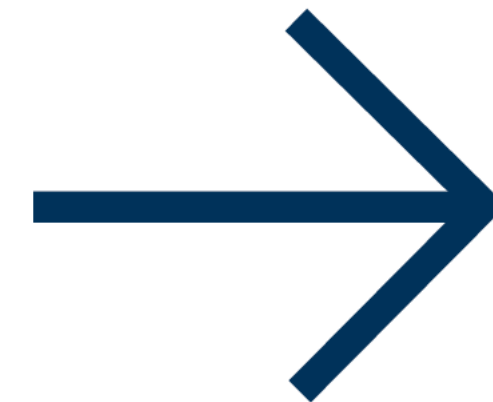


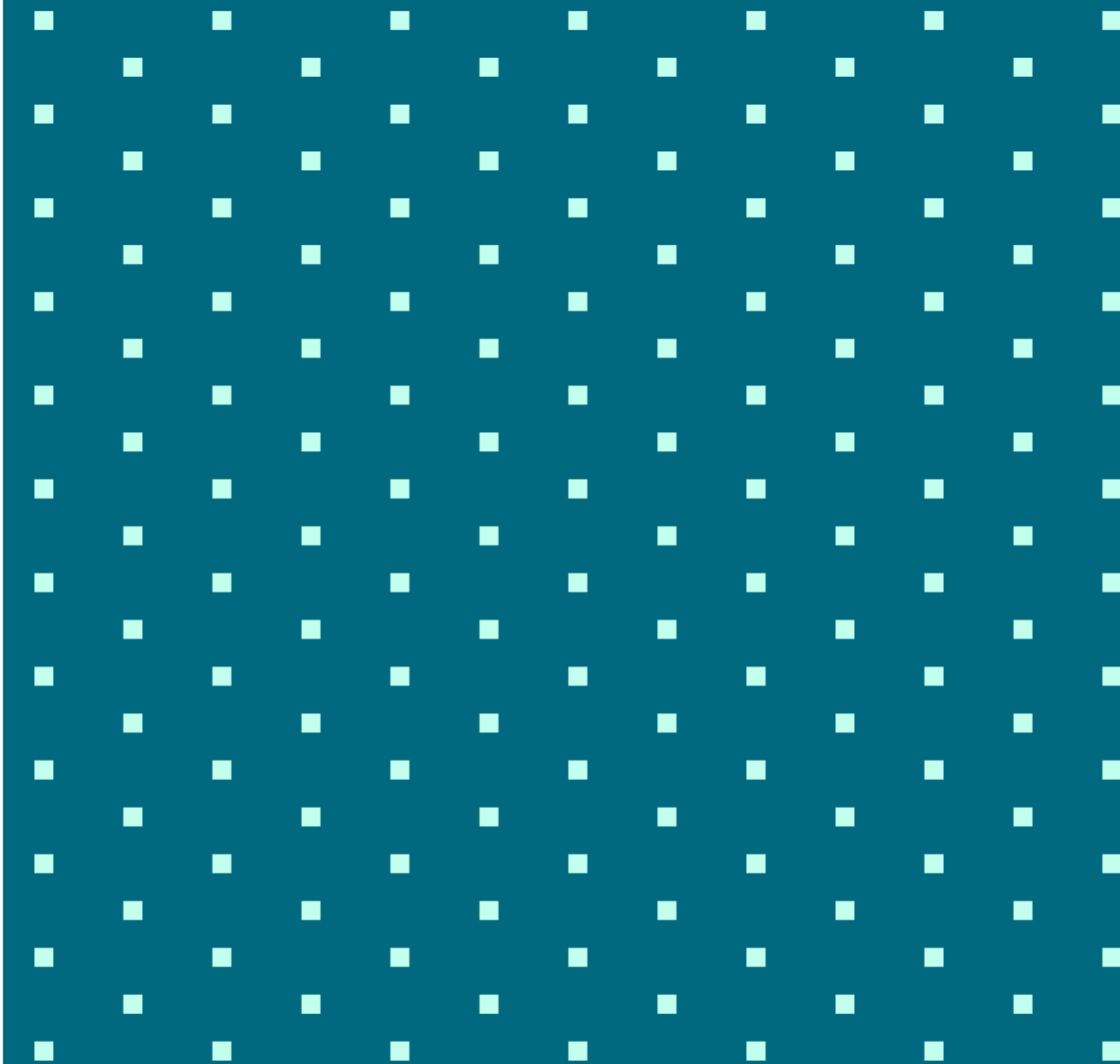
Version 1.0

Brand guidelines

For researchers



Medical
Research
UK



Overview

Our visual identity is made up of the elements shown opposite. Our logo is supported by our colour palette, typography, photography and graphic assets.



Logo

Our logo and variants

The Comms team can advise on logo usage and have sign-off on all applications, especially where used externally.

Our logo is a key identifier in all our communications. It consists of two elements – our three-block symbol and our wordmark.

Our symbol encapsulates the spirit of breaking out and driving scientific discovery forward, while our simple, clear wordmark helps build recognition.

The logo is available in positive and reversed variants, including Reversed Symbol and Reversed Wordmark options. Mono Black and Mono White versions are also available.

