



Invitation to Quote

Invitation to Quote (ITQ) on behalf of Innovate UK
Subject UK SBS PS16220 Brand Development Tender
Sourcing reference number PS16220

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 North Star 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 our customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers of 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 customers. This allows our customers 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 its customers, 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 Innovation and Skills (BIS) 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 Customers.

Our Customers who have access to our services and Contracts are detailed [here](#).

Section 2 – About Our Customer

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 UK Shared Business Services Ltd.

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	Customer Name and address	Innovate UK North Star House North Star Avenue Swindon SN2 1UE
3.2	Buyer name	Kevin Griffiths
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Estimated value of the Opportunity	Up to a maximum of £50,000 (exclusive of VAT) for the full duration of the contract. The maximum value of this tender is £35,000 (exclusive of VAT) for the initial contract duration of one year. If the option to renew for one further year is taken there will be a further maximum budget of £15,000 (exclusive of 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 <u>will</u> result in the Bid <u>not</u> being considered.

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	20/10/2016 Contracts Finder
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	28/10/2016 14:00
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	02/11/2016 14:00

3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	07/11/2016 14:00
3.10	Date/time Bidders should be available if face to face clarifications are required	15/11/2016 Following the Face to Face Clarification, the Evaluation Panel reserves the right to amend the Quality scores.
3.11	Anticipated rejection of unsuccessful Bids date	17/11/2016
3.12	Anticipated Award date	18/11/2016
3.13	Anticipated Contract Start date	01/12/2016
3.14	Anticipated Contract End date	30/11/2017
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 will be merging with the research councils into UKRI by 2018 but maintaining its name and brand identity.

Innovate UK is seeking a brand agency to provide strategic development of Innovate UK's existing brand book and to develop a toolkit with associated assets for launch throughout the business.

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.

Having used the brand book with our suppliers for a year we have identified a need to upgrade to:

- avoid higher costs on 'wrong 1st time' design concepts
- having to invent brand application for digital projects where the brand book doesn't offer guidance
- enabling shorter lead-times by having clearer brand guidelines and easy to use templates
- fill the current gaps in the brand book to increase quality and consistency
- offer simple interpretation of the brand for non-technical colleagues
- add video branding guidance

The audiences for the brand book are as follows:

- Innovate UK staff
- Innovate UK suppliers
- Innovate UK family (Knowledge transfer network, BEIS etc)

Brand strategy

Having launched the brand book we are now looking for an agency to support in the development of our next phase.

External influences

We are in the process of a merger into UKRI – Innovate UK will be keeping its name and identity.

We need to differentiate from our research council colleagues given our differing target audiences. While the research councils' core customer audience is academia, Innovate UK's core audience is business-based.

We need to go into the merger with this difference clearly defined for our audiences, colleagues and stakeholders

We are moving offices in January 2017 to join the research councils' headquarters so the organisation and its staff are going through huge change and the need for clear differentiation is strong

This new phase of brand work is vital in forging the place Innovate UK has in this new organisation and in driving the economy post-Brexit.

Communications' requirements

Need to upgrade brand book with:

- clearer guidance for colleagues, wider family of Innovate UK organisations, and suppliers
- co-branding and 'we work with' ...is it a badge of honour or footnote?
- digital by default approach
- toolkit on approaches to illustration, iconography, infographics, photography
- update existing assets to ensure all formats and files are available
- templates for suppliers to ensure consistency and high quality
- secondary colour palette
- coherence with branding of other family members included and updated
- tone of voice guidance and reflection of different approaches for different audience personas – with copywriting for each to reflect tone and key messages
- guidance on above the line in particular for 3rd parties

Now we have our audience personas we have the opportunity to reflect these in our branding so we communicate more effectively whatever audience we are targeting. Currently the brand book reflects one approach – probably fulfilling an 'influencer' persona.

Brand development

We know that our brand awareness has grown from 10% to 30% (See appendix)

Having a strong brand will underpin the communications work of the organisation during uncertain times affected by any one or more of the following:

- Merger
- Brexit
- Change of government
- Uncertain funding levels
- Lack of fame

We are an organisation that is still largely under the radar – compared to the research councils who have a large academic lobby fighting their corner constantly – we are also moving into the same building so it may appear that we are losing our own identity to external audiences.

We now need to ensure that our brand book is updated and an easy to use toolkit is made available to all colleagues, suppliers and Innovate UK family.

The agency appointed as a result of this tender will work on the development of the next brand book, benchmarking against similar organisations and developing a simple and easy to use toolkit and corresponding assets including templates, logos, usage guidance etc.

There is a need to ensure potential future proofing with UKRI – logo lock-up, co-branding etc

Our audiences

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

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

The persona profiles are included in the Appendix. We need to develop brand assets that work for each of our 3 personas – adopting appropriate and subtle colour palettes and brand treatments for each that are clear and easy to understand. This will enhance and build brand awareness

Our content

We produce in excess of 600 pieces of content a year. These include publications, blog posts, video content and marketing collateral for events.

They are published on:

GOV.UK

[Our lead website.](#)

Monthly stats:

- 40k unique visitors
- 84k page views
- 70% returning/30% new

As part of the gov.uk platform individual agency branding is minimised in favour of a single colourway (in our case a mid-blue of the Department for Business, Energy and Industrial Strategy) and the use of the logo.

So brand colour development will need to take this into account.

Blog

[Our blog](#)

Monthly stats:

- 5k users
- 10k page views
- 58% returning/42% new

Email

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

YouTube

[Our YouTube channel](#)

Monthly stats:

- 32k views
- 30,000 minutes

Twitter

Our [Twitter channel](#) is our most important social channel and our audience has doubled in the last 12 months to 52k 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.

We use print collateral rarely.

We need the upgraded brand book to reflect our digital by default approach using the above channels, to supplement the current print-focused guidance.

Brand projects in this tender

1. Brief brand audit and benchmarking against x2 peers – to inform scope of brand book work
2. In this contract we are looking for a supplier that can produce top quality brand guidelines – adapting our existing version into a clear easy-to-use toolkit and that can offer excellent brand strategic direction with a clear understanding of our audience personas.
3. We have a need to audit our existing assets held in our asset library – there will need to be new assets created and we expect this agency to be able to produce high quality usable brand assets.
4. We will have an ongoing need throughout the project for support and advice – we expect the agency to be our 'go to'.

Budget and deliverables

A budget indication achieving the following deliverables has an estimated budget of £20,000 (exclusive of VAT):

- new brand book – supplied as an interactive PDF with links to downloadable assets
- design files for the brand book to enable easy updates
- design templates – see attached appendix
- toolkit including all assets (new and replacement, in various formats) to match our audience personas

Working approach

We expect the agency to work collaboratively with the in-house Innovate UK content team – specifically liaising with the content & brand coordinator on all aspects of production of assets and toolkit

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

We then expect the agency to be responsible for:

- Collection of existing assets through Third Light asset library and review of existing brand book
- Production of the brand book to our standards – this will mean ensuring that Innovate UK naming conventions and publishing processes are referenced and researched
- Supply of all finished assets to Flowzone our project management system
- Presentation of development work at 2 stages in powerpoint for review by senior colleagues
- Final presentation format to communicate new work to colleagues via internal comms

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

Service levels and KPIs

We will agree key performance indicators and service levels with the selected agency.

These will cover our expectations on:

- editorial quality
- project management leading to delivery on time and to budget
- 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.

Additional work

The further annual budget of £15,000 exclusive of VAT has no guaranteed spend attached and is available for any additional work required during the course of the contract. The potential scope of the additional work is as follows;

- Ad hoc new interpretation of the brand work for one-off jobs.
- Potential work involving the merger into UKRI – to be scoped...perhaps
- One year on - an update of the brand book
- Regional events branding including stand and collateral

Any additional work would require detailed quotes from the successful Agency and would be agreed between the parties on a case by case basis.

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.

Duration

The contract will be offered for an initial period of a year from December 2016 to November 2017, with an option to renew for a further year. Within the contract period there will be quarterly reviews.

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, the Customer and any specific external stakeholders UK SBS deem 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 ($5+5+6 = 16 \div 3 = 5.33$))

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
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
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement UK SBS has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. UK SBS 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 the brand book	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/Total Points available multiplied by 20 ($60/100 \times 20 = 12$)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ($60/100 \times 10 = 6$)

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 $(60+60+40+40) \div 4 = 50$

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 $(80/100 \times 50 = 40)$

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.ukpbs.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.
- 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 typically 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 your customer is and what they want – a generic answer does not necessarily meet every customer'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 and concise 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 Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer 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 Customer 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 may 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.
- 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 UK SBS.
- 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 if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and UK SBS 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 UK SBS 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 UK SBS 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, UK SBS 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 UK SBS 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 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme 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 from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

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

UK SBS 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](#)
- [Tenders Electronic Daily](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)

ANNEX A – INNOVATE UK BRAND GROWTH

Building on a strong foundation:



return to the economy

7,600



organisations
supported

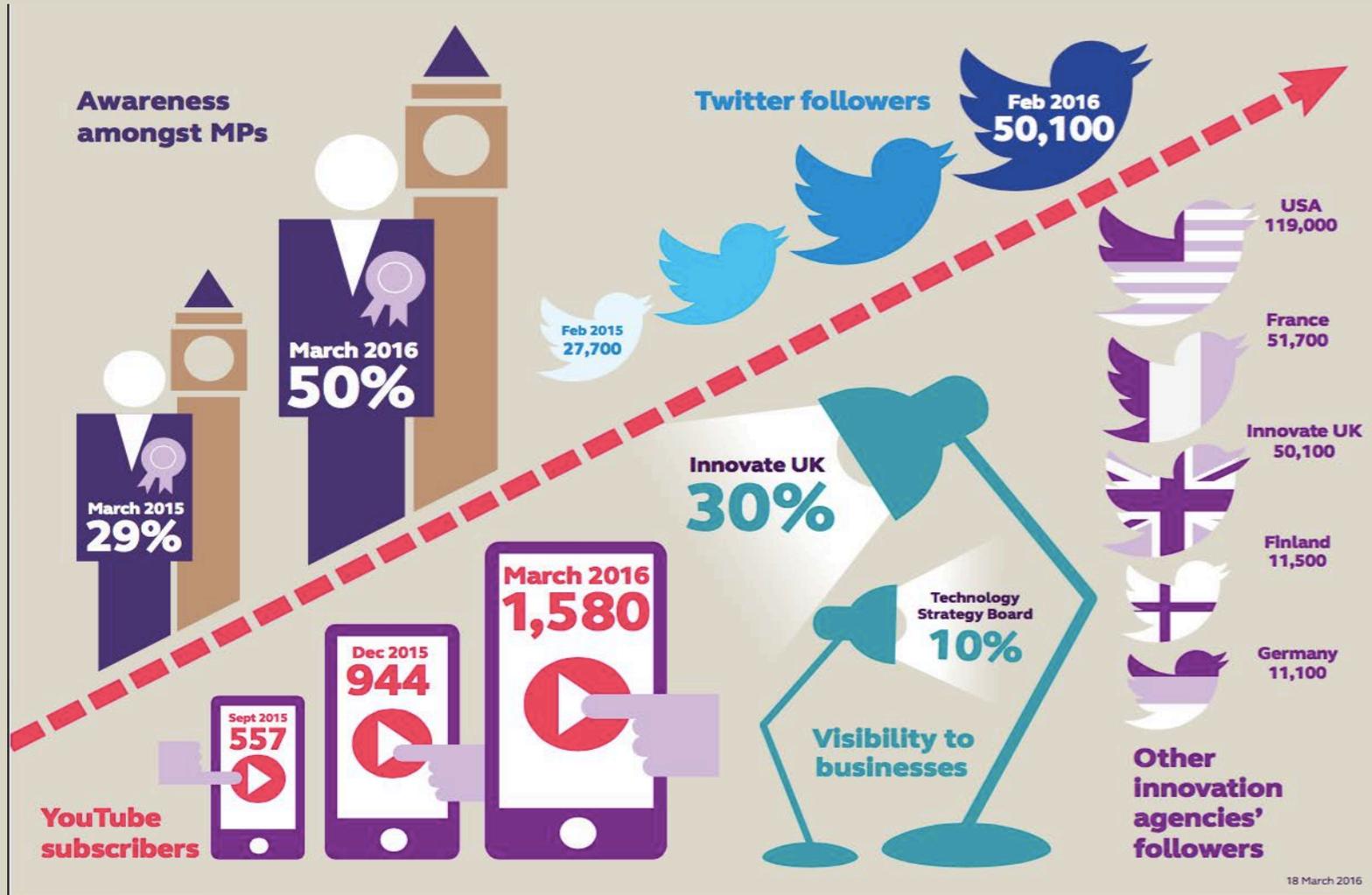


of GVA for every
£1 invested



> **7 jobs** created for every business invested in

Starting to improve visibility:



ANNEX B – 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



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: <ul style="list-style-type: none"> Ideas Inspiration Career Opportunities 	Looking for: <ul style="list-style-type: none"> Advice Mentors Startup 	Looking for: <ul style="list-style-type: none"> Funds Partners Networks 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Cool tech & science stories Fun science applied Inspirational people / stories Hot trends / future predictions Event previews Future predictions 	Content Needs: <ul style="list-style-type: none"> How to & starter guides Tips & latest trends Contest participation Mentor / influencer interviews Live event / contests Top resources 	Content Needs: <ul style="list-style-type: none"> How to choose a program Funding options explained Events updates Catapult, Connect, KTN Latest competitions Collaboration examples 	Content Needs: <ul style="list-style-type: none"> Quick explainers Roundup of current activities Sector, & Industry reports Case Studies Success Stories Demos 	Content Needs: <ul style="list-style-type: none"> 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 / Talent
 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



