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

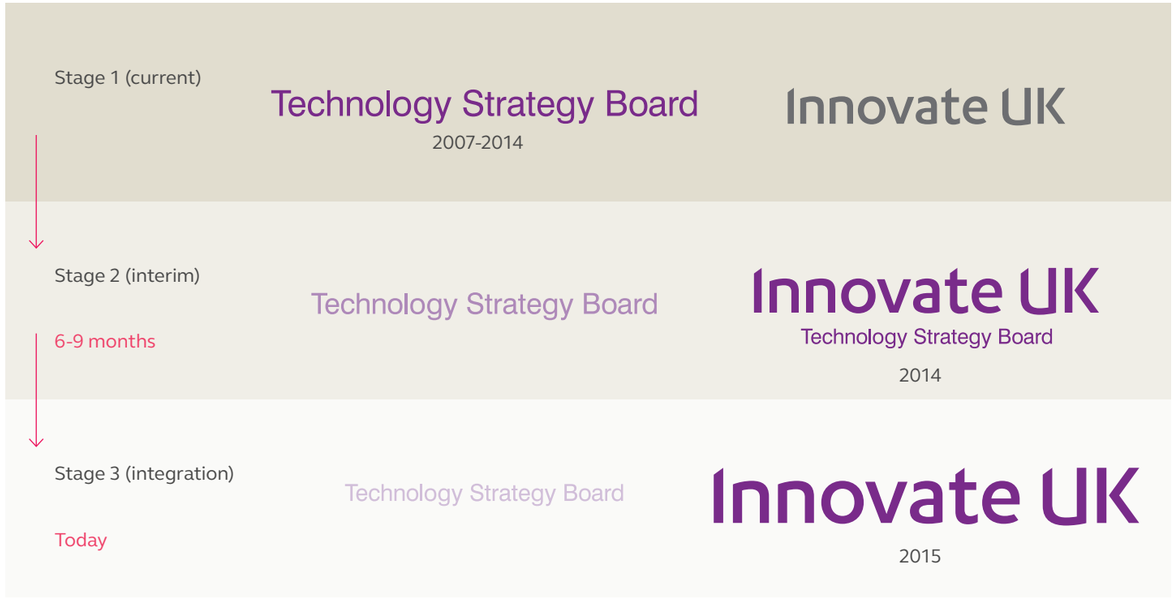
Over the last 18 months the brand has gone through a staged transition.

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.

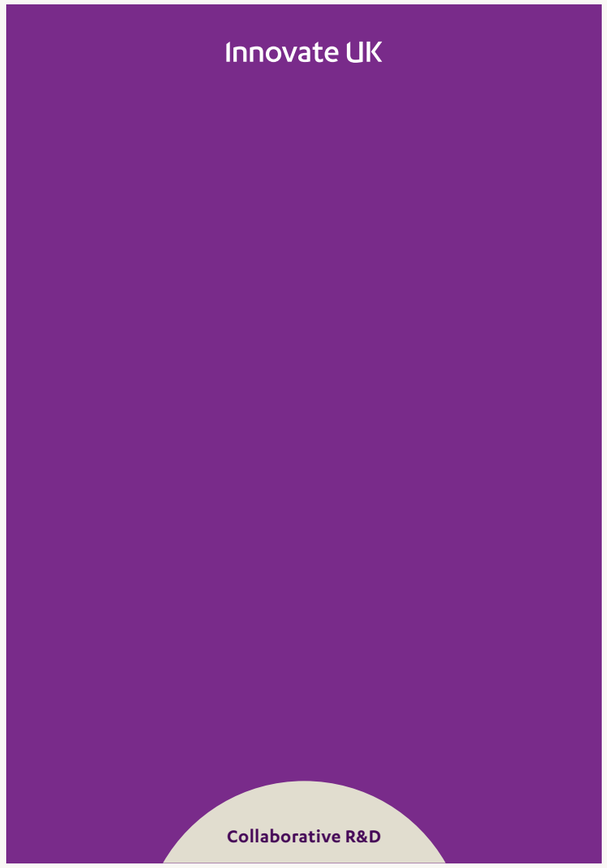
Positioning offline
Programme name badges are aligned to the base of the document cover and centred within the semicircle device.

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

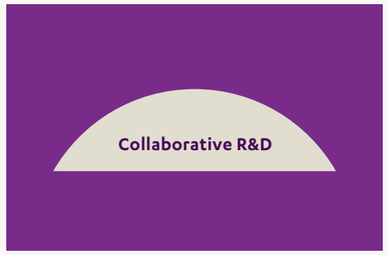
Current programme names have been supplied as vector assets.

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

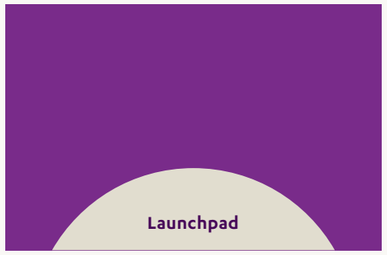
Artwork assets are held by Innovate UK and available on request, with and without the semicircle device as shown here.

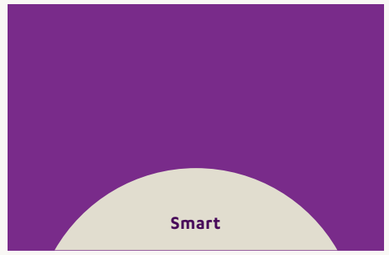
Use the original logo artwork
The semicircle device should not be recreated or changed in any way. Do not change the proportions or colour of the device.

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.

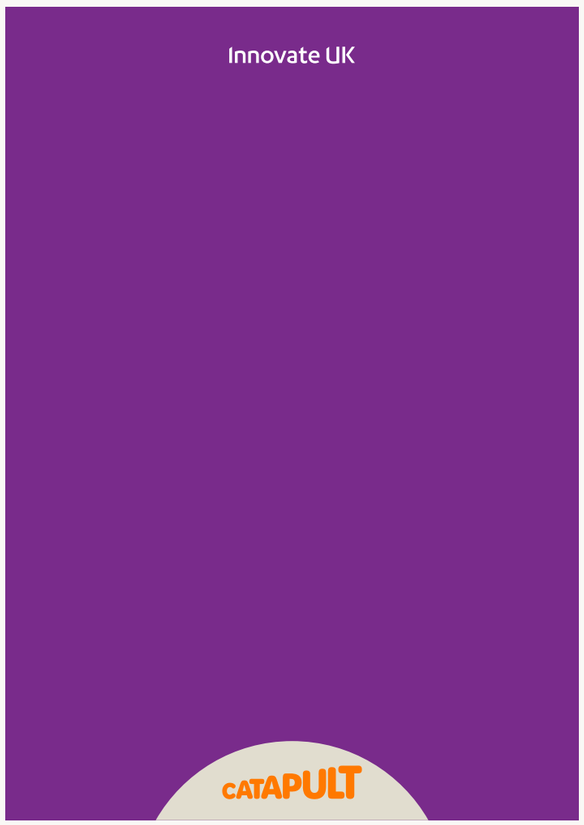
Size
As shown opposite, the height of the Innovate UK logotype has a direct relationship with the height of the programme name. This is defined as 200% of the height marked 'X' of the Innovate UK logo, at the size it's being used.

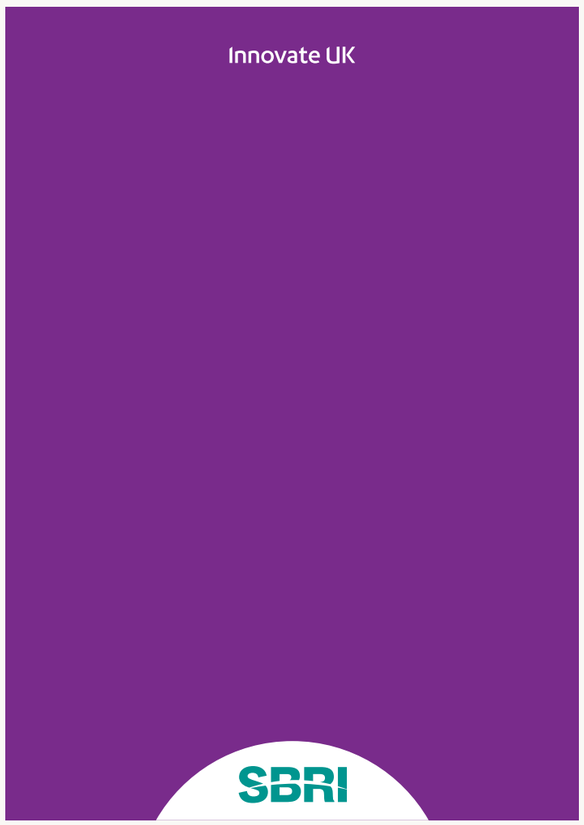
Use this guide to scale the correct logo for your communication.

