NIHR | Newcastle Biomedical Research Centre

Our brand styling | and how to use it

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

NIHR | Newcastle Biomedical Research Centre

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.
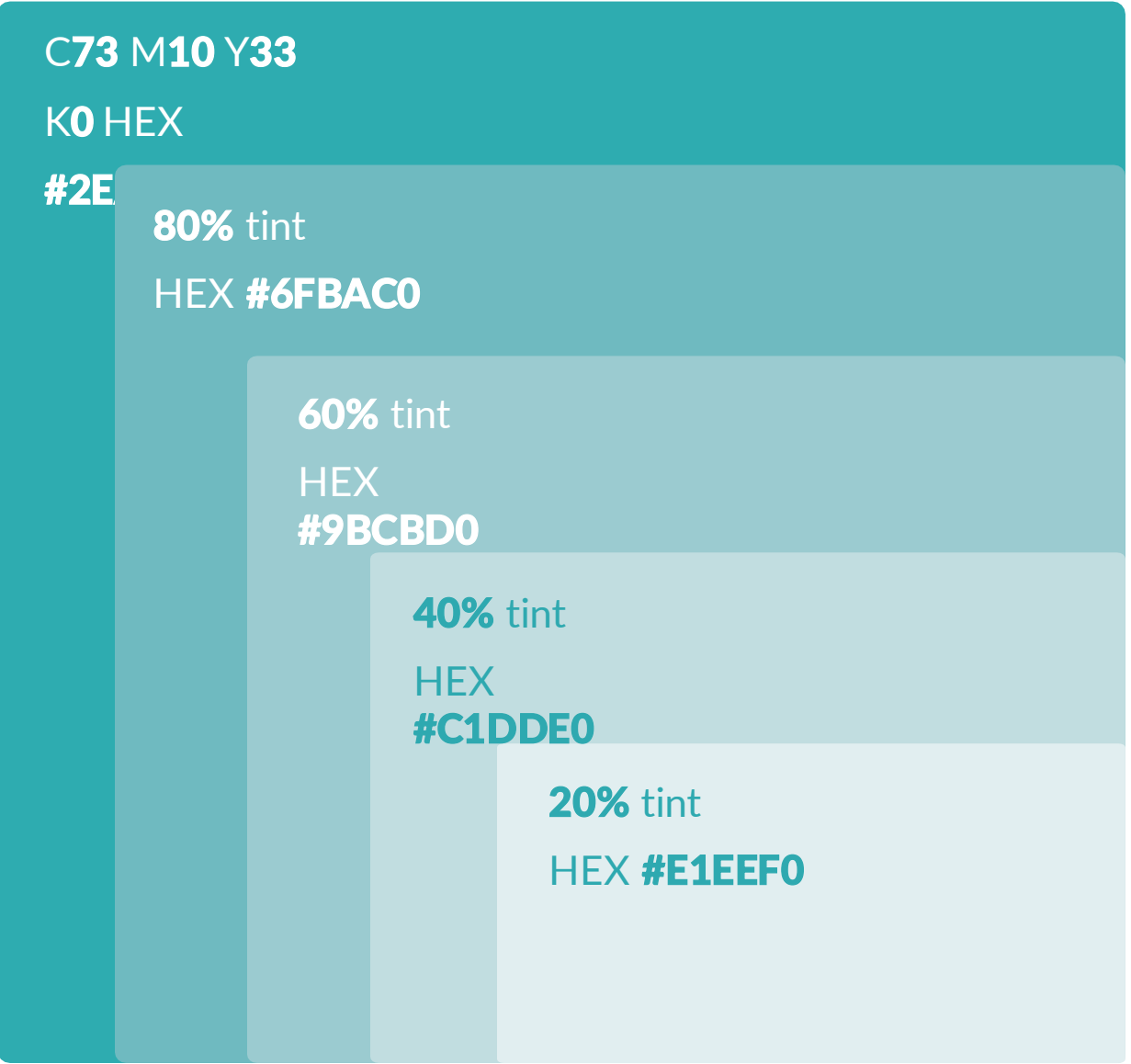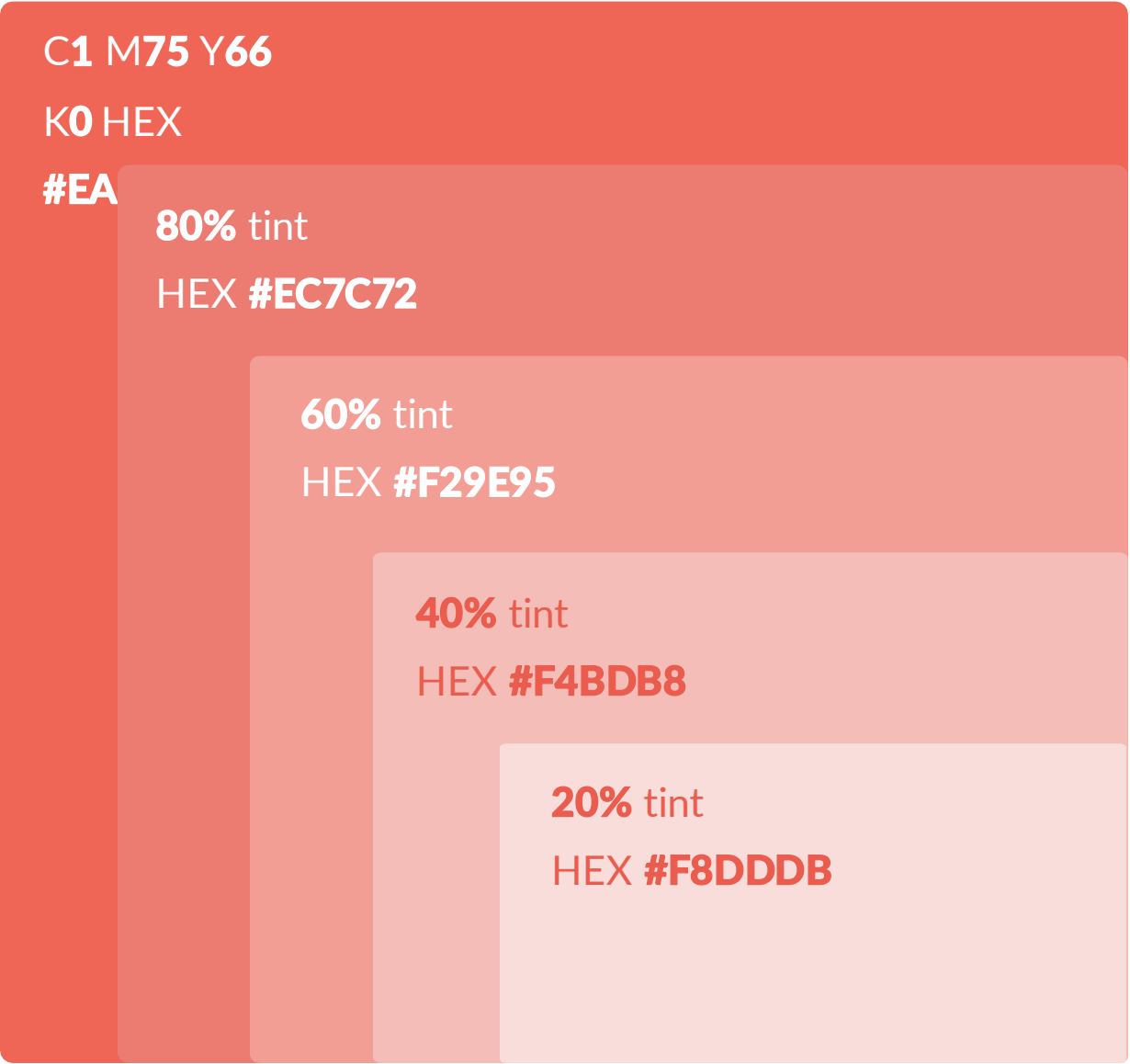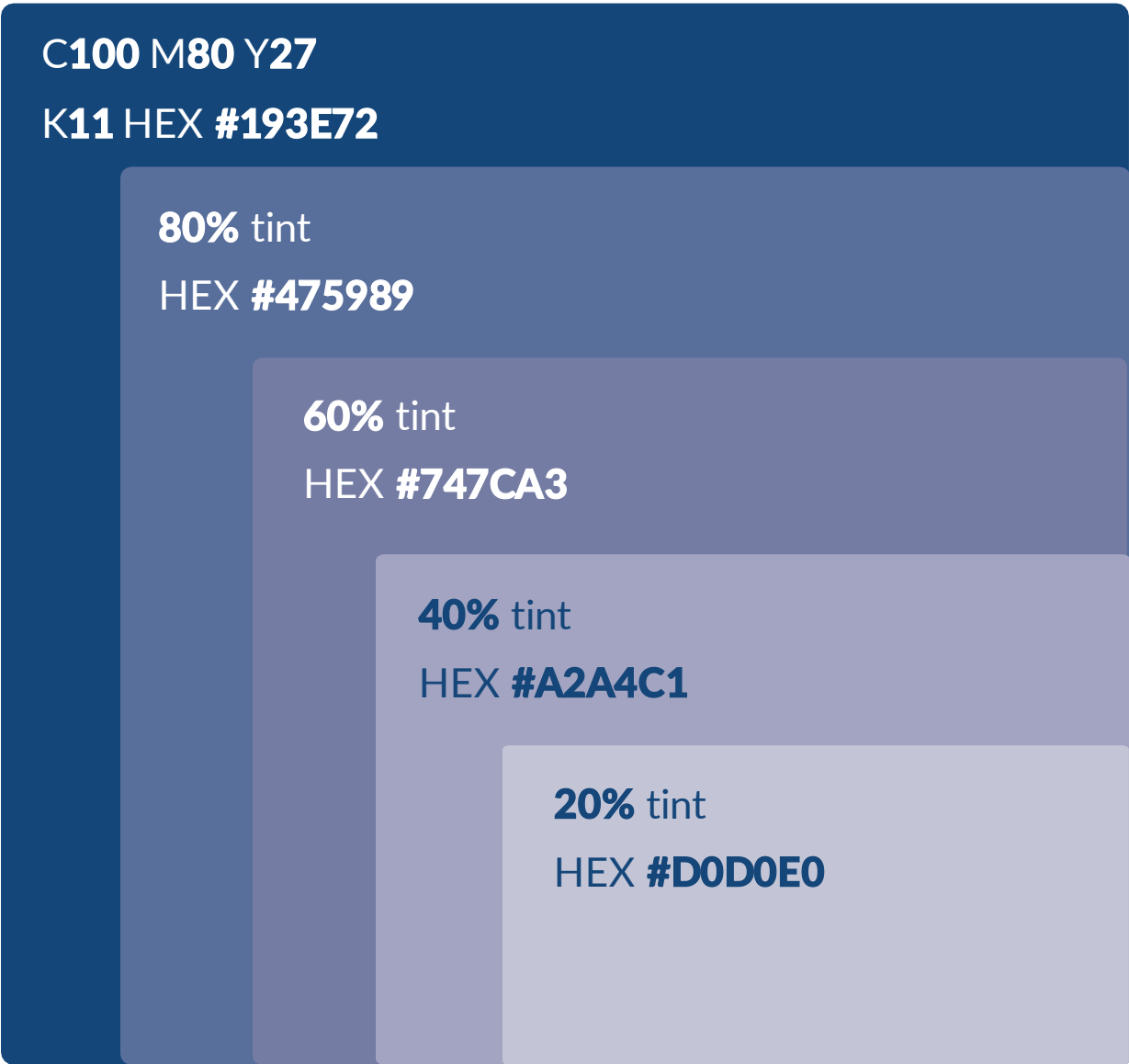
Primary brand colours

