



Global Challenges Research Fund

BRAND GUIDELINES





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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



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.



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

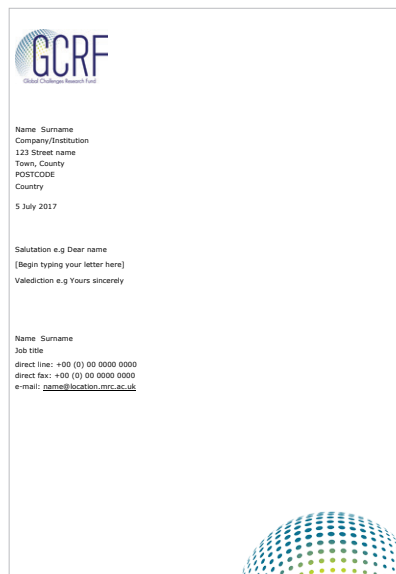
Which version, which placement?

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.



Exhibition banner



Letterheaded paper (A4)



Business Card



A4/A3 poster



Global Challenges Research Fund Brand Guidelines

INTERNATIONAL DEVELOPMENT AND THE UK RESEARCH COUNCILS

Extreme poverty, environmental degradation and climate change, infectious diseases, insecure food systems, inadequate water, sanitation and hygiene systems, lack of access to proper education, especially for girls, fragile states, protracted violence and extremism – these are global challenges that impact us all and threaten future generations.

In 2016, the United Nations' 17 Sustainable Development Goals (SDGs) were adopted by leaders across the world, setting ambitious goals for the next 15 years. For example, to end poverty, mitigate climate change, and end inequality – ensuring that no-one is left behind. Research has a crucial role to play in helping fulfil this ambition. The Research Councils have a strong history of leveraging the UK's world-leading research base to provide long-term, sustainable solutions to improve the living health and well-being of the world's most vulnerable people. Such research very often brings direct and indirect benefits to the UK too.

The Research Councils have a variety of mechanisms through which they fund research with an international development focus, working in partnership with a broad range of local, national, international and multilateral organisations, and agencies.

THE GLOBAL CHALLENGES RESEARCH FUND

An exciting new funding stream is the Global Challenges Research Fund (GCRF).

The Global Challenges Research Fund (GCRF) is a £1.5bn fund announced by the UK Government in late 2015 to support cutting-edge research that addresses the challenges faced by developing countries. Through close coordination the seven Research Councils, alongside the other GCRF delivery partners, are creating complementary programmes that:

- promote challenge-led disciplinary and interdisciplinary research, including the participation of researchers who may not previously have considered the applicability of their work to development issues;
- strengthen capacity for research, innovation and knowledge exchange in the UK and developing countries through partnership with excellent UK research and researchers;
- provide an agile response to emergencies where there is an urgent research need.

The UK has a robust system for supporting excellent research in open competition through peer review, of which the GCRF builds on at the centre. The GCRF builds on these strengths, boosting research excellence, international partnerships (especially with developing countries) and research with impact. This is supported by transparent and rigorous decision making processes for funding and spending.

KEY FIGURES

£1.5Bn
total investment over four years

17
delivery partners

50
partner countries already involved in GCRF projects

474
awards made by the Research Councils

£112m
invested across all delivery partners

These figures are valid to 31 December 2016.

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For more information about GCRF, please contact:
gcrf@rcuk.ac.uk
www.rcuk.ac.uk
@GCRF_UK
#GCRF

Global Challenges Research Fund
Investing in world-class research for international development

Creative credits from left to right: © MRC Unit The Gambia • © The Philip Henshaw • © Thinkstock/Getty

INVESTING IN RESEARCH FOR CHANGE

GCRF is supporting excellent researchers and impactful, development-relevant research through:

- Funding disciplinary and interdisciplinary research to address global challenges;
- Strengthening capacity for research and innovation, within developing countries and the UK;
- Providing agile responses to emergencies, where there is an urgent research need.

During 2016, the Research Councils and other GCRF delivery partners developed a list of challenge areas in consultation with the UK Department for International Development, with reference to the UK Aid Strategy and the UN Global Goals for Sustainable Development (SDGs).

