wellcome

Our brand

Guidelines / April 2016

Brand philosophy

Wellcome exists to improve health for everyone by helping great ideas to thrive. We're a global charitable foundation, both politically and financially independent. We support scientists and researchers, take on big problems, fuel imaginations and spark debate.

We have a clear purpose at Wellcome – to back great ideas and to drive the change that will make a difference in people's health and lives. Our design and copy – whether it's on a billboard, our websites, a business card, even a letter – should reflect this.

We are inclusive
We're a global organisation and we want to reflect the diversity of our work. We make sure our language and imagery are open and inclusive and that everyone is represented.

We are concise
Ideas are strongest when they're delivered with clarity and simplicity. That means big, brief headlines, clean contrasts, strong statements.

We challenge preconceptions
We find new, creative ways to express ideas to get people thinking. No jargon, no clichés.

We are positive
We know the scale of the job ahead, but we take on these problems because we know that improving health for everyone is worth it.

Logotype

There is no primary colour for the logo, it can be coloured in any appropriate hue from the palette.

Minimum width 20mm

Page size	Margin (mm)	Logo width (mm)
A6	7	23
A5	10	32
A4	15	45
A3	20	64
A2+	scale in pro.	

Clearance for headlines

Clearance for partnership logos

Do use any appropriate high-contrast colour from the palette

✔ ✔ ✔ ✔ ✔

Don't use colours that have low contrast with the background colour.

✗ ✗

✔ ✔

Do not stretch, alter or add to the logo.

✗ ✗ ✗ ✗

Graphic elements

The 'W' can be used as a graphic element when images aren't available or appropriate. Use it at a large scale and rotate it to create a dynamic layout. Use any monochromatic, sympathetic or jarring colour combination that suits the design.

Typography

We have a display face for headlines and a secondary typeface for all other text.

Wellcome Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Positioning (top)

A left-aligned headline can go here

A centred headline can go here

A right-aligned headline can go here

Positioning (bottom)

A left-aligned headline can go here

Ella volorrRemporro verion porepre proreris evenisi il molorro dolupidignis sit dolorias dollandaeModiti ad quae porpore volore num utatem ea nonsequos nonse illes dolo oditis maiost auta sum ipit maionseque que et remporr oreserior.

wellcome.ac.uk

A centred headline can go here

Ella volorrRemporro verion porepre proreris evenisi il molorro dolupidignis sit dolorias dollandaeModiti ad quae porpore volore num utatem ea nonsequos nonse illes dolo oditis maiost auta sum ipit maionseque que et remporr oreserior.

wellcome.ac.uk

A right-aligned headline can go here

Ella volorrRemporro verion porepre proreris evenisi il molorro dolupidignis sit dolorias dollandaeModiti ad quae porpore volore num utatem ea nonsequos nonse illes dolo oditis maiost auta sum ipit maionseque que et remporr oreserior.

wellcome.ac.uk

Colour: print

There is no primary colour for the logo. It can be coloured in any appropriate hue from the palette as long as there is good contrast with the background.

C0 M19 Y100 K0 116 U	C0 M0 Y93 K0 Pan Yellow U	C0 M17 Y30 K0 712 U	C41 M0 Y58 K0 359 U	C59 M0 Y69 K62 7735 U	C100 M0 Y27 K1 532 U	C98 M60 Y33 K47 296 U	C20 M80 Y74 K72 359 U +15K	C8 M74 Y62 K 7418 U	C0 M50 Y100 K0 151 U	C0 M50 Y100 K0 151 U
C6 M26 Y97 K15 1245 U	C0 M0 Y35 K0 100 U	C14 M36 Y34 K0 7613 U	C26 M0 Y40 K0 7486 U	C59 M4 Y95 K27 7742 U	C67 M0 Y18 K0 3115 U	C99 M75 Y3 K25 281 U	C12 M88 Y67 K34 202 U	C0 M45 Y30 K0 177 U	C0 M26 Y53 K0 149 U	C0 M0 Y0 K80
C36 M35 Y83 K61 Black 2U	C0 M0 Y15 K0	C15 M62 Y87 K30 7594 U	C8 M0 Y16 K0 7485 U	C16 M2 Y14 K4 5665 U	C22 M0 Y9 K0 628 U	C32 M4 Y1 K0 277 U	C0 M96 Y80 K0 199 U	C0 M18 Y10 K0 7605 U	C0 M14 Y43 K0 1345 U	C0 M0 Y0 K40

Colour: web

Colours are listed in HEX and named. The accessibility compliance is rated AA unless stated otherwise.

