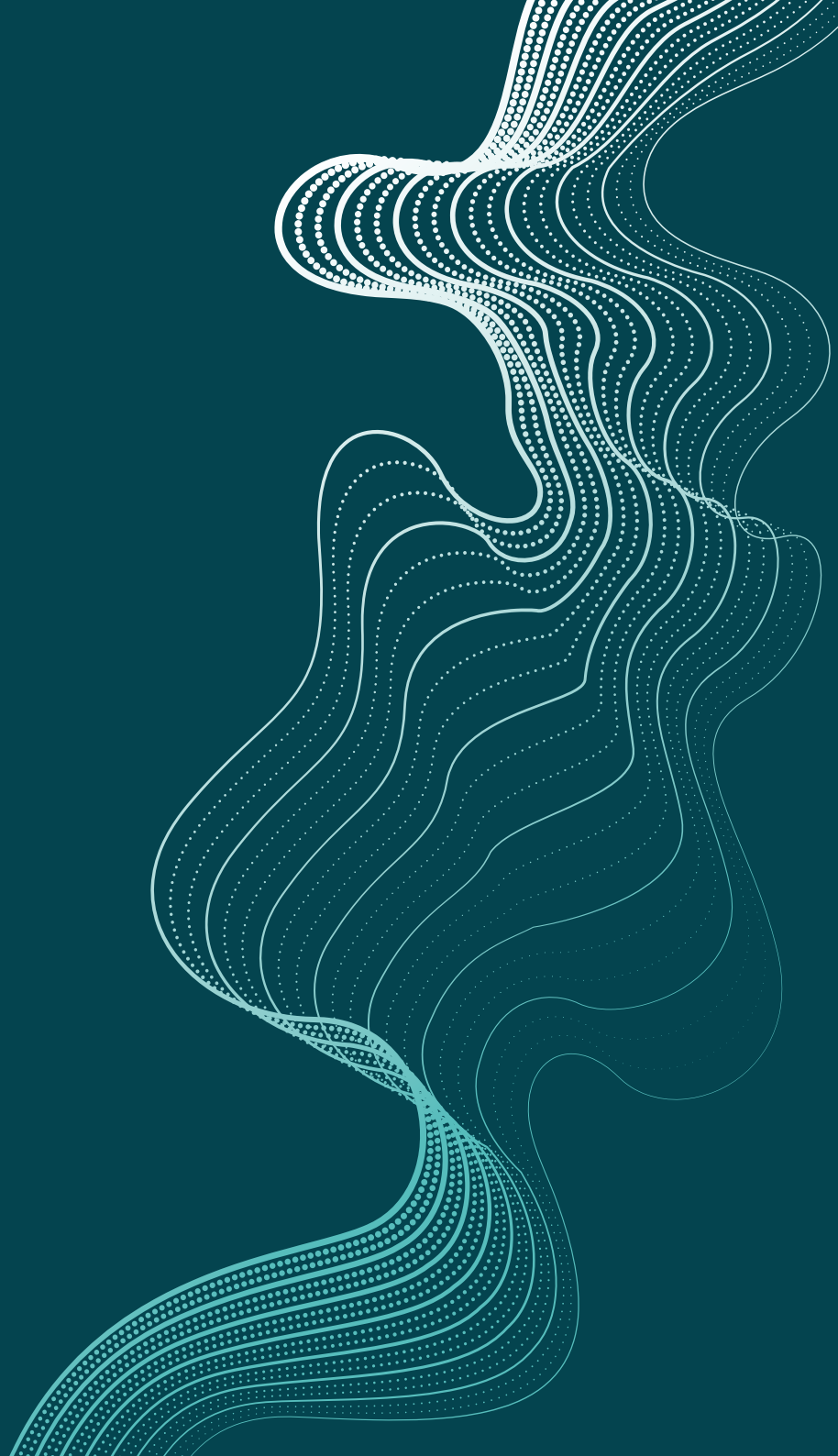
National Biofilms Innovation Centre

NBIC Brand Guidelines

v2.0 · August 2020



Welcome

Welcome to our **Brand Guidelines.**

This document introduces the NBIC brand logo and outlines guidelines on how it should be applied by team members and external users. It also advises on how elements can be recreated consistently using the brand identity and supporting elements.

Please be aware that this guide is an evolving document. It will be regularly updated with additions from the Communications Team and will be expanded as the brand evolves – as soon as they become available. It will also reflect key feedback from its users.

If you need further guidance, please see the contact details at the end of this guide.

Thank you.

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1.0 Logotype Master Brand

One of the cornerstones of a strong brand identity is the logo. We want everyone who engages with NBIC to recognise the business, know who we are and connect with our values.

With this in mind, it is vital that we always use our logotype in a consistent manner and adopt behaviours that support it.

In the following pages we refer to the NBIC logo as the logotype.

1.1 Logotype Master Brand (Portrait Orientation)

This is the NBIC logotype in the portrait orientation and is used in the primary colour against a white background.

These guidelines have been developed to offer guidance and support for working with the identity for NBIC.

Our brand informs the way our services communicate and engage with our audience.

Consistent and correct use of our identity is essential across all communications.

The portrait orientation of the logo can be used where best appropriate to fit the space.

When using the logo for large format and print use the .eps file type should be applied. For digitial use, such as on the website, the .jpeg or .png file type should be used.

National Biofilms
Innovation Centre

1.2 Approved Logo Colour Variants

The following NBIC logo colour options have been approved. The master logo must not appear in any other colour variation or format to those shown here.

1.3 Logotype Master Brand (Landscape Orientation)

This is the NBIC logotype in the landscape orientation and is used in the primary colour against a white background.

These guidelines have been developed to offer guidance and support for working with the identity for NBIC.

Our brand informs the way our services communicate and engage with our audience.

Consistent and correct use of our identity is essential across all communications.

The landscape orientation of the logo can be used where best appropriate to fit the space.

When using the logo for large format and print use the .eps file type should be applied. For digitial use, such as on the website, the .jpeg or .png file type should be used.

1.4 Approved Logo Colour Variants

The following NBIC logo colour options have been approved. The master logo must not appear in any other colour variation or format to those shown here.

1.5 Logo Icon and Approved Colour Variations

This is the NBIC logo icon.

The following NBIC logo icon colour options have been approved. The logo icons must not appear in any other colour variation or format to those shown here.

The icon logo can be used in instances where the master logo has already previously appeared to instil brand recognition.

The icon logo can also be used for very small areas such as website favicons and social media profiles.

1.6 Exclusion Zones, Optimum and Minimum Size

The NBIC brand must be communicated through consistent implementation. This is paramount to continuing to build and protect the NBIC brand.

The exclusion zone is the same height of the letter 'N' in the logotype, as featured here. These exclusion zones must be adhered to at all times. It is imperative that any elements do not encroach upon these areas, which would compromise the presence and clarity of the brand.

In addition, to protect the legibility of the logotype, it must not be used on printed or digital media smaller than 40mm wide for the landscape orientation and 30mm wide for the vertical orientation.

Optimum size

Minimum size - landscape orientation

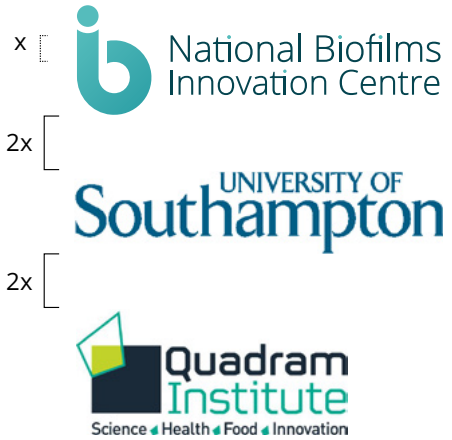
Minimum size - vertical orientation

1.7 Alignment with Partner Logos

There will be instances when the logotype will need to align with partner logos. This is can be done centrally or vertically.

The exclusion zone is the same height of the letter 'N' in the logotype, as featured here. The exclusion zone must be applied on every side.

The logotype must always be placed to the left when aligned with partner logos when featured on NBIC literature.

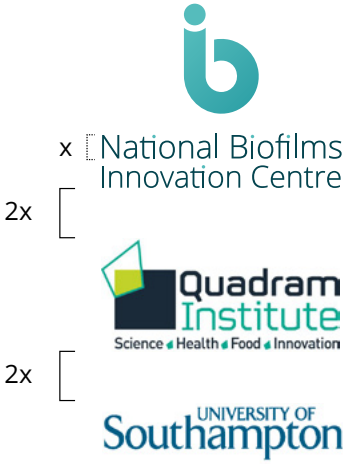


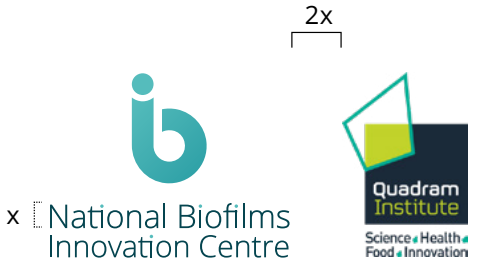
1.7 Alignment with Partner Logos

There will be instances when the logotype will need to align with partner logos. This is can be done centrally or vertically.

The exclusion zone is the same height of the letter 'N' in the logotype, as featured here. The exclusion zone must be applied on every side.

The logotype must always be placed to the left when aligned with partner logos when featured on NBIC literature.





1.8 Priority Alignment with Partner Logos

There will be instances when the logotype will need to align with partner logos.

If the NBIC logotype is required to have priority over partner logos, it is preferred that the partner logos are displayed in greyscale to create a consistent appearance. As a result, this gives a precedence to the NBIC logo.

The exclusion zone is the same height of the letter 'N' in the logotype, as featured here. The exclusion zone must be applied on every side.

1.9 Logotype Misuse

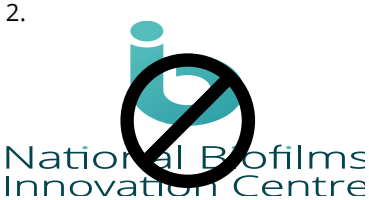
The logo must not be distorted or rotated in any way. The colour palette must not be altered and the background choice must always be carefully considered.

⊘ PLEASE DO NOT

1. Skew or warp
2. Distort either horizontally or vertically
3. Rotate in any way – always use the logotype horizontally
4. Alter the colours in any way
5. Place on a cluttered photographic background
6. Apply a drop shadow
7. Add an underline
8. Apply an outline

1.

2.



3.

4.

5.

6.

7.

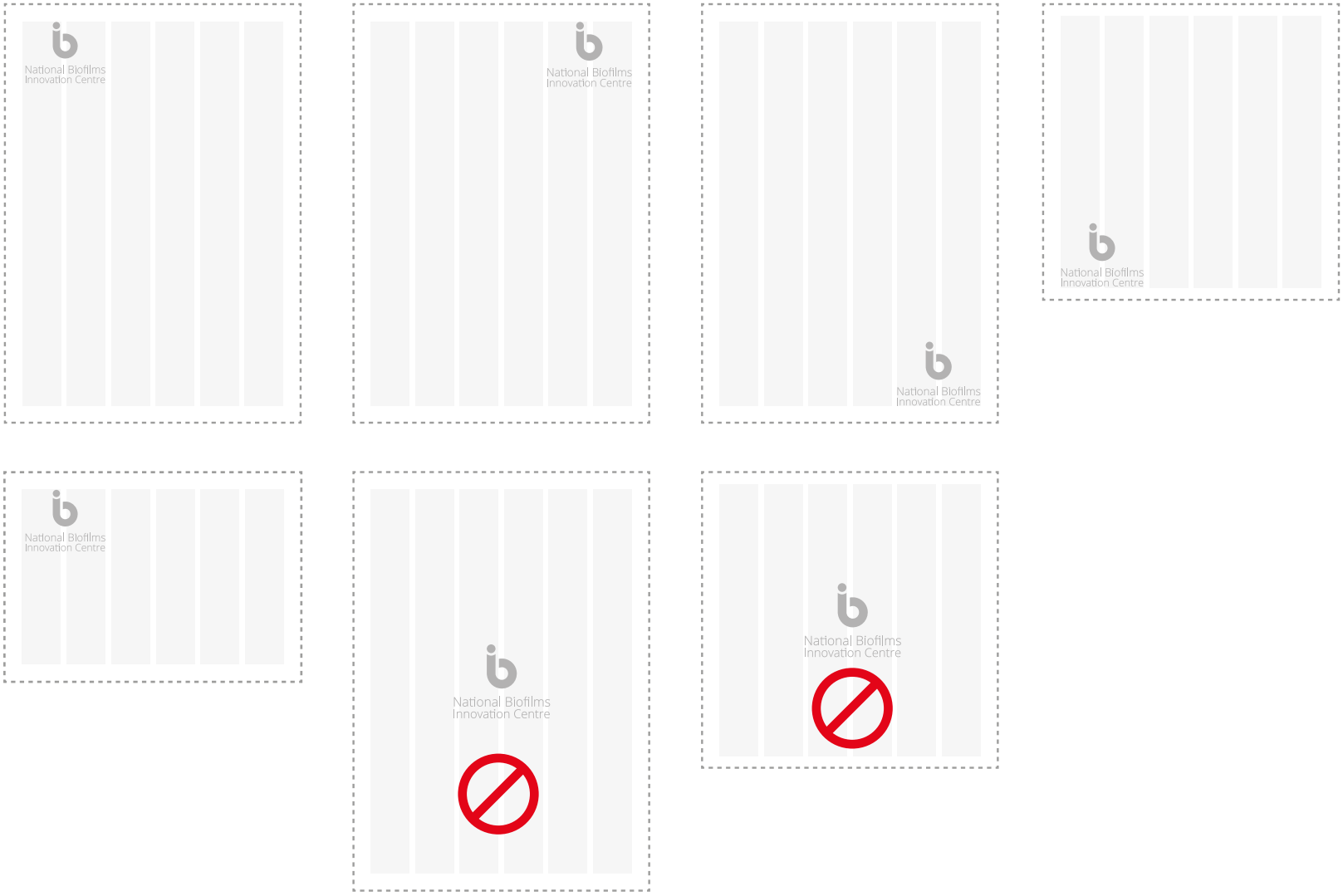
8.

