



Brand guidelines

Prepared January 2015

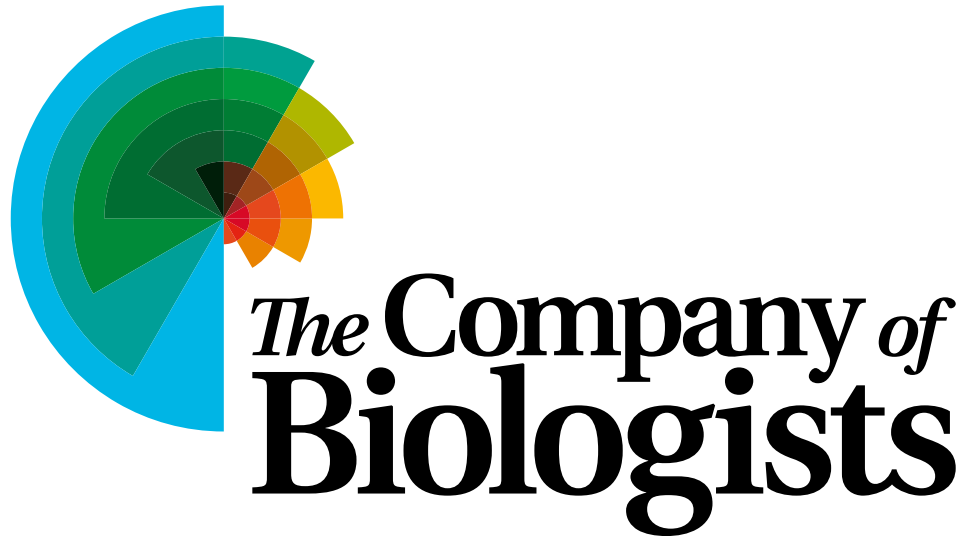
Last updated July 2016



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supporting
biologists
inspiring
biology



Restricted space version

This is specifically designed for instances where space is limited, such as internal journal PDF pages.
Only use this version when necessary.

CMYK colour version

This is the preferred version of the logo and should be used wherever full colour reproduction is possible.

RGB colour version

For use on websites and other on-screen applications.

The logo has been designed to reflect what we stand for, by balancing heritage with modernity, authority with innovation and excellence with inspiration.

The logo is made up of two components: the nautilus and the type elements. There are two versions of the logo – the core logo and a version for use in restricted spaces. The relationship of the components must never be altered in any other way.

For guidelines on using the nautilus as a standalone graphic, please see page 8

The logo has been specially drawn, so never attempt to redraw or distort/stretch it.

Reversed out version

This should be used on dark backgrounds or images that allow the colours in the nautilus to stand out.



White version

For use on dark or coloured backgrounds or dark images.



Single colour black

Recommended for low quality reproductions such as newsprint, screen printing and embossing.



File formats

The logo must always be reproduced from a digital master reference. It is available in the following formats:

eps: All professionally printed applications
jpg: Microsoft programs
png: Online usage

