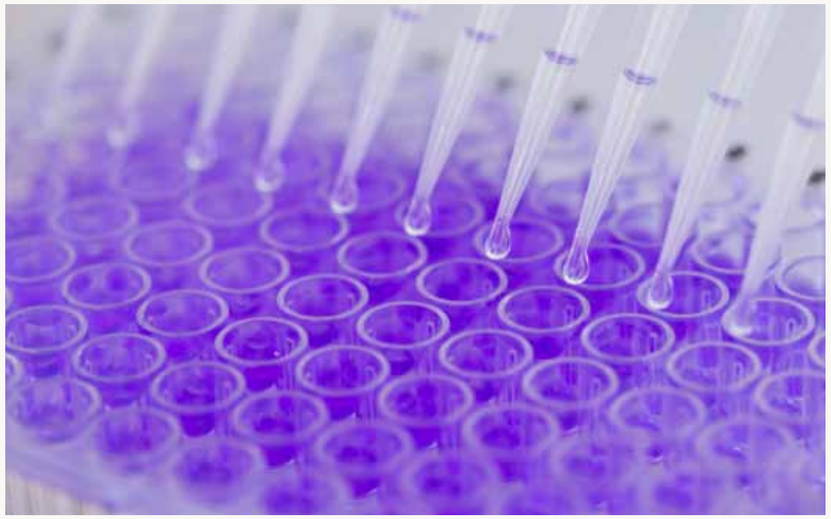
Do

— create a light and clean set-up
— focus on the product
— use interesting crops and shallow depth of field.



Do not

— use hand to showcase the product
— include clutter or distractions around the product.



Usage
Product Images showcase the innovative product in a professional environment to add to the narrative of the story.

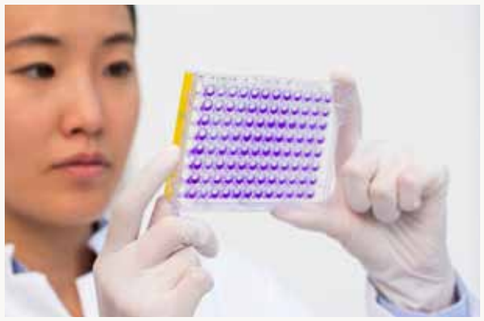
Size
Original images should be as large as possible to allow for close-cropping.

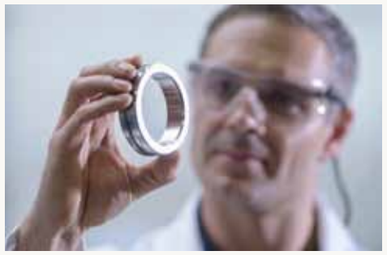
Checklist
These images should be:
— staged high quality images
— interesting crops with shallow depth of field
— clean and bright
— high quality, business focused
— free of clutter.

Photography
— Showcase

These images combine the entrepreneur with the product in a real-world environment with the focus on the product not the entrepreneur.

Play with interesting angles and shallow depth of field to achieve an engaging image that focuses on the product in a human environment.





Do

— create a light and clean set-up
— focus on the product
— use interesting crops and shallow depth of field.

Do not

— include all elements in focus
— include clutter or distractions around the product
— shoot from below or at harsh angles.

Usage
Context images explain and show how the product/ invention is used, adding to the narrative of the story.

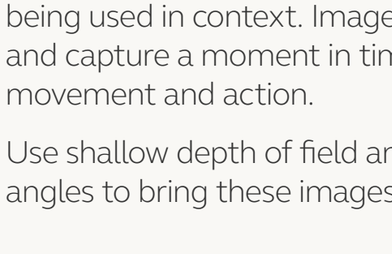
Size
Original images should be as large as possible to allow for close-cropping.

Checklist
These images should be:
— natural images
— interesting crops with shallow depth of field
— clean and bright
— high quality, business focused.

Photography
— Context

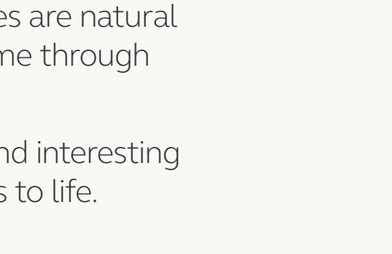
These images focus on the product being used in context. Images are natural and capture a moment in time through movement and action.

Use shallow depth of field and interesting angles to bring these images to life.



Do

– use interesting crops
– show the bigger picture; the result of the product
– use movement and action where possible.



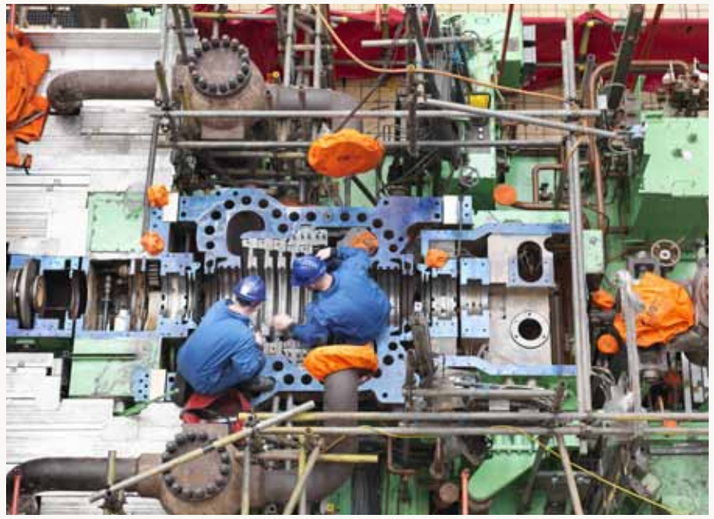
Do not

– focus on only the product but on the bigger picture.

Usage
Context images explain and show how the product / invention is used, adding to the narrative of the story.

Size
Original images should be as large as possible to allow for close-cropping.

Checklist
These images should be:
— natural images
— focusing on the bigger picture
— interesting crops with shallow depth of field
— clean and bright
— high quality, business focused.



Photography
— Commissioning photography

Imagery should engage and inspire the user, while still communicating a professional and business-like voice.

Shoot images square with plenty of space around them, to allow the image to be cropped for portrait and landscape applications.

Do not shoot in environments where text or other branding is heavy around the focal point. This will detract from the image content.

Imagery should be bright and light. Avoid indoor office environments with 'yellow light'.

Wherever possible introduce shallow depth of field to create intrigue and added depth.

Photography
— Using existing photography

If you are using existing photography, select imagery that is dynamic and engaging and follows the themes, aspirations and standards highlighted on the previous pages.

Edit images where necessary to bring them in line with our brand style.

Original image
Remove any potential distractions around the image.

Alter contrast and levels for the most engaging and balanced image.

Edited image
If a suitable image cannot be found or commissioned, use stock imagery following the principles in the hero imagery section, page 54.

