



Computational Science Centre  
for Research Communities

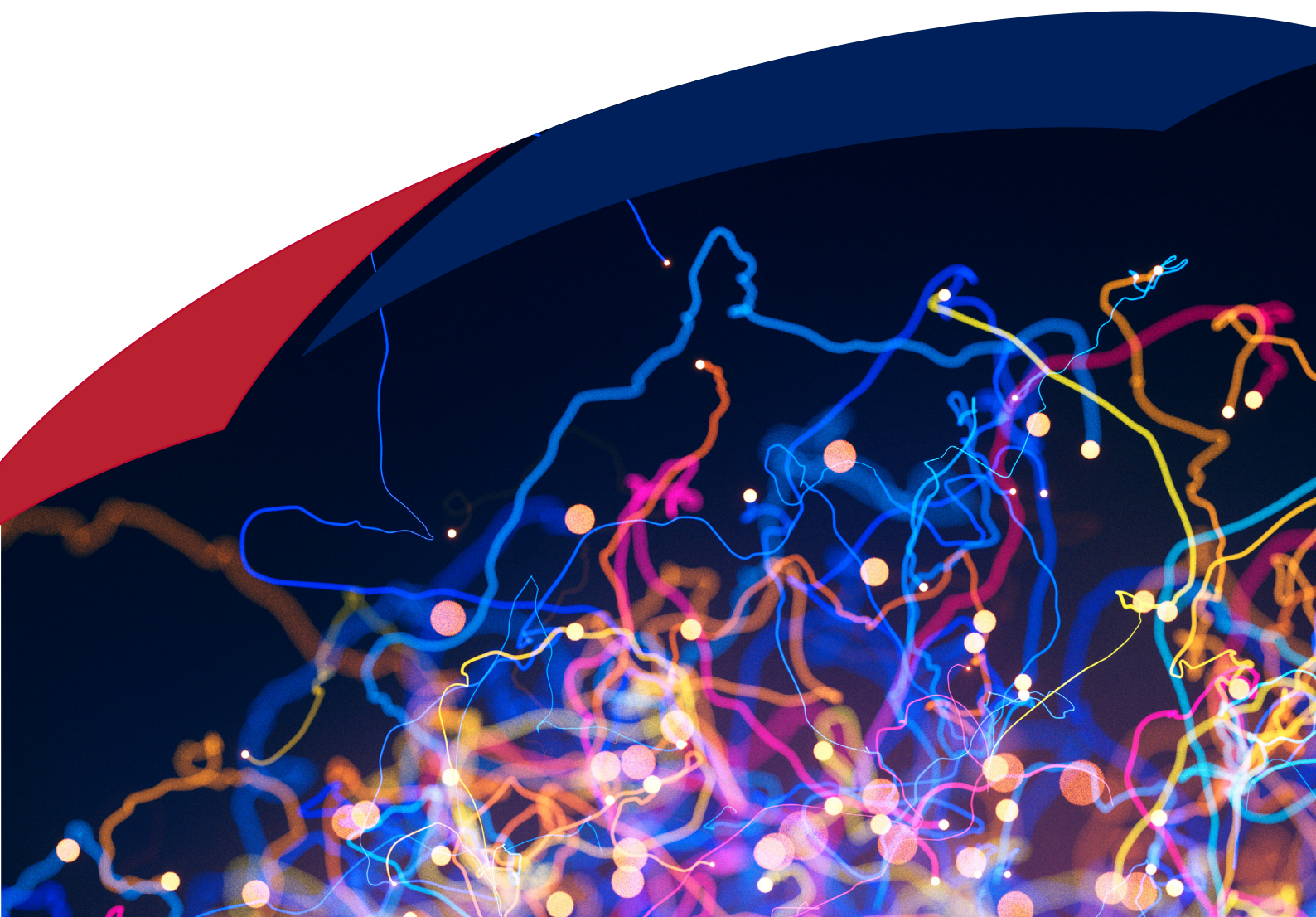


Science and  
Technology  
Facilities Council

Scientific Computing

# Brand Guidelines

Version 2: 14 August 2024



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# Logo: Set-up

## Preferred colouring

The primary logo is the preferred colour scheme. Colour variations are available and may be used to ensure the logo's readability and comply with our accessibility standards (see page 6).