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

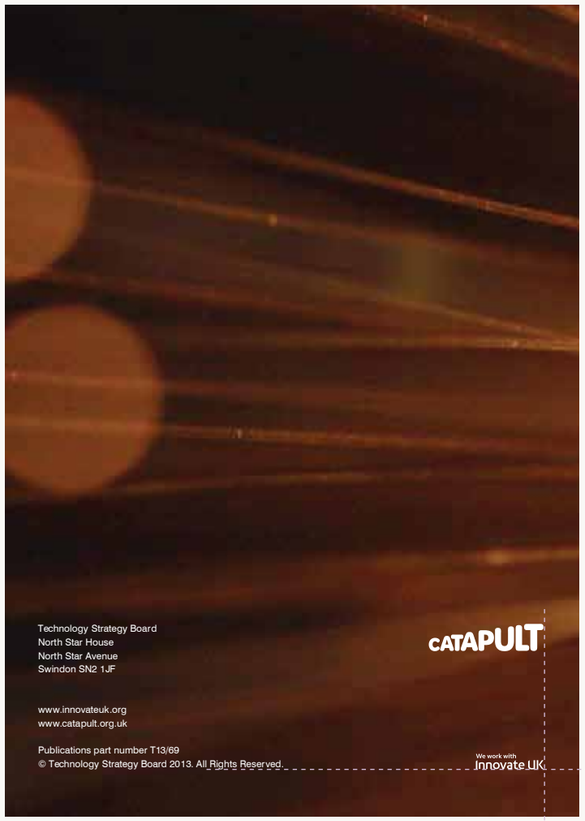
We work with Innovate UK
70mm wide

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

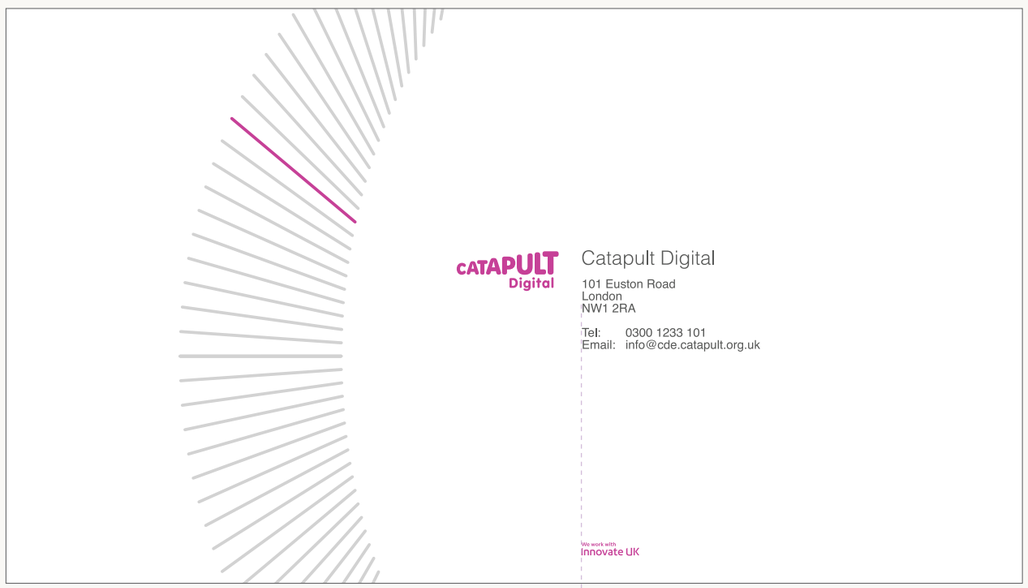
A4 leaflet portrait version



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)

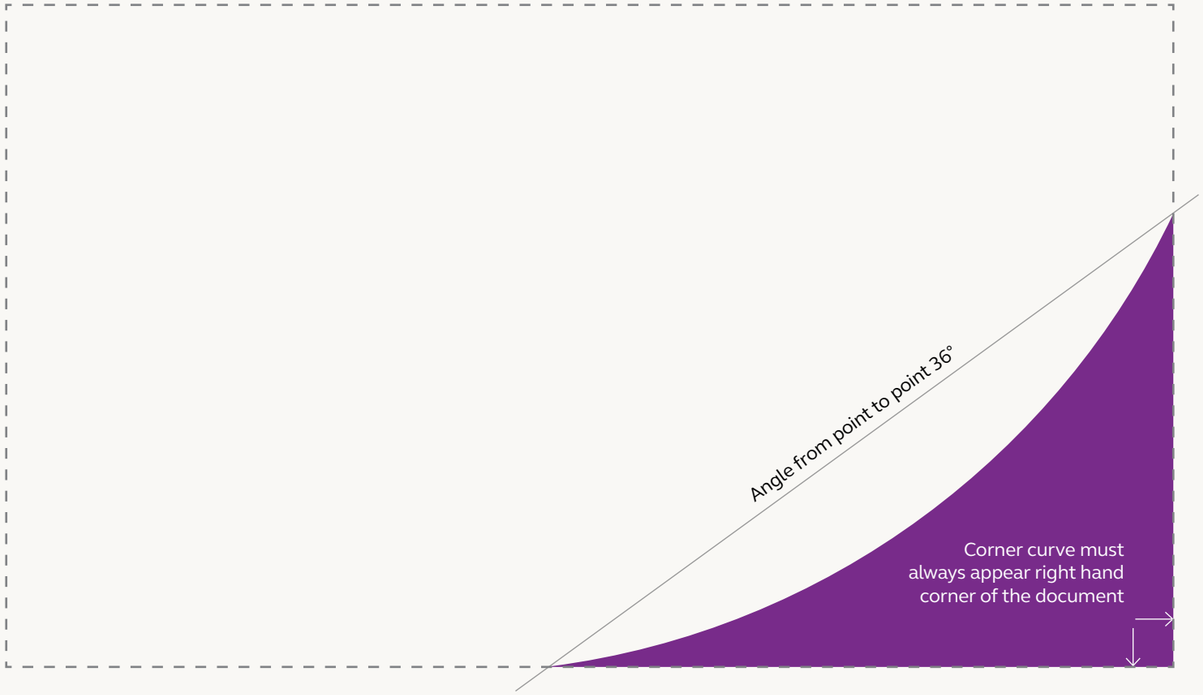
We work with Innovate UK
(colour for Transport Systems)

(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

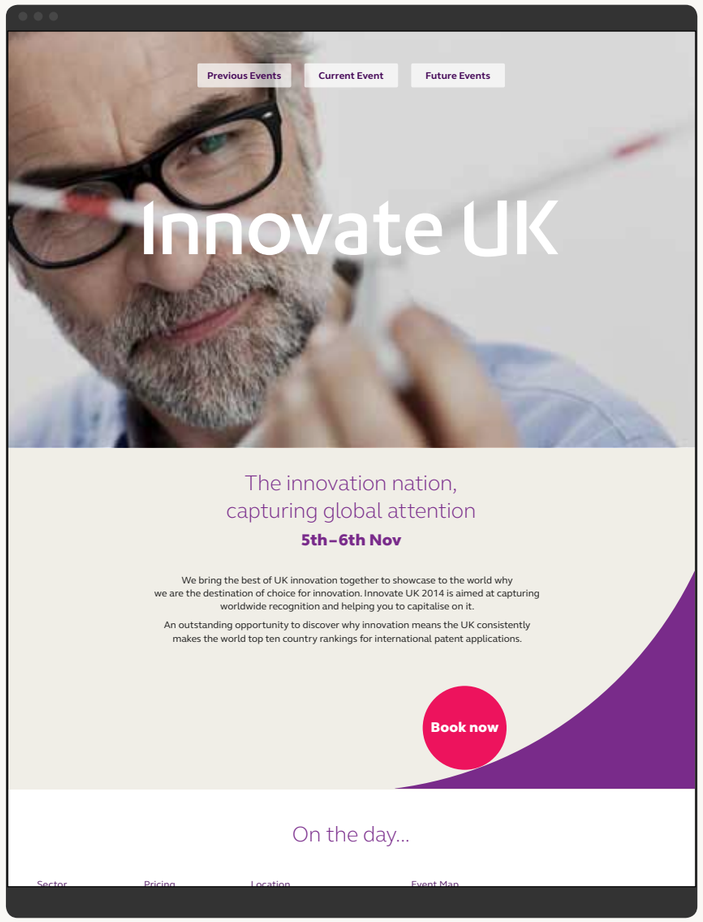
Our new corner curve

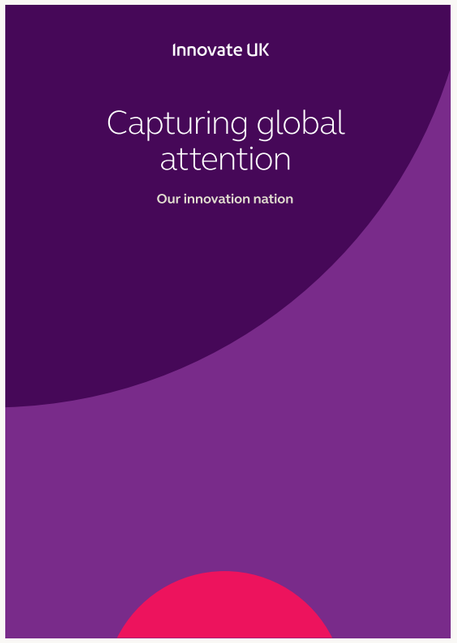
Example communications using curves online and in print communications.

Online buttons / panels

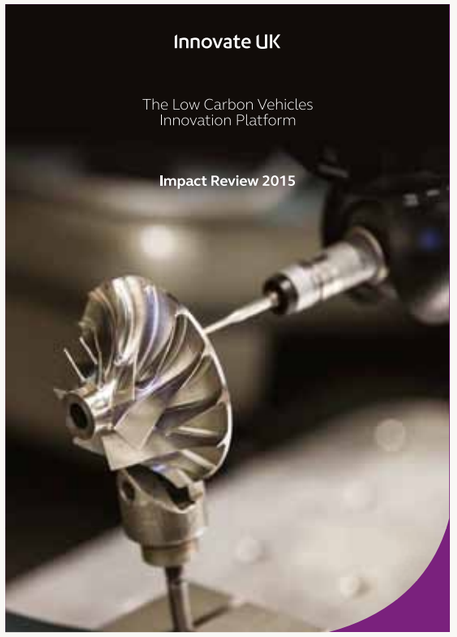
Mobile app – curve used to create bold colour