Mono Black and White

To only be used when print limitations require a single colour logo. Should be used on light and dark backgrounds respectively.

Always make sure there is sufficient contrast for both the symbol and logotype when placed on an image.

A full set of logo artwork files are available and must not be altered in any way.

Positive



Reversed

Symbol

Reversed

Wordmark



Mono Black



Mono White



Logo

Using our logo on coloured backgrounds

Our logo variants have been designed to work on our full colour palette.

Positive variant

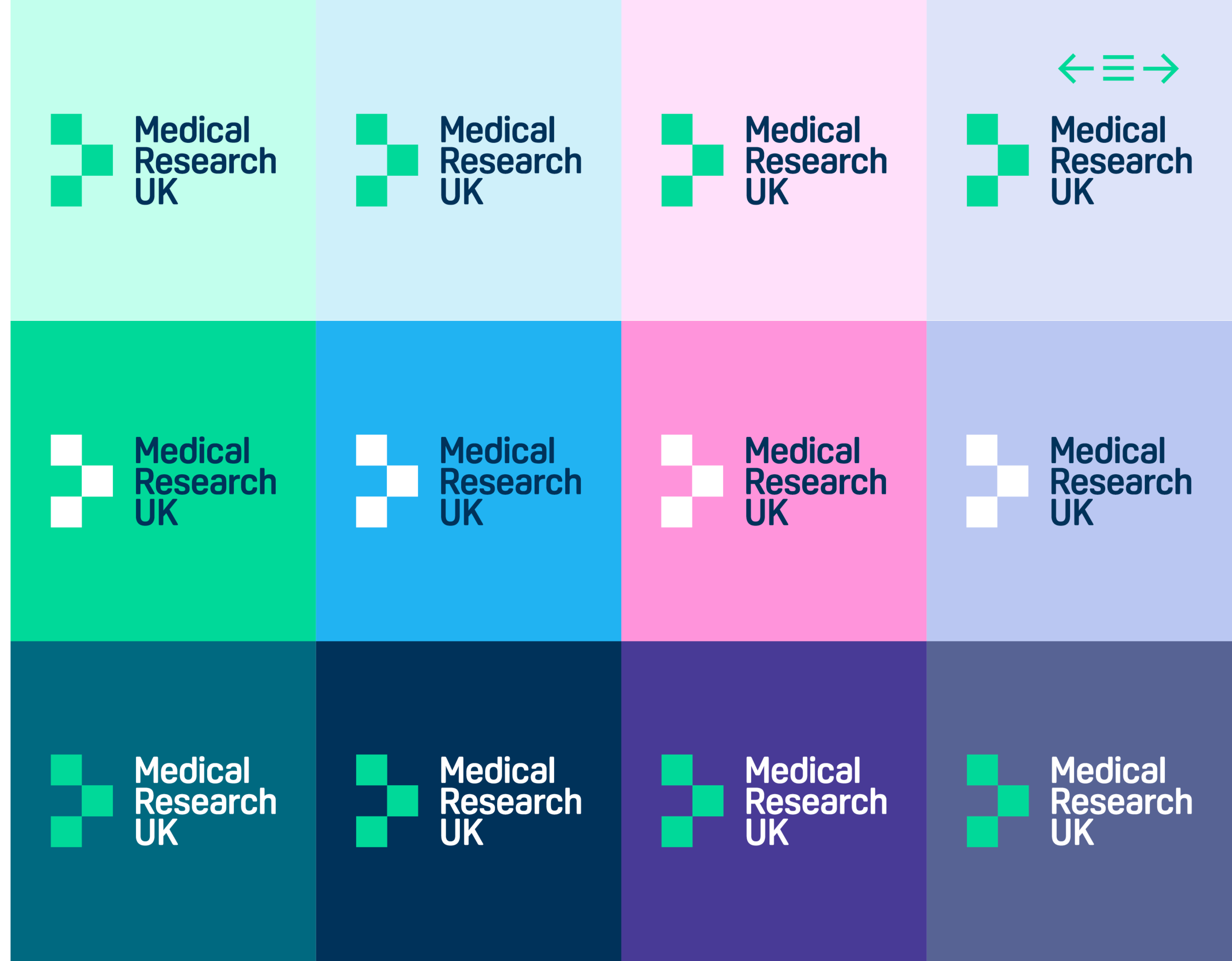
The Positive variant of our logo is to be used on White and our Lights (see [page 22](#)) including Mint, Sky, Rose and Lavender (50% tint), as well as light areas of images.

