

Our brand Guidelines

Version 3, April 2022

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Visual identity

Introduction

To give our brand *life* and *meaning*, we've developed a distinctive visual identity. These guidelines show you how to create *impactful, memorable* communications by using it.

Vision and mission

Six personality characteristics

Expert

(in)Credible

We are known for and respected as leaders in our area of expertise.

Our persuasive voices come from some of the world's most qualified people in their respected scientific fields.

Responsible

We apply our expertise and use our influence to create a better society for everyone.

Our impact takes into consideration our people, our customers, our supply chain and the wider community.

Authoritative

Influential

We don't take our unique position lightly.

We use our knowledge to influence, convene and foster wider collaboration towards a greater purpose.

Self-Assured

We have the conviction to know what is right and we are unafraid to say when we don't.

Unwavering self-belief that we are good at what we do, across all areas of our business.

Pioneering

Groundbreaking

We are determined to solve some of society's most challenging problems.

We drive change by shaping new ideas and methodologies.

Courageous

We step up and rise to a challenge knowing when we have a role to play.

We test, learn and adapt as we go – unafraid of the difficulties.

01

Brand identity

The rationale

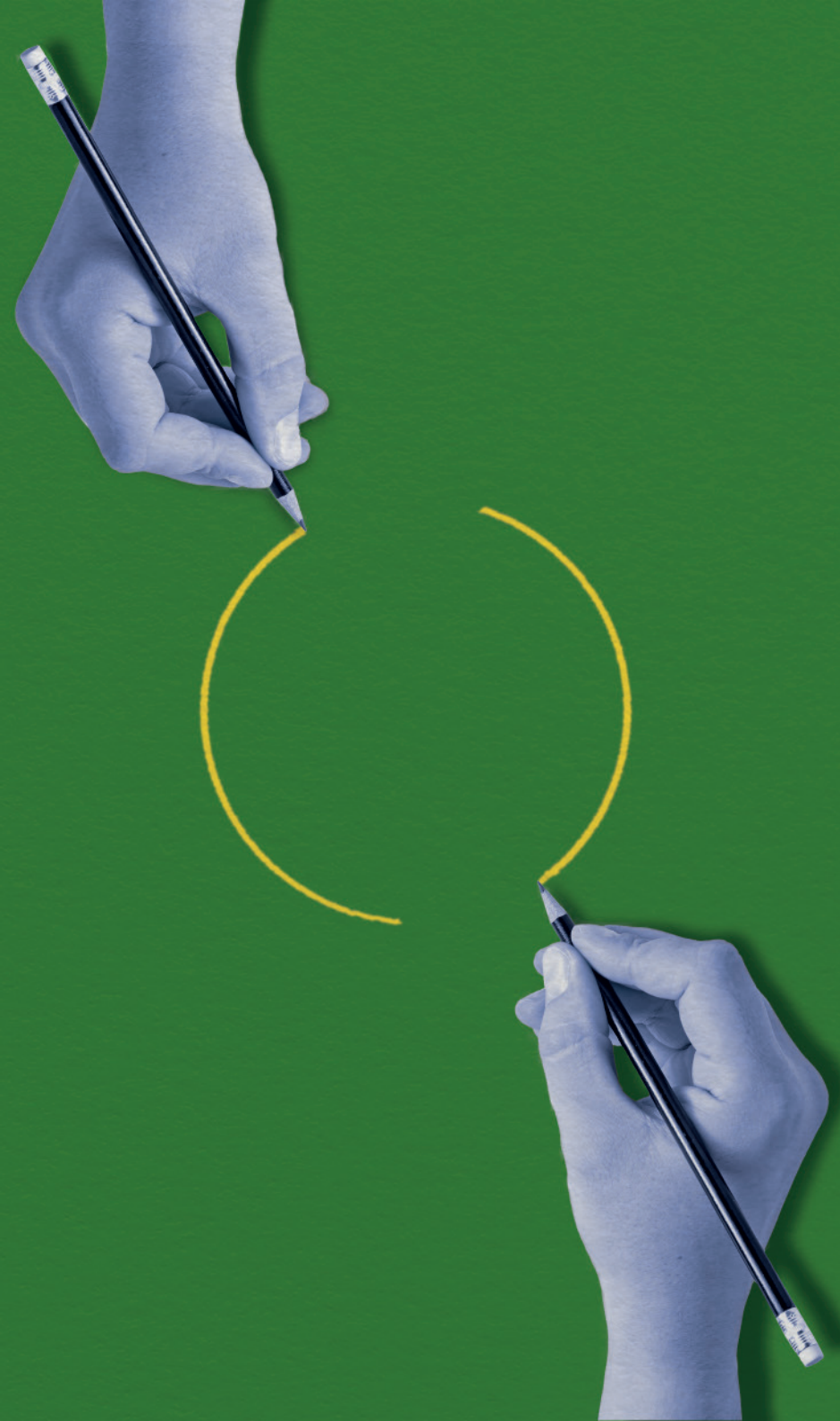
The never ending journey

Nuclear science and technology is continually growing and evolving – and so are NNL.

The circles in your logo have a powerful semiotic meaning. They have no beginning or end, and are soft and approachable.

We can visually portray groups of shared interests. Or even new perspectives.

Who doesn't want to move in the best circles?



Logo

Nuclear science and technology is continually growing and evolving – and so are we.

That's why our logo suggests forward movement. We are at the forefront of the industry, always striving to lead the way through our work.

As elements of visual identity go, our logo is the most important one of all. It allows our audience to instantly recognise when a communication belongs to us. Therefore it's essential we preserve its integrity at all times. If the logo is used incorrectly, through being altered, adapted or positioned wrongly, it creates confusion and reflects badly on our business.

The logo consists of the logo type and the dotted arrow-head symbol. The positioning of the elements that form it has been carefully fixed and must not be altered.

The logo should only ever be used from Master Artwork which is held by the Communications Team. Download it from Nucleus or request files from engagement@uknml.com

Main logo



Logo

Logo usage

Clear space

In order to retain the integrity and clarity of the logo, we surround it with an exclusion zone of clear space. The area of this clear space is the width of the arrowhead.

To ensure visibility in all applications, no text, photographs or other elements can encroach into the exclusion zone.

1. Horizontal orientation

The horizontal version of the logo is our primary version and should be used as your first choice in any communication.

2. Centred orientation

When the horizontal version is not suitable, you may use the centred version as an alternative.

3. Minimum size

To ensure legibility in print, the minimum size is 35 mm for the horizontal version and 30 mm for the centred version. For online communications, the minimum size is 150 px for the horizontal version and 130 px for the centred version.

1.



2.



3.

