

Brand Guidelines

Version 1.0 | October 2019



Contents

03 Introduction

04 Logo

- 05 Our logo
- 06 Logo versions
- 07 Usage
- 08 Partner logos

09 Colours

- 10 Colour palette
- 11 The gradient

12 Type

- 13 The typeface
- 14 Using type
- 15 In-house type

16 Brand imagery

- 17 Photography
- 18 Data wireframe
- 19 Using the data wireframe

20 Presenting data

- 21 Charts and tables

22 Design examples

- 23 Exhibition stands
- 24 Report covers
- 25 Presentations
- 26 Stationery

27 Contact

Introduction

Health Data Research UK is the national institute for health data science. We are uniting the UK's health data to enable discoveries that improve people's lives. Our vision is that every health and care interaction and research endeavour will be enhanced by access to large scale data and advanced analytics.

By making health data available to researchers and innovators we can better understand diseases and discover ways to prevent, treat and cure them.

Challenges to human health and health system sustainability are increasing globally. Heart disease, stroke and cancer still account for nearly two thirds of all deaths globally. These diseases affect us deeply – they change the lives of those with the diseases and those who care for them. By making health data available to researchers, we can develop a better understanding of these diseases and ways to prevent, treat and cure them.

These guidelines detail our visual identity and how the HDRUK brand should be applied across all communications. They have been created to help you understand how we want to communicate our brand and how to maintain a consistent brand identity.

Logo

Our logo

Our logo is an integral part of our brand identity. The integrity of the logo must always be preserved in order to ensure consistency across all communications.

Through consistent application of the logo, our brand identity becomes stronger. When using the logo ensure that you only ever reproduce the logo from approved artwork. Please never alter, distort or adjust the letter forms, type style or visual relationships.

The logo for Health Data Research UK. It features the acronym 'HDRUK' in a large, bold, sans-serif font. The 'H' is a teal color, while the 'D', 'R', 'U', and 'K' are a dark blue. Below the acronym, the full name 'Health Data Research UK' is written in a smaller, dark blue, sans-serif font.

HDRUK
Health Data Research UK

Logo versions

Alternative versions of the logo are available for use in different situations.

Where possible, the main full colour version of the logo should be used. However in circumstances where the legibility of the main logo would be compromised, for example placing the logo on photography or the gradient background, mono and white versions have been created to allow for greater flexibility. When used over photography, retouching of the imagery to darken, or lighten backgrounds may be required to ensure maximum clarity.

Main Logo



Black



White



Usage

To maintain the integrity of the logo and to promote consistency of the brand a few guidelines should be adhered to.

Safe Area

A clearance zone equal to the 'H' from the logo should be adhered to, with no text or distracting visual elements entering this area.

Minimum Size

To ensure maximum legibility and a strong brand presence the logo should never appear less than 15mm wide in printed communications, or 100px wide on screen.

Small use

In situations where size is restricted, a simplified version of the logo that omits the strapline can be used. This is generally limited to digital usage, for example social media platform profile pictures.

Misuse of the logo

The logo should never appear in any way other than that presented in this document. It should never be distorted, have any effects applied to it, have any elements of the logo recreated or rotated.

Safe area



Minimum size



Small use / Digital usage



Misuse of the logo



Partner logos

In some instances the HDR UK logo will be displayed alongside our partner logos.

To ensure consistency, please use the guide shown here as a reference when considering the relative positioning, size and balance to each other. There should be a clear hierarchy between the HDRUK logo and the partner logos.



Colours

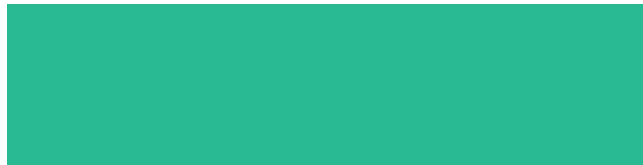
Colour palette

Our colour palette is an integral part of our brand and helps to ensure a consistent look and feel over all of our communications.

Sea Green is the core colour to be used throughout the identity and is complimented primarily with Cornflower Blue. Slate Grey is to be used for all body copy to give a softer and friendlier feel than black.

Colours from the secondary palette should be used sparingly for subtle highlights and where the design would benefit from a contrasting colour. These should never appear as large blocks of colour which would overpower the primary palette.

