Brand guidelines

UKCRIC

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The logotype

The logotype

Introducing the logotype

The UKCRIC logotype has evolved to reflect our common purpose and represents our portfolio of research and innovation facilities and programmes, with a mission to underpin the renewal, sustainment and improvement of infrastructure and cities in the UK and elsewhere.

The UKCRIC logotype is the primary visual representation of our brand.

To ensure and maintain brand consistency, only approved versions of the UKCRIC logotype can be used.

There can be no adaptations or alternatives, nor the creation of any other logo other than those shown in these guidelines.

There are a number of variations to aid legibility and flexibility in design layouts.

UKCRIC logotype + name + brand positioning statement

For use where the brand positioning statement is required in conjunction with the logotype and name in full.

UKCRIC_LNBPS_COL_POS_CMYK.EPS

UKCRIC_LNBPS_COL_NEG_CMYK.EPS

UKCRIC_LNBPS_MON_NEG_BW.EPS

UKCRIC_LNBPS_MON_POS_BW.EPS

UKCRIC_LNBPS_MON_NEG_BW.EPS

UKCRIC logotype + name

For use where the name in full is required in conjunction with the logotype.

UKCRIC_LN_COL_POS_CMYK.EPS

UKCRIC_LN_COL_NEG_CMYK.EPS

UKCRIC_LN_MON_NEG_BW.EPS

UKCRIC_LN_MON_POS_BW.EPS

UKCRIC_LN_MON_NEG_BW.EPS

UKCRIC logotype + brand positioning statement

For use where the brand positioning statement is required in combination with the logotype.

UKCRIC_LBPS_COL_POS_CMYK.EPS

UKCRIC_LBPS_COL_NEG_CMYK.EPS

UKCRIC_LBPS_MON_NEG_BW.EPS

UKCRIC_LBPS_MON_POS_BW.EPS

UKCRIC_LBPS_MON_NEG_BW.EPS

UKCRIC logotype

For use where only the logotype is required.

UKCRIC_L_COL_POS_CMYK.EPS

UKCRIC_L_COL_NEG_CMYK.EPS

UKCRIC_L_MON_NEG_BW.EPS

UKCRIC_L_MON_POS_BW.EPS

UKCRIC_L_MON_NEG_BW.EPS

Artwork naming convention

In order to apply the correct logo in any given format, it is essential to use the appropriate digital file.

In order to achieve this, a naming convention has been established to distinguish between the various versions and make choosing the correct file easier.

UKCRIC_LNBPS_COL_POS_CMYK.EPS

Brand

Version

LNBPS = Logotype, name, brand positioning statement

LN = Logotype and name

LBPS = Logotype and brand positioning statement

L = Logotype

Colour type

COL = Colour

MON = Mono

State

POS = Positive

NEG = Negative

Colour mode

PMS = Pantone

CMYK = Four colour

RGB = Screen

BW = Black and white

Format

.EPS

.JPG

Clear space

The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.
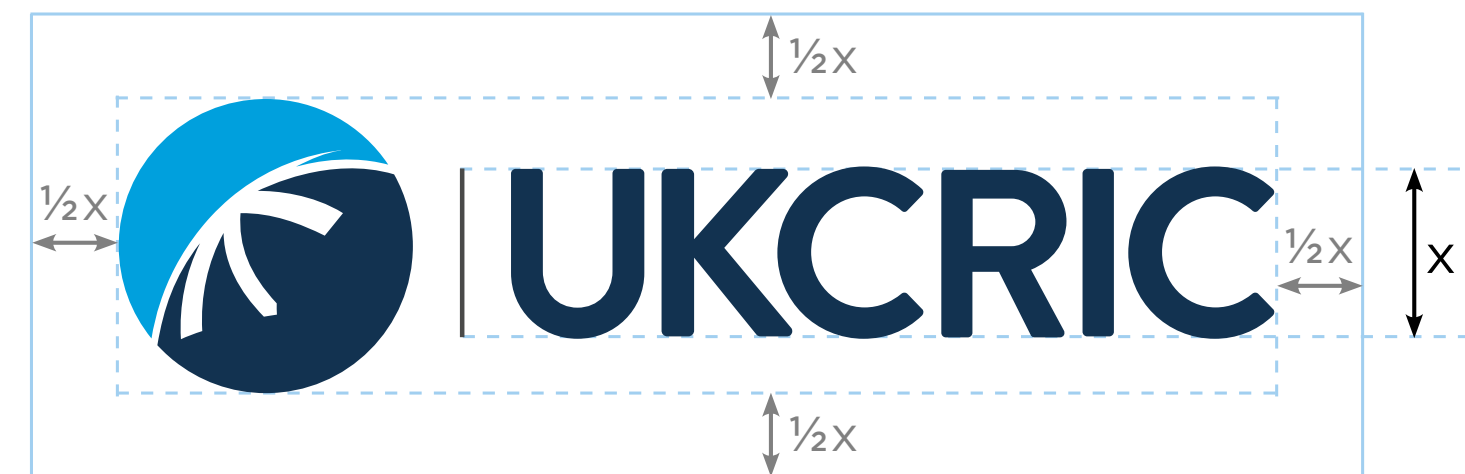
Minimum size

To maintain legibility, it is important that the logo is not reproduced below the minimum size.