Reversed Symbol variant

The Reversed Symbol variant of our logo is to be used on our Brights (see [page 22](#)) including our core MRUK Green, Blue, Pink and Lavender.

Reversed Wordmark variant

The Reversed Wordmark variant of our logo is to be used on our Darks (see [page 22](#)) including Teal, Navy, Purple and Steel, as well as dark areas of images.



Logo

Exclusion zone, positioning and size guide

Exclusion zone

The exclusion zone is the area of space around the logo, into which no other element can intrude. The minimum clear space is equivalent to the size of one of the emblem squares running around the outer edges of the logo. All logo variants follow this rule.

Recommended sizes

The absolute minimum size that the logo should appear in print is 15mm wide – although this should only be used in extreme situations where reproduction is severely restricted. The recommended minimum size is 30mm wide for print. This makes the organisation name equivalent to 13pt text. On screen, recommended minimum size is 100 pixels.

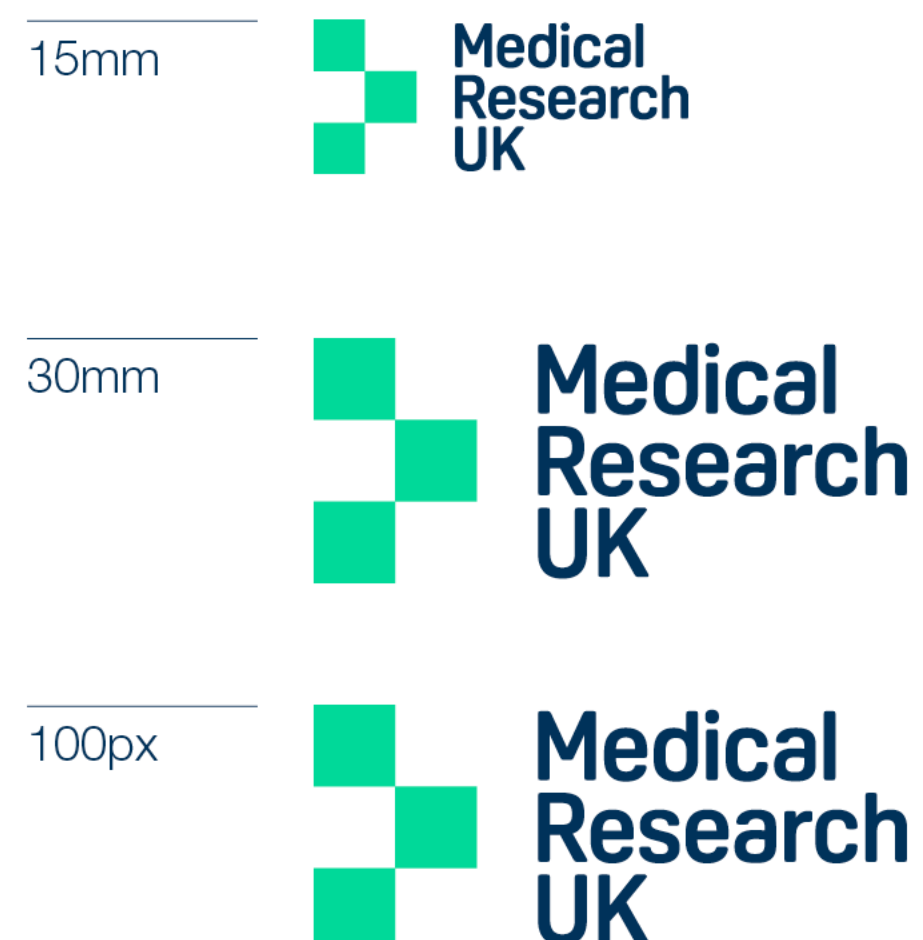
Positioning

Ensure the logo has a clear and visible presence on all assets.

