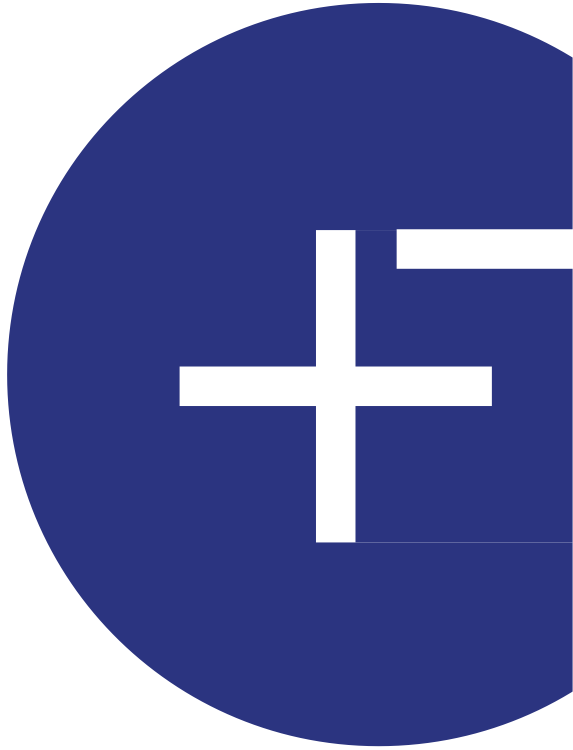
The Faraday Institution
Brand & Messaging Standards

THE FARADAY INSTITUTION

Table of Contents

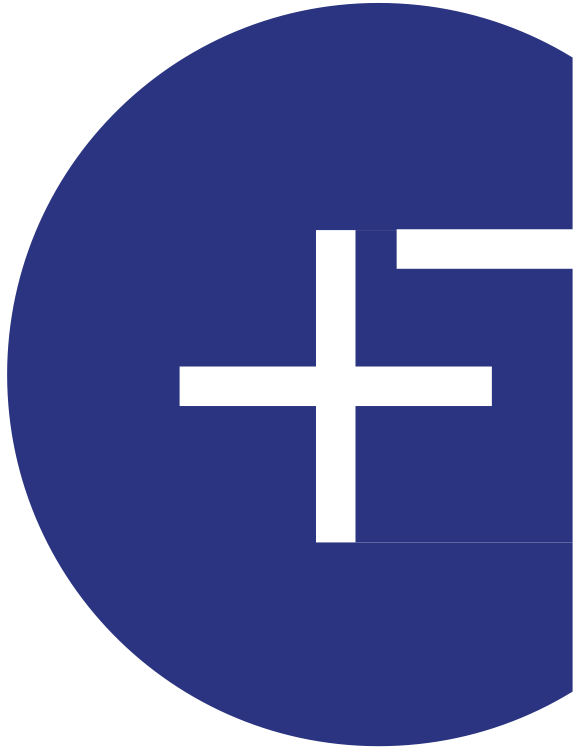


How to Communicate the Faraday Institution

An organisation's identity is a reflection of its values, its actions, its impacts, and its perception by others in the world. The Faraday Institution broadly represents the electrochemical energy storage research community in the UK and our identity therefore is collective, collaborative, and transformative. It is based on our community's commitment to scientific rigour and the creation of new knowledge for the nation. It is forward looking, inclusive, and optimistic, while balanced. It is grounded in our partnerships with industry and the industrial strategy led by government.

The goal of this guide is to articulate our brand and help you communicate it clearly and to allow the Faraday Institution to stand apart from other similar entities.

The more unified we are in our communications, the more we reinforce the brand of the Faraday Institution. The more we reinforce the brand, the more successful we will be at recruiting the next generation of energy storage researchers, cultivating relationships with industrial partners, building long-term relationships with government and charities, and having lasting impact on the UK and beyond.



