

**Our brand styling** and how to use it

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# Brand assets



## Our logo

**Our logo is instantly recognisable and simple.**

It should be used on all of our communications, giving ownership of what we do. Legibility should always be at the forefront of which colour logo to use.

**NIHR** | Newcastle Biomedical  
Research Centre

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## Logo spacing

Spacing should always be considered when using our logo.

Use the line that is in the middle of our logo as a guide for the minimum amount of space around it, nothing should encroach into this, allowing our logo to stand out.

A diagram illustrating the logo spacing guidelines. It features a light orange rectangular background. A white horizontal bar is centered within this background. On the left side of the white bar, the letters 'NIHR' are written in a bold, dark blue, sans-serif font. To the right of 'NIHR', a vertical orange line is drawn, extending from the top to the bottom of the white bar. To the right of this vertical line, the words 'Newcastle Biomedical Research Centre' are written in a dark blue, sans-serif font, stacked on two lines. The white bar and the vertical line together define a specific spacing area around the 'NIHR' text.

**NIHR** Newcastle Biomedical  
Research Centre

## Primary brand colours

Colour is a great way of making our materials instantly recognisable as NIHR Newcastle BRC.

Our brand palette is split into two, a nod back to our brand. Bold colours have an accompanying muted version, perfect for contrasting against each other. These colours have been derived from the main NIHR colour palette which can be found [here](#).

**C100 M80 Y27**  
**K11 HEX #193E72**

80% tint  
 HEX #475989

60% tint  
 HEX #747CA3

40% tint  
 HEX #A2A4C1

20% tint  
 HEX #D0D0E0

**C73 M10 Y33**  
**K0 HEX #2E8B97**

80% tint  
 HEX #6FBAC0

60% tint  
 HEX #9BCBD0

40% tint  
 HEX #C1DDE0

20% tint  
 HEX #E1EEF0

**C1 M75 Y66**  
**K0 HEX #E9967A**

80% tint  
 HEX #EC7C72

60% tint  
 HEX #F29E95

40% tint  
 HEX #F4BDB8

20% tint  
 HEX #F8DDDB

## Secondary brand colours

Colours that are used for highlighting, in motives or other design elements

These colours have been derived from the main NIHR colour palette which can be found [here](#).

**C1 M50 Y86 K0**  
**HEX #F29330**

80% tint  
 HEX #F6AB5D

60% tint  
 HEX #F9C187

40% tint  
 HEX #FCD6B0

20% tint  
 HEX #FDEBD8

**C37 M19 Y20 K2**  
**HEX #ACBCC3**

80% tint  
 HEX #BECAD0

60% tint  
 HEX #CED6DB

40% tint  
 HEX #DFE3E7

20% tint  
 HEX #EFF1F3

**C0 M19 Y60 K0**  
**HEX #FED47A**

80% tint  
 HEX #FFDC97

60% tint  
 HEX #FFE5B2

40% tint  
 HEX #FFEECD

20% tint  
 HEX #FFF6E6

**C69 M62 Y0 K0**  
**HEX #6667AD**

80% tint  
 HEX #8482BE

60% tint  
 HEX #A2A0D0

40% tint  
 HEX #C1BFE1

20% tint  
 HEX #E0DFF1

**C72 M7 Y71 K0**  
**HEX #46A049**

80% tint  
 HEX #79B989

60% tint  
 HEX #A1CAA6

40% tint  
 HEX #C4DDC5

20% tint  
 HEX #D0D0E0

## Iconography

Our icons represent each of our themes.

They are a simple way to sum up the complex subject matter that each of our themes represent.



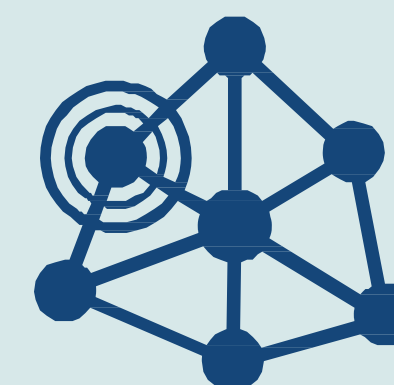
**Ageing, Sarcopenia and Multimorbidity**



**Dementia, Mental Health and Neurodegeneration**



**Digital Health, Ageing Innovation and Inclusion**



**Informatics and Precision Care for an Ageing Population**



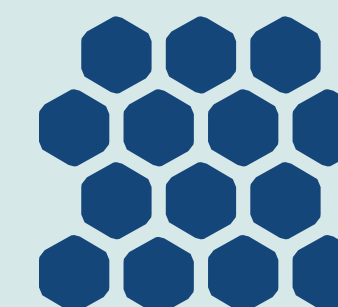
**Liver Disease, Multimorbidity and Lifestyle**



