UKPRP
Prevention Research Partnership
Joint action for a healthier, fairer future

Visual identity guidelines

Version 1: May 2019

www.ukprp.org
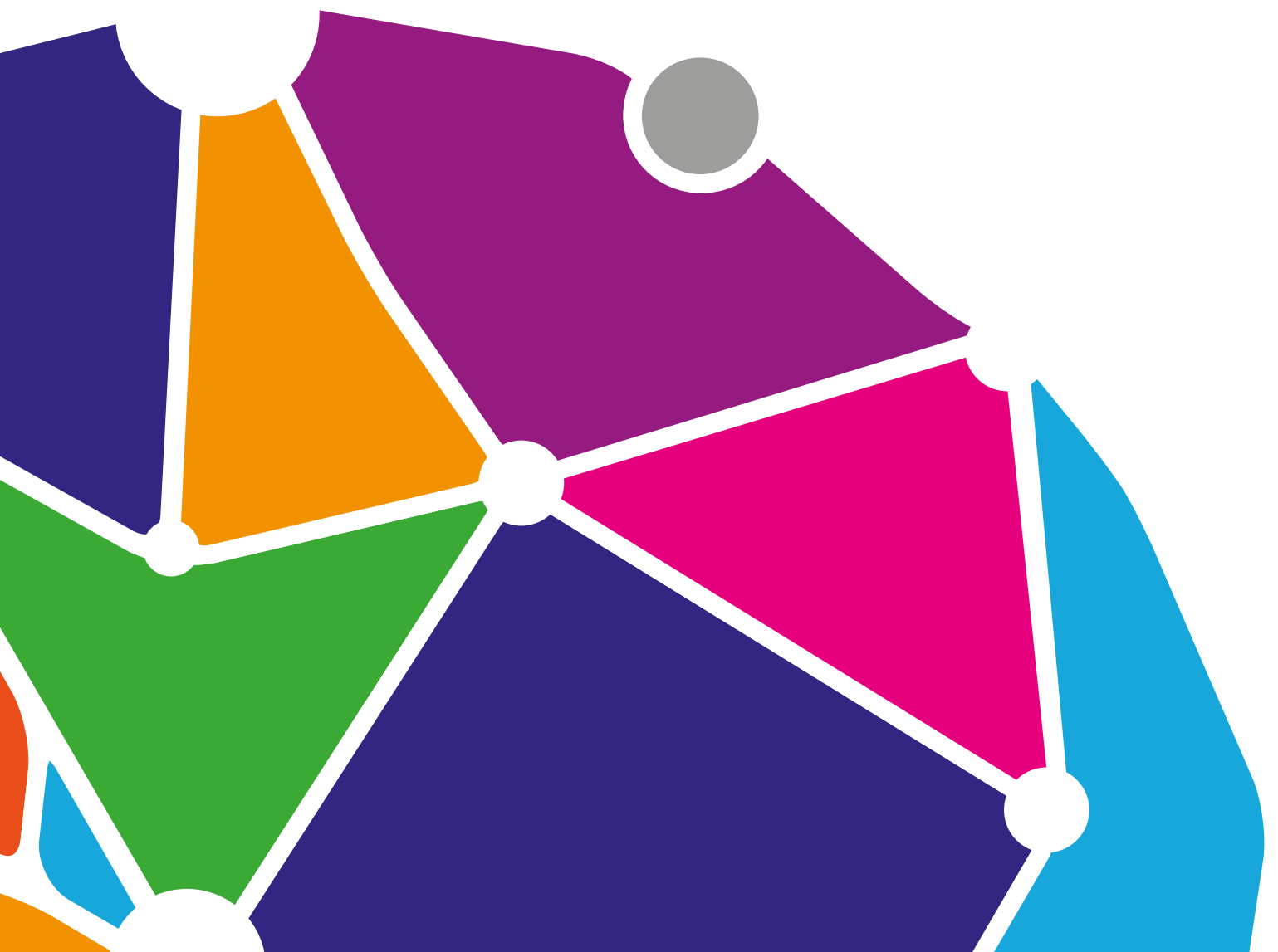
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Introduction

An alliance of research funders has agreed to commit over £50 million to support research into the primary prevention of non-communicable diseases (NCDs). The vision is to generate new insights into actionable, sustainable and cost-effective ways of preventing NCDs that will improve population health and reduce health inequalities in the UK.