Vector artwork files for the logo (.eps) have been created to be used at no less than 100%.

Typography

In order to achieve consistency and build recognition across the range of UKCRIC communications, it is important to use the correct family of fonts.

For this reason the typeface Gotham has been specified, and should be used for all main applications such as brochures, signage, posters and vehicle livery.

The typeface is available in varying weights (Light, Book, Bold and Black), as well as italic versions of each weight.

When Gotham is unavailable, such as for web applications, the typeface Montserrat should be used as a substitute. Montserrat can be accessed from Google Fonts.

For optimum appearance, Gotham and Montserrat should be tracked to -20/1000em.

If neither typeface is available, such as for certain digital applications, emails, MS Office documents etc, Arial can be used as a substitute.

Gotham Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Light Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Book Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Gotham Black Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUVvWwXxYyZz 0123456789

Montserrat Light
Montserrat Regular
Montserrat Semi Bold
Montserrat Bold

Montserrat Light Italic
Montserrat Italic
Montserrat Semi Bold Italic
Montserrat Bold Italic

Arial Regular
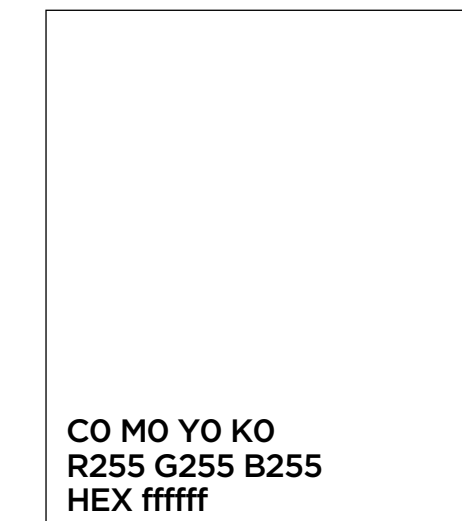**Arial Bold**

Arial Italic
Arial Bold Italic

Colour

The colour palette is designed to achieve consistency and build recognition across a wide range of UKCRIC communications.

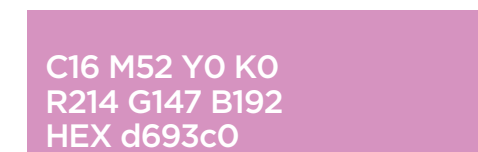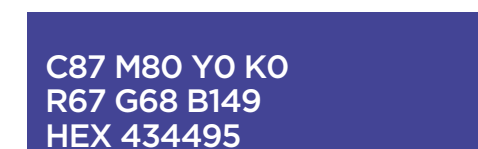The primary palette is used for UKCRIC corporate communications.

The secondary palette can be used for communications associated with a specific speciality.
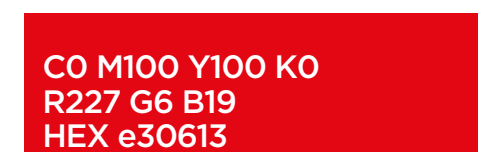
Primary palette

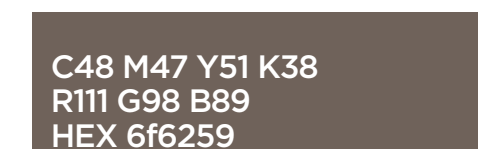| PANTONE 540C | PANTONE 299C | | | Universal accent colour |
C100 M78 Y42 K38	C81 M15 Y0 K0		C0 M0 Y0 K0	
R18 G50 B80	R0 G160 B221		R255 G255 B255	C25 M0 Y100 K0
HEX 123250	HEX 00a0dd	GRADIENT	HEX ffffff	R211 G216 B0
				HEX d3d800