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: <ul style="list-style-type: none"> Information 	Looking for: <ul style="list-style-type: none"> Insights Networks 	Looking for: <ul style="list-style-type: none"> Funds Partners 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Innovations, technology & science news Upcoming events 	Content Needs: <ul style="list-style-type: none"> Events highlights & updates Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> New competitions 	Content Needs: <ul style="list-style-type: none"> Sector, & industry reports Market insights Case Studies Success Stories Demos 	Content Needs: <ul style="list-style-type: none"> 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



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: <ul style="list-style-type: none"> Information 	Looking for: <ul style="list-style-type: none"> Insights Networks 	Looking for: <ul style="list-style-type: none"> Funds Partners 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Innovations, technology & science news Upcoming events 	Content Needs: <ul style="list-style-type: none"> Events highlights & updates Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> Competitions Networking events Events highlights & updates 	Content Needs: <ul style="list-style-type: none"> Sector & Industry reports Market insights Case Studies Success Stories 	Content Needs: <ul style="list-style-type: none"> 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

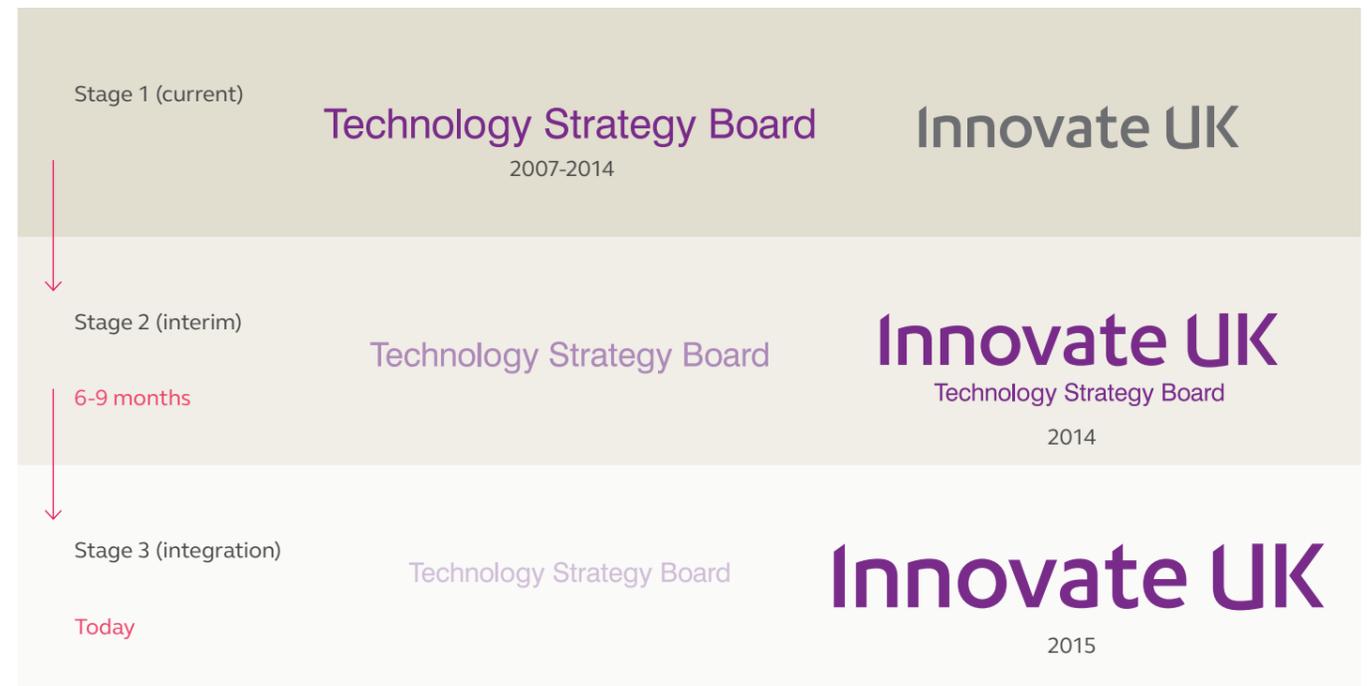
Over the last 18 months the brand has gone through a staged transition.

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.

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.

x Innovate UK 100%

x Launchpad 90%

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

However, currently these guidelines apply.

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.



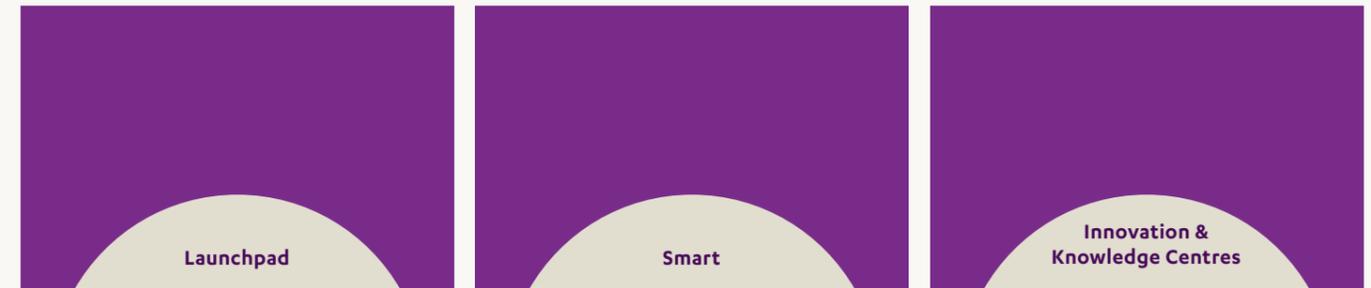
Use the original logo artwork

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.



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.



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



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



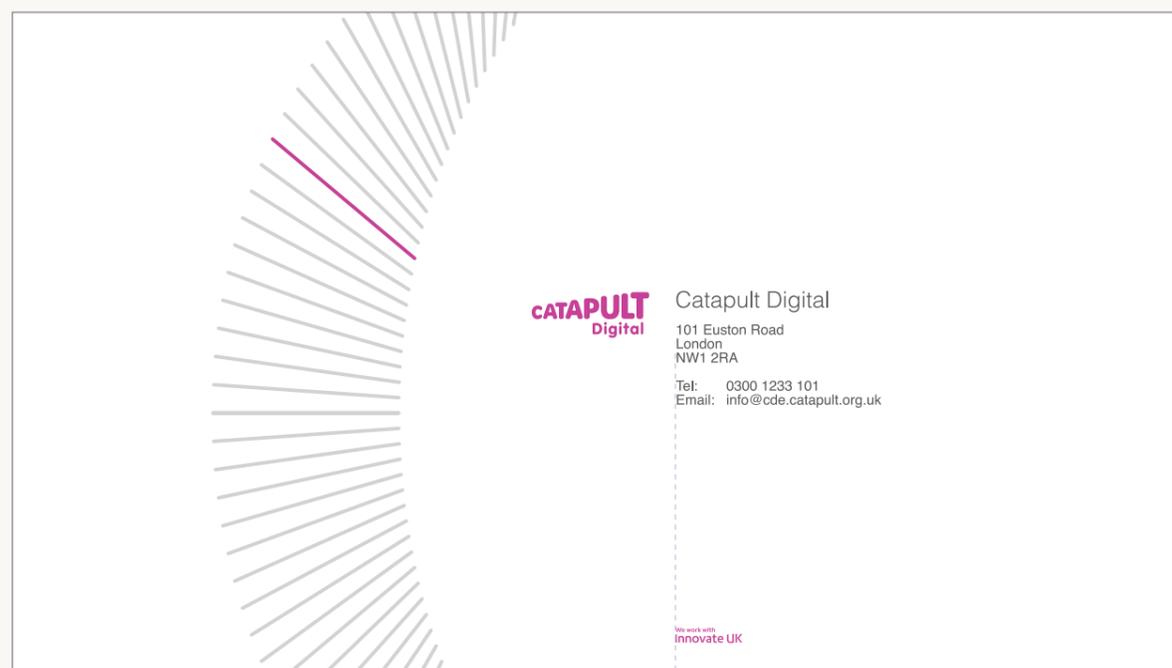


A4 leaflet portrait version

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)

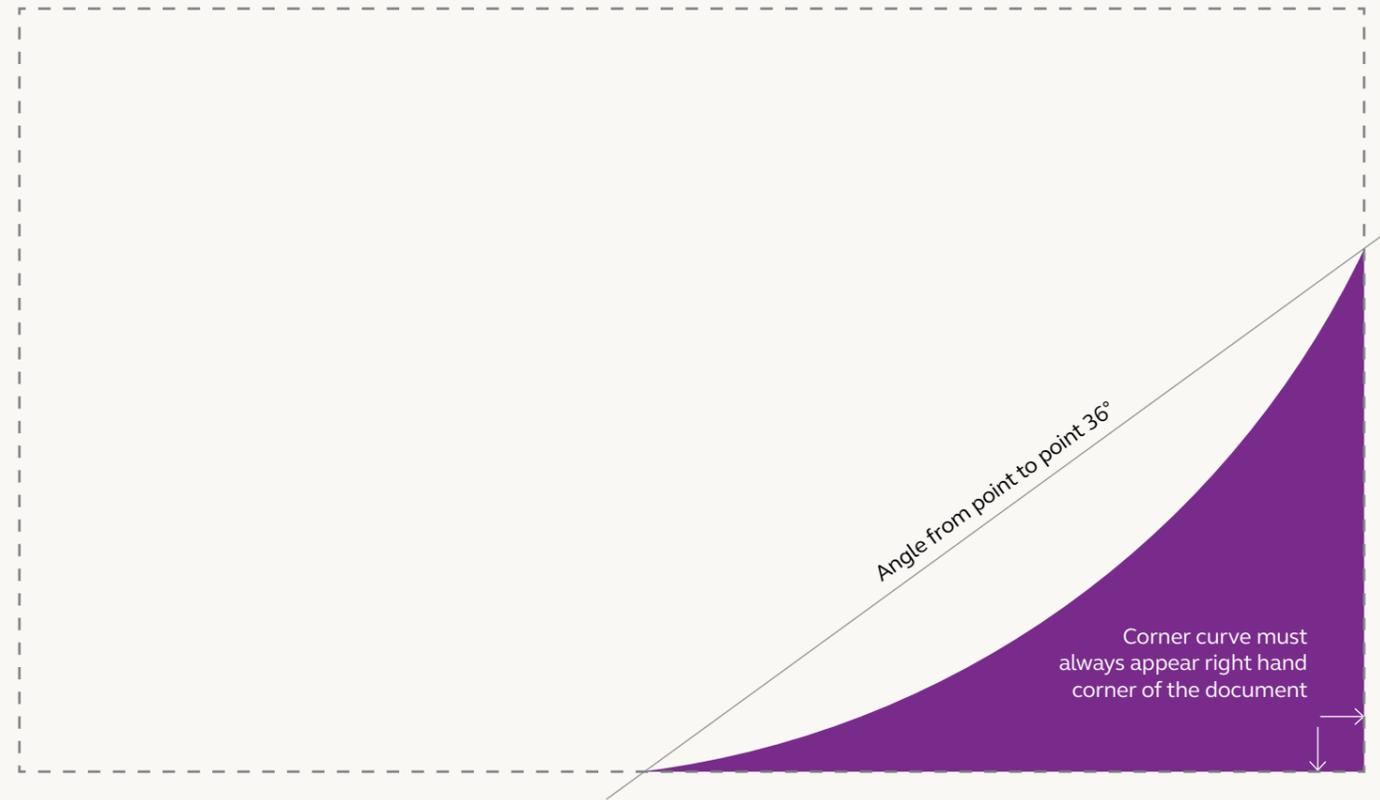
We work with
Innovate UK
(colour for Transport Systems)

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

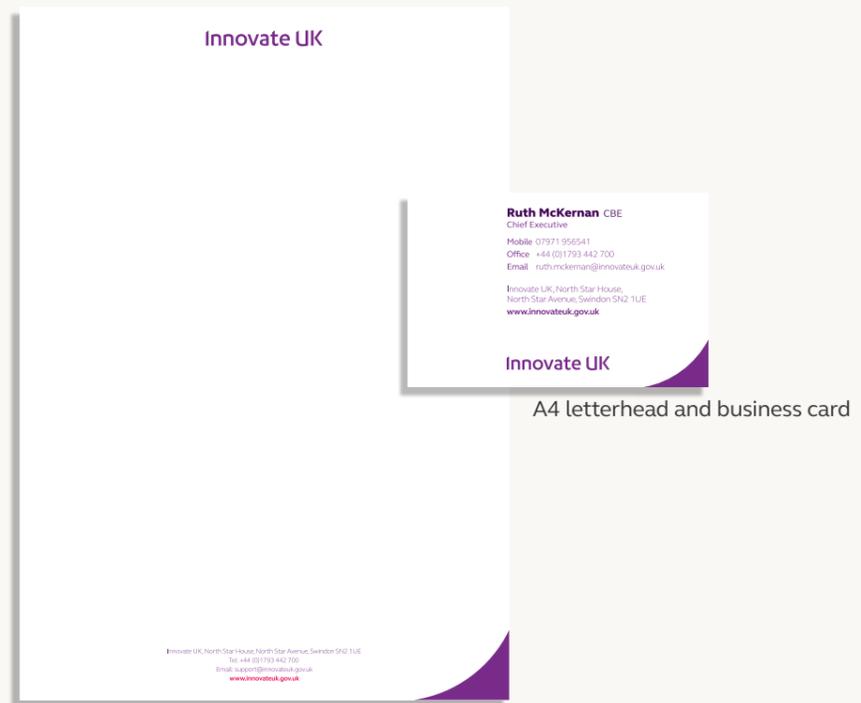
Our new corner curve

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

Our new corner curve — Positioning



Example



Our new corner curve

Example communications using curves
online and in print communications.

