

Identity Guidelines

We believe advancements in research and innovation lead to economic growth and help to deliver sustainable development goals. In recent decades, significant progress has been made in: improving people's health, making the world a better place for women, designing laws that foster open and just societies, and taking action to protect our planet.

Introduction

The Newton Fund builds outstanding research and innovation partnerships with select countries in Africa, Asia and Latin America to support economic development and social welfare, tackle global challenges and develop talent and careers. The fund is managed by the UK's Department for Business, Energy and Industrial Strategy (BEIS), and delivered by UK and international partners. UK investment is matched by investment and resources from partner countries.



Contents

Logo

Our logo	3
Colour variations	4
Logo don'ts	5
Logo exclusion zones	6
Logo positioning	7
Partner Country logos	8
Creating a Partner Country logo	9
Newton Prize logo	10
Secondary titling	11
Co-branding with GCRF	12

Identity elements

Colour palette	14
Typeface	15
Type in use	16
Design device	17
Icon style	18
Photography	19

Applying the identity

Social media	21
Document cover design	22
Layout examples	23
Document templates	24
PowerPoint presentations	25
PowerPoint presentations	26
Pull-up banner	27
Email signature	28
Co-branded email signature	29
Business card	30
Contacts and artwork	31

Logo

Our logo

This logo should be used wherever possible. Secondary logos (see **page 4**) will sometimes be more appropriate for layout or accessibility reasons.

All identity artwork is available in a variety of file formats from our website



Newton Fund

Colour variations

Your background colour will dictate which version of the logo you use.

White background

When placing the logo on a white background, use the logo with the blue strip. If using a one colour print use the black version of the logo.

On a white background



One colour print on a white background



Colour background

Always use the white version of the logo when placing it on dark coloured backgrounds. The reversed white text version may also be used over dark imagery. Make sure there is sufficient contrast for the blue and a place the logo over a non-busy area of the image.

On a colour background



Over dark imagery



Logo don't's

The configurations of the logo must never be altered. Always use the identity artwork provided. Please see **pages 3** and **4** for details of appropriate logo use.



**Newton
Fund**

X

Don't squash or distort the logo



**Newton
Fund**

X

Don't place the logo at an angle



**Newton
Fund**
Institutional Links

X

Don't add a strapline near the logo



**Newton
Fund**

X

Don't distort the proportion of the logo graphic



**Newton
Fund**

Don't place the logo on images where it may get lost



**Newton
Fund**

X

Don't alter the colour of the logo

Logo exclusion zones

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The following is the minimum clearance area. Whenever possible, leave more space around the logo than the exclusion zone.

The height and width of the clear space is set by the height of the letter N.

Logo sizing

On A4 the preferred size for primary branding is 55mm wide. (See **page 12** for co-branding). Please scale proportionally for other sizes.

Logo minimum size for print

To make sure the logo is clear and legible, it should never appear smaller than 26mm in print.

Logo minimum size for digital

The logo should never appear smaller than a width of 100px on screen.



Minimum exclusion zone

26mm (Print)
100px (Digital)
(not to scale)