HEX	Accessibility
FEC200 $runnyYolk-Light	FEC200 background with black text
C29207 $runnyYolk-Mid	C29207 background with black text
422613 $runnyYolk-Strong	422613 background with white text
	422613 text on a white background

HEX	Accessibility
FFEA00 $submarine-Strong	FFEA00 background with black text
FFF9A6 $submarine-Mid	FFF9A6 background with black text
FFFDE2 $submarine Light	FFFDE2 background with black text

HEX	Accessibility
FBCDA2 $richTeaLight	FBCDA2 background with black text
CD9789 $richTeaMid	CD9789 background with black text
8A471E $richTea Strong	8A471E background with white text
	8A471E text on white background

HEX	Accessibility
90C879 $avacado Strong	90C879 background with black text
B6D99C $avacadoMid	B6D99C background with black text
E6F1D3 $avacado Light	E6F1D3 background with black text

Colour: web

HEX	Accessibility
2A512C $sherwood-Strong	2A512C background with white text
	2A512C text on white background
4C8026 $sherwood-Mid	4C8026 background with white text – caution AA and AAA (18pt+) Compliant ⚠️
	4C8026 text on white background – caution AA and AAA (18pt+) Compliant ⚠️
C2D5C8 $sherwood-Light	C2D5C8 background with black text

HEX	Accessibility
009BB2 $boraBoraStrong	009BB2 background with black text – use with caution AA and AAA (18pt+) Compliant ⚠️
60C0CE $boraBoraMid	60C0CE background with black text
BAE2E2 $boraBora-Light	BAE2E2 background with black text
D6EEEE $boraBora-Lighter	D6EEEE background with black text + Extra for use on website

HEX	Accessibility
002E45 $doubleDenimStrong	002E45 background with white text
	002E45 text on white background
003170 $doubleDenimStrong	003170 background with white text
	003170 text on white background
9ACDED $doubleDenimLight	9ACDED background with black text

HEX	Accessibility
40120D $broguesStrong	40120D background with white text
	40120D text on a white background
831E29 $broguesMid	831E29 background with white text
	831E29 text on a white background
FF0F2D $broguesLight	FF0F2D background with black text – use with caution AA and AAA (18pt+) Compliant ⚠️

Colour: web

HEX	Accessibility
C14844 $rareStrong	C14844 background with white text – use with caution AA and AAA (18pt+) Compliant ⚠️
	C14844 text on white background – use with caution AA and AAA (18pt+) Compliant ⚠️
ED858E $rareMid	ED858E background with black text
F9CDCA $rareLight	F9CDCA background with black text

HEX	Accessibility
F07F0A $amberAle Strong	F07F0A background with black text
F9B66E $amberAleMid	F9B66E background with black text
FED389 $amberAle Light	FED389 background with black text

HEX	Accessibility
000000 $pitchStrong	000000 background with white text
	000000 text on a white background
464749 $pitchMid	464749 background with white text
	464749 text on a white background
97999C $pitchLight	97999C background with black text
C7C8C9 $pitchLighter	C7C8C9 background with black text + Extra for use on website

Imagery

Inviting imagery lies at the heart of the brand. We'll show the humanity within Wellcome by focusing on people not just things.

We'll show scientists, children, artists, teachers, historians and archivists creating and doing the research that they're passionate about.

© Ben McMahon

Art direction

When commissioning or shooting new photography for Wellcome it is important to take into consideration the following:

Visual story telling

When shooting portraiture the photographer must set up and create narrative for the shot. This may be by photographing the subject in a personal or professional environment that can help the viewer engage with the subject's story but also shows and stays faithful to the subject and topic without looking overly staged.

Portraits should be uncomplicated, with the focus on the subject engaging in some way with any other subjects in the picture, creating or focused on a process that allows the viewer to glimpse into the subject's world. Subject can also be looking to camera but the scene they are in must tell the subject's story. The photography must have/show personality and provoke intrigue and curiosity.

- Show personality and diversity
- Provoke an emotive or curious response
- Inspire
- Engage the required audience
- Create and show a narrative
- Stay faithful to subject matter and be relevant
- Have focus
- Capture a moment
- Create movement or energy

Things to take into consideration

Ideally subject will be central or just off centre in shot with space either side not only to give focus to the image/portrait but also to accommodate type/other requirements, unless specified by the commissioner.

Unless called for the photography should be soft in tone and approachable, using available light or lighting that mimics a more natural environment. Recces before shoots are suggested and encouraged and 2-3 set-ups should also be encouraged so the commissioner has options.

The photographer should not be afraid to try new approaches to photographing subjects. Shooting "standard" straight-on photography will still be required but move your subject around… get them up stairs or shot through equipment as options. Don't be afraid to try and create the story or enhance it from new angles.

© Ben McMahon

Contact

For guidance on logos
logo@wellcome.ac.uk

For guidance on design
m.dear@wellcome.ac.uk