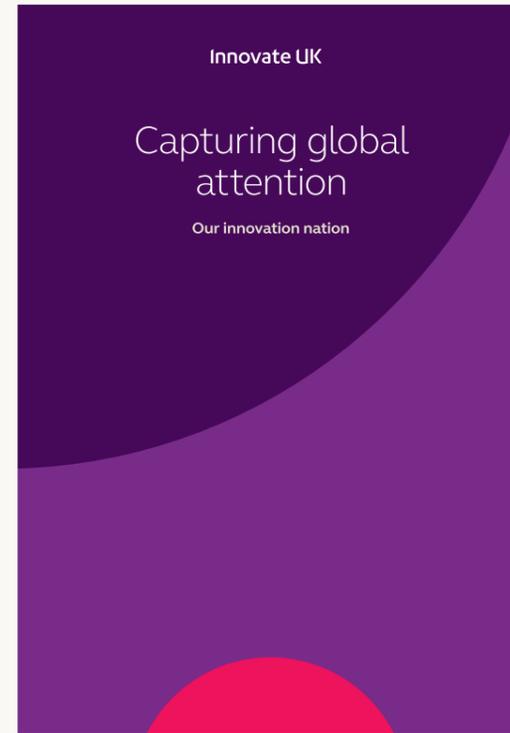
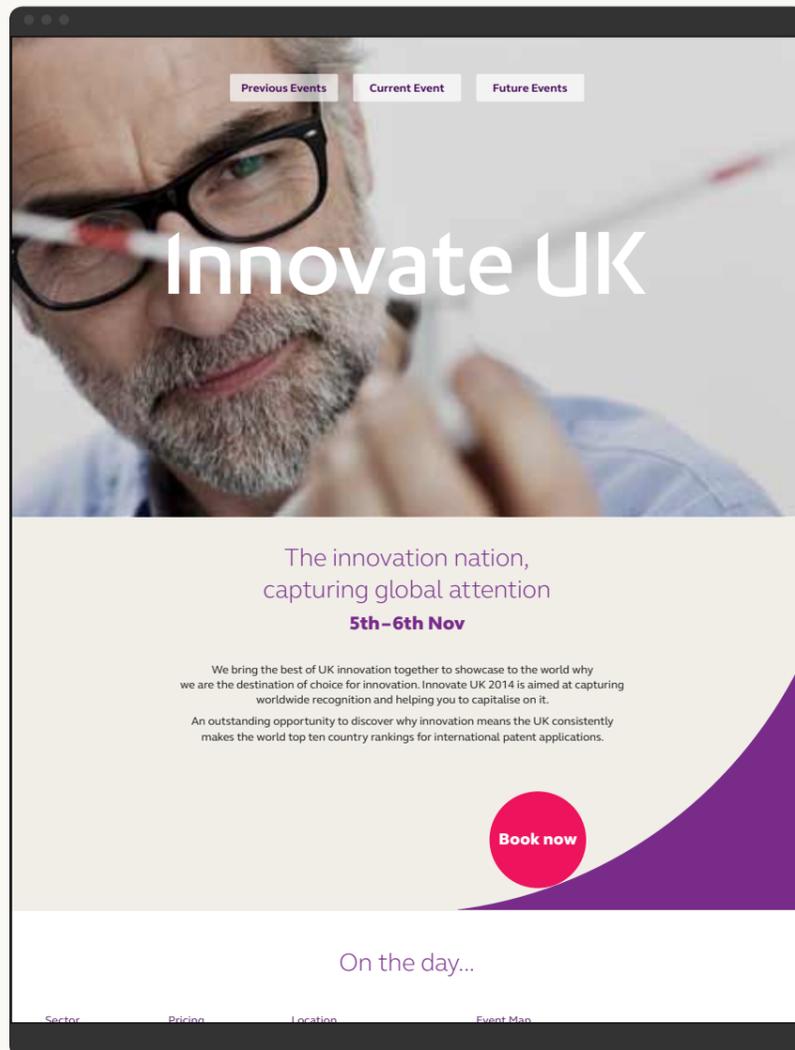


Online buttons / panels

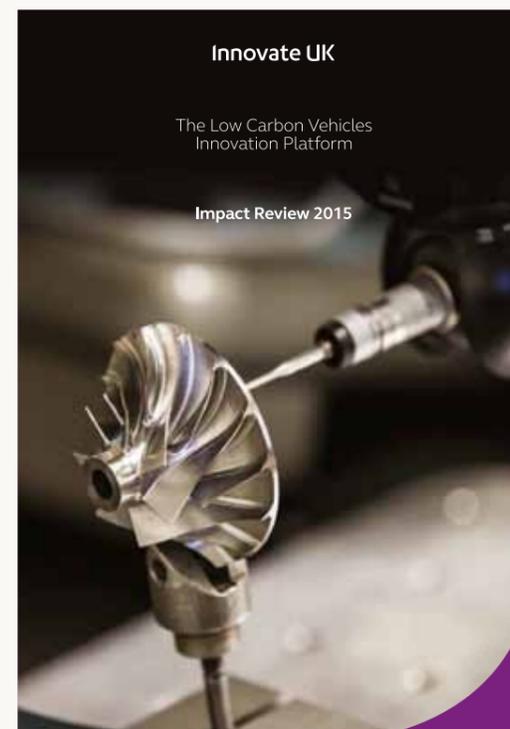


Mobile app – curve used to
create bold colour

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



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, consectetur adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit g. Arcu ornare laoreet. Curabitur adipiscing luctus massa. Integer ut purus. Augue commodo commodo. Nunc nec justo tempor consectetur. 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.

Awaiting final text

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.

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.

Innovation Vouchers

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

Awaiting final text

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.

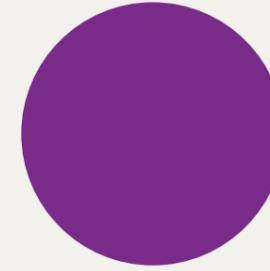
RGB should be used for onscreen and Windows-based applications.

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.



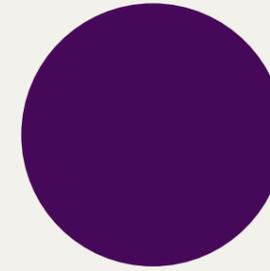
Innovate Purple

Hex	CMYK
#792b8b	65.100.5.0

RGB	Pantone
121.43.139	526 c/uc

Accent palette

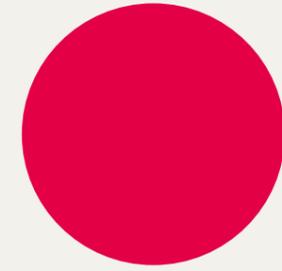
The accent palette complements and highlights the primary purple. Dial up and down the use of this palette for more or less impact across all communications.



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

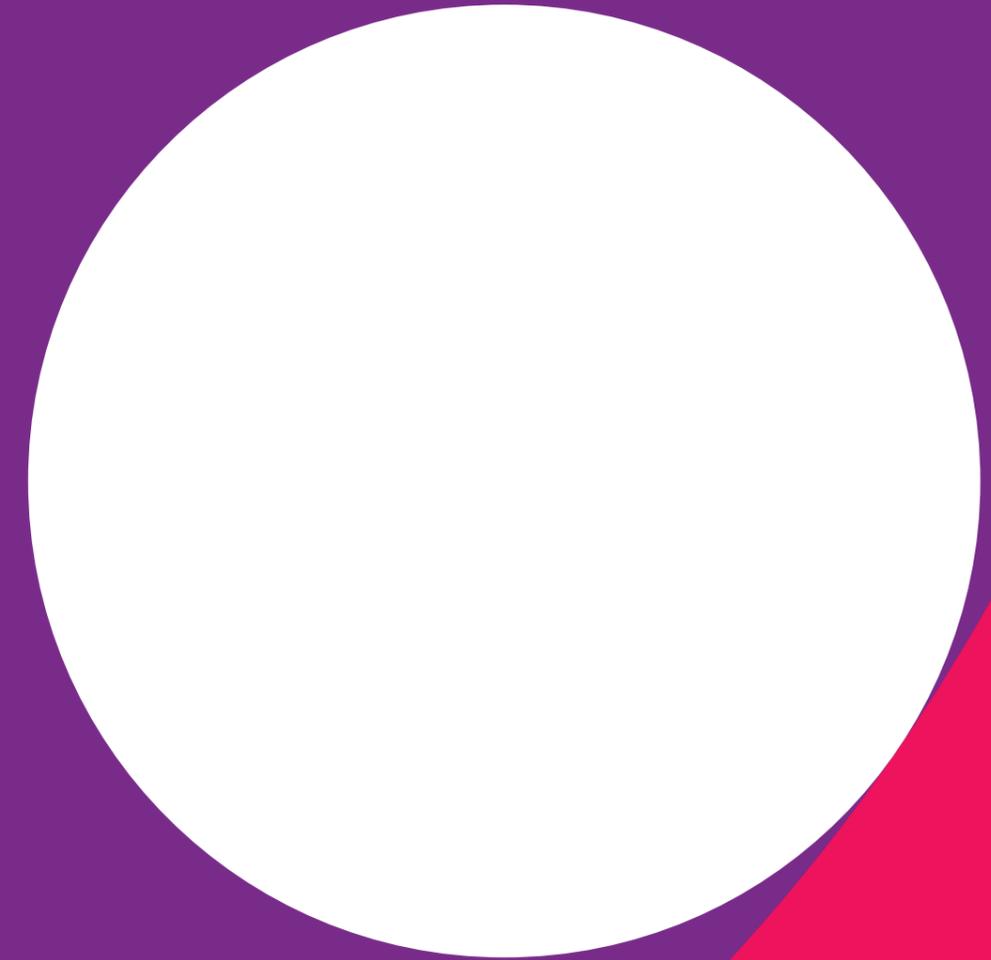
Colours

— 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.