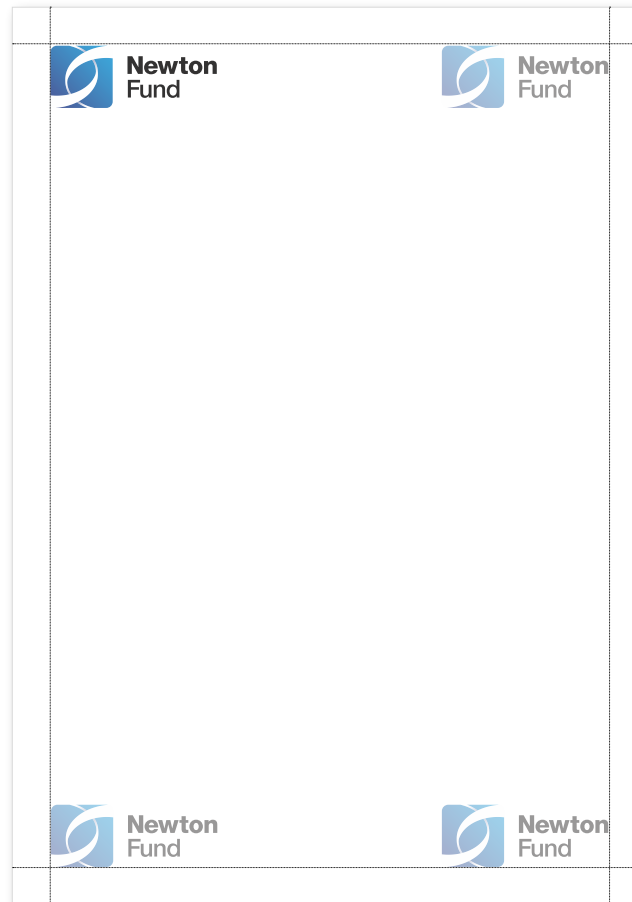


Minimum size

Logo positioning

For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown on **page 12**.

Whenever possible the logo should be placed at the top left hand-side of the page. Should the design not permit this, place according to the guide shown here.



Partner Country logos

A number of approved Partner Country logos have been created. These usually incorporate Newton with the name of a chosen scientist from the Partner Country. Use official partner logos for communication activity specific to that country partnership.

Colombia



**Newton-Caldas
Fund**

Egypt



**Newton-Mosharafa
Fund**

India



**Newton-Bhabha
Fund**

Malaysia



**Newton-Ungku Omar
Fund**

Jordan



**Newton-Khalidi
Fund**

Kenya



**Newton-Utafiti
Fund**

Peru



**Newton-Paulet
Fund**

Philippines



**Newton Agham
Fund**

Creating a Partner Country logo

The Partner Country logos follow the same design principles as the Newton Fund logo. For consistency, the Partner Country scientist's name should be added as shown below.

When using a Partner Country logo, all the other guidelines laid out in this document must still be adhered to.

In some instances, it may be necessary to approach the design of a partner logo differently, for example for policy or linguistic reasons. Exceptions must only be developed by the Newton Fund Programme Management Team.

A hyphen is placed between 'Newton' and the scientist's name.



The scientist's name is set in Helvetica Neue Bold 75. The font is used with the same size and baseline as 'Newton'.

The additional characters are individually kerned to optically balance the typography of 'Newton'.

There are currently one approved exception which is shown below.

Turkey



Newton Prize logo

A variation on the Newton logo has been created for the Newton Prize.

When using the Newton Prize logo, all the other guidelines laid out in this document must still be adhered to.



Newton Prize

Secondary titling

Secondary titling for events or initiatives can be accommodated by placing text to the right of the logo, separated by a vertical keyline.

In this circumstance the keyline can enter the normal exclusion zone. The keyline should be 1pt weight when using the preferred size for A4 materials. Please scale proportionally for other sizes.

The width of the clear space is set by the weight of the letter F.

The secondary titling should be set in Helvetica Neue 65 Medium. Font size and baselines should match the lettering of 'Newton Fund'. Secondary titling should appear in Newton Blue in full colour versions.



Co-branding with GCRF

When producing co-branded documents with Global Challenges Research Fund (GCRF) such as the annual report:

- the BEIS crest should be placed at the top left hand-side of the page
- the Newton Fund and GCRF logos should appear at the bottom of the cover (when using Newton branding, the Newton Fund logo should come first)
- incorporate Pantone 7710 C, which is only used when co-branding with GCRF, within the gradient
- consider the photography selection (in the example shown top down imagery has been used to tie in with the GCRF brand)

See **page 22** for guidance for other partners.

Pantone 7672 C



Pantone 7710 C

Identity elements

Colour palette

A classic and broad colour palette supports the identity.

Primary colours

Our primary colours are Pantone 7672 C and Pantone 298 C.

We have an additional colour available for co-branded Newton Fund/GCRF products: Pantone 7710 C.

Secondary colours

Consider accessibility, for example Pantone 143 C should not be used for text as there is insufficient contrast.

Gradients

These can be created from our colour palette as shown. They should be used for flat colour backgrounds and appear in the icons, but are not used for text.

Always use the correct Pantone colour references or their CMYK, RGB or web hex equivalents shown. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone solid coated).