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.**

C**100** M**80** Y**27**

K**11** HEX **#193E72**

80% tint

HEX **#475989**

60% tint

HEX **#747CA3**

40% tint

HEX **#A2A4C1**

20% tint

HEX **#D0D0E0**

C**1** M**75** Y**66**

K**0** HEX

#EA

80% tint

HEX **#EC7C72**

60% tint

HEX **#F29E95**

40% tint

HEX **#F4BDB8**

20% tint

HEX **#F8DDDB**

C**73** M**10** Y**33**

K**0** HEX

#2E

80% tint

HEX **#6FBAC0**

60% tint

HEX
#9BCBD0

40% tint

HEX
#C1DDE0

20% tint

HEX **#E1EEF0**

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 **#DFE3E7**

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
#46A

80% tint
HEX **#79B989**

60% tint
HEX **#A1CAA6**

40% tint
HEX **#C4DDC5**

20% tint
HEX **#E2EEE3**

Iconography

Our icons represent each of our themes.

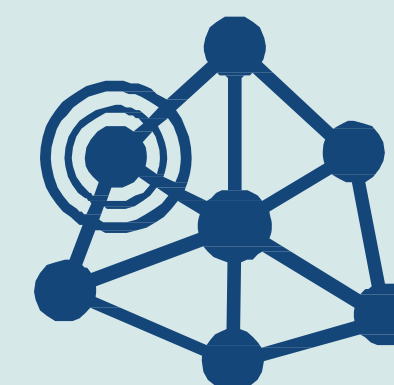They are a simple way to sum up the complex subject matter that each of our themes represent.

Ageing, Sarcopenia and Multimorbidity

Dementia, Mental Health and Neurodegeneration

Digital Health, Ageing Innovation and Inclusion

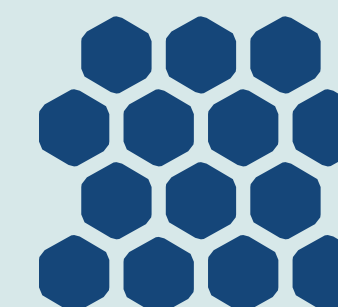**Informatics and Precision Care for an Ageing Population**

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, imagery and icons

Our themes have a colour from the NIHR colour palette each.

They shall be used in all their shades. Theme imagery can be used in a duotone style as an option as well as the icons in the theme colours.
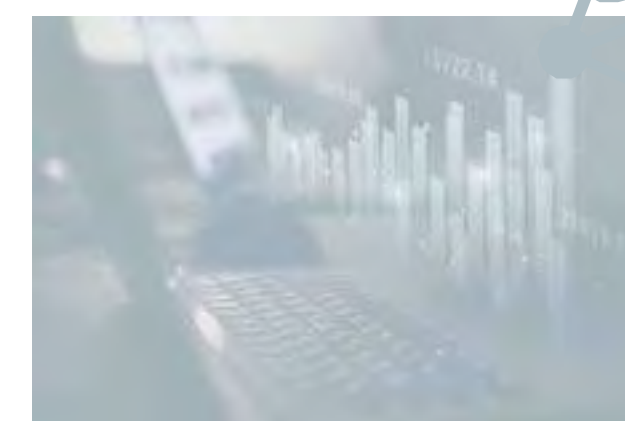
Ageing, Sarcopenia and Multimorbidity

Dementia, Mental Health and Neurodegeneration

Digital Health, Ageing Innovation and Inclusion

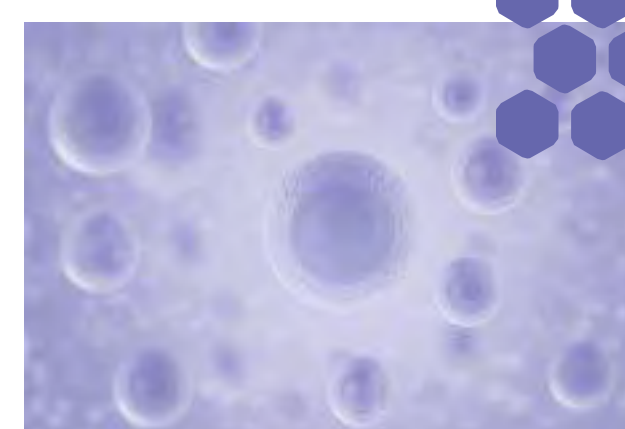**Informatics and Precision Care for an Ageing Population**

Liver Disease, Multimorbidity and Lifestyle

Musculoskeletal Disease and Inflammation Medicine

Neuromuscular Disease, Rare Disease and Mitochondrial Dysfunction

Skin Disease, Oral Disease and Immunogenomics

Theme colours and text combination

Please follow the NIHR's guidelines for accessible text colours.