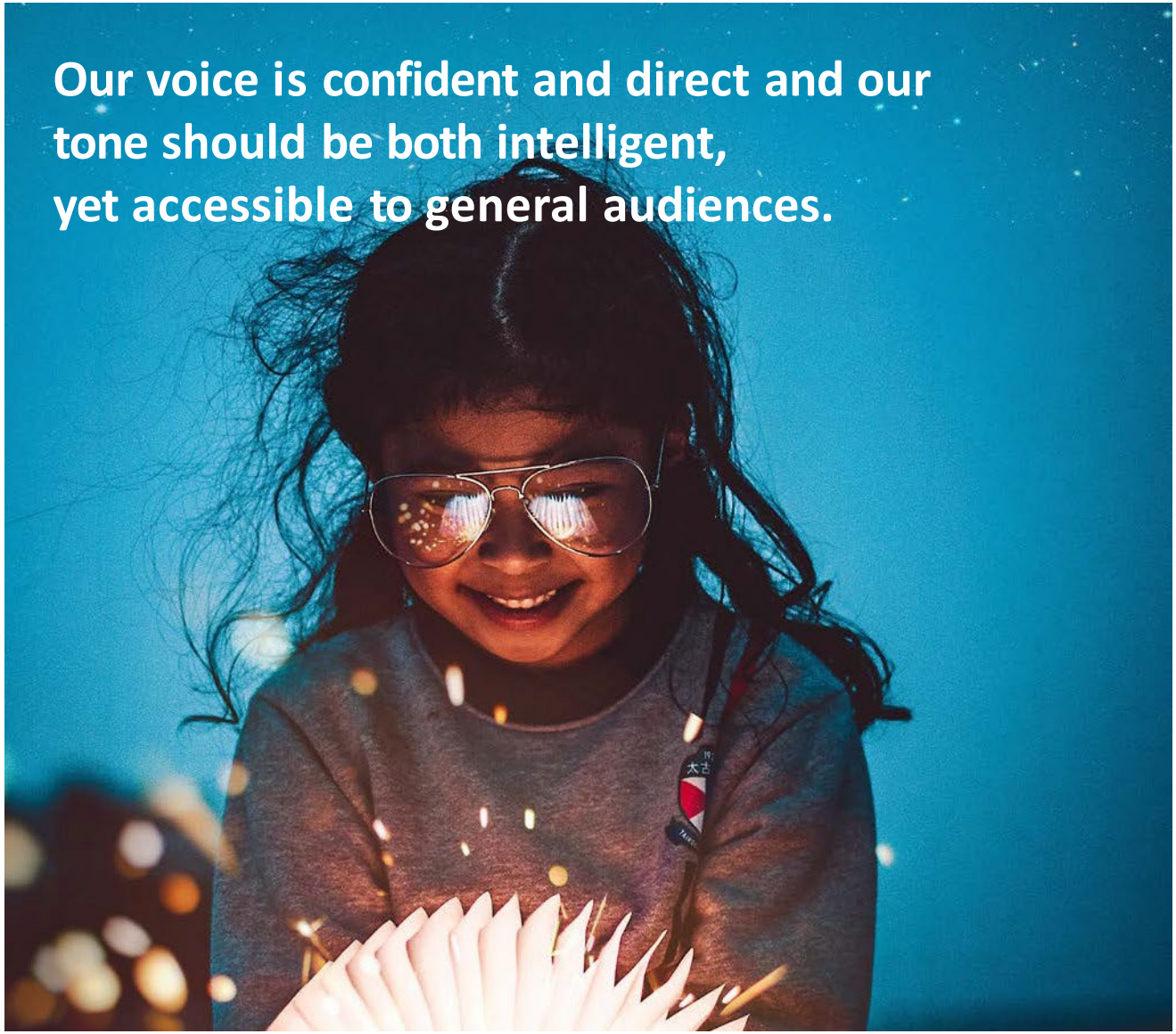
THE FARADAY INSTITUTION

Michael Faraday

In a time when science was reserved for the elite, Michael Faraday rose from the working class to become one of the greatest scientists of the 19th century. Brilliant, self-made, and devoted to discovery through experimentation, Faraday invented the electric motor and the electric dynamo, discovered laws governing the new science of electrochemistry (he coined the words anode, cathode, and electrolyte in batteries), and thereby provided the foundation for all of modern electrical sciences. Faraday thought big, pursued practical applications, and - most importantly - shared his results.

More than a century later, The Faraday Institution carries forward his application-inspired spirit. It will become the go-to place in the UK for the research and development of the manufacture, and production of new electrochemical storage technologies in the automotive and other relevant sectors.

THE FARADAY INSTITUTION



We support our arguments, providing evidence with examples. While we are optimistic, we never overstate a result. We stay close to the science and convey our progress through facts, not superlatives. Use verbs instead of adjectives or adverbs and choose works with action and impact.

We are inclusive and collaborative and give credit where credit is due.

Use the present tense. Place the reader or listener in the moment of discovery.