## Always use the artwork

The logo should always be reproduced from the provided artwork file and must not be stretched, squashed, re-drawn or altered in any way. Our logo artwork is available in the following formats:

Pantone®: ai, pdf

CMYK: ai, pdf, tif (for print)

RGB: ai, emf, pdf, png (digital only)

Greyscale: ai, emf, pdf, png

## Main logo



**Computational Science Centre  
for Research Communities**

## Association logo



## Lock-ups

Text variant (preferred)

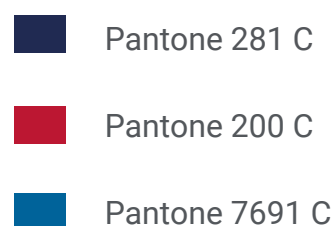


Textless variant



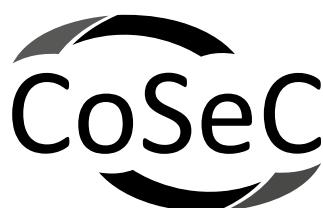
**Computational Science Centre  
for Research Communities**

## Logo colours



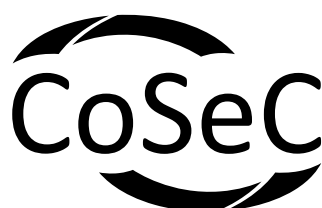
## Colour variations

Grayscale variant



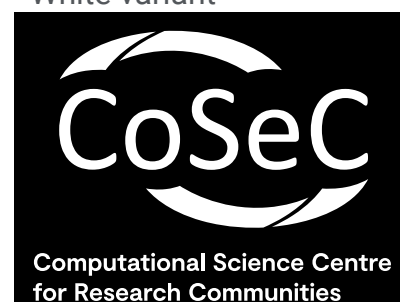
**Computational Science Centre  
for Research Communities**

Black variant



**Computational Science Centre  
for Research Communities**

White variant

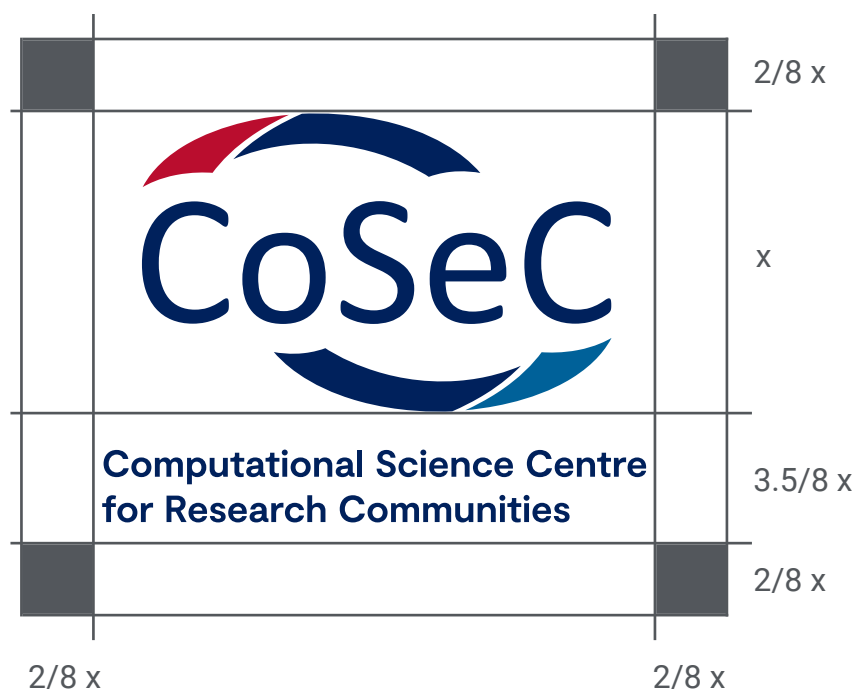


**Computational Science Centre  
for Research Communities**

## Exclusion zone

To ensure standout and legibility, the CoSeC logo must remain a certain distance from other graphic elements and text.