1.10 Positioning of the Logotype

On printed items such as brochure covers and exhibition material, it is preferable that the NBIC logo is placed top left of the piece.

If this is not achievable, it can be placed using one of the examples featured here – a standard 'A' size printed size and a square composition.

The logo must never be placed centrally within the working space.



2.0 Typography

Typography plays an important role in building a strong and consistent brand.

Used properly, type unifies the look of all our communications. This section features primary and secondary typefaces; their variations and their rules and guidance for usage.

2.1 Primary Typefaces

There are two groups of typefaces for use on all of the NBIC brand communications – the primary and secondary typefaces.

The NBIC primary typeface is Open Sans. This can be used for headlines, subheadings, body copy, captions and call to actions.

Aa

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];'\,./

To download Open Sans, please visit:

fonts.google.com/specimen/Open+Sans

Aa

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];'\,./

Aa

OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQURSTUVWXYZ
1234567890!@£$%^&*()_+[];'\,./

PLEASE NOTE: THERE ARE LOTS OF DIFFERENT FONT COMPANIES PRODUCING VARIATIONS OF TYPEFACES. THESE MAY HAVE THE SAME NAME BUT LOOK VERY DIFFERENT. PLEASE CONTACT US USING THE DETAILS AT THE BACK OF THIS GUIDE IF YOU REQUIRE ASSISTANCE.

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There are two groups of typefaces for use on all of the NBIC brand communications – the primary and secondary typefaces.

The NBIC primary typeface is Open Sans. This can be used for headlines, subheadings, body copy, captions and call to actions.

Aa

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];'\,./

To download Open Sans, please visit:

fonts.google.com/specimen/Open+Sans

Aa

OPEN SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];'\,./

PLEASE NOTE: THERE ARE LOTS OF DIFFERENT FONT COMPANIES PRODUCING VARIATIONS OF TYPEFACES. THESE MAY HAVE THE SAME NAME BUT LOOK VERY DIFFERENT. PLEASE CONTACT US USING THE DETAILS AT THE BACK OF THIS GUIDE IF YOU REQUIRE ASSISTANCE.

2.2 Secondary Typefaces

The NBIC secondary typeface is Trebuchet. Trebuchet is an easy-to-read typeface that is readily available on all computer formats as a default font.

The Trebuchet family of fonts can only be used in literature when the Open Sans font family is unavailable.

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];’\,./

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@£$%^&*()_+[];’\,./

PLEASE NOTE: THERE ARE LOTS OF DIFFERENT FONT COMPANIES PRODUCING VARIATIONS OF TYPEFACES. THESE MAY HAVE THE SAME NAME BUT LOOK VERY DIFFERENT. PLEASE CONTACT US USING THE DETAILS AT THE BACK OF THIS GUIDE IF YOU REQUIRE ASSISTANCE.

3.0 Colour Palettes

This section illustrates the NBIC primary and secondary colour palettes and their guidelines for usage.

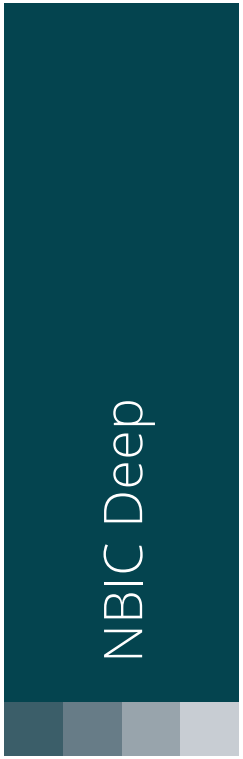
Please note that colours will vary on different screens, projectors and printed materials. This is due to the quality and configuration of screens and printers, and their ability to accurately reproduce the exact colour. Variations are not caused by the colour specifications.

Please contact us if any assistance is required.

3.1 Primary Colour Palette

There are five primary colours for NBIC which are used on all communications.

To support the primary colour palette, gradients may be used and it is proposed these are limited as shown here, to provide a strong structure across the colour application.

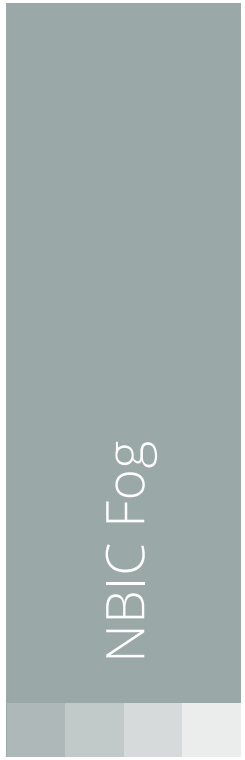


RGB
R-4 G- 68 B-78
CMYK
C-93 M-53 Y-49 K-46
HEX
#04444e

RGB
R- 0 G-130 B-143
CMYK
C-83 M-27 Y-38 K-11
HEX
#00828f

RGB
R- 48 G-162 B-167
CMYK
C-74 M-14 Y-36 K-1
HEX
#30a2a7

RGB
R-85 G-189 B-188
CMYK
C-64 M-0 Y-31 K-0
HEX
#55bdbc



RGB
R-154 G-169 B-167
CMYK
C-41 M-22 Y-29 K-10
HEX
#9aa9a7

RGB
R-105 G-117 B-105
CMYK
C-41 M-22 Y-29 K-48
HEX
#697573

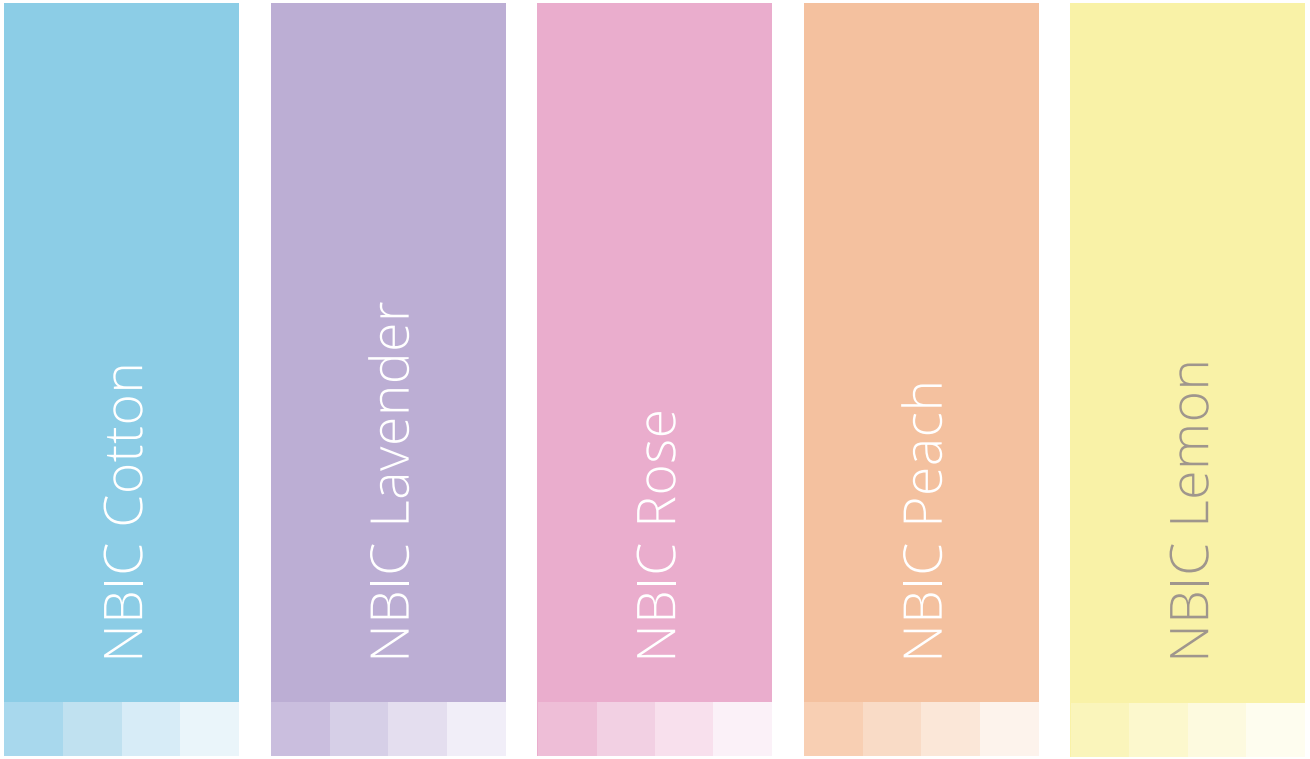
3.2 Secondary Colour Palette

A secondary colour palette is available to supplement the primary colours.

These are to be used in a minimal way to add a pop of colour to a piece of branding.

The secondary colour palette can be used for the brand elements as shown in section 5.0 of this document.

These colours should not be used as solid background colours or in large areas.



NBIC Cotton	NBIC Lavender	NBIC Rose	NBIC Peach	NBIC Lemon
RGB	**RGB**	**RGB**	**RGB**	**RGB**
R-140 G- 205 B-230	R- 189 G-174 B-212	R- 234 G-173 B-204	R-244 G-193 B-159	R-249 G-242 B-167
CMYK	**CMYK**	**CMYK**	**CMYK**	**CMYK**
C-48 M-3 Y-8 K-0	C-30 M-34 Y-1 K-0	C-6 M-42 Y-2 K-0	C-3 M-30 Y-39 K-0	C-5 M-0 Y-45 K-0
HEX	**HEX**	**HEX**	**HEX**	**HEX**
#8ccde6	#bdaed4	#eaadcc	#f4c19f	#f9f2a7

4.0 Brand Elements

Brand elements contribute to the identity and brand recognition of NBIC.

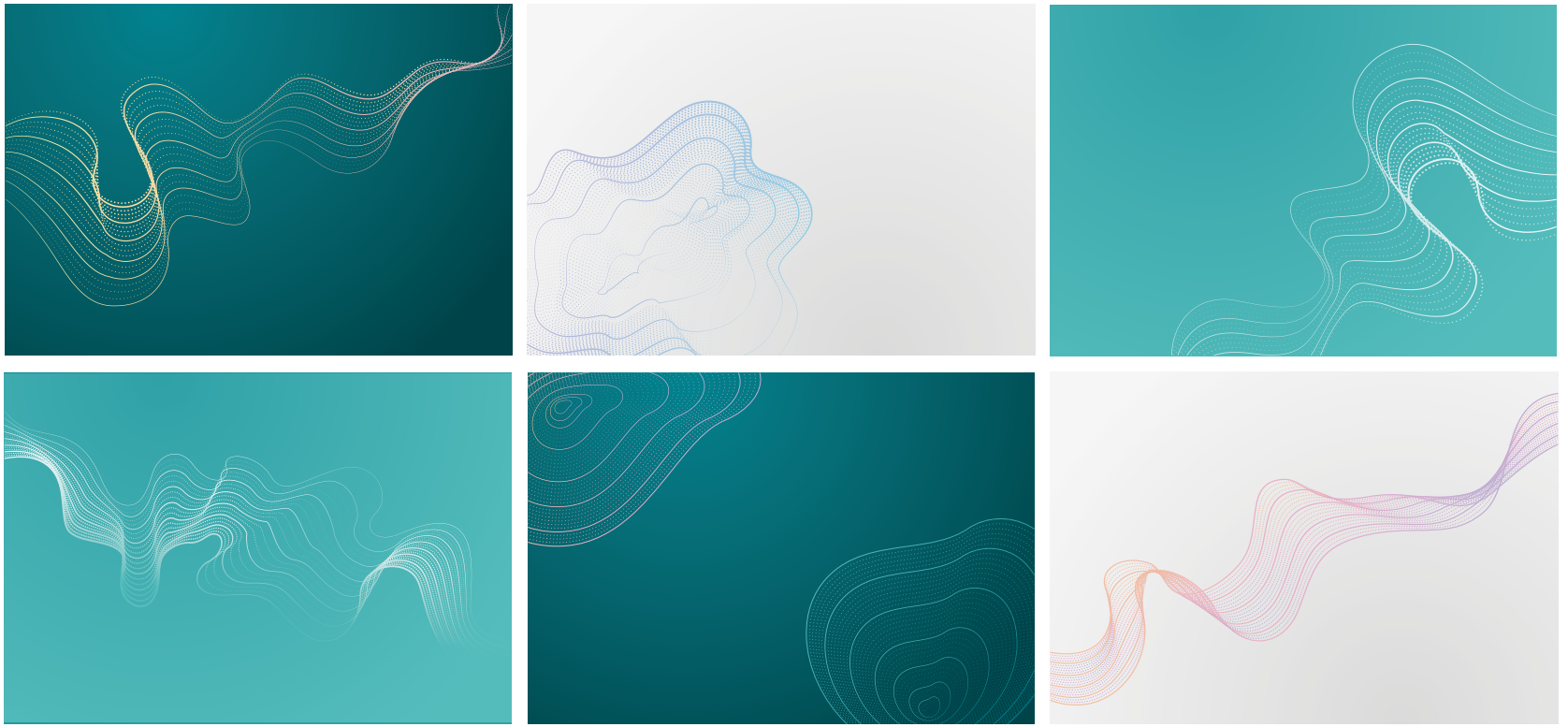
Brand elements contribute to the identity and brand recognition of NBIC, providing peripheral material that carries themes across a wide range of different mediums. They become synonymous with the logo, with their presence adding to the suite in subtle ways, ensuring the brand is always well represented.

4.1 Brand Elements

Brand elements are used to enhance the brand identity.