Primary colours



Pantone 7672 C
C83, M82, Y14, K2
R76, G65, B133
HEX: 4C4185



Pantone 298 C
C68, M8, Y2, K0
R59, G180, B229
HEX: 3BB4E5

Co-branding with GCRF



Pantone 7710 C
C80, M9, Y30, K0
R0, G165, B181
HEX: 00A5B5



Pantone
7672 C-7710 C

Secondary colours



Pantone 7649 C
C43, M100, Y24, K17
R142, G26, B96
HEX: 8E1A60



Pantone 5473 C
C88, M41, Y45, K32
R5, G93, B103
HEX: 055D67



Pantone 347 C
C 83, M 3, Y 91, K 1
R0, G153, B32
HEX: 009945



Pantone 166 C
C2, M77, Y100, K0
R230, G84, B0
HEX: E65400



Pantone 143 C
C3, M34, Y85, K0
R245, G179, B51
HEX: F5B333

Gradients



Pantone
7672 C-298 C



Pantone
7672 C-7649 C



Pantone
5473 C-347 C



Pantone
166 C-143 C

Typeface

Our main typeface is Helvetica Neue.

The Helvetica Neue family is flexible with a wide range of weights which is essential when creating large, text-heavy documents.

These are the key weights for most applications. Please see **page 16** for type style and hierarchy guidance.

Alignment

Type alignment should be ranged left.

Character settings

Kerning must be set to optical, tracking at Opt.

When producing PowerPoint presentations or reports in Word, Arial should be used.

The same guidance on usage still applies. Simply substitute Helvetica Neue Light or Roman for Arial Regular, and Helvetica Neue Bold or Medium for Arial Bold.

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Type in use

Consistent application of our type style and hierarchy reinforces clarity and professionalism. Illustrated here are the most common type styles used for A4 documents.

Whenever possible, keep to these style sheets to ensure that the identity is used consistently.

1. **Title**
36/41pt Helvetica Neue 45 Heavy
2. **Subtitle**
22/25pt Helvetica Neue 45 Medium
3. **A heading**
19/21pt Helvetica Neue 45 Heavy
4. **B heading/
introductory copy**
17/20pt Helvetica Neue 45 Medium
5. **C heading**
15/18pt Helvetica Neue 65 Heavy
6. Body copy
12/15pt Helvetica Neue 45 Light
7.
 - Bullet point text should have a hanging indent, as shown here
12/15pt with a 7mm indent in Helvetica Neue 45 Light
8.
 1. Numbered text should have a hanging indent whenever spacing permits
12/15pt with a 7mm indent in Helvetica Neue 45 Light
9. **Title for charts, graphs, figures or tables**
10/12pt Helvetica Neue 55 Bold
10. Captions and source information
10/12pt Helvetica Neue 55 Roman
11. ¹ Footnotes
10/12pt Helvetica Neue 45 Light

Design device

Our Newton arcs have been created to work in harmony with our logo. Cropped sections of the arc can be enlarged and used in a variety of ways:

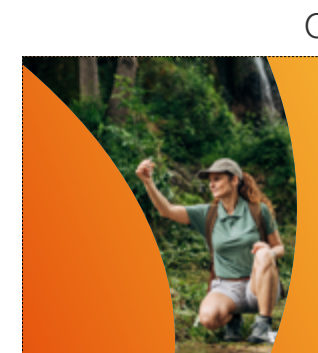
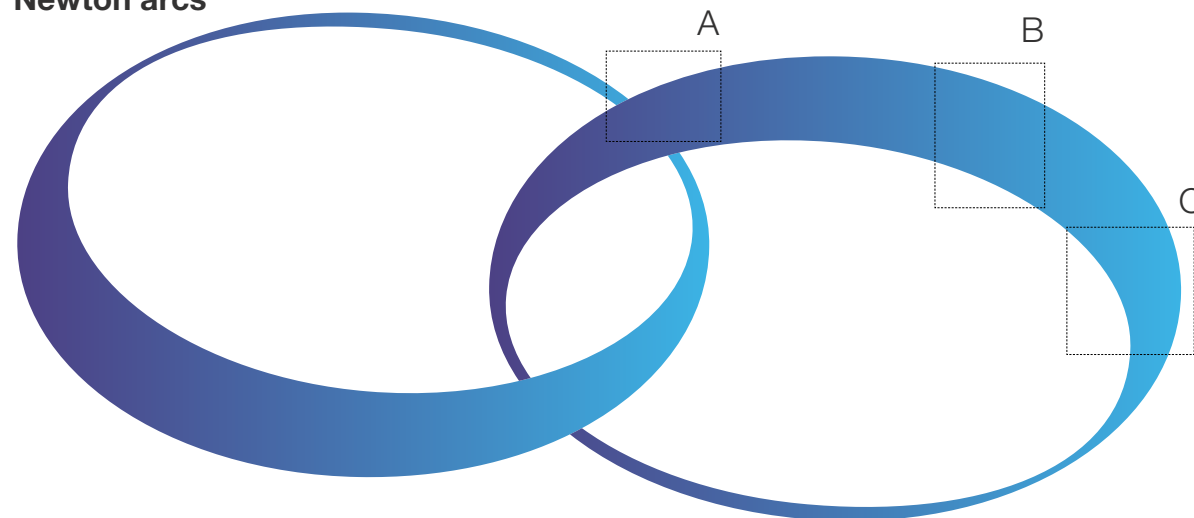
- to hold images, and cut-out elements can break out of the shape to add depth (A)
- as a background and to hold text using any of the brand gradients (B)
- as an overlay on white or any of the brand gradients (C)

Limit this to 1-2 curves per page or item to keep it simple and impactful. Each arc should be kept as a separate element and not be overlapped.

For consistency please ensure curves used are taken from this shape and avoid rotating or flipping it.

You will find examples of this in the **Applying the identity** section of these guidelines.

Newton arcs



Icon style

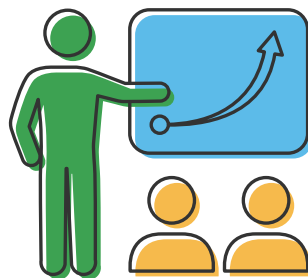
Icons should be created using a simple line style. They are coloured using a 90% tint of flat colours from the brand palette, and the colours are slightly offset from the line image.

If the offset is not possible, fill the icons using flat colour from the brand palette. If the icon is to be displayed on a darker background, use white for the linework.

Keep the stroke weight similar to the examples shown here.

Ensure that the strokes in the linework have round caps and round corners.

A selection of icons have been created and are available to download from the website.



Capacity
development



Equitable
partnerships



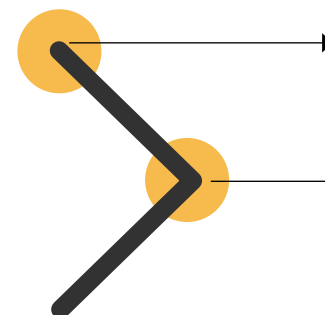
Research for sustainable
development



Icon style for darker backgrounds:



If it's not possible to use an offset, please use:



Ensure that the caps and corners on your linework are rounded.

Photography

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material. Ensure that you have the licensing and rights for all photography used.

Destinations, objects and activities

Consider the composition. Taking photographs from unusual angles or using the depth of field can create interest.

Photography should be people-focused and show people in action. Newton is about international partnerships, and we should try to reflect this where possible in the photography.

Photography of real life situations is preferable. When using image libraries, avoid posed, clichéd or staged pictures.

Reflect our diversity by showing people from a mix of ethnic backgrounds and ages.



Applying the identity

Social media

For social media avatars we have created a version of the Newton arcs graphic. The organisation name will always be visible beside the avatar on profiles and posts.

The shapes and requirements for social media avatars regularly change. This is an example of how our identity can work in the most commonly used shapes.



Document cover design

Photography can be used with the Newton arc graphic to reinforce key themes or create impact on document covers.

Partner logos

When using partner logos (excluding co-branding with GCRF, see **page 10**) with Newton Fund branding, ensure the Newton logo is positioned in the most prominent position, top left wherever possible. The partner logo should be placed in the bottom right.