An exclusion zone defined by  $\frac{2}{8}$  of the height (X) of the CoSeC symbol must be maintained around the logo.



## Minimum size

The minimum size of the CoSeC main logo is 48 mm for print and 181 px for digital use.



The minimum size of the CoSeC Textless variant logo is 10 mm for print and 38 px for digital use.



## Logo use

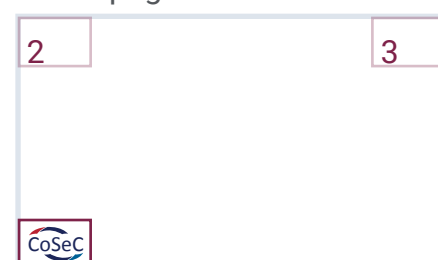
The preferred location for placing the main logo on a cover page is the top left corner. Additionally, the Association logo must be displayed in the top right corner of cover pages.

On inside pages, you can use the textless variant of the logo in any of the three displayed corners.

### Cover page/Title page



### Inside page



# CoSeC colour palette

CoSeC has three colour palettes. The primary palette, derived from the logo, is used predominantly to maintain brand consistency. The secondary palette is employed to differentiate content, while the neutral palette is reserved for text.

Tints or shades of the CoSeC colours should only be used for patterns, specific charts or detailed data communication.  
For print use, only use CMYK  
For screen use, only use RGB

## CoSeC palette

### Primary palette

Pantone 281 C C100 M85 Y5 K36 R0 G32 B91 Hex: #00205B	Pantone 200 C C3 M100 Y70 K12 R186 G12 B47 Hex: #BA0C2F	Pantone 7691 C C100 M43 Y0 K30 R0 G98 B152 Hex: #006298
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### Secondary palette

Pantone 135 C C0 M21 Y76 K0 R255 G198 B88 Hex: #FFC658	Pantone 216 C C13 M96 Y26 K52 R125 G34 B72 Hex: #7D2248	Pantone 656 C C10 M2 Y0 K0 R221 G229 B237 Hex: #DDE5ED
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### Neutral palette

Pantone Cool Gray 11 C C44 M34 Y22 K77 R83 G86 B90 Hex: #53565A	C0 M0 Y0 K0 R253 G253 253 Hex: #FDFDFD	C60 M40 Y40 K100 R0 G0 B0 Hex: #000000
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## Colour usage

Titles, subtitles, headlines and prominent text



Example Title

Text highlight (dependent on background)



Example of text with the use of highlight

Example of text with the use of highlight on different background colours

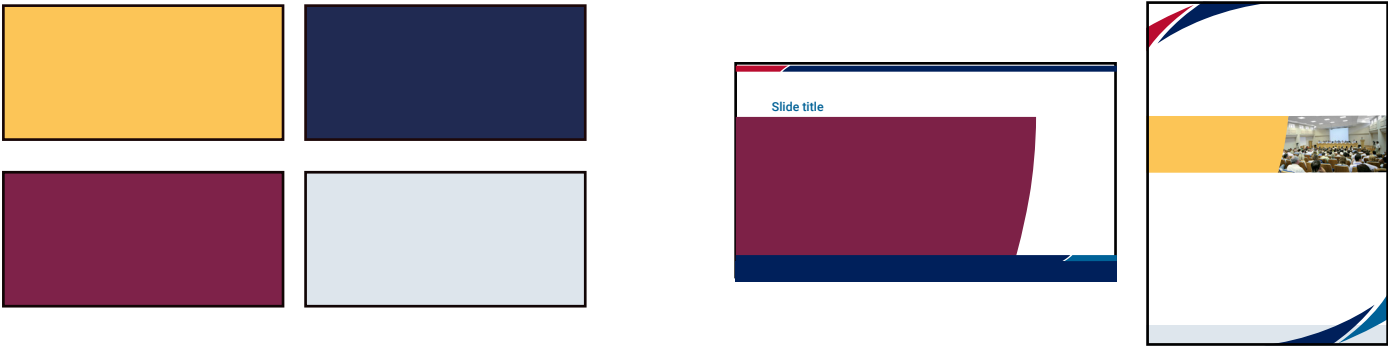
Body copy



Example body copy subhead

Example body copy paragraph Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Shape and template colours