Print - minimum sizes



35 mm



30 mm

Digital - minimum sizes



150 px



130 px

Logo

Incorrect logo usage

To maintain consistency of our brand, it is imperative that the NNL logo is used correctly throughout all communications.

Even the slightest deviation could diminish its visual impact. The examples here are to illustrate errors of usage.

Don't:

1. Change the logo's orientation
2. Stretch or distort the logo
3. Change the logo shape in any way
4. Crop into the logo
5. Change the colour of the logo from the approved palette
6. Put the logo on unclear backgrounds
7. Add effects like glow and drop shadow
8. Put anything in the exclusion zone
9. Put the logo into a box or frame it any way
10. Change the approved typeface even to one that looks similar

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



Logo

Logo placement

Positioning

Generally speaking, the logo should always appear in the top right hand corner of the piece of communication you're producing. Alternatively, you may position the logo centre right or bottom right if required. Whichever version of the logo you use, its exclusion zone must always be observed.

1. Vertical layout application

For vertical/portrait applications, the size of the logo equals $\frac{1}{3}$ of the width of the page.

The distance from the edge of the page is equal to the reverse of the symbol as indicated.

2. Horizontal layout application

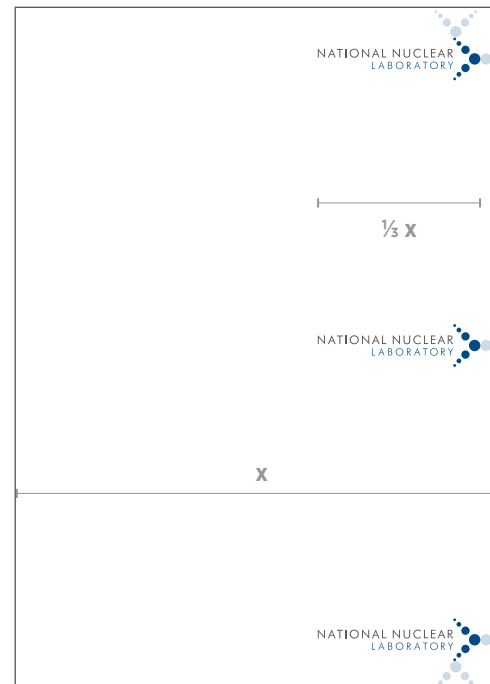
For horizontal/landscape applications, the size of the logo equals $\frac{1}{4}$ of the width of the page. The distance from the edge of the page is equal to the reverse of the symbol as indicated.

Exceptions

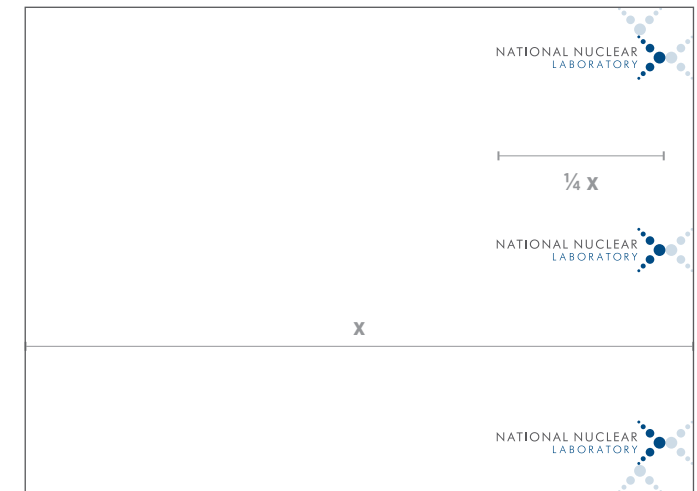
Exceptions on logo placement are made in cases where the situation or layout doesn't allow the logo to be in the approved position. In these instances, use the exclusion zone to correctly place the logo in your chosen position.

For further advice please contact one of the Communications Team at engagement@uknnl.com

1.



2.



Logo

Logo colour

1. Colour

On white backgrounds, this version of the NNL logo is the preferred choice and should be used for the majority of communications.

2. Mono

This version of the logo is designated for all communication pieces where colour is not available, either for mono ads or mono internal material. It should only be used where colour isn't an option.

3. Reversed

In some design applications where limited colours are available, or improved stand-out is required (perhaps because the background is dark coloured), the white-out logo should be used. Note: the same colour options are applicable to the centred version of the logo.

1.



2.



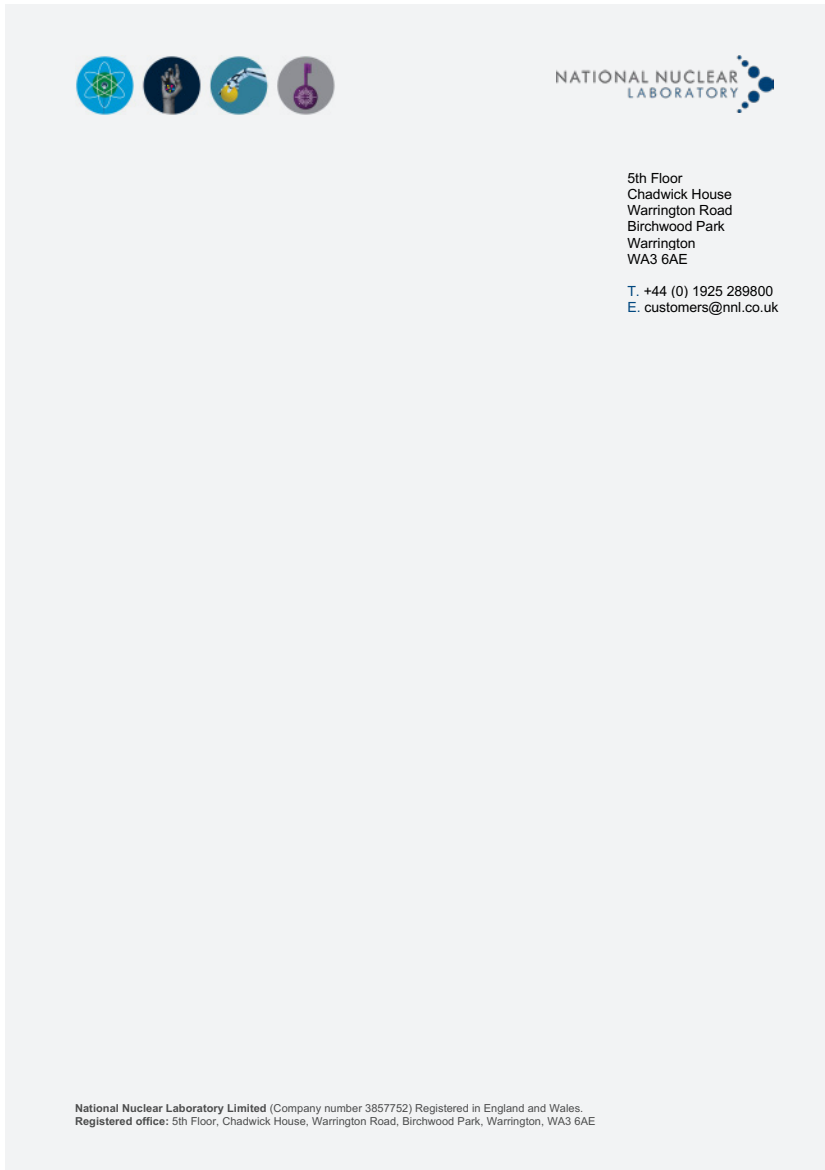
3.