The brand elements can feature gradients of the primary or secondary colour palettes, displaying them throughout the suite of designs.

By using them in subdued ways that aren't at the front and centre of all pieces, they work to familiarise audiences with the wider palette. They are flexible by nature, and can also be used in white.

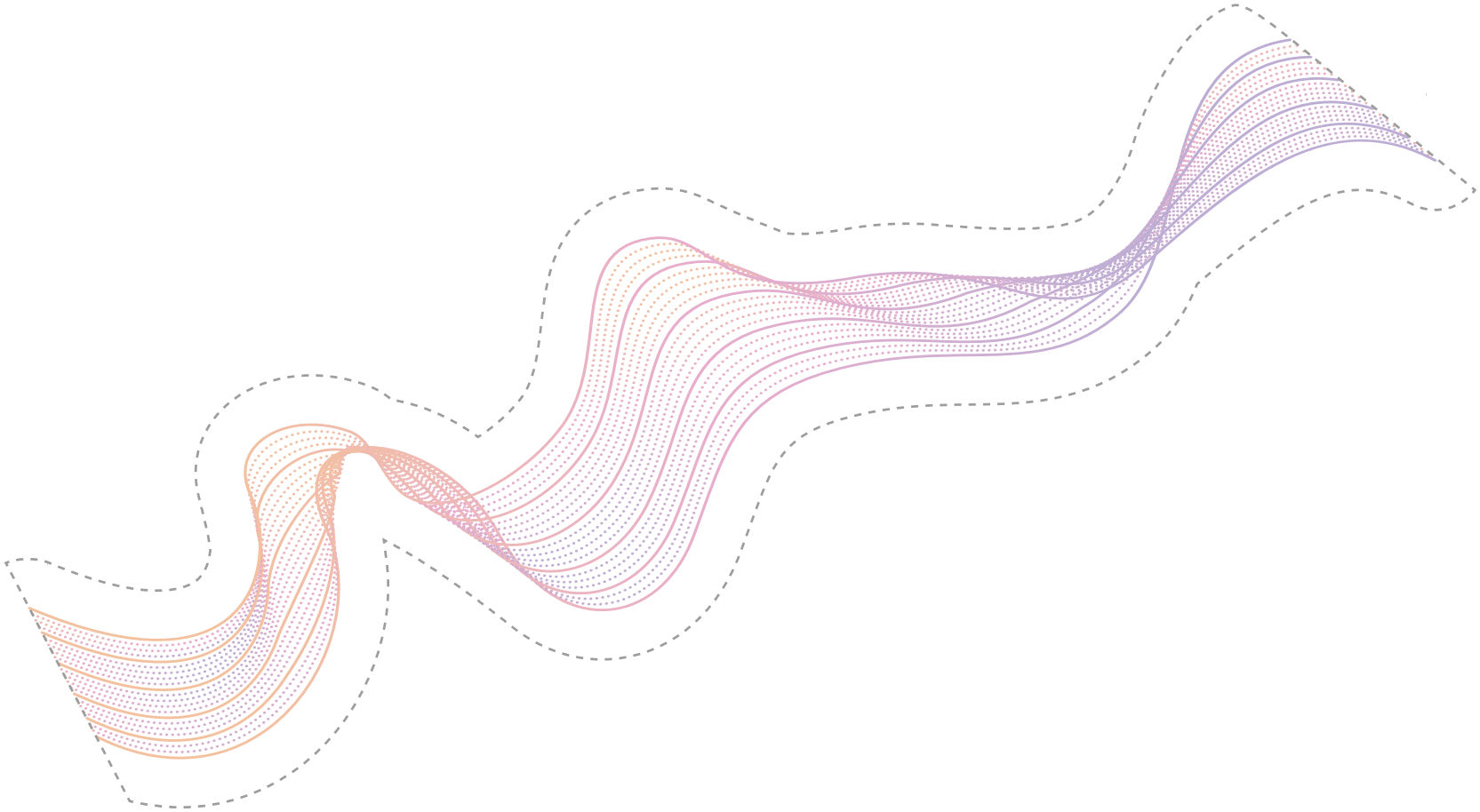


4.2 Brand Elements Exclusion Zones

The NBIC brand must be communicated through consistent implementation. This is paramount to continuing to build and protect the NBIC brand.

These exclusion zones must be adhered to at all times. It is imperative that any elements do not encroach upon these areas, which would compromise the presence and clarity of the brand.

This example element displays a 40px exclusion zone based on a graphic size of 585px x 300px. The exclusion zone **must** be increased or decreased proportionally to the size of the graphic being used.

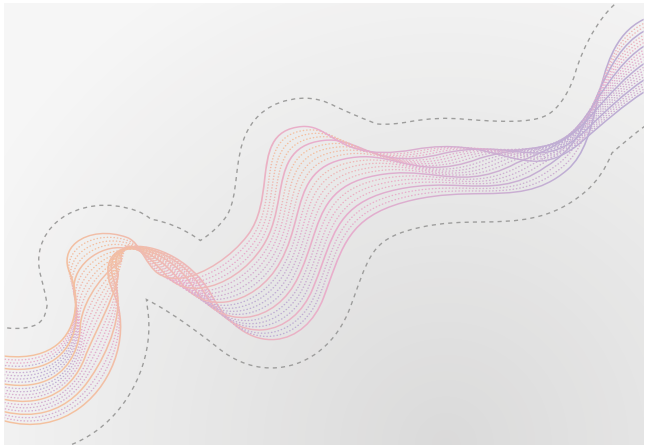


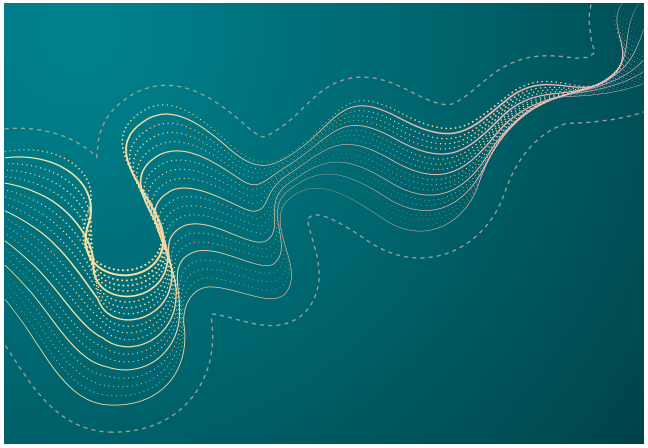
4.2 Brand Elements Exclusion Zones

The NBIC brand must be communicated through consistent implementation. This is paramount to continuing to build and protect the NBIC brand.

These exclusion zones must be adhered to at all times. It is imperative that any other elements do not encroach upon these areas, which would compromise the presence and clarity of the brand.

These example elements display a 20px exclusion zone based on their displayed graphic size. The exclusion zone **must** be increased or decreased proportionally to the size of the graphic being used.





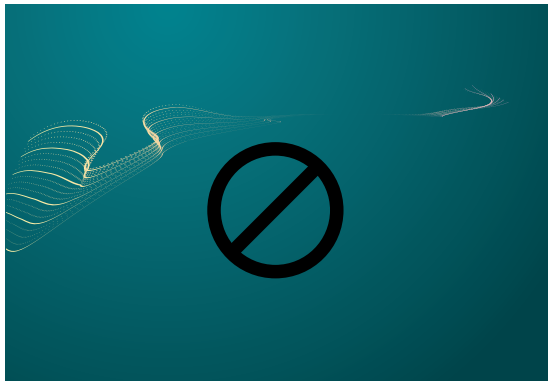
4.3 Brand Elements Misuse

The brand elements must not be distorted in any way. The colour palette must not be altered and the background choice must always be carefully considered.

⊘ PLEASE DO NOT

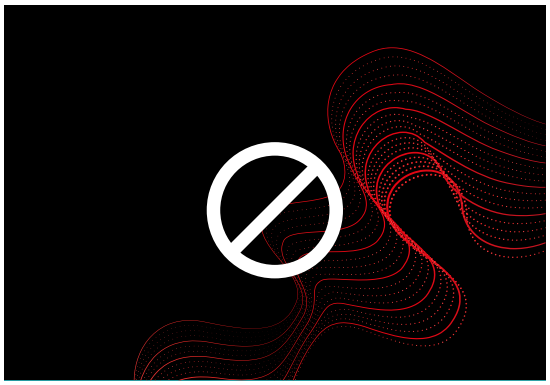
1. Skew or warp
2. Distort either horizontally or vertically
3. Alter the colours in any way
4. Place on a cluttered photographic background
5. Apply a drop shadow
6. Apply an outline

1.



2.

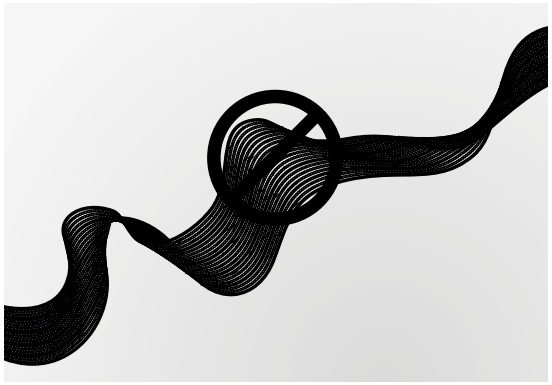
3.



4.

5.

6.

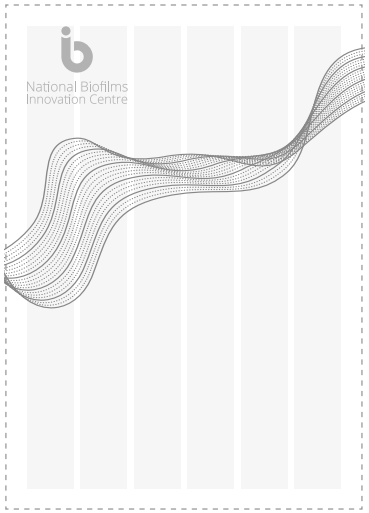


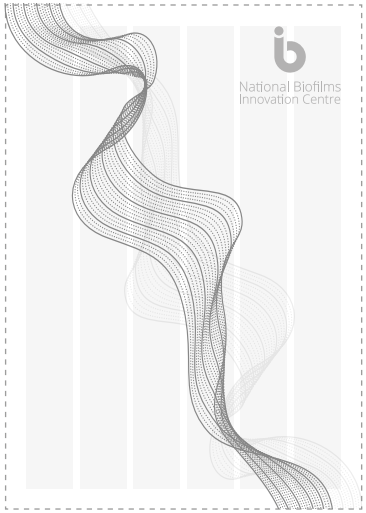
4.4 Positioning of the Brand Elements

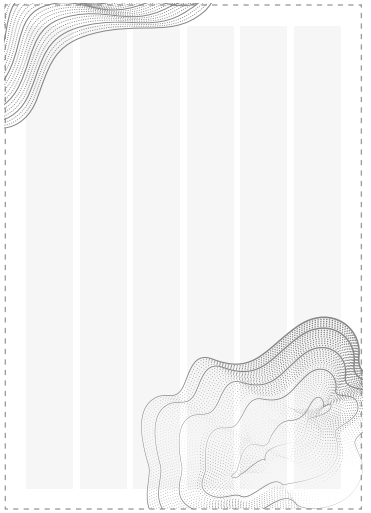
When using the brand elements it is required that the graphics are positioned to bleed off the edge of the working space to create a dynamic composition.

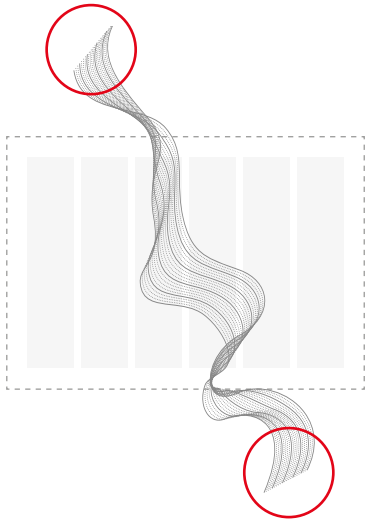
The brand elements must never be placed centrally within the working space.

If using multiple brand elements, the graphics must never overlap one another, unless the opacity of one of the elements is 25% or below.

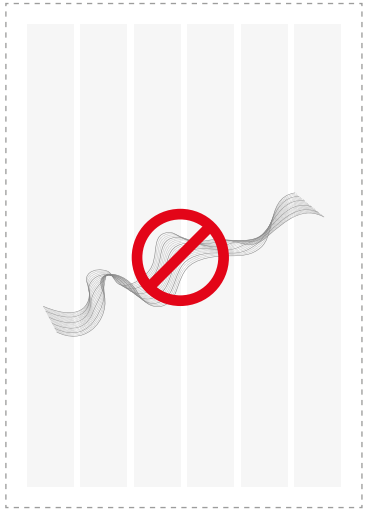


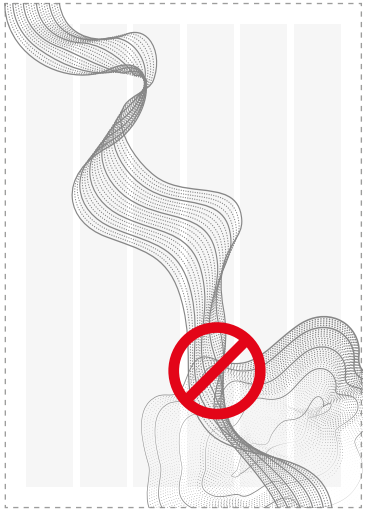






As demonstrated above, it is required that the edges of the brand elements bleed off the artwork area.





5.0 Brand Application

Samples of brand application are shown in this section. This consists of marketing material that has been produced to date.

