



**Newton
Fund**

Brand identity guidelines

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02

Introducing the Newton Fund

The Newton Fund aims to promote the economic development and social welfare of the 16 partner countries through building science and innovation partnerships. It will do so through supporting the development of partner countries' research and innovation capacity for long-term sustainable growth. It is part of the UK's official development assistance (ODA).

The Newton Fund is managed by the Department for Business, Energy and Industrial Strategy (BEIS) and consists of an UK investment of **£735 million** for 7 years through to 2021. It covers three broad activities:

People: increasing capacity in science and innovation, individually and institutionally in partner countries

Research: research collaborations on development topics

Translation: creating collaborative solutions to development challenges and strengthening innovation systems

The Fund is being delivered by 15 delivery partners. They develop and run calls, and allocate and manage the money they receive as part of the Newton Fund. Activities must be developed with at least one of the Newton Fund partnering countries:

Brazil, Chile, China, Colombia, Egypt, India, Indonesia, Kazakhstan, Kenya, Malaysia, Mexico, Philippines, South Africa and wider Africa, Thailand, Turkey and Vietnam

In the UK, the Fund's governance board is chaired by the Minister for Universities, Science, Research and Innovation.

03

Who are these guidelines for?

These guidelines are intended for **anyone who is working with the Newton Fund**.

They are designed to enable you to apply the Newton Fund's brand identity **consistently and correctly** on printed and digital materials.

Please supply these guidelines to professional designers/creatives who are working on material which will include the Newton Fund logo.

The guidelines should also be followed by anyone else who has a need to use the Newton Fund logo in any capacity, for example by including the logo on a PowerPoint presentation.



If you need to use the Newton Fund brand in a way which is not covered by these guidelines, please contact the **Newton Fund Programme Management Team** (see section 24).

04 The Newton Fund logo

This is the principal logo for the Newton Fund. It consists of two elements: the **brandmark** and the **lettering**.



↑
Brandmark

↑
Lettering

The principal logo is the preferred version for all usages. **Wherever possible, the logo should be placed on a white background with the brandmark in blue and the lettering in black.**

- ▶ **The rings within the brandmark should always be white.**
- ▶ **There should never be a keyline around the brandmark.**

Any depiction of the logo must always conform to the guidelines given on the following pages.

05 Explaining the logo

The blue used in the logo is the primary colour of **HM Government**. The lettering uses the Helvetica Neue family, which is the primary typeface of the Government Identity System. This visually aligns the Newton Fund with HM Government.



The interconnected rings within the landmark:

- reflect the **shared funding** between partners
- illustrate progress through a sense of **dynamism and movement**
- relate to the movement of celestial objects **associated with Newton**
- are **abstract** enough to work across all areas of research and science without being sector-specific

The logo is memorable and effective as a graphic branding device, and will reproduce well at small sizes.

06 Logo exclusion zone

The logo has a **mandatory exclusion zone**. This is based on the height of the **N** in Newton. No other graphic element should intrude into this zone.

1. Define the exclusion zone using N



2. The size of the exclusion zone scales with the logo



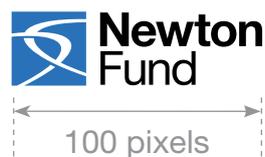
07 Logo minimum reproduction size

The logo has a **minimum reproduction size**. This is to ensure that the lettering remains legible and the landmark clear.

- ▶ The logo should not be reproduced in **print** at less than 25mm total width.



- ▶ The logo should not be reproduced **digitally** at less than 100 pixels total width when at a screen resolution of 72dpi.