Provide context for why the research matters and why the research environment we are building is vital for the UK. What is the need and why are we working to solve it? Connect with daily life and demonstrate the impact of our research.

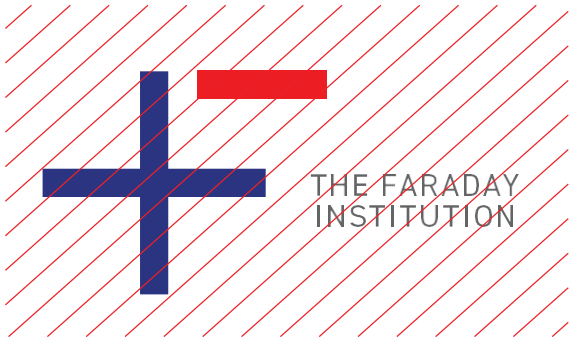
Logo

Don’t recreate the logo. Use provided files set up for print and web usage.

The logo form below is the only form available.

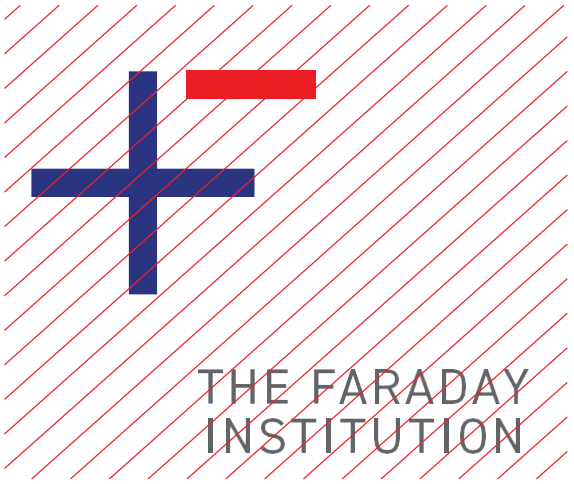
Logo / Improper Usage

Don’t recreate the logo. Use provided files set up for print and web usage.



Don’t adjust the relationship between type and symbol

Don’t adjust the relationship between type and symbol



Don’t adjust the relationship between type and symbol

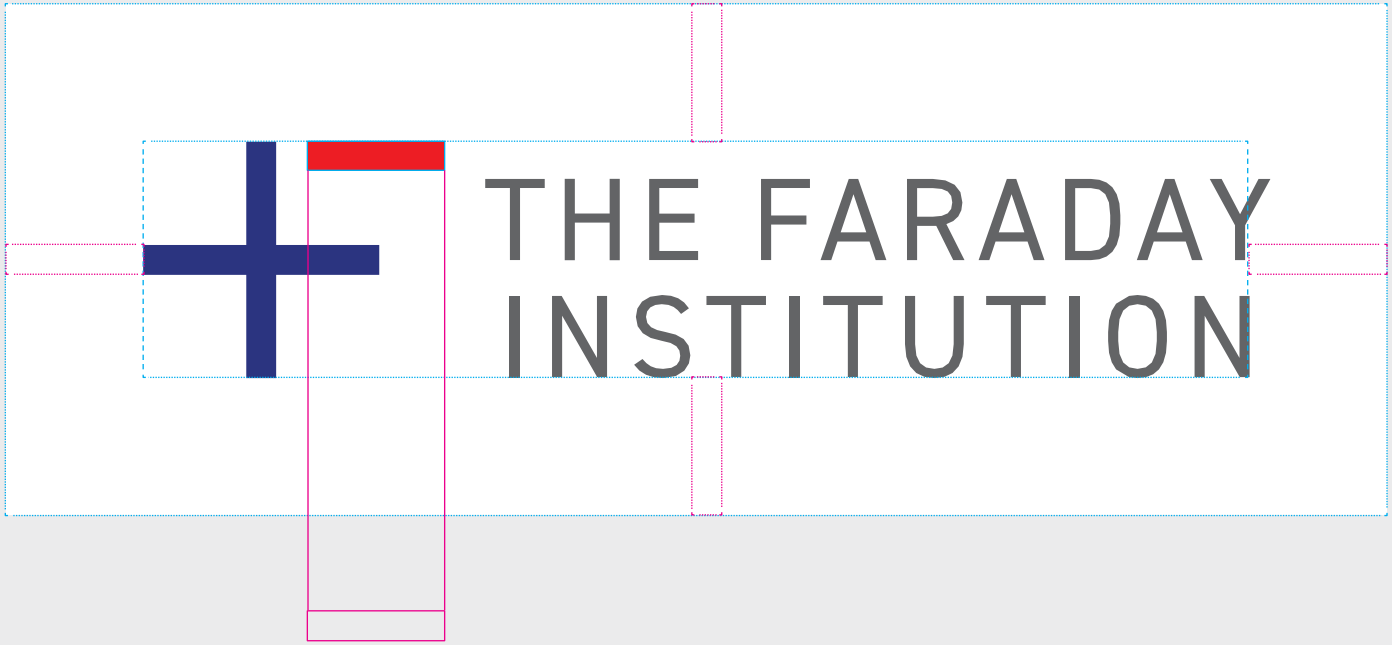
Don’t adjust the relationship between type and symbol