Exclusion zone



Minimum and recommended sizes



Positioning



Logo

Co-branding

When partnering or co-branding with other organisations, some basic visual principles must be applied.

Size and exclusion zone

Minimum clear space should be the larger of the two exclusion zones.

A partner logo should have a visual size no bigger than that of our logo.

Alignment

To ensure a balanced layout, all square and/or landscape logos should centre align to our logo.



Size and exclusion zone



Alignment



Colour palette

Digital

When to use primary colours

Primary colours should feature across most designs to some degree, even if only in small amounts. The exception is assets at the most dialled-up end of the spectrum, where secondary colours can take the lead. Primary colours are particularly important for cold audiences, helping to create strong brand recognition and distinction.

When to use secondary colours

Secondary colours can be used to vary the tone across assets.

When to use neutrals

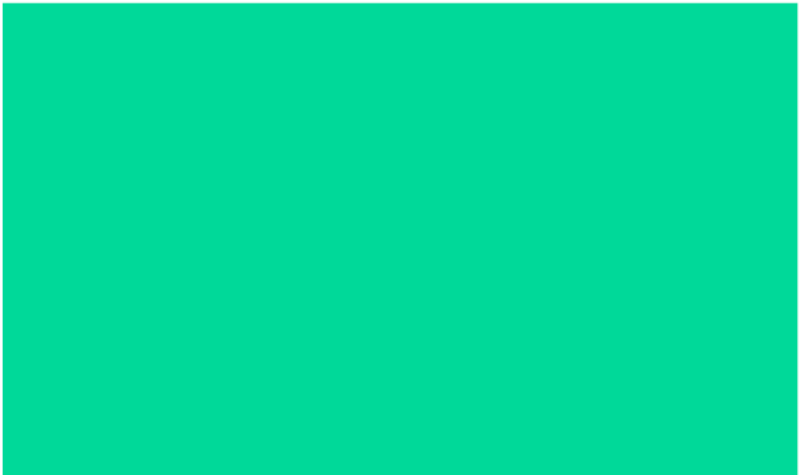
Neutrals create a sense of calm and balance. They are primarily used as background colours.