**Musculoskeletal Disease and Inflammation Medicine**



**Neuromuscular Disease, Rare Disease and Mitochondrial Dysfunction**



**Skin Disease, Oral Disease and Immunogenomics**



## Themes colours and design

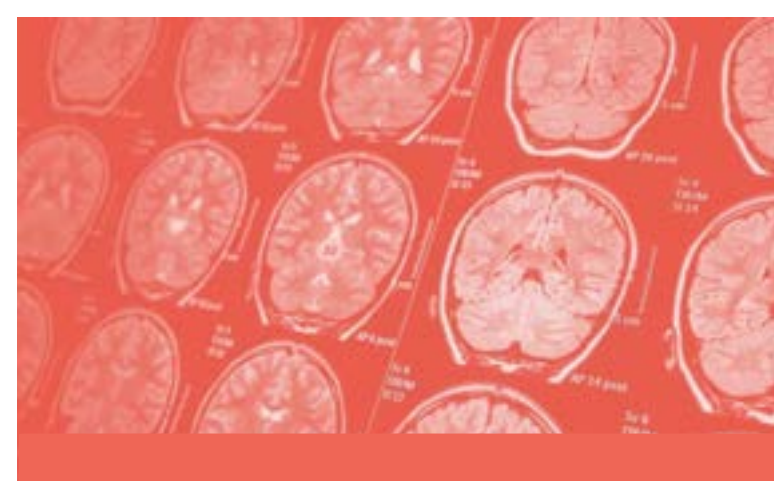
Our themes have each a colour from the NIHR colour palette in 100%.

They shall be used with an image that showcases the theme focus in the theme corresponding colours in Duotones (page 18).



Ageing, Sarcopenia  
and Multimorbidity

C100 M80 Y27 K11  
HEX #193E72



Dementia, Mental Health  
and Neurodegeneration

C1 M75 Y66 K0  
HEX #EA5D4E



Digital Health, Ageing  
Innovation and Inclusion

C73 M10 Y33 K0  
HEX #2EA9B0



Informatics and Precision  
Care for an Ageing

C37 M19 Y20 K2  
HEX #ACBCC3



Liver Disease,  
Multimorbidity

C1 M50 Y86 K0  
HEX #F29330



Musculoskeletal Disease  
and Inflammation Medicine

C0 M19 Y60 K0  
HEX #FED47A



Neuromuscular Disease,  
Rare Disease and

C72 M7 Y71 K0  
HEX #46A86C



Skin Disease, Oral Disease  
and Immunogenomics

C69 M62 Y0 K0  
HEX #6667AD

## Typography

For consistent look and feel across our brand, we have a signature typeface.

Available in a range of weights and free to use, Lato should be used across all materials. Click the link below to download, no other typeface should be used.

# Our typeface is

# Lato

Available in

Downloadable from

Regular, bold and **black**

[Google Fonts](#)

## Messaging

**The way we speak to people is powerful and engaging.**

Using the line that is prevalent in our main logo, our messaging is split into two parts, starting with a powerful statement and then explaining further what we do.

# Transforming lives

# through world-class research in ageing and multiple long- term conditions

## Messaging examples

This page shows how our messaging system can be used.

Have some fun with it, be bold and forward thinking.

## Collaborating and sharing

expertise to maximise the value and impact of our research

## Harnessing research and expertise

to advance the diagnosis, treatment and prevention of ageing syndromes

## Training the next generation

of translational researchers in ageing and multiple long-term conditions

## Style Guide

A few rules when using text across brand material and channels

For consistency, follow the below style rules in text

- No full stops in headlines or sub headlines
- Sub headlines are reduced to one sentence
- Capitals in titles
- Names throughout in capitals unless the name is written in miniscules specifically
- Spell 'and' in full, do not use the ampersand (&)

