

# Brand guidelines

For researchers

# 1. Our brand

## Brand overview

Our visual identity is made up of the elements opposite. Our logo is supported by our colour palette, typestyle, photography and messaging.

When creating our communication materials, these elements are brought together in a managed and consistent way, to raise recognition of our organisation and help build our brand.

When we refer to our organisation, either when spoken or in text, we always use our full name of the Medical Research Foundation. We never abbreviate it, or use initials.

Logo



Colour palette



Photography



Type

**Oscine Bold**  
Oscine Regular  
Oscine Light

**Helvetica Neue LT Std Bold**  
Helvetica Neue LT Std Roman  
Helvetica Neue LT Std Light

Structure and messaging



**Arial Bold**  
Arial Regular

## 2. Visual identity

Our visual identity is made up of several elements that when combined create a visual expression of ‘who’ we are, ‘what’ we do, and ‘how’ we do it.

Our logo is supported by our colour palette, a distinctive typeface, a graphic approach and careful use of photography and images.

By bringing all these parts together in an organised and consistent way, we can create communications that reflect our brand values and help build our brand recognition.

## 2. Visual identity

### The logo

The logo is an important focus for our brand and is a key identifier in all our communications.

It consists of two elements – our three block emblem encapsulates the spirit of breaking out and driving forward that scientific discovery entails. Our logotype emphasises ‘Medical Research’ and puts it first and foremost in the minds of our audience.

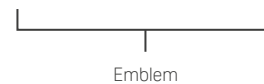
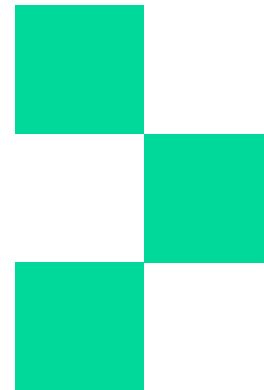
These elements are in a fixed arrangement and relationship and must not be altered in any way.

Used correctly and supported by other graphic elements, it is the most recognisable visual aspect of our brand.

The core logo should be considered as the primary option in all circumstances. It should only be used on a white, or light, background to maximise standout.

A full set of logo artwork files are available, so there will never be a need to create your own.

Core logo



**Medical  
Research  
Foundation**



## 2. Visual identity

### Logo variants

The Medical Research Foundation logo has four other variants that may be used when the 'core' logo cannot, or is not appropriate.

#### Reversed logo

This version is to be used when the logo is required to appear on one of the dark colours from our colour palette (see page 23) or a dark background. The reversed version should only be used on backgrounds that are darker than 70% black or equivalent.

#### Greyscale logo

This logo version is for use when colour is not available, but different shades of a colour are available eg in black and white publications such as newspapers.

#### Mono logos

These are used when print limitations require a single colour logo. The 'Mono logo (black)' should be used on lighter backgrounds and the 'Mono logo (white)' on darker backgrounds.

All versions of the logo follow the same rules for clear space and minimum sizes as the core logo.

Reversed logo



Greyscale logo (black)



Mono logo (black)



Mono logo (white)



## 2. Visual identity

### Exclusion zone and recommended size

The exclusion zone is the area of space around the logo into which no other element can intrude.

The minimum clear space is equivalent to the size of one of the emblem squares running around the outer edges of the logo.

#### Recommended sizes

The recommended size for the logo depends in some part on the material it is applied to or seen on.

The absolute minimum size that the logo should appear in print is 15mm wide – although this should only be used in extreme situations, for example on a pen or USB stick, where reproduction is severely restricted.

The recommended minimum size is 30mm wide for print. This makes the organisation name equivalent to 13pt text.

On screen, recommended minimum size is 100 pixels.

Using the logo any smaller than these sizes will compromise legibility and recognition.

Exclusion zone



Minimum and recommended sizes



15mm



30mm



100pixels

## 2. Visual identity

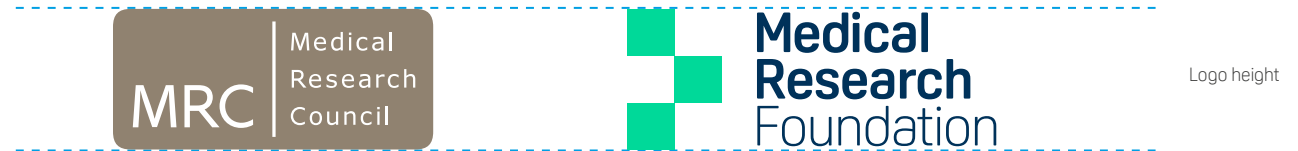
### Co-branding

When the Medical Research Foundation logo appears alongside the MRC logo, their heights should match.

