Brand Guide: Wellcome Centre for Integrative Neuroimaging

May 2017
Brand guide / Wellcome Centre for Integrative Neuroimaging

Brand elements

Typography

Helvetica Neue Bold/Arial Bold
Helvetica Neue Roman/Arial Regular

Helvetica Neue can be purchased online at MyFonts.com

Colour palette

Primary

Pantone: 202 U
CMYK: 12,88,67,34
RGB: 131,30,41
#831E29

Secondary

Pantone: 306 U
CMYK: 75,1,15,2
RGB: 0,155,178
#009BB2
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Logo

Standard logo

Clear space

Minimum size 16 mm

Partnership

Do not stretch, alter or add to the logo.
### Using the logo files

<table>
<thead>
<tr>
<th></th>
<th>.eps</th>
<th>.tif</th>
<th>.png</th>
<th>.jpeg</th>
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</thead>
<tbody>
<tr>
<td><strong>Printed materials</strong></td>
<td><img src="image" alt="Standard logo" /></td>
<td><img src="image" alt="CMYK" /></td>
<td><img src="image" alt="CMYK" /></td>
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<tr>
<td><strong>Posters and signage</strong></td>
<td></td>
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<td><img src="image" alt="CMYK" /></td>
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<tr>
<td><strong>Digital presentation</strong></td>
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<td><img src="image" alt="Desktop logo" /></td>
<td><img src="image" alt="Acronym logo" /></td>
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<td><strong>Responsive website</strong></td>
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Brand principles

- Science is alive – creativity, movement and energy
- Diversity – in the people and in the research
- Personality – be faithful to the subject and be authentic
- Capture a moment – provoke an emotive or curious response
- Ideas – show where ideas come from and how they are shared
- Collaboration – teamwork and sharing of ideas

Creative considerations

- Sharp, clean images
- Intimacy between the subjects
- Group shots – engaged, natural interactions
- Objects – photograph them in their natural environment, instead of fake displays
- Use natural light where possible

Try to avoid

- Posed/overly staged scenarios – eg holding test tubes in the air
- ‘Cheesy’ or ‘stiff’ subjects looking to camera
- Over-stylised effects
- Camera at wonky angles – images should be straight
- Going so wide with group shots that you lose focus on what is happening
- Wide-angle distortion