Visual Identity Guidelines

NATIONAL NUCLEAR LABORATORY

NUCLEAR SCIENCE TO BENEFIT SOCIETY

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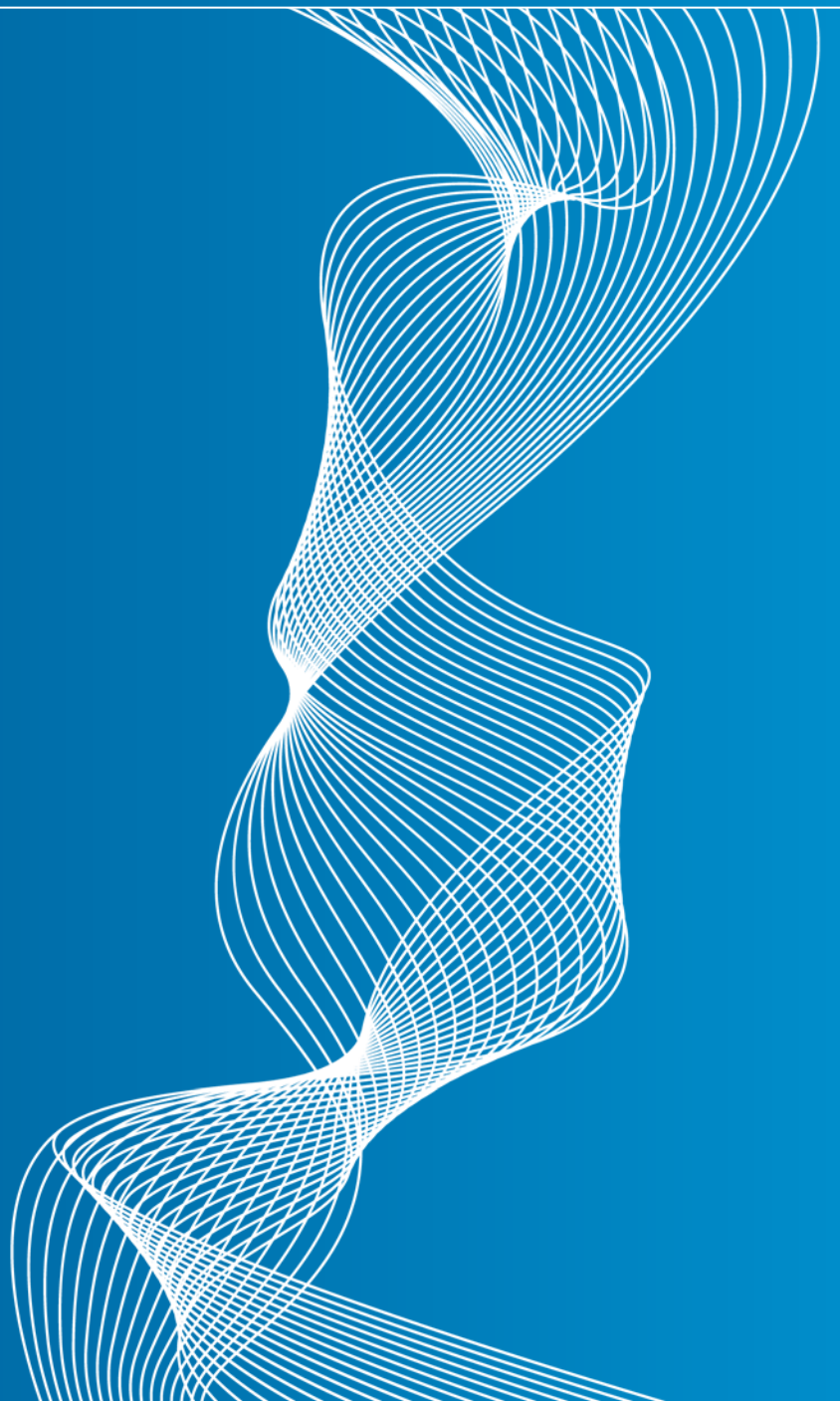
VISUAL IDENTITY

To give our brand life and meaning, we've developed a distinctive visual identity. These guidelines show you how to create impactful, memorable communications by using it.



LOGO

Nuclear science and technology is continually growing and evolving – and so are we. That's why our logo suggests forward movement. We are at the forefront of the industry, always striving to lead the way through our work.

As elements of visual identity go, our logo is the most important one of all. It allows our audience to instantly recognise when a communication belongs to us. Therefore it's essential we preserve its integrity at all times. If the logo is used incorrectly, through being altered, adapted or positioned wrongly, it creates confusion and reflects badly on our business.

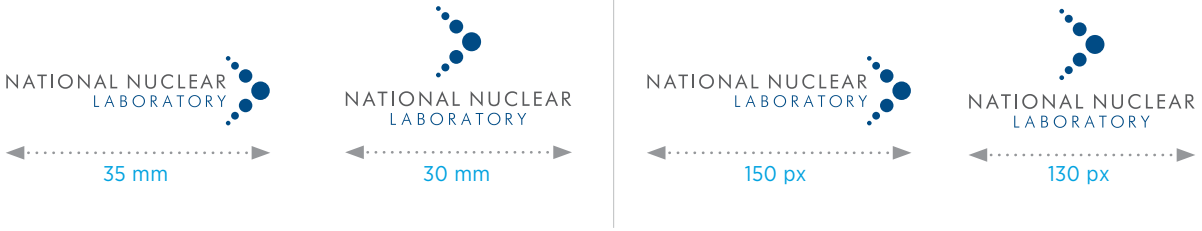
The logo consists of the logo type and the dotted arrow-head symbol. The positioning of the elements that form it has been carefully fixed and must not be altered.

The logo should only ever be used from Master Artwork which is held by the Communications Team. Download it from Nucleus or request files from engagement@uknnl.com

1.

2.

3.



LOGO USAGE

1. Horizontal orientation

The horizontal version of the logo is our primary version and should be used as your first choice in any communication.

2. Centred orientation

When the horizontal version is not suitable, you may use the centred version as an alternative.

3. Minimum size

To ensure legibility in print, the minimum size is 35 mm for the horizontal version and 30 mm for the centred version.

For online communications, the minimum size is 150 px for the horizontal version and 130 px for the centred version.

Clear space

In order to retain the integrity and clarity of the logo, we surround it with an exclusion zone of clear space.

The area of this clear space is the diameter of the largest circle in the dotted arrow-head symbol. To ensure visibility in all applications, no text, photographs or other elements can encroach into the exclusion zone.

INCORRECT LOGO USAGE

To maintain consistency of our brand, it is imperative that the NNL logo is used correctly throughout all communications. Even the slightest deviation could diminish its visual impact. The examples here are to illustrate errors of usage.

Don't:

1. Change the logo's orientation
2. Stretch or distort the logo
3. Change the logo shape in any way
4. Crop into the logo
5. Change the colour of the logo from the approved palette
6. Put the logo on unclear backgrounds
7. Add effects like glow and drop shadow
8. Put anything in the exclusion zone
9. Put the logo into a box or frame it any way
10. Change the approved typeface even to one that looks similar

1.

2.

3.

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6.

7.

8.

9.

10.

LOGO PLACEMENT

Positioning

Generally speaking, the logo should always appear in the top right hand corner of the piece of communication you're producing. Alternatively, you may position the logo centre right or bottom right if required. Whichever version of the logo you use, its exclusion zone must always be observed.

1. Vertical layout application

For vertical/portrait applications, the size of the logo equals 1/3 of the width of the page. The distance from the edge of the page is equal to the reverse of the symbol as indicated.