Newton Fund



Newton Fund with partner logo

Layout examples

The following examples show how to approach common layouts. White space is an important element of any layout, as it allows for ease of reading, while creating a clean and professional document. Body copy should be reproduced in black.

A4 report

- A. Divider page with image, chapter heading, text and table style
- B. Headings, text, pull-out quote, highlighted text and image

A5 leaflet

- C. Heading, image, introductory text and call to action
- D. Text and pull-out quote



A.



B.



C.



D.

Document templates

A simple Word template has been created for use internally. It provides three cover options to choose from and type styles for the document's content.

The template is available from SharePoint or email: enquiries@odamanagement.org



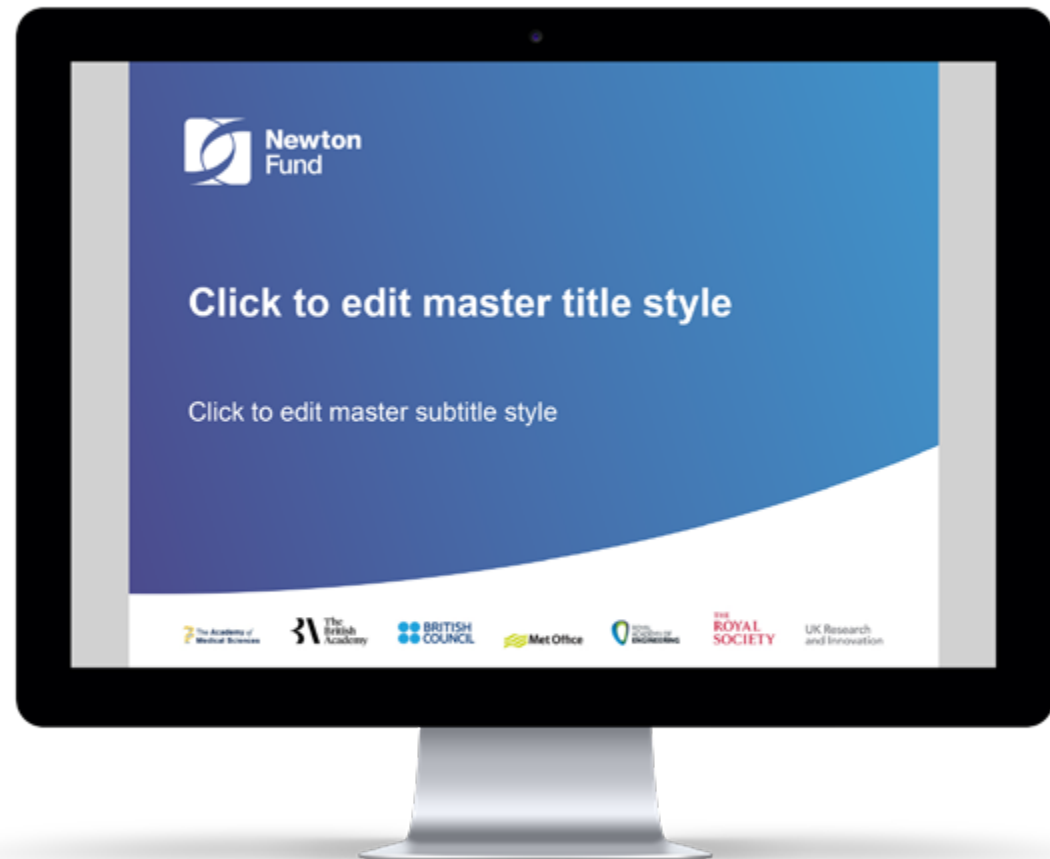
PowerPoint presentations

It is important that we are consistent across all materials, including our presentations.

When creating slides, use minimal text, adding colour and imagery to engage the audience. Text should always be aligned left, including headings.

An example of a title slide is shown here.