These guidelines provide information on the visual and technical presentation for the UK Prevention Research Partnership (UKPRP) and define when and how the different UKPRP logos should be used.

The guidelines apply to all external communications, including but not limited to, printed and digital materials, press releases and any other interactions with the media/journalists, scientific publications and posters, conference and other presentations, and engagement with the public.

The UKPRP brand identity, including name and logo, must be preserved in all communications and publicity.

The Name

The full name of the initiative is the UK Prevention Research Partnership (UKPRP).

The name should be used in full on first use, thereafter the abbreviation UKPRP may be used. This applies to written and printed communications, and when speaking to external audiences. Internally (among the core funders or within their organisations), it can be referred to as "UKPRP" or the "Partnership" or the "Initiative".
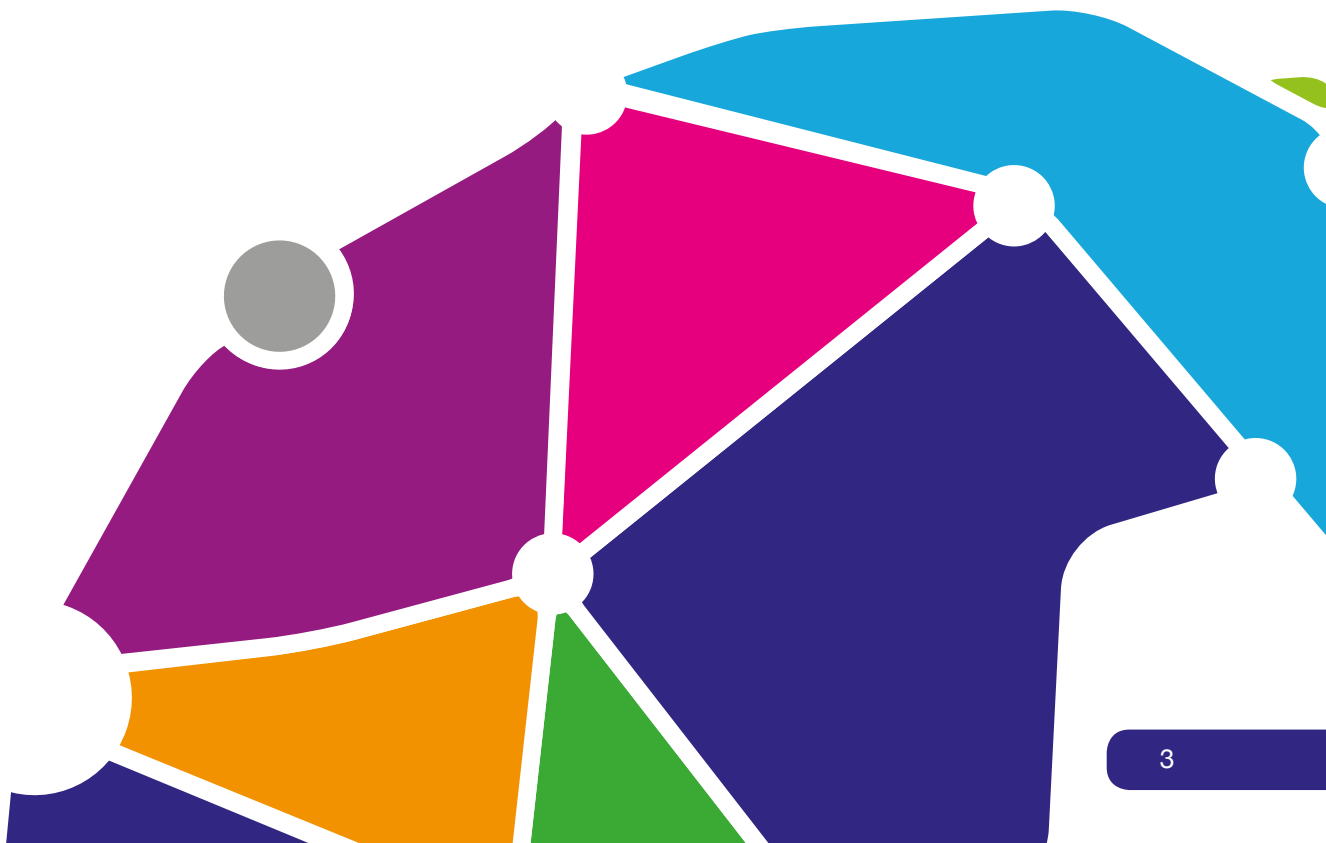
The Logo

A logo is a visual interpretation of an organisation. The UKPRP logo is a recognisable symbol for all of the UKPRP funding partners and award holders. It is our most valuable asset of the brand. It is essential to reproduce the logo correctly and consistently.