When to use Accent Yellow

Accent Yellow should be used sparingly. It is primarily reserved for calls to action, buttons, and other small moments of emphasis.

NB We never lead with Accent Yellow.

Primary



MRUK Green
Hex 00d999
R 0
G 217
B 153



Mint
Hex c2ffed
R 194
G 255
B 237



Teal
Hex 006980
R 0
G 105
B 128



Navy
Hex 00325a
R 0
G 50
B 90

Secondary



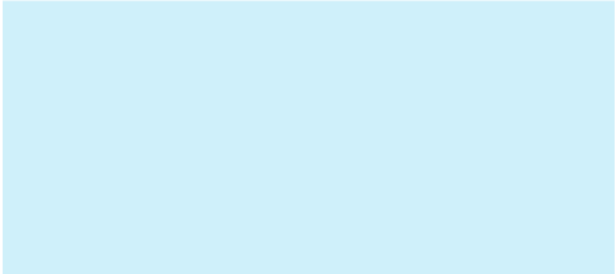
Blue
Hex 21b3f2
R 33
G 179
B 242



Pink
Hex ff94db
R 255
G 148
B 219



Purple
Hex 483a96
R 72
G 58
B 150



Sky
Hex cff0fa
R 207
G 240
B 250



Rose
Hex ffe0fa
R 255
G 224
B 250

Neutral



Steel
Hex 576394
R 87
G 99
B 148



Lavender
Hex bac7f2
R 186
G 199
B 242

Accent



Accent Yellow
Hex fff70a
R 255
G 247
B 10

Colour palette

Print

When to use primary colours

Primary colours should feature across most designs to some degree, even if only in small amounts. The exception is assets at the most dialled-up end of the spectrum, where secondary colours can take the lead. Primary colours are particularly important for cold audiences, helping to create strong brand recognition and distinction.

When to use secondary colours

Secondary colours can be used to vary the tone across assets.

When to use neutrals

Neutrals create a sense of calm and balance. They are primarily used as background colours.

When to use Accent Yellow

Accent Yellow should be used sparingly. It is primarily reserved for calls to action, buttons, and other small moments of emphasis.

NB We never lead with Accent Yellow.

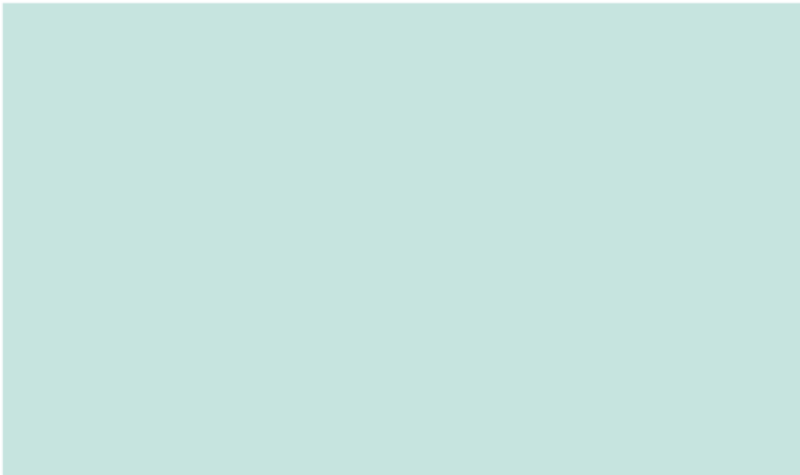
Colours will vary between print and their on-screen equivalents and may also be affected by the material they are printed onto.