Logo Usage / Backgrounds

Use the primary logo on white or light backgrounds

Use the reversed logo on dark backgrounds and over images with enough contrast

Logo Usage / Clearspace



Try to keep other content (text, other logos, images) from interfering with the logo.
Use a minimum distance equal to the **red bar of the logo.**

THE FARADAY INSTITUTION

Logo Usage / Alignment

Use the guides indicated below in cyan to align content (text and imagery) to the logo.

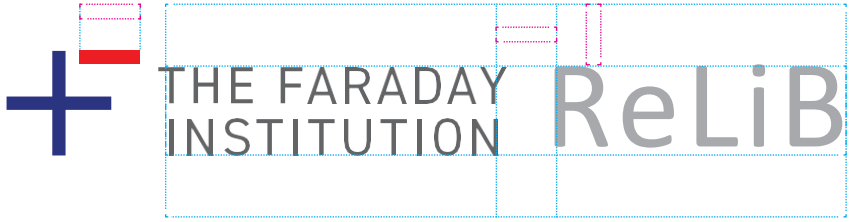
Note that content to the left of the logo is better aligned against the top of the logo.

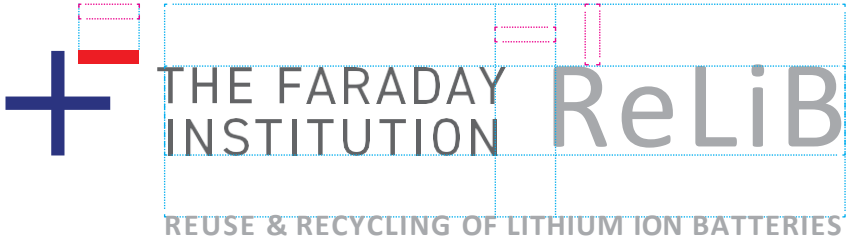
Note that content to the right of the logo is better aligned against the top of the text part of the logo.

Note that it is visually better to align with the left edge of the blue vertical bar in the logo than the actual left-most edge.

We create unique identifiers for our research projects. We ask that they follow the brand standards of this book to ensure visual identification fidelity.

Clearspace guidelines. For more detail, see page 9.





Our Funders

UK Research and Innovation

We recognise the contribution of our funders by adding the UKRI logo on all main communications touchpoints.

Examples of where we include the UKRI logo:

- In the footer of the Faraday Institution website, project websites, Mailchimp mailers, and scientific posters.
- At the end of Faraday Insights and other published reports.
- In the footer of the thank you slide of powerpoint presentations (including project presentation templates).

Primary Colors

PMS 1795C

C 0 Y 100 M 100 K 0

#E9121b

R 233 G 18 B 27

PMS 2747C

C 100 Y 14 M 96 K 5

#2B3380

R 43 G 51 B 128

PMS 425C

C 0 Y 0 M 0 K 75

#636466

R 99 G 100 B 102

PMS (Pantone Matching System) colors serve as a common reference point when discussing brand colors.

CMYK formulas should be used for print applications.

Hex and RGB formulas should be used for digital applications.

Note that comparing a color on a screen/monitor to the color on a printed page will not match.

Note that colors may not be consistent from one user's screen to another.

Note that the secondary green and turquoise were changed in October 2022 for colour contrast reasons. The hex and RGB values of the brand red were changed very slightly at the same time.
The red in the logo remains the original brand red: PMS 1795C, C0 Y100 M100 K0, #ED1C24 and R237 G28 B36. The logo is the only place the old brand red should be used.