Secondary palette
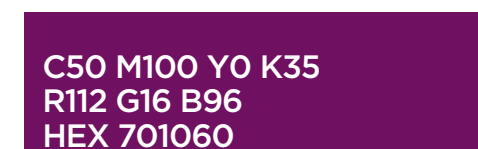
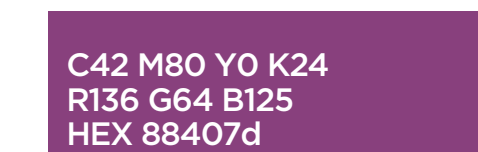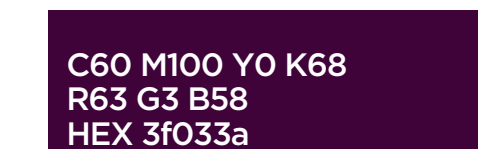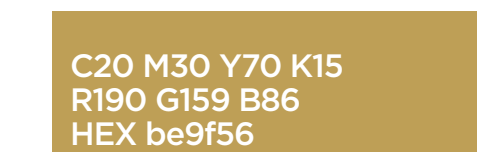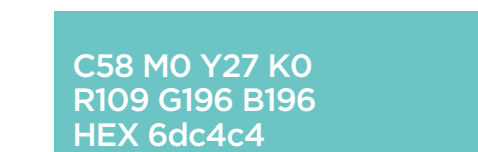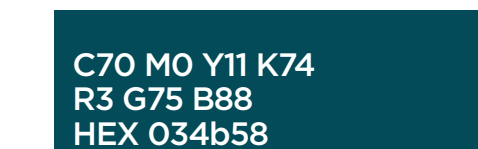| Data	Transport	Waste	Energy	Water	Civil Administration	Commerce	Education	Healthcare
C87 M80 Y0 K0	C50 M100 Y0 K35	C48 M47 Y51 K38	C50 M0 Y100 K0	C100 M3 Y28 K19	C35 M0 Y0 K75	C60 M100 Y0 K68	C58 M43 Y74 K54	C70 M0 Y11 K74
R67 G68 B149	R112 G16 B96	R111 G98 B89	R149 G193 B31	R0 G133 B157	R67 G87 B97	R63 G3 B58	R77 G79 B51	R3 G75 B88
HEX 434495	HEX 701060	HEX 6f6259	HEX 95c11f	HEX 00859d	HEX 435761	HEX 3f033a	HEX 4d4f33	HEX 034b58
C16 M52 Y0 K0	C0 M100 Y100 K0	C23 M21 Y25 K3	C7 M0 Y100 K60	C30 M0 Y30 K0	C7 M5 Y8 K0	C42 M80 Y0 K24	C20 M30 Y70 K15	C58 M0 Y27 K0
R214 G147 B192	R227 G6 B19	R202 G194 B186	R128 G122 B0	R193 G223 B196	R241 G240 B236	R136 G64 B125	R190 G159 B86	R109 G196 B196
HEX d693c0	HEX e30613	HEX cac2ba	HEX 807a00	HEX c1dfc4	HEX f1f0ec	HEX 88407d	HEX be9f56	HEX 6dc4c4
GRADIENT	GRADIENT	GRADIENT	GRADIENT	GRADIENT	GRADIENT	GRADIENT	GRADIENT	GRADIENT
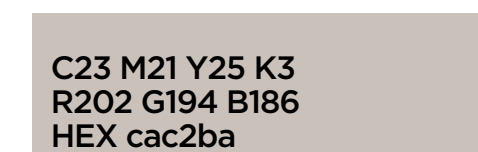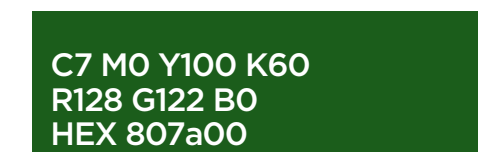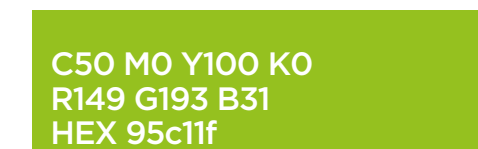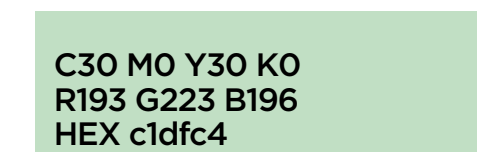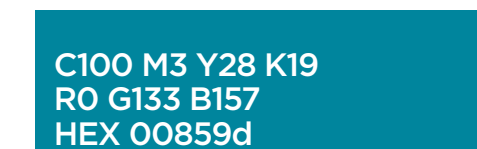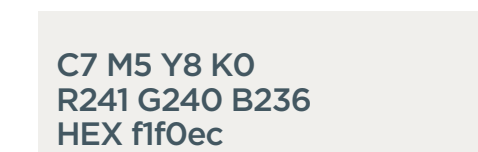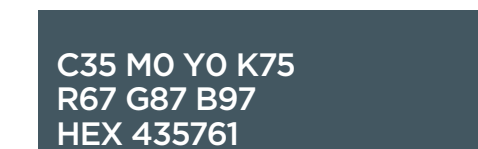
For access to logo files, click here

For further assistance please
contact: hello@ukcric.com

UKCRIC

UK COLLABORATORIUM
FOR RESEARCH ON
INFRASTRUCTURE & CITIES

Inspired infrastructure
for better living