## People imagery

**We're passionate about the people we work with.**

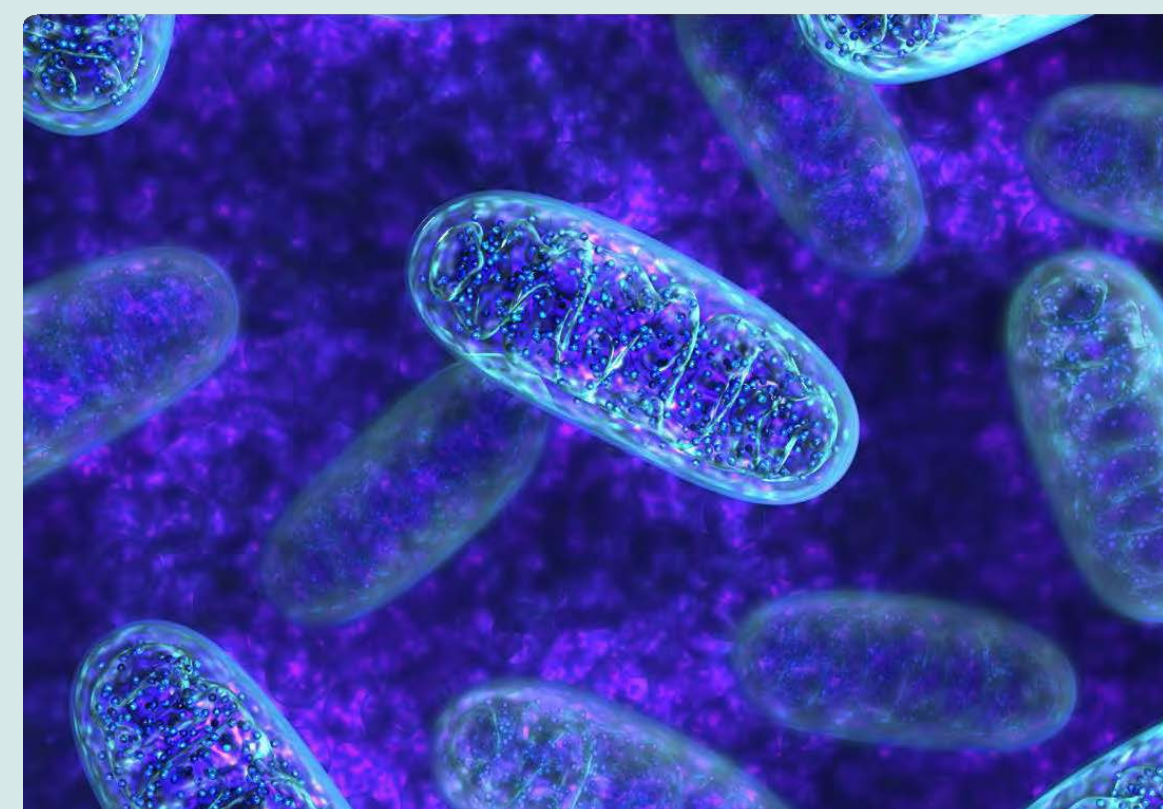
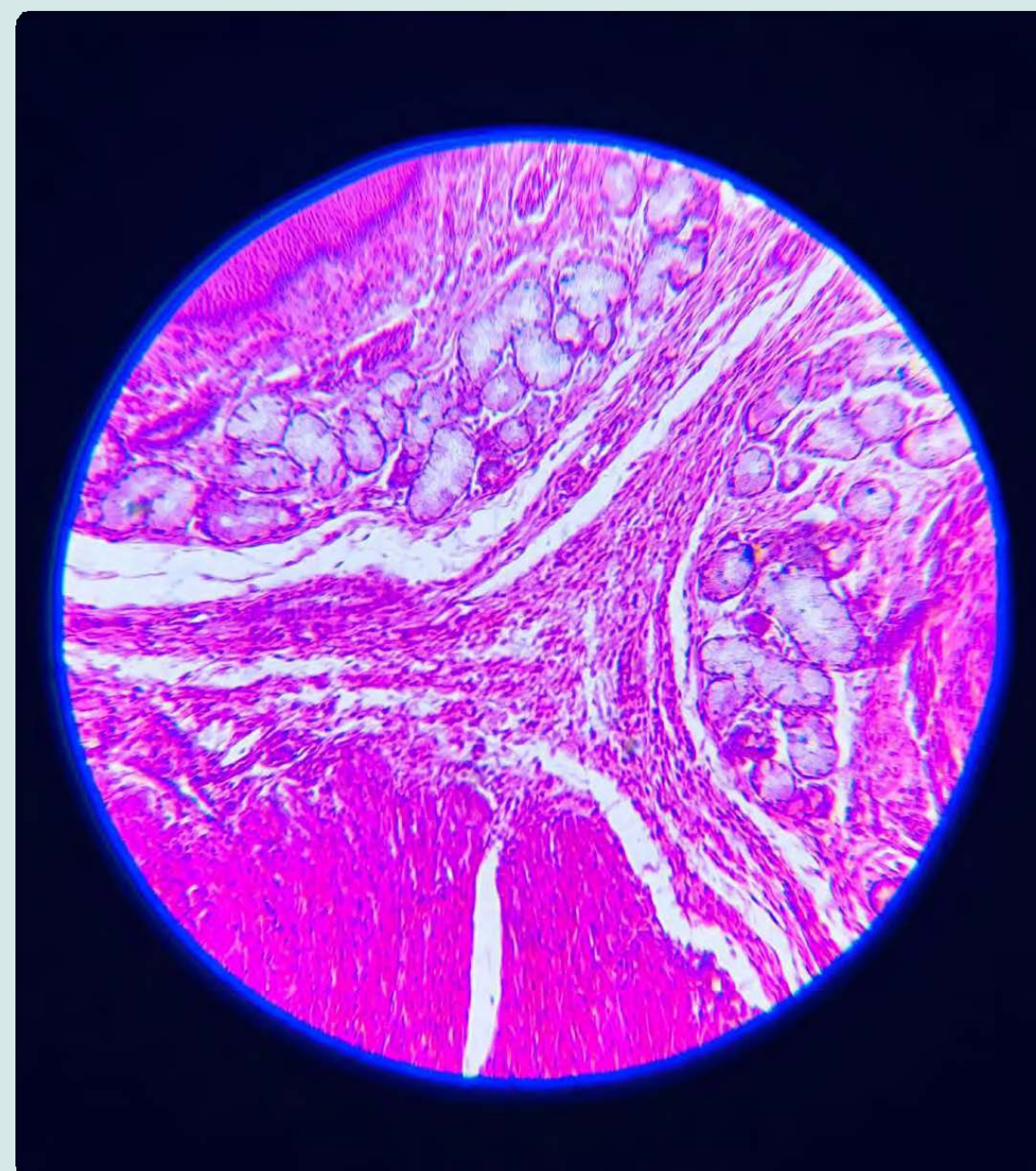
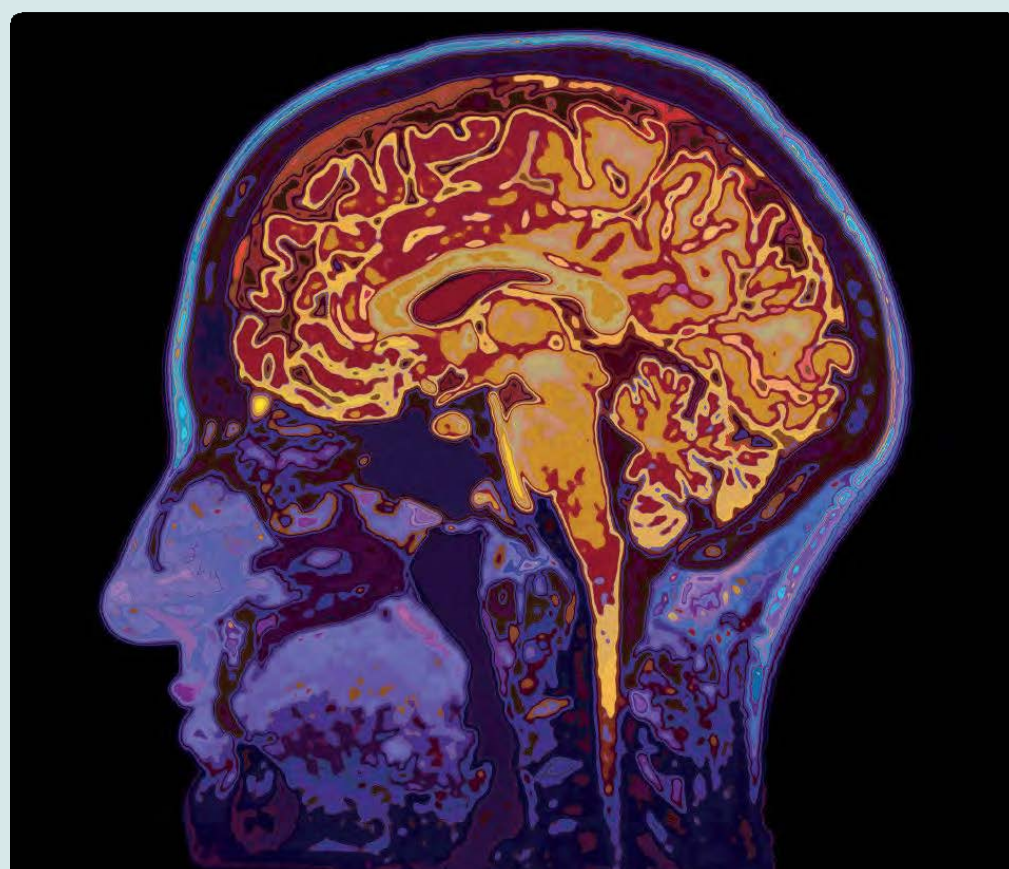
Whether its the researchers, scientists or patients, we want to show the people behind NIHR Newcastle BRC as much as we can. It shows how personable we are and how doing good for people is at the centre of everything we do.



