



John Innes Centre

Unlocking Nature's Diversity

Brand Guidelines

BRAND GUIDELINES

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Introduction

Welcome to the JIC Brand Identity Guidelines.

The purpose of this document is to define the key elements that make up our identity system - our Brand - and to provide usage guidelines to ensure consistent application of the visual elements in all communications.

This includes publications, non-scientific presentations and all other marketing collateral, both online and offline.

It is imperative that brand integrity is maintained across all mediums at all times, and these guidelines detail the relevant specifications to ensure the brand is not compromised.

It is envisaged that these guidelines will support the creative process and are not intended to be a limitation.

Achieving an effective global brand begins with a unified brand identity and, by following these guidelines, the material you create will portray JIC in a positive and cohesive manner, both internally and to the outside world.

Brand values

JIC is at the forefront of global research in plant microbial science.

Its identity should reflect that. The JIC identity is the face and personality presented to the global community. It is as important as the services provided. It is the total effect of its logos, services, brand names, trademarks, advertising, brochures and presentations.

It is also important for anyone connected to JIC, employees, external contractors, sponsors, strategic partners and members of the public, to understand what we believe, what we do and what we aspire to.

Our brand values are intended to help with this understanding:

- Scientific excellence
- A source of independent, trusted expertise
- Science with social, political and economic value for society
- Our expertise can be applied to UK and global problems
- Research for the public good
- Openness, transparency and dialogue
- Training the next generation of scientists

Key messages

- We are the best in the world at plant and microbial research
- Our science is a net contributor to GB plc
- Our scientists are driven by a fascination for the world and we care about contributing to knowledge that will benefit people and the environment
- The knowledge we generate can help reduce the environmental impact of agriculture – carbon footprint, deforestation, and pesticide, fertiliser and water use.
- Our insights can help increase crop yields and reduce yield losses - increasing the supply of affordable food
- We can help provide consumers with access to more nutritious foods
- Expertise in soil bacteria can help deliver new antibiotics
- Our discoveries can help make plant-made pharmaceuticals a reality
- JIC research helps improve our understanding of the world and will have unexpected benefits in medicine, agriculture, and nutrition
- We help train the next generation with the expertise to provide national and global solutions in agriculture, biotechnology, microbial science and beyond

Visual identity

JIC's visual identity plays a significant role in the way JIC presents itself to both internal and external stakeholders. In general terms, the JIC visual identity expresses the values and ambitions of the organisation, its business, and its characteristics.

Four specific functions of a visual identity can be identified as follows, with three aimed primarily at external stakeholders.

1. It provides visibility and recognition of the organisation
2. It symbolises and contributes to the organisation's image and reputation
3. It expresses the structure of the organisation to external stakeholders and serves to visualise the synergy and relationships between Institute Strategic Programmes (ISP's) or departments.
4. It has an internal function allowing employees to identify with the organisation as a whole and/or the specific departments within which they work.

JIC logo

The JIC logo serves as a graphical representation of the company's leadership, innovation, diversity and performance.

It is crucial that master artwork is used in any application.

Always ensure that the appropriate artwork is applied for accurate representation. The External Relations team can supply this.

When reproducing any logo elements, only the original high resolution or vector files should be used – **DO NOT** use the logos contained in this document.

Primary logo in CMYK



Logo in Greyscale



Logo in Pantone 281



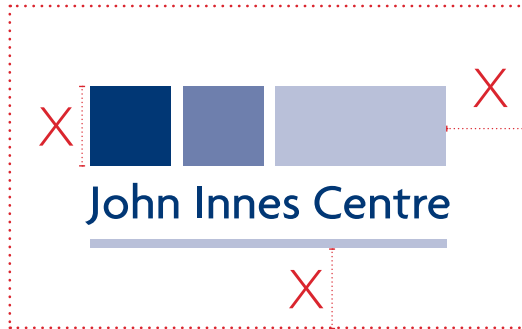
Logo in black and white



Logo in reverse and/or on images



Logo clear space



Exclusion Zone

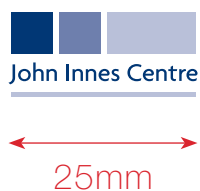
Make sure that the text or other design elements do not encroach on the logo. **X is equal to the height of the top left block.**

The marked space should always be allowed so the logo can 'stand alone' free from any other elements that may detract from its prominence.