Stationery Letterhead

Please do not tamper with the template in any way – for example, by adding new elements or adjusting colours.

Copies of the NNL letter template can be obtained from the Communications Team by contacting engagement@uknnl.com



Stationery

Business cards – Option 1



Front



Reverse

When selecting a title to appear under your name on the business card, please only include your most relevant or senior title. Likewise if you wish to list academic qualifications after your name, please only include your most relevant or senior qualification.

You may choose to have a light or dark version based on personal preference.

Send your details to your local Business Services team and they will be able to action your request.

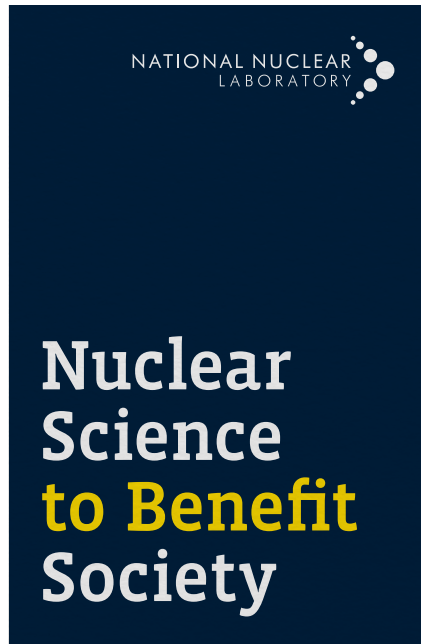
Stationery

Business cards – Option 2

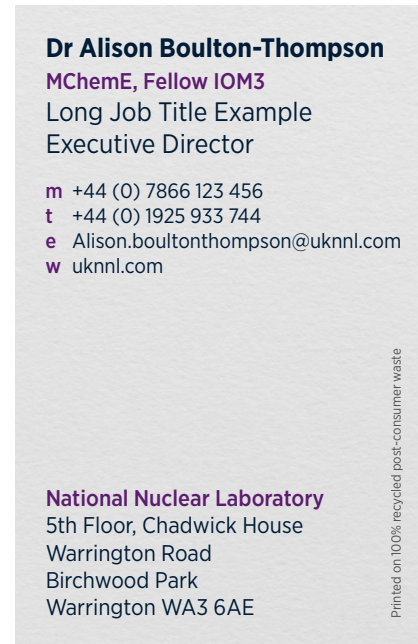
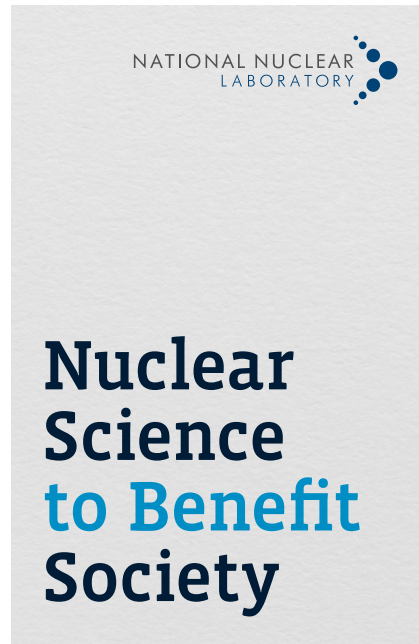
When selecting a title to appear under your name on the business card, please only include your most relevant or senior title. Likewise if you wish to list academic qualifications after your name, please only include your most relevant or senior qualification.

You may choose to have a light or dark version based on personal preference.

Send your details to your local Business Services team and they will be able to action your request.



Front



Reverse

Stationery

Email footers – personalised

Recipients

Subject

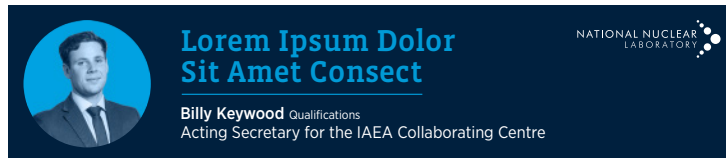
Hello Mary

Ecea dolupta velecae verio te doleseque re conserit labore quossequi comni niet esti ium ut mo tem quiandiam exces volore, sam quis aut fuga.

Sequia coremporum sumquodit quis estia con re re nihicidis dolorum a ea quia dolent ut hilligeniam experum aliberum ius audis et pe sam il exeris moloritiasi tem ut ut hiliquis aut dolenditas volendi idit et utatus.

Kind regards

Billy Keywood



A personalized email footer for Billy Keywood. It features a circular profile picture of Billy Keywood on the left. To the right of the picture, the text reads: "Lorem Ipsum Dolor Sit Amet Consect" in a large, bold, blue font. Below this, in a smaller font, it says "Billy Keywood Qualifications" and "Acting Secretary for the IAEA Collaborating Centre". On the far right, the National Nuclear Laboratory logo is displayed.

m +44 (0) 7866 123 456

t +44 (0) 1925 933 744

w uknnl.com

t @uknnl

National Nuclear Laboratory

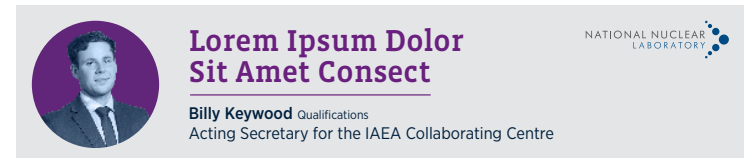
5th Floor, Chadwick House, Warrington Road

Birchwood Park Warrington WA3 6AE

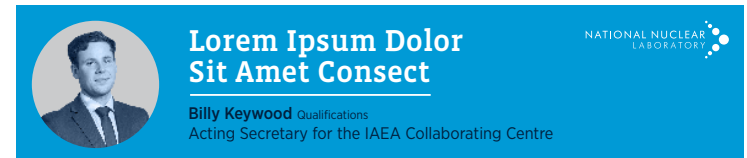
This e-mail is from the National Nuclear Laboratory Limited (NNL). This e-mail and any attachments are intended for the addressee and may also be legally privileged. If you are not the intended recipient please do not print, re-transmit, store or act in reliance on it or any attachments. Instead, please e-mail it back to the sender and then immediately permanently delete it. National Nuclear Laboratory Limited (Company Number 3857752) Registered in England and Wales. Registered office Chadwick House, Warrington Road, Birchwood Park, Warrington, WA3 6AE.

