GCRF
Global Challenges Research Fund

Global Challenges Research Fund

BRAND GUIDELINES

CONTENTS

Introduction	3
The GCRF logo	4
Logo versions	5
Logo sizes	6
Applying the GCRF logo	7
Colour	9
Typeface	10
Stationery	11
PowerPoint	12

INTRODUCTION

The Global Challenges Research Fund (GCRF) is a £1.5 billion fund that supports cutting-edge research on global issues affecting developing countries. It harnesses the expertise of the UK's world-leading researchers, focusing on:

- funding challenge-led disciplinary and interdisciplinary research
- strengthening capability for research, innovation and knowledge exchange in the UK and developing countries through partnership with excellent UK research and researchers
- providing an agile response to emergencies where there is an urgent research need.

It forms part of the UK Government's Official Development Assistance (ODA) commitment and focuses on promoting the economic development and social welfare of developing countries. It is overseen by the Department for Business, Energy and Industrial Strategy (BEIS) and delivered through 17 delivery partners including the Research Councils, the UK Academies, the UK Space Agency and funding bodies.

The GCRF mobilises the UK's world-leading research base to address key challenges such as: threats to the sustainability of natural resources; flooding and famine resulting from climate change; environmental degradation; population growth and rapid urbanisation; fragile states, growing inequality, and violence; threats to animal and plant health; and global health challenges including the development of vaccines and viral threats.

The GCRF brand has been developed:

1. to build recognition and visibility of the fund across stakeholders in the UK and globally
2. to ensure GCRF projects are consistently branded and clearly identifiable
3. to demonstrate equal impact of GCRF alongside other significant ODA funding mechanisms, including the Newton Fund
4. to ensure UK and overseas researchers are able to clearly and easily badge GCRF projects
5. help build sense of community across GCRF delivery partners and recipients.

THE GCRF LOGO

GCRF
Global Challenges Research Fund

A logo is a visual interpretation of an organisation. The GCRF logo is a recognisable symbol for all of the GCRF programmes and projects – it is our most valuable asset of the brand. It is essential to reproduce the logo correctly and consistently.

When do I use the GCRF logo?

In any communication relating to GCRF investment and research. For example on:

- websites and intranets
- publications, flyers and other printed materials
- pull-up banners
- promotional materials
- stationery
- press releases

The GCRF logo can be used alongside individual organisations' logos and so a pragmatic approach can be taken as to whether the GCRF logo is positioned at the top left, or top right of the page.

There will be times when it is necessary to also include the "Funded by UK Government" logo. This should be done when GCRF branding will be seen by a predominantly global audience, for example, at an international conference. See example on page 8.

Funded by
UK Government

For guidance on when and how to use this additional logo, please contact Katie Clark:
Katie.Clark@newtonfund.ac.uk

LOGO VERSIONS

Full Colour logo

Black & White logo

White logo

It is essential that a consistent use of colour and positioning is maintained whenever the GCRF logo is used, such as on stationery or in annual publications. The logo must be reproduced from electronic files supplied by ODA Research Management Team, email: Katie.Clark@newtonfund.ac.uk, or from https://docnet.rcuk.ac.uk/xcouncil/oda/Pages/default.aspx

There are 3 versions of the GCRF logo. The full-colour version should be used whenever possible. The only time when the black and white version is permitted is when only one-colour printing is possible.

LOGO SIZES

Using the correct size of a logo will help give it maximum impact.
Here is a guide to using the GCRF logo;

Optimum size for the logo

To ensure maximum impact and clarity, the GCRF logo should be used at its preferred size of 37 x 20mm when used on an A4 page or on a website.

A5 • 37(w) x 20(h) mm
A4 • 37(w) x 20(h) mm
A3 • 73(w) x 39(h) mm
A2 • 90(w) x 49(h) mm
A1 • 123(w) x 66(h) mm
Exhibition Banners • 277(w) x 148(h) mm

Minimum size of logo

To ensure legibility, the GCRF logo should never be reproduced any smaller than 30 x 16mm.

Minimum clearance

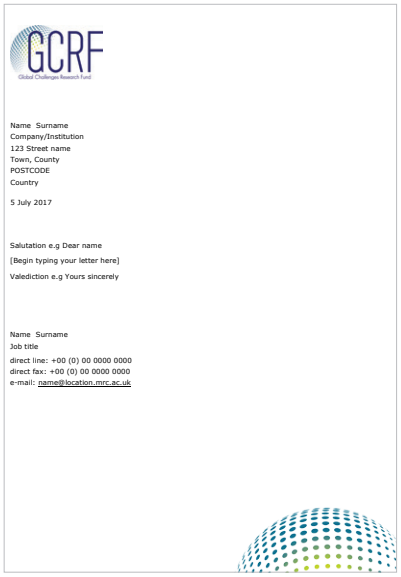
We have defined an area of clear space around the logo to ensure it remains clear and uncluttered. The clear space measurement is equal to the height of the letter 2x G from the strapline within the logo at the size it is to be reproduced.