Primary



MRUK Green
C 55
M 0
Y 47
K 0

Pantone
3395 C



Mint
C 27
M 0
Y 16
K 0

Pantone
331 C



Teal
C 87
M 41
Y 35
K 20

Pantone
5473 C



Navy
C 98
M 83
Y 32
K 29

Pantone
655 C

Secondary



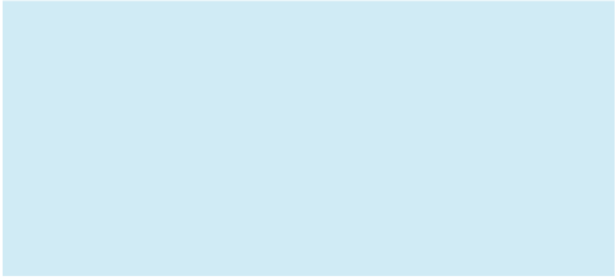
Blue
C 69
M 11
Y 0
K 0



Pink
C 4
M 50
Y 0
K 0



Purple
C 87
M 85
Y 0
K 0



Sky
C 22
M 0
Y 4
K 0



Rose
C 0
M 17
Y 0
K 0

Neutral



Steel
C 74
M 60
Y 19
K 4



Lavender
C 30
M 19
Y 0
K 0

Accent



Accent Yellow
C 0
M 0
Y 90
K 0

Colour palette

Accessibility (WCAG 2.2)

To make our content accessible, all on-screen materials must meet the Web Content Accessibility Guidelines accessibility standards.

There are two key levels of contrast compliance when using colour for text:

- **Level AA (minimum)**
Colour contrast ratios must meet:
 - 4.5:1 for standard text (under 24px or 18pt)
 - 3:1 for large or bold text (24px/18pt and above)
- **Level AAA (enhanced)**
Colour contrast ratios must meet:
 - 7:1 for standard text
 - 4.5:1 for large or bold text

These ratios help maintain sufficient contrast between text and background colours, making content easier to read for people with low vision or colour vision deficiencies.

The opposite shows accessible colour combinations from our palette, alongside their WCAG contrast ratings for standard text.

Primary

MRUK Green

Black - AAA

Navy - AAA

Mint

Black - AAA

Navy - AAA

Teal - AA

Teal

White - AAA

Mint - AA

MRUK Green - AA Large

Navy

White - AAA

Mint - AAA

MRUK Green - AAA

Secondary

Blue

Black - AAA

Navy - AA

Pink

Black - AAA

Navy - AA

Purple

White - AAA

Mint - AAA

MRUK Green - AA

Sky

Black - AAA

Navy - AAA

Teal - AA

Rose

Black - AAA

Navy - AAA

Teal - AA

Neutral

Steel

White - AA

Mint - AA

MRUK Green - AA large

Lavender

Black - AAA

Navy - AAA

Teal - AA large

Accent

Accent Yellow

Black - AAA

Navy - AAA

Teal - AA

Typography

Our typefaces

Headline typeface: Oscine

Used for headlines, Oscine's variety of weights gives us flexibility across communications.

It can be used in bolder weights for headlines, depending on tone, and in lighter weights for subheadings and standfirsts.

Headlines in Oscine should be set in Navy or reversed out in white for digital applications.

Body typeface: Helvetica Neue LT Std

Helvetica Neue LT Std is our body copy font and should be used for all smaller copy sizes. Type in Helvetica should be set in Navy or reversed out in white for digital applications and 90% Black or white for print applications.

System typeface: Arial

Arial is our system font. Arial should be used within Microsoft programmes and emails, or in other situations when Oscine and Helvetica Neue LT Std are not available.



Headline typeface

Oscine

XBold
Bold
Regular
Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@£%&()::;"'+=-*/

Body typeface

Helvetica Neue LT Std
Bold
Roman
Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@£%&()::;"'+=-*/

System typeface

Arial
Black
Bold
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@£%&()::;"'+=-*/

Version 1.0



Medical
Research
UK

Contact

If you have any questions about the content in these guidelines, please contact us by emailing:

press.team@medicalresearchuk.org



Design: red-stone.com