Download logos at **www.ukprp.org/about-us/visual-identity**

If you have received UKPRP funding, you can use our logo on all communications, including websites, presentations, paperwork and promotional materials. Please send us proofs of any pages or materials using a UKPRP logo for our approval. You should include a brief description of what you're using the logo for. This should be emailed to ukprp@mrc.ukri.org before your press release or circulation. Please allow at least two days' notice for logo approval.

Primary logo

This is the preferred logo to be used where at all possible. This logo version includes the strapline and is full colour.

If the strapline is illegible, the logo with no strapline version should be used.

Minimum size

← 55mm →

To ensure legibility, the UKPRP logo with strapline should never be reproduced any smaller than 55mm (wide)

Optimum sizes for the logo

A4 – 55mm
A5 – 52mm*
A3 – 75mm
A2 – 115mm

*If you are limited for space and the design would look better with a smaller logo then use the logo with no strapline as the minimum size is slightly smaller

The logo for digital platform

This version should only be used where you are limited for space on digital platforms and online channels, allowing the logo with its strapline to be legible.

Full colour

Black version

White version

The logo with no strapline

The logo with no strapline can be used at a smaller size but still ensuring the smaller copy is legible

Colour variants

Full colour

Where possible the logo should be used in full colour. The vibrant mixture of colours are an integral part of the brand and sets the tone. A version of the logo with white copy is available if needed but always consider the contrast and legibility.

A black and white and white version logo can be used upon special request.

45mm

Black version

White version

Logo modification

The logos should not be modified or altered in any way as this could undermine the impact of the brand.

Alter the dimensions, or skew (stretched or squashed) or rotate the logo.

Change the colour of the logo.

Re-draw any element of the logo, including re-typing any words.

The logo should be on a white background where possible to ensure legibility.

Exclusion zone

To ensure our logo is prominent on all UKPRP-related communications we need to ensure it has enough space from other items on a page or from the edge of the page. We therefore have an exclusion zone that protects it.

The exclusion zone is set by the height of the upper part of the 'P' which is the height of the large lettering shown below in the visual.

Logo position

The Primary logo should always be positioned top left and the exclusion zone observed to ensure consistency and clarity.

Logo checklist

- The primary logo should be used where possible and no smaller than 55mm wide.
- Must be positioned at the top left of materials.
- If strapline illegible, use version with no strapline.
- UKPRP award holders may position other logos to the right of the UKPRP logo provided that:
  ◦ visual parity is maintained (that is that all logos should look balanced);
  ◦ the additional logos are at a size not larger than the UKPRP logo;
  ◦ minimum logo sizes and exclusion zones are observed.
- UKPRP funders should not position other logos alongside the primary UKPRP logo.
- Funders external to the UKPRP must seek approval to use the UKPRP primary logo. Please contact UKPRP@mrc.ukri.org.

Logo together with the logos of all funding partners ("full lock-up")

The full lock-up needs to be used at a size where the logos are legible. On an A4 or A5 they should sit at the bottom and be the full width.

The "full lock-up" logo should be used to convey membership of the partnership on external materials such as presentations, web pages, briefing documents, press releases etc.

This logo should only be used by the UKPRP funders and award holders. No other logo should be positioned next to the full lock-up logo. Logos of contributing funders, outside of the UKPRP, should not be position next to this logo. This logo should not be used by funders outside of the UKPRP who may be contributing to UKPRP consortia or networks.

If needed a thin grey rule can be used to separate the full lock-up from content above it.

A4 document sample

200mm

Logos of all funding partners excluding the UKPRP logo ("partners-only lock-up").

The full lock-up needs to be used at a size where the logos are
on an A4 or A5 they should sit at the bottom and be the full width.