APPLYING THE GCRF LOGO

Which version, which placement?

Ideally, the GCRF logo is placed on the top left of applications.
When used independently – it can be centred.

The preferred version to use is the full-colour version.
If only one colour printing is possible, the black version is acceptable.



Letterheaded paper (A4)

Business Card

A4/A3 poster

Exhibition banner

A5 gatefold leaflet

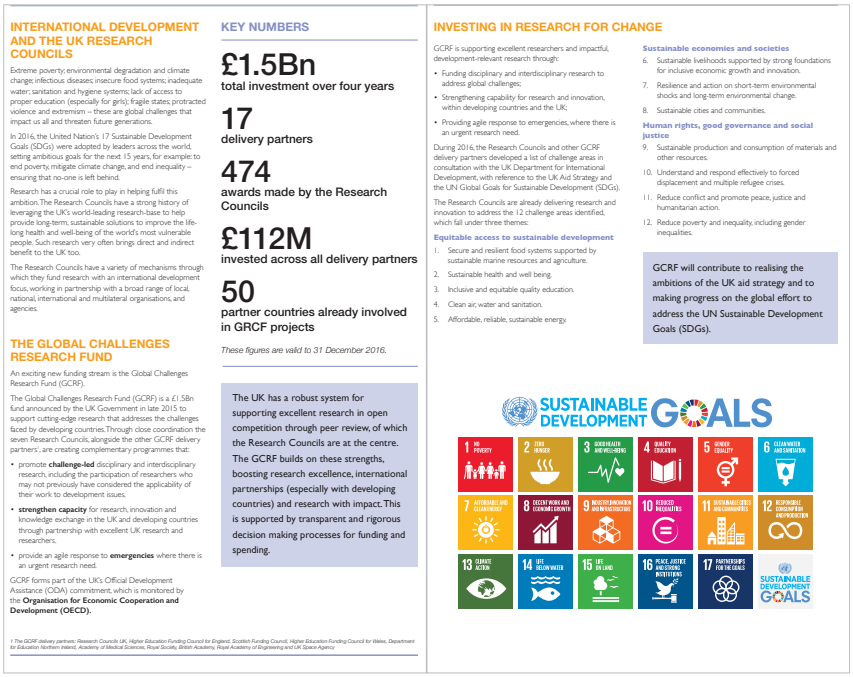
The GCRF delivery partners and other organisations can develop publications about GCRF in their own brand style, but they must ensure the GCRF and Funded by UK Government logos are used. See the example below.

Global Challenges Research Fund

Investing in world-class research for international development

RCUK – the first year

RESEARCH COUNCILS UK



A4 Booklet

COLOUR

GCRF has a corporate colour palette that it uses for all purposes. GCRF logo should be presented in full colour version, or in black where only one-colour printing is available. There are additional (secondary) colours that can be used in design.

Secondary colours

We have provided the colour formulations for various applications (CMYK for print, RGB for screen and Hexadecimal for websites.)

To achieve accurate colour reproduction in print or electronic media, please use the colour breakdowns.

Print reproduction

For print use the Pantone colour or the CMYK breakdown if printing using four-colour process.

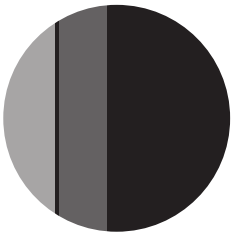
If you are using a Pantone colour, use it consistently throughout the publication. Do not alternate between Pantone, RGB and CMYK for the same colour as they will not be the exact match.

Please note that colour that is printed on uncoated paper will look slightly different from when the same colour is printed on coated paper. Therefore avoid mixing paper finish when producing materials that are to be used together.

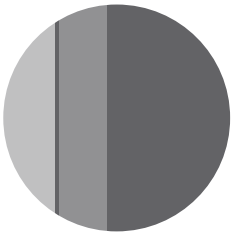
Screen Reproduction

RGB and websafe (Hexadecimal) specifications are for screen/slide-based communications and website use.

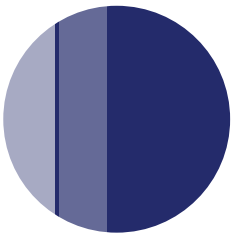
Please note that computer monitors can vary in colour calibrations, therefore colours can look slightly different from monitor to monitor.



