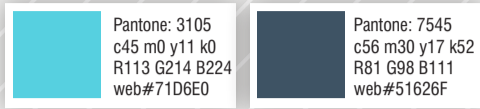


The Logo



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

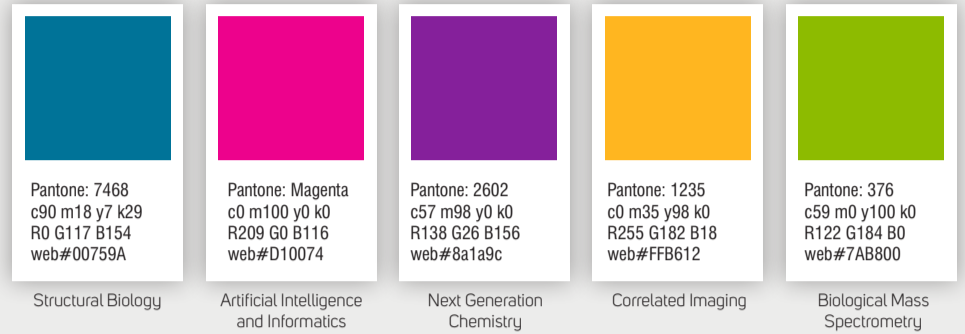
Corporate - main use on brochures, posters, mailers, website, advertisements, marketing collateral material



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

Corporate colour palette

Discipline names and colour palette



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



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

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**