|	
Foreground #FFFFFF **Background** #193E72	**White on navy** White #FFFFFF NIHR navy #193E72
Foreground #F8DDDB **Background** #193E72	**Coral on navy** 20% NIHR coral #F8DDDB NIHR navy #193E72
Foreground #C1DDE0 **Background** #193E72	**Aqua on navy** 40% NIHR aqua #C1DDE0 NIHR navy #193E72
Foreground #DFE3E7 **Background** #193E72	**Grey on navy** 40% NIHR grey #DFE3E7 NIHR navy #193E72
Foreground #FED47A **Background** #193E72	**Yellow on navy** 100% NIHR yellow #FED47A NIHR navy #193E72
Foreground #FCD6B0 **Background** #193E72	**Orange on navy** 40% NIHR orange #FCD6B0 NIHR navy #193E72
Foreground #C4DDC5 **Background** #193E72	**Green on navy** 40% NIHR green #C4DDC5 NIHR navy #193E72
Foreground #E0DFF1 **Background** #193E72	**Purple on navy** 20% NIHR purple #E0DFF1 NIHR navy #193E72

Theme colours and text combination - Reverse colours

Please follow the NIHR's guidelines for accessible text colours.

#193E72
Foreground
Background
#F8DDDB

Navy on coral
NIHR navy #193E72
20% NIHR coral
#F8DDDB

#193E72
Foreground
Background
#E1EEF0
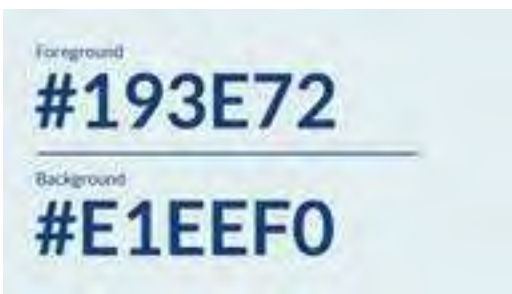
Navy on aqua
NIHR navy #193E72
20% NIHR aqua
#E1EEF0

#193E72
Foreground
Background
#DFE3E7

Navy on grey
NIHR navy #193E72
40% NIHR grey
#DFE3E7

#193E72
Foreground
Background
#FED47A

Navy on yellow
NIHR navy #193E72
100% NIHR yellow
#FED47A

#193E72
Foreground
Background
#FCD6B0
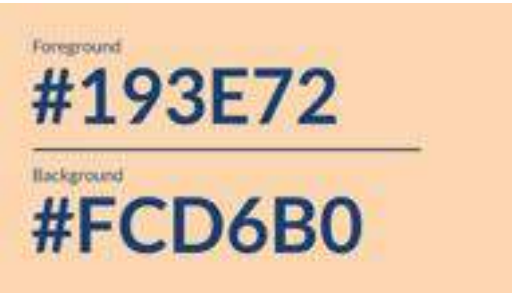
Navy on orange
NIHR navy #193E72
40% NIHR orange
#FCD6B0

#193E72
Foreground
Background
#C4DDC5
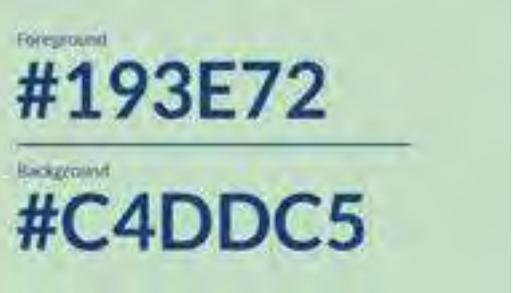
Navy on green
NIHR navy #193E72
40% NIHR green
#C4DDC5

#193E72
Foreground
Background
#E0DFF1

Navy on purple
NIHR navy #193E72
20% NIHR purple
#E0DFF1

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 | Regular, **bold** and **black**