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

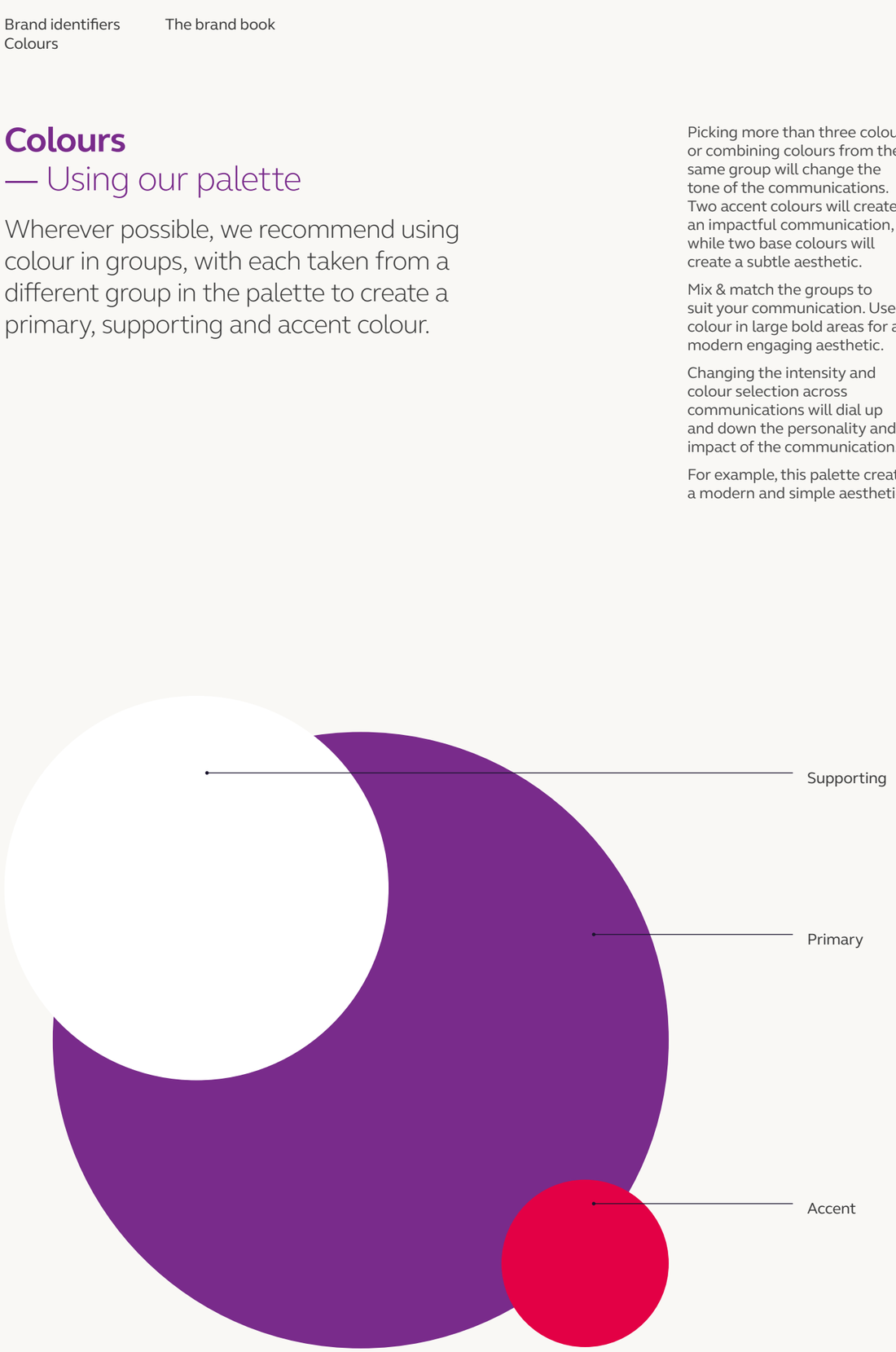
Wherever possible, we recommend using colour in groups, with each taken from a different group in the palette to create a primary, supporting and accent colour.

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.

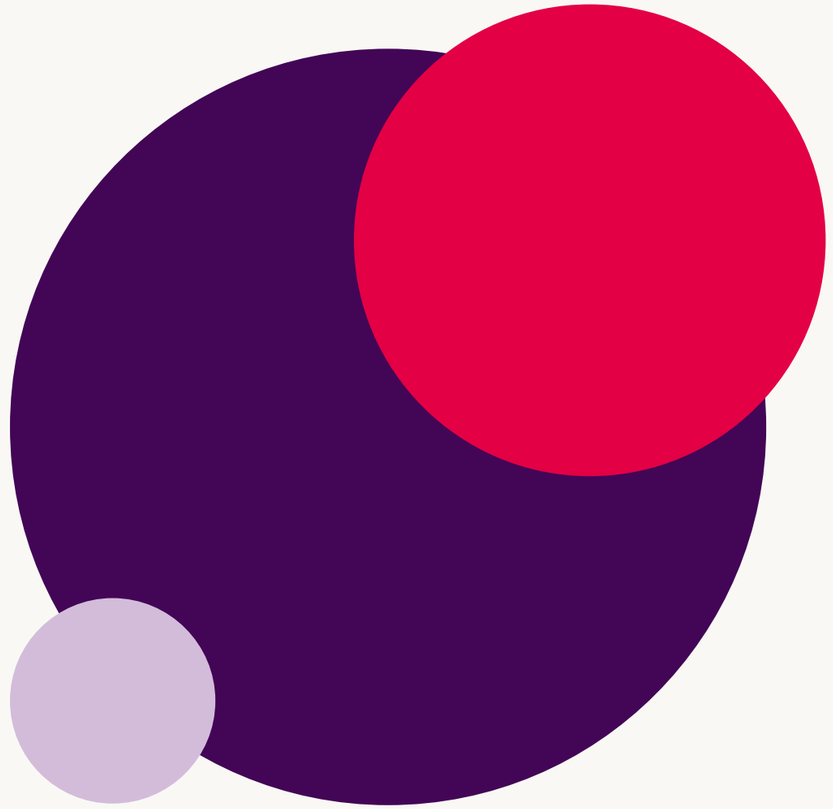
Mix & match the groups to suit your communication. Use colour in large bold areas for a modern engaging aesthetic.

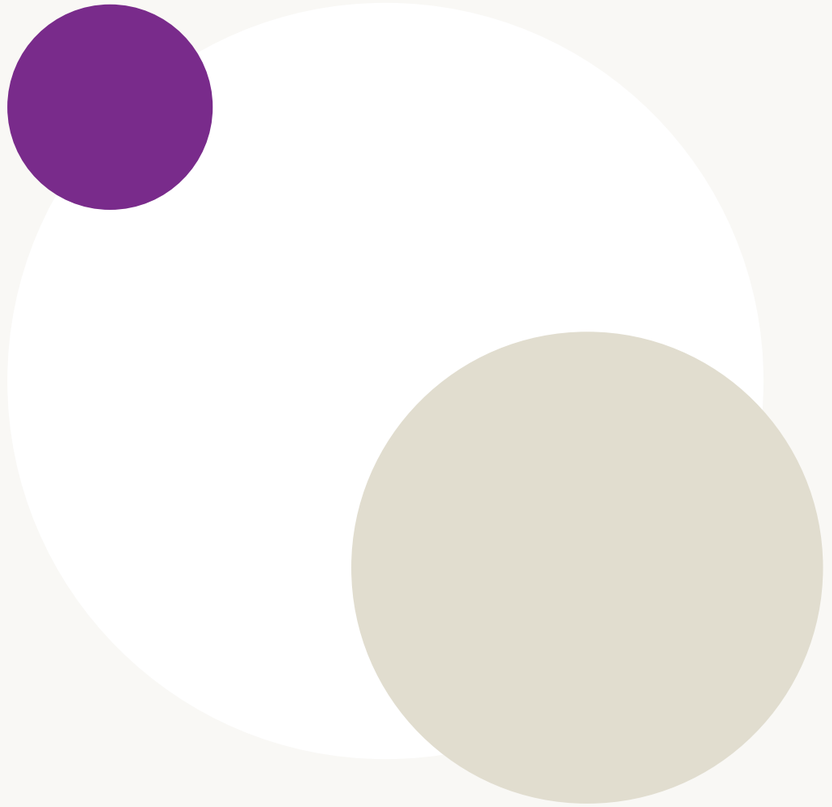
Changing the intensity and colour selection across communications will dial up and down the personality and impact of the communication.

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.

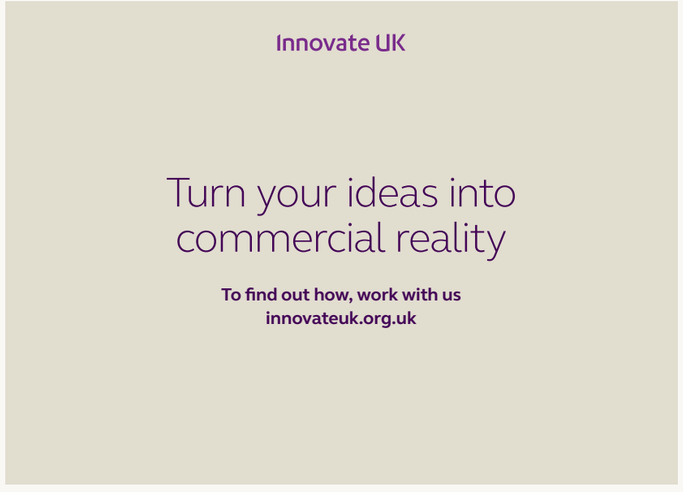
When using two information badges, allow the edges to overlap.

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:

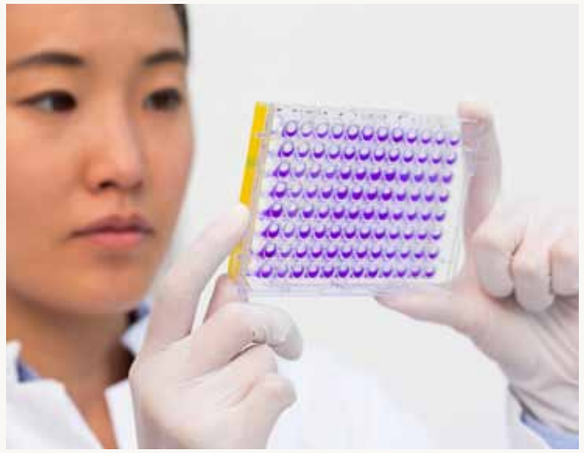
— Entrepreneur/business/innovator
— Product
— Showcase
— Context

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

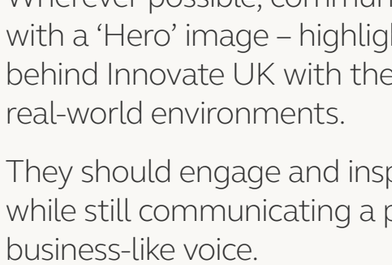
Context
— Product in context being used
— Movement / action
— Shallow depth of field

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.

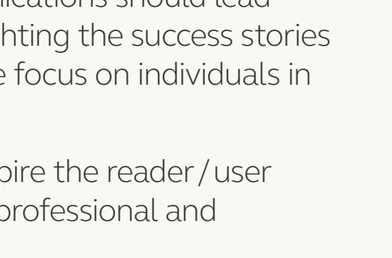
They should engage and inspire the reader / user while still communicating a professional and business-like voice.