08 The colour palette

The logo uses three colours: **HMG Blue, Black and White.**



HMG Blue

Black

White

HMG Blue should always be reproduced using the appropriate colour reference or breakdown below:

Pantone®

PMS 660c

CMYK

c84 m53 y0 k0

RGB

R38 G110 B188

Web Hex

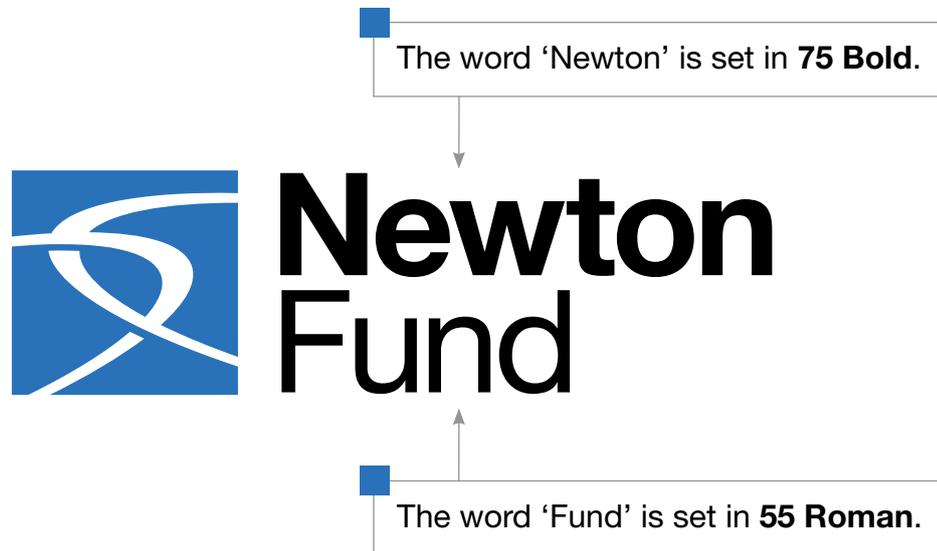
#266ebc

09

Logo fonts and letterspacing

The lettering of the logo uses two fonts from the Helvetica Neue typeface family:

Helvetica Neue 55 Roman
and **Helvetica Neue 75 Bold**.



The lettering of the logo has been kerned (letterspaced) for legibility and visual balance. The spacing between individual letters or across the words as a whole should never be altered.

10 Mono logo

In some circumstances, the logo may need to be produced in black only.

This is the **mono version** of the logo, where the landmark has been changed from HMG Blue to Black.



- ▶ When using the mono logo, all the other guidelines laid out in this document must still be adhered to.
-

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Reverse-out logos

There are two versions of the Newton Fund logo for reverse-out use.

- ▶ This is the **preferred version**, which should be used on **mid-contrast backgrounds** which provide sufficient visual contrast to both the blue brandmark and the white lettering. **Note that the rings within the wordmark remain white.**



- ▶ This **alternate version** of the reverse-out logo should be used only on **high contrast** backgrounds equivalent to at least 80% black, where it is not possible to use the colour, mono and mid-contrast reverse out logos. **This is the only permissible depiction of the brandmark rings in a colour other than white.**



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Things that cannot be done with the logo

Please do not alter the logo in any way. These are some examples of non-permitted alterations.

Do not change the font weights



Do not change the typeface



Do not alter the letterspacing



Do not use tints of the colours



Do not change the colours



Do not colour in the rings



Do not change the relationship of the brandmark to the lettering



Do not change the relative proportions of the elements



Do not breach the exclusion zone



Do not alter the brandmark in any way



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Placing the logo on backgrounds

These examples show how to use the logo on a background. **Remember, the ideal is always for the principal logo to be placed on white.**

Acceptable

On white area within image



On mid-contrast colour



On mid-contrast photograph

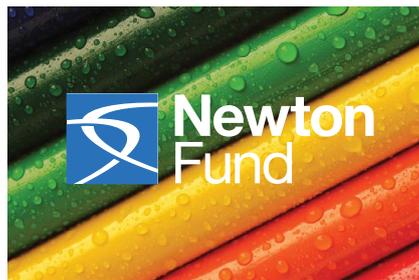


Unacceptable

On low-contrast colour



On cluttered background



On contrasting backgrounds



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Using the brandmark elliptics as a design device

The elliptics within the brandmark can be used as a design device on Newton Fund materials.