– Business Cards

- A5 Flyer

- Annual Report

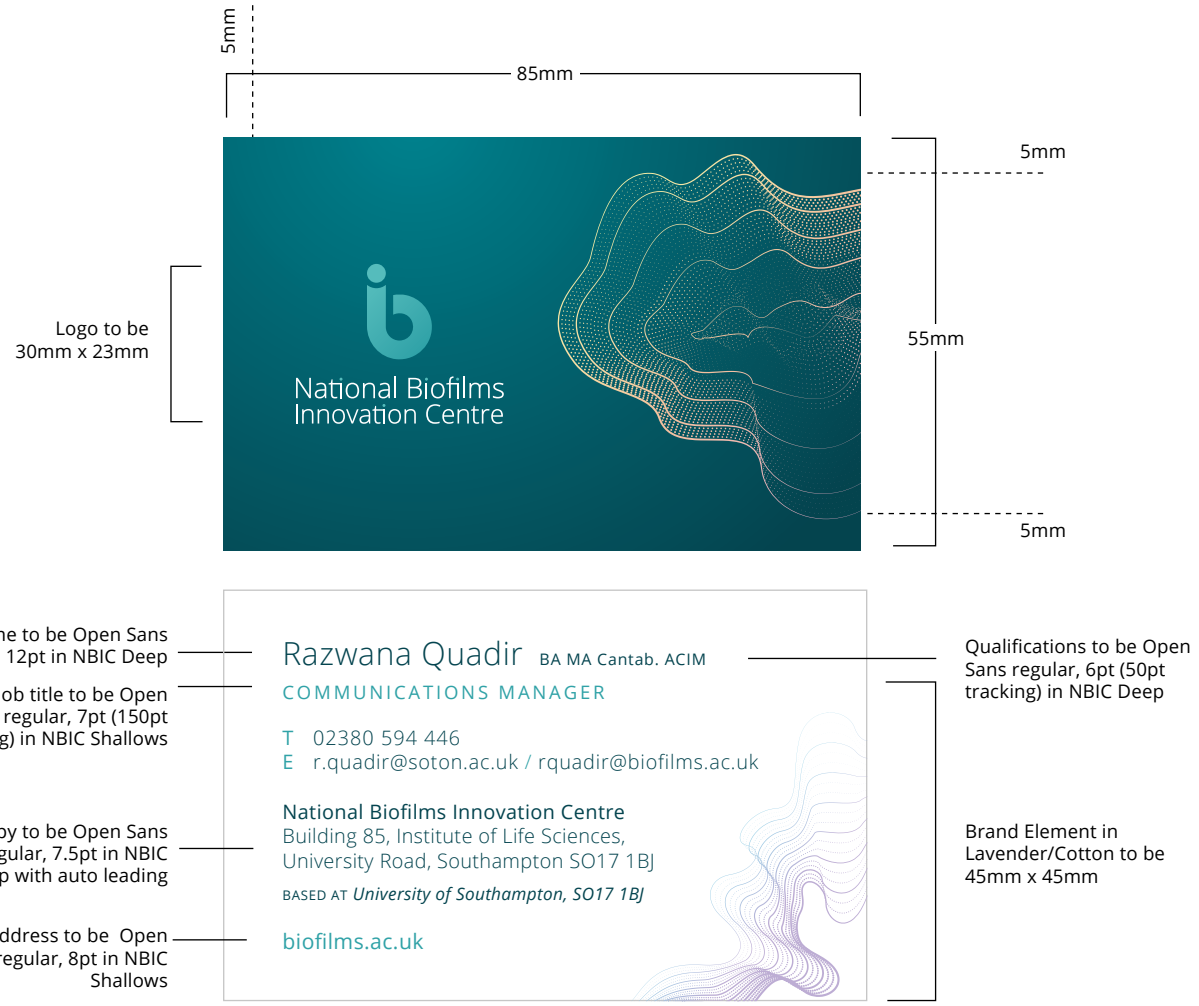
- Scientific Poster

- Powerpoint

5.1 Business Cards

The NBIC Business Card (85 x 55mm) layout is displayed here.

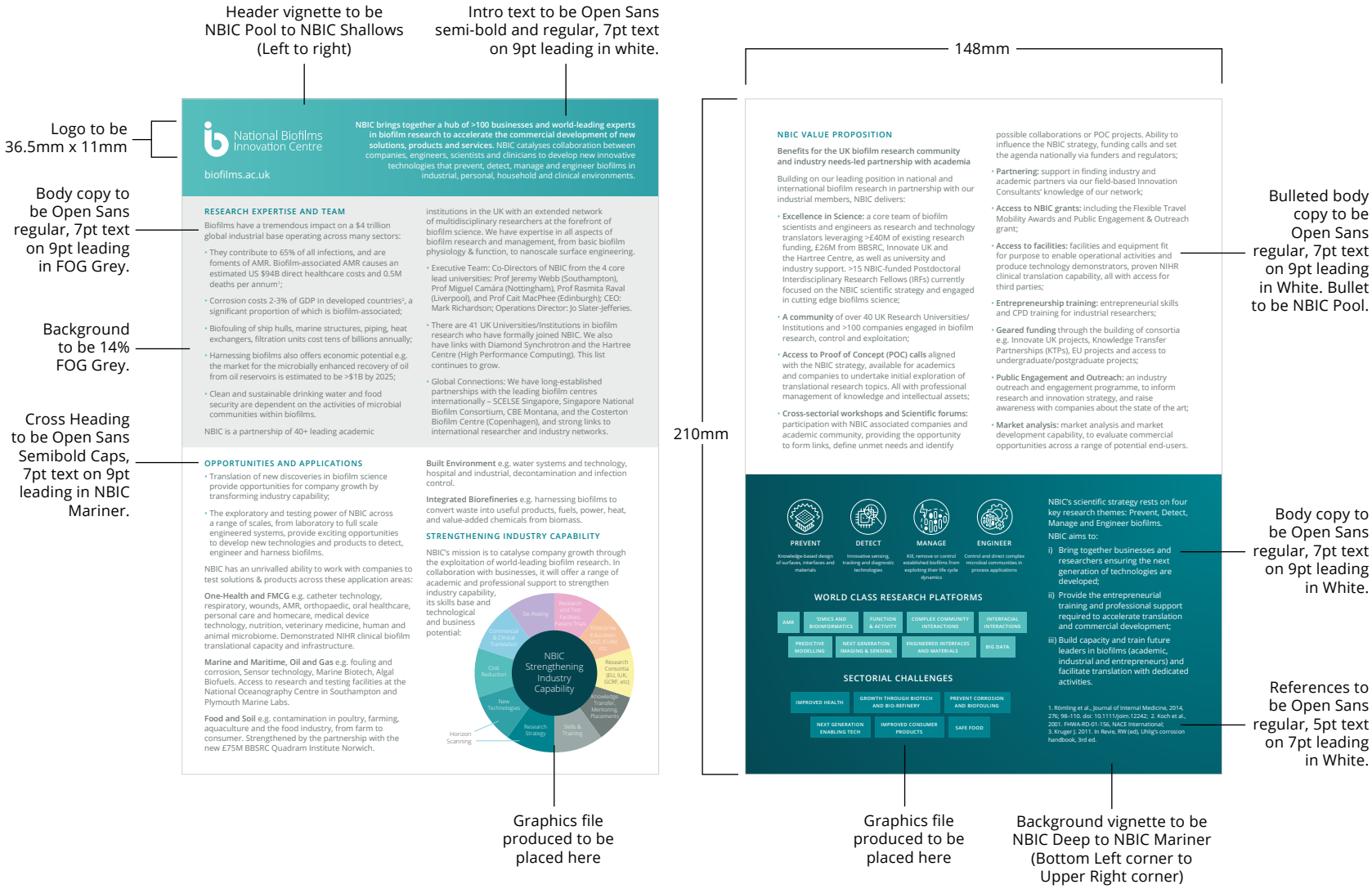
To be printed with soft-touch laminate applied to both sides.



5.2 A5 Flyer

The NBIC A5 Flyer (148 x 210mm) layout is displayed here.

Print Specifications:
- 170gsm silk art paper printed full process colour both sides



5.3 A4 Annual Report - Covers

The NBIC A4 Annual Report (210 x 297mm) layout is displayed here.

Print Specifications:

- 4pp cover + 32pp text
- Cover 300gsm silk
- Text 150gsm silk
- 4 colour process + overall coat throughout
- Soft touch laminate to outer cover
- Fold, gather, wire stitch & trim

5.3 A4 Annual Report - Intro Spread

The NBIC A4 Annual Report (210 x 297mm) layout is displayed here.

Print Specifications:

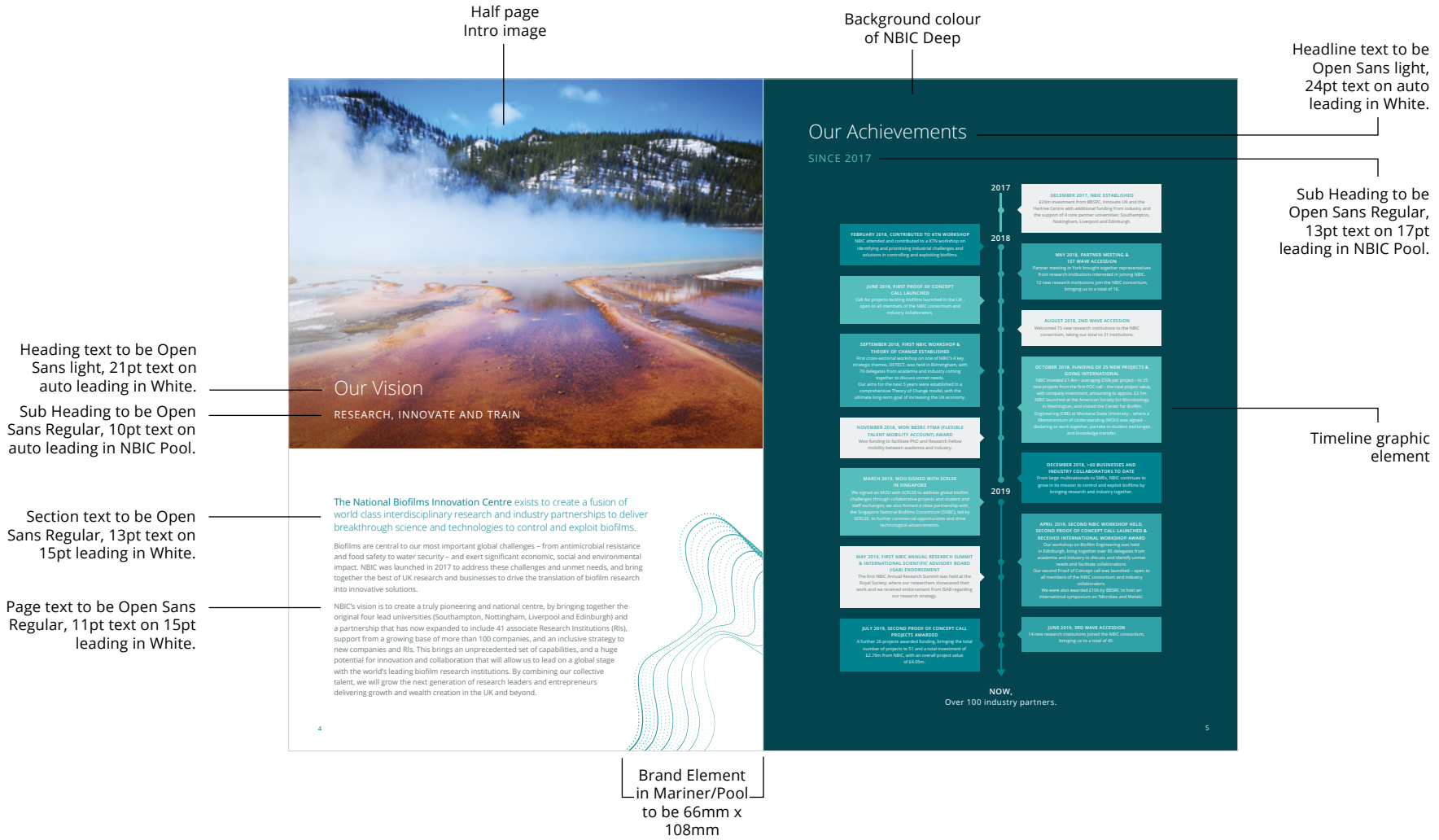
- 4pp cover + 32pp text
- Cover 300gsm silk
- Text 150gsm silk
- 4 colour process + overall coat throughout
- Soft touch laminate to outer cover
- Fold, gather, wire stitch & trim

5.3 A4 Annual Report - Sample Spread

The NBIC A4 Annual Report (210 x 297mm) layout is displayed here.