THE FARADAY INSTITUTION

Secondary Colors

C 90 Y 7 M 18 K 29	C 0 Y 100 M 32 K 0	C 89 Y 96 M 0 K 30	C 30 Y 0 M 100 K 0
#00779f	#FDB515	#00833e	#B41E8E
R 0 G 119 B 159	R 253 G 181 B 21	R 0 G 131 B 62	R 180 G 30 B 142
Pantone 7468C	Pantone 130c	R 7732c	Pantone 241c

Colour contrast

If overlaying text on block brand colours, white text meets colour contrast rules over brand red, blue, grey, turquoise, green and purple and black text meets colour contrast rules over brand yellow

Typography

Primary Font

If at all possible use DIN 2014.
DIN 2014 is an Adobe Typekit font.

DIN 2014 Light
DIN 2014 Regular
DIN 2014 Demi
DIN 2014 Bold

Alternative Font 1

If DIN is not available, Roboto may be used. Roboto is a Google font.

Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold

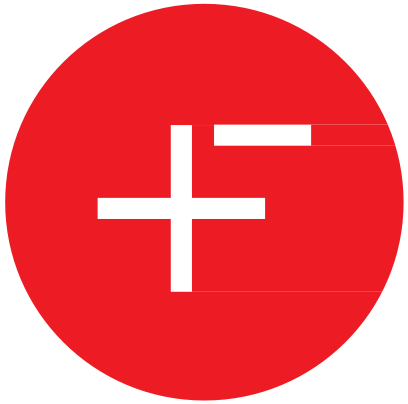
Alternative Font 2

If Roboto is not available, Calibri may be used.

Calibri

THE FARADAY INSTITUTION

Secondary Brand Elements / The Symbol



The Faraday Institution has developed a symbol that can be used to add energy or impact.

The symbol uses the Positive/ Negative “F” from the logo.

The symbol should be used as supplied and not recreated.

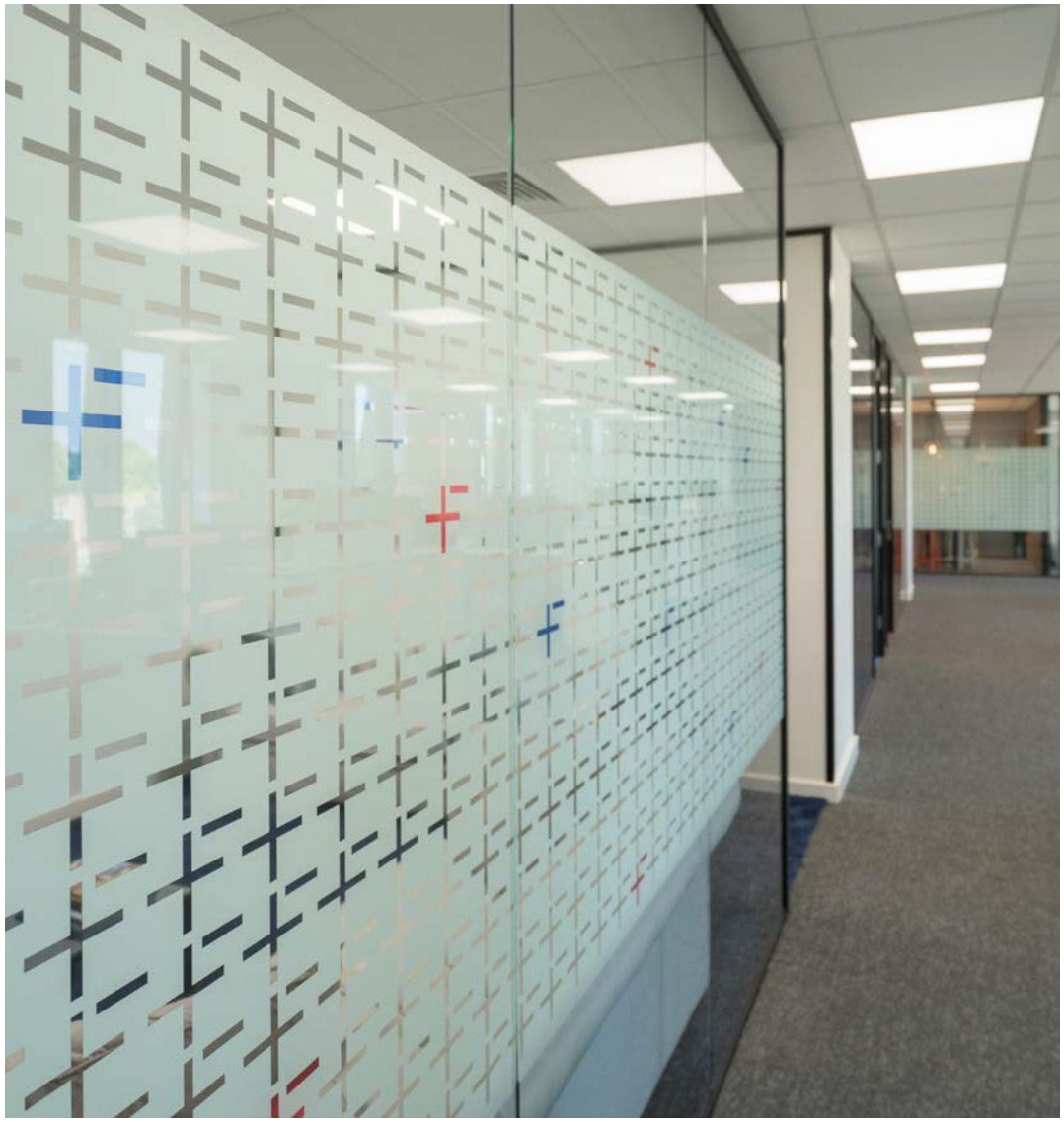
The symbol does not replace the full logo. It should be used in conjunction with the full logo.