The elliptics should be a cropped version of the brandmark elliptics. They should not be rotated or skewed. The two rings of the elliptics should **never** be separated.

Elliptics used as a design element should **always** be:

- **White** on an **HMG Blue** background
- **HMG Blue** on a **white** background
- **A tint of HMG Blue (60%, 20% or 10% only)** on a **white** background
- **Transparent white (% opacity can be varied as needed)** on a photographic background

Some examples

White on HMG Blue



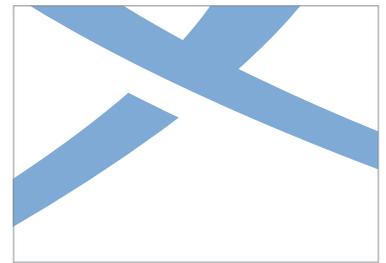
20% HMG Blue on white

HMG Blue on white



10% HMG Blue on white

60% HMG Blue on white

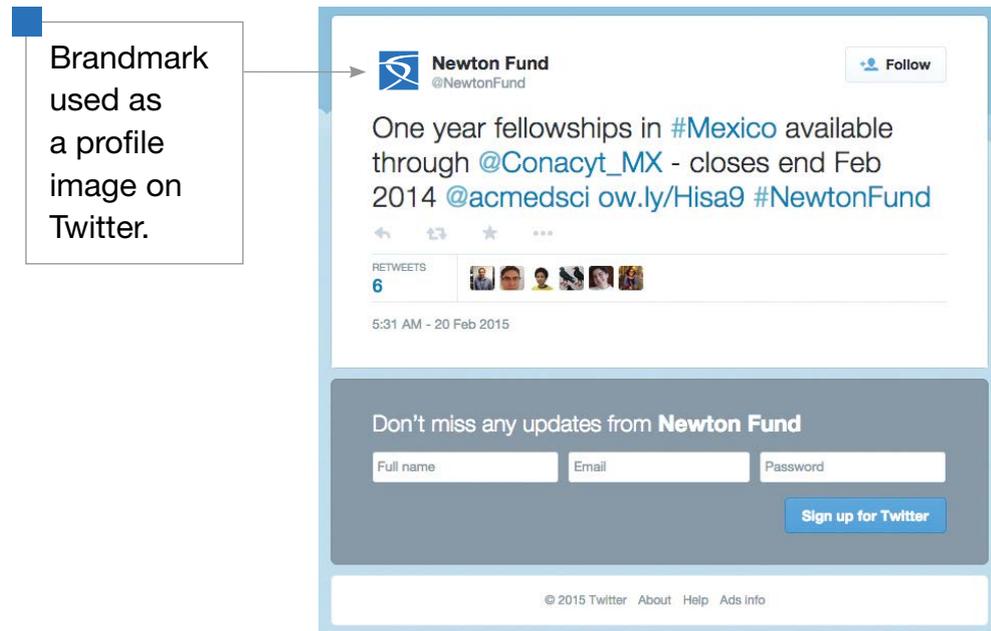


Transparent white on a photographic background

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Using the brandmark as a profile image on social media

To give the brand a strong and recognisable presence on social media, the brandmark can be separated from the lettering and used independently as a **profile image**. This is the only usage where it is permissible to do this.



Social media platforms often use rounded corner boxes for profile pictures. White space should be allowed when making an image of the brandmark to avoid the corners of the square being clipped off.



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Approved Partner Country logos

A number of approved **Partner Country logos** have been created. These incorporate Newton with the name of a chosen scientist from the Partner Country.