Primary palette



Sea Green

C71 M0 Y56 K0
R61 G178 B140
Pantone 339 C
#3db28c



Cornflower Blue

C81 M65 Y0 K0
R71 G93 B167
Pantone 7455 C
#475da7

Secondary palette



Midnight Blue

C100 M100 Y25 K25
R41 G35 B92
Pantone 2695 C
#29235c



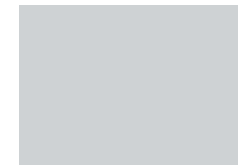
Duck Egg Blue

C37 M0 Y18 K0
R173 G218 B217
Pantone 565 C
#addad9



Slate Grey

C0 M0 Y0 K90
R60 G60 B59
Pantone Black 7C
#3c3c3b



Light Grey

C18 M12 Y12 K0
R208 G211 B212
Pantone 427 C
#d0d3d4



Orange

C0 M54 Y93 K0
R249 G142 B43
Pantone 715 C
#f98e2b

The gradient

The green/blue gradient is a distinguishing characteristic featuring throughout the visual identity, and can be used as a softer alternative to having solid fills of colour.

The gradient should always run from Sea Green in the top left corner to Cornflower Blue in the bottom right corner.

Sea Green

C71 M0 Y56 K0
R61 G178 B140
Pantone 339 C
#3db28c



Cornflower Blue

C81 M65 Y0 K0
R71 G93 B167
Pantone 7455 C
#475da7

Type

Typeface

Our primary typeface is Source Sans Pro and should be the default choice for all communication materials created by professional designers.

Source Sans Pro is available in a variety of weights and has been designed to be legible at a range of point sizes, both in print and on-screen usage. It is free to use and is available both as a Google font and through Typekit. It is an OpenType font and works across both Mac and PCs.

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;'!"@£%&.,?/()

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;'!"@£%&.,?/()

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;'!"@£%&.,?/()

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;'!"@£%&.,?/()

Using type

With a versatile family of fonts at our disposal, designers are encouraged to experiment and be creative with the typography. There are however some basic guidelines to help stay on-brand.

Source Sans Pro Bold and Regular are the most used weights within the family. Headlines should be set in Bold with Regular used for body copy. Other weights within the family can be used where deemed appropriate.

Headlines should be concise, and set in a point size that demonstrates confidence in its message, creating a clear hierarchy with the body copy.

Use Sea Green for headlines on light backgrounds, with body copy set in Slate Grey. When placing type over photography or other darker backgrounds, use white text to ensure legibility.

Avoid using too many type sizes and weights within one composition and aim to maintain consistency with styles and sizes throughout your documents.

Headlines should always be sentence case

UPPERCASE SHOULD ONLY BE USED FOR SMALLER AREAS OF TEXT SUCH AS SUBHEADINGS

Select point sizes that create a clear hierarchy between headlines and body copy

As dolupit parchil ea doluptam quae vid ex eostotasimil inte et et quam aut minven arum rerferumquat ad molores aut porument, omnimet a doluptassit il ipsandi ati molo ritios moluptatusda aut explige necearitam quias a comnis aut aut ut illacepo.

In-house type

For all internally produced documents, where the primary typeface may not be available Calibri should be used.

Calibri has been chosen due to its availability on regularly used applications such as Powerpoint and Word. This ensures consistency when sharing documents between users.

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;"!@£%&.,?/()

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;"!@£%&.,?/()

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;"!@£%&.,?/()

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;"!@£%&.,?/()

Brand imagery

Photography

Photography is a crucial part of our identity. It is the asset that best engages with the audience and is able to convey the spirit of HDRUK in a single shot.

Choose photography that captures people in the moment. Photos should not be overly staged, and subjects should not be looking into the camera. They are engaging in their own activities, not with you. Photography should be of a positive nature, whether that be showing healthy active lifestyle scenarios, or more academic based shots, focusing on research and collaboration.

Consideration should be given when selecting photography as to whether they require one of the data wireframe graphics covered on the following pages to be included. Select images with a suitable area for the wireframe to sit without detracting from the overall photography.



Data wireframe

The data wireframes are a mesh of dots that are joined to create 3D vector objects. They can be used for visual interest and to reinforce a message.

The dots that make up the shapes can be interpreted as 'data points', that are all coming together to create something that is greater and more meaningful than its component parts. It shows the possibilities of uniting our health data and the benefits of working together.

The wireframes can be used on their own, or can be overlaid onto photography. They require a relatively dark background to work successfully, so photography should be selected carefully, and may need retouching to darken the area behind the wireframe.



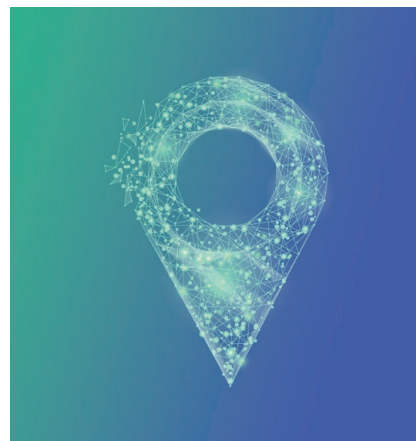
Using the data wireframes

The wireframe graphics can be used on their own, or can be overlaid onto photography to help reinforce a message.