Branded examples

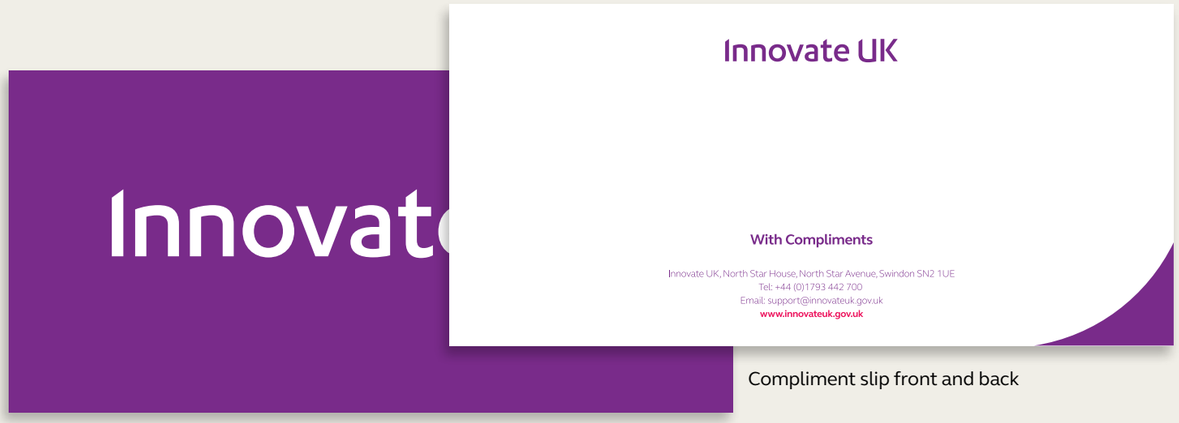
Our brand examples are:
— Stationery
— Digital
— Content
— Events

Stationery

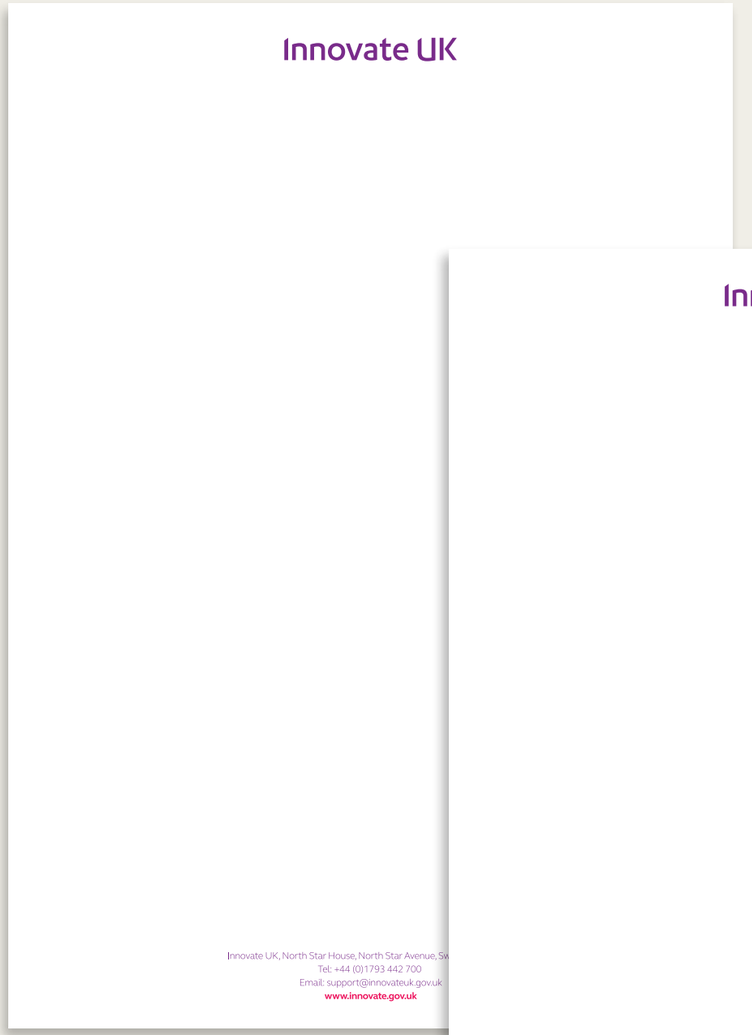
An example of a stationary set.

