

The Logo

Pantone: 3105
c45 m0 y11 k0
R113 G214 B224
web#71D6E0

Pantone: 7545
c56 m30 y17 k2
R81 G98 B111
web#5162F



The logostyle has a protected area on all sides of X = the height of the namestyle, all other matter must kept away from the namestyle at a minimum of X.

Logo colour variants

These are the accepted logo variations If there is any doubt about the correct use in any given application please contact the Head of Communications for clarification.



The Rosalind
Franklin Institute

For increased flexibility the symbol may be moved to this position

Corporate - main use on brochures, posters mailers website, advertisements, marketing collateral material



Black - main use on any application where the corporate colour logo is not an option

The Fonts

The primary corporate font is the Uni Sans Family. Please use for headings and titles.

Uni Sans Light

Uni Sans Light Italic

Uni Sans Regular

Uni Sans Regular Italic

Uni Sans bold

Uni Sans bold Italic

The secondary font is Frutiger please use for body copy and sub headers.

Frutiger Roman

Frutiger Roman Italic

Frutiger Bold

Frutiger Bold Italic

The alternative system font if the corporate fonts are not available is:

Tahoma

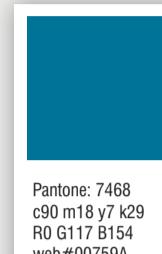


A visual guide to logo use on a shade of colour

For further information or advice please contact Laura Holland, Head of Communications:
T: 07786 391037

Corporate colour palette

Discipline names and colour palette



Pantone: 7468
c90 m18 y7 k29
R0 G117 B154
web#00759A

Structural Biology



Pantone: Magenta
c0 m100 y0 k0
R209 G0 B116
web#D10074

Artificial Intelligence and Informatics



Pantone: 2602
c57 m98 y0 k0
R138 G26 B156
web#8a1a9c

Next Generation Chemistry



Pantone: 1235
c0 m35 y98 k0
R255 G182 B18
web#FFB612

Correlated Imaging



Pantone: 376
c59 m0 y100 k0
R122 G184 B0
web#7AB800

Biological Mass Spectrometry

The various disciplines are reflected in the colour palette above. Their application can be laid out in the samples below



Artificial Intelligence and Informatics



Biological Mass Spectrometry



Next Generation Chemistry



Correlated Imaging



Structural Biology

Logo usage



The full colour logo may be used when the background tone provides a good contrast



Where the background is darker or doesn't provide a good contrast the symbol and namestyle may be used in white



The black solid variant may be used on mono printed material or as an alternative to the white solid where the contrast to the background is more favourable



The symbol may also be used as a secondary feature in a light tint. eg: Powerpoint or text background