Files are available to download from
www.biologists.com



Sizing



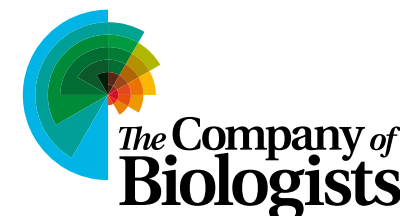
20mm
Minimum size



35mm
A5

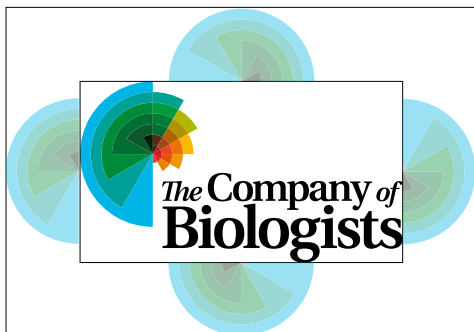


42mm
A4

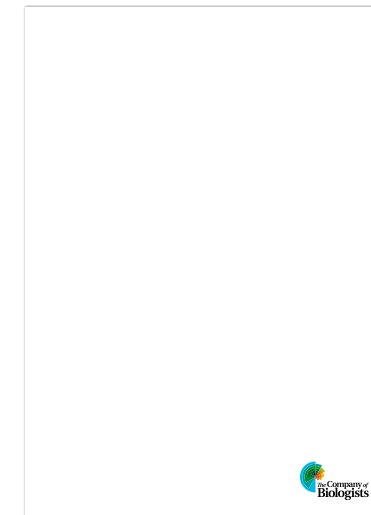
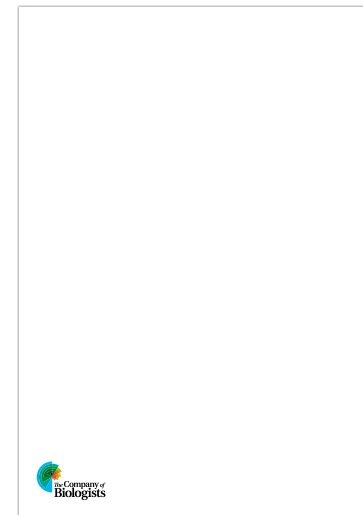
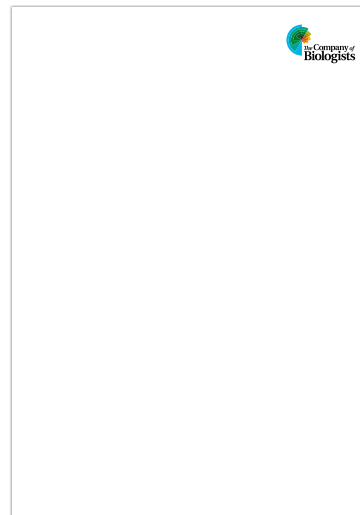
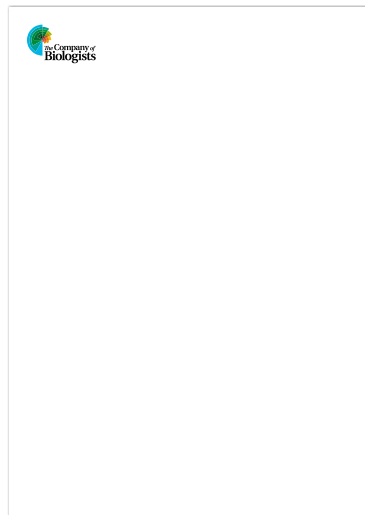


50mm
A3

Exclusion zone



Placement



It's important to follow our guidelines on sizing, exclusion zone and placement to ensure consistency across all applications.

Sizing

Recommended sizes are shown above. Sizes of the logo are taken from the full width, including the logotype and the nautilus.

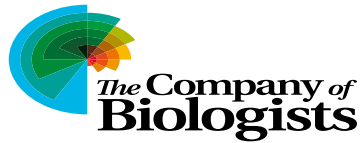
The minimum size our logo should appear at is 20mm.

Exclusion zone

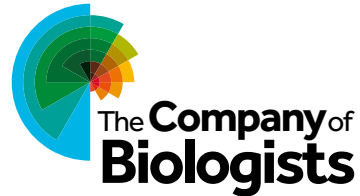
To maintain the integrity and clarity of The Company of Biologists logo, an exclusion zone has been established. This is based on the width of the blue segment of the nautilus. Please do not encroach in this space with text or any other graphic element.

Positioning

The logo can be positioned in any corner of the page.



✗ Do not distort the logo



✗ Do not change the logotype



✗ Do not change the size relationship of the elements

The Company of
Biologists

✗ Do not remove the nautilus

NOTE: There are occasions when the nautilus may be used as a standalone graphic independent of the logotype. Please refer to page 8 for guidelines.



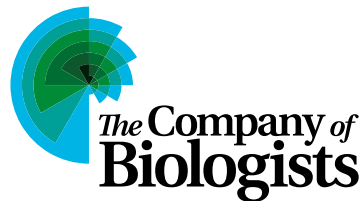
✗ Do not change the positioning of the elements



✗ Do not tint the logo



✗ Do not recolour the logo



✗ Do not recolour the nautilus



✗ Do not use the incorrect logo variant for the type of background



This page shows some rules to follow to avoid misuse of the logo.

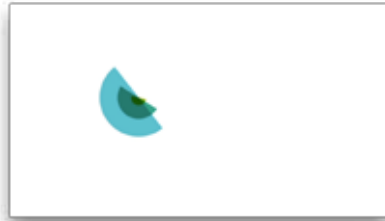
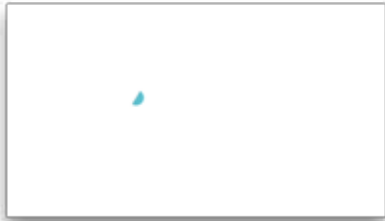


These are the logos to be used when The Company of Biologists logo appears with a journal name.

Always use the original artwork for these and do not create new versions. It should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a digital master reference.



The Company of Biologists video version



Start: fade in



End: fade out

Third party slide version



Our logo can be animated for use at the beginning and end of our videos and for use on third party meeting slides.

Video

Start: nautilus rotates to fade in.
End: nautilus rotates to fade out.

Third party slides

Nautilus rotates in continuous loop.



- 
Expertise
- 
Supportive
- 
Giving
- 
Excellence
- 
Upright
- 
Forward looking

Our nautilus graphic is our distinctive mark – it is what makes our brand recognisable.

It can be rotated, scaled and cropped.
It can also be used at small sizes to signpost, for example as bullet points or as a favicon.
Some examples are shown above,





Two and four line versions

These are our preferred versions of writing the strapline and should be used whenever possible.