The Research Councils are already delivering research and innovation to address the 12 challenge areas identified, which fall under these themes:

Equitable access to sustainable development

1. Secure and resilient food systems supported by sustainable marine resources and agriculture.
2. Sustainable health and well-being.
3. Inclusive and equitable quality education.
4. Clean air, water and sanitation.
5. Affordable, reliable, sustainable energy. Sustainable economies and societies.

GCRF will contribute to realising the ambitions of the UK aid strategy and to making progress on the global efforts across the UN Sustainable Development Goals (SDGs).

The GCRF will significantly increase research capacity and capability in the UK and in developing countries, whilst increasing excellent research with impact. The ambition is to generate innovative solutions to intractable development issues and to identify practical pathways to healthier and safer lives, sustainable development and prosperity for all, equal and effective education, social justice and human rights, and stable institutions.

Working in equitable partnerships with researchers from across the world, UK researchers are already maximising the opportunities offered by the GCRF to take the lead in global development.

The Research Councils have a long and impressive track record of delivering research which supports international development. The following are some examples highlighting the breadth of research which the Research Councils currently invest in. These examples demonstrate the wide-ranging, positive impact.

BOOSTING SOCIAL RECOVERY IN SIERRA LEONE

2002 marked the end of Sierra Leone's brutal civil war in which tens of thousands of civilians lost their lives, and a quarter of the population were displaced.

A project funded by AHRC, and led by University College London, explored how Sierra Leone could boost social recovery using heritage and culture. The project focused on visual arts, digital technologies and contemporary museum practices in response to related peace and approach.

Working with the Sierra Leone National Museum (SNM), the researchers provided a programme of training and capacity building in practices for museum staff, the Museums and Sites Commission and the Ministry of Tourism and Cultural Affairs.

A senior curator working at the SNM said: "The activities strengthened the professional capacity of museum staff by adopting international standards and best practice in the context of our own work."

Through the programme, more than 4,000 cultural objects, images and sound recordings were added to an innovative digital heritage information asset. Educational resources were created for school and international audiences too.

FIGHTING AMR RESISTANCE IN RURAL CHINA

Antimicrobial resistance (AMR) is a growing threat, facing society, with the over-reliance on antibiotics, stopping drug treatments working to treat common illnesses for both humans and animals. In recognition of this global challenge, the Newton Fund AMR-China Partnership Initiative was funded. Supported by MRC, BBSRC, ESRC, and the National Natural Science Foundation of China, this global collaborative research initiative aims to help tackle the problem.

Why fish is known about the use of antibiotics in rural environments in China. This includes what influences healthcare practitioners to prescribe or dispense antibiotics without the resources needed to assess the specific type of bacteria causing the problem. A pioneering pilot project, led by the University of Bristol, focuses on building on research to develop an interdisciplinary solution to find appropriate strategies to optimise antibiotic use in China.

Although most countries are developing national action plans to tackle AMR, there's been very little opportunity to understand how we can tailor interventions to make them appropriate for the particular context. We hope the knowledge gained will be relevant to tackling the problem of AMR in local settings in China, but also for the UK in terms of learning how to understand a wide range of parameters when working in a very different kind of environment," says Dr Helen Lambert, University of Bristol, HMR&D.

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

INTERNATIONAL DEVELOPMENT AND THE UK RESEARCH COUNCILS

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GCRF forms part of the UK's Official Development Assistance (ODA) commitment, which is monitored by the Organisation for Economic Co-operation and Development (OECD).

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5. Affordable, reliable, sustainable energy.

Sustainable economies and societies

6. Sustainable livelihoods supported by strong foundations for inclusive economic growth and innovation.
7. Resilience and action on short-term environmental shocks and long-term environmental change.
8. Sustainable cities and communities.
9. Human rights, good governance and social justice.
10. Sustainable production and consumption of materials and other resources.
11. Understand and respond effectively to forced displacement and multiple refugee crises.
12. Reduce conflict and promote peace, justice and humanitarian action.
13. Reduce poverty and inequality, including gender inequalities.

GCRF will contribute to realising the ambitions of the UK aid strategy and to making progress on the global effort to address the UN Sustainable Development Goals (SDGs).

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.

