

# Brand Guidelines

The UKRI Mental Health Research Platform engages with diverse audiences. These brand guidelines provide a framework for consistent communication and visual representation.

## 1. Visual Identity

### Colours

Our colour palette as used in the logo should be consistently applied across all materials.

- Background:
  - 03415c (navy)
- Dots:
  - 6452A3 (purple)
  - B0D350 (green)
  - EF5599 (pink)
  - FBAE4D (orange)
  - 16AFDC (light blue)



### Typography

The standard typefaces for the platform's communications are:

- Headings: **Plus Jakarta Sans (Bold or SemiBold)**
- Body Text: Plus Jakarta Sans (Regular)
- Subheadings: Plus Jakarta Sans (Medium)

Instructions for downloading and installing font files: [Font Installation Instructions](#)

## 2. Logo

The logo of the UKRI Mental Health Research Platform symbolises collaboration, featuring a face in profile made up of coloured dots. Each Hub has its own logo which uses the same colour palette.



Logos for the Platform and all Hubs are stored in the shared folder on Teams: [Logos and Branding](#)

## Usage Guidelines

Our logo is a vital part of the platform's identity and should be used consistently:

- **Size and Placement:** The logo can be resized and placed flexibly, but proportions must remain consistent.
- **Background Variations:** The logo can be used with either a navy or white background. Colours and proportions must not be altered.
- **Orientation:** Both horizontal and vertical orientations are allowed, depending on the layout of the material.
- **Modifications:** No alterations to the design or colour scheme of the logo are permitted.

## 3. Tone of Voice

Our communication style is friendly yet professional. All materials should be consistent, inclusive and accessible, reflecting the latest standards in mental health research and care.

- **Professional but Approachable:** Balance a professional tone with a welcoming, accessible style. Avoid overly technical language and add explanations when it is essential.
- **Inclusive:** Ensure all language accommodates the diversity of our audiences and is sensitive to different experiences in mental health.
- **Clear and Direct:** Keep messaging clear and straightforward, minimising jargon, especially for public-facing materials. For further guidance please consult the [Plain English Campaign](#)
- **Consistent Terminology:** Use language that aligns with accepted terms in mental health research and care.

## 4. Accessibility and Inclusion

Our communications must be accessible for a diverse range of audiences.

- **Font Size:** Use a minimum of 11pt font for body text, with larger sizes for headings and subheadings.
- **Colour Contrast:** Ensure strong contrast between text and background to support readability.
- **Inclusive Imagery:** Imagery should reflect the diversity of individuals and communities impacted by mental health issues.
- **Accessibility:** Alt text should be added to images to support the use of screen readers, and captions should be added to any video content.

## 5. Templates and Layouts

Templates are provided in the following folder on Teams channel: [Templates](#)

### Document Templates

All formal documents, such as reports and presentations, should adhere to the following design principles:

- **Platform Logo Placement:** Include the logo on the first page and in the footer or header of internal documents.
- **UKRI Logo Placement:** The UKRI logo should be included in the header or footer of all externally and internally circulated documents.
- **Consistent Use of Fonts:** Ensure that Plus Jakarta Sans is used throughout all documents, with appropriate weight and size for headings and body text.
- **Colour Palette:** Use the platform's colour palette to create a cohesive visual identity across documents.

### PowerPoint Presentations

- Presentations should maintain consistency in font, colour, and logo usage. Ensure that slides are clean and easy to read, with the logo placed unobtrusively in a corner.

### Reports

- Reports should include a cover page featuring the logo, title, and date. Use consistent headings and subheadings throughout the report to enhance readability.

## 6. Digital and Social Media Guidelines

### Website & Digital Content, including social media

- **Tone:** Content should be professional, friendly, and clear, with a focus on accessibility. Avoid overly technical language, and ensure the content is easily navigable. Be mindful of diversity and inclusion in language and visual content.
- **Typography and Colours:** The platform's standard fonts and colour palette should be used consistently across all digital channels when possible.
- **Visuals:** Include the platform's logo, colours, and fonts in social media posts. Use high-quality, diverse imagery that reflects inclusivity and collaboration.
- **Social media:** Where possible, maintain a regular posting schedule to keep the platform's audience engaged with updates on research, events, and news. Use relevant hashtags like #MentalHealthResearch, and platform-specific terms to engage wider audiences.