Vertical business card front and back

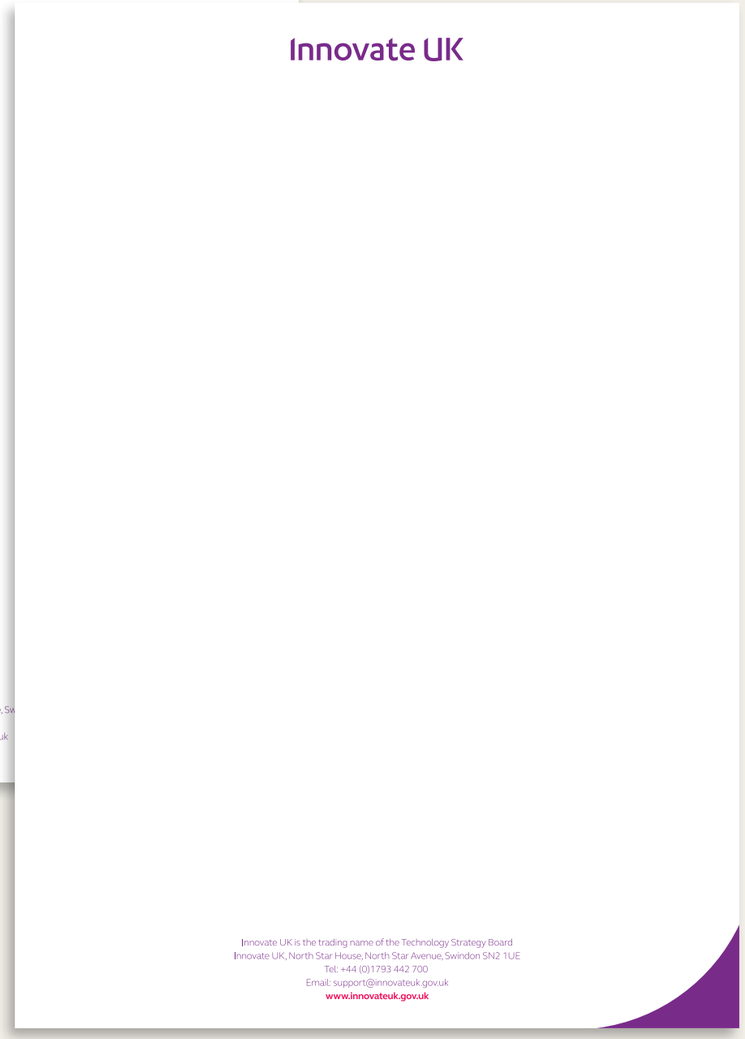
Horizontal business card front and back



Compliment slip front and back



A4 letterhead

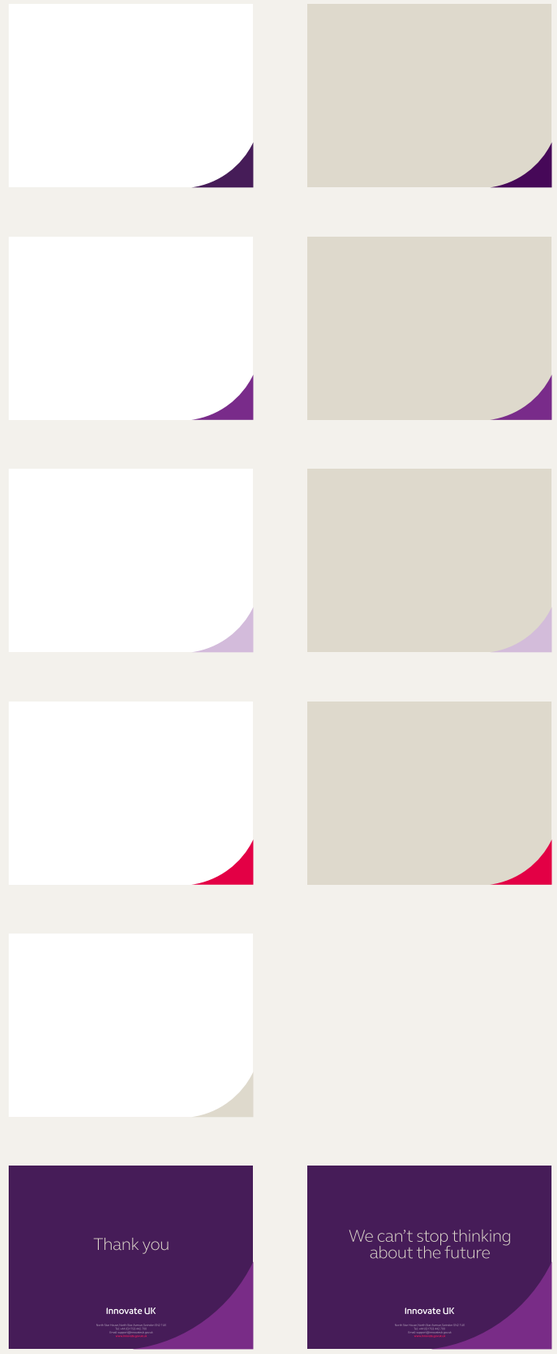


A4 finance letterhead

PowerPoint templates

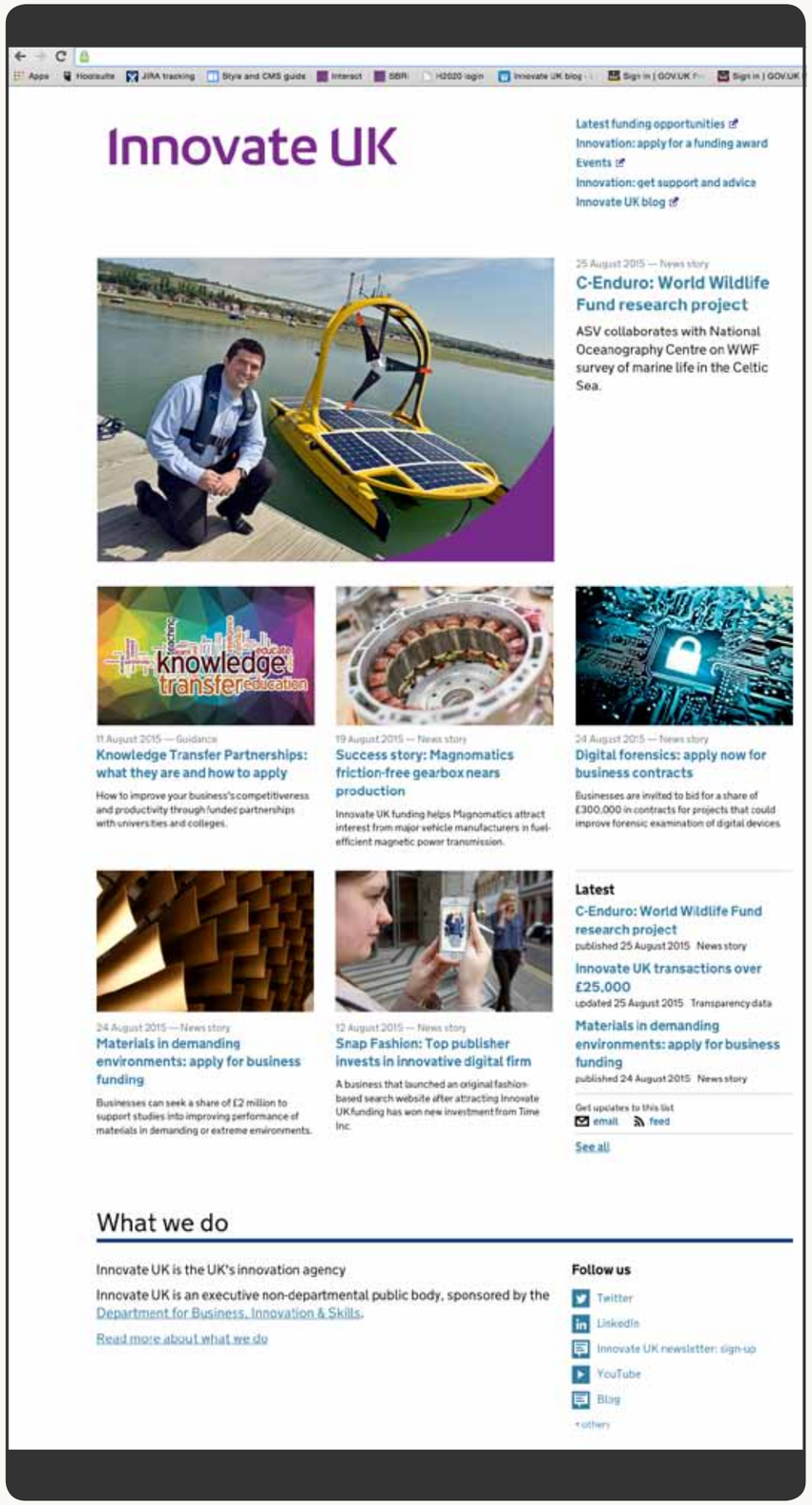
A set of Powerpoint templates have been designed to support presentations. Where possible use FS Elliot as the lead typeface.

Title slides
There are multiple titles slides to choose from set in the core brand colours, with and without imagery or dynamic textures.