**supporting biologists
inspiring biology**

**supporting
biologists
inspiring
biology**

Single line version

This should only be used when space does not allow the use of the two or four line versions.

supporting biologists, inspiring biology

Our strapline is 'supporting biologists, inspiring biology'.

It is available as an .eps file in three versions: in a single line, over two lines or over four lines.

It can appear in any of our brand colours. It should not be redrawn, digitally manipulated or altered.

When it appears as written text over one line we use a comma between the two parts of the strapline:

supporting biologists, inspiring biology.



Effra

A not-for-profit
organisation dedicated
to **supporting** and
inspiring the biological
community

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Our design typeface is Effra.
It is warm as well as modern
and reflects our open and
innovative nature.**

Effra is our design typeface and should
only be used by individuals who are
professionally producing materials.

Trebuchet MS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

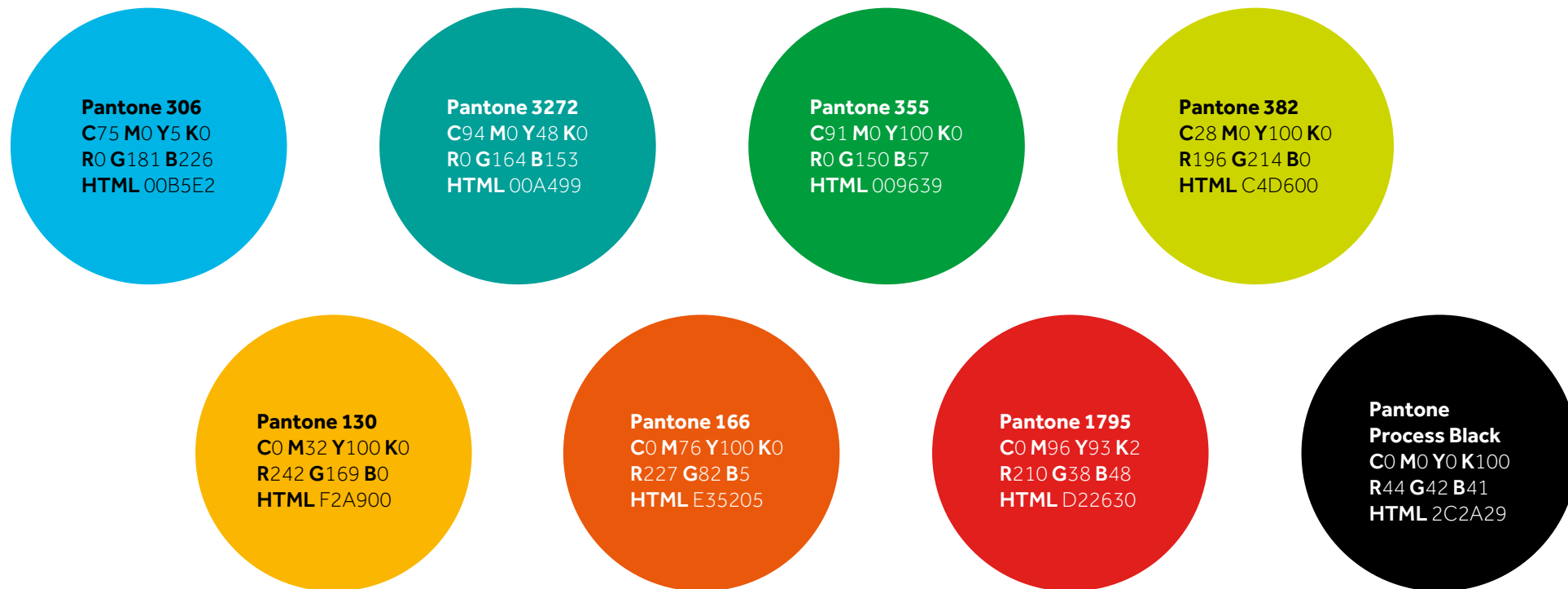
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet MS
Trebuchet MS is our secondary typeface
and is for instances where materials
are not being professionally produced
(presentations, reports, online etc).

Style guide
We should always be referred to as
'The Company of Biologists' (with a
capital 'T').

Our name should never be abbreviated.

'The Company of Biologists Ltd' should only
be used in formal settings or on an address.



Our colour palette is vibrant and modern, reflecting the scope and brilliance of biology and the people we support.

The palette can be used to add variety, navigate and colour code. Use colour sparingly – minimal usage is often more effective.

Black can be used as a background colour to bring out the vibrancy of our palette and help communications stand out.

White is also an important part of our brand and ensures our communications are clear and uncluttered.

White space should be used to enhance the impact of other design elements (headings, pull-out facts and quotes, photographs and our logo itself) and give them room to 'breathe'.

Journals

There is no specific relationship between a single colour and a journal. Every journal has the use of the full palette.

Colour values

For four-colour process printing, refer to the CMYK values.

For on-screen and web use like PowerPoint, video and online, refer to the RGB values.

The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. Consult current PANTONE publications for accurate colour. PANTONE® is the property of Pantone, Inc.