Custom personalised email footers can be requested from the Comms team.

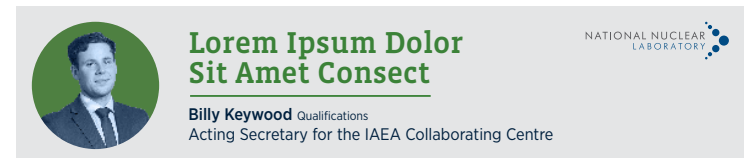
We have an email signature form which will generate the correct signature for you. The form, which includes full instructions on how to use it, can be found here. If you have any questions, contact engagement@uknnl.com



An alternative email footer for Billy Keywood with a purple background. It features a circular profile picture of Billy Keywood on the left. To the right, the text reads: "Lorem Ipsum Dolor Sit Amet Consect" in a large, bold, purple font. Below this, it says "Billy Keywood Qualifications" and "Acting Secretary for the IAEA Collaborating Centre". On the far right, the National Nuclear Laboratory logo is displayed.



An alternative email footer for Billy Keywood with a blue background. It features a circular profile picture of Billy Keywood on the left. To the right, the text reads: "Lorem Ipsum Dolor Sit Amet Consect" in a large, bold, blue font. Below this, it says "Billy Keywood Qualifications" and "Acting Secretary for the IAEA Collaborating Centre". On the far right, the National Nuclear Laboratory logo is displayed.



An alternative email footer for Billy Keywood with a green background. It features a circular profile picture of Billy Keywood on the left. To the right, the text reads: "Lorem Ipsum Dolor Sit Amet Consect" in a large, bold, green font. Below this, it says "Billy Keywood Qualifications" and "Acting Secretary for the IAEA Collaborating Centre". On the far right, the National Nuclear Laboratory logo is displayed.

Alternative colourways



Stationery

Email footers – campaign

Recipients

Subject

Hello Mary

Ecea dolupta velecae verio te doleseque re conserit labore quossequi comni niet esti ium ut mo tem quandiam exces volore, sam quis aut fuga.

Sequia coremporum sumquodit quis estia con re re nihicidis dolorum a ea quia dolent ut hilligeniam experum aliberum ius audis et pe sam il exeris moloritiasi tem ut ut hiliquis aut dolenditas volendi idit et utatus.

Kind regards

Billy Keyword

Acting Secretary for the IAEA Collaborating Centre



m +44 (0) 7866 123 456

t +44 (0) 1925 933 744

w uknnl.com

t @uknnl

National Nuclear Laboratory

5th Floor, Chadwick House, Warrington Road

Birchwood Park Warrington WA3 6AE

This e-mail is from the National Nuclear Laboratory Limited (NNL). This e-mail and any attachments are intended for the addressee and may also be legally privileged. If you are not the intended recipient please do not print, re-transmit, store or act in reliance on it or any attachments. Instead, please e-mail it back to the sender and then immediately permanently delete it. National Nuclear Laboratory Limited (Company Number 3857752) Registered in England and Wales. Registered office Chadwick House, Warrington Road, Birchwood Park, Warrington, WA3 6AE.

Campaign banner showing one of four focus area with a headline message.

We have an email signature form which will generate the correct signature for you. The form, which includes full instructions on how to use it, can be found here. If you have any questions, contact engagement@uknnl.com