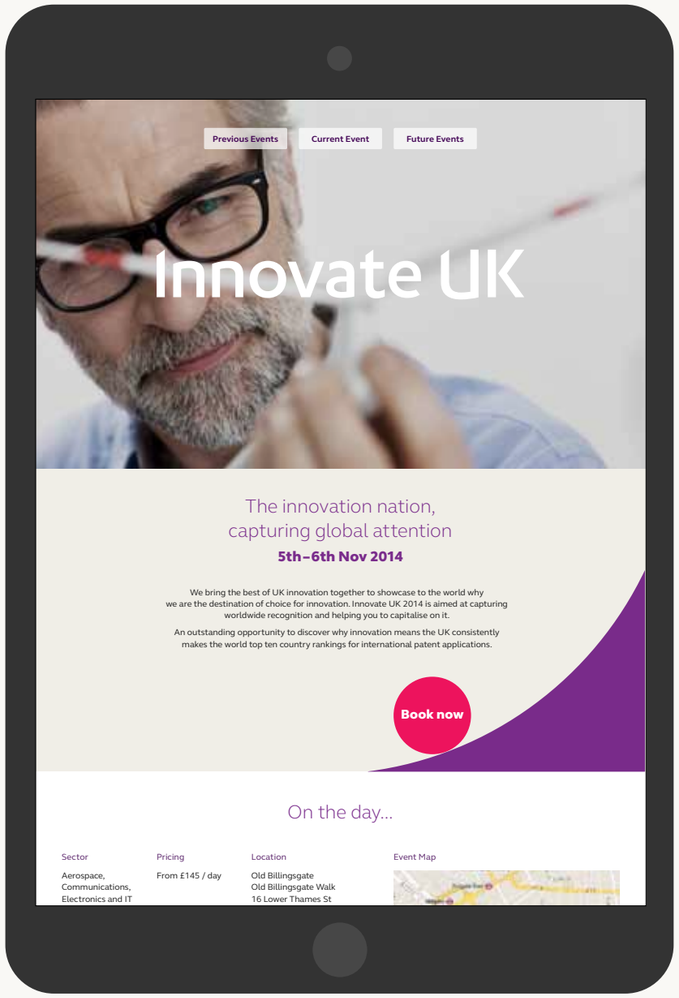
Digital
— Interact landing page

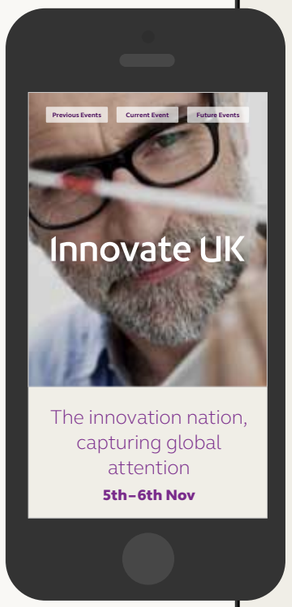
www.gov.uk/government/organisations/innovate-uk

