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.
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: R12, G30, B60

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**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.
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.

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.
Protection area

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

\[ \times = \text{Half the height of the logo} \]
Please do not

- Do not rotate
- Do not distort the logo – always resize in proportion
- Do not use the non-outlined logo on a full colour background
- 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
- Do not apply effects to the logo
Typography

Typefaces are essential to strengthening a brand identity and to communicating clearly and effectively. The ESRC has a preferred typeface – Gill Sans or Gill Sans MT – for all corporate literature and materials with different weights for headings and body copy. Gill Sans is a clear, friendly font and works well in main headings, subheadings and body copy.

Heading: Semibold
Subheading: Regular
Body: Light

Example:

**Mounted units boost public trust in policing**

Mounted police units on neighbourhood patrols can boost levels of public confidence in the police, according to the first in-depth study of the use of horses in policing.

While the number of mounted sections across England, Scotland and Wales fell from 17 in 2012 to 12 in 2014, a joint research project with support from the Association of Chief Police Officers finds clear evidence that mounted police units make a 'demonstrable and measurable impact'.

Please do not
- Condense the font too much
- Use too many font styles 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 – 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

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 – 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 – investment publicity packs, brochures and material

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 – 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 or JPEG logos available from the ESRC.
Identity in use – websites

A consistent position for the logo creates 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
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, RGB, greyscale, black and reversed white out. Whenever possible the logo should be shown on a white background.

Other versions

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

- **Greyscale 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%
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, JPEG, PNG. 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