To work successfully and retain the luminosity of the image, the wireframes should be placed over a relatively dark background. Underlying photography should be selected based on this, and may require some sensitive retouching to darken the areas behind the wireframe.

The subject of the data wireframe should always be relevant to the piece of communication in which it is being used. The connection can be a literal representation, for example a medical implement or heart graphic, or a more abstract visual such a set of cogs or cranes to illustrate building partnerships.

On the green/blue gradient background



On photography

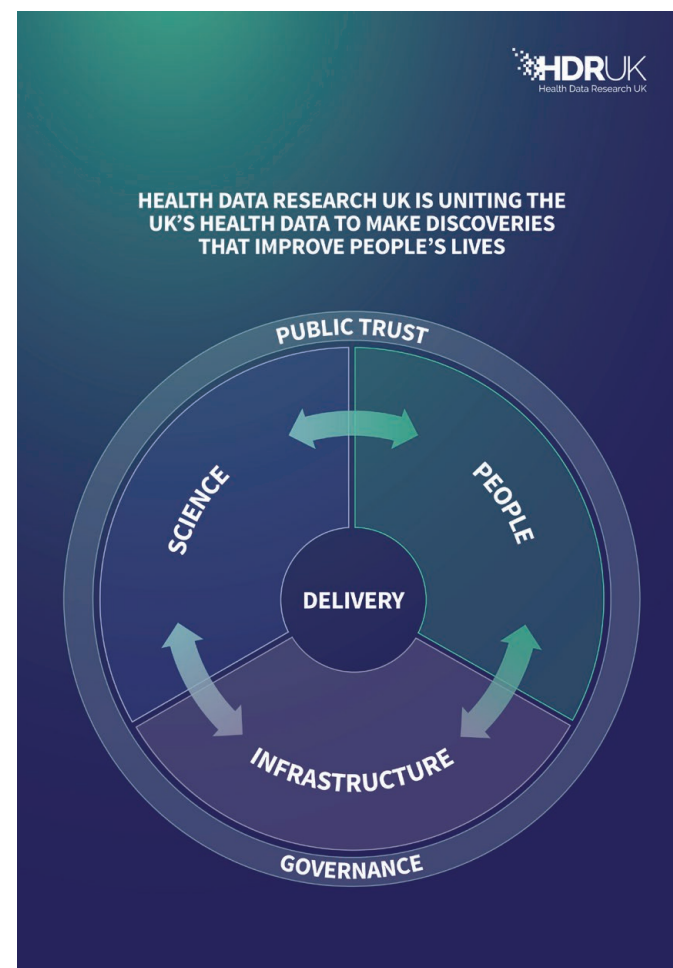
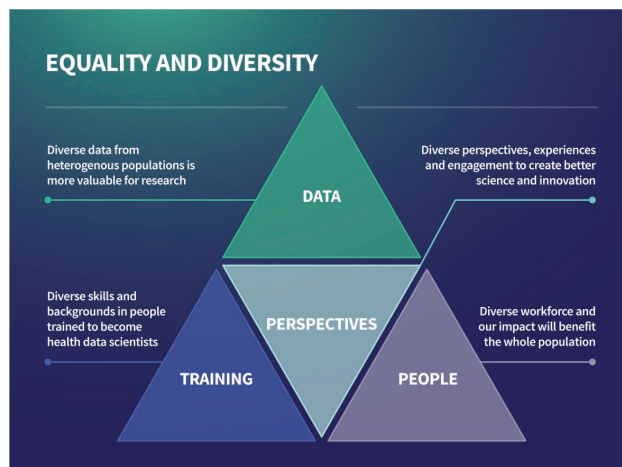
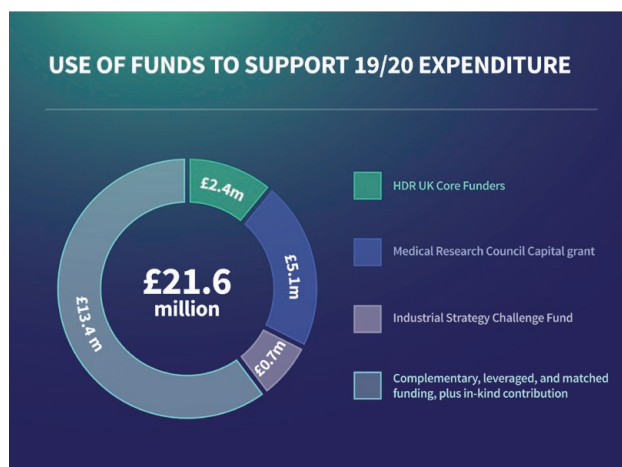


Presenting data

Charts and tables

Presenting data in a clear and concise way is vital for the effective communication of the goals and structure within our organisation.