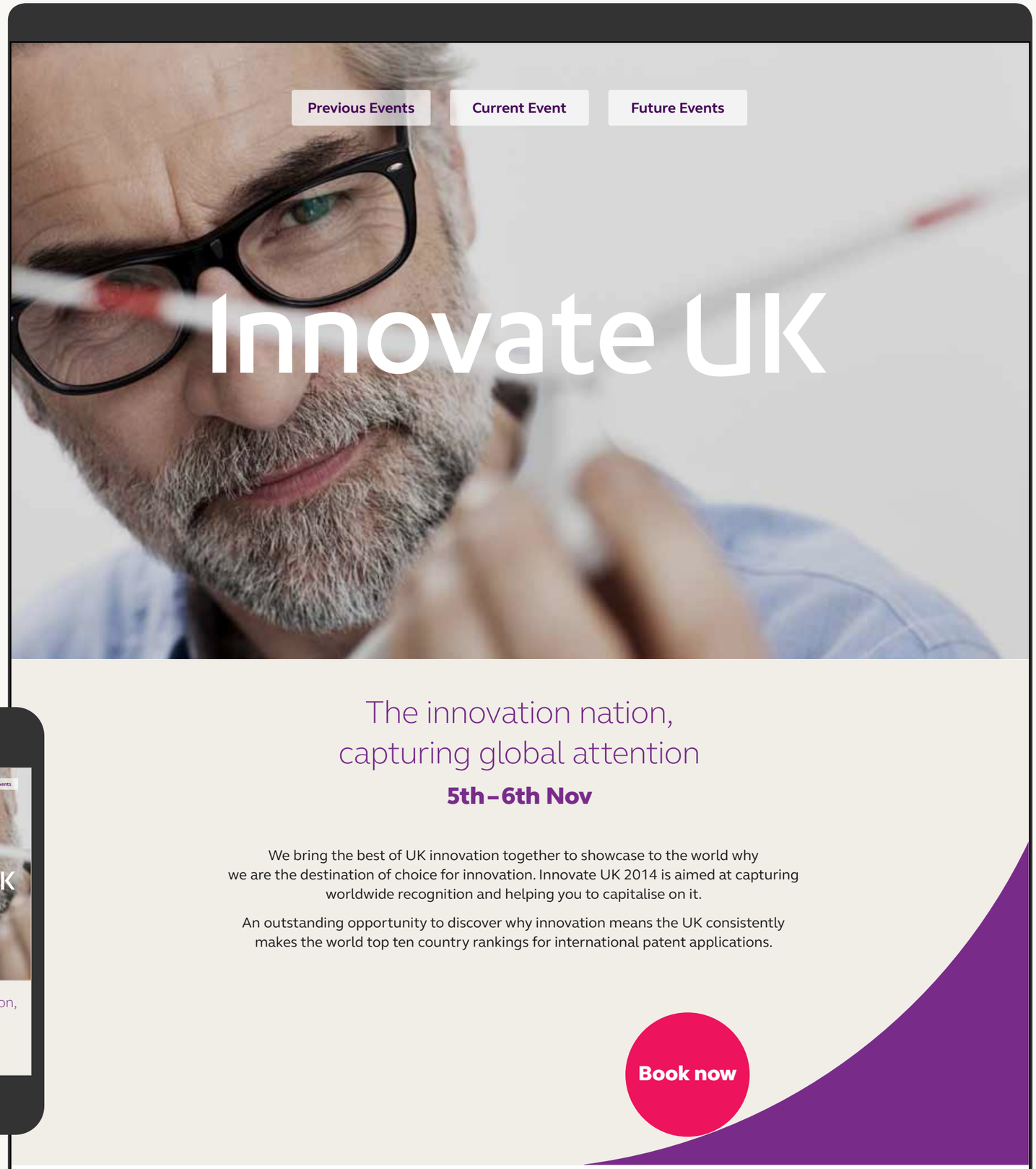


Digital
— Events landing page

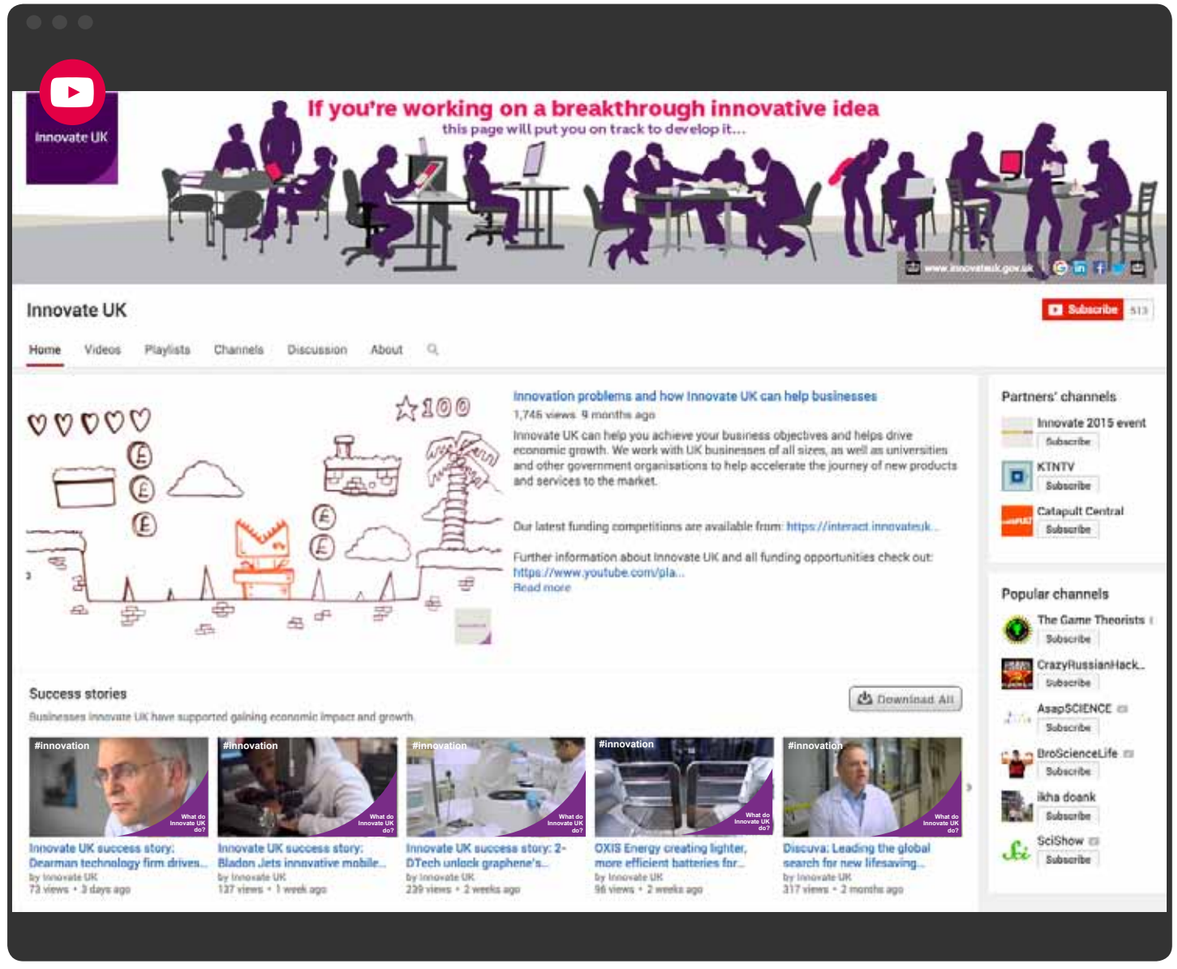
Site visual for events specific to Innovate UK. Information is broken down into manageable sections to allow the user to navigate to the most important information first and make booking easy.