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.

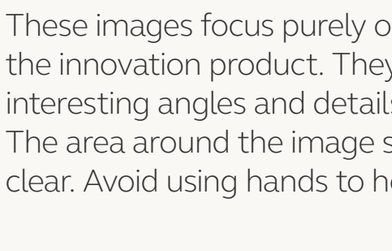
Usage
The images should lead communications – both on and offline – highlighting the success stories behind Innovate UK. The individual or team should be the focus with the product secondary.

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.

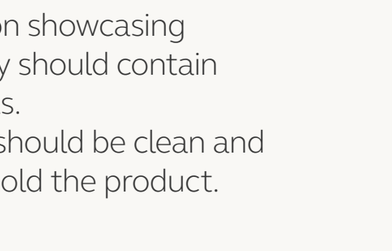
Photography
— Product

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.



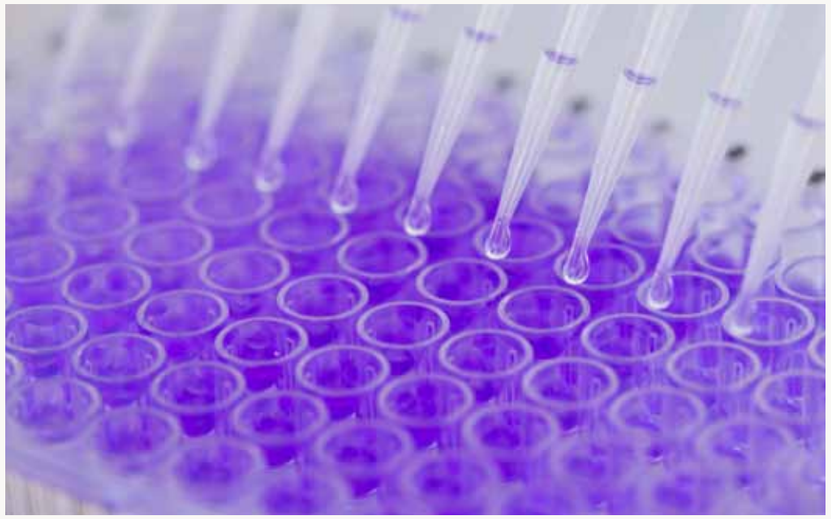
Do

— 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.

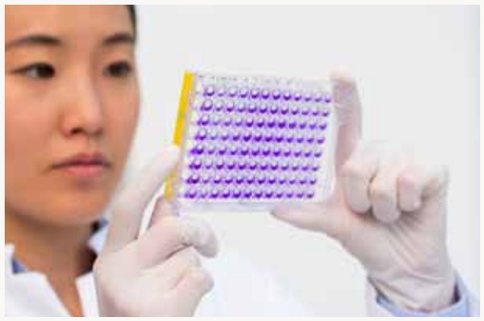
Size
Original images should be as large as possible to allow for close-cropping.

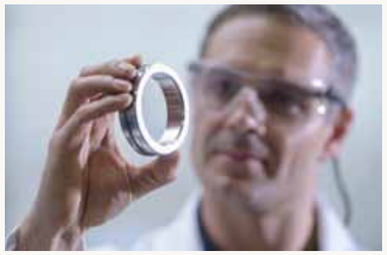
Checklist
These images should be:
— staged high quality images
— interesting crops with shallow depth of field
— clean and bright
— high quality, business focused
— free of clutter.

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.

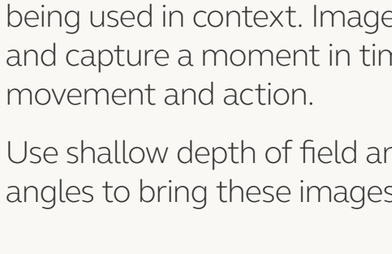
Size
Original images should be as large as possible to allow for close-cropping.

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

Photography
— Context

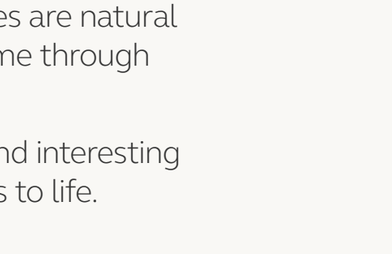
These images focus on the product being used in context. Images are natural and capture a moment in time through movement and action.

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.



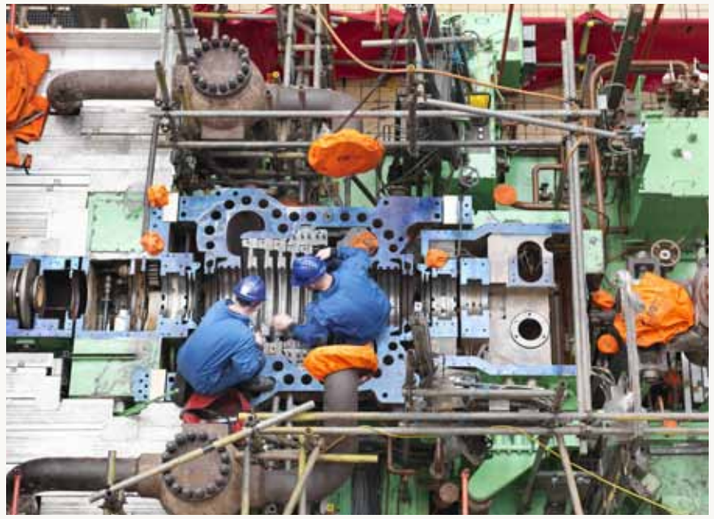
Do not

– 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

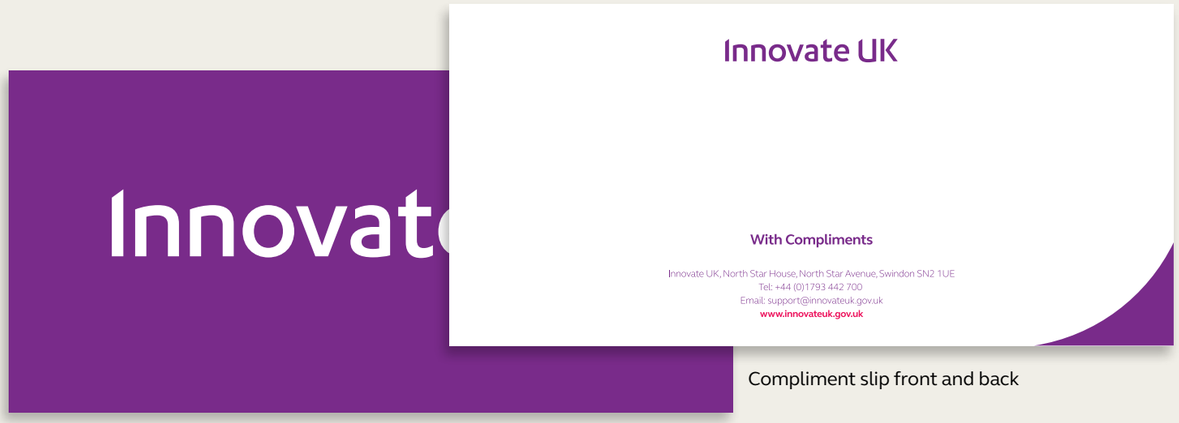
Our brand examples are:
— Stationery
— Digital
— Content
— Events

Stationery

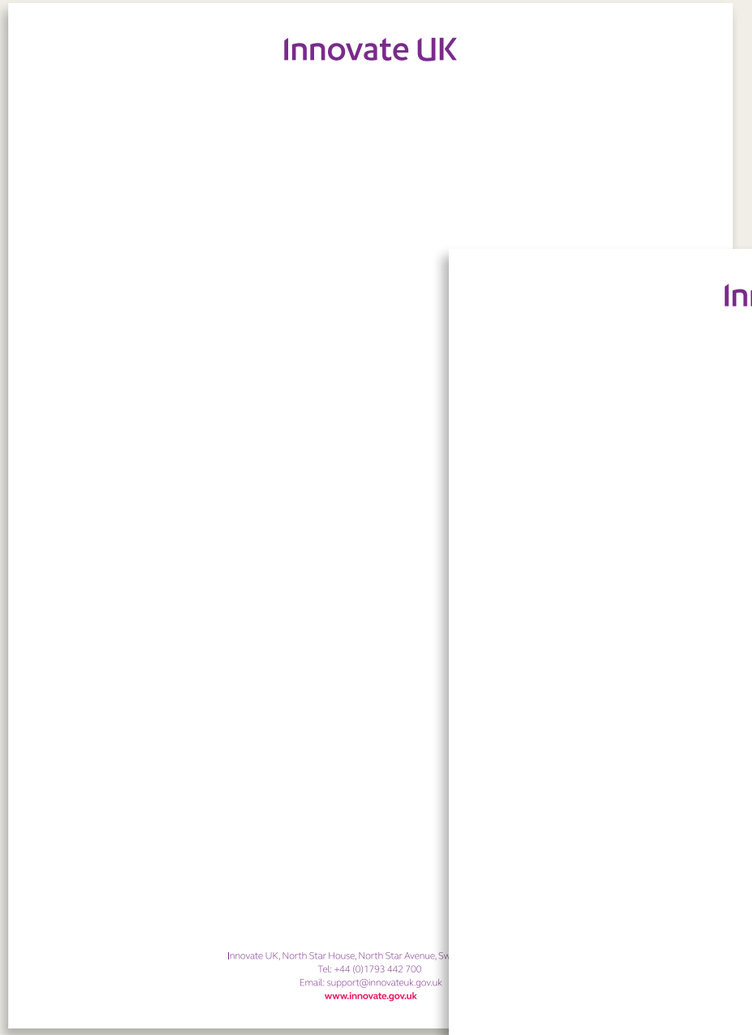
An example of a stationary set.