Colour accessibility

Make sure all colour combinations in designs are accessible to individuals with visual impairments. Use these accessible colour combinations for all text and important visual content, while minor content that doesn't need to be seen like patterns do not need to follow these rules. Below are CoSeC colour-accessible combinations for each palette:







Primary palette

<div>Pantone 281 C</div> <div>Do use with Pan.281 C</div> <div><div></div><div></div><div></div></div> <div>Don't use with Pan.281 C</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>(Avoid!)</div> <div>Bad example</div>	<div>Pantone 200 C</div> <div>Do use with Pan.200 C</div> <div><div></div><div></div></div> <div>Don't use with Pan.200 C</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>(Avoid!)</div> <div>Bad example</div>	<div>Pantone 7691 C</div> <div>Do use with Pan.7691 C</div> <div><div></div><div></div></div> <div>Don't use with Pan.7691 C</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>(Avoid!)</div> <div>Bad example</div>
--	---	--

## Secondary palette

<p><b>Pantone 135 C</b></p> <p>Do use with Pan.135 C</p>  <p>Don't use with Pan.135 C</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>	<p><b>Pantone 216 C</b></p> <p>Do use with Pan.216 C</p>  <p>Don't use with Pan.216 C</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>	<p><b>Pantone 656 C</b></p> <p>Do use with Pan.656 C</p>  <p>Don't use with Pan.656 C</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>
--	--	--

## Neutral palette

<p><b>Pantone 11 C</b></p> <p>Do use with Pan.11 C</p>  <p>Don't use with Pan.11 C</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>	<p><b>White</b></p> <p>Do use with White</p>  <p>Don't use with White</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>	<p><b>Black</b></p> <p>Do use with Black</p>  <p>Don't use with Black</p>  <p><b>(Avoid!)</b></p> <p>Bad example</p>
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### Colour Contrast Checker Tool:

For personal testing of accessible colours, use the website [Colour Contrast Checker](#)

### Compliance Reminder:

Keep in mind that UKRI has to meet the WCAG (Web Content Accessibility Guidelines) AA standard.



# Fonts & accessibility

## Font family

Roboto is an openly available Google font. It is released under open-source licences. It can be used for any non-commercial or commercial project.

Roboto - We use Roboto in 5 weights:

**Black**  
(Use for report titles/headlines.)

**Example Title**

**Bold**  
(Use for subtitles, use at 14pt or above)

**Example Subtitle**

**Medium**  
(Use for subheads and highlighting)

**Example Highlight text**

**Regular**  
(Use for body copy such as paragraphs)

Example Bodycopy text

**Light**  
(use for credits and affiliation)

Example credits text

**Arial**  
Use Arial as a secondary font when Roboto is unavailable.

## Accessibility

**Minimum Font Size**  
Ensure the minimum font size is 12pt (16px) for readability and accessibility.

**Left-Aligned Text**  
Use left-aligned text for optimal readability.

**Accessible Colour Combinations**  
Utilise accessible colour combinations (see page 6).

**Clear and Concise Language**  
Maintain clarity by using concise language and sparing use of photography for impact.

**Consistent Design Elements**  
Keep it consistent by using our core and supporting shapes to create simple layouts.

**Adequate Spacing**  
Provide adequate spacing to ensure information is easily readable and accessible.



# Shapes & patterns

## CoSeC core shape

The CoSeC core shapes are essential in prominent layouts such as front covers or posters. Ensure you use them in the prescribed order, with the red shape always positioned on top and the blue shape at the bottom. You may squash, stretch, rotate from 0 to 60 degrees, and adjust the opacity of the core shapes, but do not alter the design, change the colours or squash them to the extent that they lose their identity.



## Supporting shape

The supporting shape can be used in the layouts of the inside pages. You may resize, adjust opacity, rotate, and recolour the shape, but do not squash, stretch, or alter its design.



## Template shapes

The template shapes are used to maintain branding identity throughout reports or presentations.

Shape 1 can be used to frame the page or as underlines. Ensure you use them in the prescribed order, with the red shape always positioned on top and the blue shape always at the bottom. You may only resize them to fit the page. There are different line thicknesses provided.