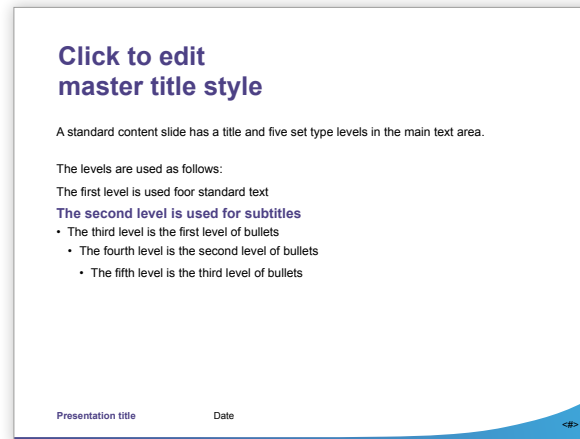
The template is available from SharePoint or email: enquiries@odamanagement.org



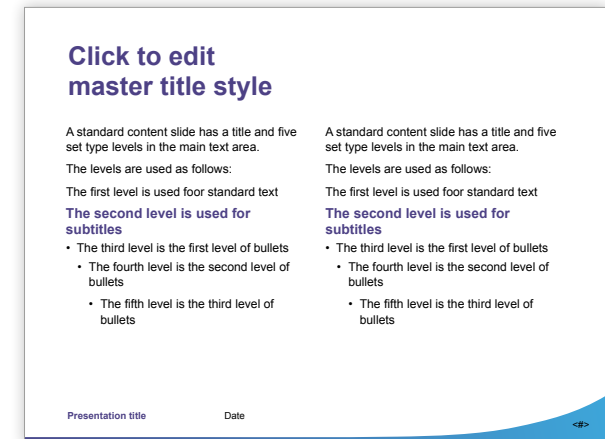
PowerPoint presentations

Presentations should be clear and easy to follow. To ensure that we all communicate consistently, use the templates provided. There are 4 slides for you to use:

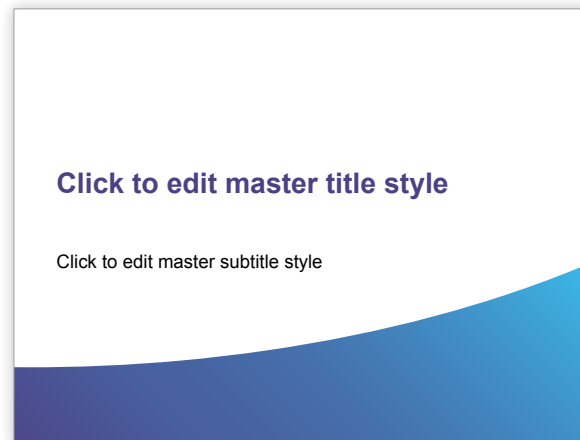
- A. Single column
- B. Double column
- C. Divider/highlight slide: acts as a section break or highlights quotes or figures
- D. Image slide: allows you to include images or charts with or without accompanying text



A.



B.



C.



D.

Pull-up banner

Pull-up banners should use text and photography. When selecting photography, consider how it will work in this format.

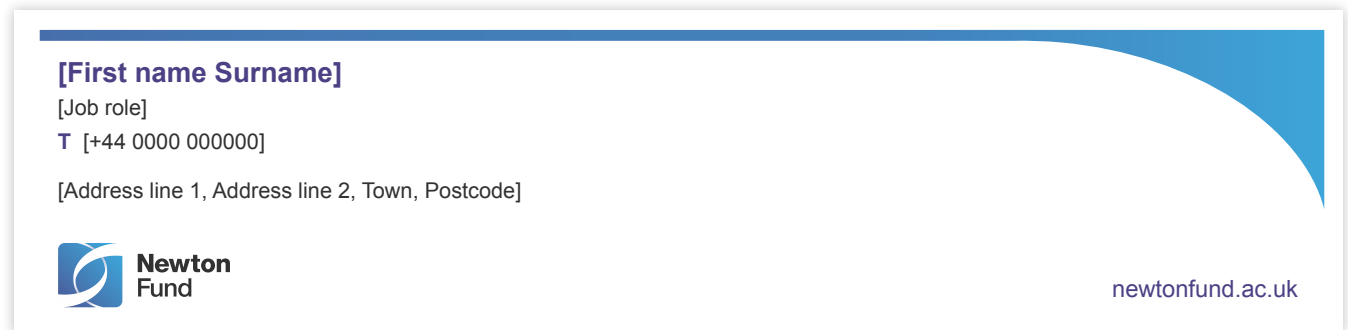
See **page 19** for photography guidance.



