

JANUARY 2020
VERSION 2

COMMUNICATIONS AND BRANDING GUIDELINES

GUIDANCE FOR NEWTON FUND GRANT RECIPIENTS

INTRODUCTION

As a Newton Fund grant recipient please use British Council and Newton Fund branding across any related materials.

This guidance will show you how to describe the Newton Fund, its relationship with the British Council and you and provide standard messaging you can use in your materials and communications. This document also provides guidance on how you can use the British Council and Newton Fund logos.

Before publishing British Council and Newton Fund messaging or using our logos, please contact brand@britishcouncil.org for sign-off.

HOW TO DESCRIBE THE NEWTON FUND

Use the following text to describe the Newton Fund. This text must be used on press releases and other announcements. Make sure the text appears in the notes to editors section of press releases.

Please note that press releases and other communications must be shared with the British Council and the Newton Fund at least five working days before issue.

Contact the British Council for sign-off.

contact sciencemarketing@britishcouncil.org
for press release sign off

ABOUT THE NEWTON FUND

The Newton Fund builds research and innovation partnerships with 17 active partner countries to support their economic development and social welfare, and to develop their research and innovation capacity for long-term sustainable growth. It has a total UK Government investment of £735 million up until 2021, with matched resources from the partner countries.

The Newton Fund is managed by the UK Department for Business, Energy and Industrial Strategy (BEIS), and delivered through seven UK delivery partners, which includes UK Research and Innovation (comprising the seven research councils and Innovate UK), the UK Academies, the British Council and the Met Office.

For further information visit the Newton Fund website (www.newtonfund.ac.uk) and follow via Twitter: [@NewtonFund](https://twitter.com/NewtonFund).

ACKNOWLEDGE THE SUPPORT FROM THE NEWTON FUND

Use the following text to acknowledge support from the Newton Fund in all publicity. Fill in the blanks with your specific information where relevant.

This work was supported by a **[INSERT PROGRAMME NAME, e.g. Researcher Links, Institutional Links]** grant, ID **[number]**, under the **[INSERT NAME OF COUNTRY-SPECIFIC PARTNERSHIP, e.g. Newton-Mosharafa Fund]** partnership. The grant is funded by the UK Department for Business, Energy and Industrial Strategy and **[insert name of co-funder]** and delivered by the British Council. For further information, please visit www.newtonfund.ac.uk.

LOGO GUIDELINES

ACKNOWLEDGE THE BRITISH COUNCIL'S SUPPORT

When communicating your work as part of the Newton Fund you must include the British Council and Newton Fund logos to acknowledge their support. Any logo use must be in accordance with the guidelines in this document and must be signed off by the British Council's Brand Team brand@britishcouncil.org prior to publication. Please allow five working days for sign-off.

The logos of the British Council, the Newton Fund (including the country version where relevant) and the funding partner for the partner country should be shown clearly across all relevant materials such as presentations, programme booklets, websites and posters.

If you are unsure who the relevant funding partner is, and for their logo, please contact the British Council science team in your country. Find your local British Council office at www.britishcouncil.org.

Download the British Council logo from our Brand Hub <https://brandhub.britishcouncil.org/>. You need to register and your British Council contact will have to confirm you are working together before access is granted. Register at <http://brand.britishcouncil.org>.

For the Newton Fund logos please contact the British Council science team in your country.

PREFERRED VERSIONS

The British Council and Newton Fund logos should always appear together and in the order shown below. The colour, sizing and space between the logos is detailed in the following pages of these guidelines.

The preferred full-colour logos should be used where the background allows them enough contrast. Wherever possible the logos should be placed against a light background.



SINGLE-COLOUR LOGOS

Single-colour logos should be used when production methods don't allow for full-colour printing or display, or when use of the preferred logos would result in a colour clash. Use the black logos on lighter backgrounds and the white logos on darker backgrounds where there isn't enough contrast to use the preferred logos.

Please note that the black and white versions of the British Council logos are slightly different to ensure that optically the circles of the British Council logo always visually appear the same distance apart. Please make sure you are using the correct logo.

Download the British Council logo from our Brand Site.

For the Newton Fund logos please contact the British Council science team in your country.



Positive/black logo



Mono/black logo



Negative/white logo



Reverse-out logo (mid contrast)



Reverse-out logo (high contrast)

NEWTON FUND PARTNER COUNTRY LOGOS

The Newton Fund has approved a number of partner country logos, which can be used in place of the standard Newton Fund logo in those countries for country-specific communications and marketing. These logos incorporate Newton with the name of a chosen scientist from the partner country. When using a partner country logo all the guidelines in this document must still be adhered to.

Some of the approved partner country logos are shown opposite. Check the logo you should be using with the British Council science team in your country.



Chile



Kenya



Malaysia



Egypt

POSITION THE LOGOS CORRECTLY

Please ensure that the logos are the same height, and that they are positioned side-by-side with the British Council logo on the left and the Newton Fund logo on the right. The preferred position for both logos is the bottom left hand corner of printed material.

If you also need to display a funding partner logo, this should appear to the right of the Newton Fund logo.

Exclusion zones

The minimum exclusion zone around the British Council logo is equal to half the height of the logo symbol (one dot). The preferred exclusion zone is equal to the full height of the logo symbol (two dots).

Any logos appearing next to the British Council and Newton Fund logos must be separated by a space equal to the full height of the logo symbol (two dots).



The logos should be separated by clear space equal to 1.5 circles of the British Council logo.



GET IN TOUCH FOR SIGN-OFF

Before you publish or produce any materials please email our Brand Team for sign-off.

brand@britishcouncil.org