To be used only in stances where logos of the 12 funders should be
shown but the document format means that the primary UKPRP logo will be
positioned separately. This logo should not be used by award holders or
funders outside of the UKPRP.

If needed a thin grey rule can be used to separate the full lock-up from
content above it.

200mm

Logo paired with each partner's logo ("two-way lock-up")

Use when illustrating the relationship between a specific funder and the
UKPRP. Each funder is expected to only use their two-way logo.

The paired logos are for funders' use only.

Colour Palette

Primary colours

The UKPRP primary colours are Blue and Grey, this should be the predominant colours used for all publications. White is an important element in the visual balance of our brand, so this should be used along with the primary palette.

Secondary colours

The five secondary colours complement the core colours and can be used to accent the primary colours.

Different tints of any of the primary or secondary colour palettes can be used. This is achieved by reducing the percentage of the original colour.

Colour values

To achieve accurate colour reproduction in print or electronic media, please use the colour breakdowns.

Primary colour palette
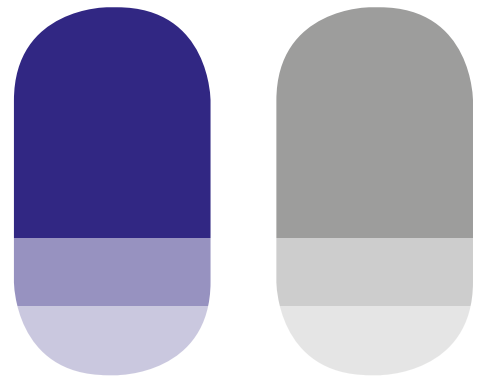
C.100 M.100 Y.0 K.0
R.49 G.39 B.131
#312783

C.0 M.0 Y.0 K.50
R.157 G.157 B.156
#9d9d9c

Secondary colour palette

C.50 M.100 Y.0 K.0
R.149 G.27 B.129
#951b81

C.74 M.14 Y.4 K.0
R.23 G.167 B.219
#0fa7db

C.0 M.100 Y.0 K.0
R.230 G.0 B.126
#e6007e

C.75 M.0 Y.100 K.0
R.58 G.170 B.73
#3aaa35

C.0 M.50 Y.100 K.0
R.247 G.147 B.29
#f39200

Fonts

Primary Helvetica Neue

As with a logo, a defined font is part of the visual representation of a brand and helps build recognition. Like a logo, it must be used correctly and consistently. The UKPRP typeface is Helvetica. Sometimes referred to as Helvetica Neue, it is a clean, modern typeface well-suited to digital use. It comes as standard on most computers. If unavailable Arial can be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Helvetica Neue Bold

Colour and Font checklist

- Tints can be used to highlight areas on a design or add interest.

- Helvetica should be the predominate font used on all material. Other fonts can be used sparingly but only if complimentary to the design.

Sample Applications

Report covers

A4 cover samples

Where photography isn't available the globe graphic from the logo can be used.

For example: Annual Reports, briefing papers or text heavy images where images are not required

A4 cover sample with photography

A4 back cover with Partnership logos

Example shown is the front / back cover of the 2019 Delegate booklet

Booklets

A4 spread sample

Layouts should be clean with white space.

The example shown is a design from the 2017 Delegate booklet

DL sample

Example shown above is a UKPRP DL gatefold leaflet with the set design.
Images can change to be in line with the subject the leaflet is based on.