The symbol can be used in all brand colors and can be reversed out of imagery or a background color.

The symbol can be cropped to add a dynamic quality.

THE FARADAY INSTITUTION

Signage



THE FARADAY INSTITUTION

Imagery reflects the identity and values of the Faraday Institution and the Faraday Battery Challenge.

Our photography is:

- **Authentic, genuine, and distinctive, capturing real lab activities and interactions.**
- **Engaging** - capturing the personality of the subject.
- Represents urgency, forward momentum and collaboration.
- Engaging and authentic, unique and deliberate.
- Representative of the diversity of the population of the UK and of our researcher community; Consider diversity (by gender and ethnicity) in group shots.
- Communicating the story we want to tell, the message we are trying to convey.

Avoid:

- **Overly staged photographs.**
- Portrait photos where possible.
- Too many photos of scientists working in labs.

Be inspired by:

- Our surroundings and research environment to give a clear sense of place.
- Our impact – the results of our research.
- The non-literal path or interpretation of a topic.
- The outcomes of our research.

Keep in mind that:

- The right photograph can serve as an umbrella for the message we are looking to convey, supported by more literal images.
- Imagery can also bring new information to a presentation, such as a series of photographs demonstrating a process or an infographic that unpacks some complex phenomena.
- Authentic people and settings tell an authentic story.

Remember to:

- Feature your subject in a unique and relevant, well lit setting.
- Choose an unexpected perspective.
- Use images to tell stories.
- Choose elements that guide the viewer's eye through the story (a strong colour, a geometric pattern).
- Send us lots of examples of photos from which we can choose.

THE FARADAY INSTITUTION

Wherever possible we picture researchers “in action,” showing them living the Faraday Institution values

Portrait photography

Where portrait photography is appropriate (for example, head and shoulder shots to accompany a bio):

- Authentic people and settings tell an authentic story.
- Capture the photograph in an environmental setting (not against a blank wall), such as in a laboratory or on a university campus.
- Declutter the background and make sure no sensitive material is in shot.
- Choose appropriate business or laboratory attire.
- Bold bright colours work better than small checks, stripes or patterns and white can fade into the background.
- A shallow depth of field allows the subject to more stand out against a slightly blurry background.
- Have a professional or accomplished amateur take the pictures. Don’t expect a smartphone to take good photos.
- Take portraits in both landscape and portrait orientation for versatility of use.

Galleries of portrait photographs

Where displaying a gallery of portrait photographs, for example where listing members of a team:

- Each photograph should display the head and shoulders approximately the same size.
- Use slightly different backgrounds for variety.

THE FARADAY INSTITUTION

Videography

As with photography, videography about the Faraday Institution and its initiatives, should strive for a documentary approach of thoughtful, engaging, and honest representation of the topic at hand.

Video should focus first on communication intentions, which inform approach, content, and style. Our video should visually be clean, modern, and vibrant in look (saturated colours, shallow depth of field) and embody the personality of the Faraday Institution.