2. Horizontal layout application

For horizontal/landscape applications, the size of the logo equals 1/4.25 of the width of the page. The distance from the edge of the page is equal to the reverse of the symbol as indicated.

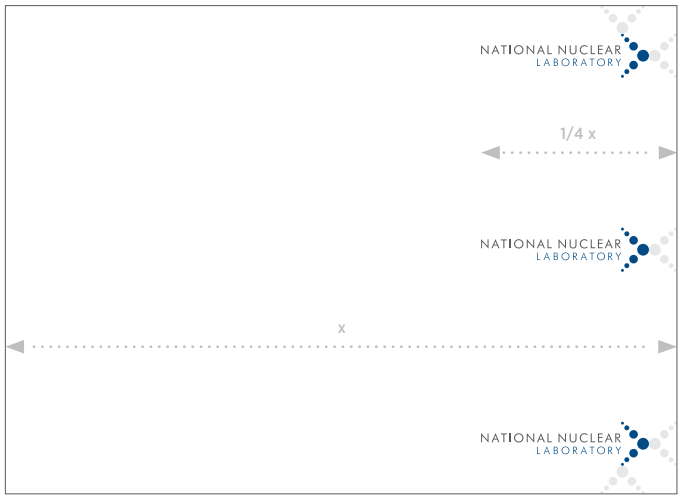
Exceptions

Exceptions on logo placement are made in cases where the situation or layout doesn't allow the logo to be in the approved position. In these instances, use the exclusion zone to correctly place the logo in your chosen position.

For further advice please contact one of the Communications Team at engagement@uknnl.com

1.

2.



LOGO COLOUR

1.

2.

3.

1. Colour

On white backgrounds, this version of the NNL logo is the preferred choice and should be used for the majority of communications.

2. Mono

This version of the logo is designated for all communication pieces where colour is not available, either for mono ads or mono internal material. It should only be used where colour isn't an option.

3. Reversed

In some design applications where limited colours are available, or improved stand-out is required (perhaps because the background is dark coloured), the white-out logo should be used. Note: the same colour options are applicable to the centred version of the logo.

COLOUR PALETTE

Our brand colours are not garish or over-the-top. They've been selected to reinforce the intelligent and professional nature of NNL, while ensuring there is a sense of vibrancy and energy to our communications.

To give us good flexibility, we've carefully chosen a colour palette for both external and internal audiences. Accent colours help to break up your designs for external communications and should also be used predominantly when creating internal communications. Grey can also be used for type-only communications with white backgrounds.

1. External Colour Palette

2. Accent Colours/Internal Colour Palette

To maintain a clean, fresh and modern aesthetic you should use plenty of white space when possible. Avoid large areas of solid colour unless you feel this is required to achieve a good balance.

1.

Dark Blue

CMYK	100 | 056 | 000 | 034
RGB	000 | 075 | 133
Hex	#004B85

Light Blue

CMYK	056 | 012 | 000 | 019
RGB	085 | 155 | 195
Hex	#559BC3

Purple

CMYK	065 | 100 | 000 | 015
RGB	105 | 032 | 126
Hex	#69207E

Gold

CMYK	000 | 030 | 100 | 000
RGB	231 | 169 | 019
Hex	#E7A913

Green

CMYK	065 | 000 | 091 | 038
RGB	059 | 130 | 056
Hex	#3B8238

Dark Grey

CMYK	000 | 000 | 000 | 079
RGB	090 | 091 | 093
Hex	#5A5B5D

2.

Cyan

CMYK	085 | 015 | 000 | 000
RGB	000 | 162 | 224
Hex	#00A2E0

Turquoise

CMYK	056 | 000 | 015 | 000
RGB	098 | 201 | 216
Hex	#62C9D8

Magenta

CMYK	000 | 100 | 020 | 005
RGB	224 | 003 | 113
Hex	#E00371

Yellow

CMYK	000 | 010 | 100 | 000
RGB	255 | 221 | 000
Hex	#FFDD00

Light Green

CMYK	040 | 000 | 100 | 000
RGB	166 | 206 | 057
Hex	#A6CE39

Light Grey

CMYK	000 | 000 | 000 | 049
RGB	149 | 151 | 154
Hex	#95979A

COLOUR GRADIENTS

A selection of gradients have been provided to add an additional layer of depth to your designs. Gradients can be applied to graphical devices, like the dynamic wave, to create striking visuals for use throughout your designs.

The provided gradients are created by combining colours in the external and internal palettes as indicated. To ensure brand consistency please don't deviate from the specified gradients.

1. External Palette

2. Accent Colours

3. External Gradients

4. Internal Palette

5. Internal Gradients

Gradients should be used to make your designs pop. Try to ensure your designs have a good balance between solid colour and gradients.

Gradients can be applied in any direction but please ensure you maintain a 50/50 distribution of both colours.

1. **League Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

2. **Gotham Narrow Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

Gotham Narrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

TYPOGRAPHY - PRINT

Typography is another vital component of NNL's identity. When used in conjunction with our logo and colour palette, it helps to give our communications a distinctive personality and achieve the right balance between visual appeal and information imparted.

1. Primary typeface - Headings/Titles

Our primary typeface for headings and titles is League Gothic Regular. Chosen to reflect the straightforward, efficient, intelligent nature of our brand. Use this typeface for attention grabbing headlines and pull quotes.

2. Primary typeface - Sub Titles/Body

Our primary typeface for sub titles and body copy is Gotham Narrow. This typeface includes a selection of weights that can be used to break up your copy and ensure it is easily consumed.

TYPOGRAPHY - WEB

In the event that primary typefaces are unavailable for use on the web, a selection of fallback typefaces have been chosen. Both typefaces are freely available from Google Fonts and are easily installed for use on the web.

1. Web typeface - Headings/Titles

Our fallback web typeface for headings and titles is Oswald Medium. Use this typeface for attention grabbing headlines and pull quotes.

2. Web typeface - Sub Titles/Body

Our fallback web typeface for sub titles and body copy is PT Sans. This typeface includes bold and regular weights to help break up your copy.

1. **Oswald Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

2. **PT Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

1. **Arial Narrow Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

2. **Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#£$%^&*()_+-={}|<>?[]

TYPOGRAPHY - SYSTEM

Primary and web fonts may not always be available and you will have to rely on the limited selection of fonts installed on your computer. In this scenario we have chosen one of the most commonly installed typefaces that best matches our primary typeface.

1. System typeface - Headings/Titles

Our fallback system typeface for headings and titles is Arial Narrow. Use this typeface for attention grabbing headlines and pull quotes.

2. Web typeface - Sub Titles/Body

Our fallback system typeface for sub titles and body copy is Arial. This typeface includes bold and regular weights to help break up your copy.

These typefaces should only be used in the event you are unable to access the primary or web fonts. It must not be used for any external marketing communications.

1. # MAIN HEADLINE

2. SEPTEMBER 2018

3. Introductory copy dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

4. **Sub heading**

5. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis.

TYPOGRAPHY GUIDANCE

As a general guide, the type layout opposite is correct in terms of its size and balance. However, adjustments can be made – for instance if the size of paper being used requires it.

Text should always be aligned left, never centred. We use upper and lower case for our headlines, subheadings and body copy.

1. Headlines

We use League Gothic Regular in a NNL colour for our main headlines. Upper case or lower case.

2. Date/name lines

We use Gotham Narrow Book in NNL dark grey for our date/name lines. Upper case or lower case.