Vertical business card front and back

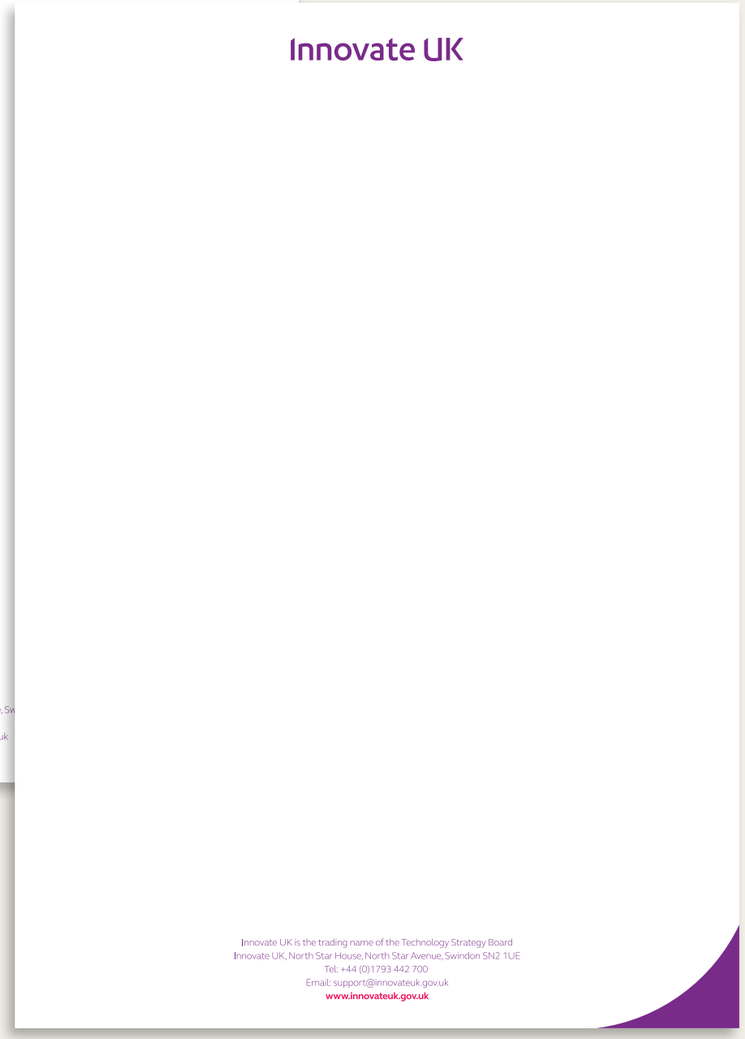
Horizontal business card front and back



Compliment slip front and back



A4 letterhead

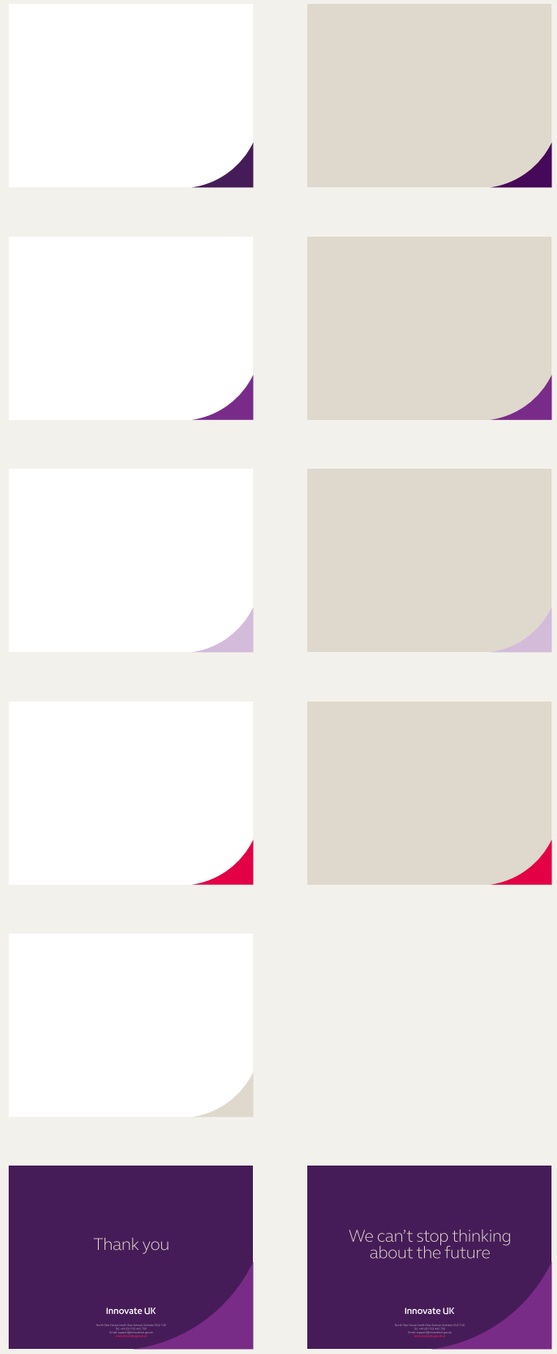


A4 finance letterhead

PowerPoint templates

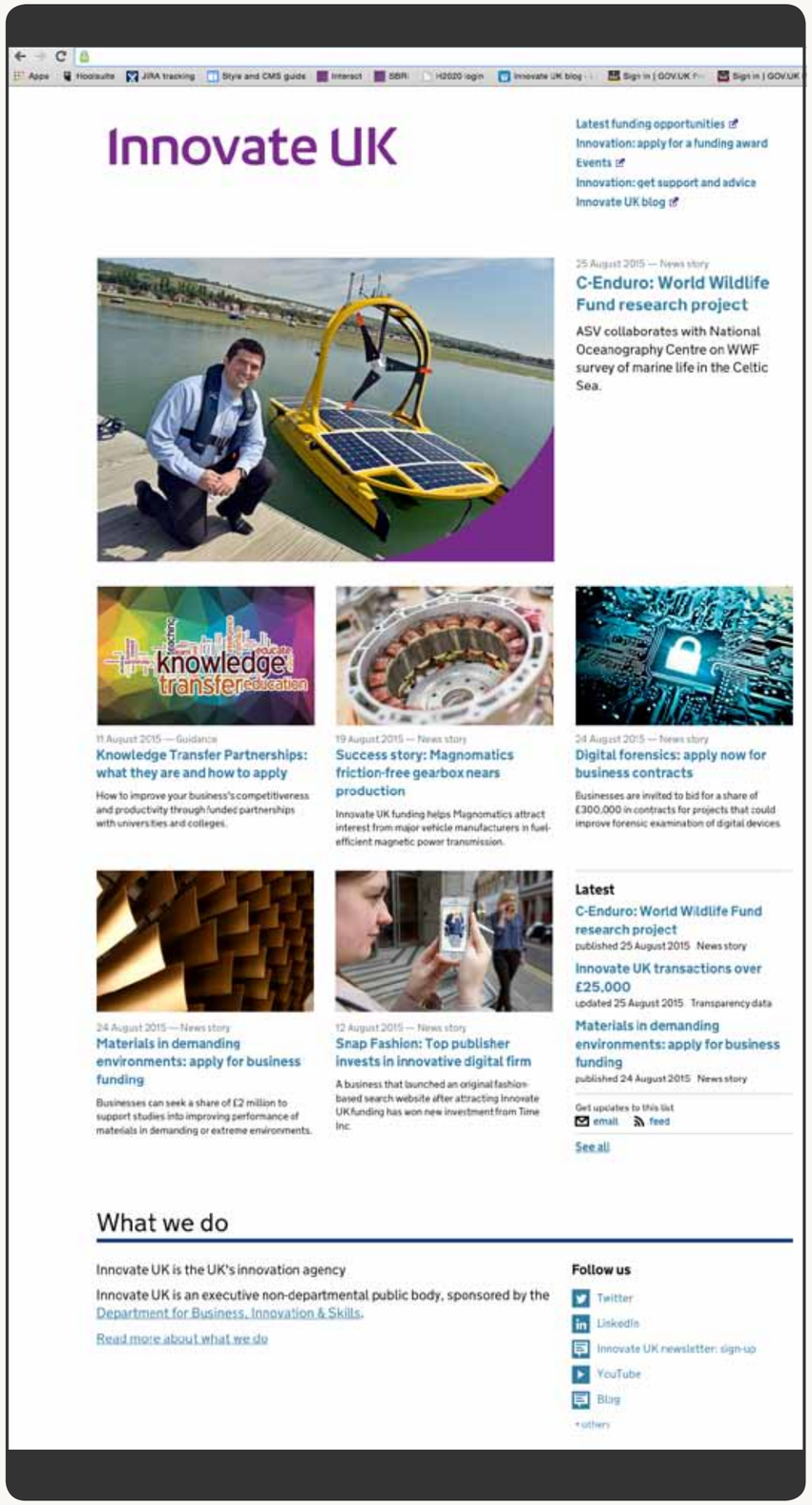
A set of Powerpoint templates have been designed to support presentations. Where possible use FS Elliot as the lead typeface.