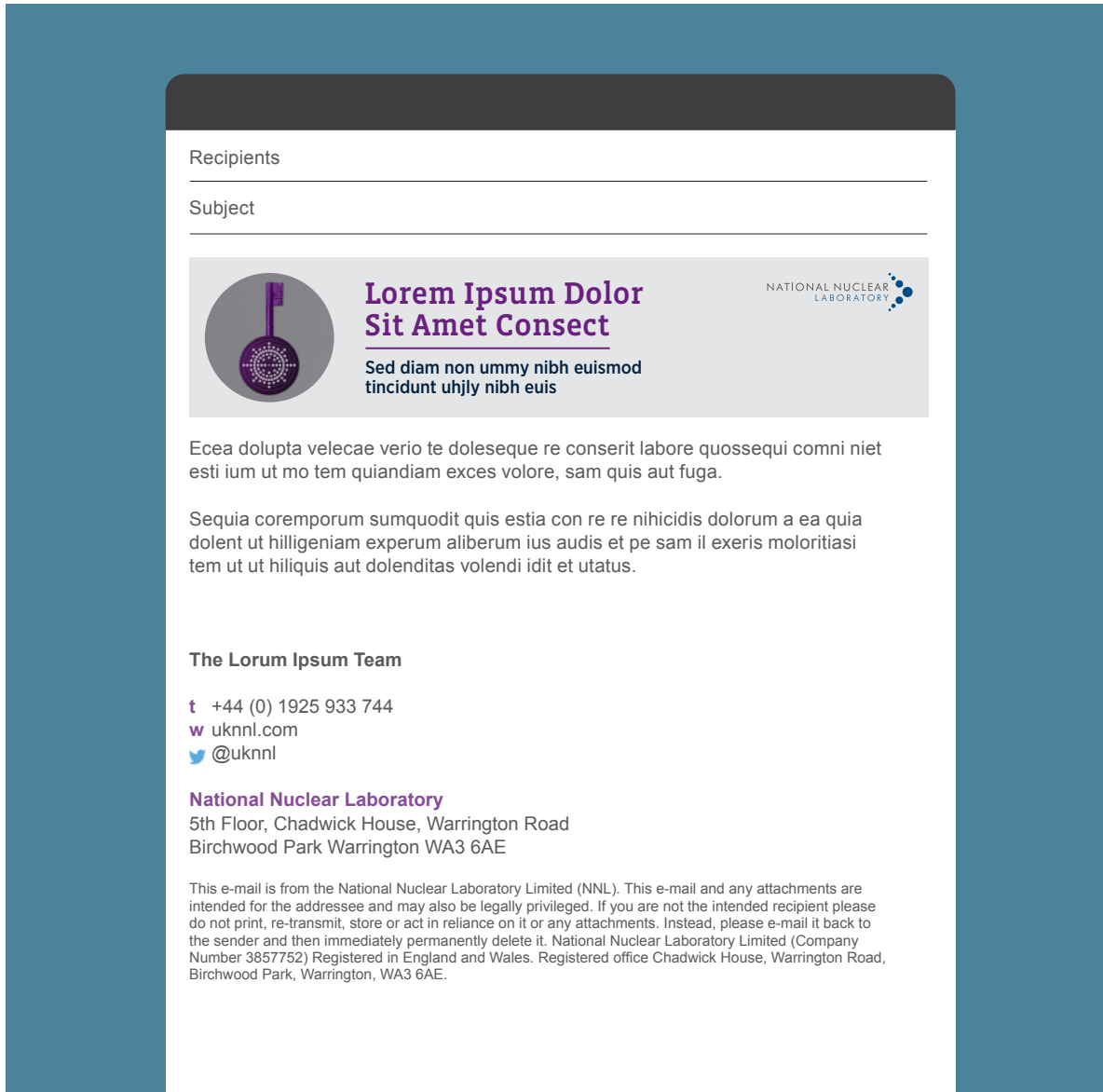


Alternative colourway / focus area



Stationery

Email headers – campaign



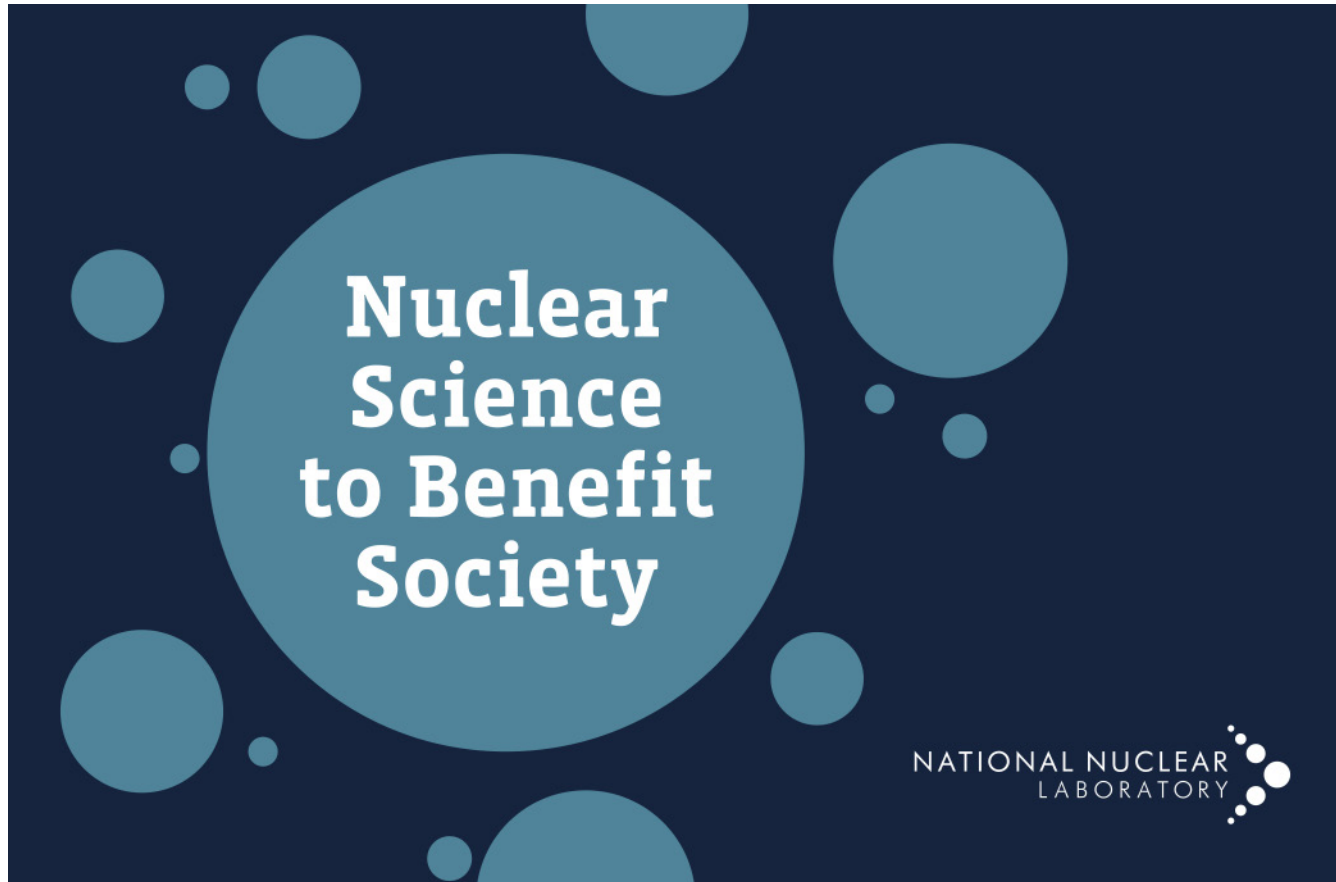
Campaign banner showing one of four focus area with a headline message. These are the same format as the 'email footers – campaign'.

We have an email signature form which will generate the correct signature for you. The form, which includes full instructions on how to use it, can be found here. If you have any questions, contact engagement@uknnl.com



Door mats

New brand



When selecting a title to appear under your name on the business card, please only include your most relevant or senior title. Likewise if you wish to list academic qualifications after your name, please only include your most relevant or senior qualification.

You may choose to have a light or dark version based on personal preference.

1770mm x 1160mm

02

The brand principles

The brand spectrum

Introduction

The idea of the spectrum is to aid in the briefing of how this new style is applied. At the 'Courageous' end it is design and time intensive, at the 'Credible' end it is dialled down with more focus on content.

This scale will be shown throughout the document to indicate the levels that are appropriate.



This section will be developed in V2.

A. Courageous

Communicating with the general public. Usually custom designed – these are the public facing splashes – to bring out NNL's impact. Conveying complex ideas in a palatable format.

Example applications

Social media, reports, website, films, events, etc

Producers

External agencies / internal design team

Typography

Vista Slab, Gotham Narrow

B. Self Assured

Communication with other organisations with a knowledgeable base. Mostly designed with the in-house team.

Example applications

'We are NNL' and other PowerPoint presentations, TBC

Producers

Internal design team

Typography

Arial

C. Credible

Mostly internal, and may be pared back visually, so not to distract too much away from the technical detail. Infographics help will help draw out key information.