Downloadable from | **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

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.
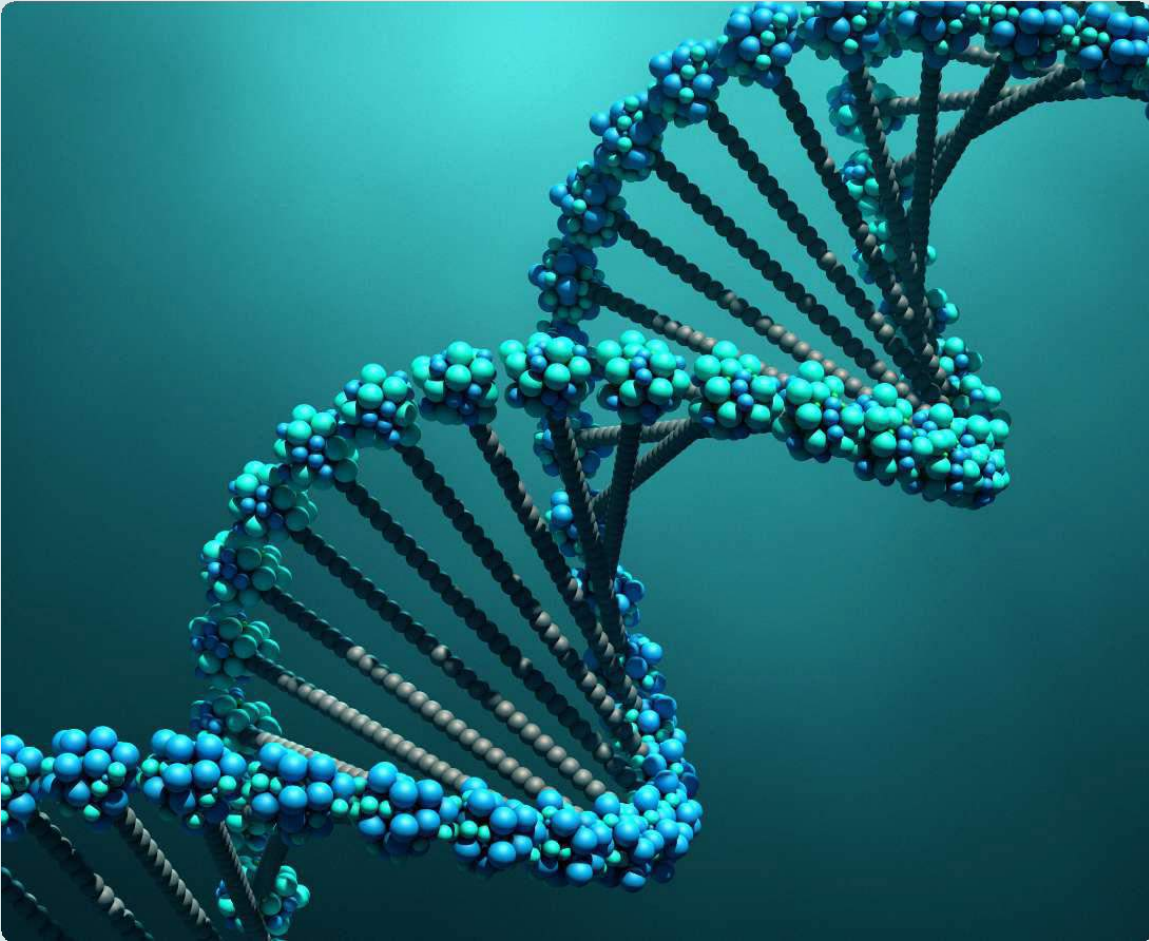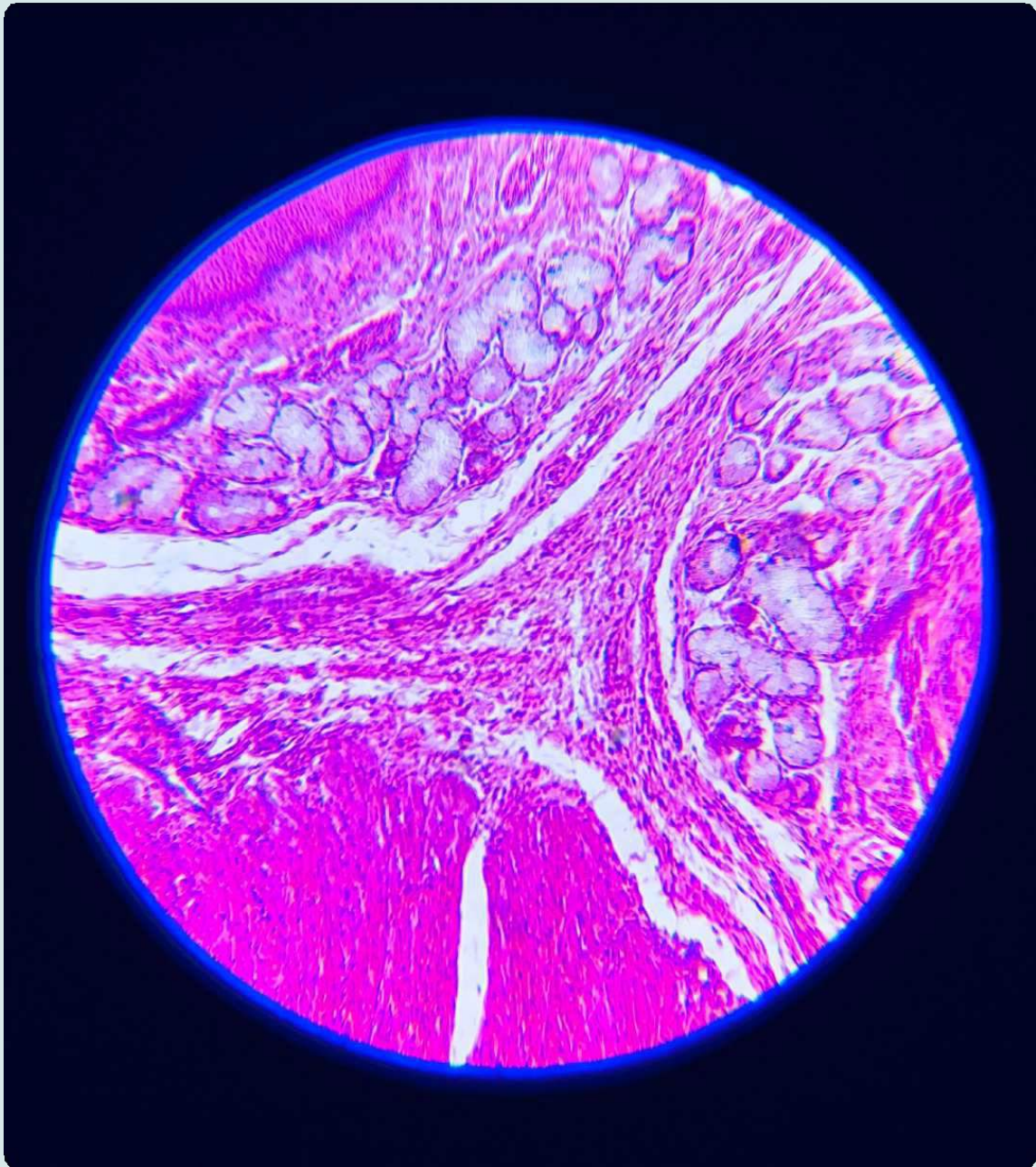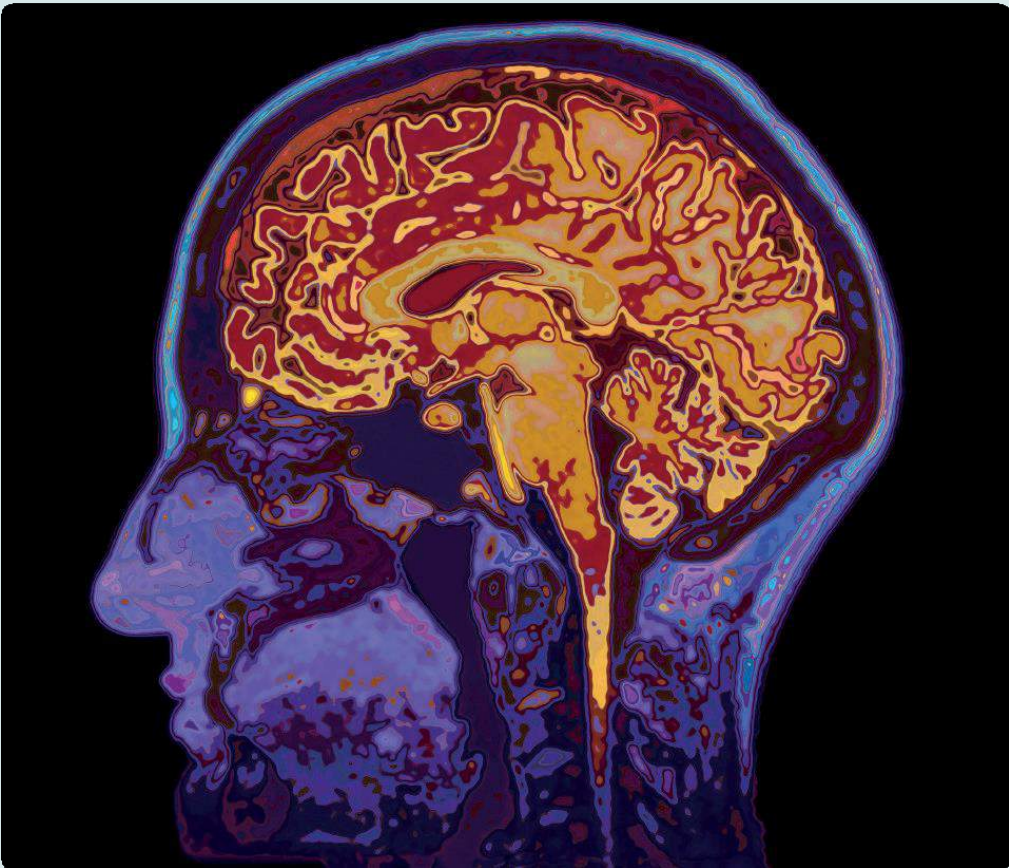
Macro imagery