Images of laboratories, experiments, and activity should show the story in addition to telling it. It should always take the viewer to the outcomes of research, rather than leave them lost in process, stuck in a lab. These images serve as engaging material that creates a sense of place and time and momentum, providing visual evidence for messages.

Remember to:

- Use shallow depth of field and peer-to-peer gaze on interviews.
- Connect with audiences through strong visuals that back up statements with visual evidence.
- Convey a sense of place (for example, a lab in Oxford)
- Exhibit the textures, details, and iconic elements of our various locations, including footage from the city of London, Edinburgh, UK broadly put.

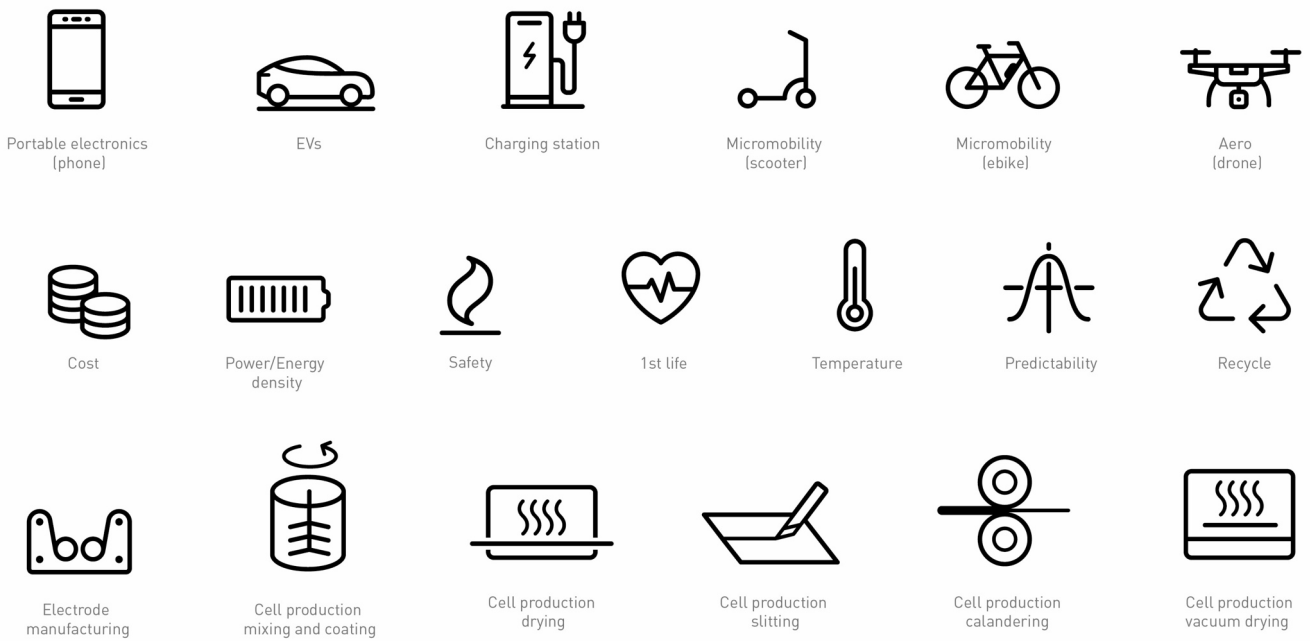
For events and lectures:

- Make the message clear through sharp focus on the speaker to set him or her apart from the background.
- Make sure audio is easy to understand and hear.
- Engage the viewer by drawing attention to the speaker. Place the speaker in the main part of the frame.
- Reduce empty space between the speaker's head and the top of the frame.
- Find lines in the environment that frame the speaker.

By using familiar symbols, icons can quickly convey meaning without the need for lengthy explanations, enhancing the reading experience.

Icons are a powerful tool to add visual interest by breaking up text-heavy content and providing a more engaging and accessible way to communicate ideas. Additionally, icons create a cohesive visual language that ties together different elements of the Faraday brand, making content more visually appealing and memorable.

Example icons are shown below. The full range of icons is available in the Faraday icons folder.



THE FARADAY INSTITUTION

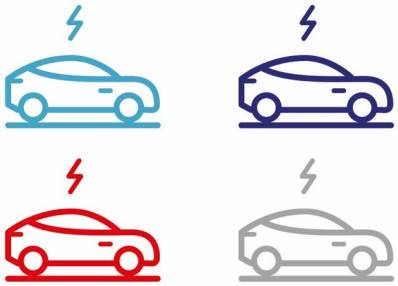
Icons

Icon colours

The Faraday icons are supplied as SVG files, to ensure high-quality scalability without any loss of resolution.