3. Introductory copy

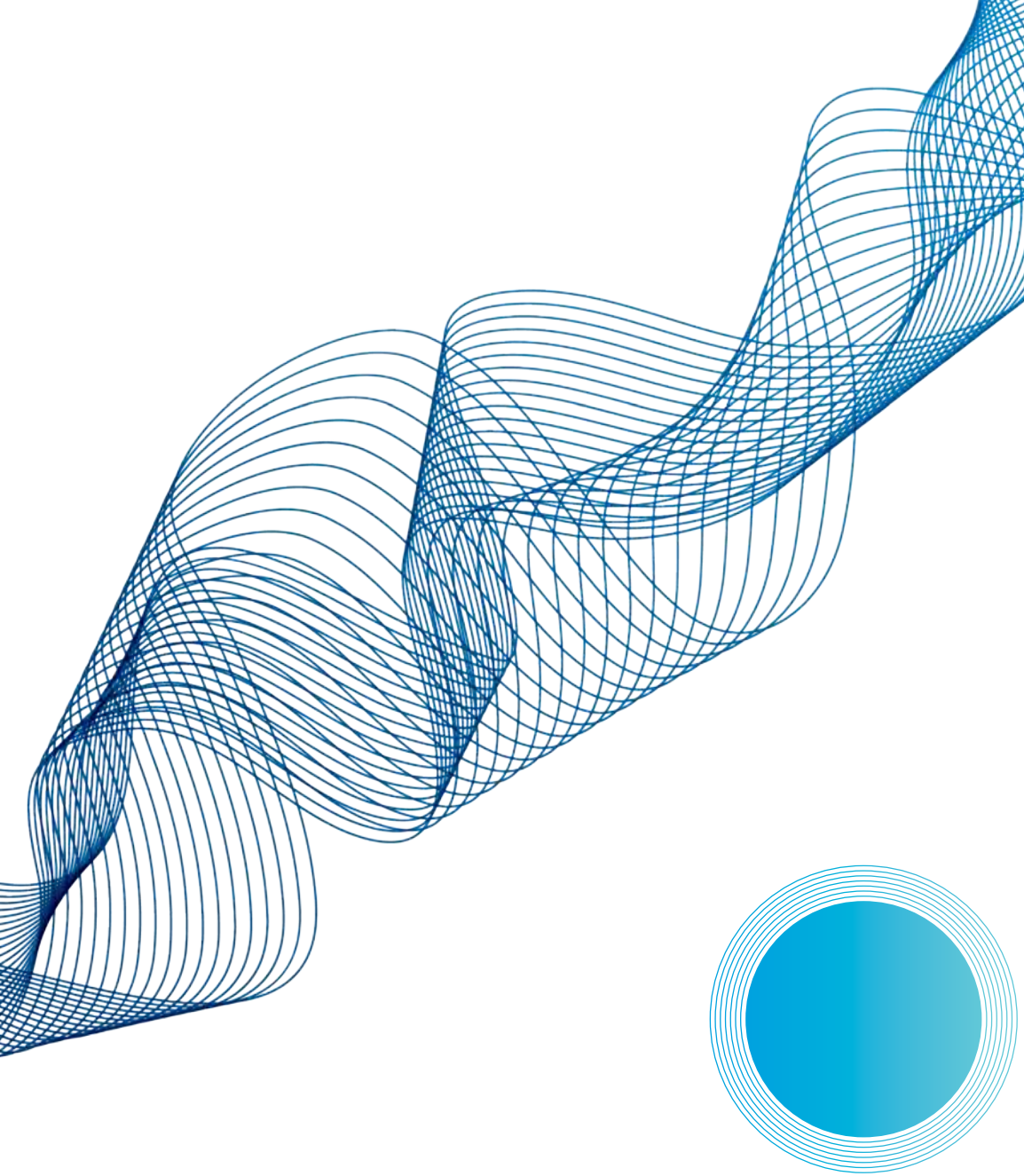
We use Gotham Narrow Light in NNL dark grey for introductory paragraphs. Upper case of lower case.

4. Subheadings

We use Gotham Narrow Bold in a NNL colour for subheadings. Upper case or lower case.

5. Body copy

We use Gotham Narrow Book in NNL dark grey for body copy, although we can use Medium or Bold for highlighting text.



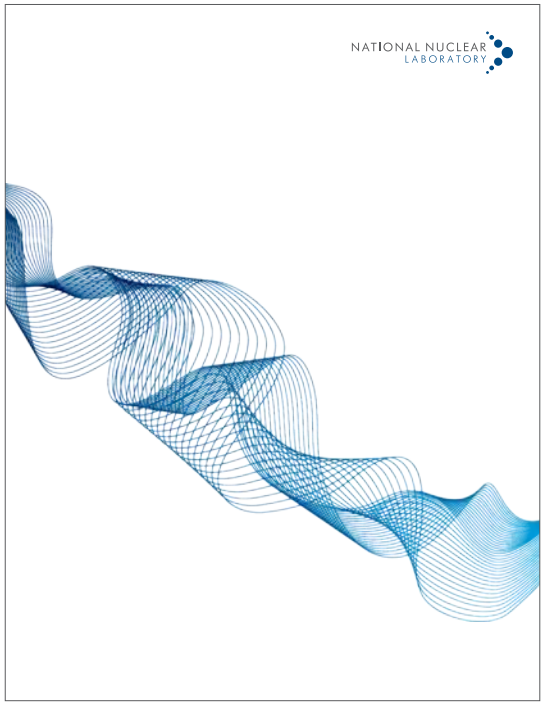
OUR GRAPHIC DEVICES

We use two graphic devices to help unify our visual language.

- Dynamic wave
- Roundel

They can be used across all literature to show NNL as a forward-thinking leader in nuclear science and technology.

1.



2.

THE DYNAMIC WAVE

The dynamic wave reflects the pioneering nature of NNL with its free flowing lines, curves and intersections. Used with care, this device will add a level of sophistication to your designs, particularly when combined with a good use of white space.

There are two versions of the dynamic wave, one more complex than the other.

When using the dynamic wave in your designs, ensure that both ends of the device are cropped to the edge of your artboard. The device should flow through your artwork and add movement to the layout.

The dynamic wave can be used at any angle and may be cropped in closely or used in its entirety.

Only approved NNL colours may be applied to the dynamic wave, using NNL gradients primarily. The device may also be reversed on a dark background if required.

1. Portrait orientation example

2. Landscape orientation example

THE DYNAMIC WAVE (CONTINUED)