Print Specifications:

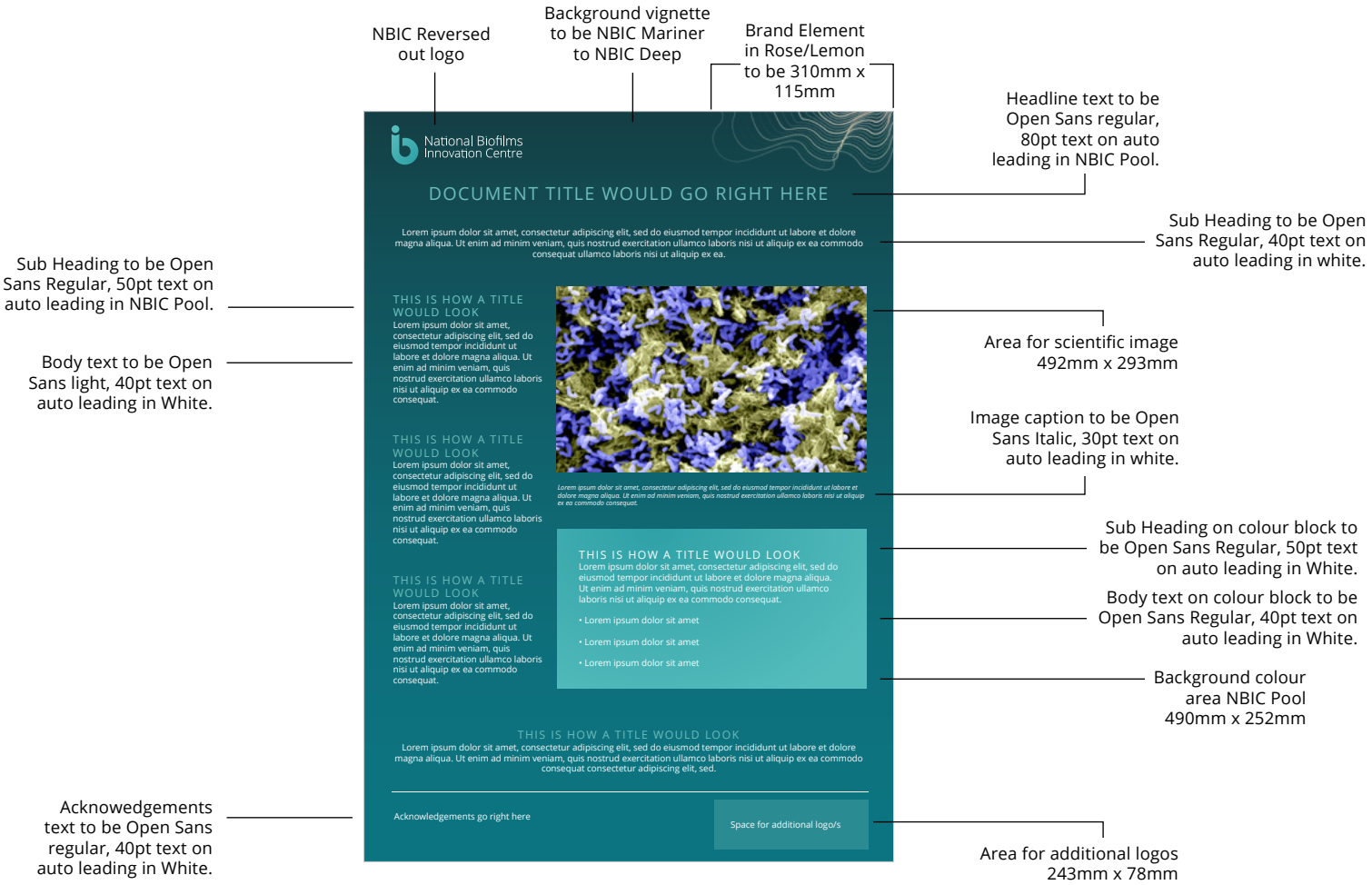
- 4pp cover + 32pp text
- Cover 300gsm silk
- Text 150gsm silk
- 4 colour process + overall coat throughout
- Soft touch laminate to outer cover
- Fold, gather, wire stitch & trim



5.4 Scientific Poster

The NBIC Scientific Poster (841 x 1189mm) layout is displayed here.

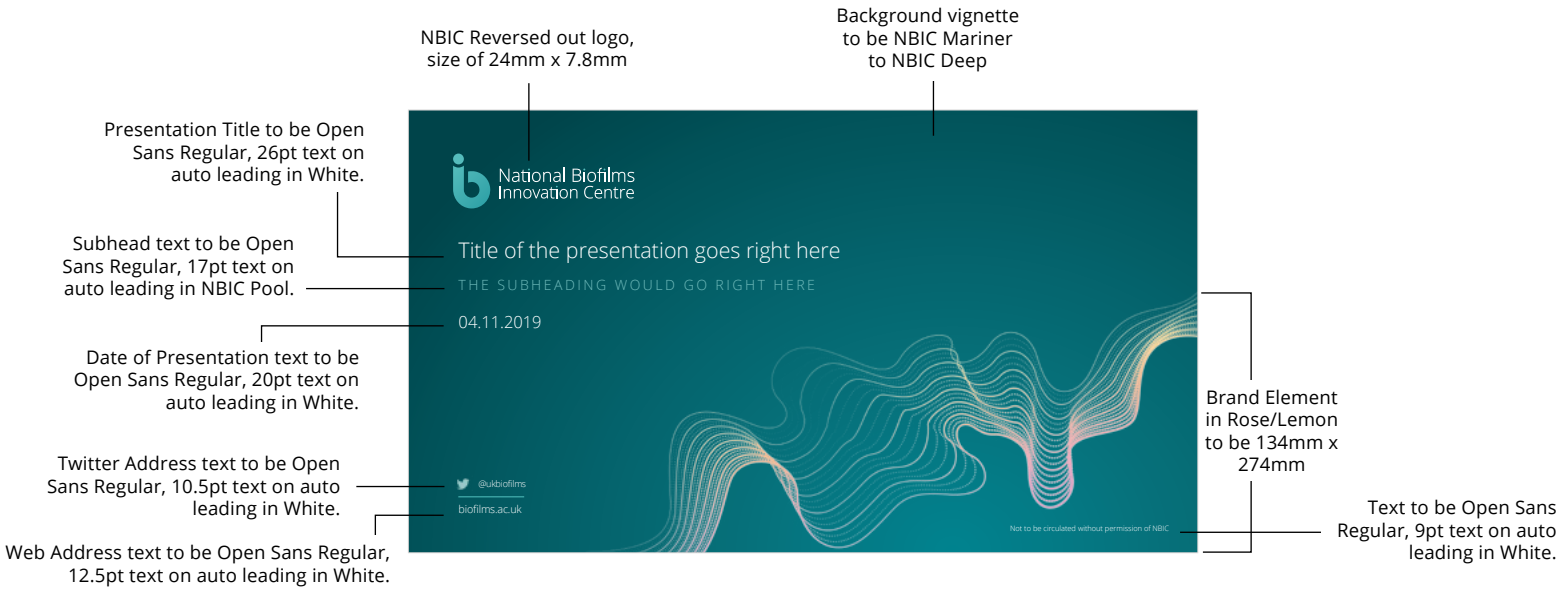
It is to be used as a Template in PowerPoint for ease-of-use for third parties.

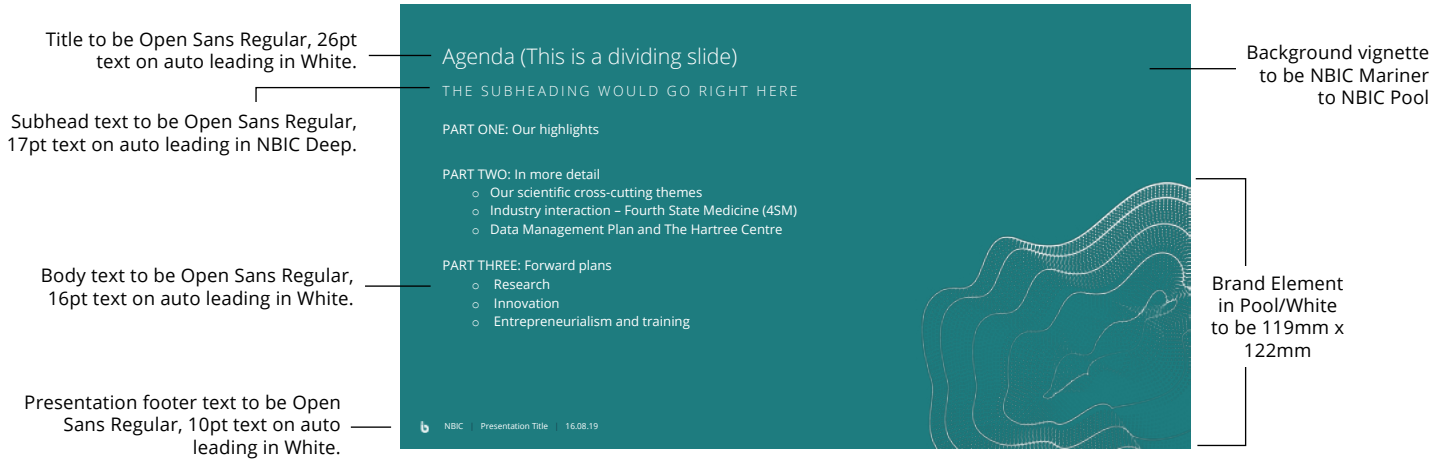


5.5 Powerpoint Template

The NBIC Powerpoint Template layout is displayed here.

It is to be set up using the widescreen (16:9) page size.





5.5 Powerpoint Template (cont.)

The NBIC Powerpoint Template layout is displayed here.

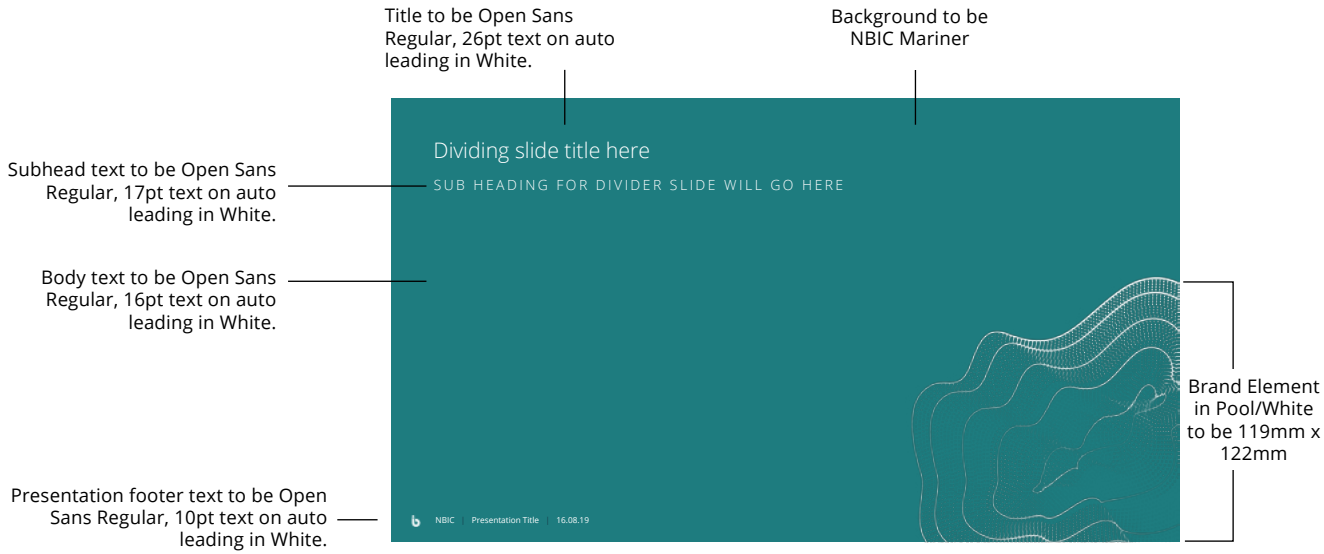
It is to be set up using the widescreen (16:9) page size.

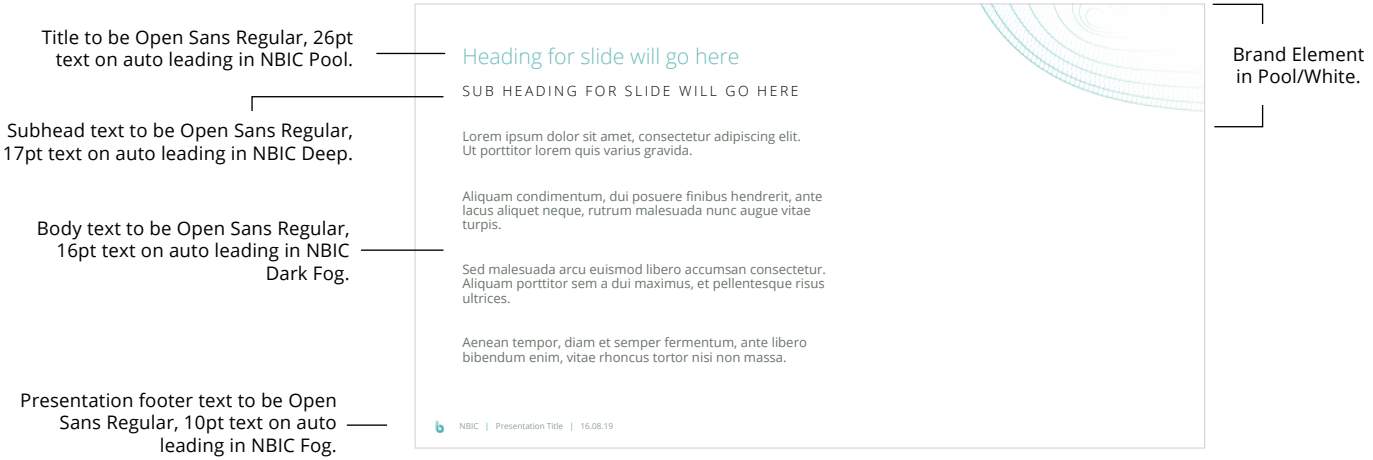
A template slide is available for text only content.

A dividing slide has been designed to partition content. The dividing slide should only appear with a NBIC Mariner background.

A generic text content slide has been developed to provide a consistent look to the presentation. This content slide should be used as the main choice for text content slides.

Layouts are to be chosen based on which would be most appropriate for the user's content.