Minimum Size

In the primary logo format, a minimum size (25mm width) must be adhered to so that legibility is retained.

In exceptional circumstances, where space is below the recommended size, it is important that the exclusion areas are still applied.



Minimum logo sizes for different page format

Paper size	Width of logo
A6	25 mm
A5	27 mm
A4	32 mm
A3	36 mm

Logo colours

Wherever possible use the four colour (CMYK) logo. This will be on white and light backgrounds where the colour does not conflict with the logo colours and renders it indistinguishable.

On images or background colours with high contrast, the reversed out or single logo should be used.



CMYK

John Innes Centre text
and top left blue block
C100 M72 Y0 K38

2nd blue block
50% tint

3rd block and underscore
20% tint

RGB

John Innes Centre text
and top left blue block
R0 G42 B100

2nd blue block
50% tint

3rd block and underscore
20% tint



Pantone ref 281cvc



Black/white logo



Greyscale

John Innes Centre text
and top left block
K = 100

2nd grey block
50% tint

3rd block and underscore
20% tint

Web

#003366

Logo misuse

The following examples illustrate situations that should be avoided when using the logo.

As a general rule the logo should always be used in colour when on white or light backgrounds. On dark backgrounds or images use the logo in its reverse state.



 Do not try to skew, stretch or distort the logo



 Do not use any colours or tints other than those specified in these guidelines



 Do not place colour logo on dark background or image



 Do not place logo close to edge of page or any text that compromises the clear space around it



 Do not use without the blocks

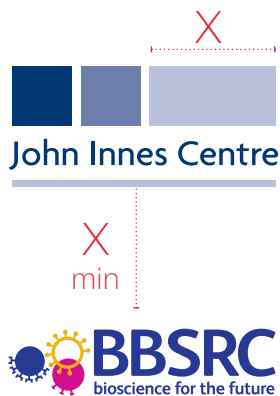
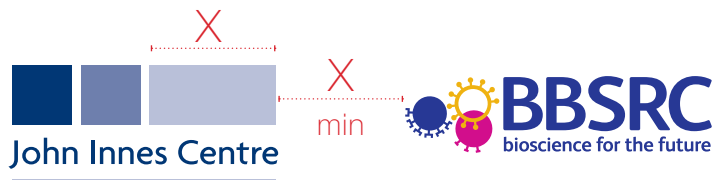


 Do not place reverse logo on light background or image where it cannot be recognised



 Do not use without all three blocks

Corporate co-branding



The JIC has many strategic partners and/or associated companies. It is important when co-branding that JIC is the dominant organisation and therefore should always appear on the left.

Minimum space between logos = "X"

The partner logo should be centred vertically against JIC logo and proportionately should not appear larger. The JIC logo to be no smaller than 25mm wide.

These guidelines apply to all marketing collateral.

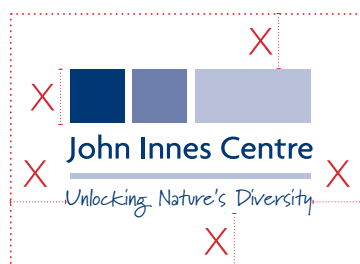
Corporate tagline

Unlocking Nature's Diversity

Pairing the JIC logo with the corporate tagline strengthens our brand. The tagline sums up the tone and promise of our brand and reinforces JIC's business value proposition.

To ensure clarity and legibility, the JIC logo and tagline has been designed to provide optimal balance. The artwork must not be recreated, re-drawn or re-configured.

The smallest size to maintain legibility when using the tagline with the logo is 30mm width. Clear space around the logo and tagline should be = X. **X = height of top left block**



The table below indicates where the logo and tagline should be used in the following applications:

Media	JIC Logo	JIC Logo & Tagline
Stationery	YES	YES
Internal Forms	YES	NO
Postcards	YES	YES
Newsletters	YES	NO
Brochures	YES	YES
Case Studies	YES	NO
Print Advertising	YES	YES
Website	YES	YES
Online advertising	YES	YES
Signage	YES	YES
Exhibition Panels	YES	YES

The tagline should only be used once on a page - either with the logo as above or as a tagline on it's own.

