



Economic and Social Research Council

identity guidelines

contents

contents

who is this guide for?	2
the logo	3
typography	8
identity in use – ESRC funded research and investments	10
identity in use – ESRC investment publicity materials	11
identity in use – websites	15
ESRC festival of social science	17
artwork resources	20

who is this guide for?

The consistent use of the ESRC identity elements across all our corporate literature and materials is essential to build recognition and familiarity of our identity. The ESRC identity is a valuable asset and, like many other organisations, we have guidelines that manage its use to protect that value.

This guide is intended for anyone designing or working with the Economic and Social Research Council (ESRC) corporate identity.

These guidelines describe the separate elements of our brand identity and how you should apply them to your design. By following these guidelines ESRC research investments will be able to promote their research without compromising the ESRC's identity.

ESRC-funded students, researchers and investments must display the ESRC logo on any promotional and corporate material including publications, reports, presentations, websites and stationery.

Please forward a copy of this guide to professional designers working on corporate materials relating to ESRC-funded research so that they can apply the ESRC brand and identity in a clear and consistent fashion.



the logo



This is the principal logo for the Economic and Social Research Council.

The logo is a single unit and is the most important visual device through which the Economic and Social Research Council is identified. The following pages provide instructions on how to use it, as well as additional guidelines to strengthen the ESRC image in a consistent and effective way.

standard versions

There are two standard versions of the ESRC logo.

The ESRC identity uses the core colours of dark blue and white – the logo should always be displayed using these colours.

The ESRC blue:

Pantone® 282C

Process: 100C, 72M, 0Y, 56K

Electronic: R 12, G 30, B 60



Standard version:

For use on white or very light backgrounds (lighter than 20% tint of black).



Standard outline version:

For use on background colours that are darker than a 20% tint of black. This outline is always white and provides a protective border between the logo and the background.

The process colour specification is an indication only. The final colours must match the Pantone® references specified. It may be necessary to adjust this on various printing materials to achieve an accurate match.

Pantone® is Pantone Inc's check-standard trademark for colour reproduction and colour reproduction materials.

the logo

other acceptable versions



Black and white version:

For use on single colour printing or occasions when use of a colour version would reduce the impact of your design.

minimum
size
12mm



Small outline version:

For use below 16mm in height. 12mm is the minimum recommended size for print.

For use on background colours that are darker than a 20% tint of black. A black and white version is available.

Please ensure the correct logo version is selected for your purposes. It should always be displayed in its specified colour and under no circumstances should the logo be altered or distorted in any way.

the logo

protection area

For maximum impact and clarity you should keep a protection area around the ESRC logo.



X = Half the height of the logo

The role of the protection area is to maintain the logo's visibility when using other graphic elements near the logo. This is in addition to the use of the outlined version on backgrounds.

Graphic elements, including other logos and typography, must not break into this protection area.

the logo

please do not



Do not alter the logo.



Do not distort the logo.
Always resize in proportion.



Do not use the namestyle
without the retaining box.



Do not reproduce the logo
in a tint of the core colour.



Do not alter the font.



Do not use the non-outlined
logo on backgrounds darker
than 20% tint of black.



Do not reverse the logo.



Do not use the logo on a
complicated background.
Ensure it can be clearly seen.



Do not intrude into the
protection area.

typography

typography

Typefaces are essential to strengthening a brand identity and to communicating clearly and effectively. The ESRC has preferred typefaces for all corporate literature and materials and we also specify a secondary typeface to increase flexibility whilst retaining a consistent brand style.

corporate

Gill Sans Family

A clear friendly font. Works well in main headings and subheadings. Can also be used in large areas of text.

Garamond Family

A practical traditional font. For use on large areas of text, especially in publications and periodicals.

secondary

Univers Family

Available to use in the following weights:

Univers 45 light and

Univers 65 bold

You can use these fonts in conjunction with one or both corporate typefaces. They can also be used in large areas of text.

In publications such as magazines and newsletters additional fonts can be used for a more editorial and less corporate style.

please do not

- Condense the font too much
- Use too many fonts in one design
- Use upper case for long sentences
- Underline for emphasis
- Use drop shadows
- Use outline type
- Mix too many different colours within the text

identity in use

identity in use – ESRC funded research and investments

The following pages show examples of how the ESRC identity should be applied by all ESRC-funded investments and research awards. They are aimed at achieving a common approach and best practice across all ESRC-funded research, without imposing a rigid single style.

Many ESRC investments develop their own clear identities to promote their research and names. This identity should always be used with the ESRC logo and the appropriate descriptive copy, for example:

An ESRC Research Centre
An ESRC Research Programme
An ESRC Research Group

The ESRC logo must always appear on all publicity material – for example reports, invitations, presentations, websites and stationery.

identity in use – investment letterhead



Example 1



Example 2

The first letter example shows how to apply a single ESRC logo and the second example demonstrates how to apply multiple logos.