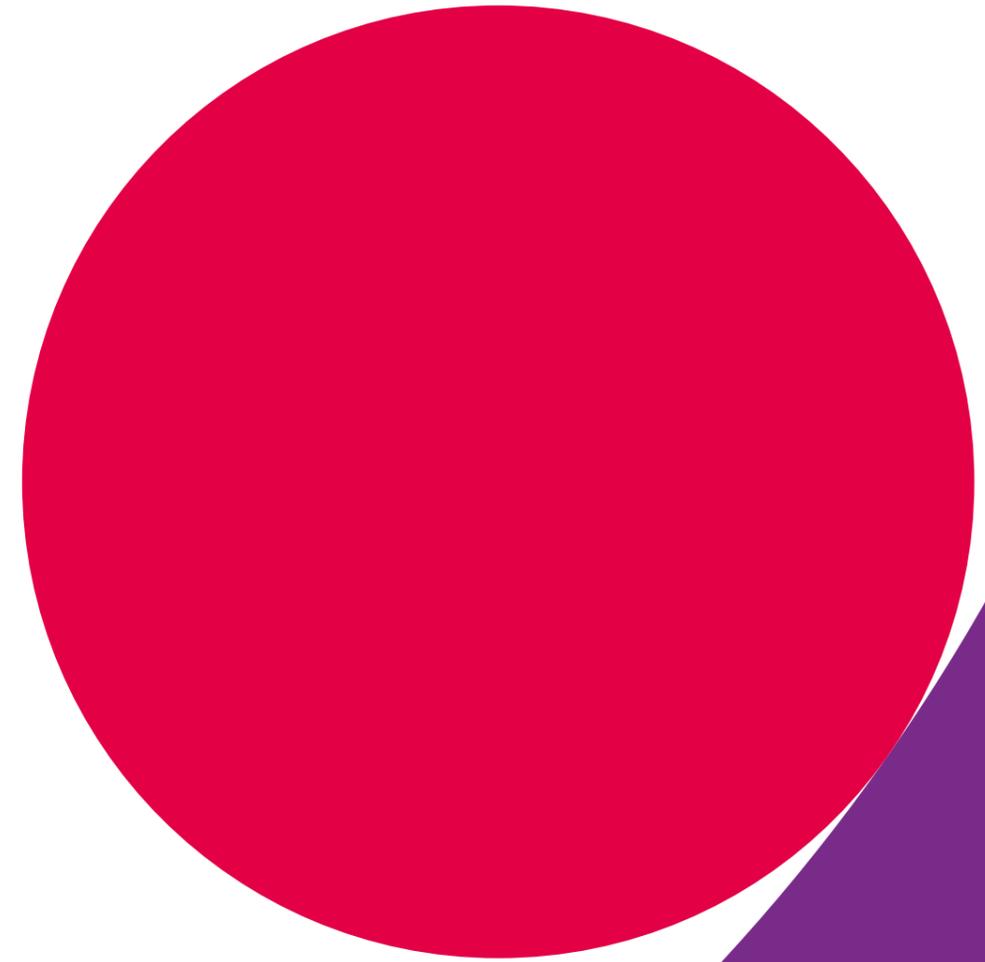
Colours

— 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

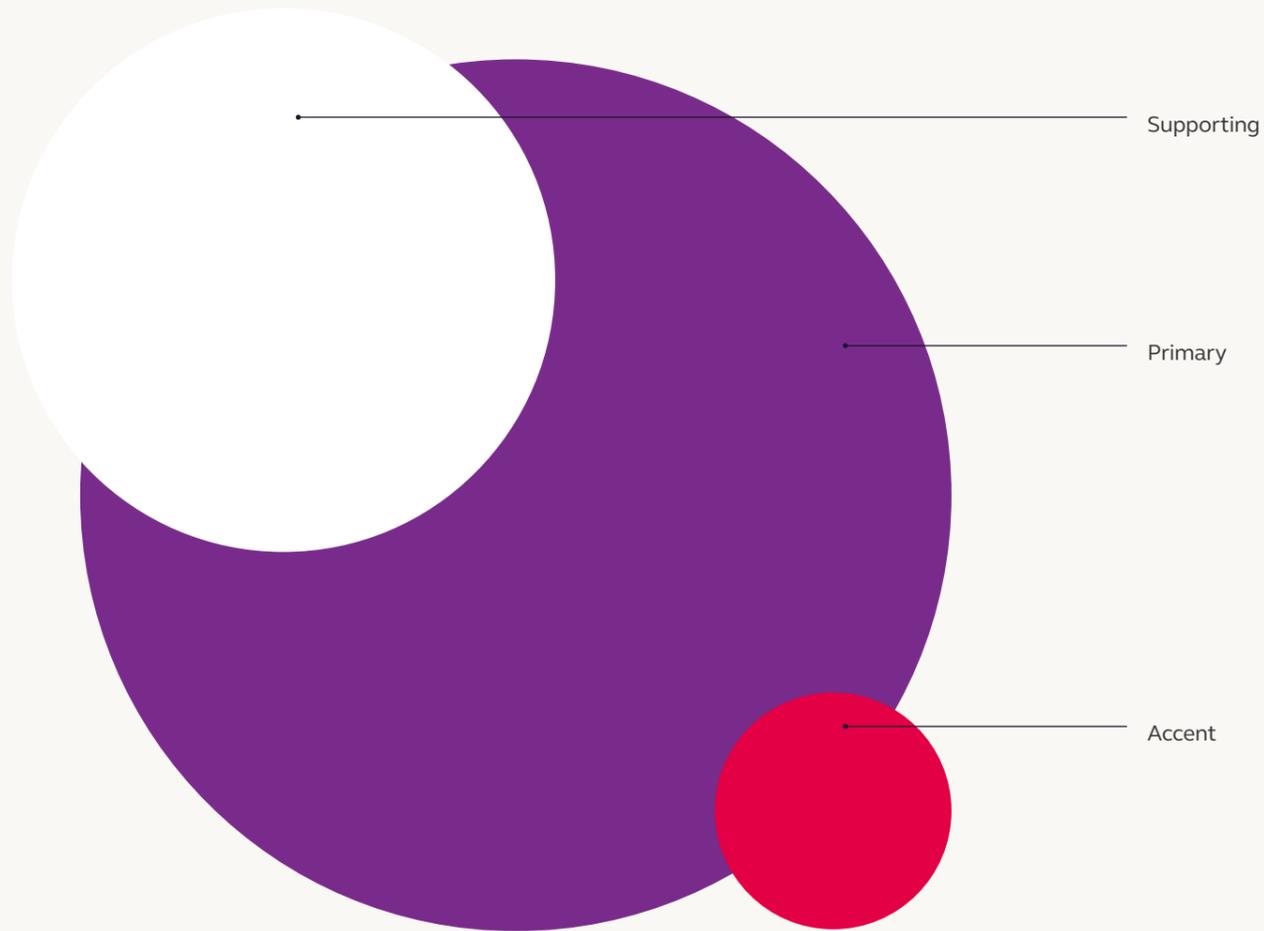
— Base palette

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.



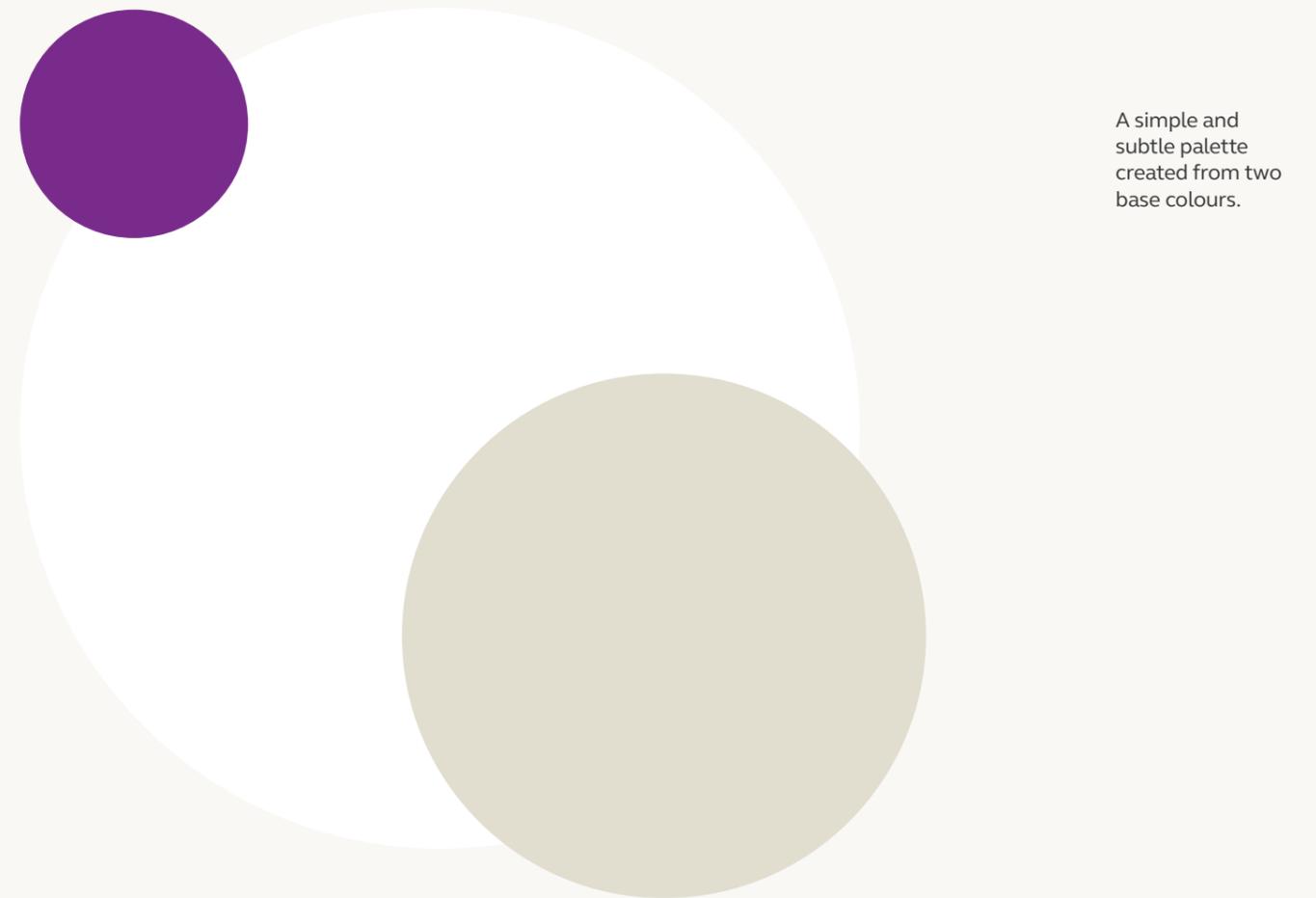
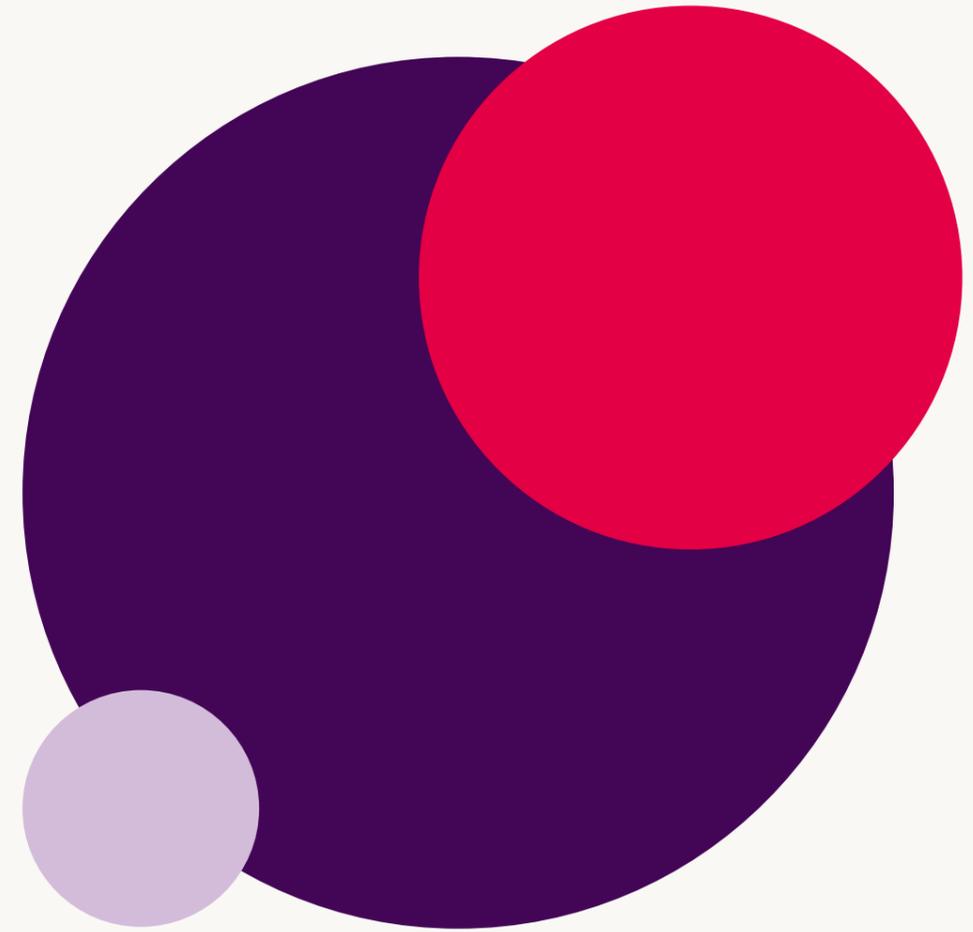
Picking more than three colours or combining colours from the same group will change the tone of the communications. Two accent colours will create an impactful communication, while two base colours will create a subtle aesthetic.

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

abcdefghijklmnopqrstuvxyz
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

abcdefghijklmnopqrstuvxyz
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

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage

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

FS Elliot Heavy

abcdefghijklmnopqrstuvxyz
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

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Bold

abcdefghijklmnopqrstuvxyz
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.

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

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Usage

Arial Regular should be used for body copy.

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

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

Supporting text or secondary headline
Call to action / website url

← H1 / Headline
FS Elliot Light

← 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.



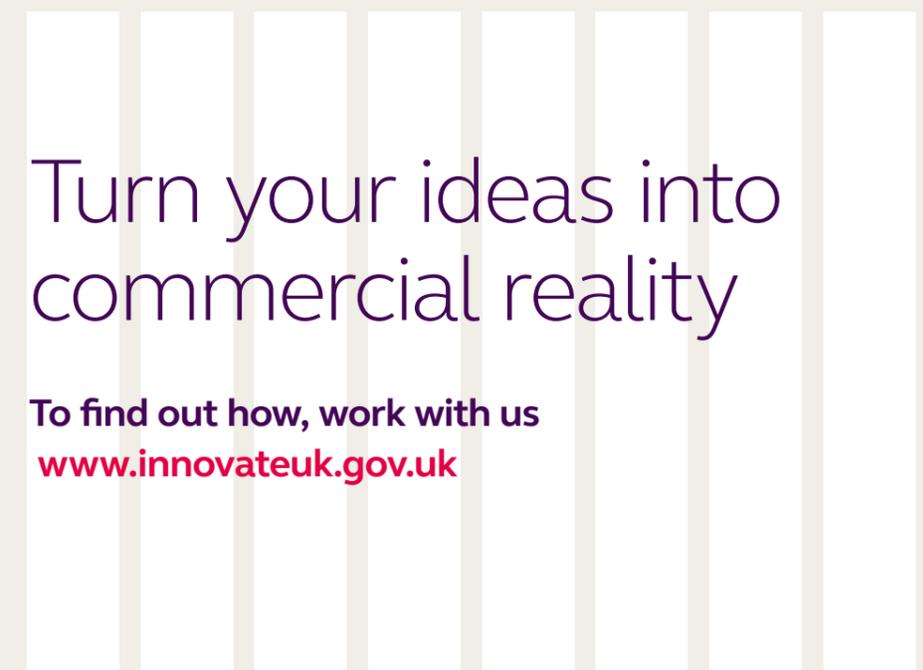
Align centre

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.



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.



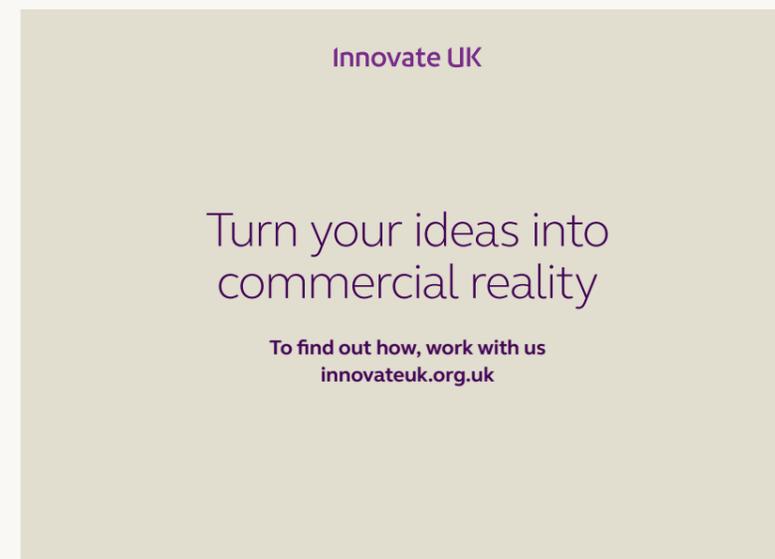
Typography

— Examples in use

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



MPU web banner



'A' sized portrait format - A4/A5

Landscape format – onscreen or print

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.