Logo and tagline usage

CMYK logo and tagline



Greyscale logo and tagline



PT 281 logo and tagline



B/W logo and tagline



Logo and tagline in reverse and/or on images



Where the logo is placed on a background with high contrast making it difficult to read the tagline it should not be used. If there are no partner logos being used then it is possible to use a larger tagline at the bottom of the page above the colour bar identifier.

If partner logos used then do not use the tagline at all.



Logo and tagline misuse

The following examples illustrate situations that should be avoided when using the logo and tagline.

As a general rule the logo and tagline should always be used in colour when on white or light backgrounds. On dark backgrounds or images, use the logo and tagline in its reverse state.



Do not try to skew, stretch or distort the logo



Do not use any colours or tints other than those specified in these guidelines



Do not place colour logo on dark background or image



Do not place tagline in any other position



Do not place reverse logo on light background or image where it cannot be recognised

Corporate typography

John Innes Centre as it appears in the logo is:

Agenda Medium

Tagline is

Marydale Regular

Clear communication is an essential part of the JIC brand, and consistent typography plays a significant role in achieving this goal.

Our corporate typeface is Nimbus Sans and this typeface should be used for all printed material and any online text where possible.

Main titles and body copy:

Nimbus Light
Nimbus Light Italic

For emphasis use:

Nimbus Regular
Nimbus Regular Italic
Nimbus Medium
Nimbus Medium Italic
Nimbus Bold
Nimbus Bold Italic

Where this font is not available such as in online media use **Arial** as the substitute typeface.

Under no circumstances should condensed or extended versions of any corporate typeface be used.

Leading

Good use of leading is important as it allows the text to breathe and makes it more legible, especially where there is a lot of copy.

Example leading to be used:

8pt text / 12pt leading

9pt text / 13pt leading

10pt text / 14 pt leading

12pt text / 16 pt leading

For titles however it is suggested that the typefaces are closer together ie

28pt title
30pt leading

The general rule for titles is that the top line descenders should not touch subsequent line ascenders but should be close.

Space after

Paragraph spacing should be as follows:

Normal full returns between paragraphs use 2mm space after.

Where a new title/sub title follows a paragraph use 5mm space after.

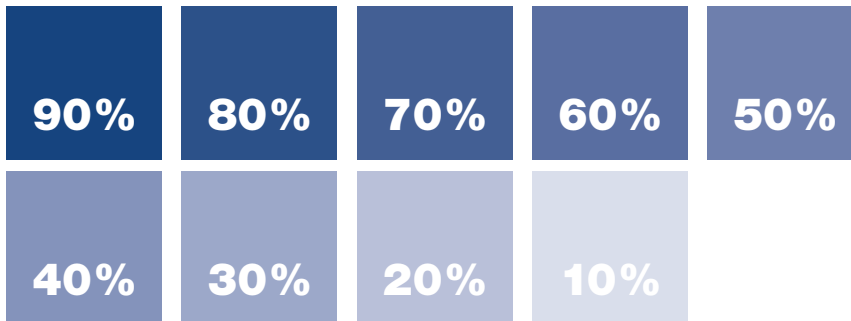
Space after a main title should be at least 8mm.

Corporate colours

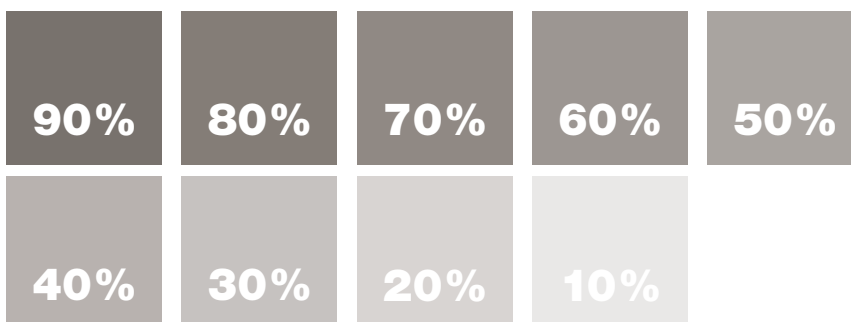
The primary colour palette for JIC is as follows:



Pantone: 281c
 CMYK: c100 m72 y0 k38
 RGB: r0 g42 b100
 Web colour: #003366



Pantone: Black 7U
 CMYK: C55 M54 Y51 K20
 RGB: R90 G85 B80
 Web colour: #666666



ISP colours

It is important that each of the Institute Strategic Programmes (ISPs) is recognisable in its own right as well as being an integral part of JIC.