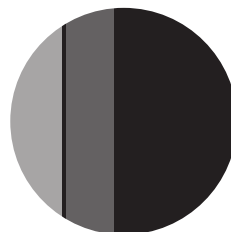
If you are using a Pantone colour, use it consistently throughout the publication. Do not alternate between Pantone, RGB and CMYK for the same colour as they will not be the exact match.

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.

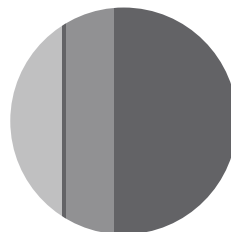
Screen Reproduction

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

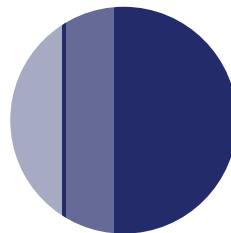
Please note that computer monitors can vary in colour calibrations, therefore colours can look slightly different from monitor to monitor.



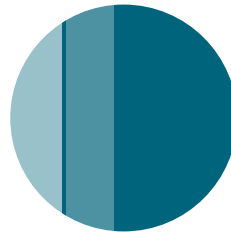
Black
CMYK: C.0 M.0 Y.0 K.100
RGB: R.35 G.31 B.32
Hexadecimal: 231F20



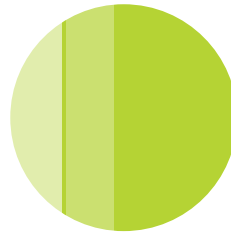
Rich Grey
CMYK: C.0 M.0 Y.0 K.75
RGB: R.98 G.99 B.102
Hexadecimal: 626366



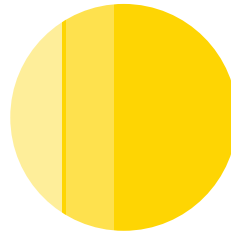
Deep Blue
CMYK: C.100 M.96 Y.23 K.18
RGB: R.39 G.44 B.108
Hexadecimal: 272C6C



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.

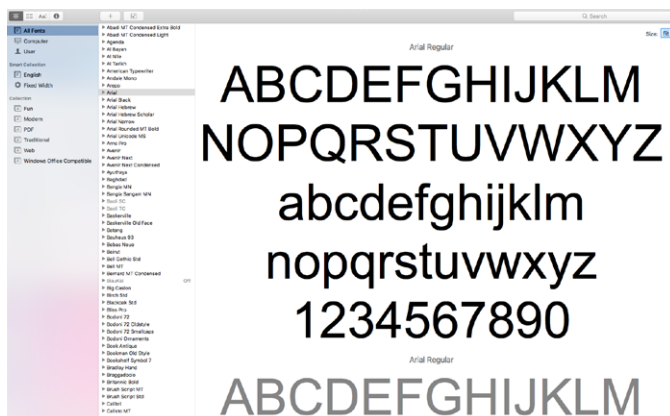
Font

The GCRF has separate 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**.

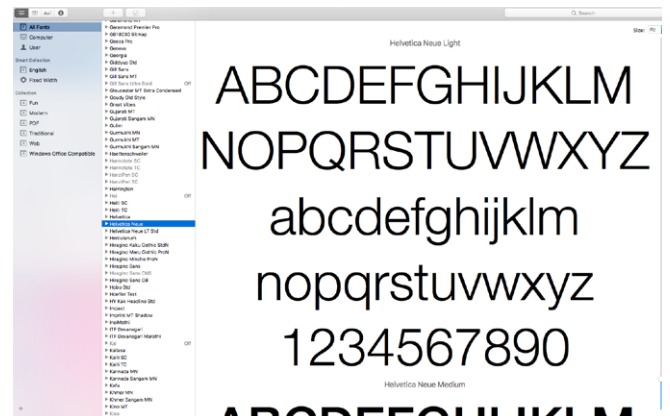
Our digital font is **Arial**.

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 hierarchies 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



Global Challenges Research Fund

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



Global Challenges Research Fund

Enter Name Here
job title

Email@email.ac.uk

+44 (0)1234 567 890
+44 (0)1234 567 890
Twitter: [enter hashtag here](#)
[website.ac.uk](#)

Address line 1
Address line 2
Address line 3
Postal Code

Front
Business card



Global Challenges Research Fund



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