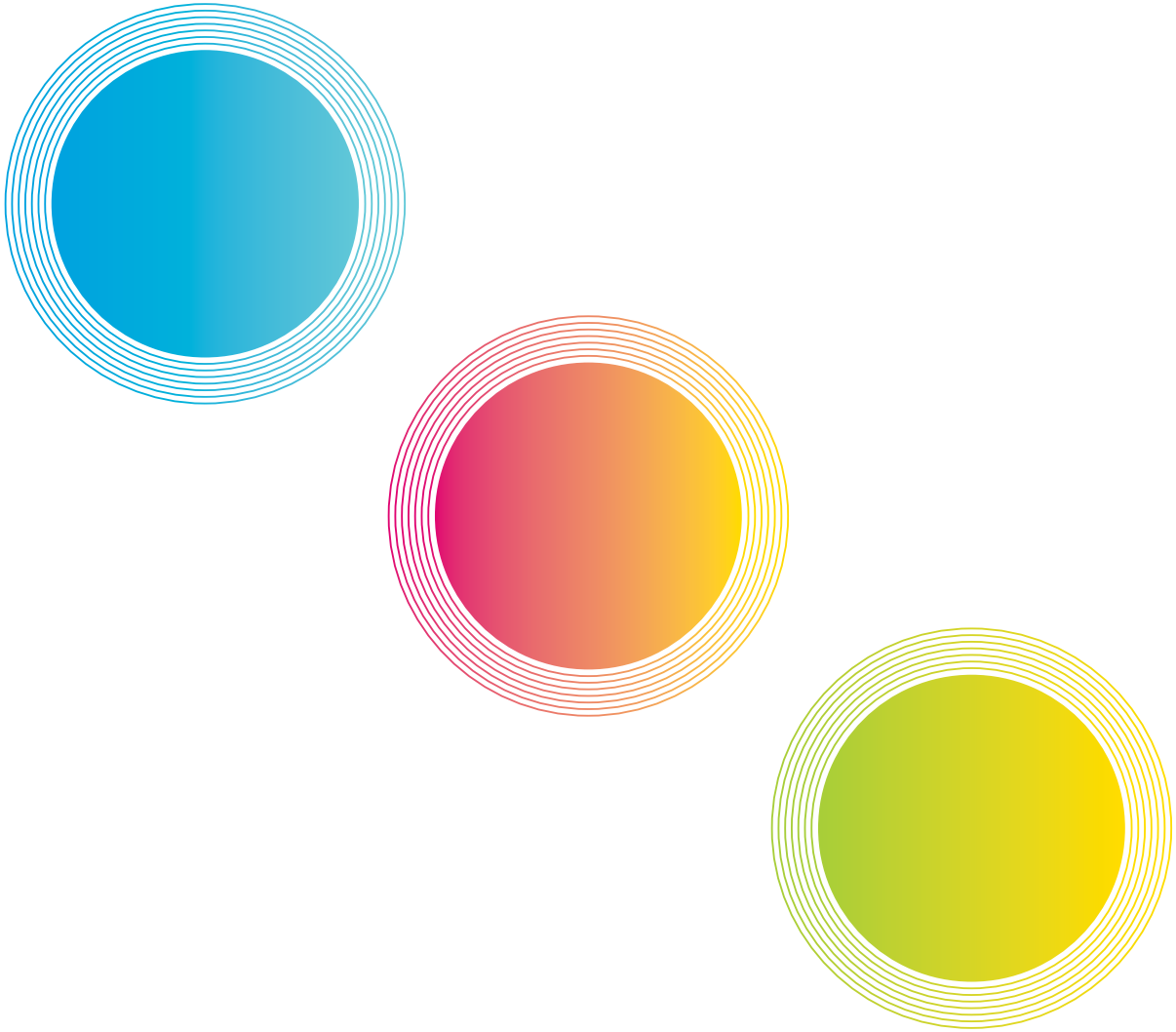
The dynamic wave can be applied to your design in full colour on a white background or reversed in white on a solid/gradient background.

Use of solid/gradient backgrounds should be kept to a minimum, predominantly being used for front covers and segmenting sections in larger documents.

THE DYNAMIC WAVE (CONTINUED)

This example demonstrates how the dynamic wave can be placed into a layout to create a sense of movement on the page.

Note how the dynamic wave has been inserted at an angle to allow for content to be positioned above and below on each page.



THE ROUNDEL

The roundel is an additional brand device that can be used to add flair to your designs.

The roundel may be used in a number of ways:

- Graphical element to add life to your design
- Background element for headings/pull quotes
- Cropped to create backgrounds for covers
- Framing imagery in your designs

THE ROUNDEL (CONTINUED)

The roundel can dramatically change the way your designs look with some creative interpretation.

The examples shown demonstrate just two ways that the roundel can be used in your designs.

1. Cropped closely to create a backdrop for text

2. Duplicated to create an eye catching cover

Only approved NNL colours and gradients may be applied to the roundel.

1.

2.

PHOTOGRAPHY

Quality imagery that's real can help you to tell your story.

It can add great value to your social media posts, blogs, product material or anything else that you may be working on. Keep it real. If you overuse or use the wrong kinds of stock photography, it's hard to achieve that authenticity that NNL deserves.

When selecting an image for your communication, consider our approved colour palette. Those that feature a similar colour tone to any colours on our palette will help reinforce our brand identity.

The following sections cover:

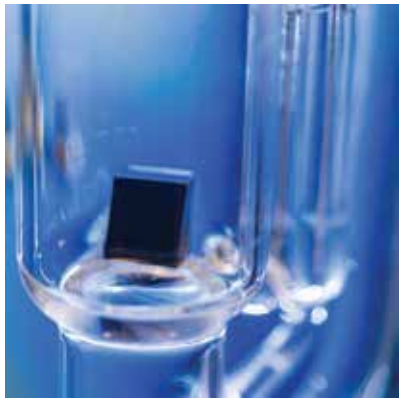
- Core
- Detail
- Stock
- Layout

If the image you're using features material of a sensitive or confidential nature, it will need to be first approved by the relevant authority.

If you are in any doubt, please contact engagement@uknnl.com.

CORE

Our people are passionate about their profession and focused on the issue at hand. Above all, images that feature people should be natural and human, not robotic or staged. People shouldn't look directly at the camera, unless for the purpose of staff portraiture.



DETAIL

Nuclear science and technology is progressing all the time and the equipment we use reflects this. The sheer scale of the industry means that showing some of our equipment in its entirety would be impractical or confusing. Cropping in close or picking out finer detail has the advantage of being more visually attractive. It also creates an emphasis on its advanced nature and indicates the level of skill and training required to operate it.

STOCK

Nuclear energy is not something that can be shown in a photograph, however, its low carbon qualities can. Images of the environment we live in including the homes, offices, towns and cities powered by nuclear energy, should wherever possible feature a strong bright colour that complements our colour palette.

Dos and don'ts

- Brand imagery must support the message in a relevant and engaging way
- Be positive, inspiring and eye-catching
- Capture a moment in time
- Be atmospheric
- Be complementary to our colour palette
- Avoid cliché situations or overly-contrived shots
- Avoid overly busy/confusing images

These images have not been purchased and act as a visual guide only.

LAYOUT

Combine approved NNL photography with the dynamic wave for striking visual impact.

In the examples shown, the images are masked by the dynamic wave which has also been reversed in white to create a divide between the image and the remaining content on the page.

1. Portrait brochure cover using image and dynamic wave

2. Landscape brochure cover using image and dynamic wave

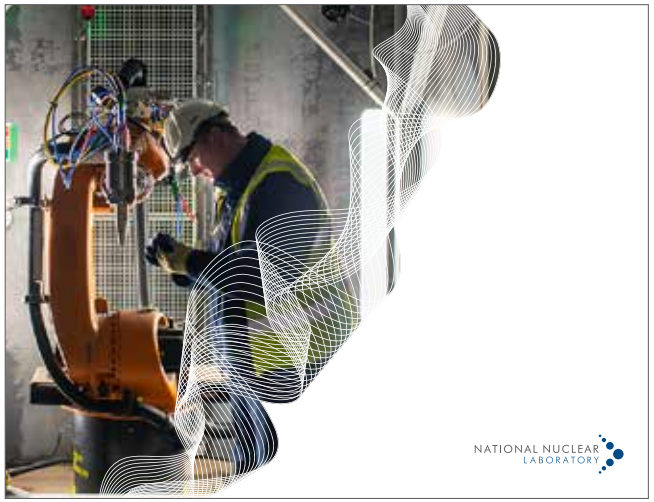
3. Double page spread using image cropped with reduced lines from the dynamic wave

When selecting an image, ensure that headlines and copy can fit around it so that important areas, particularly faces, are not obscured by the message.

More or less clear space can be used depending on the supporting headline and body copy for the image.

1.

2.



3.

ICONOGRAPHY

Commercial Contacts

University Collaborations

Team Site

Conference Database

Handbook

Documents List

Event

Network

Clean, clear and simple.