For this reason, each ISP has its own associated identification colour.

Plant and Microbial Metabolism (MET)



Pantone: 216c
CMYK: c38 m96 y53 k29
RGB: r105 g20 b54
Web colour: #660033

50%

20%

Germplasm Resources Unit (GRU)



Pantone: 457c
CMYK: c29 m33 y100 k3
RGB: r170 g140 b0
Web colour: #cc9933

50%

20%

Biotic Interactions (BIO)



Pantone: 5783c
CMYK: c38 m25 y55 k1
RGB: r149 g154 b110
Web colour: #99cc99

50%

20%

Wheat Improvement (WiSP)



Pantone: 368c
CMYK: c7 m35 y100 k0
RGB: r108 g178 b0
Web colour: #66cc33

50%

20%

Growth and Underpinning Yields (GRO)



Pantone: PT130c
CMYK: c2 m38 y100 k0
RGB: r241 g150 b0
Web colour: #ff9900

50%

20%

Extended colour palette

To allow flexibility in the use of colour, complementary and neutral palettes can be utilised, whilst still maintaining a consistent and co-ordinated appearance in our marketing and communications collateral. The supporting colours may be used in all media, including print, web and other electronic communications.

It must be emphasised that these supporting colours are only intended to complement but never to replace our primary brand colours. As a rule, no more than two or three supporting colours should be used in your materials to avoid dilution of the corporate colours.

Neutral Colour Palette



PT Cool Gray 1C
C13 M11 Y12 K0
R210 G208 B205
Web: cccccc

PT Cool Gray 5C
C31 M25 Y26 K0
R164 G162 B162
Web: 999999

PT 7536C
C36 M32 Y48 K1
R151 G142 B116
Web: 999966

PT 7543C
C32 M22 Y18 K0
R160 G169 B179
Web: 99cccc

PT 552C
C26 M9 Y9 K0
R175 G200 B212
Web: cccccc

Complimentary Colour Palette



PT 871C
C32 M36 Y63 K3
R158 G133 B88
Web: cc9966

PT 877C
C30 M23 Y23 K0
R166 G168 B169
Web: cccccc

PT 7403C
C2 M19 Y58 K0
R204 G194 B104
Web: ffcc66

PT 7689C
C68 M32 Y9 K0
R71 G128 B181
Web: 6699cc

PT 396C
C19 M0 Y100 K0
R212 G221 B0
Web: ccff33



PT Process Blue C
C94 M38 Y2 K0
R0 G111 B184
Web: 0099cc

PT 7404C
C0 M18 Y55 K0
R255 G196 B39
Web: ffcc33

PT 1795C
C9 M98 Y93 K1
R200 G12 B34
Web: cc3333

PT 803C
C0 M8 Y89 K0
R255 G228 B0
Web: ffff00

PT 804C
C0 M45 Y68 K0
R255 G150 B58
Web: ff9966

In addition, where a full image is being used, then it is acceptable to sample and apply a colour from the image whilst still adhering to the guidelines for logo usage on light or dark backgrounds.

Colour bar identifiers

The coloured bar blocks at the top or bottom of the page are an integral and important part of the design as they also serve to identify the source of the material i.e if it is generic JIC or if it has come from an ISP.

JIC generic



You can use either PT281 blue or PT Black 7 for generic JIC publications. Use whichever colour fits with the background image colours

MET colour



BIO colour



GRO colour



GRU colour



WiSP colour



Paper specifications for print

The design of JIC printed materials and the quality of their reproduction is really important as an expression of our core values.

Poor paper selection could compromise the brands integrity.