Example applications

Government reports, finance documents, internal communications

Producers

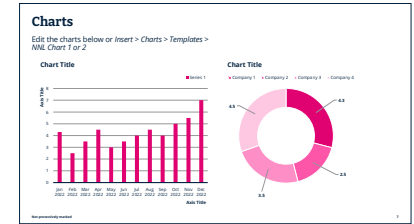
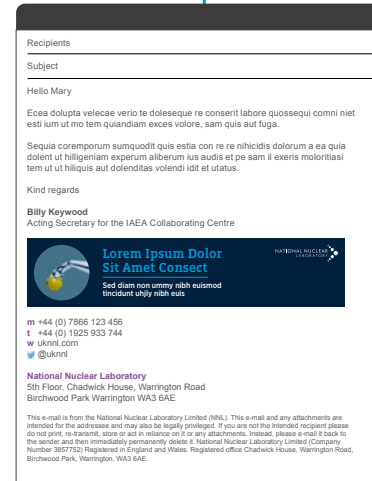
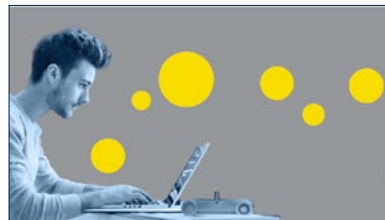
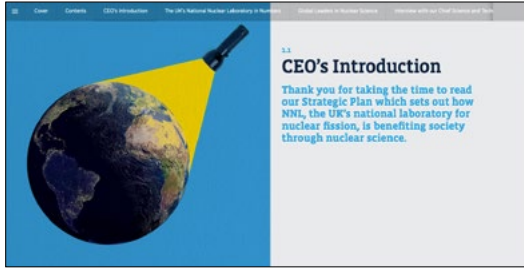
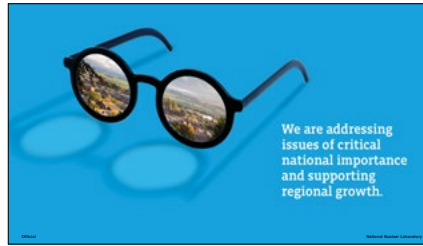
Internal comms and general staff

Typography

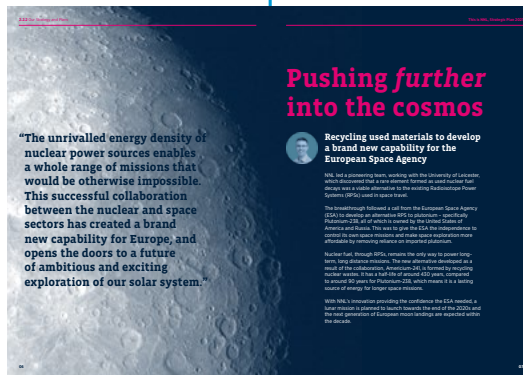
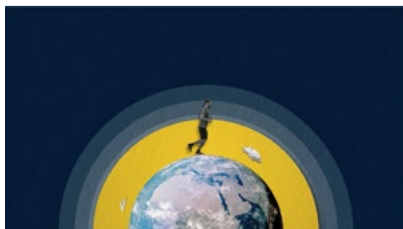
Arial

The brand spectrum

Overview



	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Row 1	18	62	75	45	54	34
Row 2	35	75	89	58	48	66
Row 3	66	54	55	35	35	75
Row 4	55	70	84	53	55	85
Row 5	68	66	75	45	66	34
Row 6	25	75	89	58	48	66
Row 7	66	54	55	35	35	75
Row 8	55	70	84	53	55	85
Row 9	68	66	75	45	66	34
Total Row	454	556	685	426	474	454



A. Courageous

B. Self Assured

C. Credible

03

Typography

Primary Typography

Headline font

Should be used across print, web and motion graphics with Gotham Narrow – if the content does not rely on the audience having the font installed on their system.

Vista Slab Medium for some *editorial flair* as headlines and **Regular** for *longer* passages of text.

Regular

abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMN0PQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMN0PQRSTUVWXYZ



Primary Typography

Body copy

Should be used across print, web and motion graphics with Vista Slab – if the content does not rely on the audience having the font installed on their system.

Gotham Narrow works well for long passages of body copy and smaller headlines.

Book

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Secondary Typography

Headline and body copy – PowerPoint

For use in the NNL PowerPoint template.
This can be accessed from here:

**Bitter Bold for some editorial
flair as headlines.**

Open Sans Bold and Regular
for longer passages of text.

Open Sans Regular

abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold

**abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Tertiary Typography

Headline and body copy – Microsoft Office

For use with any Microsoft Office (non PowerPoint) documents – this is an alternative to Gotham Narrow across the suite.

**Arial works well
for long passages of body
copy and headlines.**

Regular

abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMN0PQRSTUVWXYZ

Bold

**abcdefghijklmnopqrstuvwxy01234567890
ABCDEFGHIJKLMN0PQRSTUVWXYZ**



Typography

Overview

Vista Slab Medium for headlines and Regular for *longer* passages of text.

Gotham Narrow works well for long passages of text and smaller headlines.

A. Courageous

Vista Slab Medium for headlines and Regular for *longer* passages of text.

Gotham Narrow works well for long passages of text and smaller headlines.

B. Self Assured

Bitter Bold for headlines.

Open Sans works well for long passages of text and smaller headlines.

C. Credible

04 Colour

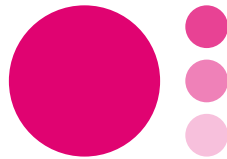
Colour palette

Elementary colours (NNL brand colours) and tones (%)



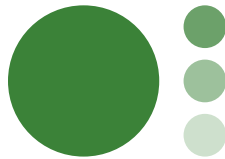
Purple

CMYK 65 100 0 15
RGB 105 32 126
Web #69207E



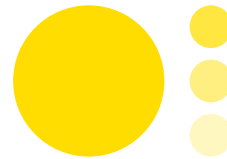
Magenta

CMYK 0 100 20 5
RGB 224 3 113
Web #E00371



Green

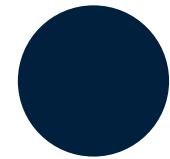
CMYK 65 0 91 38
RGB 59 130 56
Web #3B8238



Yellow

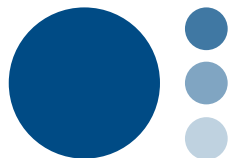
CMYK 0 10 100 0
RGB 255 221 0
Web #FFDD00