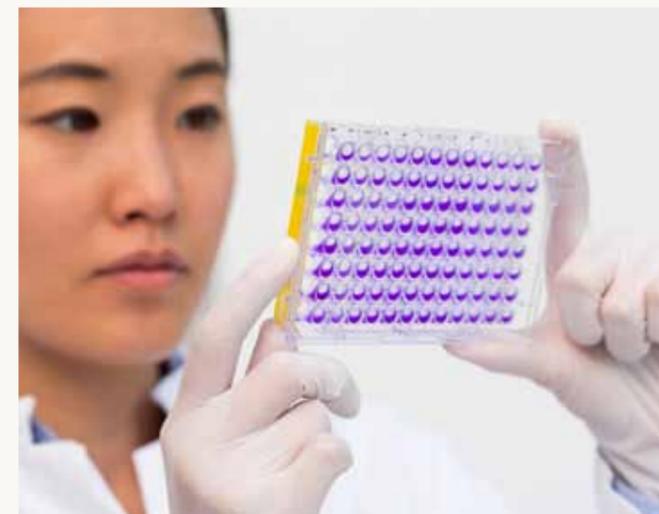
Entrepreneur / business / innovator

- 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.

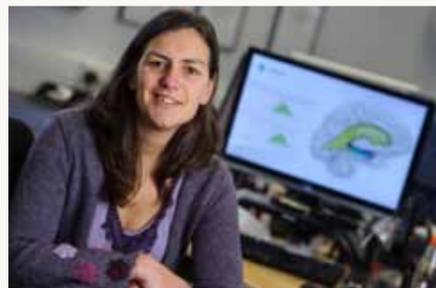
They should engage and inspire the reader/user while still communicating a professional and business-like voice.

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

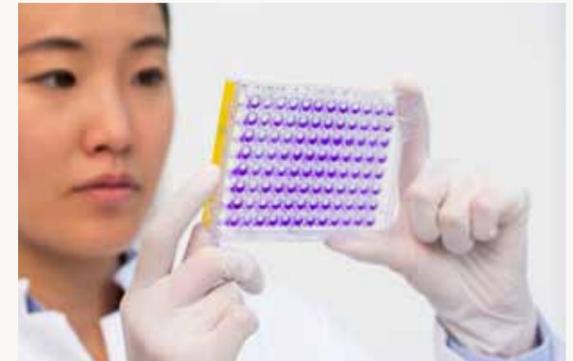
- These images should be:
- staged high quality images
 - interesting crops with shallow depth of field
 - clean and bright
 - high quality, business focused
 - free of clutter.



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

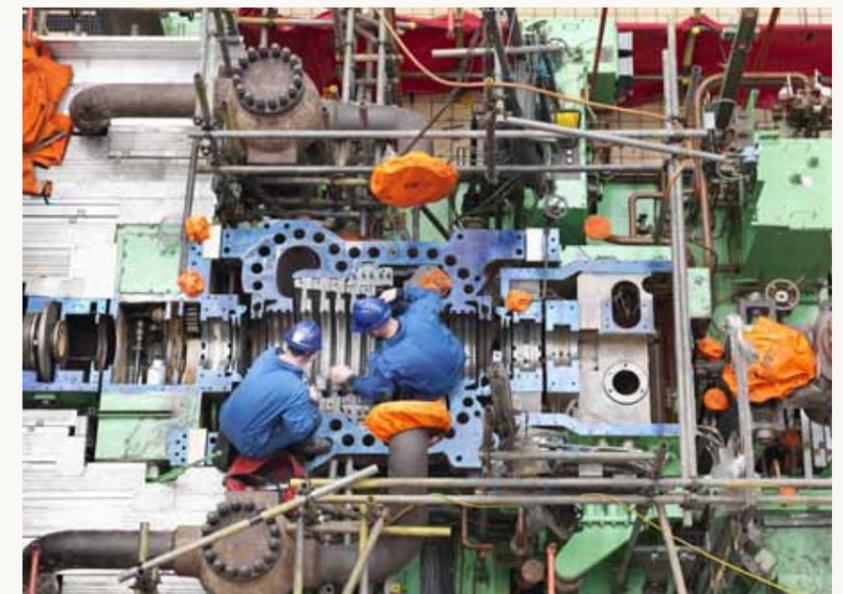
Context images explain and show how the product/invention is used, adding to the narrative of the story.

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'.

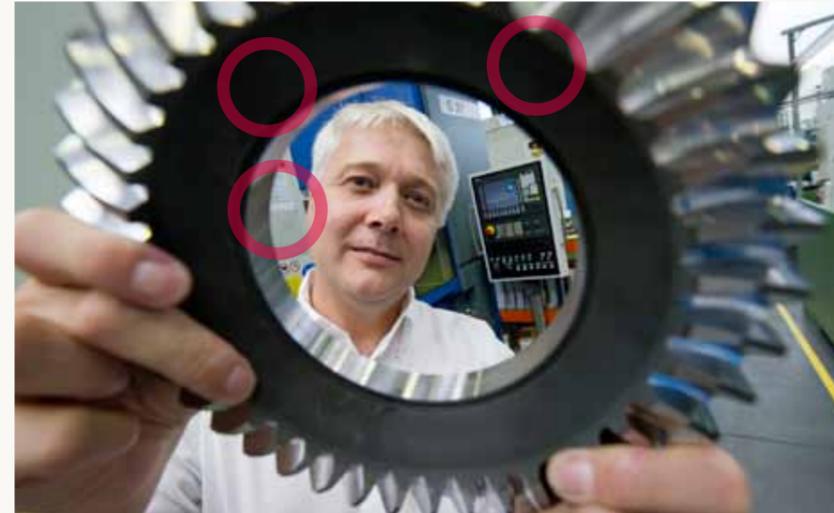
Wherever possible introduce shallow depth of field to create intrigue and added depth.

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

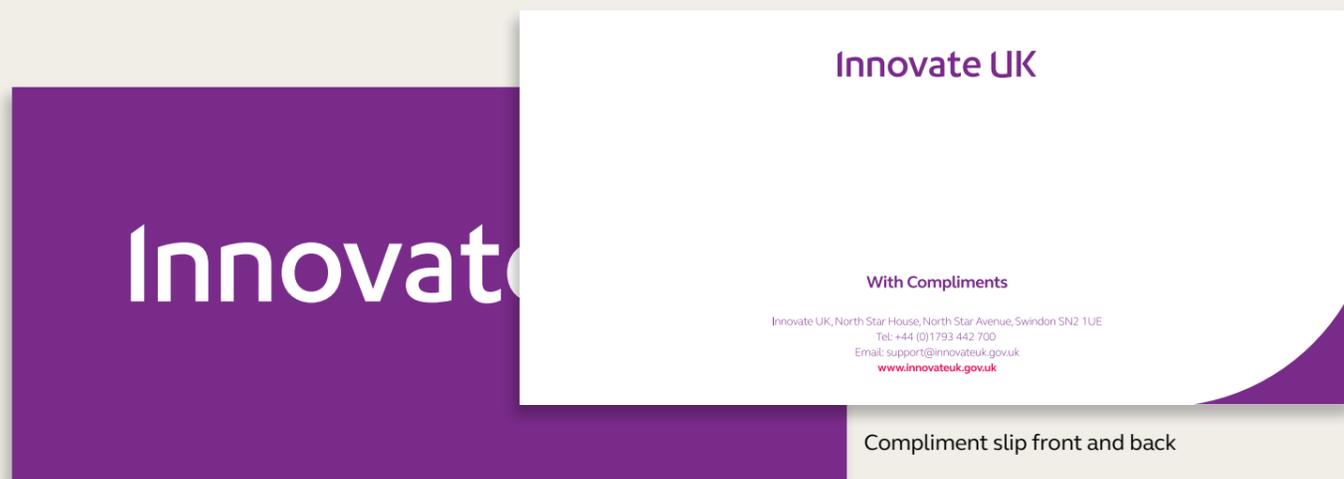
An example of a stationary set.