Email signature

The email signature uses our logo and key contact information. See **page 28** for the co-branded version.

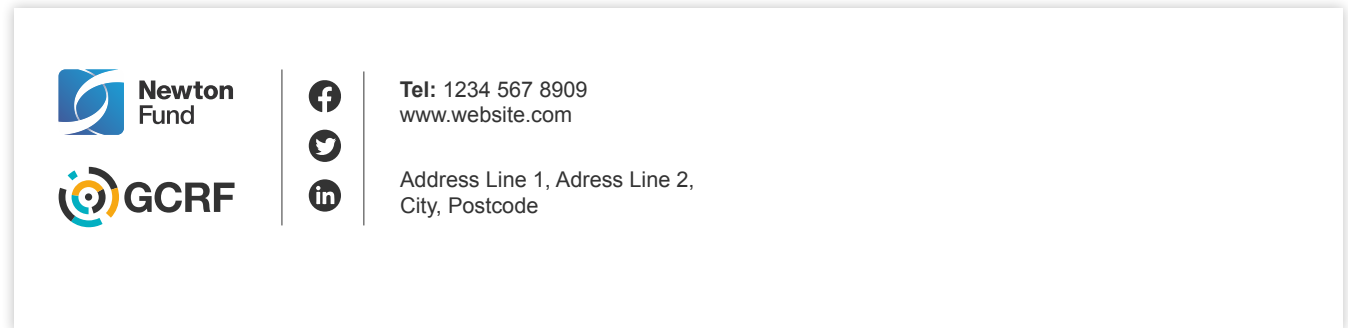
**The template is available
from SharePoint or email:
enquiries@odamanagement.org**



Co-branded email signature

The email signature uses our logo alongside the GCRF logo and key contact information.

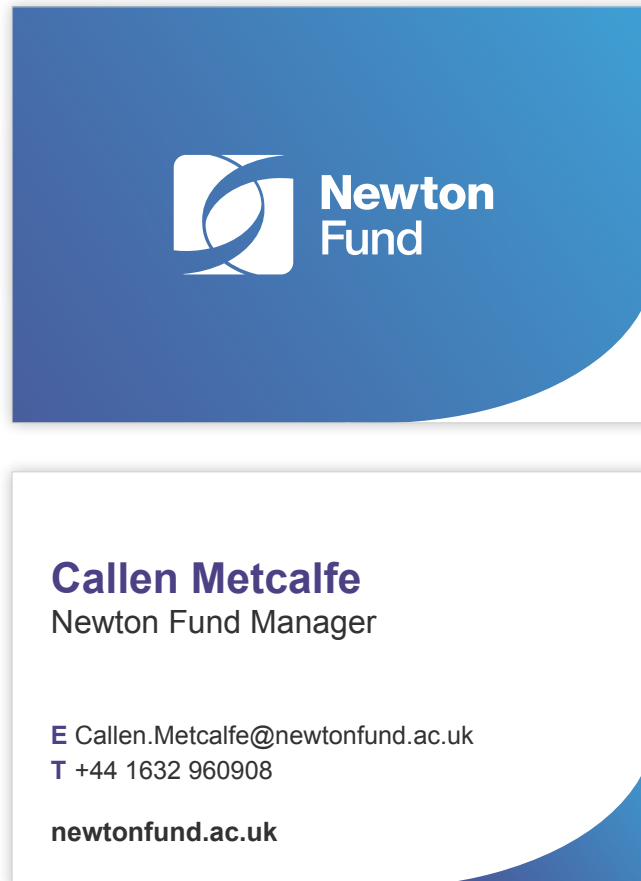
The template is available from SharePoint or email: enquiries@odamanagement.org



Business card

The double-sided business card uses our gradient and logo.

**The template is available
from SharePoint or email:
enquiries@odamanagement.org**



Contacts and artwork

The templates specified are available from SharePoint or email: enquiries@odamanagement.org

Logo artwork specified in these guidelines are available to download from the website.