Iconography is a unified visual language that can be understood by people from different locations and cultures.

They let people overcome a language barrier and navigate comfortably in conditions when the time is very limited. The same principles apply to iconography systems for digital products.

Consistency, readability, and scalability are the core parameters of any design system. Consistency influences a general trustworthiness of a product, readability increases the speed of interactions, and scalability lets your product to grow effectively.

Our brand colours can be applied to link the icons to a particular area of business to reinforce the visual connections, therefore strengthening the NNL brand.

Examples opposite use one of our colour grads but could also be flat colour.

SOCIAL MEDIA

Get your pixels perfect!

When using your images in print or online, it's vital to get the sizes, dimensions and resolutions correct. If you've invested in creating a great bank of imagery but then they're pixelated when you use them, the brand will suffer.

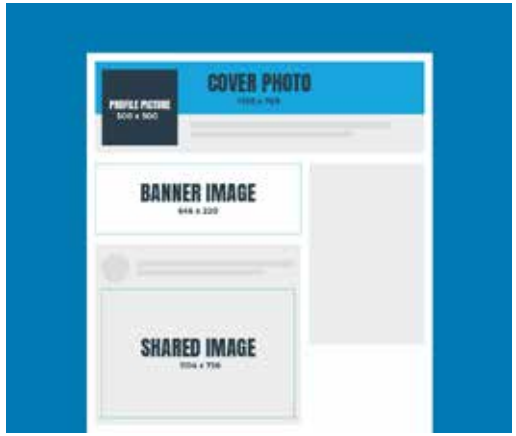
Make sure web images are sized and optimised correctly.

Facebook (JPG or PNG)

Profile picture:	180 x 180px
Cover photo:	820 x 312px
Shared image:	1200 x 630px

Twitter (JPG or PNG)

Profile picture:	400 x 400px
Cover photo:	1500 x 500px
Shared image:	1024 x 512px



LinkedIn (JPG or PNG)

Profile picture:	300 x 300px
Cover photo:	1536 x 768px
Banner image:	646 x 220px
Shared omage:	1104 x 736px

TEMPLATES

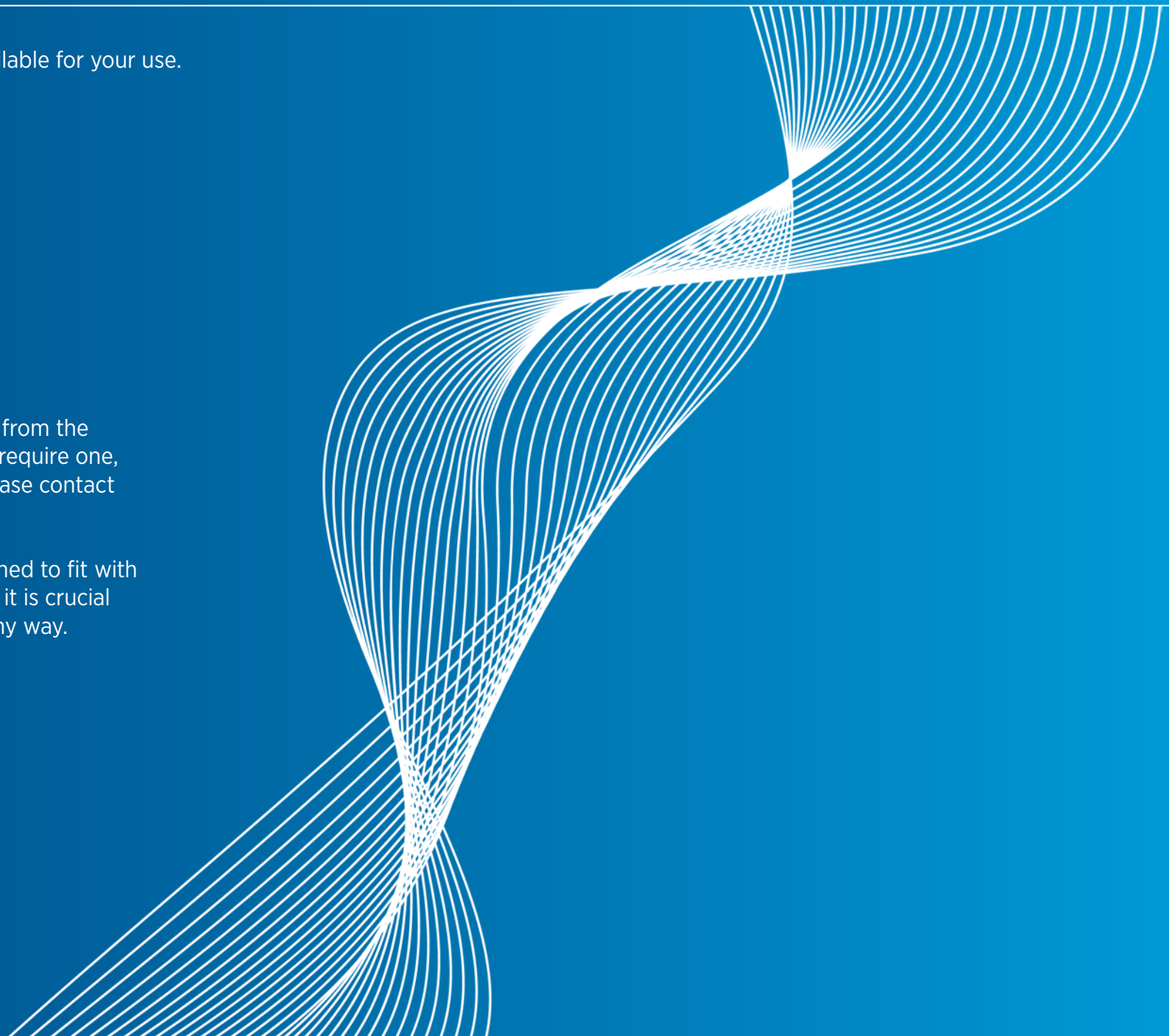
A variety of templates are available for your use.

These are -

Business cards
Letterhead
Compliment slip
Envelope
Poster
PowerPoint
Email
Workwear

All templates can be obtained from the Communications Team. If you require one, or need further assistance, please contact engagement@uknnl.com

Each template has been designed to fit with our brand guidelines. As such, it is crucial no part of them is altered in any way.



BUSINESS CARD

When selecting a title to appear under your name on the business card, please only include your most relevant or senior title. Likewise if you wish to list academic qualifications after your name, please only include your most relevant or senior qualification.

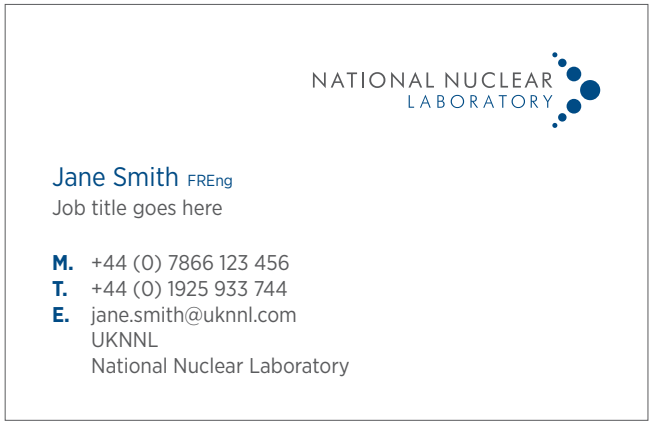
1. Business card front

2. Business card reverse (two options)

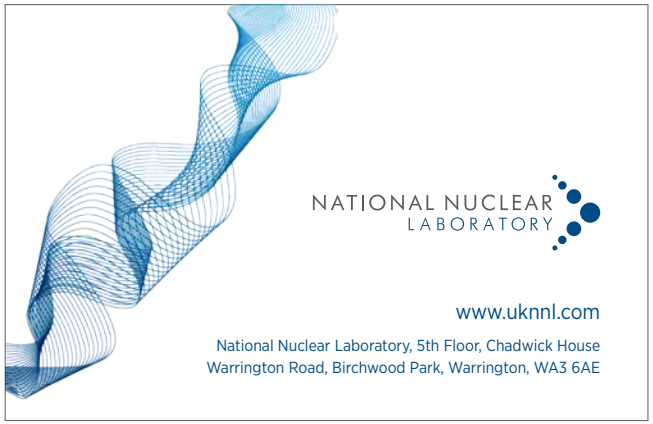
You may choose to have a light or dark reverse based on personal preference.

