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.
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### Identity elements

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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.
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.

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 place the logo over a non-busy area of the image.
Logo don’ts

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.

Don’t squash or distort the logo

Don’t place the logo at an angle

Don’t add a strapline near the logo

Don’t distort the proportion of the logo graphic

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

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.
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.
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.
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.
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).
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 0pt.

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.

“We believe advancements in research and innovation lead to economic growth and help to deliver sustainable development goals.” Newton Fund
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.

Icon style for darker backgrounds:

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.
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
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

Click to edit master title style

A standard content slide has a title and five set type levels in the main text area.

The levels are used as follows:
- The first level is used for standard text
- The second level is used for subtitles
  - The third level is the first level of bullets
  - The fourth level is the second level of bullets
  - The fifth level is the third level of bullets

Click to edit master subtitle style

Click to edit master title style

A standard content slide has a title and five set type levels in the main text area.

The levels are used as follows:
- The first level is used for standard text
- The second level is used for subtitles
  - The third level is the first level of bullets
  - The fourth level is the second level of bullets
  - The fifth level is the third level of bullets

Click to edit master title style

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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
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

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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.