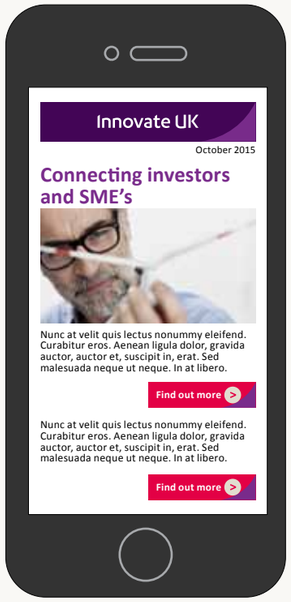




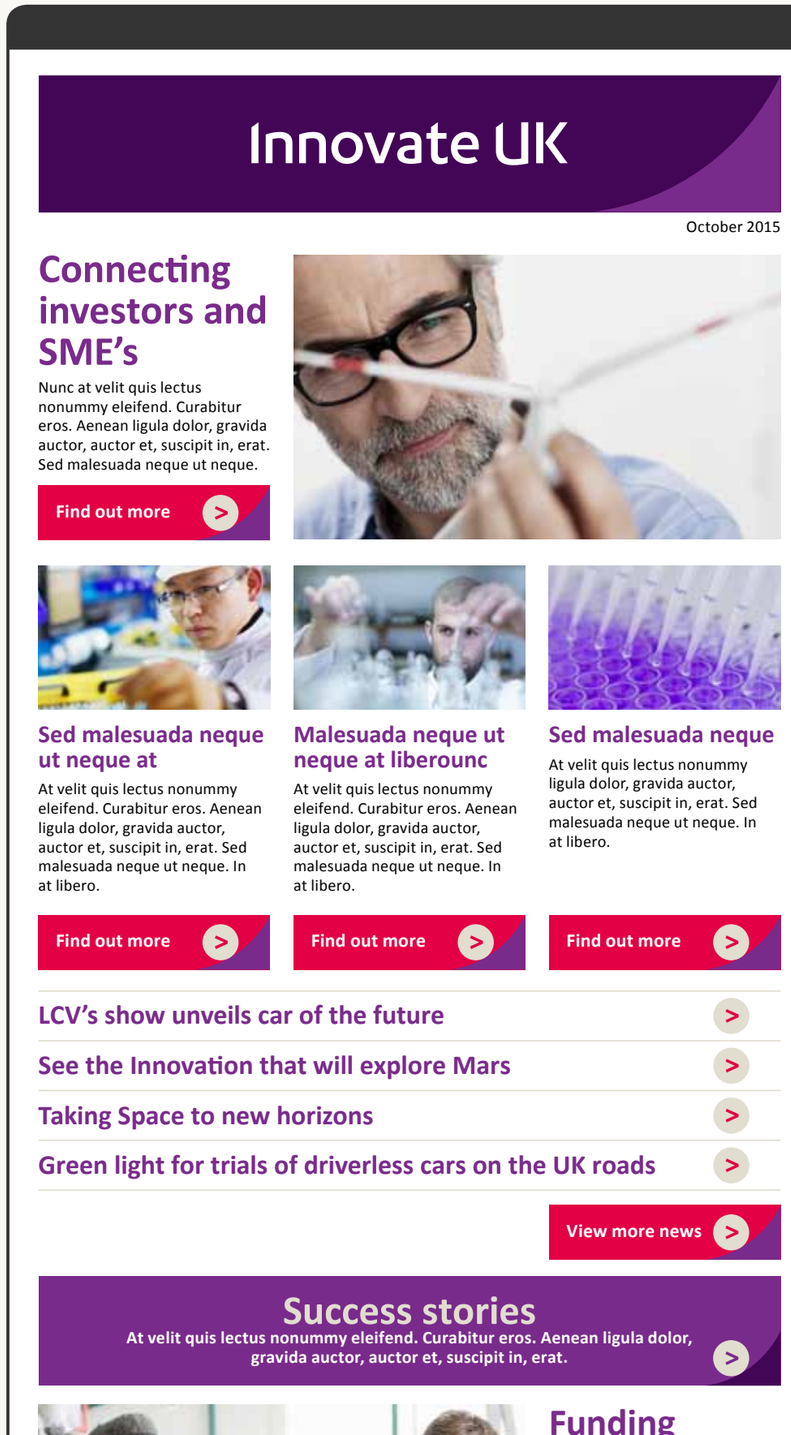
Digital
— Social media



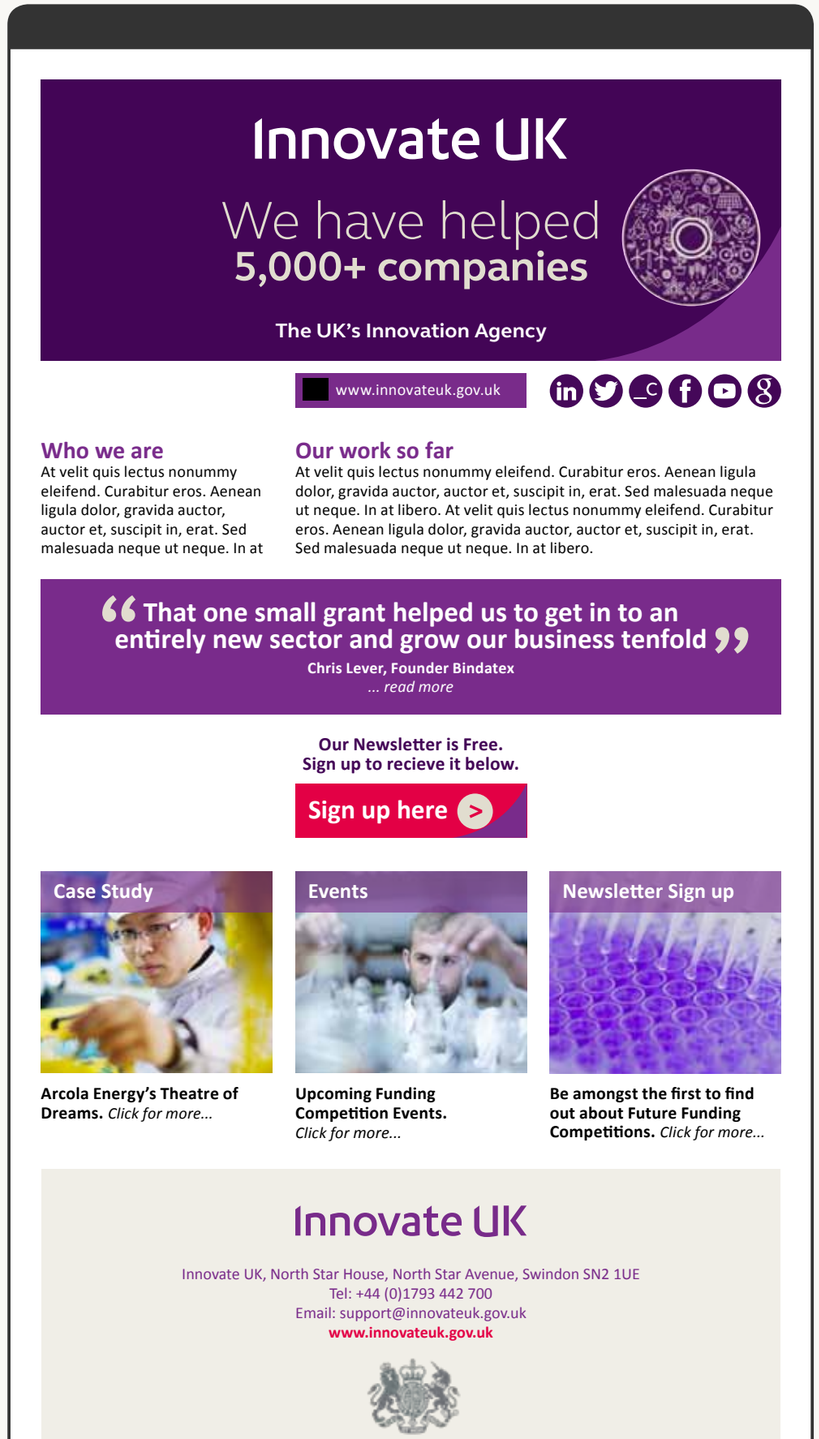
Digital
— External communications
Newsletter