## Macro imagery

We use cutting edge techniques in our research.

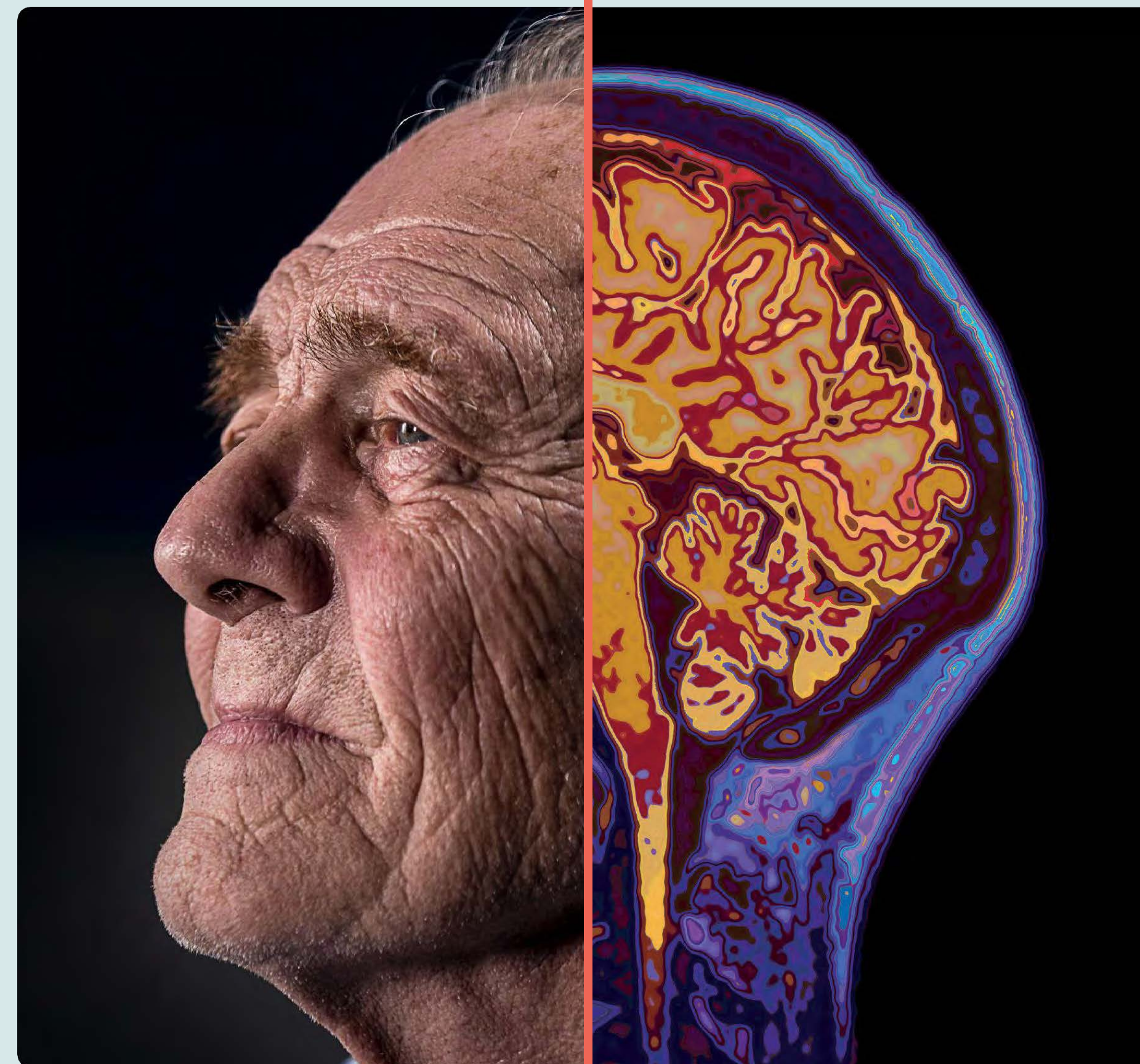