5.5 Powerpoint Template (cont.)

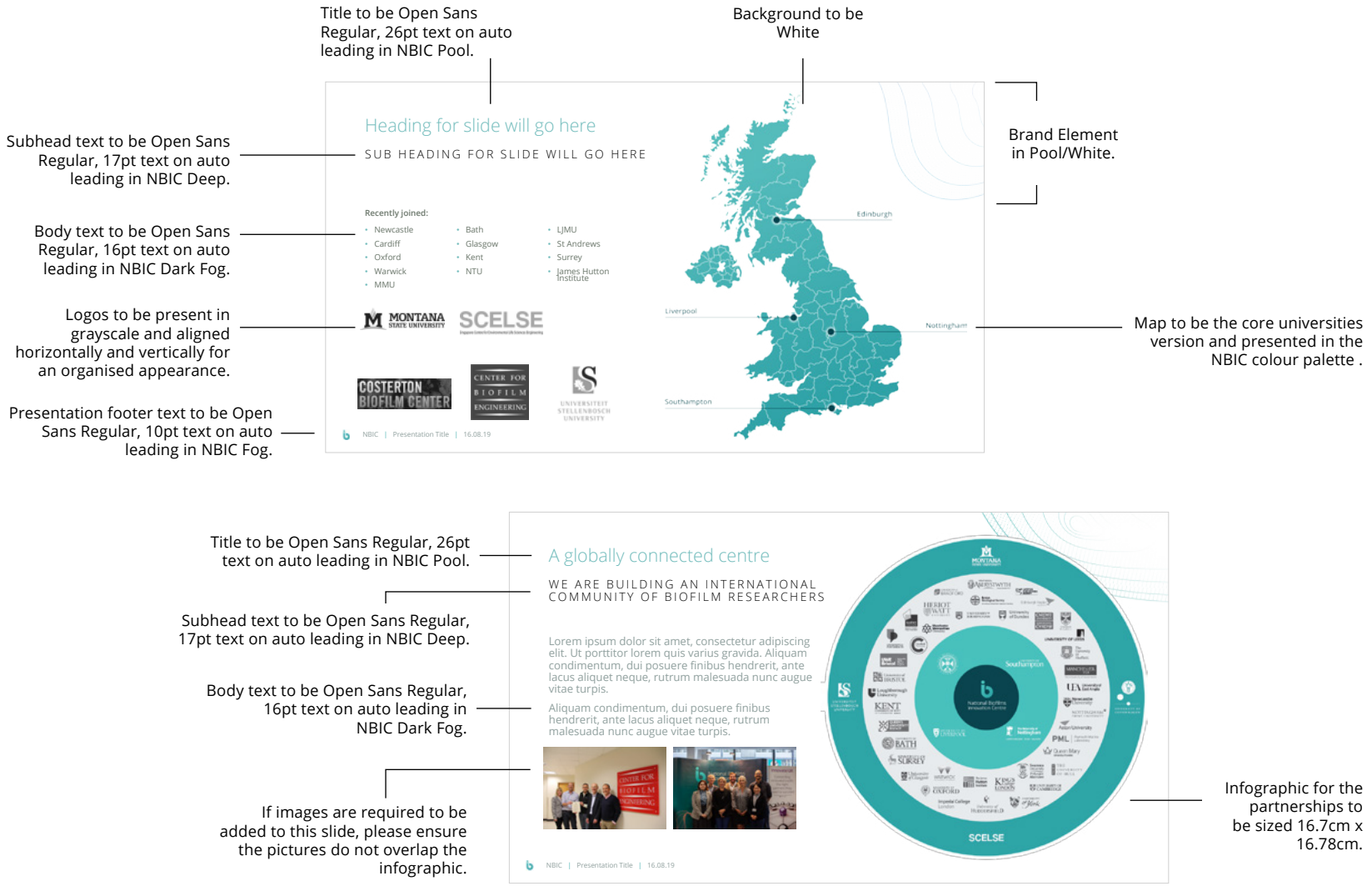
The NBIC Powerpoint Template layout is displayed here.

It is to be set up using the widescreen (16:9) page size.

A template slide is available for the NBIC national partnerships. This slide includes an infographic map that should not be altered in appearance.

Partner logos can be added to this slide, however if logos are not required an alternative, blank slide is available.

When using imagery on the slides, photos should not overlap text, brand elements elements, or infographics.



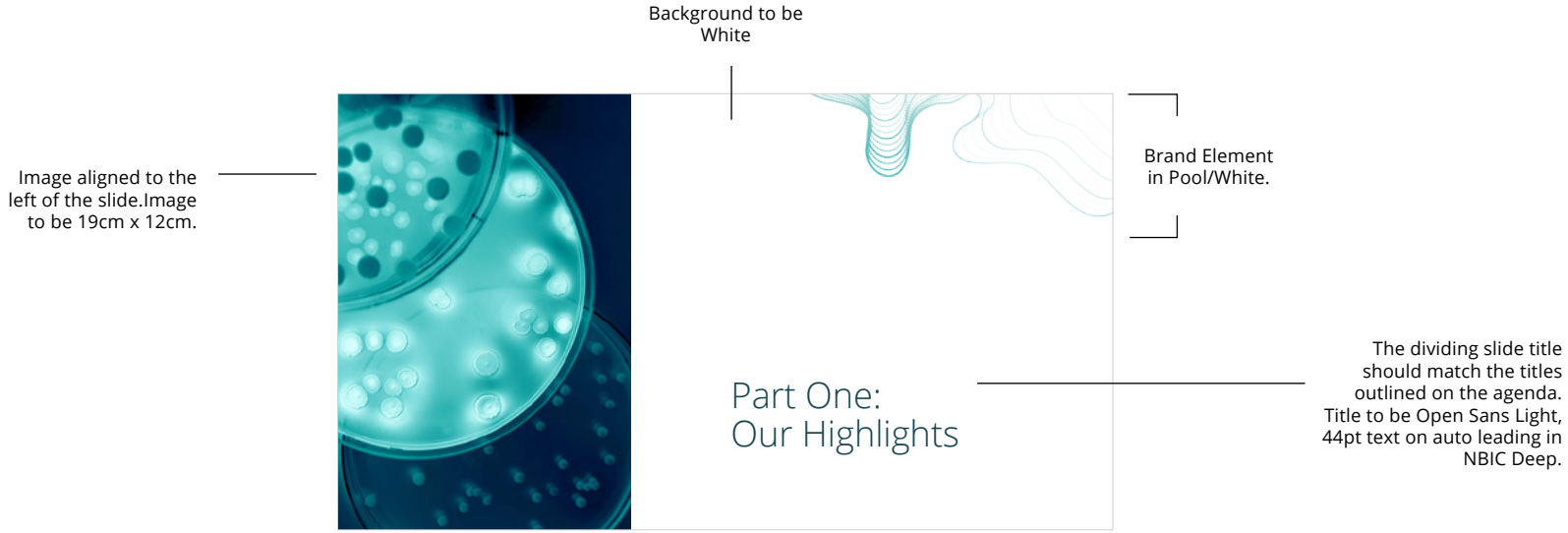
5.5 Powerpoint Template (cont.)

The NBIC Powerpoint Template layout is displayed here.

It is to be set up using the widescreen (16:9) page size.

This is a dividing slide that is not to be used as a layout for anything other than partitioning the presentation into the sections outlined on the agenda slide.

An image slide is also available in the master template for use.



6.0 Iconography

A series of iconography has been designed and produced for use across all types of media.

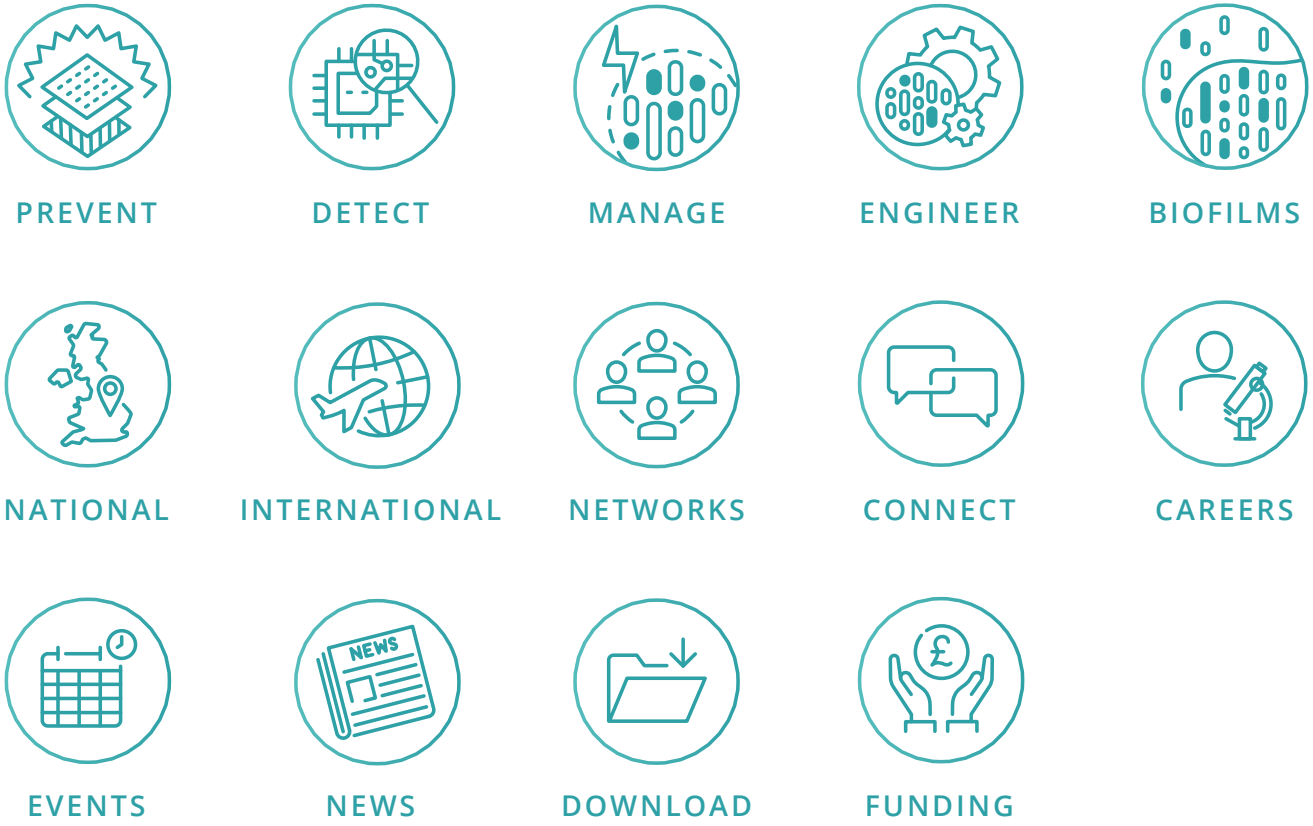
The core of the illustrative style is outlines, within a circle to mirror other elements of the NBIC branding. The icons are designed to be informative, modern and easy-to-read in printed and digital formats.

6.1 Icon Suite

The icons must be used in accordance with the captions which are featured here for usage reference.

All future icon work which is produced must use these designs for style guide.

Please contact us for any assistance if required.



7.0 #BiofilmAware

#BiofilmAware is an NBIC marketing and awareness campaign. As a way to differentiate this campaign from the core NBIC brand, a seperate identity has been created.

With this in mind, it is vital that the Biofilm Aware logotype is used across this campaign's marketing. The following guidelines have been established to ensure that the Biofilm Aware brand is used where appropriate and in a consistent manner.

7.1 #BiofilmAware Logotype (Portrait Orientation)

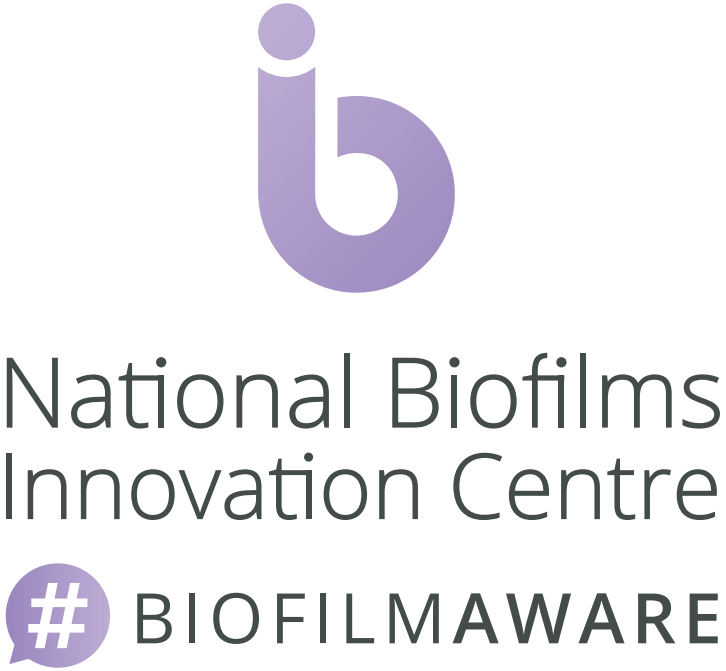
This is the #BiofilmAware logotype in the portrait orientation and is used in the primary colour against a white background.

These guidelines have been developed to offer guidance and support for working with the identity for NBIC's #BiofilmAware campaign.

Consistent and correct use of this identity is essential across all #BiofilmAware campaign communications.

The portrait orientation of the logo can be used where best appropriate to fit the space.

When using the logo for large format and print use the .eps file type should be applied. For digitial use, such as on the website, the .jpeg or .png file type should be used.



7.1 Approved Logo Colour Variants

The following #BiofilmAware logo colour options have been approved. The master logo must not appear in any other colour variation or format to those shown here.

7.1 #BiofilmAware Logotype (Landscape Orientation)

This is the #BiofilmAware logotype in the landscape orientation and is used in the primary colour against a white background.

These guidelines have been developed to offer guidance and support for working with the identity for NBIC's #BiofilmAware campaign.