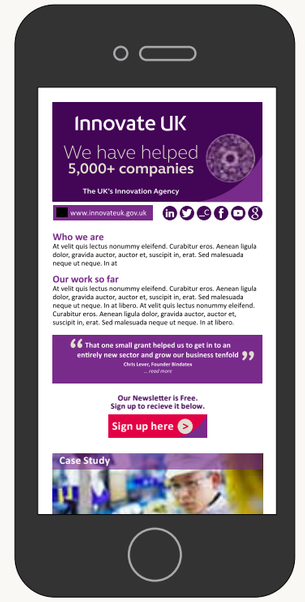


Email newsletter for mobile



Digital
— External communications
Email

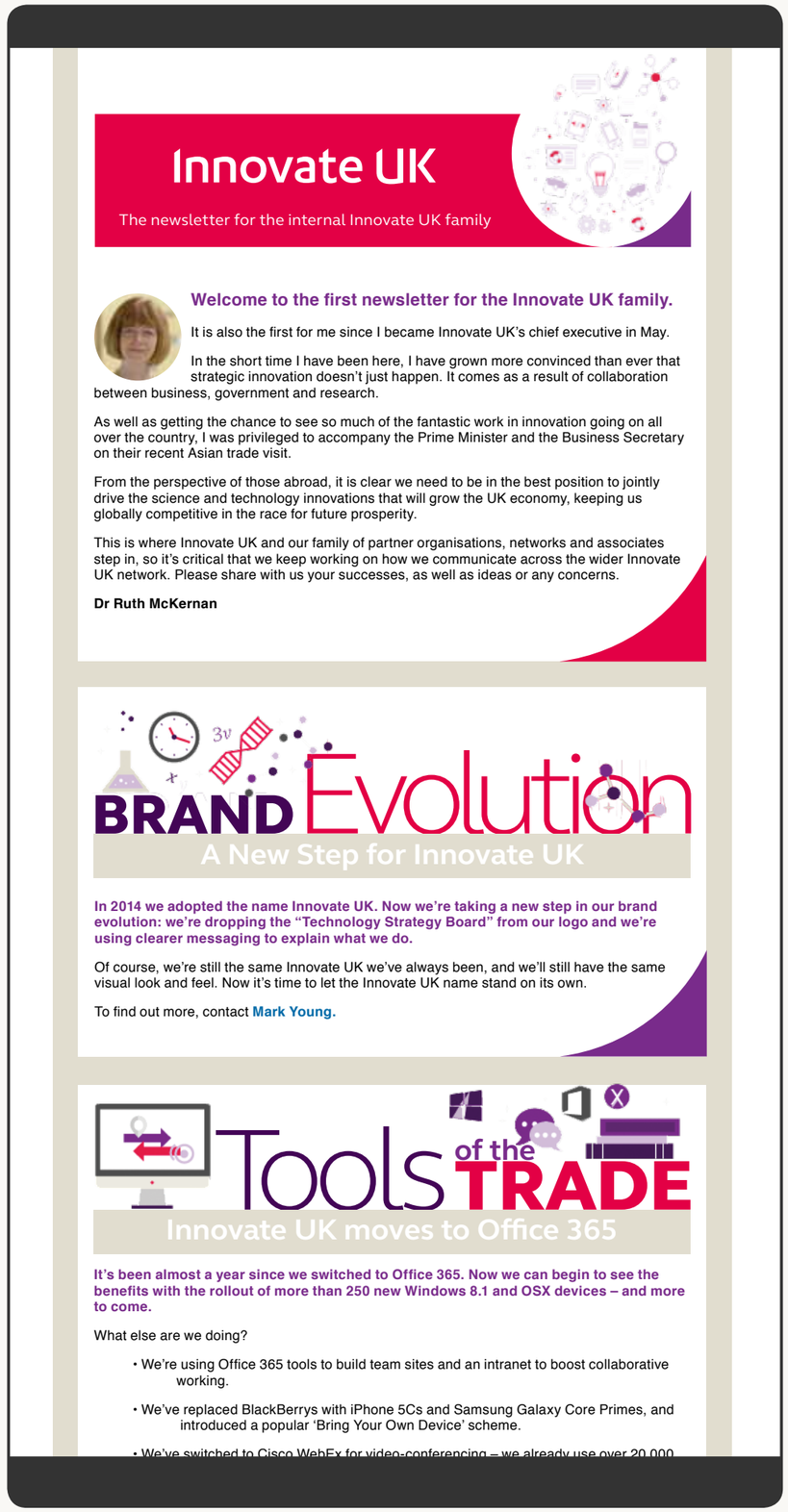




Email for mobile

Digital
— Internal communications

Newsletter



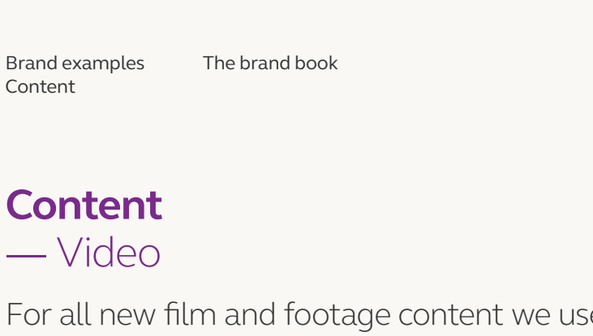
Content
— Video

For all new film and footage content we use a simple onscreen graphic system to signpost Innovate UK content and to engage and inform the user.

An animated sting featuring the Innovate UK logo should bookend content. Templates are also available for name graphics and pop-up graphics for informative content.

FS Elliot should be used for all onscreen visuals.

1



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4

Animated sting storyboard

Title frame
The Innovate UK logo should be positioned centre top with the title centred and set in FS Elliot Light.

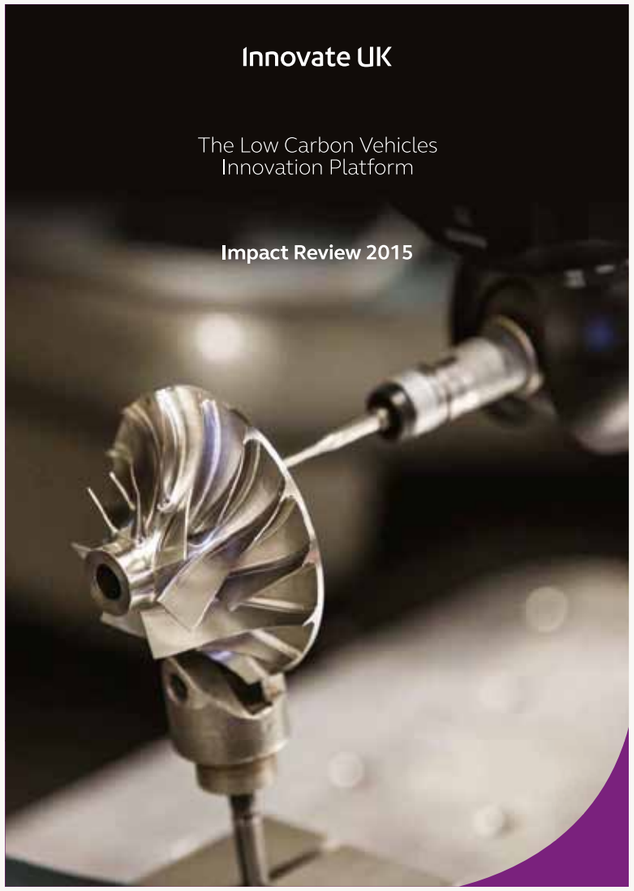
Name graphics
Name graphics are set within a rectangular frame, anchored to the bottom right or left corner of the screen.

The rectangular frame should be set in Innovate Violet and be no wider than 1/2 of the frame size.

The frame graphics can be used on the right or left side. Text must always be set left aligned.

Pop-up graphics
Pop-up graphics feature panels to hold content designed for different amounts of content and to work with any background image.

Print
— Document covers



A4 document cover

A5 document cover

Print
— Competition template

Back and front cover

Inside spread

Depending on the amount of text required, with only 2 columns used on page 3. Add dynamism to the design by using the corner curve with photo as shownn here.

Back and front cover

Inside spread

Print
— Competition template
Inside page option

Back and front cover

Inside spread

Innovate UK is to invest up to £4 million in collaborative research and development (R&D) projects that tackle the growing risks of disruption to internet-enabled businesses and their digital supply chains.

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Looking for a partner to work on your project? Go to _connect
or LinkedIn
www.linkedin.com/company/digital-economy

Each partner in a project can receive funding towards their project costs - funding is a percentage of the total eligible project costs and varies, depending on the size and type of research.
For general guidance see
https://interact.innovateuk.org/-/funding-rules

Funding allocation and project details

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Depending on the amount of text required, with all 3 columns used on page 3. Remove the corner device.