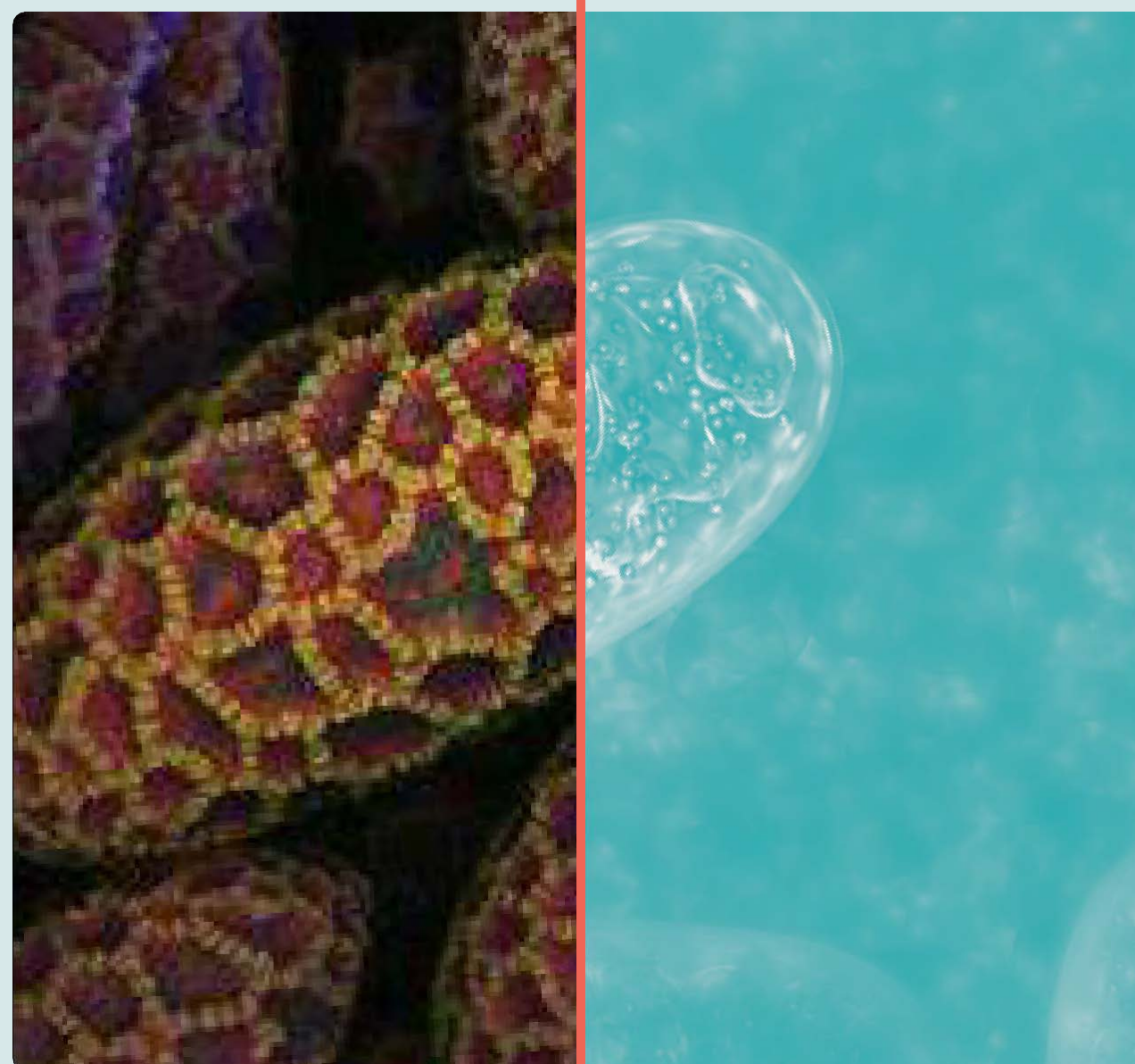
Using macro and technical photography contrasts our people based photography.