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



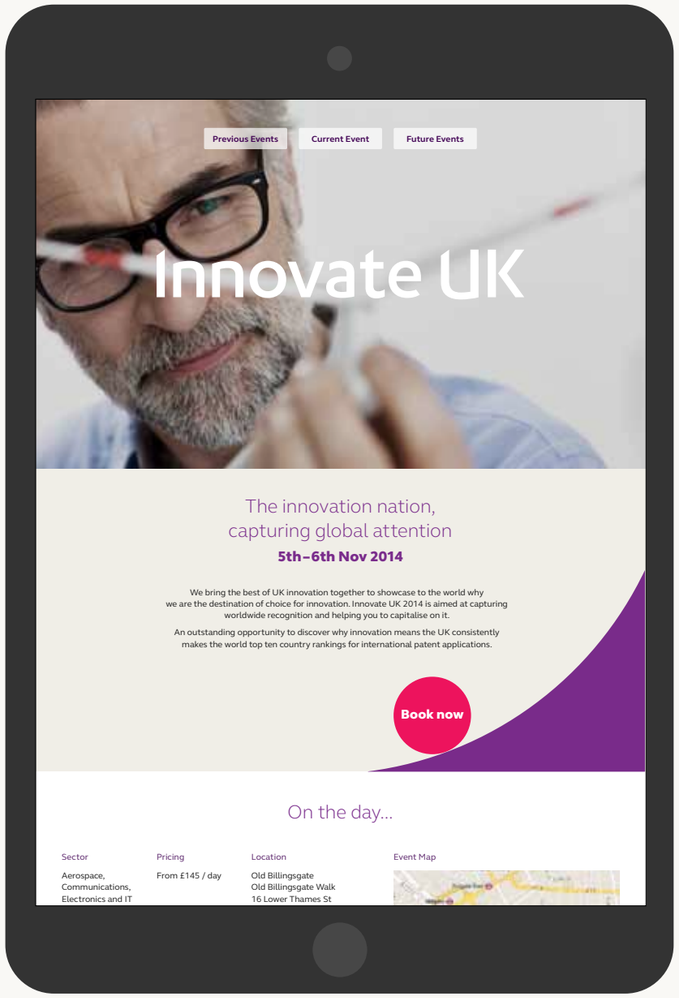
Digital
— Interact landing page

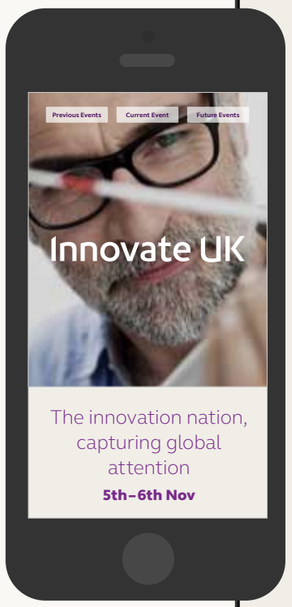
www.gov.uk/government/organisations/innovate-uk

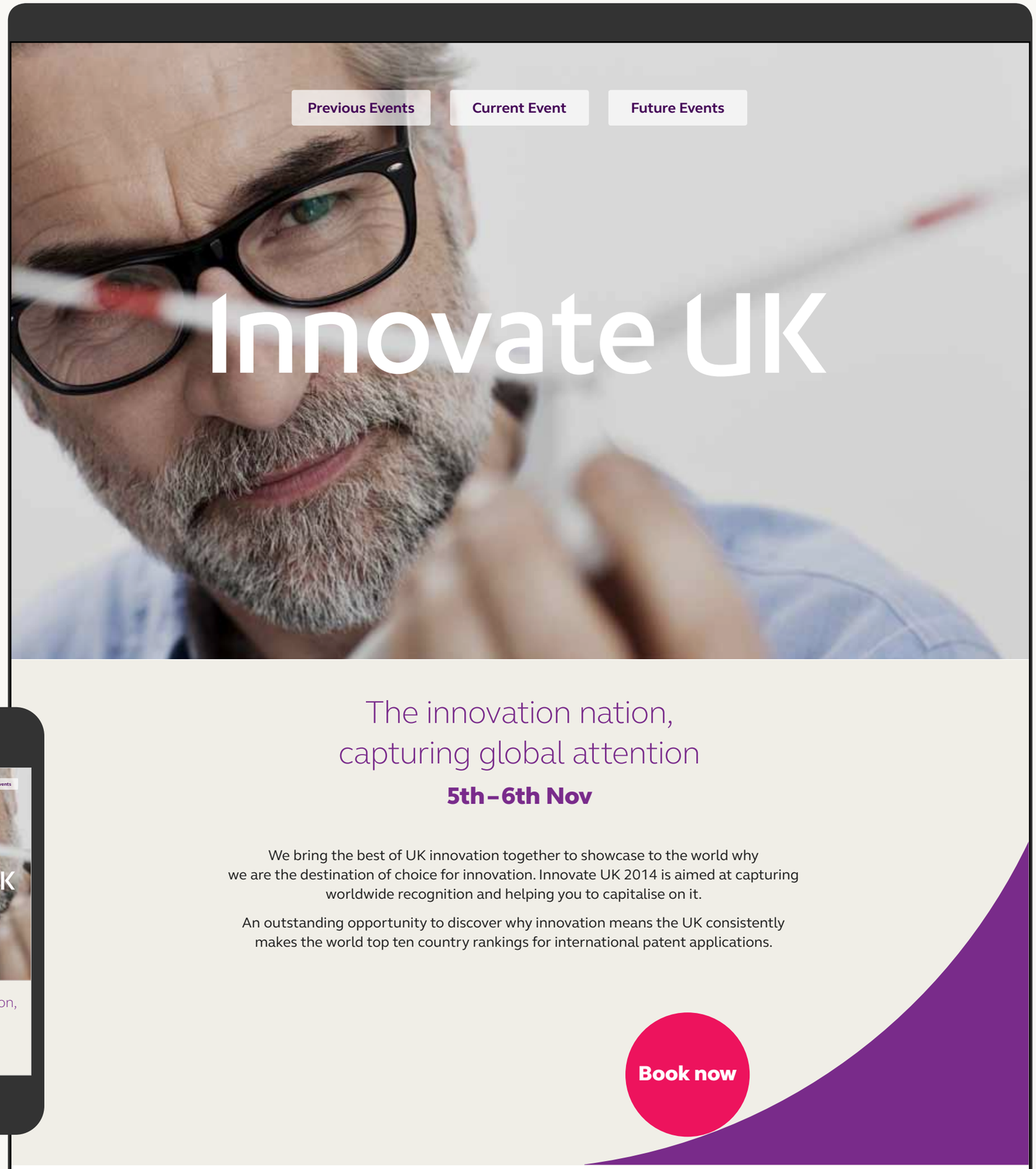


Digital
— Events landing page

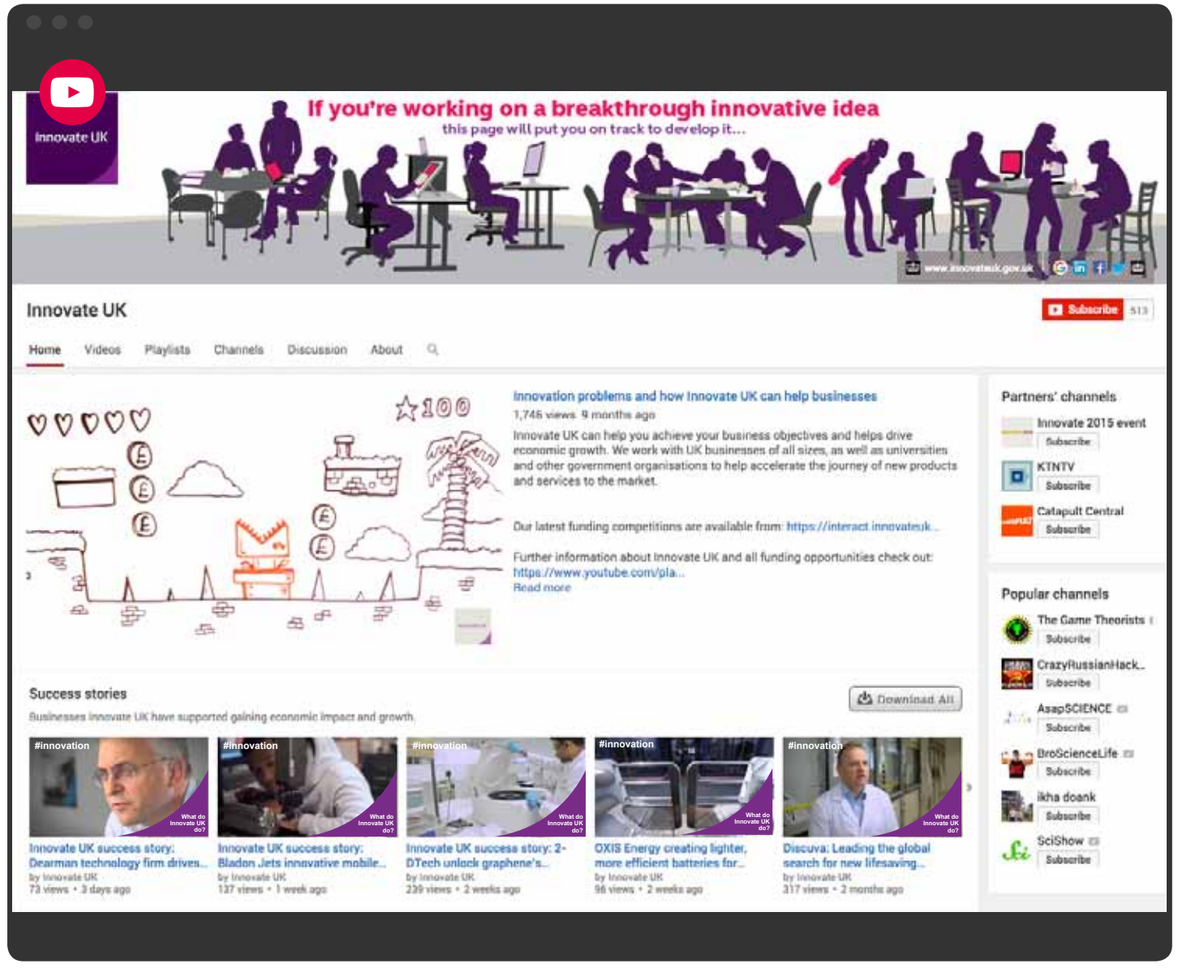
Site visual for events specific to Innovate UK. Information is broken down into manageable sections to allow the user to navigate to the most important information first and make booking easy.