Back and front cover

Inside spread

Innovate UK and the Office for Low Emission Vehicles (OLEV) are to invest up to £10 million in a single consortium, to develop a pilot line to understand how to produce high-voltage electric vehicle batteries at a rate that can later be scaled up for commercial production.

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Funding allocation and project details

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Looking for a partner to work on your project? Go to _connect
connect.innovateuk.org

Each partner in a project can receive funding towards their project costs -funding is a percentage of the total eligible project costs and varies, depending on the size and type of research.
For general guidance see
https://interact.innovateuk.org/-/funding-rules

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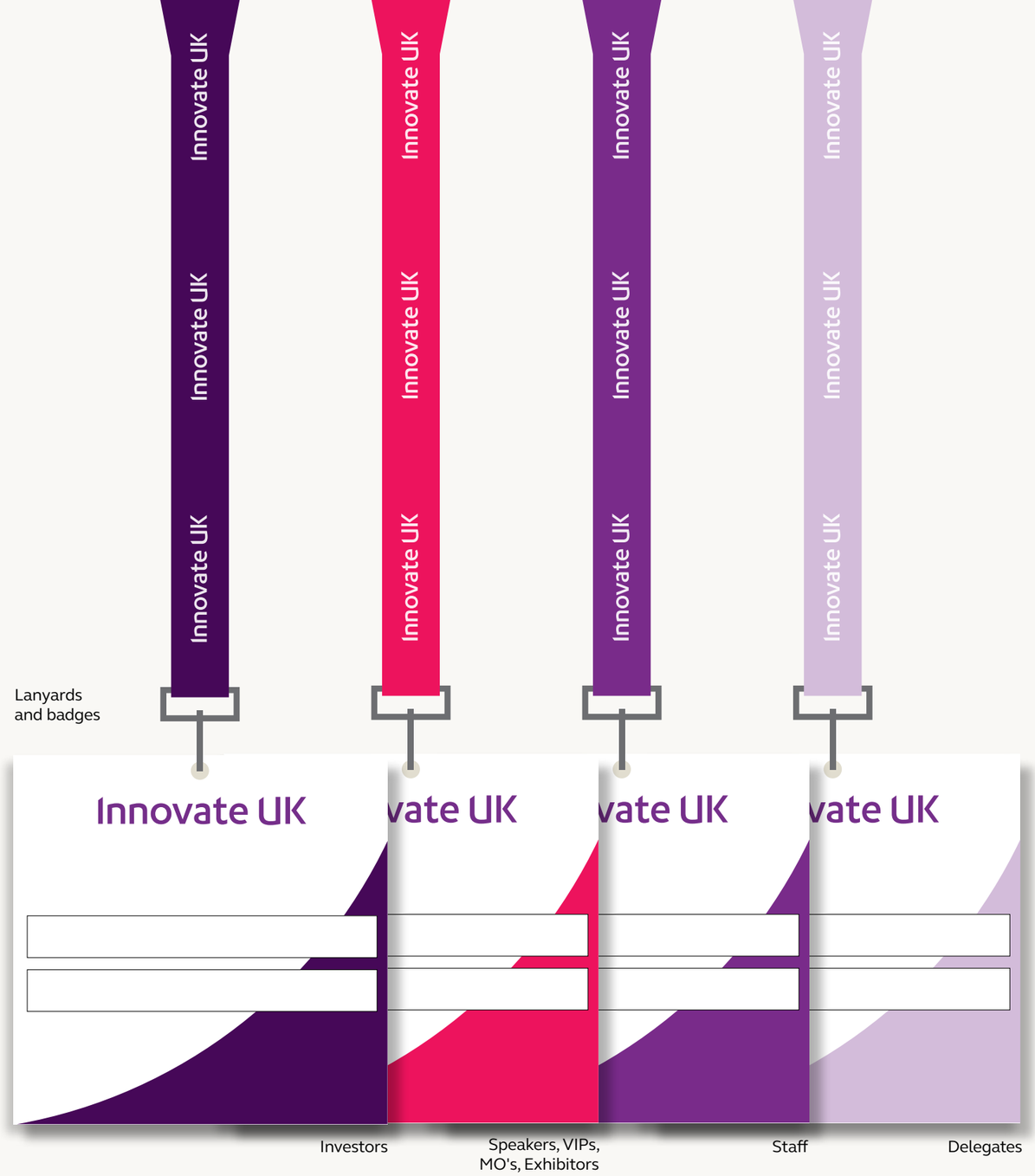
Event collateral

Letterhed front and back



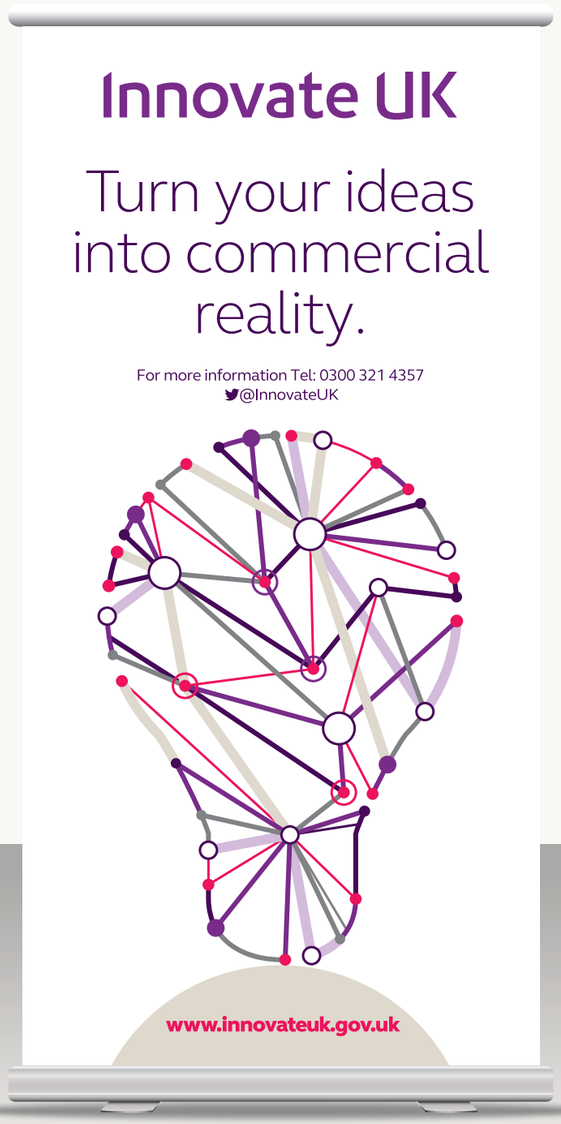
Event diplay

Tier 1:
Small stand alone pop up banner that can be used by staff at small events

Success stories

Event diplay

Tier 1:
Small stand alone pop up banner that can be used by staff at small events



Five point plan

Event display

Tier 2:
3 panel display

Get in touch

If you require further information on the Innovate UK brand or supply of assets and resources please contact a member of the communications team.

Brand guardians

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