Grounding colours



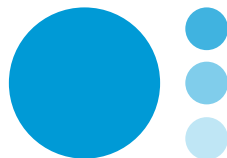
Night Blue

CMYK 100 85 45 53
RGB 0 32 62
Web #00203e



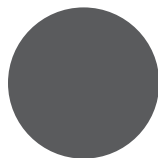
Dark Blue

CMYK 100 56 0 34
RGB 0 75 133
Web #004B85



Cyan

CMYK 85 15 0 0
RGB 0 162 224
Web #009AD6



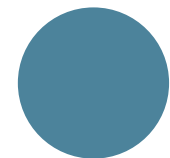
Dark Grey

CMYK 0 0 0 79
RGB 090 091 093
Web #5A5B5D



Light Grey

CMYK 0 0 0 49
RGB 149 151 154
Web #95979A

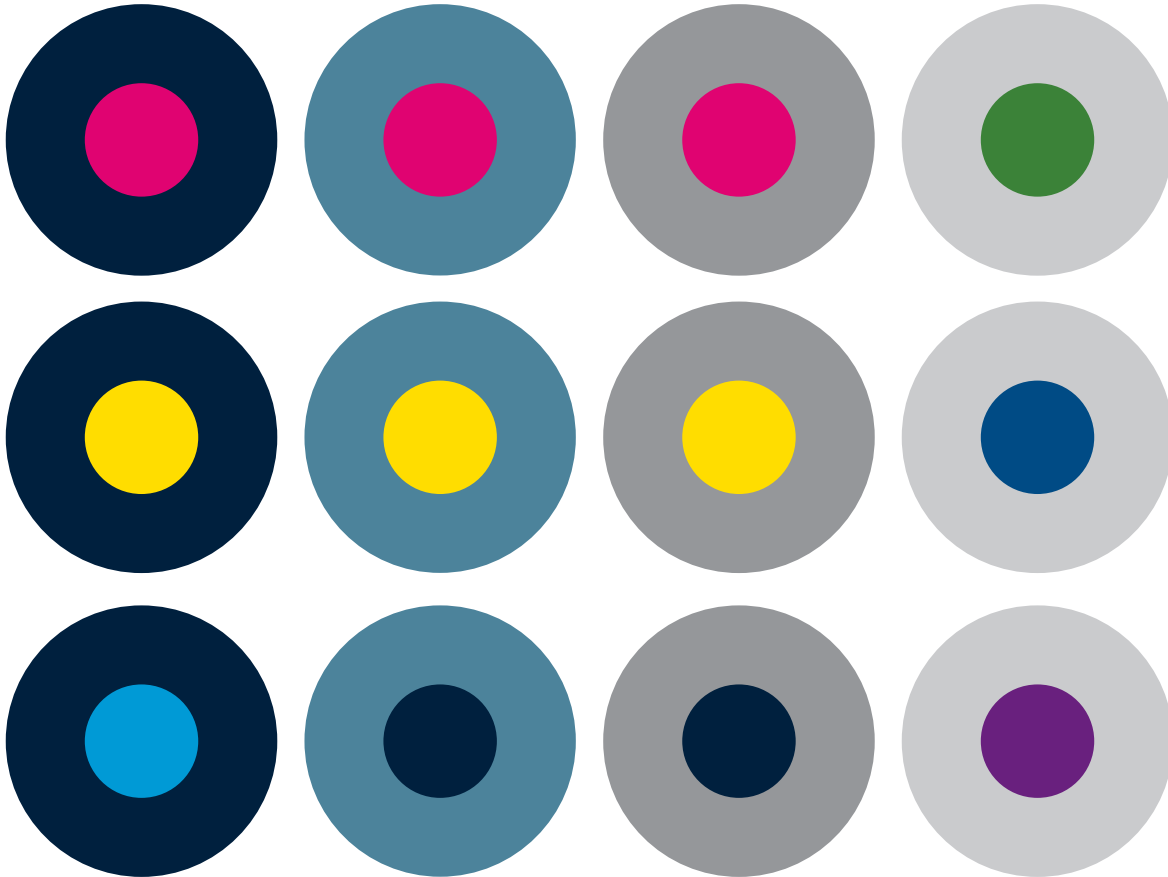


Teal

CMYK 70 35 28 10
RGB 76 131 155
Web #4C839B

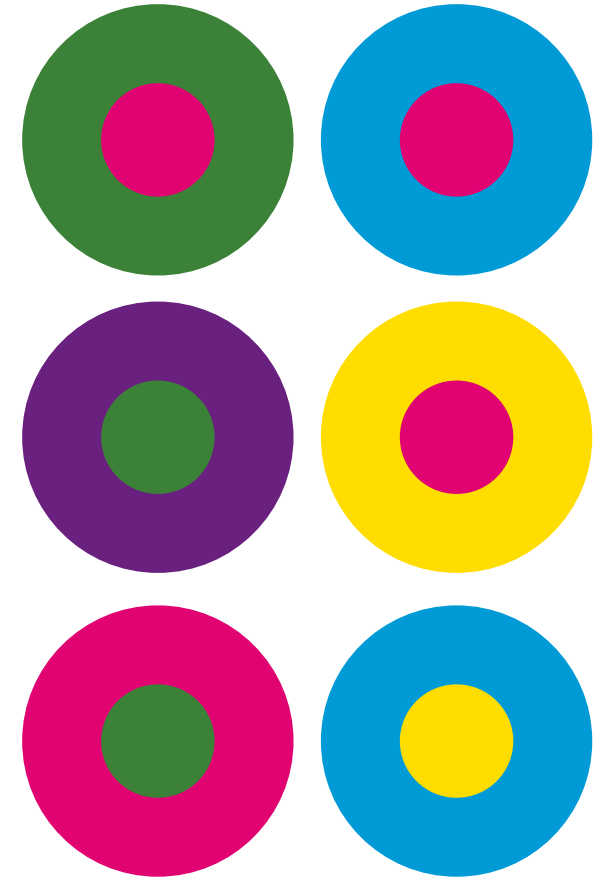
Colour palette

Colour palette combinations



Aim

A bright colour sitting on a more muted background colour helps with balance and projects a more sophisticated tone.



Avoid

Poppy, bright or clashing colour combinations give the impression of being too casual or dumbing down.

Colour palette

Accessibility – contrast against white background

		AA Normal Text	AA Large Text
Nuclear science to benefit society	Night Blue = 16.45:1		
Nuclear science to benefit society	Purple = 9.95:1		
Nuclear science to benefit society	Dark Blue = 8.95:1		
Nuclear science to benefit society	Dark Grey = 6.79:1		
Nuclear science to benefit society	Magenta = 4.75:1		
Nuclear science to benefit society	Green = 4.73:1		
Nuclear science to benefit society	Teal = 4.17:1		
Nuclear science to benefit society	Cyan = 3.18:1		
Nuclear science to benefit society	Light Grey = 2.92:1		
Nuclear science to benefit society	Yellow = 1.34:1		

Higher contrast

Colour Accessibility

This chart is a useful guide to check if the colour contrast is accessible, based on the Web Content Accessibility Guidelines (WCAG) for screen.

The darker areas on the chart show an acceptable contrast ratio for 'normal text' of at least 4.5:1, for text less than 14pt (18.66px). For larger text (above 14pt) a ratio of 3:1 is acceptable.