Chile



Colombia



Egypt



India



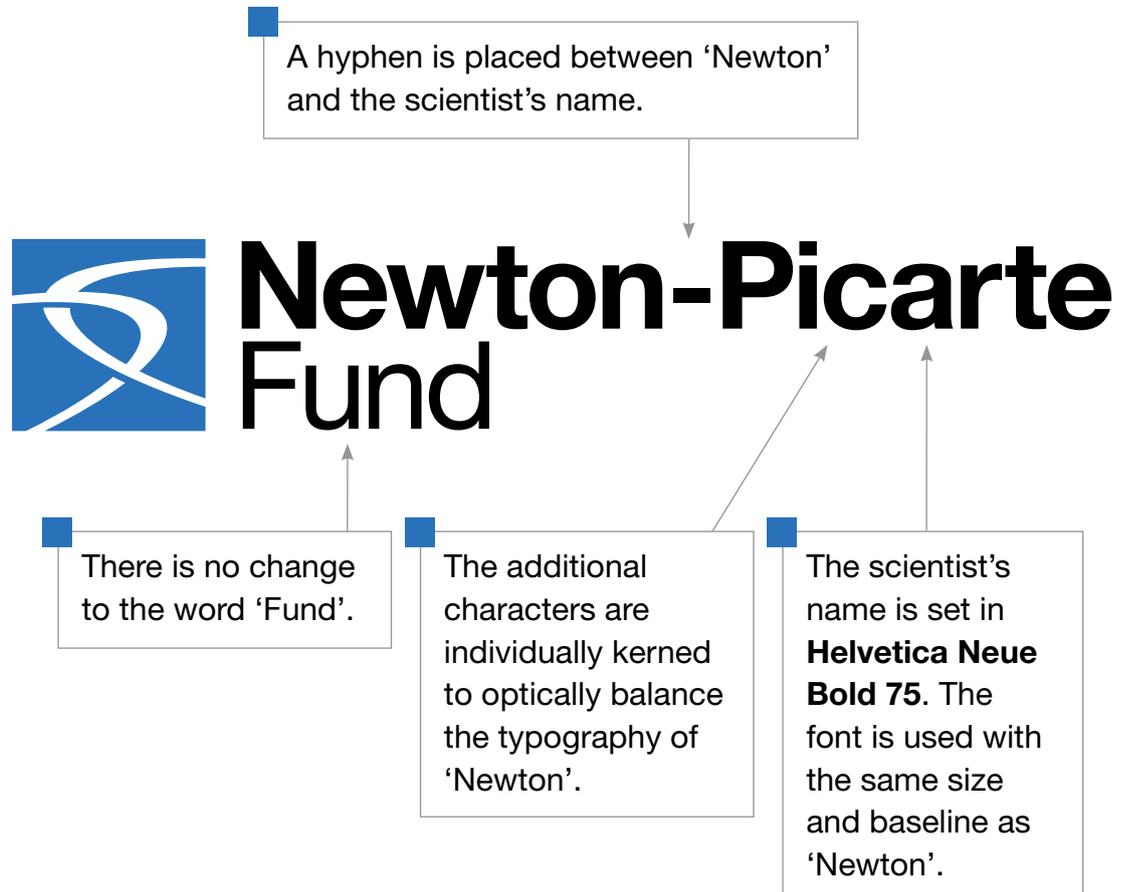
Malaysia



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Designing 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.

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Partner logo exceptions

In some instances, it may be necessary to approach the design of a partner logo differently, for example for policy or linguistic reasons. There are currently **two approved exceptions** which are shown below.

Exceptions **must** only be developed by the Newton Fund Programme Management Team.

Kazakhstan



Newton - Al Farabi
Partnership Programme

Turkey



Katip Çelebi
Newton Fund

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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 and secondary titling can enter the normal exclusion zone.

The keyline is always Black. It is always equivalent to the height of the brandmark. When the total width of the Newton Fund logo is 70mm, the weight of the keyline should be 1pt: this should be scaled proportionately as the logo is increased or reduced in size.



The space either side of the vertical keyline is the same as that between the brandmark and the 'Newton Fund' lettering.