For reproduction on uncoated paper stock

(use where colour vibrancy is **LESS** important than the feel of the publication)

Cocoon Offset

suggested weights 300sgm covers

170gsm text

For reproduction on coated paper stock

(use where colour vibrancy is **MORE** important than the feel of the publication)

Lumi Silk

suggested weights 300sgm covers

170gsm text

Imagery

Image example only



Image use and style

Always ensure that you have permission to use the imagery and that when passed to an external supplier it is a minimum of 300dpi.

Never supply images extracted from Microsoft Office packages, PDFs or web/screen grabs.

Image files should be supplied in tif, eps or jpg formats.

Image style - External Use

For all external, printed marketing material and advertising, professionally taken imagery should be used. The exception to this would be when the subject matter is a research process or outcome of the research where professionally taken imagery is not available.

The use of stylised photography where either the foreground or the background are blurred so that the main focus is on the relevant content, is encouraged - especially in respect of lifestyle imagery - see examples below.



Images are for example only

Look and feel

Marketing examples

External Brochures

Below are examples of how external brochures covers should look. The colour band identifies the ISP.



JIC generic brochure



GRO brochure



WISP brochure



BIO brochure



MET brochure

Main title

Colour band identifies the ISP.

BBSRC Logo to appear on back page of all generic JIC publications but on front of any ISP publication

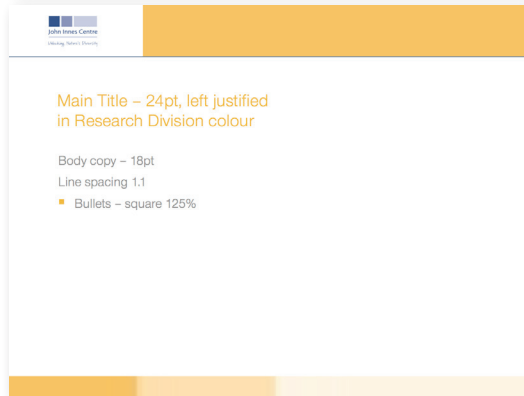
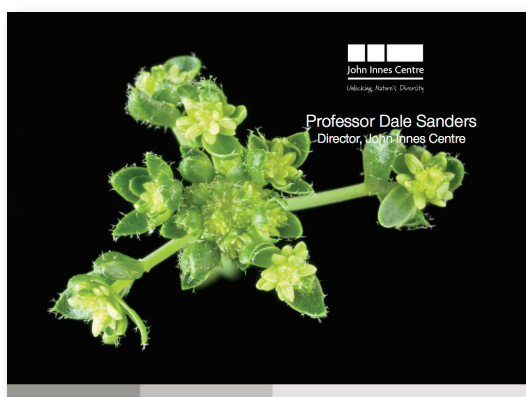
Images are for example only

Look and feel

Marketing examples

Powerpoint Presentations

Below are examples of how JIC generic or non-scientific powerpoint presentations should look. Again, key to identification of the ISP is the colour band.

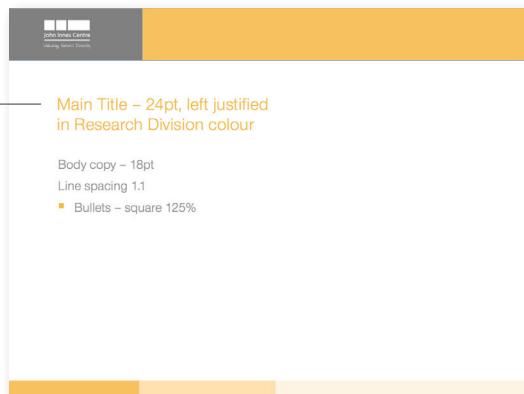


JIC Logo and tagline in lead position with support logo - giving due consideration to "clear space" as identified in these guidelines

Colour band identifies the ISP

Presentation titles should be in the relevant JIC generic or ISP colours.

