wellcome centre integrative neuroimaging

Brand Guide: Wellcome Centre for Integrative Neuroimaging

May 2017

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

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

Brand elements

Logo

Standard logo

Partnership

Clear space

Minimum size

16 mm

Do not stretch, alter or add to the logo.

Using the logo files

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

Photography advice

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