We use cutting edge techniques in our research.

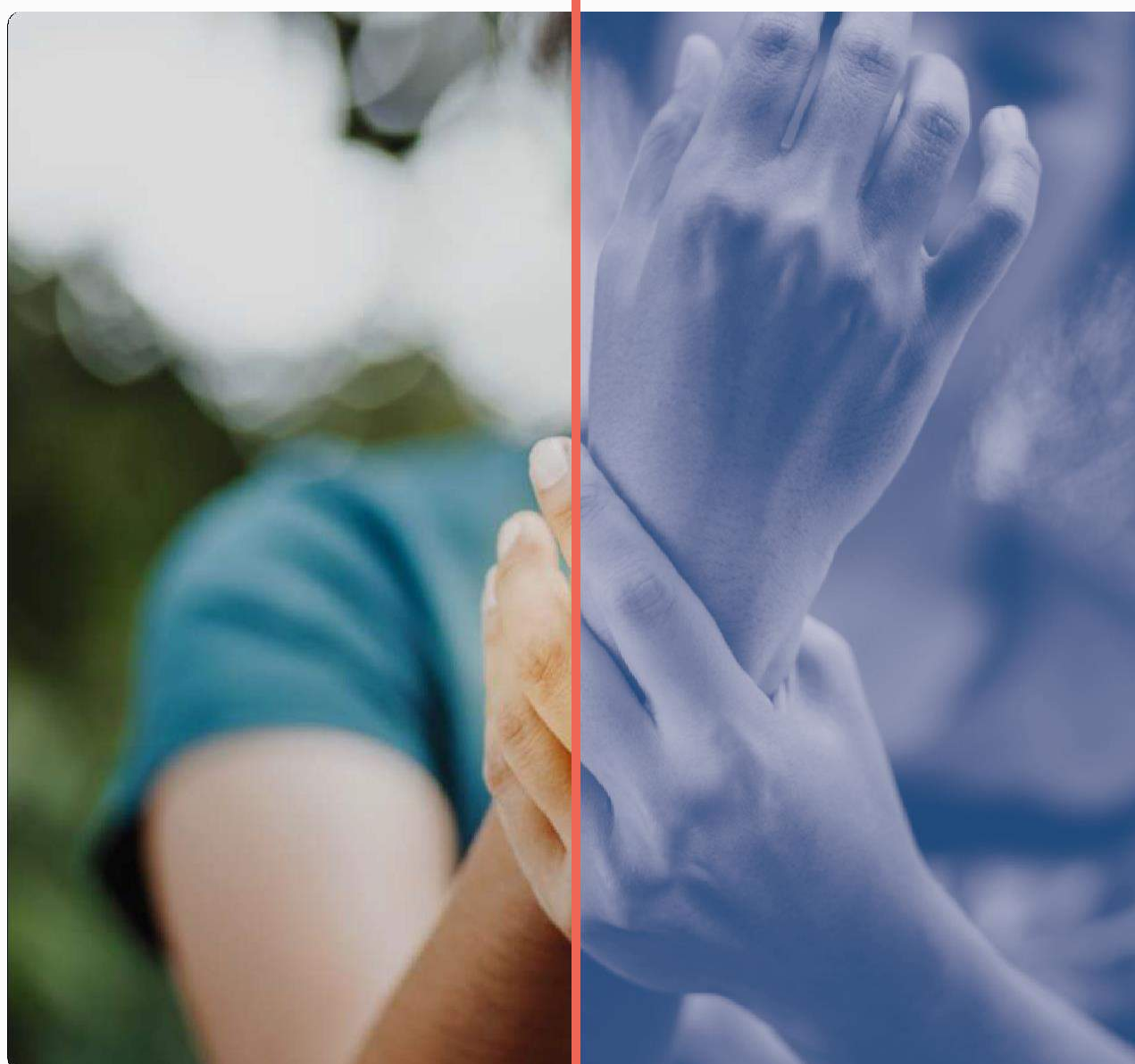Using macro and technical photography contrasts our people based photography.
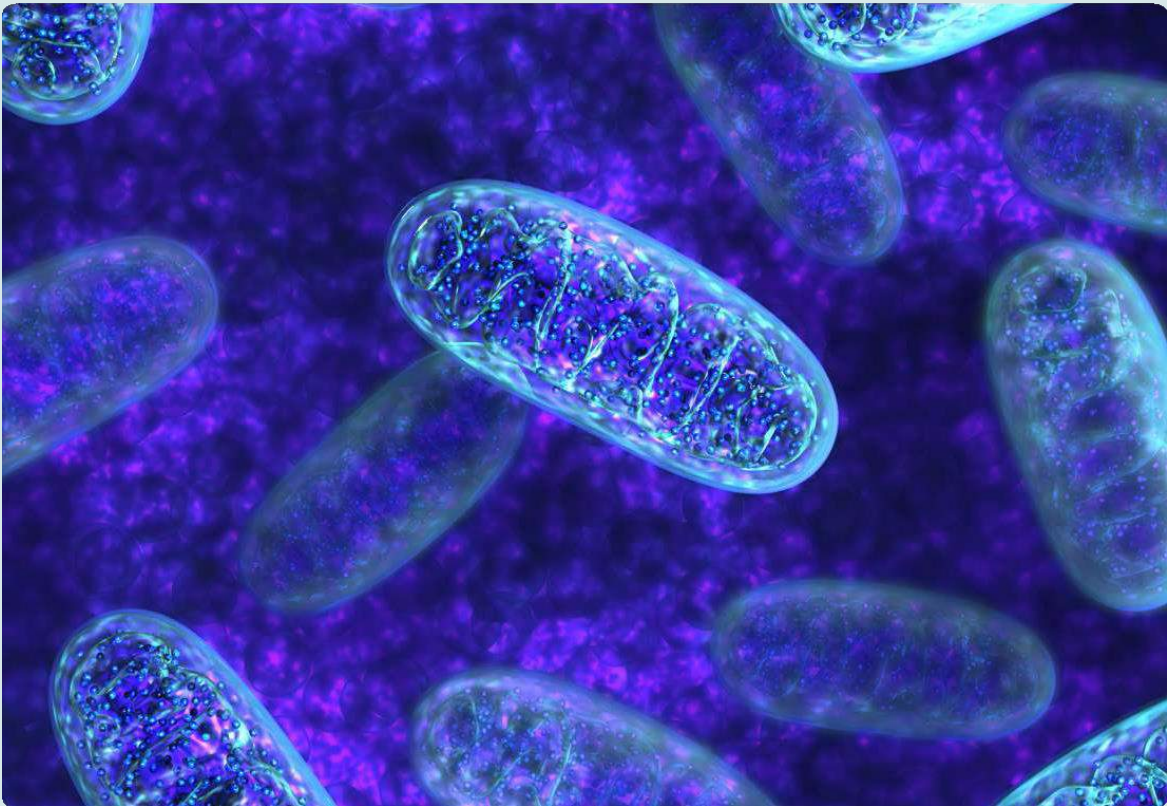
Image treatments

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
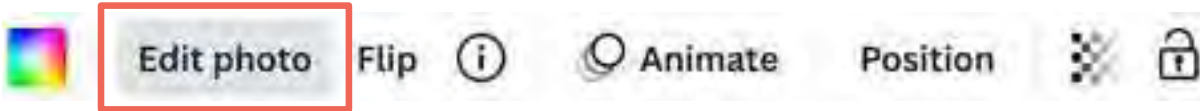on the previous page.