A powerpoint template is available from the External Relations Department



Scientific presentations should always use the JIC header and footer as this helps with brand consistency

Images are for example only

Look and feel

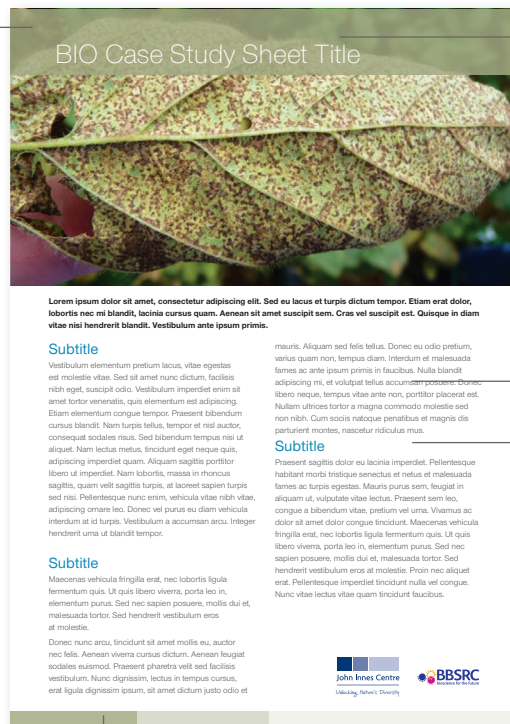
Marketing examples

Case Studies

Below are examples of how A5/A4 case studies should look.

The colour band identifies the ISP.

Top colour band identifies the ISP



Case study title

Main case study image position

Main body copy 80% black

Sub-titles in appropriate ISP colour

Colour band identifies the ISP



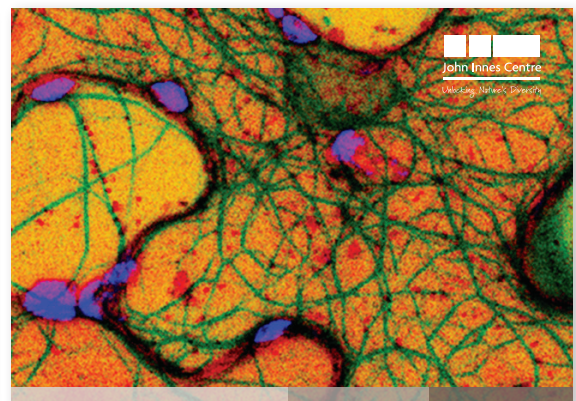
Images are for example only

Look and Feel

Marketing examples

A6 Postcards

Below are examples of how postcards should look.



Images are for example only

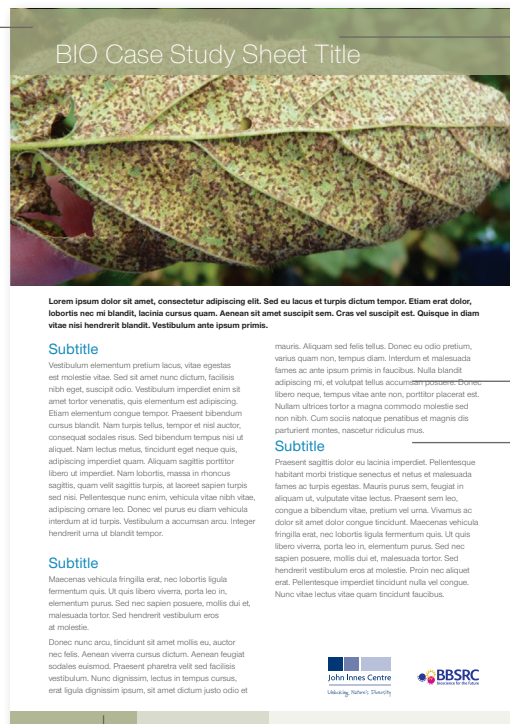
Look and feel

Marketing examples

A0 Posters

Below are examples of how A0 posters should look. Basically they follow the same format as the A Case studeis. The colour band identifies the ISP.

Top colour band identifies the ISP



Case study title

Main case study image position

Main body copy 80% black

Sub-titles in appropriate ISP colour

Colour band identifies the ISP



Images are for example only

Contact Information

Questions

All marketing material must conform to JIC brand guidelines.

If you have any questions relating to these guidelines or marketing material in general please contact the External Relations Department. They will be pleased to help.

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