When placed in Powerpoint or Word, the vector-based SVG files can be customised to match any brand colour or used in white for a more neutral look.

Original file



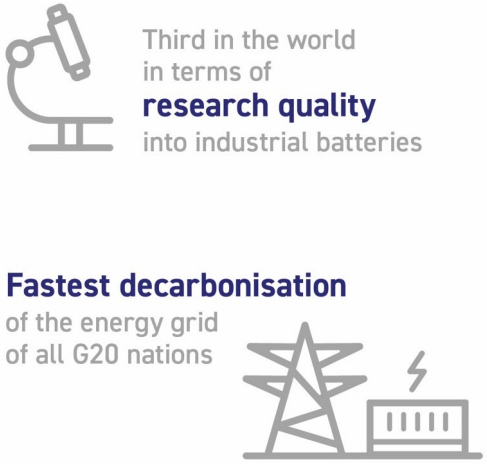
Icon in brand colours

White icon

Highlighting key points

In presentations and reports, icons can be used alongside key facts and statistics to make important information stand out. They help break up text, making the content easier to understand and more engaging.

On social media cards, icons are used to highlight the nature of the post, for example ‘Download report’ or ‘Register for an event’.



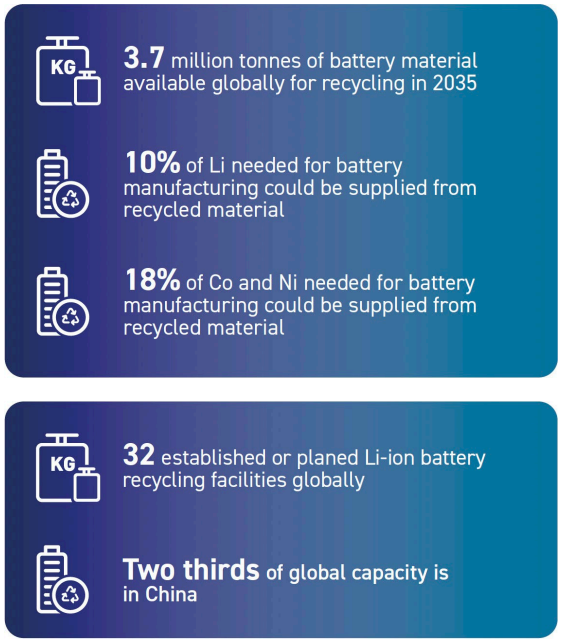
Social media card

THE FARADAY INSTITUTION

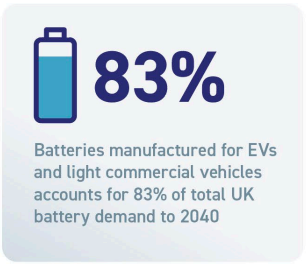
Icons

Icons can be used to highlight key information and figures in Faraday Insights and publications.

Faraday Insight



Icons highlight key points



THE FARADAY INSTITUTION

Tagline

Powering Britain’s Battery Revolution

Powering Britain’s Battery Revolution

Powering Britain’s Battery Revolution

Powering Britain’s Battery Revolution

The Faraday Institution’s tagline can be used with the logo, or separately.

The tagline can be all caps, and title case but not in sentence case nor all lowercase.

The tagline can be used in black and any of the brand colors.

The tagline can reverse out of dark backgrounds as necessary.

When using the tagline with the logo, use DIN whenever possible, in a size and weight that is readable, but doesn’t detract from the logo.

When using the tagline with the logo, follow guidance on alignment

Note that the tagline does not use a period.

THE FARADAY INSTITUTION

The Faraday Institution in Conversation and Writing

~~The Michael Faraday Institution~~

The Faraday Institution

~~Faraday Institution~~

~~The Faraday~~

~~Faraday~~

~~TFI~~

~~FI~~

Use only the full name of the organization when referring to it in writing or conversation.

To avoid confusion with other entities, do not abbreviate.

THE FARADAY INSTITUTION

FOR QUESTIONS OR TO REQUEST TEMPLATES, CONTACT:

Louise Gould

Head of Communications

louise.gould@faraday.ac.uk

+44 (0)1235 425300

Quad One Becquerel Avenue,

Harwell Campus Didcot, OX11 0RA,

UK