



**wellcome  
centre  
integrative  
neuroimaging**

# **Brand Guide: Wellcome Centre for Integrative Neuroimaging**

May 2017

## Typography

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

Helvetica Neue can be purchased online at [MyFonts.com](https://www.myfonts.com)

## Colour palette

Primary

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

Secondary

CMYK: 0,0,0,30  
RGB: 195,195,195  
#C6C6C6

CMYK: 0,0,0,80  
RGB: 70,71,73  
#464749

CMYK: 0,0,0,100  
RGB:  
#

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

Logo

Standard logo



Partnership



Clear space



Minimum size



Do not stretch, alter or add to the logo.



x

















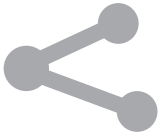





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Brand guide / Wellcome Centre for Integrative Neuroimaging  
Using the logo files

		.eps	.tif	.png	.jpeg	
Printed materials						Standard logo 
Posters and signage						
Digital presentation						
Responsive website						Standard logo Desktop logo Acronym logo   
Social media						Social icon 

## Photography advice

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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