We have developed a visual style for our charts and graphs that should be followed to maintain a consistent look and feel. Use of the colours from our palette keep the diagrams vibrant and on-brand, whilst well constructed, concise text allows for more effective communication with the reader.



Design examples

Exhibition stands



Report covers

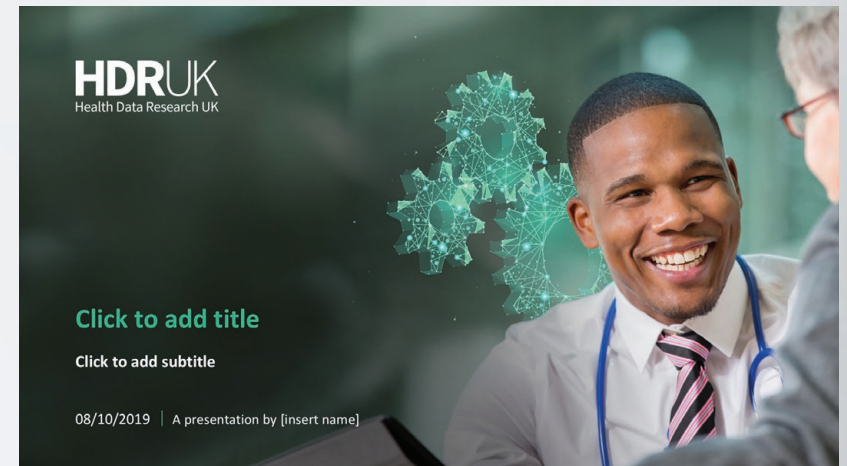


Presentations

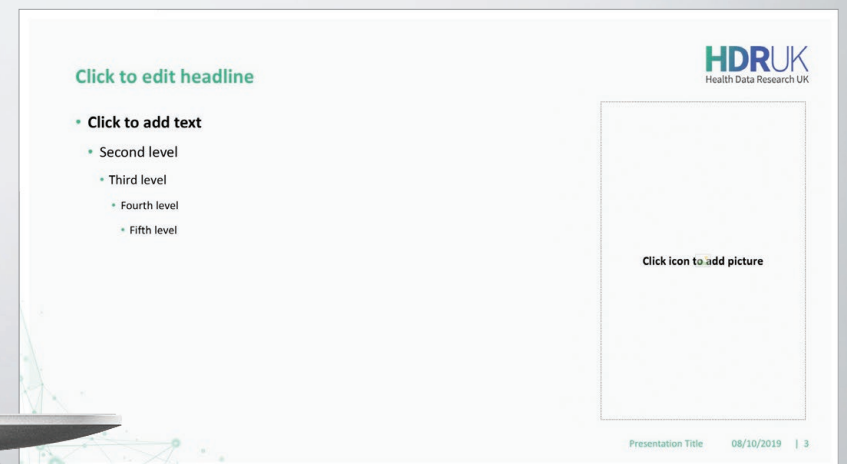
Title slide style



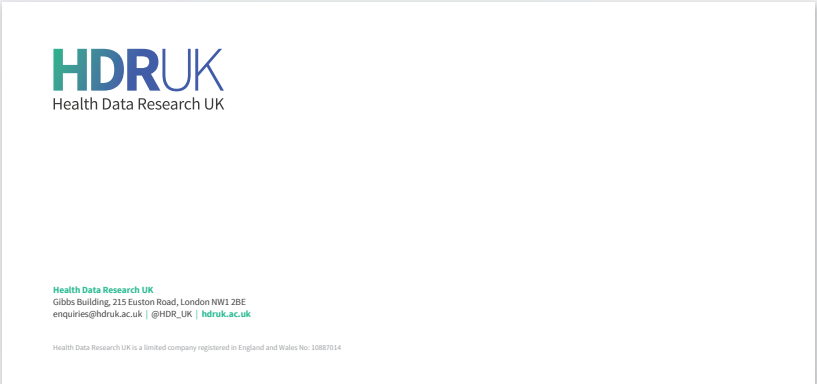
Alternative Title slide



Example slide layout



Stationery



For more information and brand assets, contact:

Amanda White

Director of Communications and Engagement

+44 (0) 7732 689241 | amanda.white@hdruk.ac.uk

Health Data Research UK

Gibbs Building, 215 Euston Road, London NW1 2BE

+44 (0) 20 3371 1393 | [@HDR_UK](https://twitter.com/HDR_UK) | hdruk.ac.uk

HDRUK
Health Data Research UK