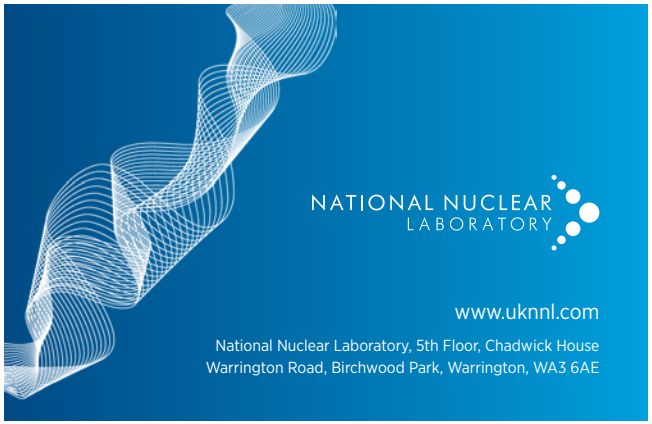
Send your details to your local Business Services team and they will be able to action your request.

1.



2.





LETTERHEAD

Please do not tamper with the template in any way – for example, by adding new elements or adjusting colours.

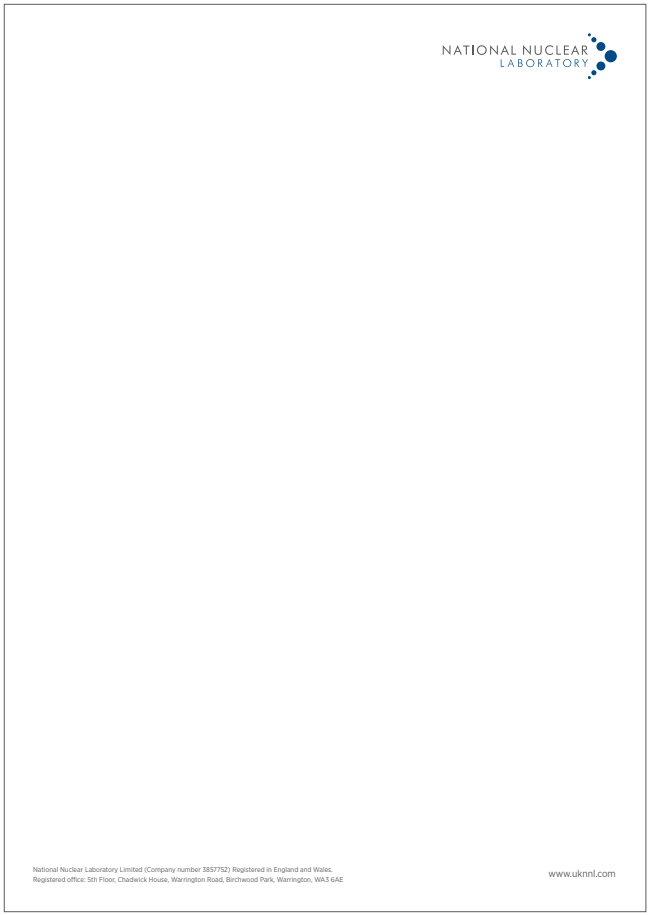
1. Letterhead

2. Continuation sheet

Copies of the NNL letter and continuation sheet template can be obtained from the Communications Team by contacting engagement@uknnl.com

1.

2.



COMPLIMENT SLIP

Please do not tamper with the template in any way – for example, by adding new elements or adjusting colours.

1. Compliment slip front

2. Compliment slip reverse

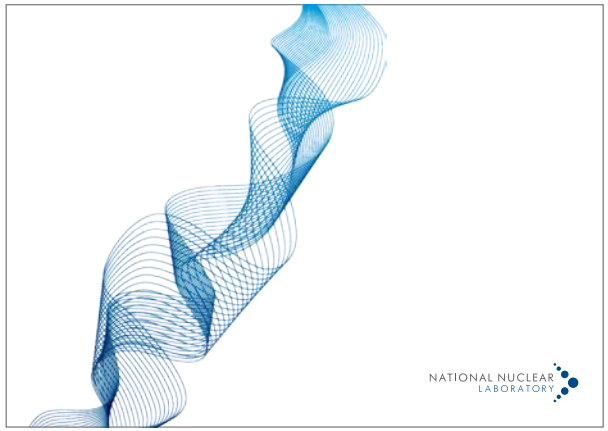
Copies of the NNL compliment slip template can be obtained from the Communications Team by contacting engagement@uknnl.com

1.

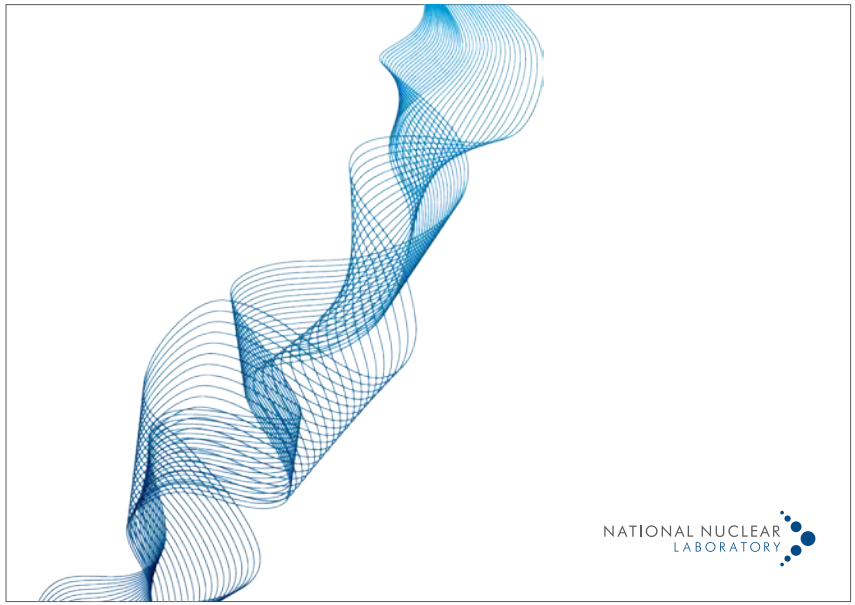
2.