A consistent position for the logo in the bottom left hand area will create strong visual recognition. However, we understand universities often have their own conflicting guidelines and it will not always be possible to position the logo in the bottom left hand area. Please contact the ESRC Communications team for guidance.

identity in use


identity in use – investment compliment slip

An ESRC Research Centre

Position for investment name and identity if applicable

with compliments

Research Centre
2 The Road
The Town
City
County
EF3 4GH




An ESRC Research Centre

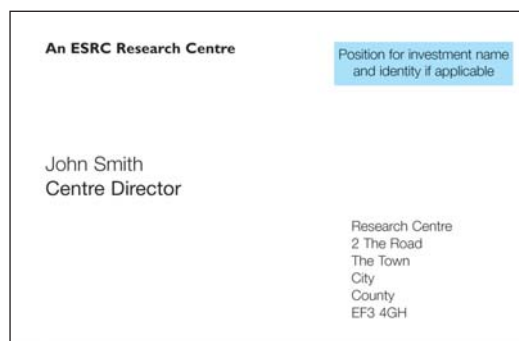
Position for investment name and identity if applicable

John Smith
Centre Director

Research Centre
2 The Road
The Town
City
County
EF3 4GH



identity in use – investment business card



Two or more logos on a business card may not be practical and the ESRC logo can be omitted if necessary.

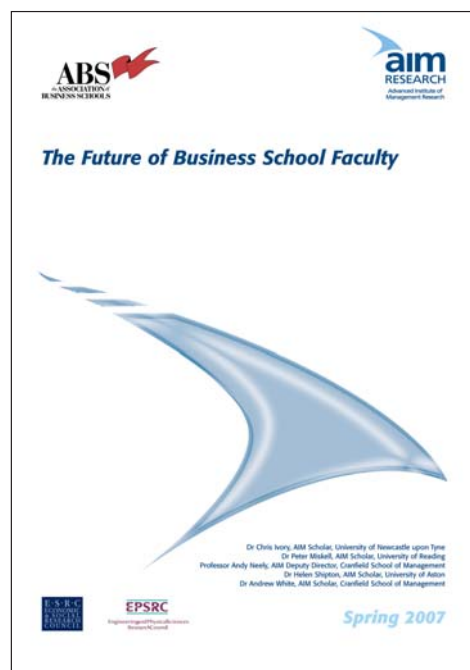
However, please do not omit the descriptor – **An ESRC Research Centre**

identity in use

identity in use – investment publicity packs, brochures and material



The ESRC logo in primary position on the cover



The ESRC logo in secondary position

The full colour ESRC logo with the keyline must appear on all front covers. We recommend that it is positioned in the top right hand area with the ESRC investment identity in the top left hand area.

The ESRC logo should also be used on the back cover as a sign-off and the protection area should be observed.

Branding requirements often mean that a number of logos must be displayed. If appropriate the ESRC logo can be in a secondary position on the front cover if, for example, the ESRC is a joint funder with other organisations.

Where the ESRC is the primary funder our logo should remain in the top right hand area, with institutions and other organisations in a secondary position.

identity in use

identity in use – websites

ESRC-funded students, researchers and investments must display the ESRC logo on their websites. It should always appear in full on the main home page and any other principal entry point to the site. The full colour logo should be positioned well within the area viewable by a browser window set at 800x600 pixels and should function as a link to the ESRC website. The preferred position is top left – when more than one logo is applied it should move to the bottom left.

As with print guidelines the logo should not be altered in anyway or created from scratch, to avoid changing the relationship and relative size of type and graphic.

Always use the approved GIF logos available from the ESRC.

identity in use – websites



A consistent position for the logo will create strong visual recognition.





ESRC festival of social science

When taking part in the ESRC Festival of Social Science the Festival logo must be used on all event web or printed promotions.

The logo is available in full colour, black and white, and reversed versions but where possible the full colour primary version should be used.

To ensure brand consistency, clarity and legibility across all applications the logo should always be displayed in its specified colours and under no circumstances should it be altered or distorted in any way.



Primary version

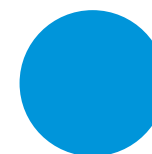


festival of social science

ESRC festival of social science – logo colourways

For consistency, the logo must only appear in the colour combinations shown on this page.

Logos are supplied in CMYK, Pantone®, black and white and reversed white out. Whenever possible the logo should be shown on a white background.



Pantone® 2925 C
100C 20M 0Y 0K
R:0 G: 149 B: 218



Pantone® 1585 C
0C 60M 100Y 0K
R:245 G: 130 B: 32



Pantone® 390 C
30C 0M 100Y 0K
R:191 G: 215 B: 48

other versions

Other acceptable versions of the ESRC Festival of Social Science logo where colour reproduction is not available:

Black and white version:

For use where colour reproduction is not available or on a background of 20% black or lighter



Black and white simplified version:

For use where printing restrictions apply



Reversed white version:

For use on solid colour backgrounds and on tints of black darker than 20%





festival of social science

ESRC festival of social science – protection area

To maintain maximum impact and clarity you should keep a protection area around the logo.

The protection area maintains the logo's visibility when using other graphic elements near the logo. Graphic elements, including other logos and typography, should not break into this protection area.



recommended
minimum size 10mm



x = Half the height of the text

artwork resources

artwork resources

All of the ESRC master logos and support graphics are available from the ESRC Communications team. The following downloads are available from the ESRC website:

www.esrc.ac.uk/logos

ESRC Corporate Logo pack

- Outlined and non-outlined versions
- Standard and small use versions
- Full colour and black and white versions

ESRC Festival of Social Science Logo pack

- Full colour, greyscale, reversed, and simplified versions

All logo packs contain artwork in various file formats: EPS (Pantone / CMYK / Greyscale), GIF and JPEG (RGB / Greyscale). If you are unsure which version to use, please contact the ESRC Communications team.

ESRC Communications team

For more information and guidance on using any aspect of the ESRC identity, please contact: Nick Stevens on 01793 413144 or email nick.stevens@esrc.ac.uk