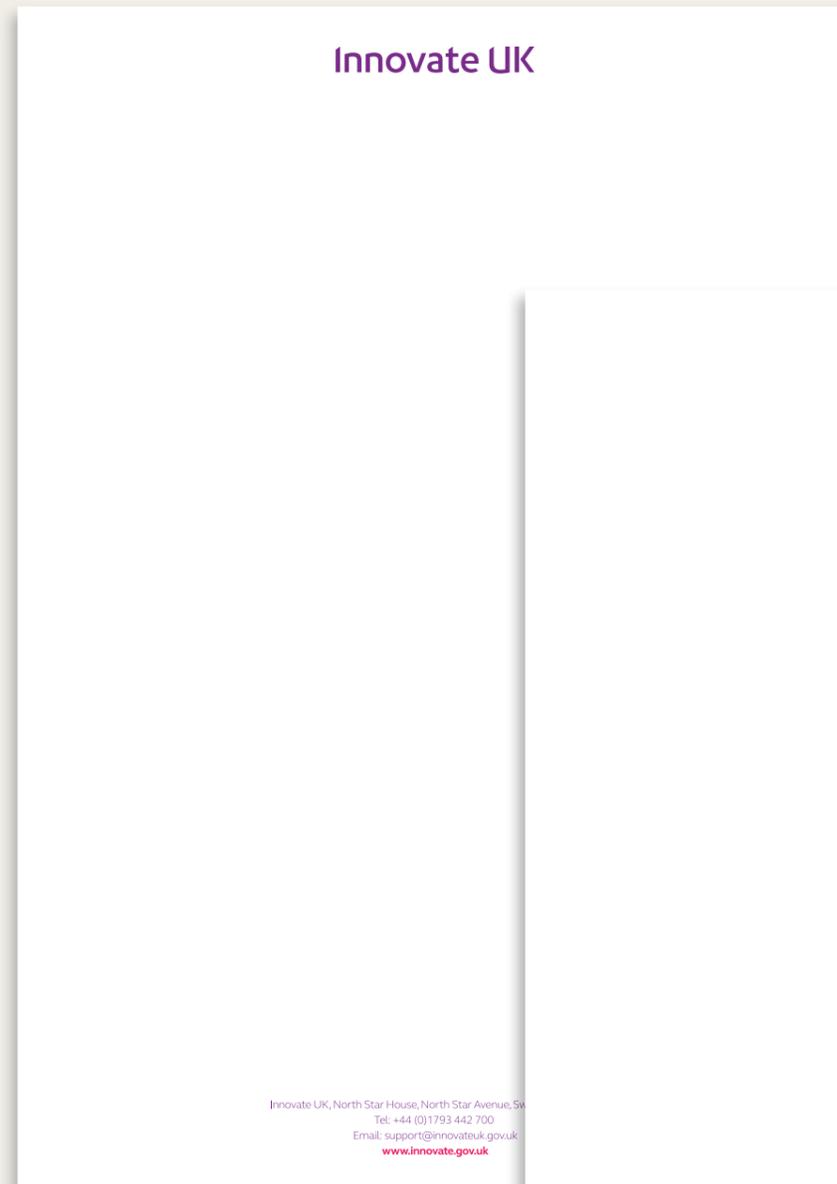
Vertical business card front and back



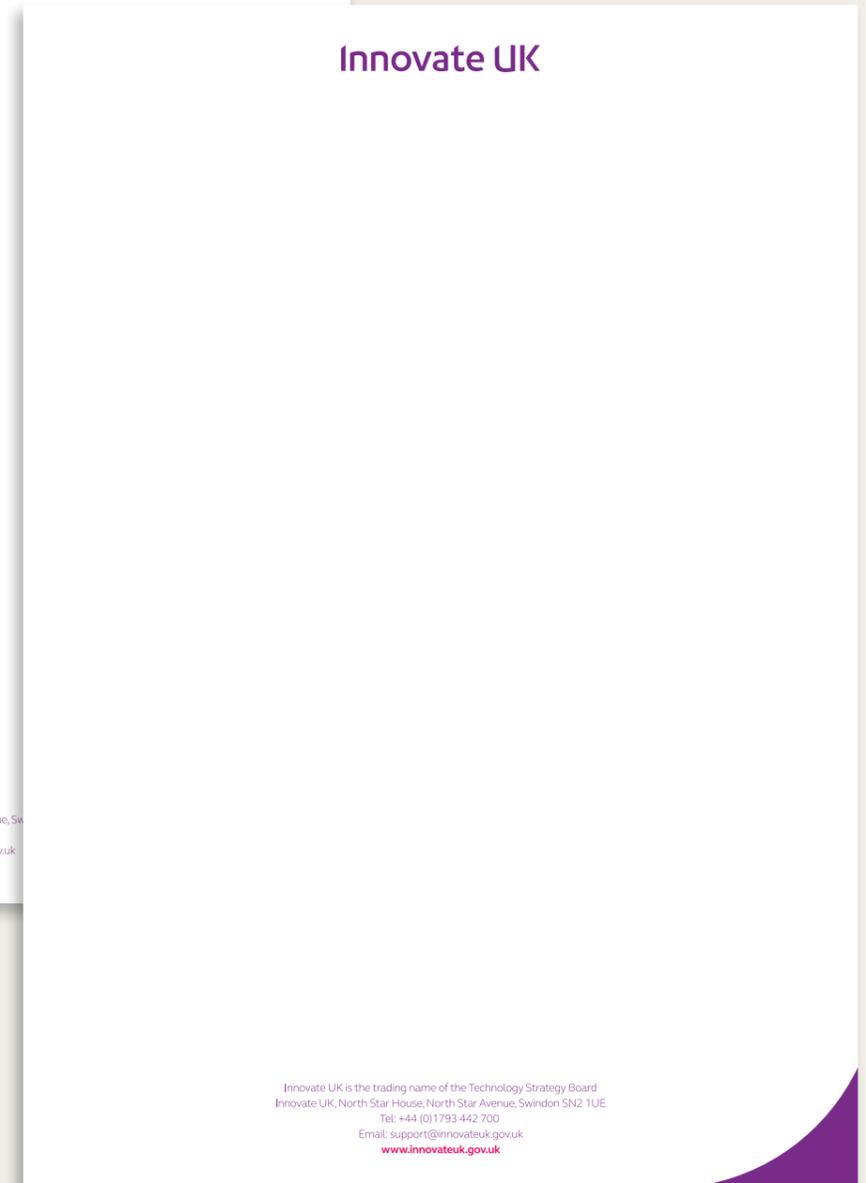
Horizontal business card front and back



Compliment slip front and back



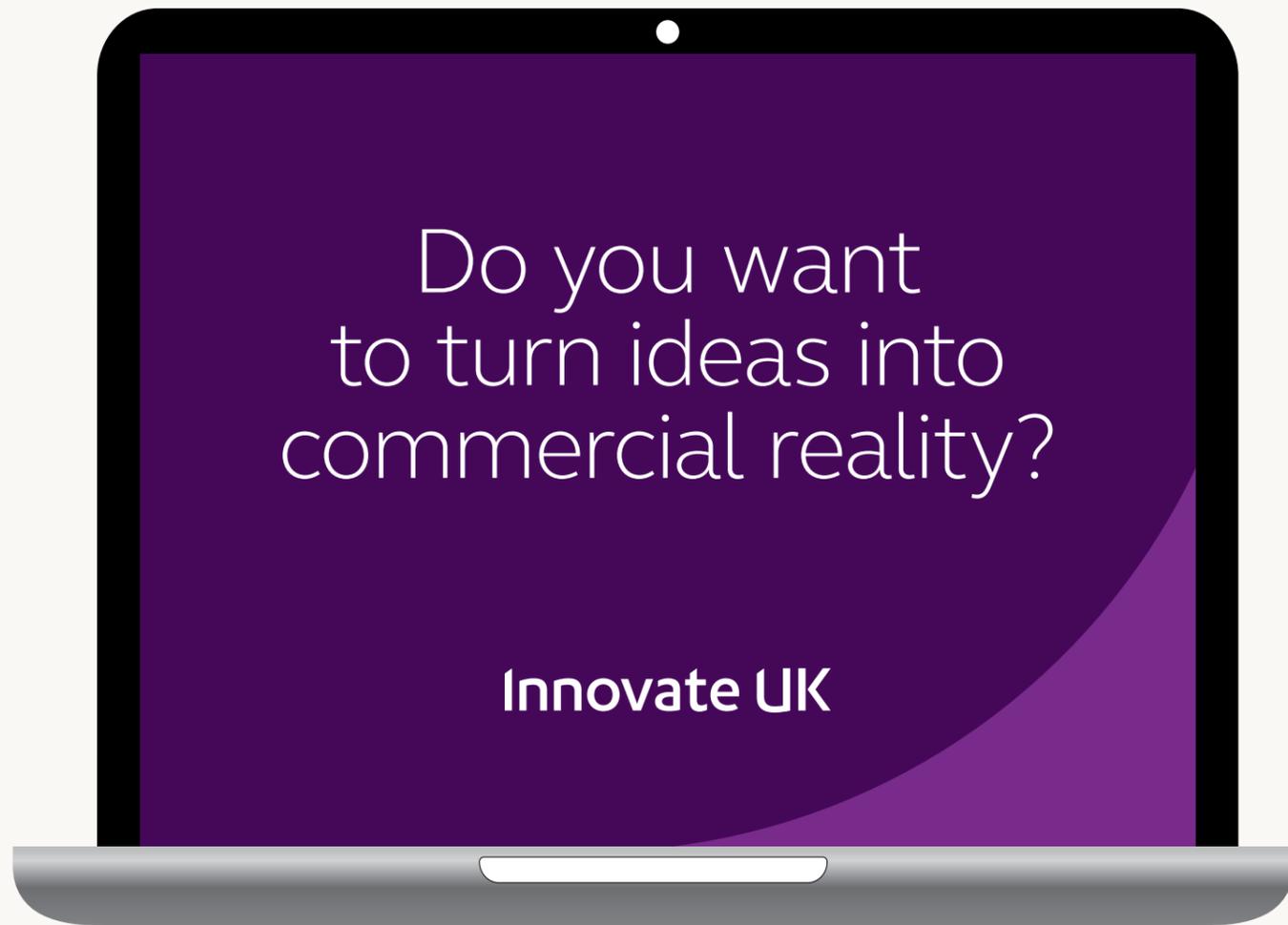
A4 letterhead



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

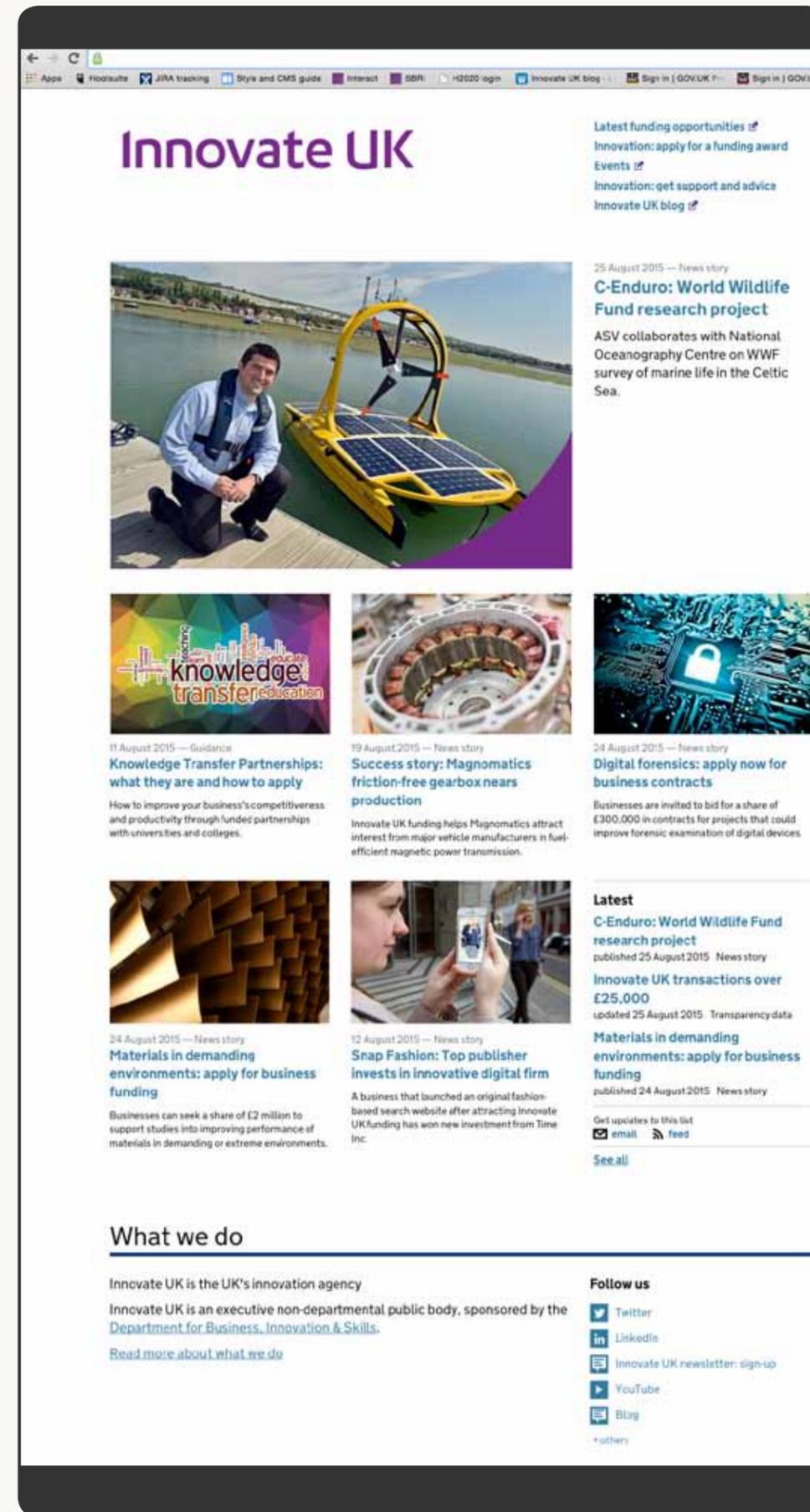
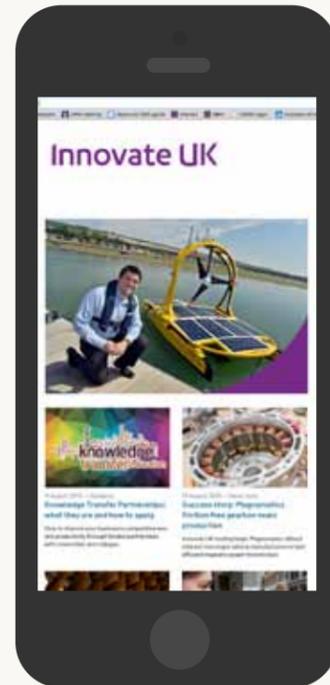
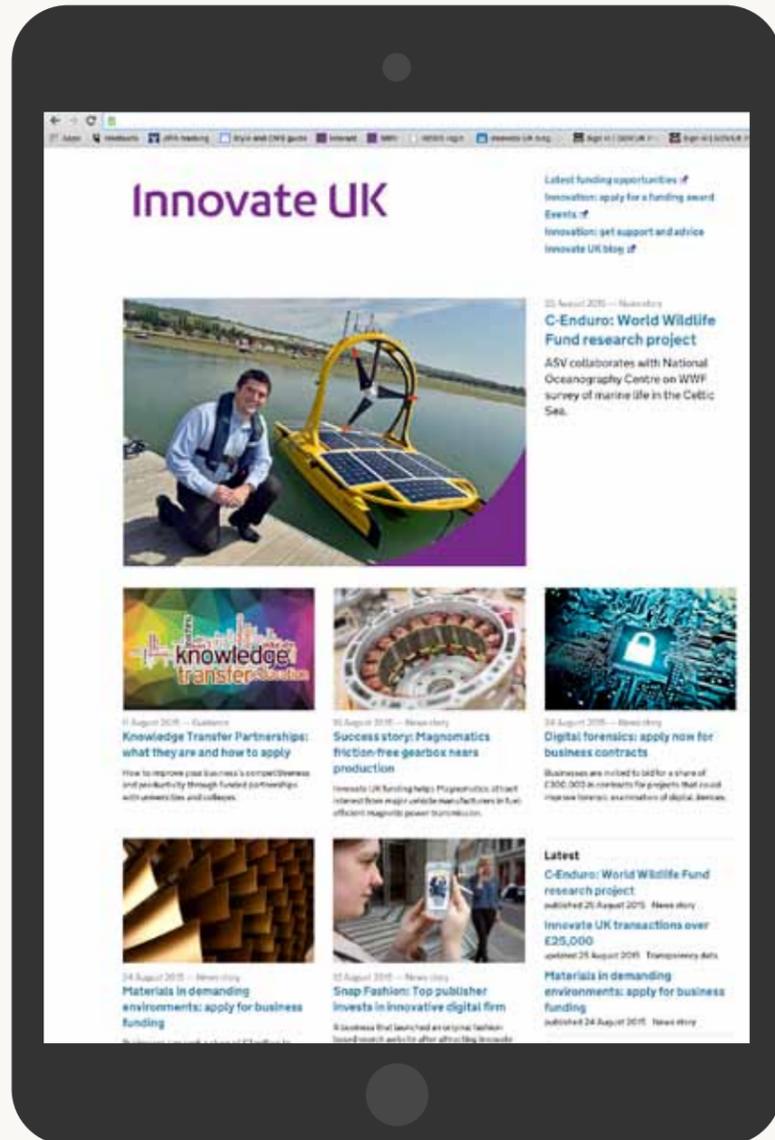
There are multiple titles slides to choose from set in the core brand colours, with and without imagery or dynamic textures.