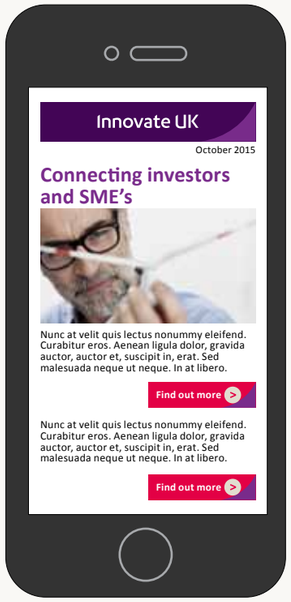




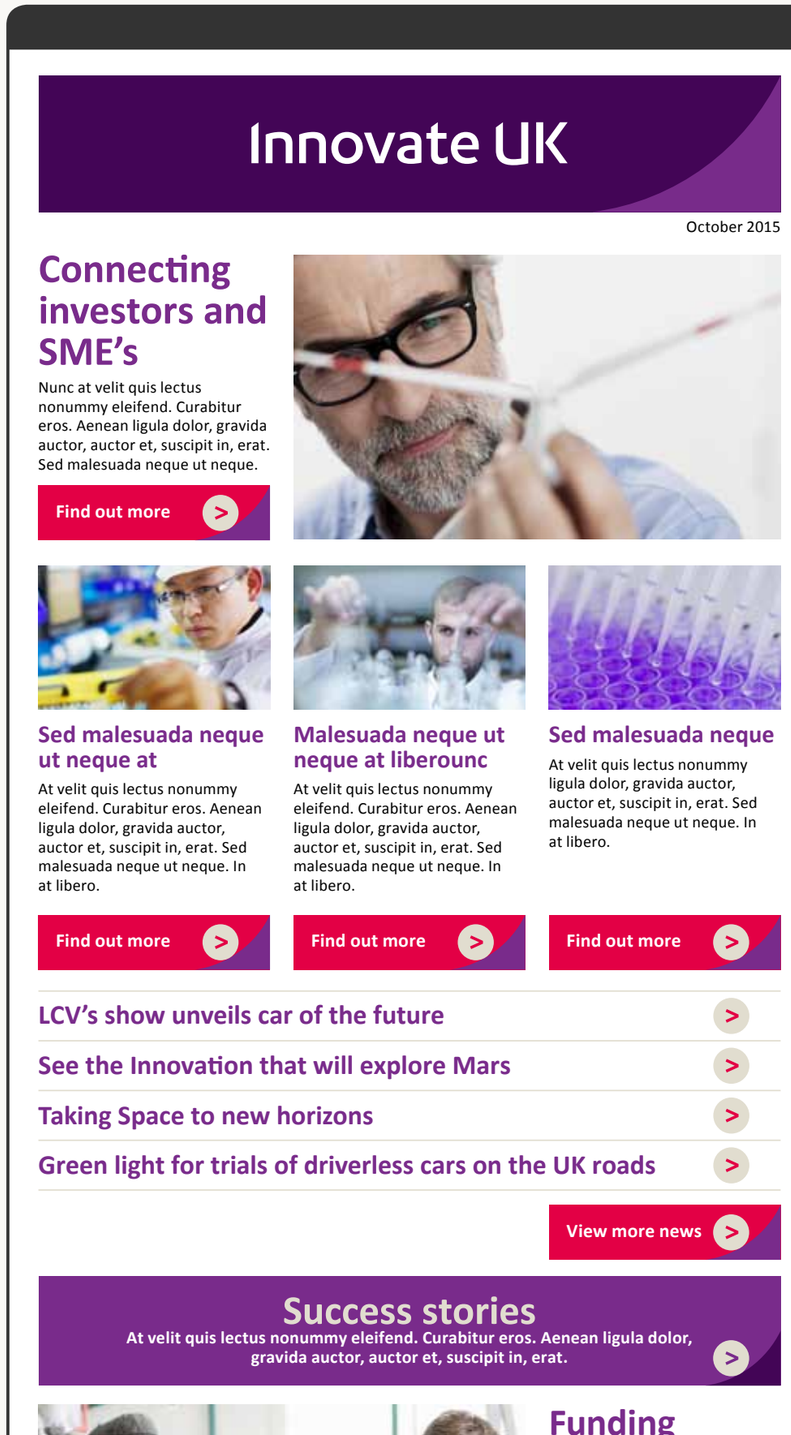
Digital
— Social media



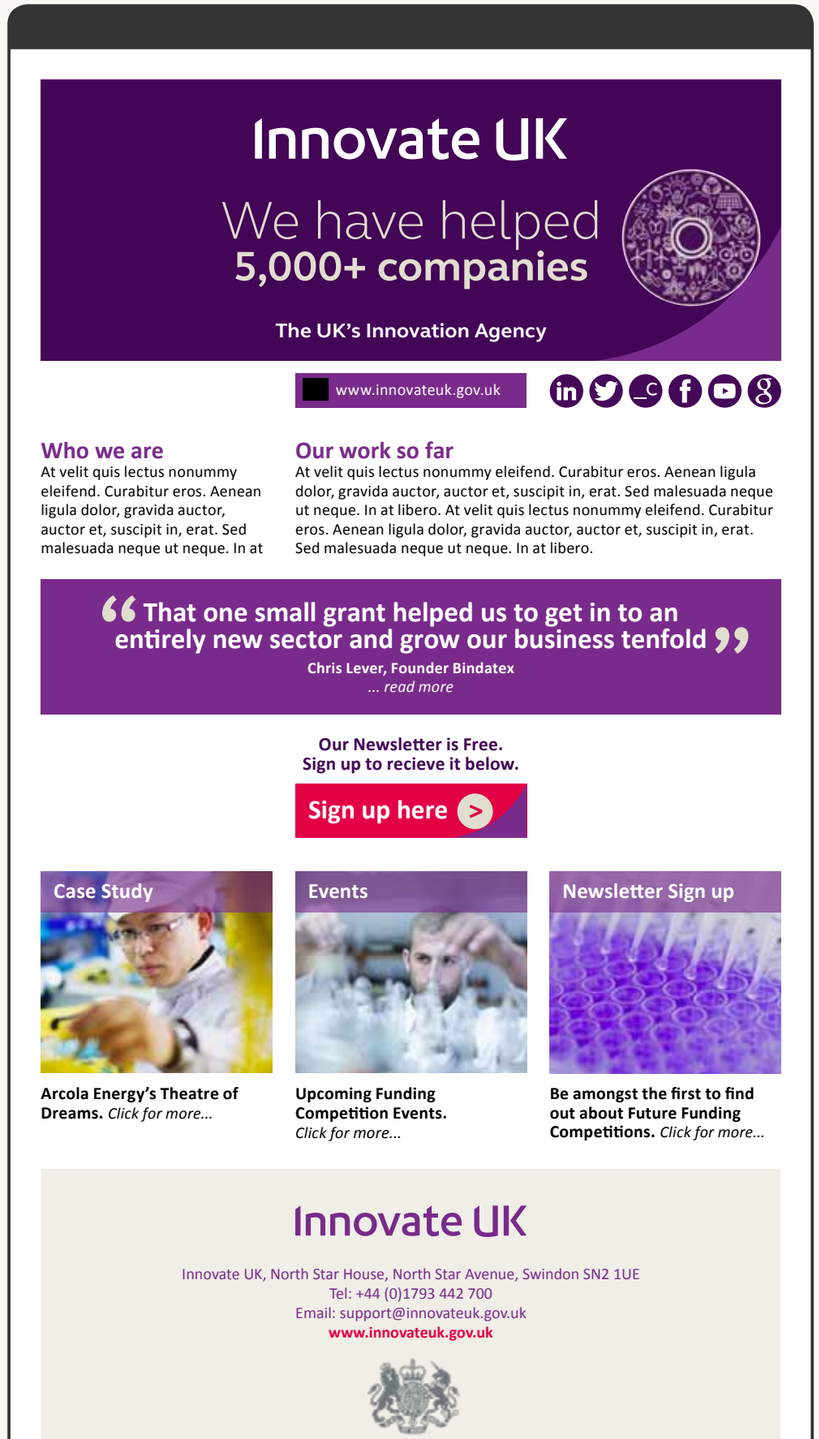
Digital
— External communications
Newsletter