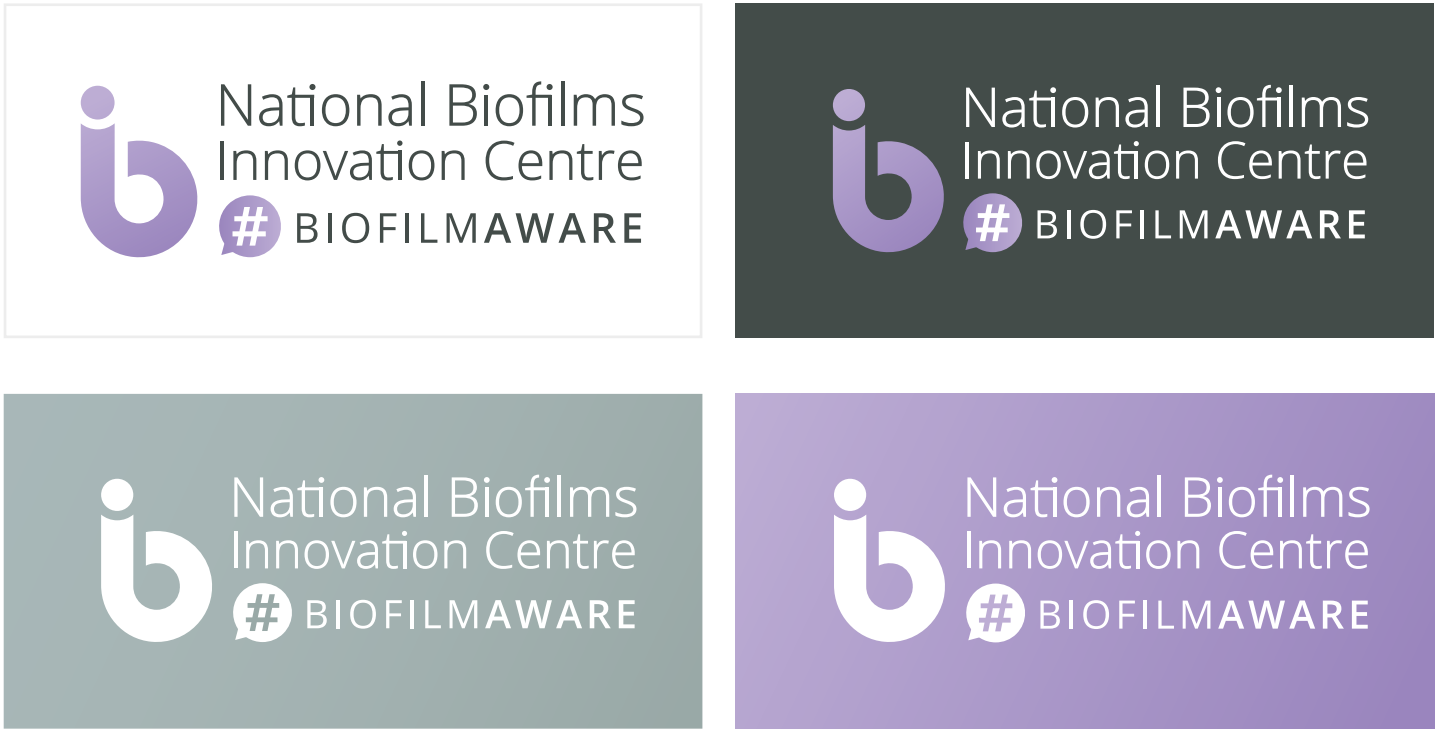
Consistent and correct use of this identity is essential across all #BiofilmAware campaign communications.

The landscape orientation of the logo can be used where best appropriate to fit the space.

When using the logo for large format and print use the .eps file type should be applied. For digitial use, such as on the website, the .jpeg or .png file type should be used.

7.1 Approved Logo Colour Variants

The following #BiofilmAware logo colour options have been approved. The master logo must not appear in any other colour variation or format to those shown here.



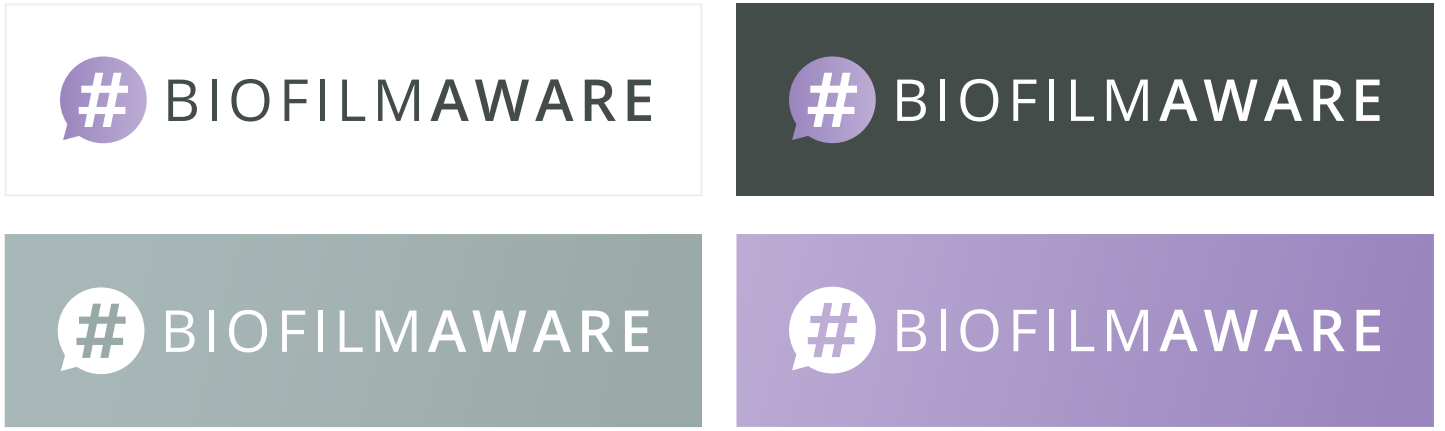
7.1 #BiofilmAware Logo Icon and Approved Colour Variations

This is the #BiofilmAware logo icon.

The following logo icon colour options have been approved. The logo icons must not appear in any other colour variation or format to those shown here.

The icon logo can be used in instances where the #BiofilmAware master logo has already previously appeared to instil brand recognition.

The icon logo can also be used for very small areas such as social media use.



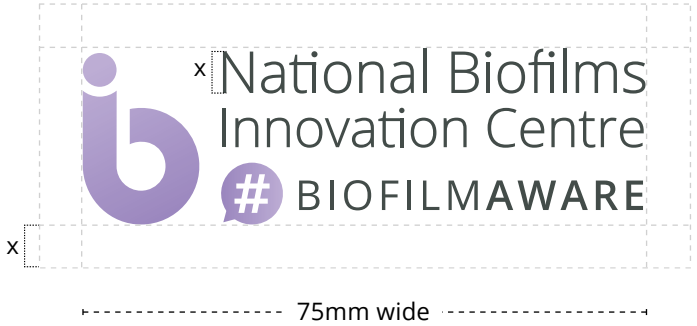
7.1 Exclusion Zones, Optimum and Minimum Size

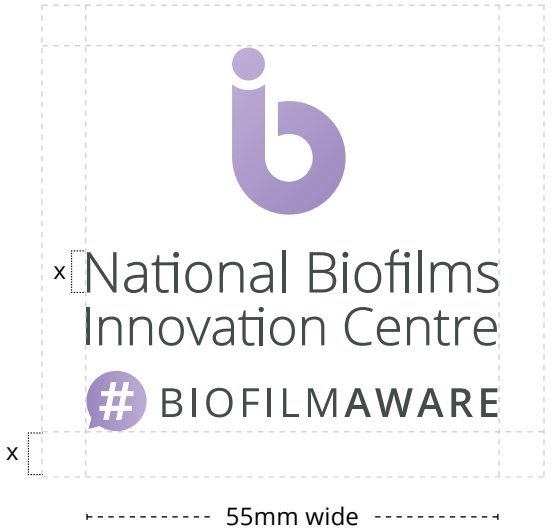
The #BiofilmAware brand must be communicated through consistent implementation. This is paramount to continuing to build and protect the NBIC brand.

The exclusion zone is the same height of the letter 'N' in the logotype, as featured here. These exclusion zones must be adhered to at all times. It is imperative that any elements do not encroach upon these areas, which would compromise the presence and clarity of the brand.

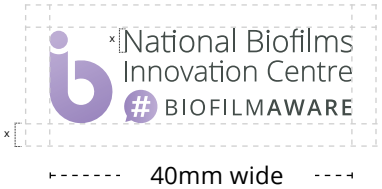
In addition, to protect the legibility of the logotype, it must not be used on printed or digital media smaller than 40mm wide for the landscape orientation and 30mm wide for the vertical orientation.

Optimum size

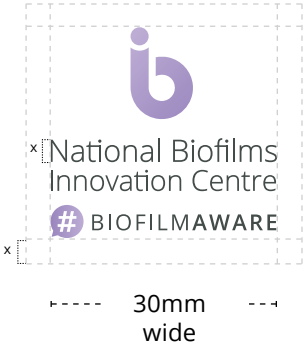




Minimum size - landscape orientation



Minimum size - vertical orientation



7.2 #BiofilmAware Colour Palette

There are five primary colours for NBIC which are used on all communications.

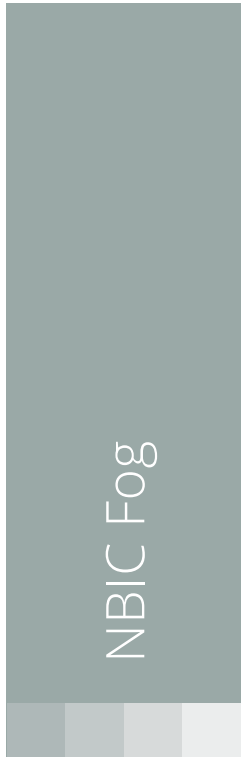
To support the primary colour palette, gradients may be used and it is proposed these are limited as shown here, to provide a strong structure across the colour application.

RGB
R-67 G-76 B-73
CMYK
C-67 M-50 Y-54 K-49
HEX
#434c49

RGB
R-105 G-117 B-105
CMYK
C-41 M-22 Y-29 K-48
HEX
#697573

RGB
R- 154 G-133 B-190
CMYK
C-47 M-51 Y-0 K-0
HEX
#9a85be

RGB
R- 189 G-174 B-212
CMYK
C-30 M-34 Y-1 K-0
HEX
#bdaed4



RGB
R-154 G-169 B-167
CMYK
C-41 M-22 Y-29 K-10
HEX
#9aa9a7

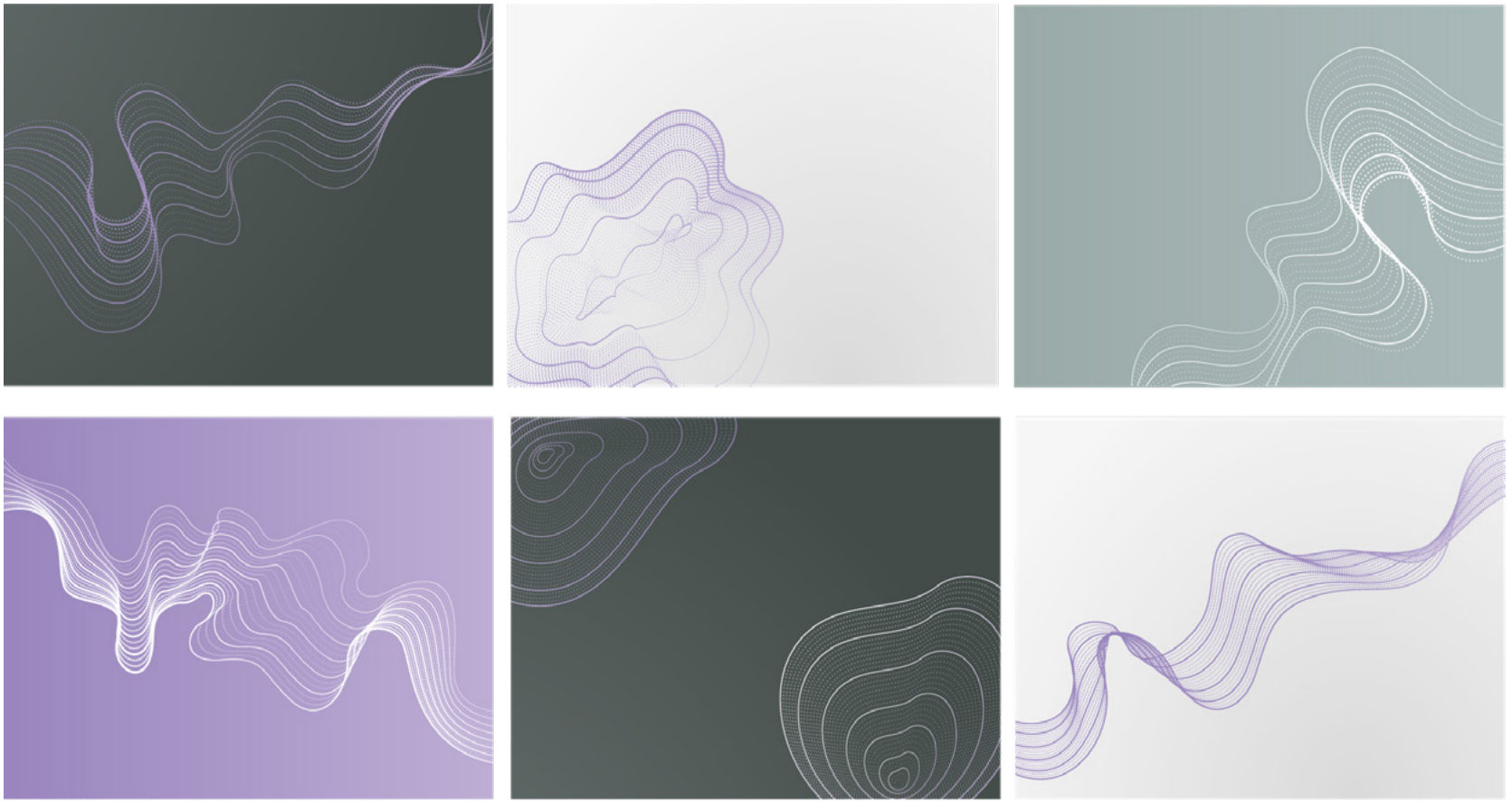
RGB
R-194 G-201 B-201
CMYK
C-25 M-13 Y-17 K-6
HEX
#c2c9c9

7.3 #BiofilmAware Brand Elements

Brand elements are used to enhance the brand identity.

