NC 3Rˢ

National Centre
for the Replacement
Refinement & Reduction
of Animals in Research

Brand Guidelines

Introduction

A strong brand is one of our most powerful assets. It captures our spirit and unifies our organisation while presenting a consistent and compelling message about who we are and what we stand for. Our visual identity brings our brand to life and creates a distinctive look and feel, making us instantly recognisable.

These guidelines define the core elements of our identity system and establish the basic principles of its application. They aren't designed to restrict or inhibit creativity, but to provide a foundation to help us produce engaging and coherent communications.

Vicky Robinson
Chief Executive

Identity overview

These core elements are the building blocks of our brand identity. By applying them correctly, we can ensure that our communications are consistent and clear.

Values:

Collaboration

Impartiality

Honesty

Innovation

Ethics

Openness

Personality:

Scientific but accessible

Authoritative and trusted

Pioneering and dynamic

Nurturing and inspirational

NC 3Rs

National Centre for the Replacement Refinement & Reduction of Animals in Research

Pioneering Better Science
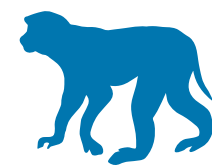
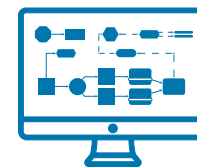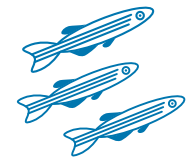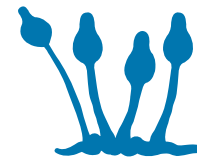**CRACK IT**

Identity overview

These core elements are the building blocks of our brand identity. By applying them correctly, we can ensure that our communications are consistent and clear.

NC3Rs
Lexia Light **Regular** *Italic*

Aktiv Grotesk
Regular **Bold**

Arial
Regular *Italic* **Bold**

02 Visual identity

Our identity system has a number of core elements that have been specially created for NC3Rs. By applying these elements correctly, we can ensure that our communications are coherent, clear and instantly recognisable.

Brandmark

Our brandmark is the single, strongest signifier of who we are and a guarantee of the quality and service that we provide, so we need to ensure we use it carefully.

The brandmark should be applied to all internal and external communications.

The brandmark is a fixed artwork and must never be altered. It should only be reproduced from the supplied digital artwork.

Formats available:
EPS
JPEG
PNG

Please note
The CMYK file version of the brandmark is intended for print use only. For digital creative use the RGB file version instead.

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Usage
Do not create alternative brandmark lock-ups.

Brandmark exclusion zone

To ensure legibility and to protect the integrity of the brandmark, it should always be surrounded by an area of clear space.

The exclusion zone is defined as the 'R' of the brandmark square on all sides.

These are minimum clear areas – where possible, allow more space.

Please note
The brandmark must always appear legibly on a clear background. Care should be taken to ensure that there is enough contrast between the background and the brandmark.

JPEG brandmark files have the exclusion zone built into them to aid application.

Brandmark colour options

Ultramarine version
This is the preferred version of our brandmark and should be applied when the background colour is white or light in tone.

Black version
For use when the logo is reproduced in a black and white environment.

White version
For use on coloured or dark photographic backgrounds.

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Please note
Only reproduce the brandmark from the supplied digital artwork. Never alter the existing artwork files.

The white version uses knocked-out text and therefore adopts the background colour for the typography within the brandmark square.

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Brandmark
do's and don'ts

The brandmark is a fixed artwork and must never be altered. Here are a few examples of what not to do with the NC3Rs brandmark. Always ensure you only use the artwork supplied.

Do not:

1. Reposition the logo elements or re-create the brandmark

2. Alter the colourways

3. Stretch, rotate or distort

4. Use the blue brandmark on brightly coloured backgrounds

5. Use the black brandmark on dark coloured backgrounds

6. Use the white brandmark on light coloured backgrounds

1.
National Centre
for the Replacement
Refinement & Reduction
of Animals in Research

NC 3Rs

2.
NC 3Rs

National Centre
for the Replacement
Refinement & Reduction
of Animals in Research

3.
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4.
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for the Replacement
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6.
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Brandmark sizing

To enhance and support the integrity and consistency of the brand, always reproduce the brandmark in the correct size and colour.