Stationery

Paper title here

UKPRP group name here: Month, Year

Paper X
Insert paper code
Author: Insert name
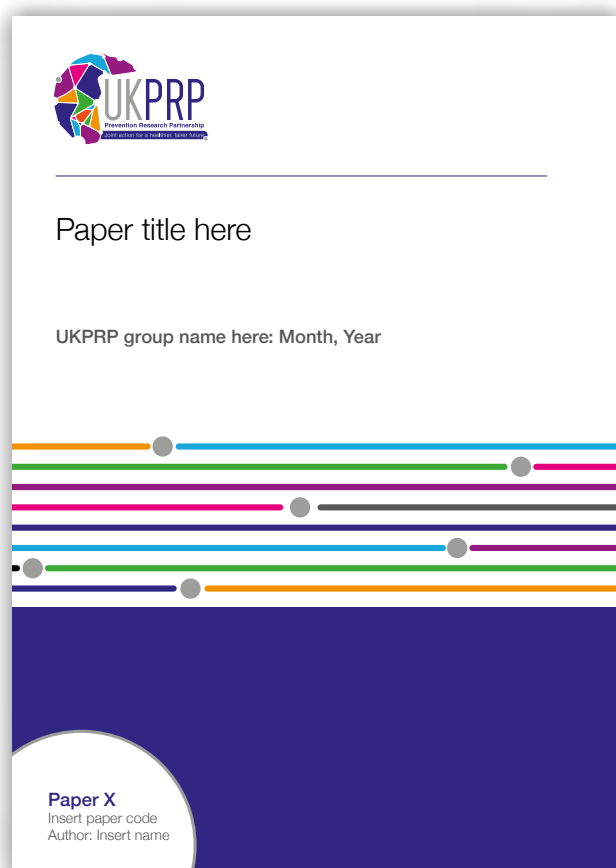
This templated front cover is for internal use only for meetings of the UKPRP Funders Executive Group and UKPRP advisory groups.

The UKPRP Secretariat
Medical Research Council, 3rd Floor, 58 Victoria, Embankment, London, EC4Y 0DS
The Medical Research Council is part of UK Research and Innovation
e. UKPRP@mrc.ukri.org

www.ukprp.org

Letterhead

Enter Name Here
Job Title

+44 (0)1234 567 890
+44 (0)1234 567 890

Address line 1, Address line 2
Address line 3 Post Code

UKPRP@mrc.ukri.org
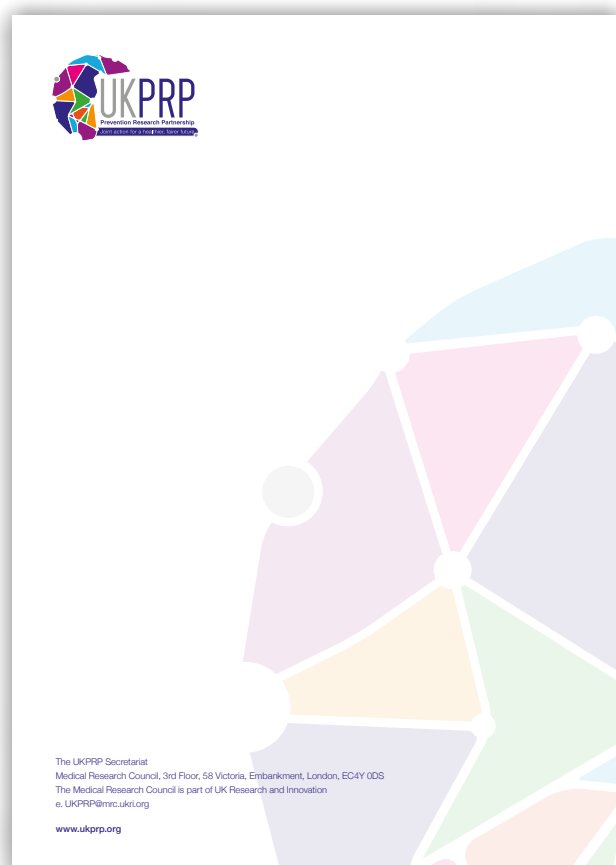
Business card

Large format print

Banner sample

UKPRP Prevention Research Partnership
Joint action for a healthier, fairer future

Our objectives

- Build and support new multi-disciplinary research teams focused on the primary prevention of NCDs
- Develop scalable and cost-effective preventive interventions targeted at upstream health determinants
- Enable change within complex systems to prevent NCDs
- Co-develop research programmes with users to produce evidence
- Capitalise on emerging technologies, big data etc.
- Support methodological innovation
- Promote coordination of prevention research across funders

800 x 21040mm

Poster sample

UKPRP Consortium

- Address a specific challenge in the primary prevention of NCDs
- Interdisciplinary research to generate and implement new knowledge
- Clear pathways to policy and practice through embedded engagement of users

Industry (Where appropriate to the planned research)

Public Involvement

Third sector/civil society groups, including NGOs

Core of multidisciplinary expertise: public health, social sciences, engineering, physical sciences and economics

Policy interface, policy units, governments

Other public sector, Local Authorities

Data provider: e.g cohort and administrative data

Optasped et ea et, omnis rerrum maxima earum ad et ullaut iuntiatque cus sint, cum nobitin perspera plit as is et asperecatus volore, officime nonesti ntetur samet et repudae laboremporia voloressunt elestia turibus

Odit eos dunditi busam, simi, nobis inis natur, officiendia sincimposant alic te plabo. Ut re quamus quis sumquos apidelicid qui dolorat.