DL

C5



C4



ENVELOPE

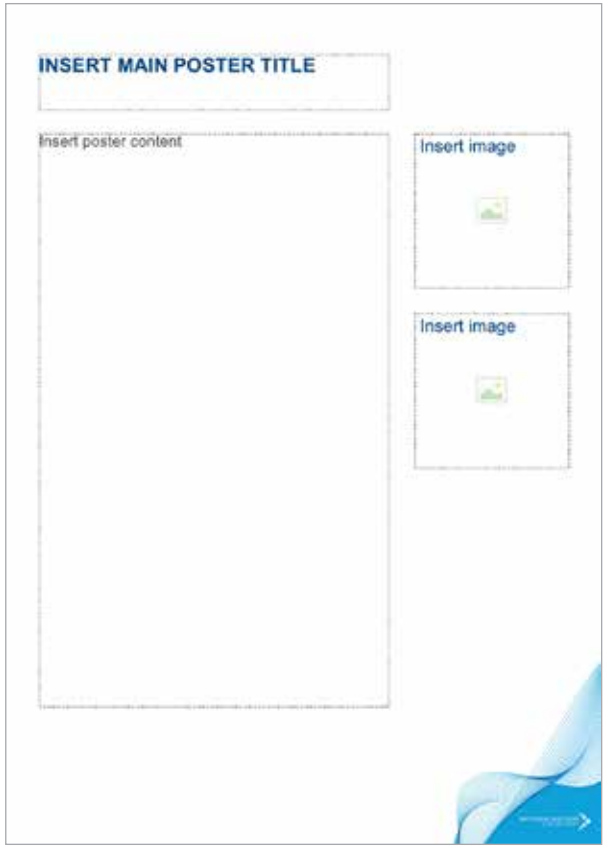
Envelopes are provided in three sizes;

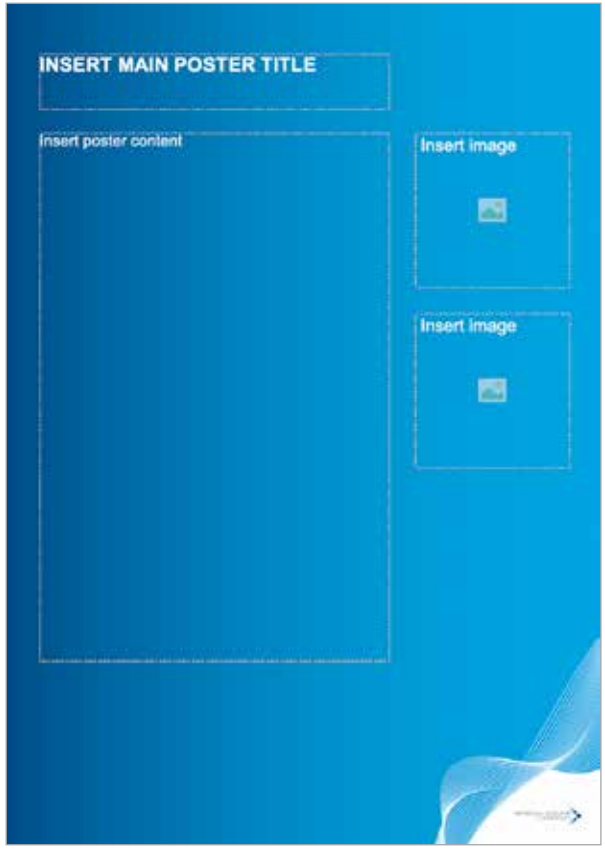
DL - for 1/3 of an A4

C5 - for A5

C4 - for A4

POSTER - PORTRAIT





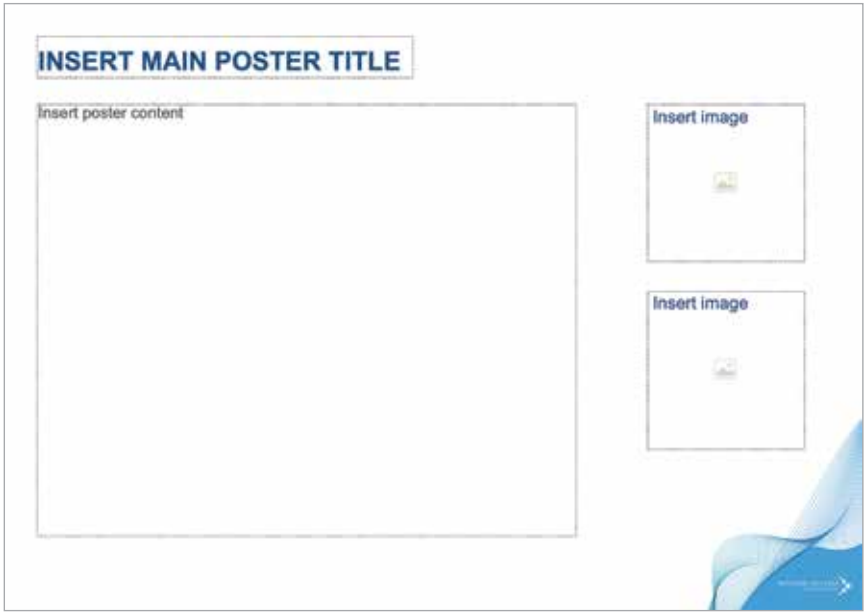
There are two poster templates to choose from.

Please do not tamper with the templates in any way – for example by adding new elements or adjusting colours.

Copies of the NNL poster template can be obtained from the Communications Team by contacting engagement@uknnl.com.

POSTER - LANDSCAPE

The portrait templates has been adapted into a landscape format, to give added flexibility and choice.



POWERPOINT

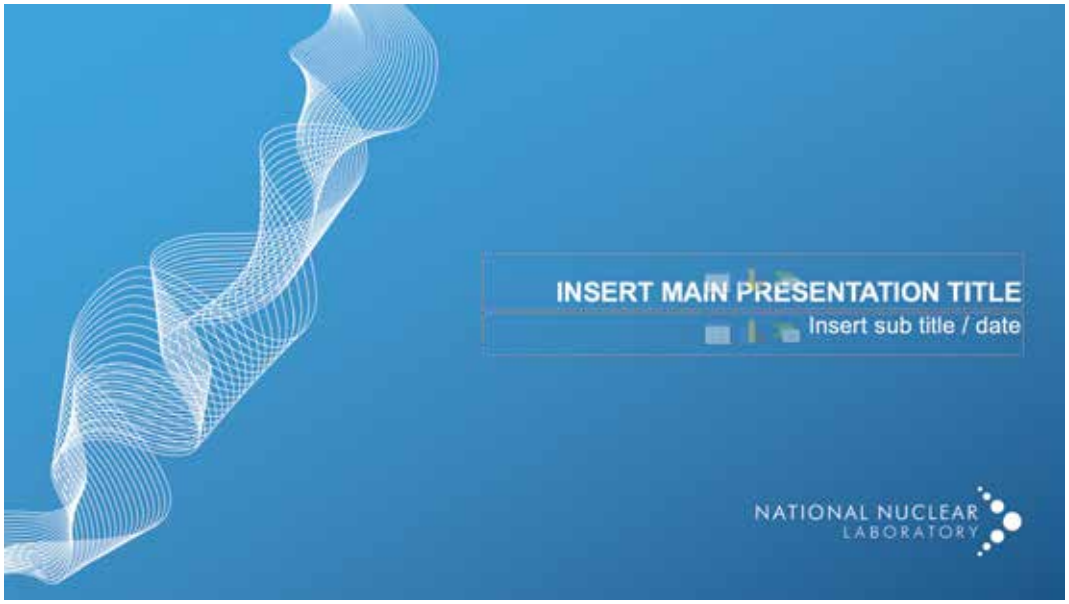
A selection of PowerPoint presentations have been created for you to choose from.

1. Title slide

2. Follow-on slides

Additional slides have been provided to aid the construction of your presentation. Ensure that the footer bar is retained when creating your own slides.

1.



2.

EMAIL

1. Dear Customer,

   Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ante. Quisque arcu risus, tristique tempor, feugiat in, blandit quis, lorem. Duis mattis. Nam neque odio, pharetra ac, sollicitudin nec, convallis id, libero.