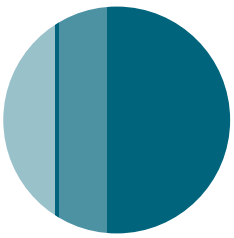
Black
CMYK: C.0 M.0 Y.0 K.100
RGB: R35 G.31 B.32
Hexadecimal: 231F20



Rich Grey
CMYK: C.0 M.0 Y.0 K.75
RGB: R.98 G.99 B.102
Hexadecimal: 626366



Deep Blue
CMYK: C.100 M.96 Y.23 K.18
RGB: R.39 G.44 B.108
Hexadecimal: 272C6C



Teal
CMYK: C.100 M.0 Y.12 K.43
RGB: R.33 G.103 B.126
Hexadecimal: 21677E

Lime Green
CMYK: C.34 M.0 Y.100 K.0
RGB: R.181 G.211 B.52
Hexadecimal: B5D334

Warm Yellow
CMYK: C.0 M.14 Y.100 K.0
RGB: R.255 G.219 B.0
Hexadecimal: FFDB00

60% tint 30% tint

TYPEFACE

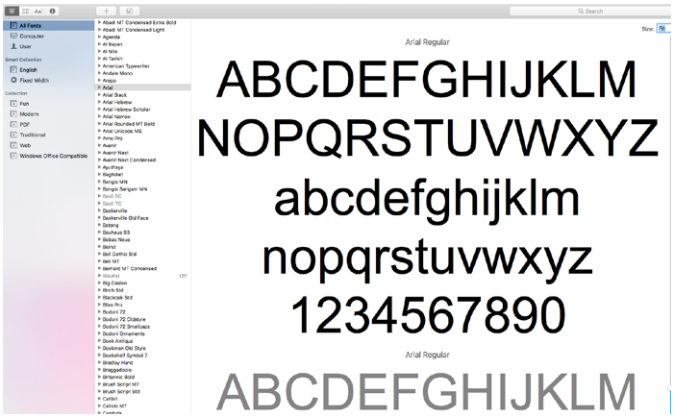
Any publication, be it brochure, leaflet or newsletter should always look great, but first and foremost it's a functional tool. GCRF has selected two fonts which ensure that any materials we produce should always look clear and clean.

Font

The GCRF has seperate fonts for use in print and digital design. Our print font is Helvetica and this must be used on all printed items such as stationary. Arial is to be used on all material intended for the web

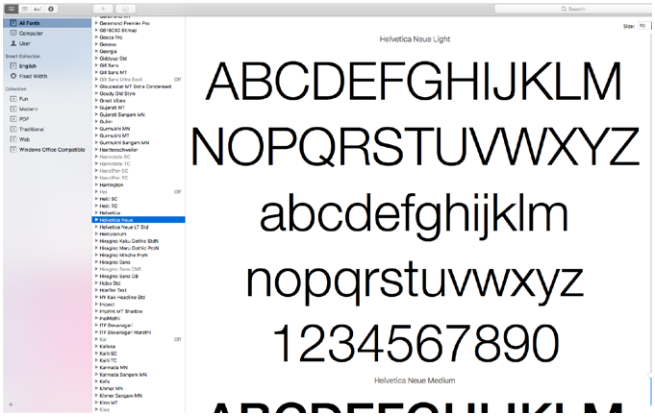
Our print font is **Helvetica**.
Our digital font is **Arial**.

Arial



Anything that is intended for the web should always use Arial

Helvetica



Anything that is intended for print should always use Helvetica

Type style

A range of hierachies of type allows for different levels of read e.g. introduction text, pulled-out facts and figures and case studies. Information should be structured and 'white' space is a key part of the layout.

Text is always arranged left and ragged right, never justified or centred.

STATIONERY

Name Surname
Company/Institution
123 Street name
Town, County
POSTCODE
Country

5 July 2017

Salutation e.g Dear name

[Begin typing your letter here]

Valediction e.g Yours sincerely

Name Surname
Job title

direct line: +00 (0) 00 0000 0000
direct fax: +00 (0) 00 0000 0000
e-mail: name@location.mrc.ac.uk

A4 letter headed paper

Enter Name Here
job title

Email@email.ac.uk

+44 (0)1234 567 890
+44 (0)1234 567 890
Twitter: enter hastag here
website.ac.uk

Address line 1
Address line 2
Address line 3
Postal Code

Front
Business card

Back
Business card

POWERPOINT

Arial is used for all Power Point presentations to create a uniform look.
Each presentation starts with the cover slide below.

PowerPoint

A template of a sample presentation will be available for use. It consists of:

- Cover slide
- Text slides
- Divider slides with image and title
- Introduction slide containing the title of the presentation, the date and the name of the

The PowerPoint template can be found in the secure area (login required):
https://docnet.rcuk.ac.uk/xcouncil/oda/Pages/default.aspx

Or by contacting Katie Clark: katie.clark@newtonfund.ac.uk

Power Point Slide

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