The #BiofilmAware brand elements can feature gradients of the #BiofilmAware colour palette.

By using the brand elements in subdued ways that aren't at the front and centre of all pieces, they work to familiarise audiences with the wider palette. They are flexible by nature, and can also be used in white.

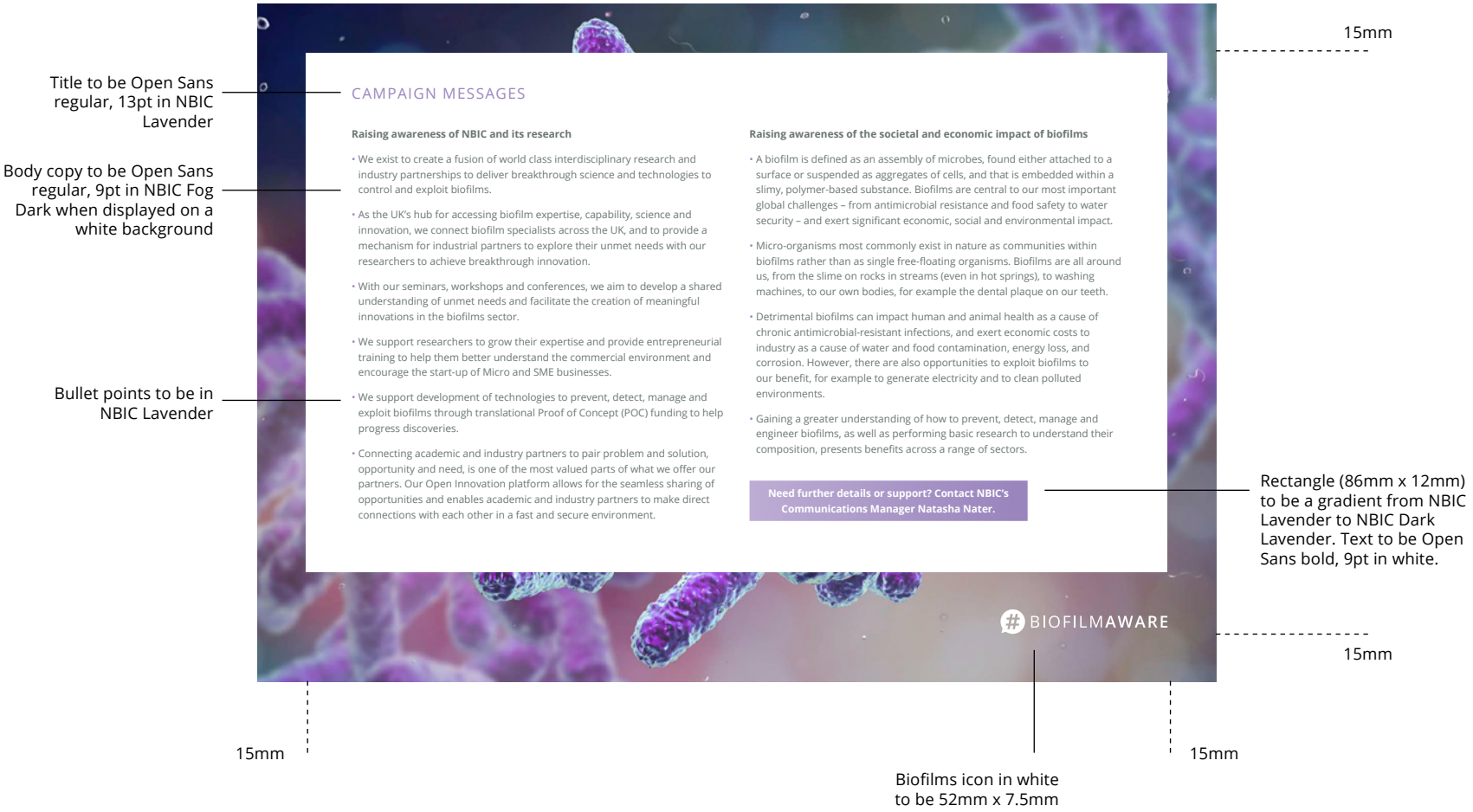


7.4 #BiofilmAware Campaign Guide

The #BiofilmAware Campaign Guide (A4- 297mm x 210mm) layout is displayed here.

7.4 #BiofilmAware Campaign Guide

The #BiofilmAware Campaign Guide document layout is displayed here.



7.4 #BiofilmAware Social Media Templates (rectangle)

An example #BiofilmAware Social Media Template (rectangle) layout is displayed here.

The rectangle templates are 1000px x 650px and are intended for use on social media such as Twitter, Facebook and LinkedIn.

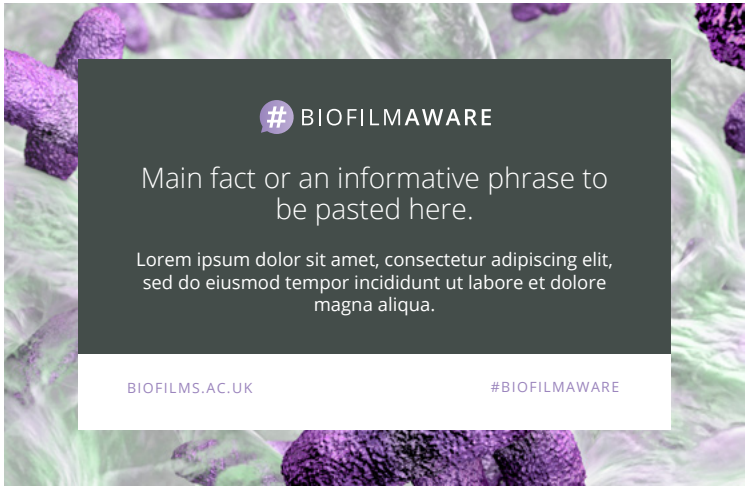
A suite of social media templates have been supplied to NBIC, to ensure a consistent and correct use.

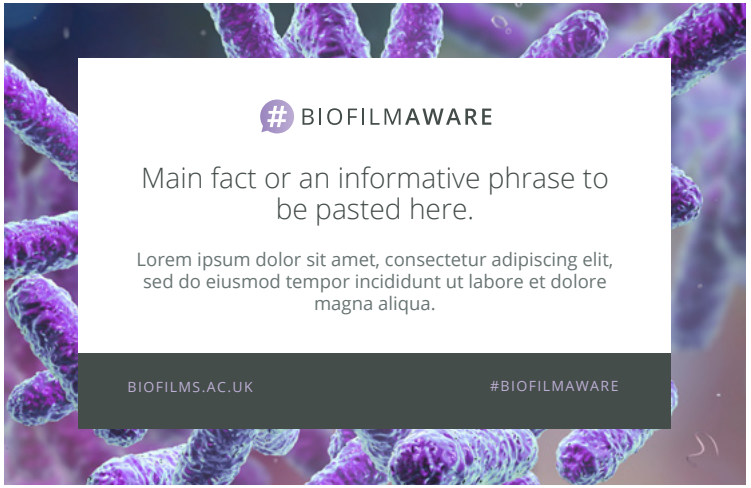
7.4 #BiofilmAware Social Media Templates (rectangle)

Displayed here are the available layouts for the #BiofilmAware Social Media Templates (rectangle).

7.4 #BiofilmAware Social Media Templates (rectangle)

Displayed here are the available layouts for the #BiofilmAware Social Media Templates (rectangle).



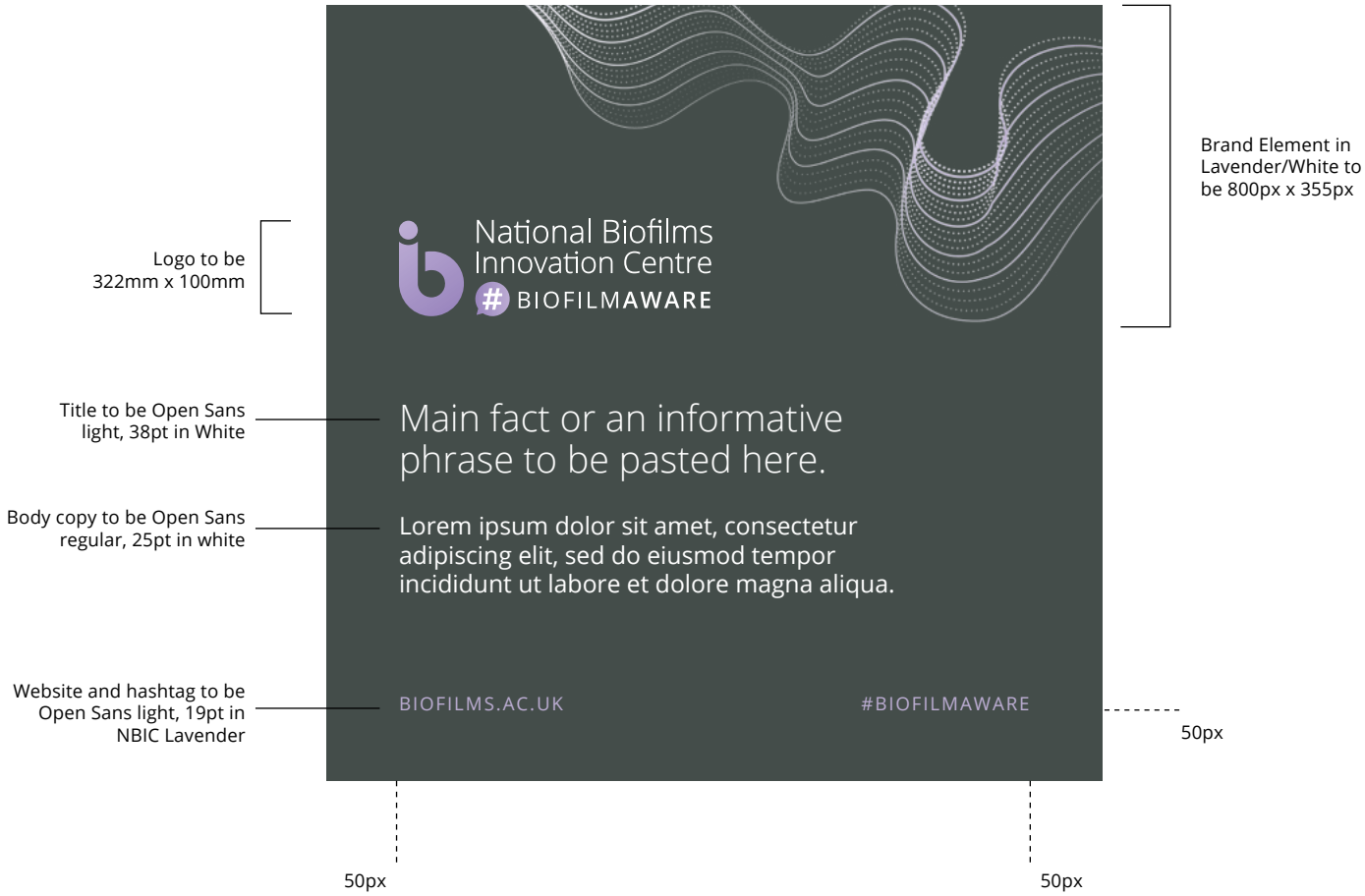


7.4 #BiofilmAware Social Media Templates (square)

An example #BiofilmAware Social Media Template (square) layout is displayed here.

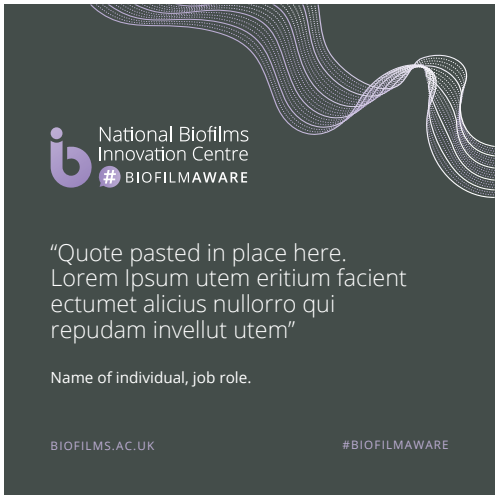
The square templates are 800px x 800px and are intended for use on Instagram.

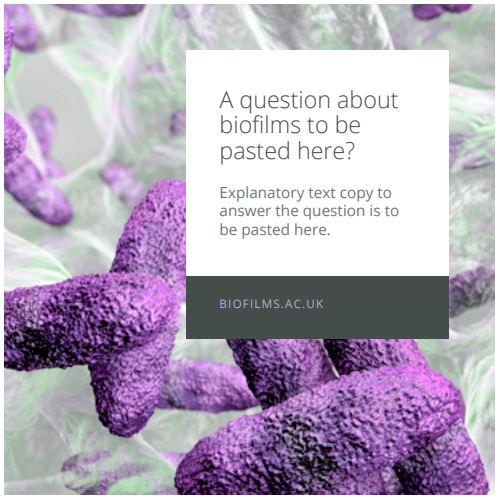
A suite of social media templates have been supplied to NBIC, to ensure a consistent and correct use.



7.4 #BiofilmAware Social Media Templates (square)

Displayed here are the available layouts for the #BiofilmAware Social Media Templates (square).





8.0 Contact

For further information and assistance, please contact:

T 02380 594729
E nbic@biofilms.ac.uk

National Biofilms Innovation Centre
Building 85, Institute of Life Sciences,
University Road, Southampton, SO17 1BJ

biofilms.ac.uk

NBIC

Brand Guidelines

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