Contact Details:
Doluptatent adit faccum sime nemperum ium exeribest elicietus
Tel: 0000 00000
www.eaque.fugitatus
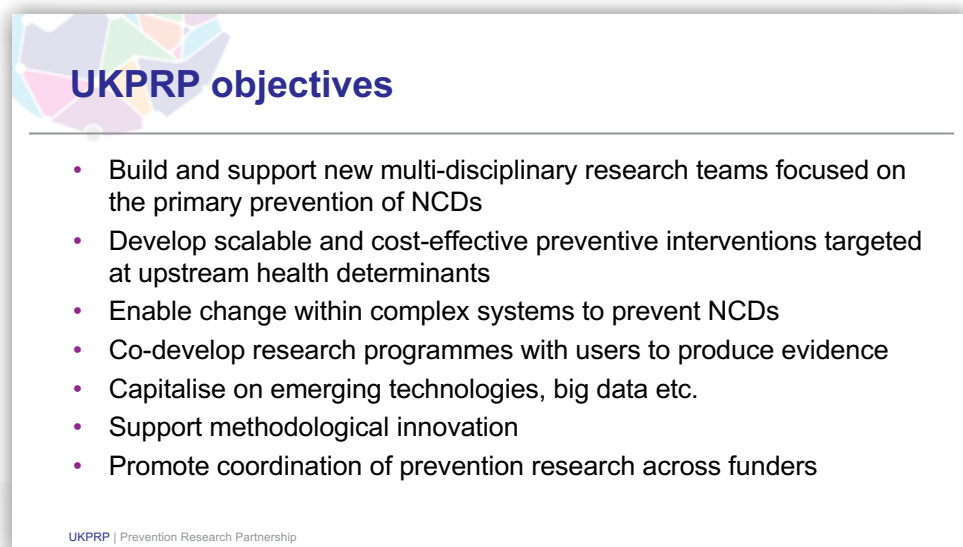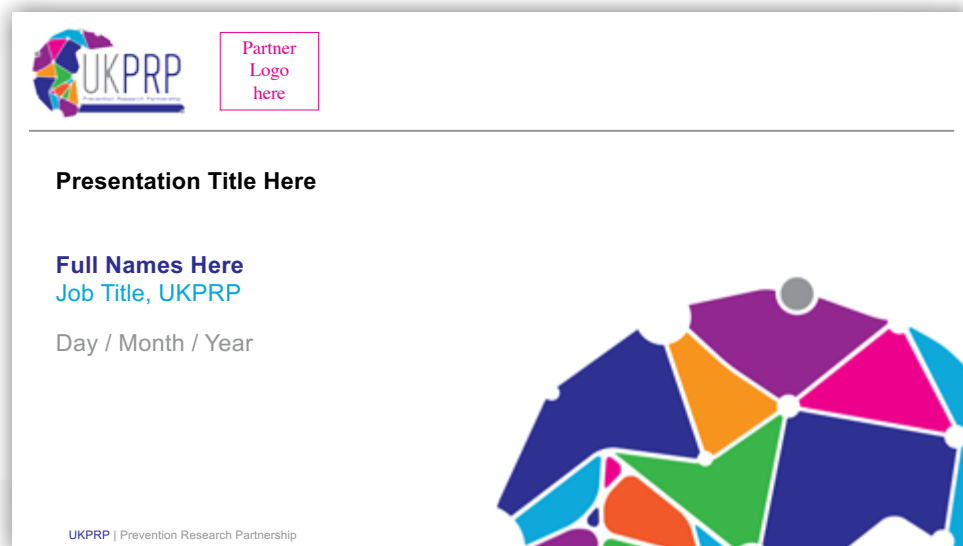
A0

Digital examples

Powerpoint Sample

Social media tiles

Twitter tiles template design

Contact details

The UKPRP Secretariat

Medical Research Council, 3rd Floor, 58 Victoria Embankment, London, EC4Y 0DS

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e. UKPRP@mrc.ukri.org

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