## Image treatments

**We seamlessly merge both sides of our imagery.**

Our imagery is brought together in a striking and visual way to show the coherent relationship between everything that NIHR Newcastle BRC offers.

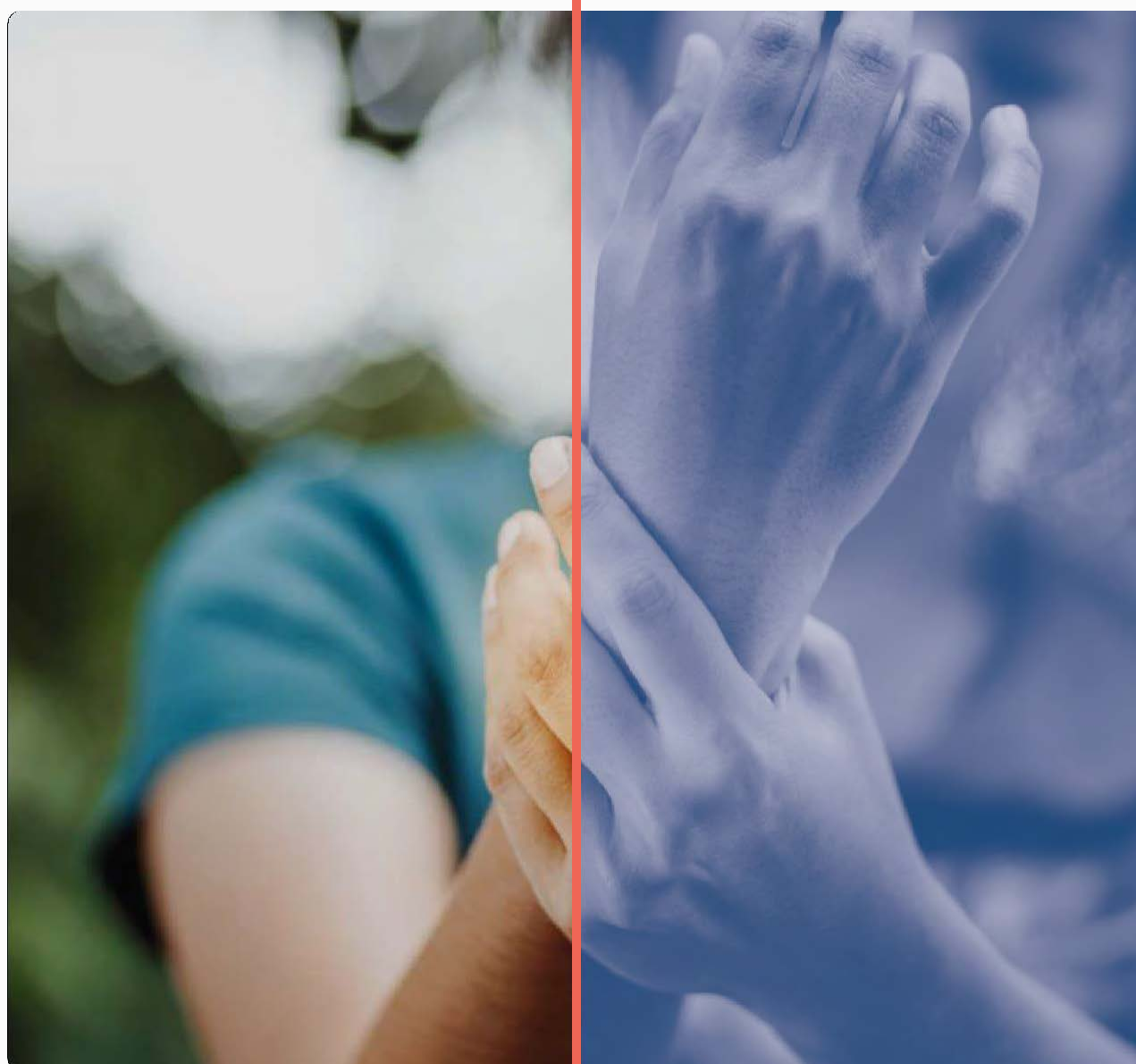




## Image treatments

Alternatively, a single image can be used.

When this is the case, a simple visual duotone treatment in our brand colours adds the contrast that is prevalent on the examples on the previous page.



## Creating duotones

Use this page as a tutorial to create duotones in Canva.