Digital

— Interact landing page

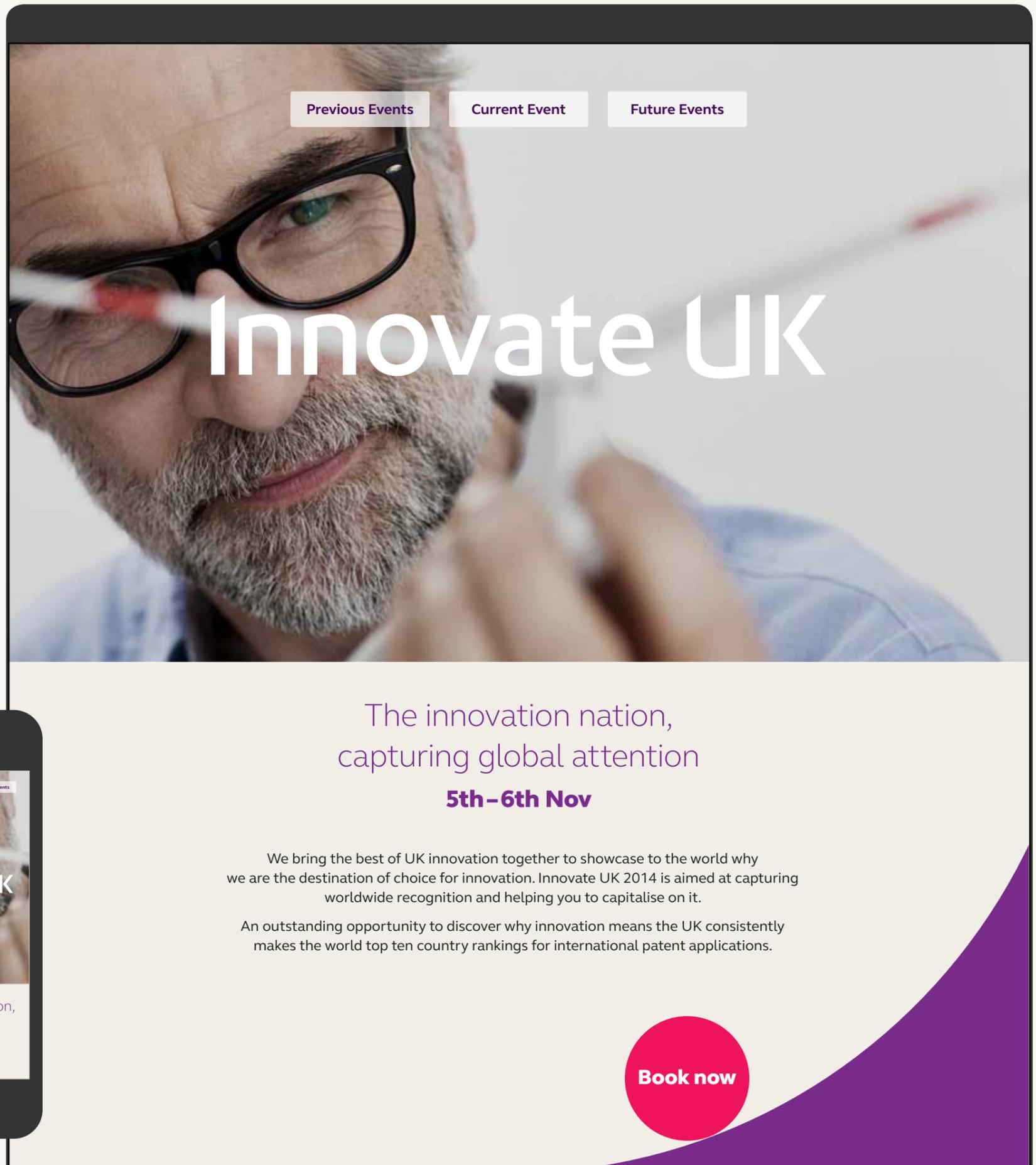
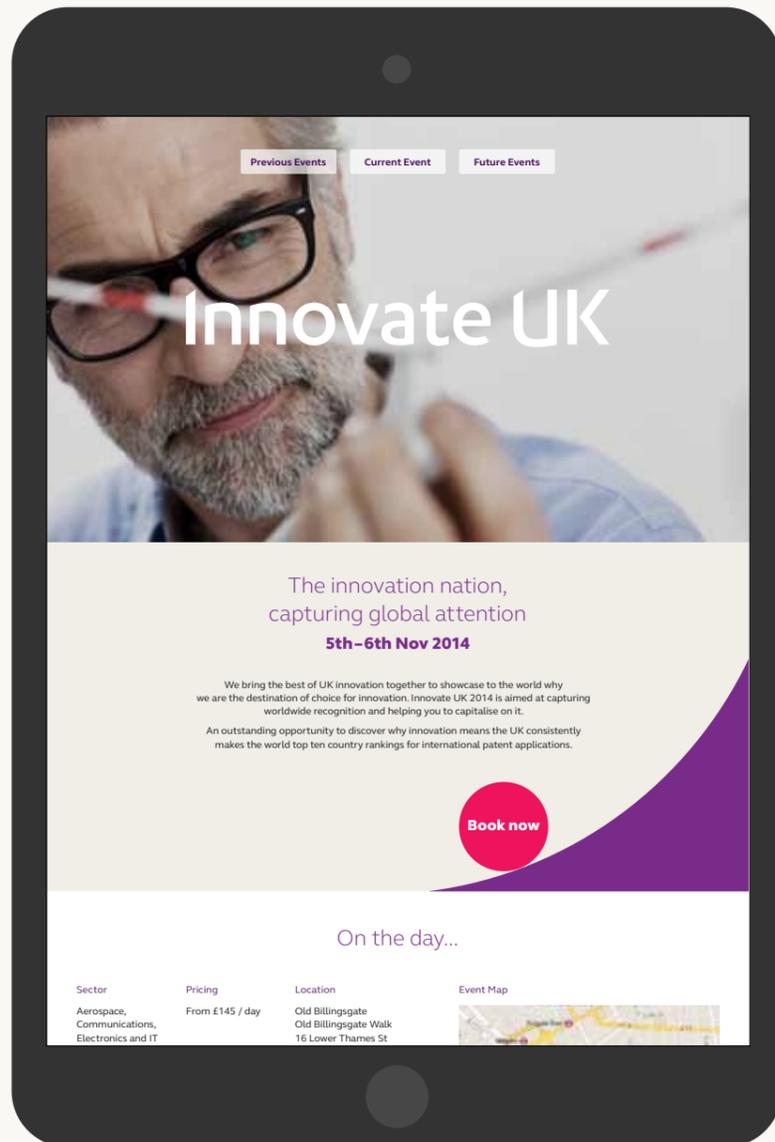
www.gov.uk/government/organisations/innovate-uk



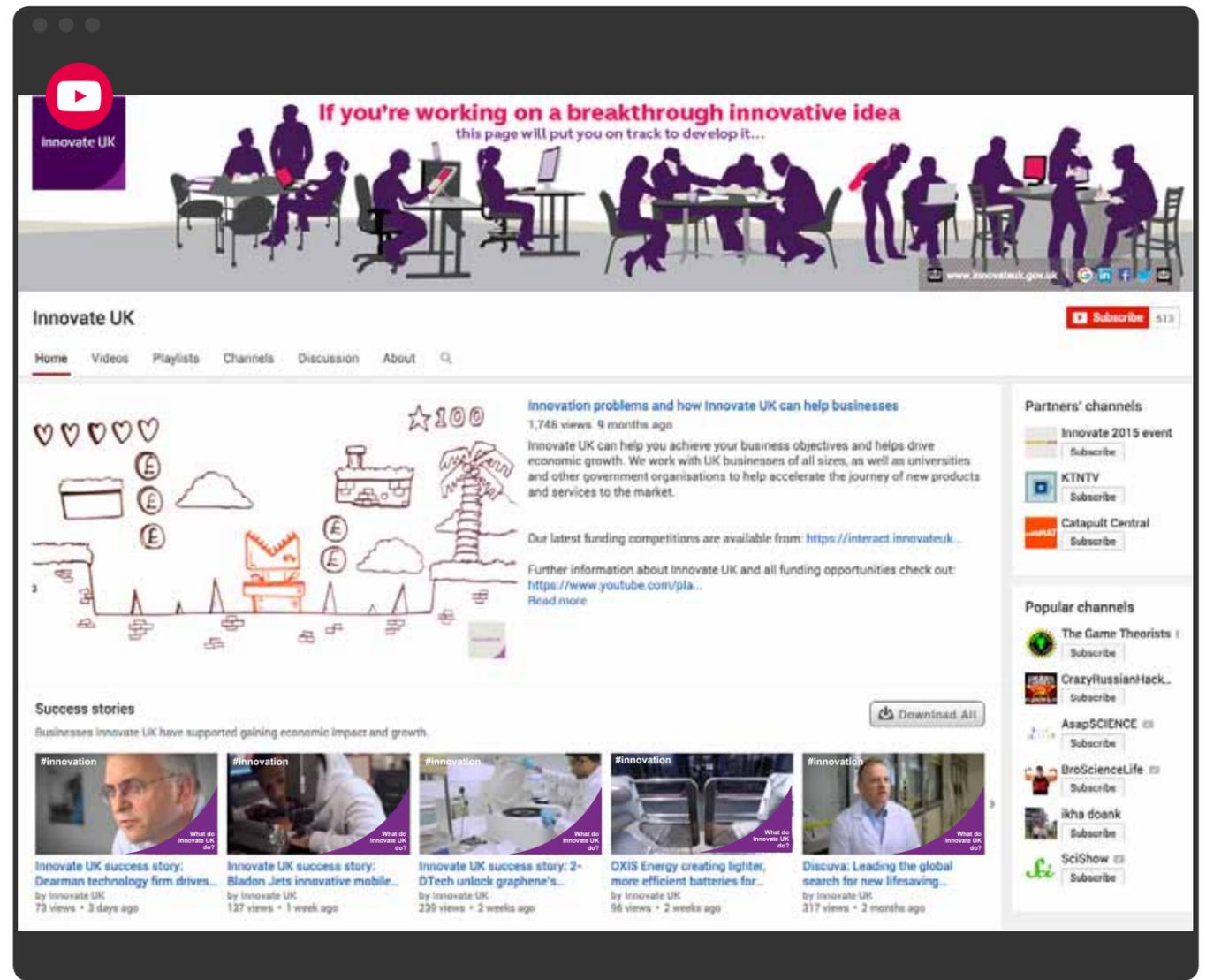
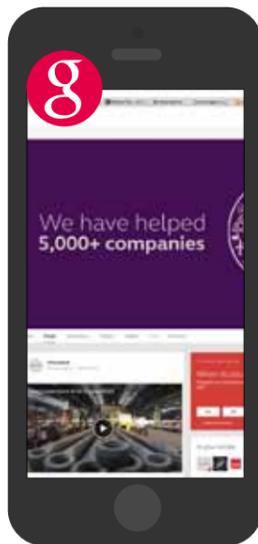
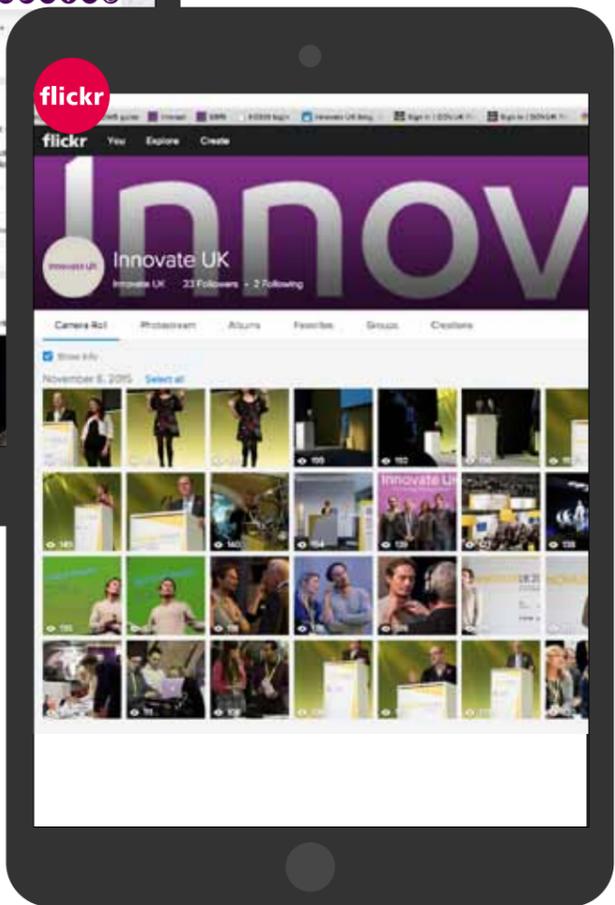
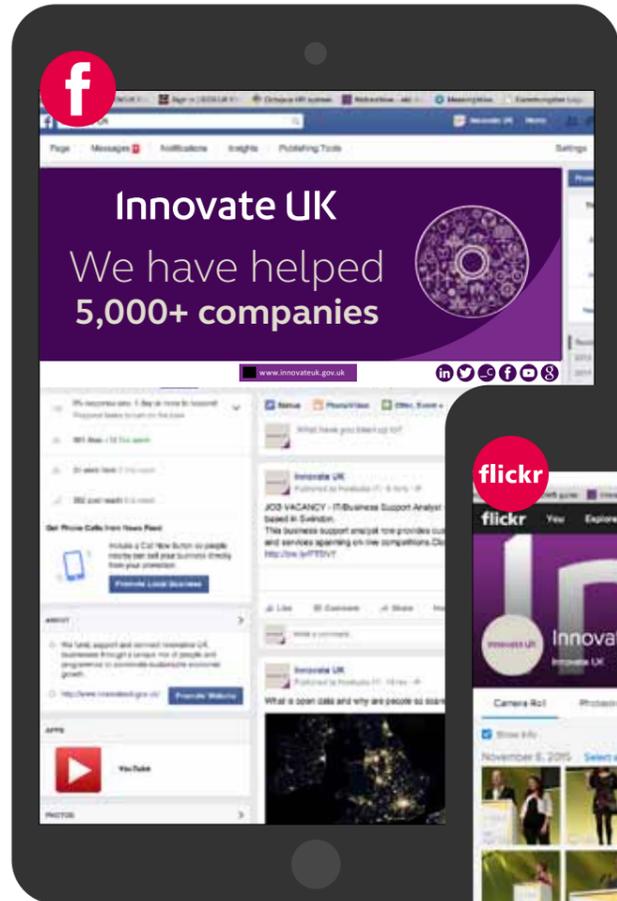
Digital

— 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

Innovate UK

October 2015

Connecting investors and SME's

Nunc at velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque.

[Find out more](#)



Sed malesuada neque ut neque at

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque. In at libero.

[Find out more](#)

Malesuada neque ut neque at liberounc

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque. In at libero.

Sed malesuada neque ut neque at liberounc

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque. In at libero.

[Find out more](#) [Find out more](#) [Find out more](#)

[LCV's show unveils car of the future](#)

[See the Innovation that will explore Mars](#)

[Taking Space to new horizons](#)

[Green light for trials of driverless cars on the UK roads](#)

[View more news](#)

Success stories

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat.

[Funding](#)

Digital

— External communications

Email

Innovate UK

We have helped 5,000+ companies

The UK's Innovation Agency

www.innovateuk.gov.uk

[in](#) [t](#) [c](#) [f](#) [v](#) [g](#)

Who we are

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque. In at libero.

Our work so far

At velit quis lectus nonummy eleifend. Curabitur eros. Aenean ligula dolor, gravida auctor, auctor et, suscipit in, erat. Sed malesuada neque ut neque. In at libero.

“That one small grant helped us to get in to an entirely new sector and grow our business tenfold”

Chris Lever, Founder Bindatex
[... read more](#)

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Sign up to receive it below.

