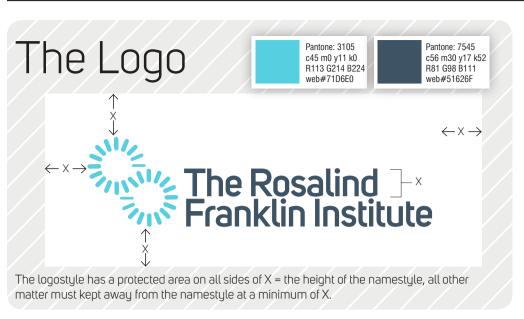


Visual Branding Overview



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.





For increased flexibility the symbol may be moved to this position

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





 $\mbox{\bf Black}$ - 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 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

Corporate colour palette

Discipline names and colour palette



web#00759A

Structural Biology

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

Imaging with Sound and Light



web#8a1a9c

Next Generation
Chemistry for Medicine

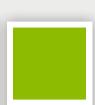
R138 G26 B156



web#FFB612

Correlated Imaging

R255 G182 B18



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

Biological Mass Spectroscopu

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

For further information or advice please contact Laura Holland, Head of Communications: T: 07786 391 037