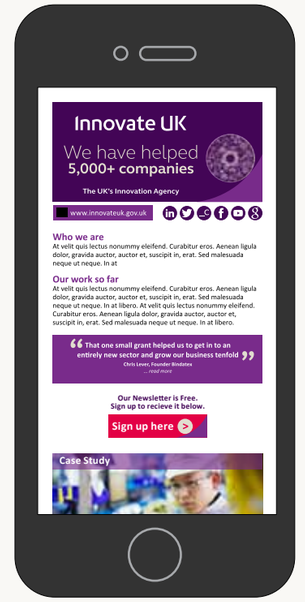


Email newsletter for mobile



Digital
— External communications
Email

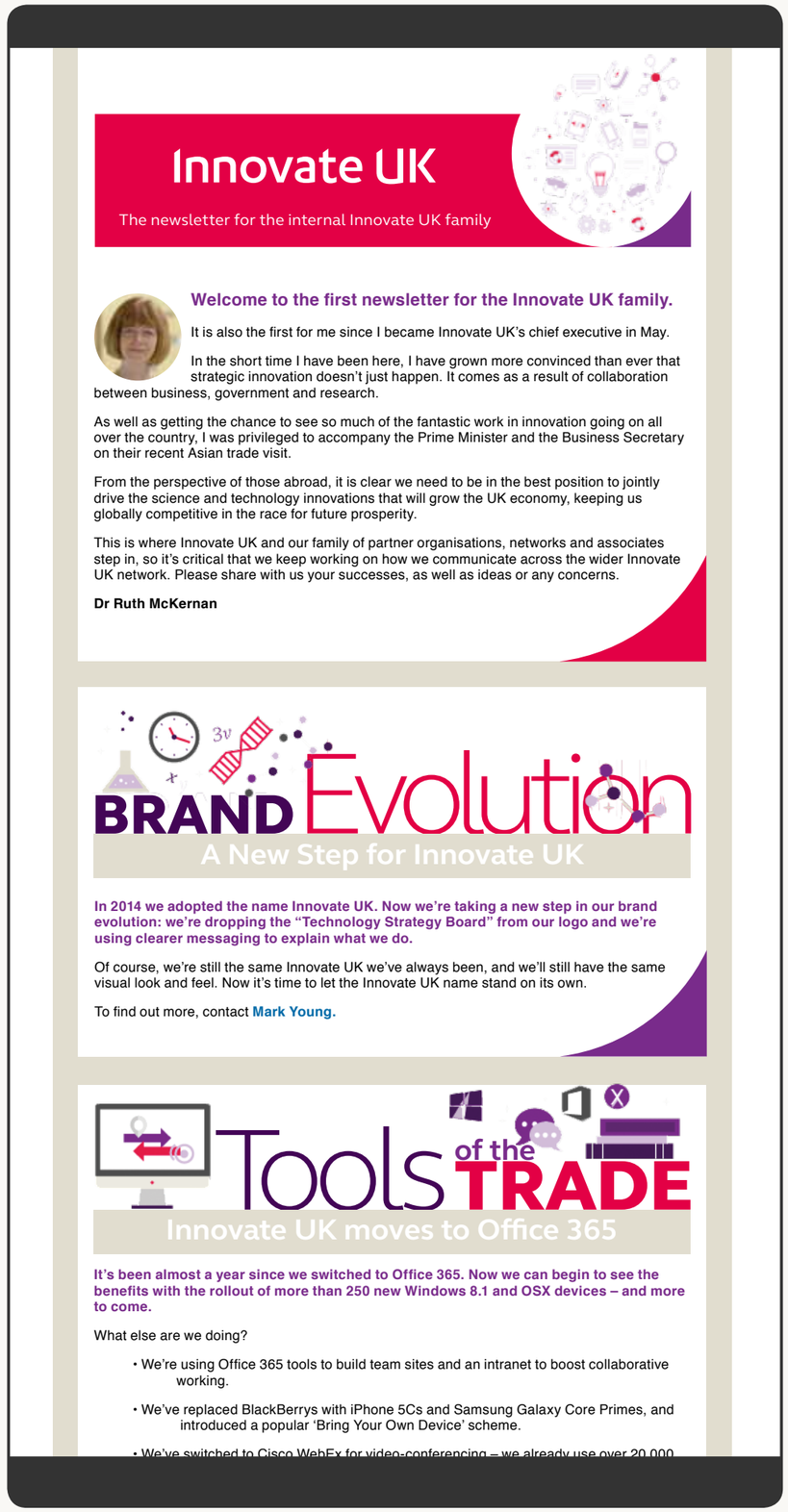




Email for mobile

Digital
— Internal communications

Newsletter



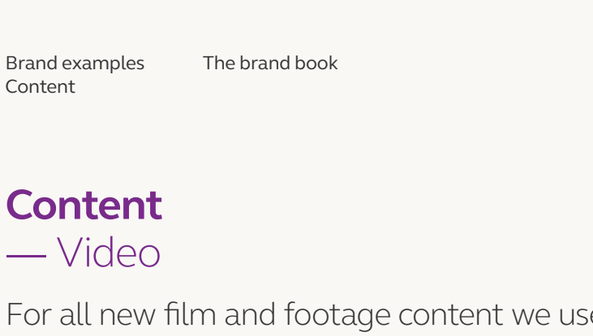
Content
— Video

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



2

3

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.

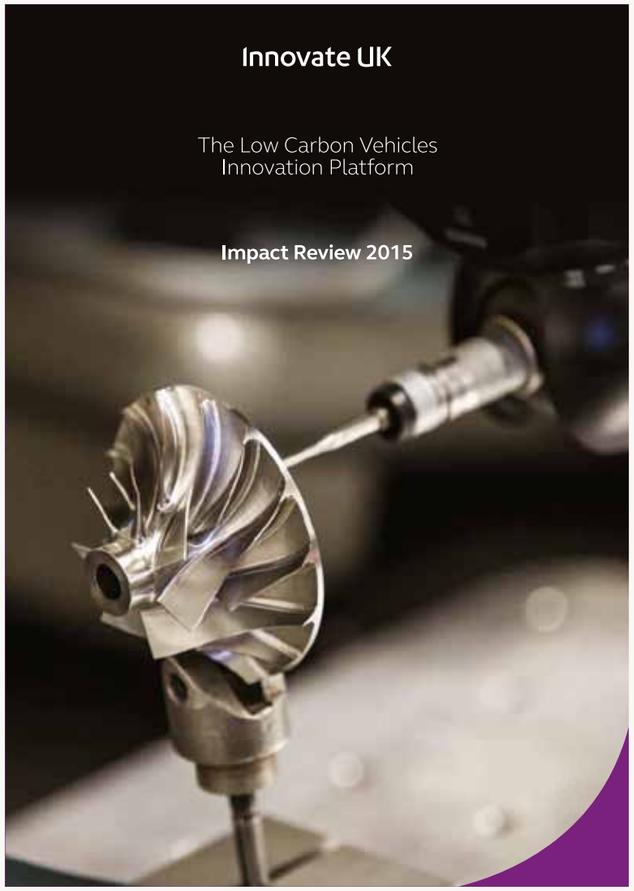
Name graphics
Name graphics are set within a rectangular frame, anchored to the bottom right or left corner of the screen.

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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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

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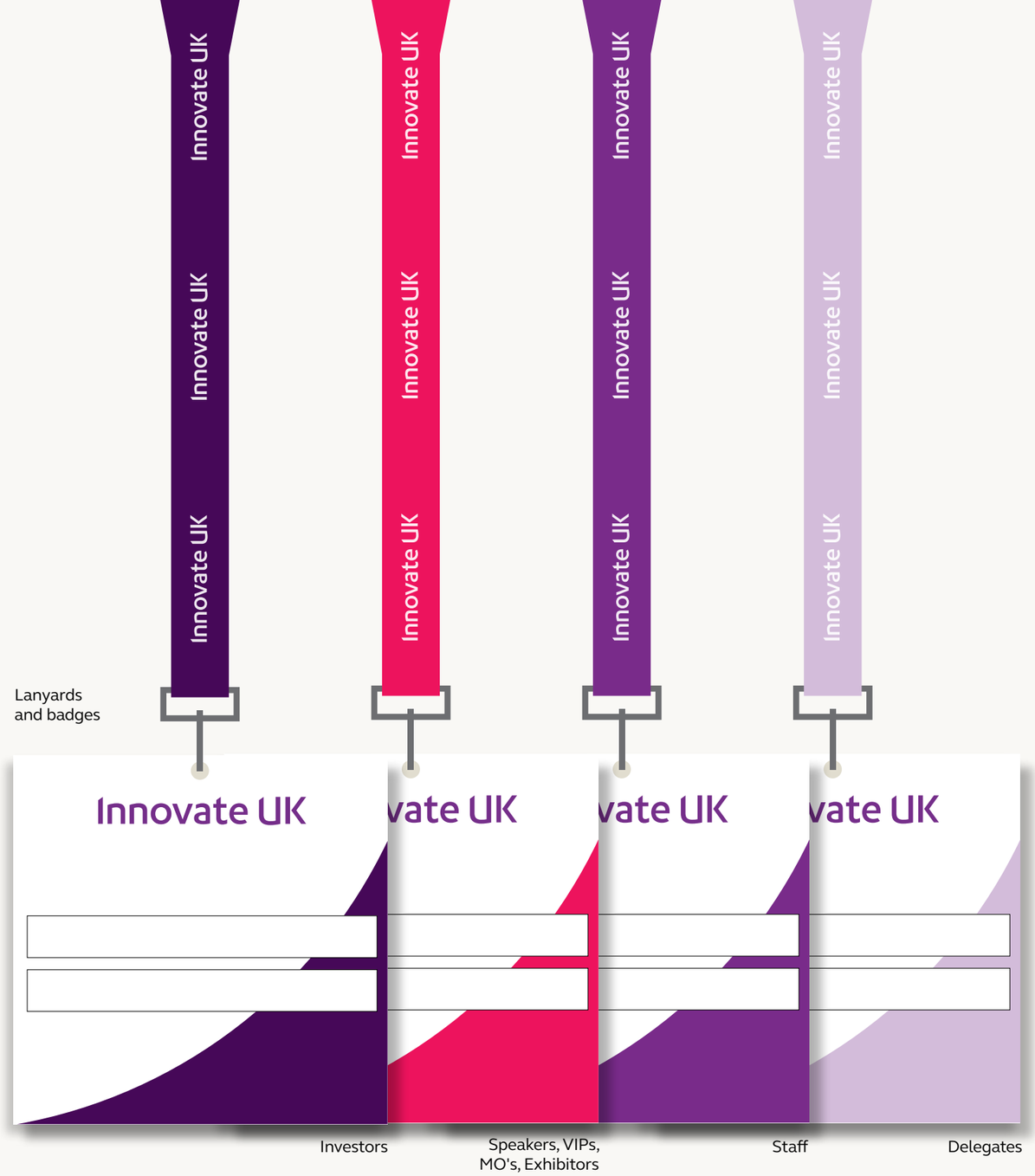


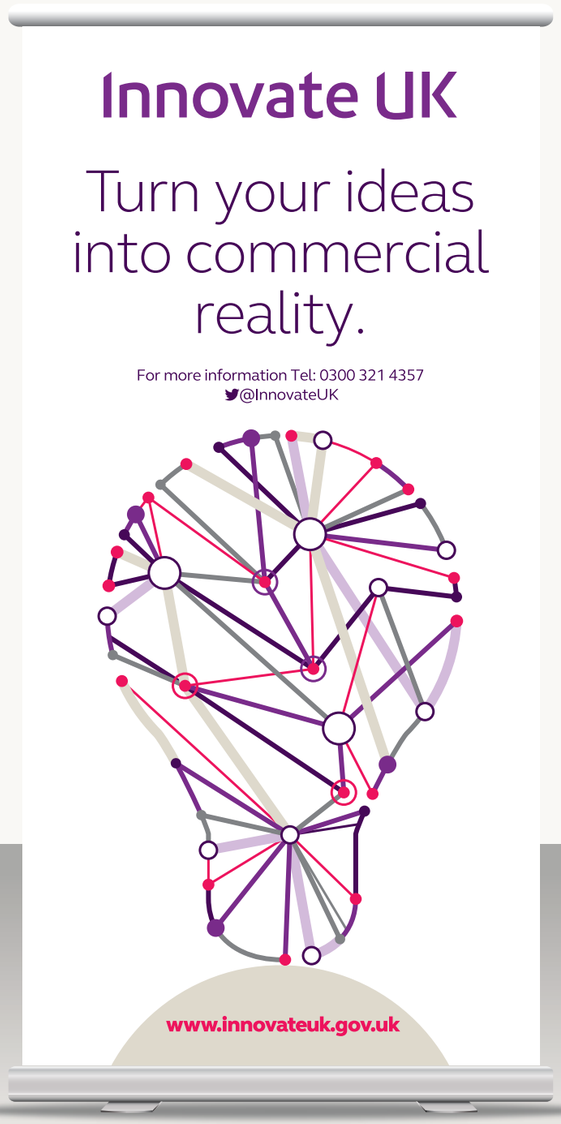
Event diplay

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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Brand & Marketing Manager
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