**Step one** is simple. Just upload your image.

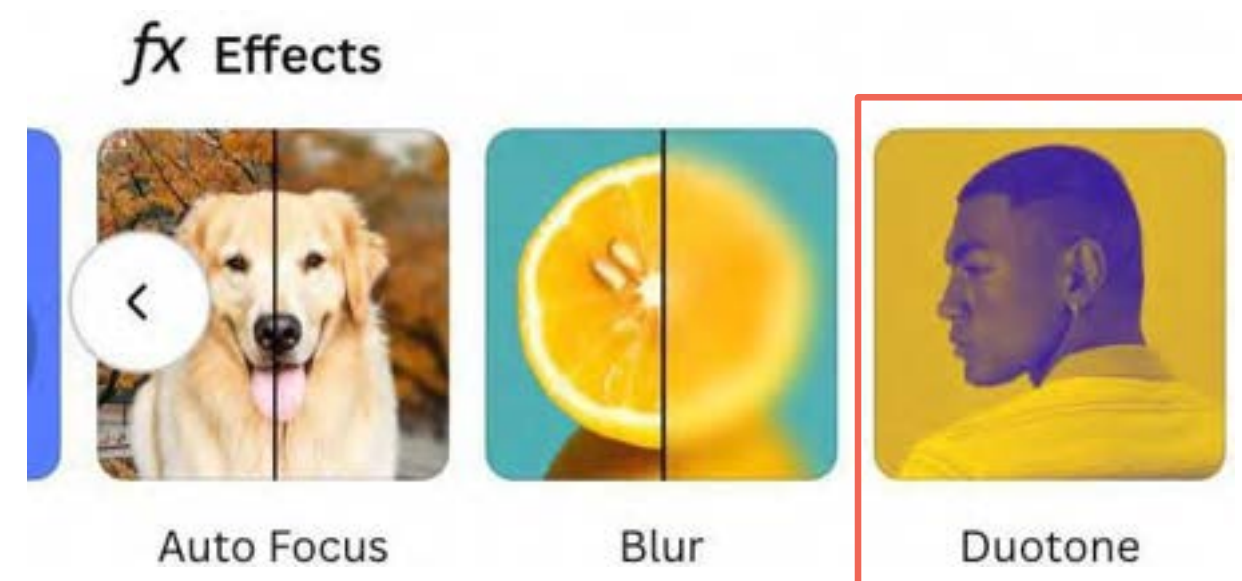
### Step two

Click **edit photo** on the top left of Canva.



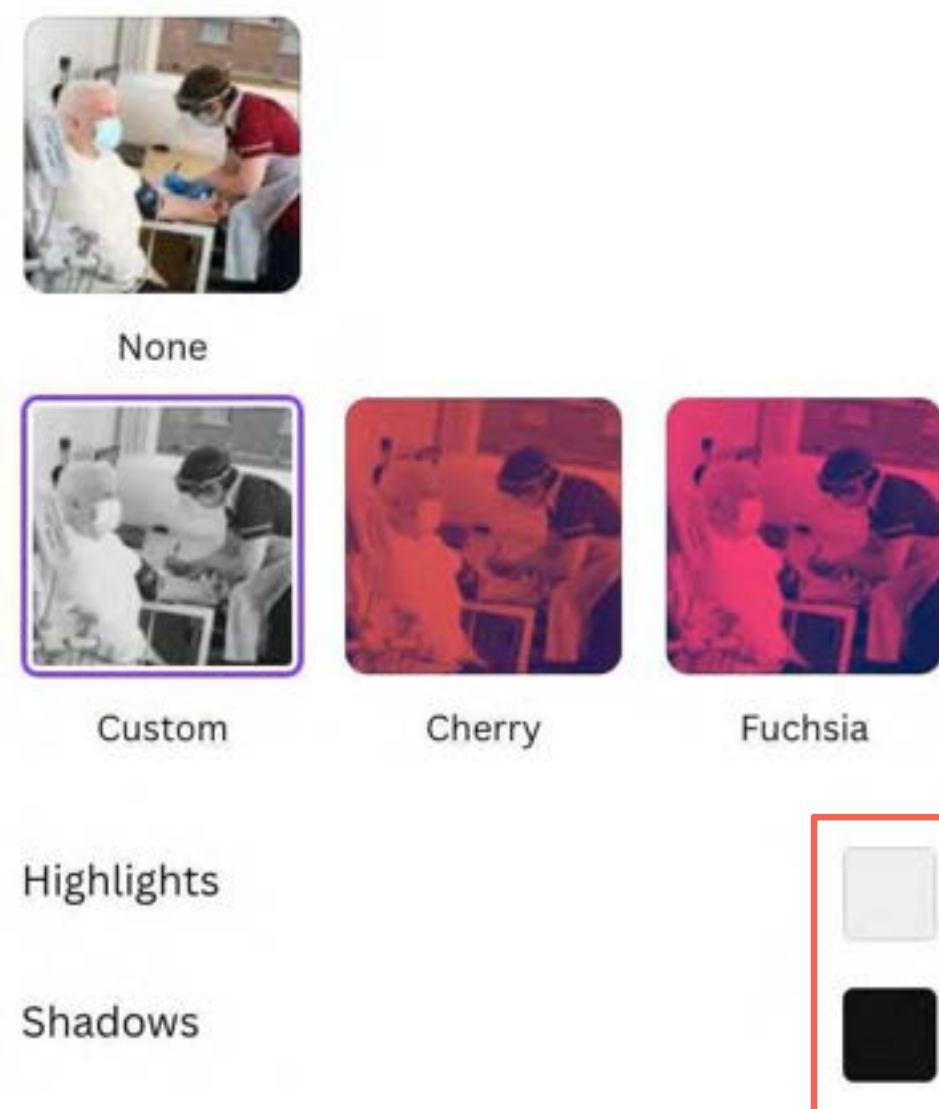
### Step three

On the left of Canva, find the **effects** panel below and scroll to find **duotone**.



### Step four

In the **duotone** panel, find the **custom** setting. Use the colour values found on page 6 in the highlights and shadow to bring in line with our palette.



### Final image

Your final image should look like the below. Try out different colour values on page 6 for different feels.