Shape 2 can be used to help divide content on a page and display images; you may only resize and recolour this shape.

Shape 3 can be used for displaying portraits and, along with Shape 4, can be used for social media. You may only rotate this shape to frame a picture.

Shape 5 is used for quotes; you may recolour, resize, outline, or delete the box, but do not recolour or alter the quotation marks apart from resizing them.

Shape 1



Shape 2



Shape 3



Shape 4



Shape 5



## Patterns

### Pattern Library

We have three patterns in our library.

All patterns are vector files, allowing them to be used at any size without losing resolution.

### Colouring Patterns

Our patterns can be coloured using any shades from the CoSeC colour palette.

### Always Use the Provided Artwork

The patterns should always be reproduced from the provided artwork files.

They must not be stretched, squashed, re-drawn, or altered.

### Fluid dynamics - Pattern 1

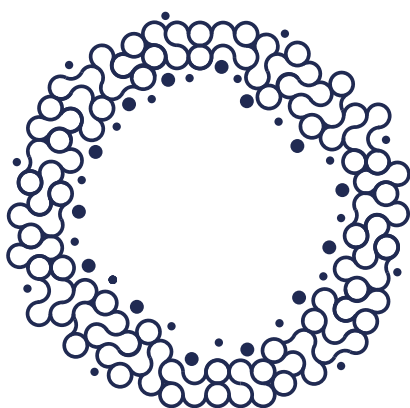
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Pattern 2 was inspired by the metal-organic framework and particle work that CoSeC is involved with.

### Metal-organic framework - Pattern 2

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Pattern 2 was inspired by the metal-organic framework and particle work that CoSeC is involved with.

Shape and pattern usage

CoSeC core shape

Can Do

Squash and stretch



Separate the shapes



Rotate 0-60 degrees



Adjust opacity



Don't Do

Use upside down



Rotate past 60 degrees



Squash to the extent the identity is lost



Change the colour or alter the design



Supporting shape

Can Do

Change colour



Scale (resize)



Rotate



Don't Do

Squash



Alter design



Stretch



Template shape 1

Can Do

Use as provided



Use without middle shapes



Scale



Don't Do

Use upside down



Squash, stretch or rotate



## Template shape 5

### Can Do

Change colour



Use as outline



Use without box



Scale (resize, squash and stretch)