Creating duotones

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

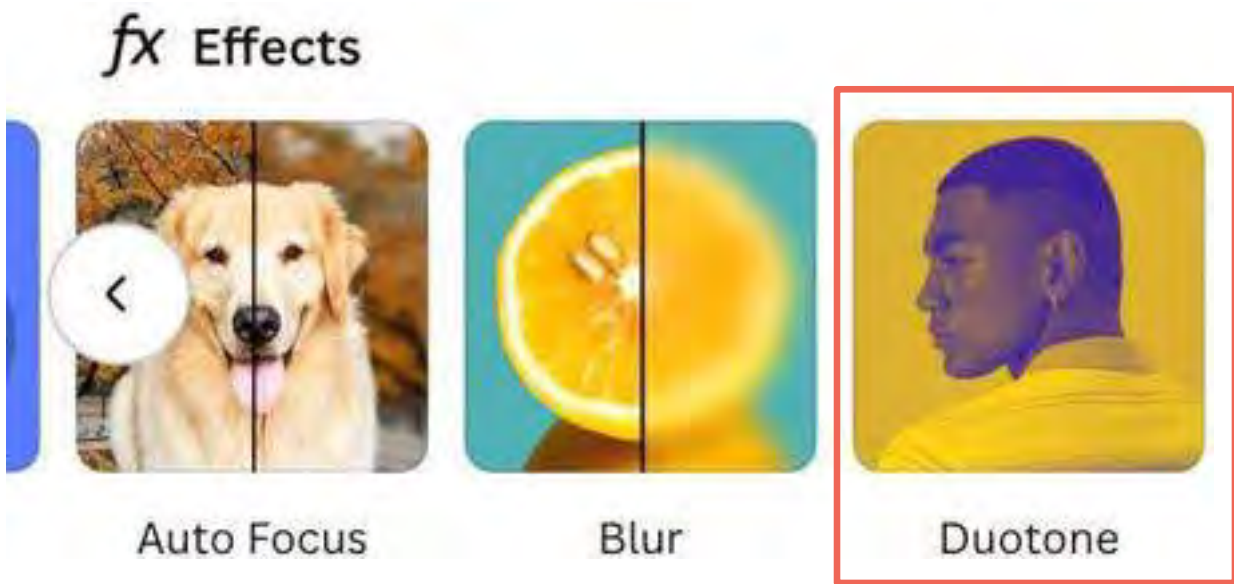**Step one** is simple. Just upload your image.

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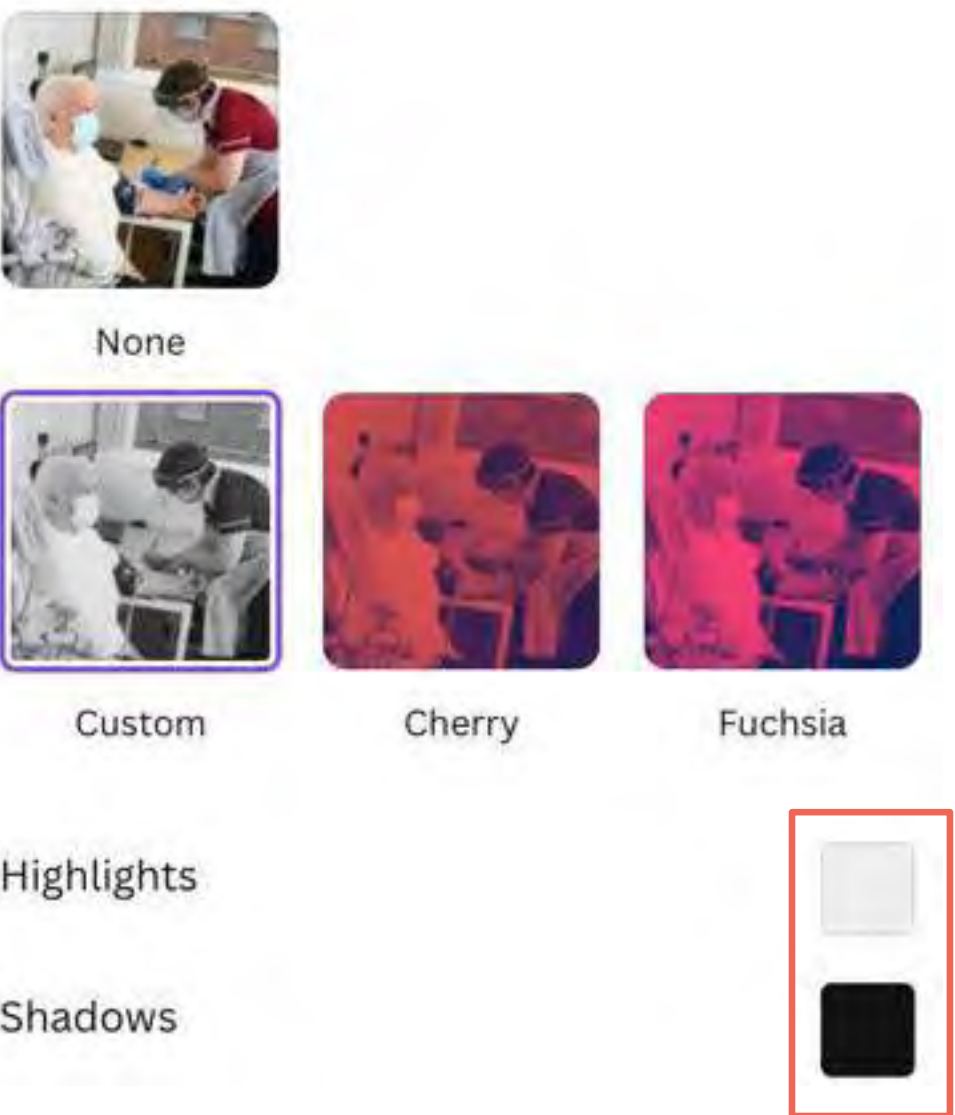
Click **edit photo** on the top left of Canva.

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.