These guidelines present our visual style in a consistent way and apply to all communication materials we produce.

If you have any queries contact the ADR UK team.
Colour can be adapted for different situations. See guidance.

Different versions are available for the different partners. See guidance.

Abstract mark symbolising collaboration, togetherness & partnerships.
Logo versions

Use the logo with our tag line 'Data-driven change' to provide extra context where needed.

Version for use on the brand ‘Teal’

Version for use on black/very dark colours

Version for if no colour available and on a white/light background
Partner versions

ADR SCOTLAND

ADR WALES

ADR CYMRU

ADR NORTHERN IRELAND

Data-driven change

Data-driven change

Data-driven change

Data-driven change
Exclusion Zone

! Printing
To ensure satisfaction with the results of colour printing, it’s important to carry out a colour test with the printer before printing a large amount of material.

Dont's

Change colour

Redraw or add on variation

Distort

Shrink it down to the point where it is no longer legible

Add any effect to the logo, even if it’s on a dark background. Avoid overlaying the logo on dark backgrounds, or use an alternative version.
Further logo guidance

All documents, publications, presentations and other brand assets that are disseminated externally – whether digitally or in print – should carry either the ADR UK logo, or the relevant national ADR ‘family’ logo (ADR NI/Scotland/Wales), as appropriate. The ADR UK logo should not appear in tandem with an ADR NI/Scotland/Wales logo (excepting when the structure of ADR UK is being explained), as this represents an unnecessary duplication.

As a general rule, logo versions with the ADR UK strapline, ‘data-driven change’, should be used for uninitiated audiences. Where the audience is already likely to be familiar with ADR UK, logo versions without the strapline should be used.

As per the ADR UK grant agreement, externally disseminated assets are also expected to carry the combined ESRC/UKRI logo, excepting in cases where this would be impractical, for instance in terms of space.

In addition to the above, externally disseminated assets may also carry a third logo if required – for instance, that of a specific partner organisation, university, or government. For example:

- Presentation slides used by an ONS speaker talking about ADR UK work would carry three logos – ADR UK, ESRC/UKRI, and ONS.
- A research project summary document used by an ADR NI researcher would also carry three logos – ADR NI, ESRC/UKRI, and (e.g.) Queen’s University Belfast.

Other than in exceptional circumstances, externally disseminated brand assets should not carry more than three logos. However, where the contribution of more organisations should be explicitly recognised, this can be done on a specific slide or page showcasing all relevant partners.
Our colours

These colours help establish the visual identity of the brand. They are vibrant, bold colours that match the aesthetic of the logo mark. These are the colours that should come to mind when thinking of ADR UK.

Teal
PMS: 563c
CMYK: 56/0/29/0
RGB: 107/187/174
(#6BBBAE)

Dark Grey
PMS: 5463c
CMYK: 100/45/38/90
RGB: 28/28/28
(#1C1C1C)

Light Grey
PMS: 656c
CMYK: 10/2/0/0
RGB: 236/242/245
(#EDF2F5)

Orange
PMS: 715c
CMYK: 0/54/87/0
RGB: 240/115/20
(#F07314)

* These colours can also be used in tints

Printing
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Version 1.3 June 2019
Our typography

Headings

Gentium Book Basic Bold

Gentium Book Basic Bold Italic

Usage guidance

The heading font is Gentium Book Basic bold. Keep headlines short. You may use Gentium Book Basic Bold Italic to highlight words within the heading.

Body

This is Lato Regular

This is Lato Bold

This is Lato Italic

Body copy should be set in Lato Regular, Lato Italic, Lato Bold and Lato Bold Italic where appropriate.

Availability

These fonts are available for free and can be downloaded from Google fonts

Gentium  https://fonts.google.com/specimen/Gentium+Book+Basic

Lato  https://fonts.google.com/specimen/Lato
Identity in use
(For illustrative purposes only)
Identity in use

(For illustrative purposes only)
Identity in use

(For illustrative purposes only)

Administrative data is a huge untapped resource for public good. Why not use it?

Explore our Mission