The secondary titling should be set in Helvetica Neue 55 Roman. Font size and baselines should match the lettering of 'Newton Fund'.

Secondary titling should appear in HMG Blue. In mono treatments, it should be Black.

20 Supporting typography

Supporting typography in Newton Fund materials should always use the **Helvetica Neue** typeface family in the following fonts/weights:

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 75 Bold

Helvetica Neue 95 Black

55 Roman and 75 Bold are the key weights for most usages. **Italics should not be used.**

For all digitally-produced applications such as websites or PowerPoint presentations, Arial should be used if Helvetica Neue is not available.

Arial



No other typefaces should be used.

Type alignment should always be ranged left – never centered, justified or ranged right.

Typography should at all times conform to the principles and accessibility standards set out in the Government Identity System, which is available at:

<https://communication.cabinetoffice.gov.uk/hmg>

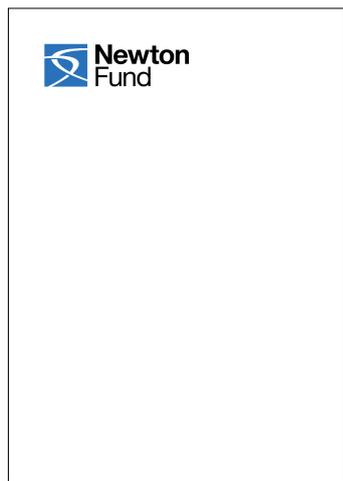
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Preferred positioning on portrait and landscape materials

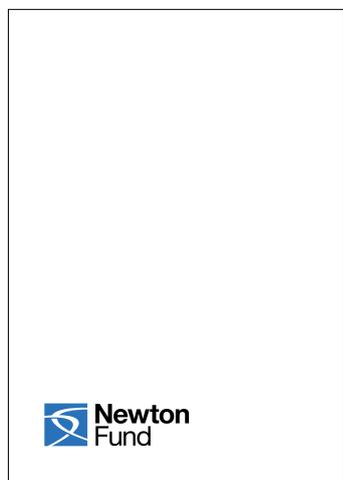
It is preferred that the logo be placed top left on all media, both printed and digital (**layouts A**).

If this is not possible, bottom left is the preferred alternate placement (**layouts B**).

Alignment to margins should always allow sufficient space for the exclusion zone.



A



B



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Placing the logo alongside other HMG logos

The Newton Fund logo may need to appear in conjunction with **other HMG logos**.

Logos should be placed side by side. The horizontal spacing between logos should always satisfy the exclusion zone requirements of **both** logos.

With the HM Government logo



Height of keyline in HMG logo should match height of landmark.

With Departmental logo



Departmental logo horizontally centered on Newton Fund logo, with relative proportions optically balanced.

23 Placing the logo alongside stakeholder logos

The Newton Fund logo may also appear alongside logos belonging to **stakeholder organisations**.

Their relationship should be determined in the same way as for HMG logos (section 22), taking account of **both** logos' exclusion zones. For example, the ESRC logo has a wider exclusion zone than the Newton Fund logo – so it is the ESRC exclusion zone which is used to determine the horizontal space between the logos.



Examples of how the stakeholder logo is horizontally centered on the Newton Fund logo, with relative proportions optically balanced.

24 Contacts and credits

The Newton Fund logo and brand were created by the Internal Communications Creative Team at the **Department for Business, Innovation & Skills**.

For queries or additional information on usage of the Newton Fund logo or brand, please contact the **Newton Fund Programme Management Team** at:

Polaris House

North Star Avenue

Swindon SN2 1UJ

+44 (0)1793 444382

enquiries@newtonfund.ac.uk

@NewtonFund

The images used as example backgrounds in sections 13 and 14 of these guidelines were sourced from **www.pixabay.com**. The images have been released into the public domain under **Creative Commons Deed CC0** which allows any usage, including commercial, with no attribution required.