If your communication piece is produced at an ISO standard size, please use the following brandmark measurements in the table below:

Size	Height	Width
DL	15mm	45mm
A6	15mm	45mm
A5	15mm	45mm
A4	21mm	63mm
A3	30mm	90mm
A2	42mm	126mm
A1	60mm	180mm
A0	85mm	256mm
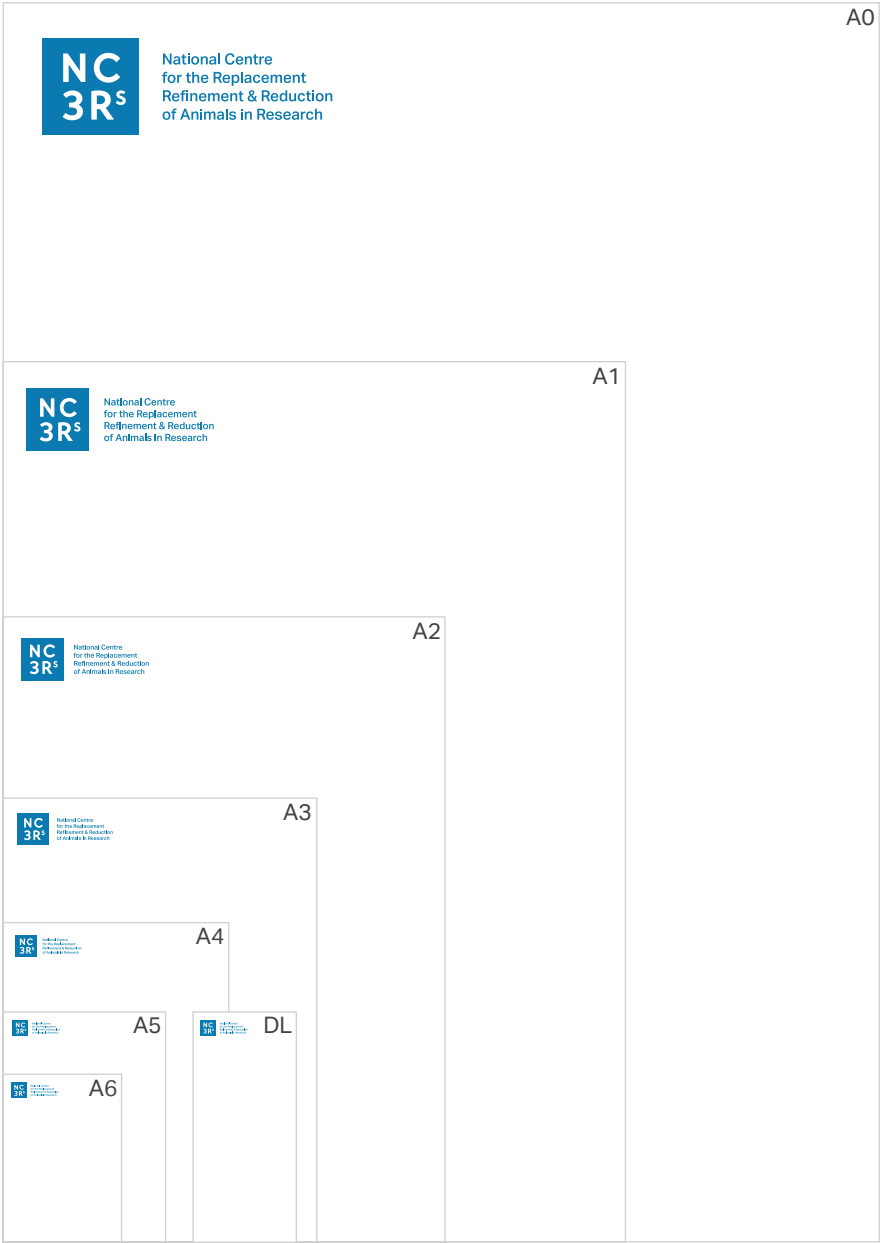
Usage
Do not apply the brandmark below the minimum size of 10mm high.

Extreme cases
Below 10mm high the brandmark square should be used in isolation (e.g. avatars).

Colour palette

Our colour palette consists of primary, secondary and tertiary colours.

When reproduced on different substrates (e.g. paper, plastic or metal) variations in colour will occur where the ink or paint reacts with the background surface it is being applied to. Alongside this, variations in colour will also occur when seen on screen for digital use when compared to printed material.

To minimise this and to ensure the best possible match at all times, all inks, paints etc. should be colour matched to the values specified in these swatches.

Usage
CMYK colours are intended for print use only. RGB colours are for digital use only.

Ultramarine Blue

CMYK 100/18/0/12

RGB 0/118/175

Web #0076AF

Pantone® Process Blue

Iodine Purple

CMYK 68/100/45/0

RGB 100/45/92

Web #642D5C

Bromine Purple

CMYK 34/100/32/34

RGB 133/20/75

Web #85144b

Cadmium Orange

CMYK 0/82/94/2

RGB 207/69/32

Web #CF4520

Selenium Yellow

CMYK 7/35/90/0

RGB 233/170/34

Web #EAAA00

Chromium Green

CMYK 55/12/87/0

RGB 146/173/79

Web #92AD4F

Cobalt Blue

CMYK 54/10/0/6

RGB 99/177/220

Web #63B1DC

Carbon Grey

CMYK 10/10/10/85

RGB 69/68/67

Web #444342

Please note
For the tertiary colour palette, copy must be applied in black to adhere to WCAG 2.1 AAA and to ensure correct accessibility.

Primary   Secondary   Tertiary

Questions?

If you have any questions regarding these guidelines or would like to request digital artwork, please contact:

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