[Sign up here](#)

Case Study



Arcola Energy's Theatre of Dreams. [Click for more...](#)

Events



Upcoming Funding Competition Events. [Click for more...](#)

Newsletter Sign up

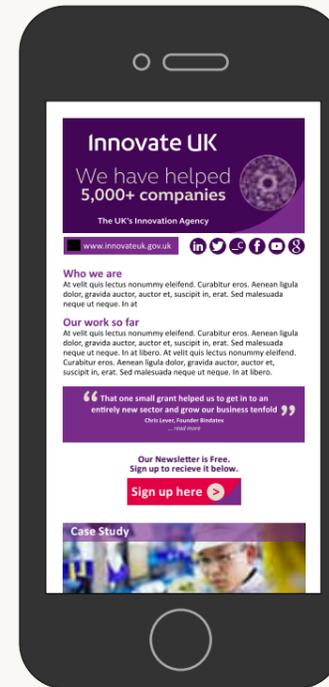


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Innovate UK

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Email: support@innovateuk.gov.uk
www.innovateuk.gov.uk



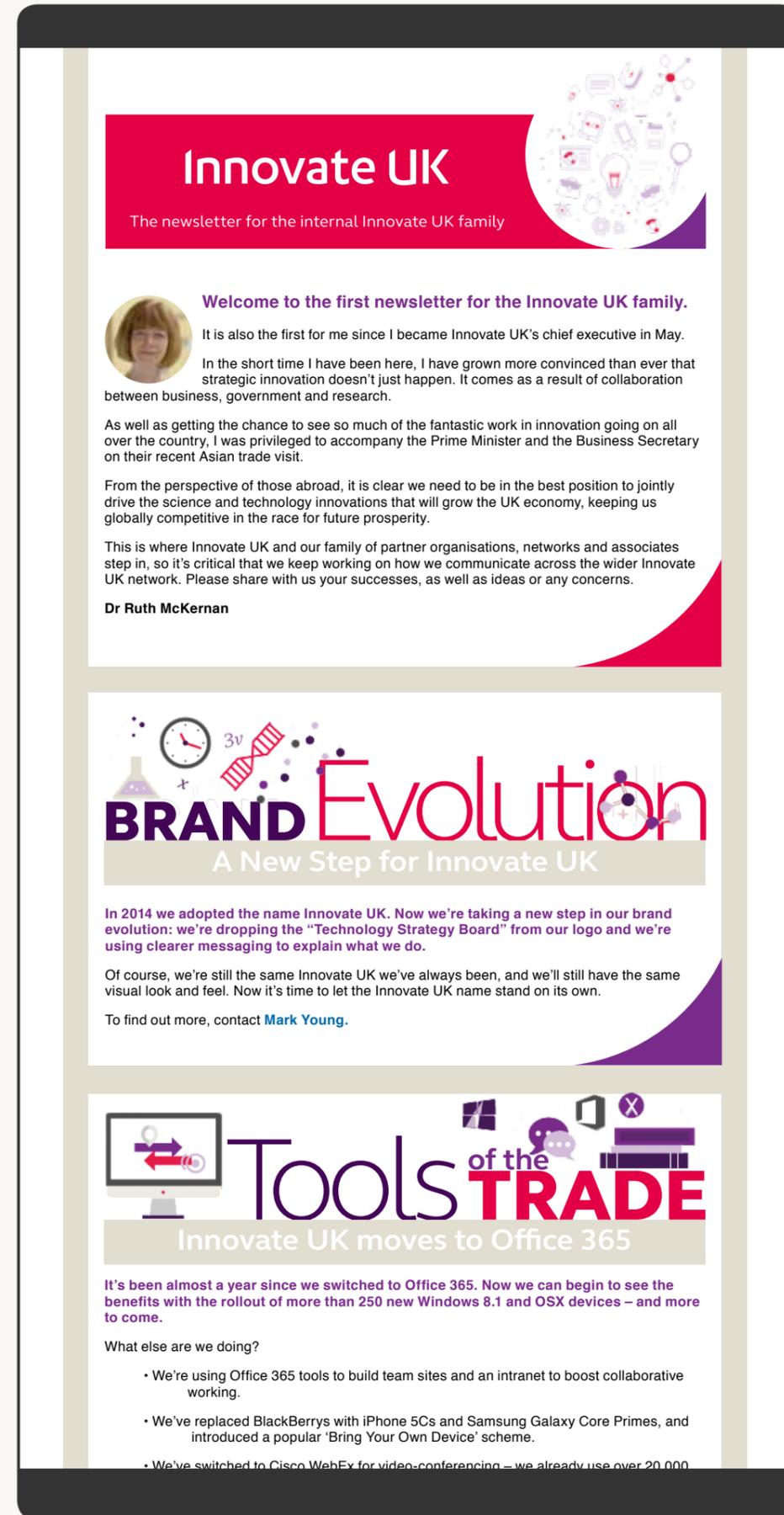
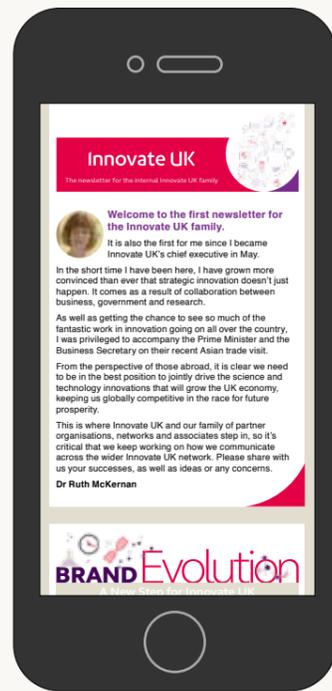


Email for mobile

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.



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.



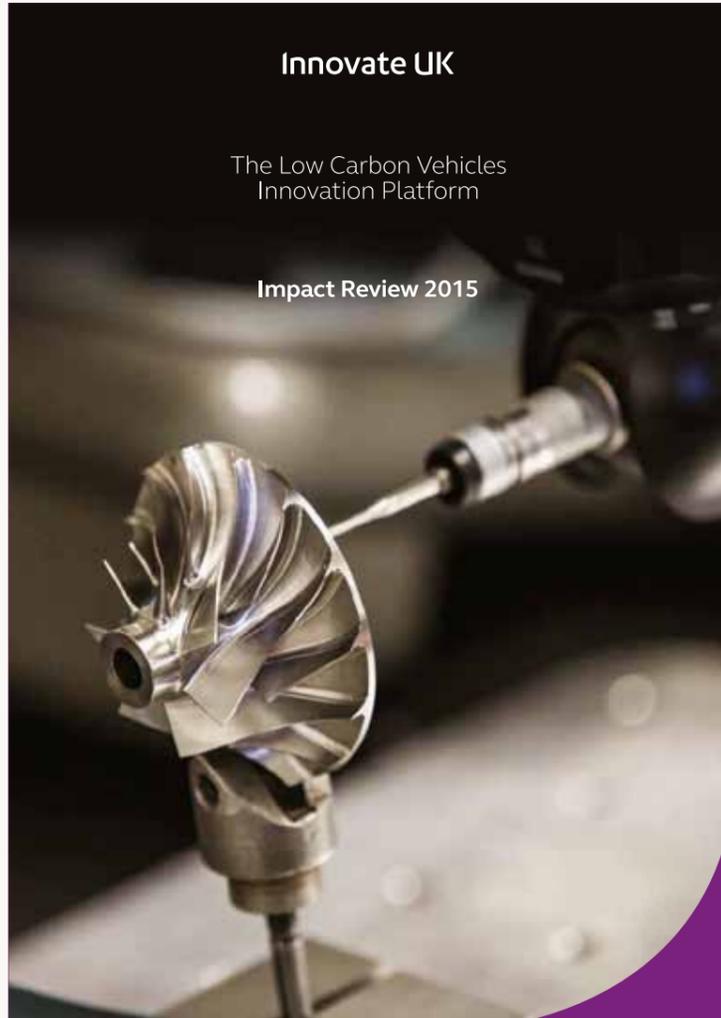
Pop-up graphics

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 Inside page option

Protecting data in industry

Application process

Lorem ipsum dolor sit amet, consectetur 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 mi eu justo tempor consectetur. Etiam vitae nisi. In dignisim lacus ut ante. Cras elit lectus, bibendum a, adipiscing vitae, commodo et, dia. Ut trisdund tortor. Donec nonummy, enim in lacinia pulvinar, velit tellus scelerisque augue, ac posuere libero urna eget.

Key dates

Competition opens	23 March 2015
Competition briefing	25 March 2015 - Belfast 25 March 2015 - Belfast 25 March 2015 - Belfast
Registration deadline	noon 29 April 2015
Expression of interest deadline	noon 6 May 2015
Stage 2 opens for invited applicants	26 May 2015
Deadline for invited applicants	noon 25 June 2015

More information

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Help for SMEs to grow faster

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2015

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Back and front cover

Spearheading future electric vehicle battery production

Application process

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Key dates

Competition opens	23 March 2015
Competition briefing	25 March 2015 - Belfast 25 March 2015 - Belfast 25 March 2015 - Belfast
Registration deadline	noon 29 April 2015
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Stage 2 opens for invited applicants	26 May 2015
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More information

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Competition for funding

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.

Scope

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Protecting data in industry

Scope

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Funding allocation and project details

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://innovateuk.gov.uk/funding-rules>

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Inside spread

Competition for funding

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.

Scope

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Spearheading future electric vehicle battery production

Scope

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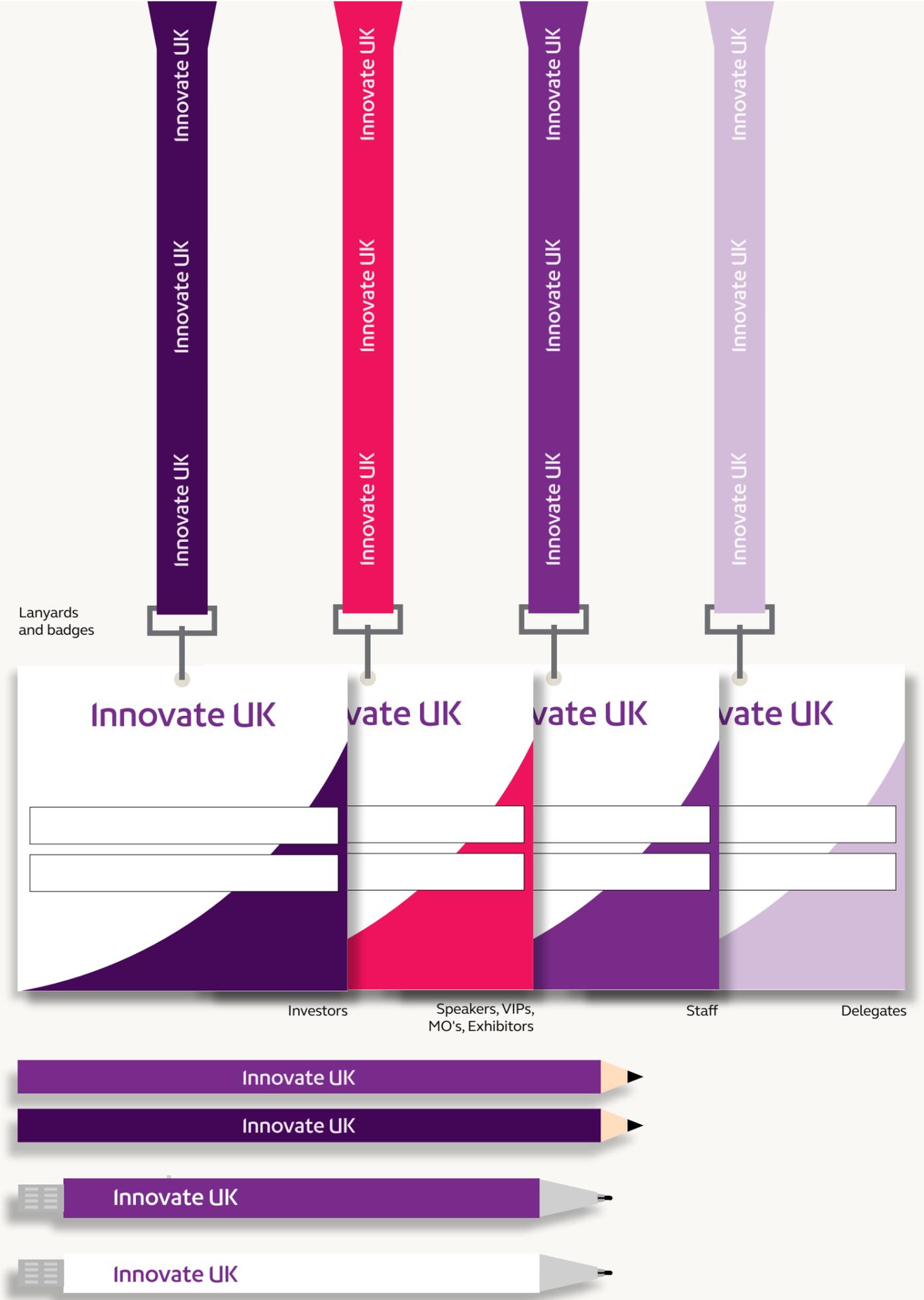
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Inside spread

Event collateral

Lettered front and back



Event display

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

Innovate UK
We connect innovators with the right partners they need to help them succeed

Innovate UK
We connect innovators with the right partners they need to help them succeed

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That one small grant helped us to get into an entirely new sector and grow our business tenfold
Chris Lever, Founder Bindatex

Innovate UK has been inspirational and has really driven our business. I don't think we'd be in the position we're in without the contacts, the connections and the help we've received.
Neill Ricketts, CEO Versarein PLC

Early on we took a small amount of money to help us do market analysis...it's proven extremely useful and is even true today.
James Uings, Co-founder, AlertMe

It's very positive that Innovate UK is sponsoring research that has a good chance of resulting in a successful product.
Barbara Domayne-Hayman, Chief Business Officer Autifony

For more information
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Success stories

Event display

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

Mark Young

Brand & Marketing Manager
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Mark.Young@innovateuk.gov.uk

Assets & resources contacts as follows:

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