### Don't Do

Use upside down



Change the colour of the quotation marks



Alter quotation marks or box



## Pattern 1

### Can Do

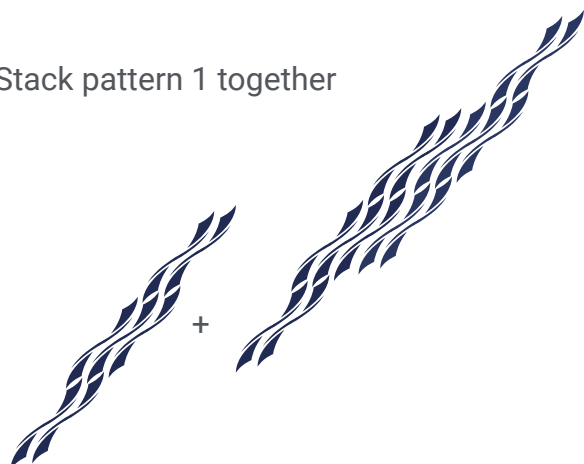
Change colour



Rotate



Stack pattern 1 together



### Don't Do

Squash



Stretch

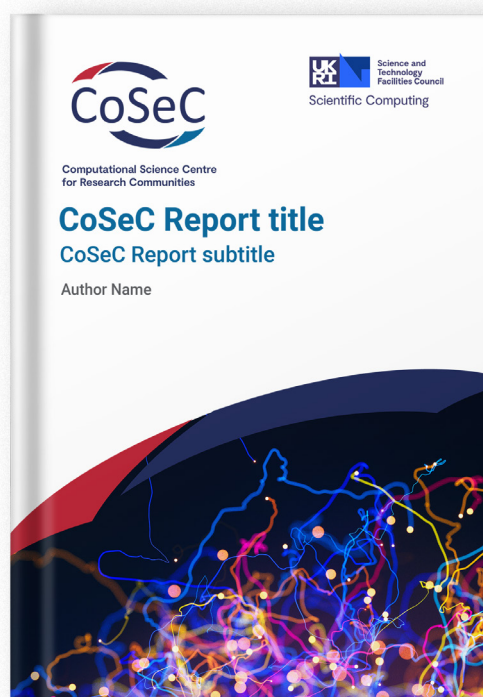


Alter



# Sample applications

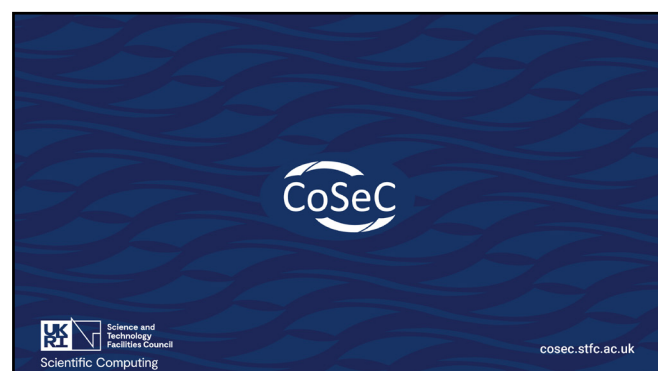
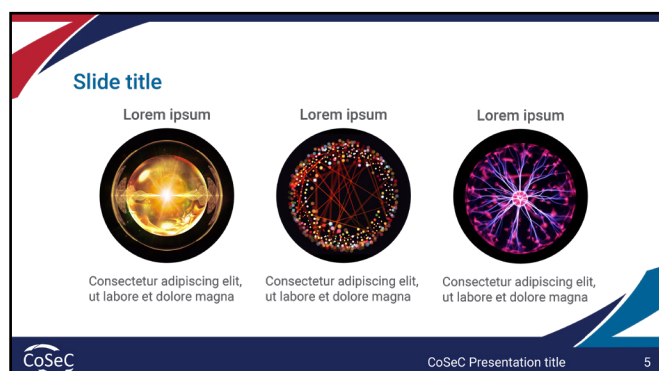
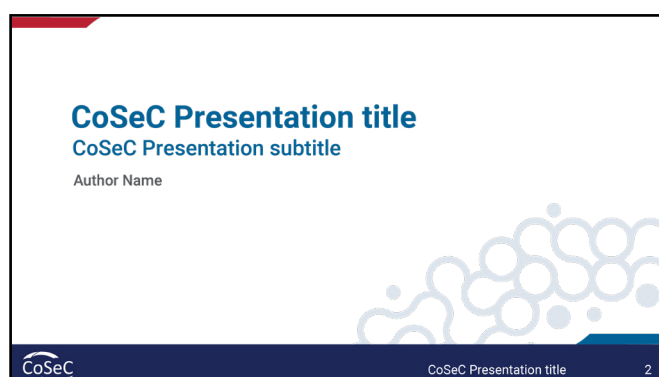
## Reports



## Tips

- Keep it readable and accessible by using the CoSeC colours and CoSeC/STFC logo in CMYK for print
- Keep it clear by using concise language and photography sparsely for impact
- Keep it consistent by using our branding flexible system to help create simple layouts
- Keep to one template layout for a report (the above inside pages show two template layouts)

## Presentations



### Tips

- Keep it readable by using the CoSeC colours and CoSeC/STFC logo in RGB for digital content
- Keep it accessible by using a minimum of 12 pt (16 px) text
- Keep it clear by using concise language
- Keep it consistent by using our core and supporting shape to help create simple layouts



Computational Science Centre  
for Research Communities

## Contact information

It's important that we use our brand consistently across the organisation, but we do ask that you think about print production (if it's really needed) and be mindful of choices of paper stocks (and even inks) to ensure that we are making sustainable and ecologically sound decisions.

If you have any questions about how to use the Brand Guidelines or content creation please contact [cosec@stfc.ac.uk](mailto:cosec@stfc.ac.uk).



Scientific Computing

[cosec.stfc.ac.uk](http://cosec.stfc.ac.uk)