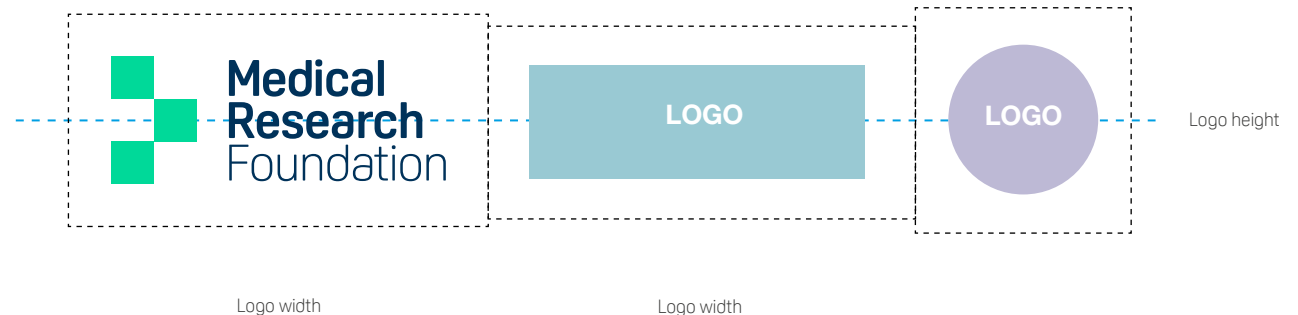
When our logo appears alongside other organisations, whose size and shape may vary, some basic principles must be applied.

When co-branding, partner logos should have a visual size no bigger than that of the Medical Research Foundation logo. All logos should be positioned to align vertically to the centres as shown.

Alongside MRC logo



Co-branding example



## 2. Visual identity

### Colour palette

We have a simple colour palette, with each colour complementing the core green used in our logo emblem.

Examples of how selected colours from the palette may be used together are shown later in these guidelines (see section 3). The careful use of colour, when creating materials, can affect the tone and impact of our communications.

**NB** It is always important to remember that ‘black and white’ play an important part in our colour scheme. Black is used generally for text, and white for backgrounds and ensuring a feeling of clarity and ‘space’.

Colour specifications are given for:

- RGB and Hex references for screen and online
- CMYK for full colour print
- Pantone references for specialist printing.

We are a ‘digital first’ organisation and seek to communicate our messages online as our first option. The colours from our palette use an RGB colour space to give them maximum impact and presence.

Printed colours using four colour process (CMYK) will vary slightly from our on-screen versions. This difference is less evident when using Pantone colours. The choice of printing onto coated or uncoated paper stock will also have an effect on how colours and images appear.

#### RGB, Hex and Pantone

<b>Green</b> RGB: 0/217/153 HEX: #00D899  Pantone 346	<b>Dark blue</b> RGB: 0/50/90 HEX: #00325A  Pantone 655	<b>Teal</b> RGB: 0/120/145 HEX: #007891  Pantone 7468	<b>Light blue</b> RGB: 210/240/245 HEX: #D2F0F5  Pantone 545
<b>Dark grey</b> RGB: 61/61/60 HEX: #3D3D3C  Pantone 446	<b>Purple</b> RGB: 90/80/150 HEX: #5A4F96  Pantone 2725	<b>Pink</b> RGB: 255/120/140 HEX: #FF788C  Pantone 701	<b>Light pink</b> RGB: 250/220/215 HEX: #FADCD7  Pantone 502

#### CMYK

<b>Green</b> CMYK: 55/0/47/0	<b>Dark blue</b> CMYK: 98/83/32/29	<b>Teal</b> CMYK: 85/41/32/4	<b>Light blue</b> CMYK: 21/0/5/0
<b>Dark grey</b> CMYK: 0/0/0/90	<b>Purple</b> CMYK: 75/75/3/0	<b>Pink</b> CMYK: 0/66/26/0	<b>Light pink</b> CMYK: 0/19/12/0

## 2. Visual identity

### Typefaces

#### Core typeface

Our core typeface is Oscine. It combines a highly unusual lower case with more conventional capitals to achieve great legibility with just the right amount of character. It appears in our logo and is used as a headline font in our materials. Weights used are Bold, Medium and Light only.

#### Secondary typeface

Helvetica Neue LT Std is our secondary typeface. Used in Bold, Regular and Light weights only, it is used for text and subheadings because of its great legibility. Numerous versions of 'Helvetica' are available – but this is the preferred 'cut' to use.

#### PC typeface

If our core or secondary fonts are not available, eg for PowerPoint presentations, Word documents, email signatures and other items created on a PC, please use Arial Bold or Regular.

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#### Core typeface

**Oscine Bold**

Oscine Regular

Oscine Light

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#### Secondary typeface

**Helvetica Neue LT Std Bold**

Helvetica Neue LT Std Roman

Helvetica Neue LT Std Light

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#### PC typeface

**Arial Bold**

Arial Regular

# Contact

If you have any questions or require further information about anything in these guidelines, please contact:

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