2. **Jane Smith** FREng
   Position

   NATIONAL NUCLEAR LABORATORY

   E. jane.smith@uknnl.com
   T. +44 (0) 1925 933 744
   M. +44 (0) 7866 123 456

   National Nuclear Laboratory
   5th Floor, Chadwick House, Warrington Road
   Birchwood Park, Warrington, WA3 6AE

   www.nnl.co.uk

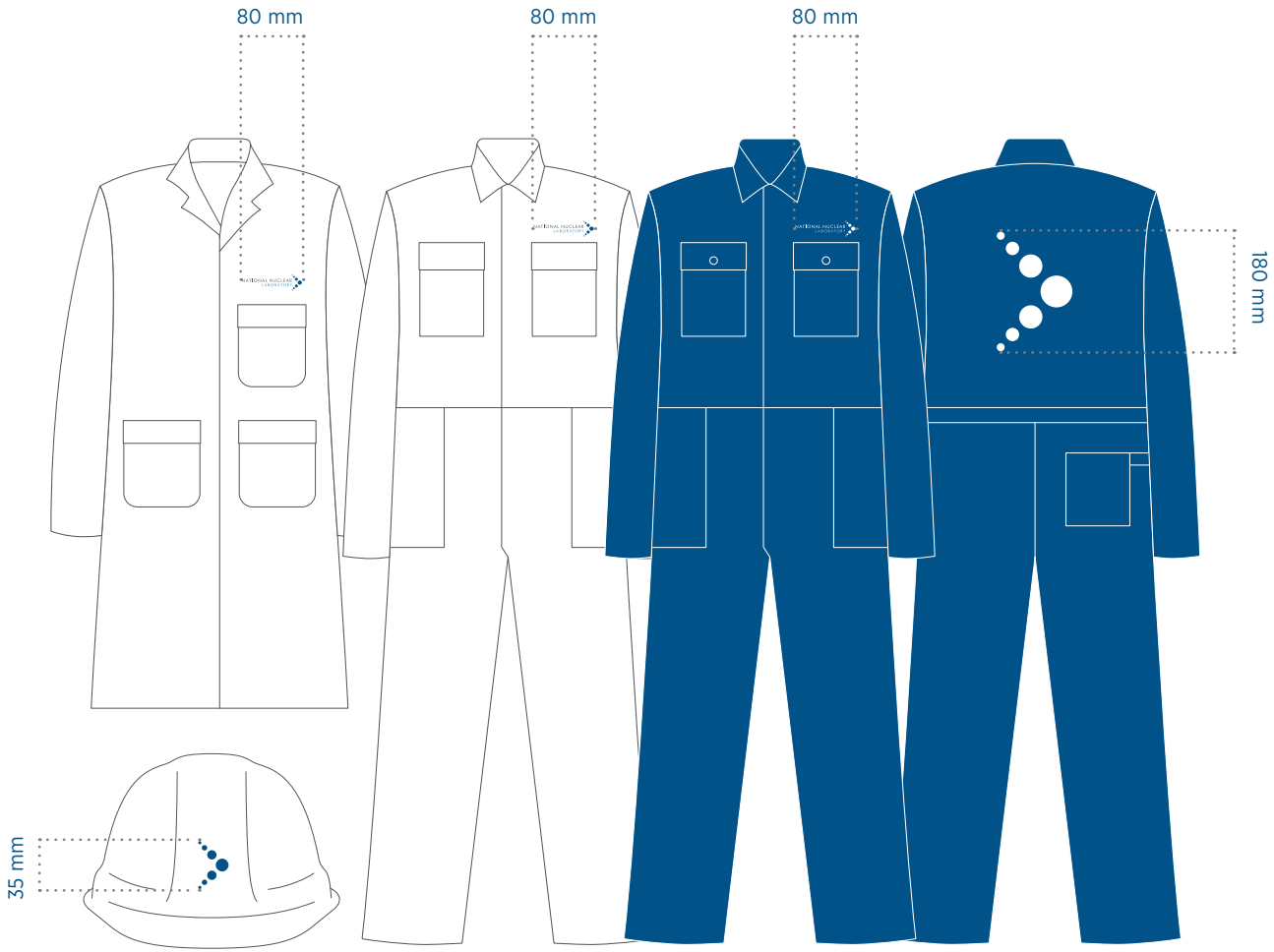
1. Email

Set email preferences to use Arial font with a text colour of Dark Grey (#5A5B5D)

2. Email signature

We have an email signature form which will generate the correct signature for you. The form, which includes full instructions on how to use it, can be found here. If you have any questions, contact engagement@uknnl.com

WORKWEAR



When selecting fabrics and clothing for workwear, it is recommended that they are given user and laundry trials to guarantee their comfort and durability. It is extremely important that all items of workwear are regularly maintained - when items of clothing become worn or damaged, they should be replaced.

Logo application

It is important to select the most suitable method of applying the logo. In all applications it is the supplier's responsibility to match visually to the corporate colours. If in any doubt about applying the logo to workwear, please contact engagement@uknnl.com and one of the Communications Team will be happy to help.

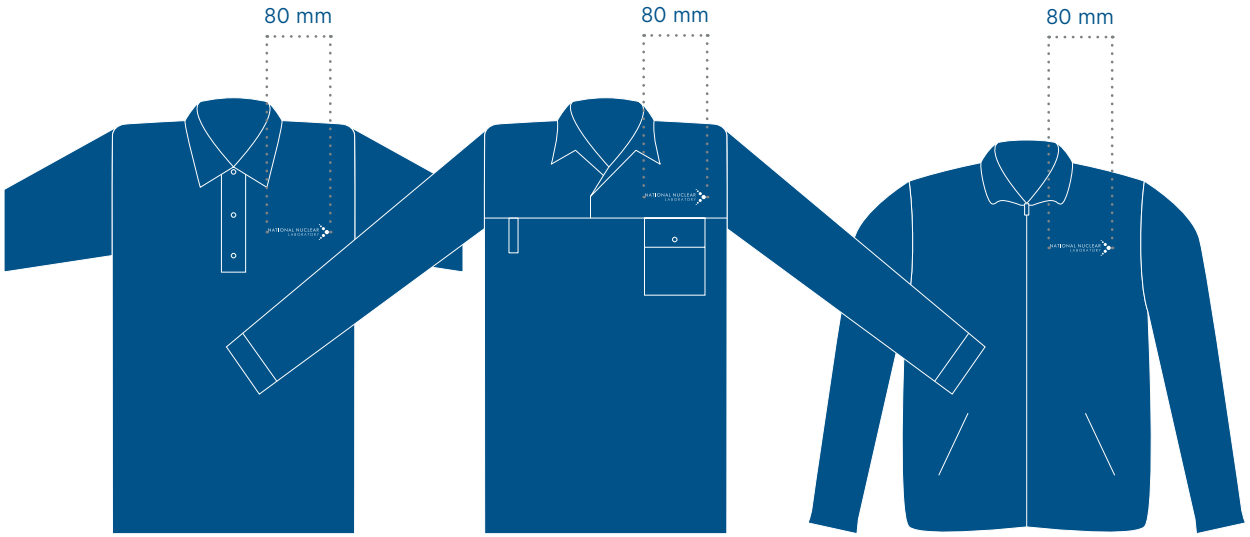
Lab coat and hard hat specifications

Colours: white.

Overall specifications

Colours: NNL dark blue, black or white.

WORKWEAR (CONTINUED)



Basics

Additional workwear items are fleeces, shirts and polo shirts. Referred to as Basics, these items should adhere to the same guidelines as for overalls described on the previous page.

Basics specifications

Colours: NNL dark blue, black or white.

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