There is an online tool to check different combinations and sizes here:

<https://webaim.org/resources/contrastchecker>

Colour palette

Accessibility – contrast against Night Blue background

		AA Normal Text	AA Large Text
Nuclear science to benefit society	White = 16.45:1		
Nuclear science to benefit society	Yellow = 12.21:1		
Nuclear science to benefit society	Light Grey = 5.61:1		
Nuclear science to benefit society	Cyan = 5.16:1		
Nuclear science to benefit society	Teal = 3.93:1		
Nuclear science to benefit society	Green = 3.47:1		
Nuclear science to benefit society	Magenta = 3.46:1		
Nuclear science to benefit society	Dark Grey = 2.42:1		
Nuclear science to benefit society	Dark Blue = 1.83:1		
Nuclear science to benefit society	Purple = 1.65:1		

Higher contrast

Colour Accessibility

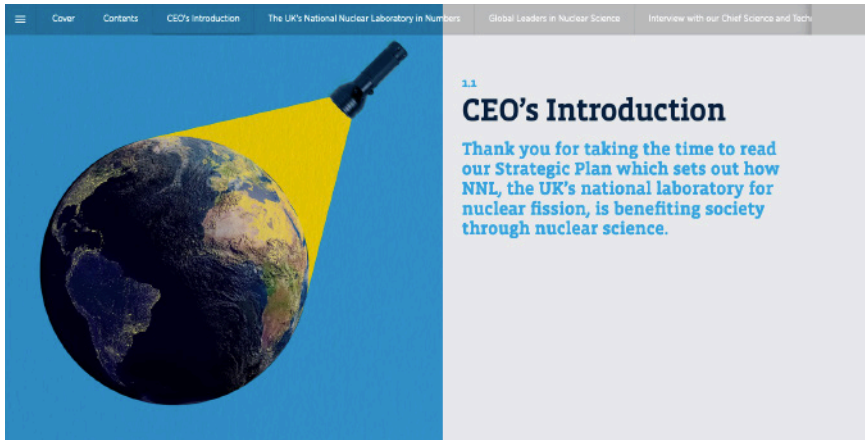
This chart is a useful guide to check if the colour contrast is accessible, based on the Web Content Accessibility Guidelines (WCAG) for screen.

The darker areas on the chart show an acceptable contrast ratio for 'normal text' of at least 4.5:1, for text less than 14pt (18.66px). For larger text (above 14pt) a ratio of 3:1 is acceptable.

There is an online tool to check different combinations and sizes here:
<https://webaim.org/resources/contrastchecker>

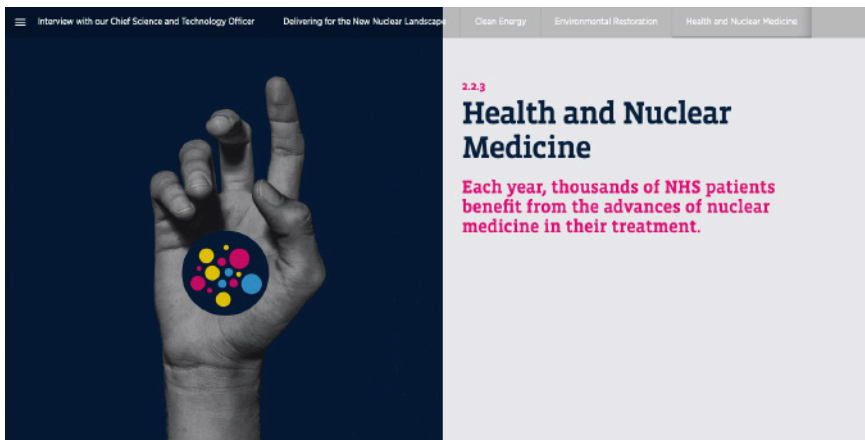
Colour palette

Colour in use



Individual

Try to keep the colours limited to a small palette – e.g. a background colour, a text colour and a highlight. This allows the highlight to draw the eye when needed. Try to use brand colours that complement the photography / illustration.



Collection

With a multi-page document, the colours can be flexed, so for example changing the highlight colour on each section to signal a change in topic.



05

Illustration

If the image you're using features material of a sensitive or confidential nature, it will need to be first approved by the relevant authority. If you are in any doubt, please contact engagement@uknnl.com.

By combining circles and familiar photographic imagery we can laterally (rather than literally) convey a concept to easily communicate the themes of NNL's work.

We are blending the real world with the coloured circles. The circle is representing nuclear (which is quite complex).

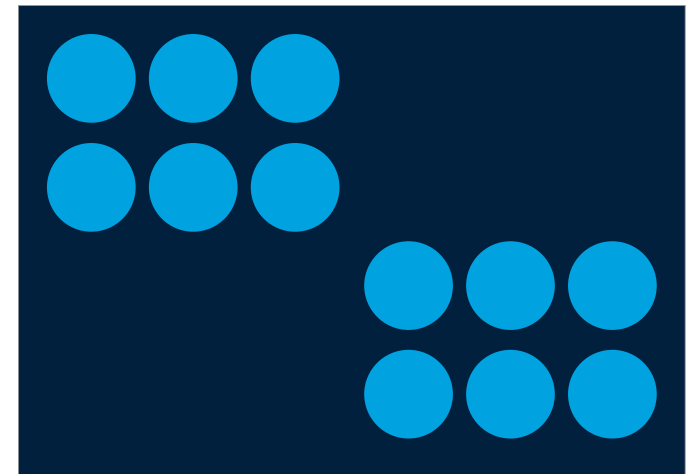
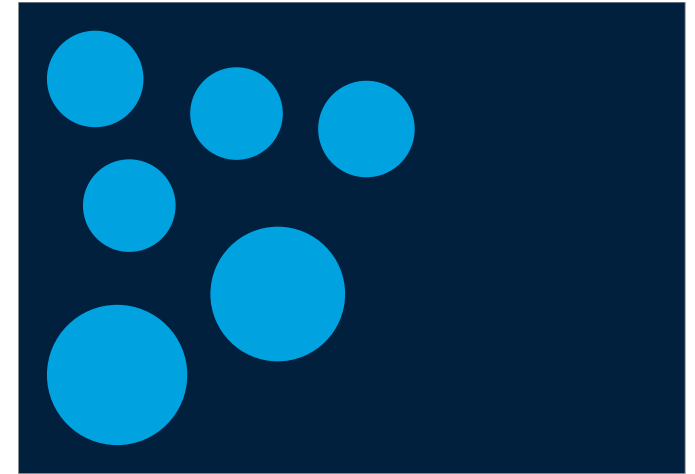
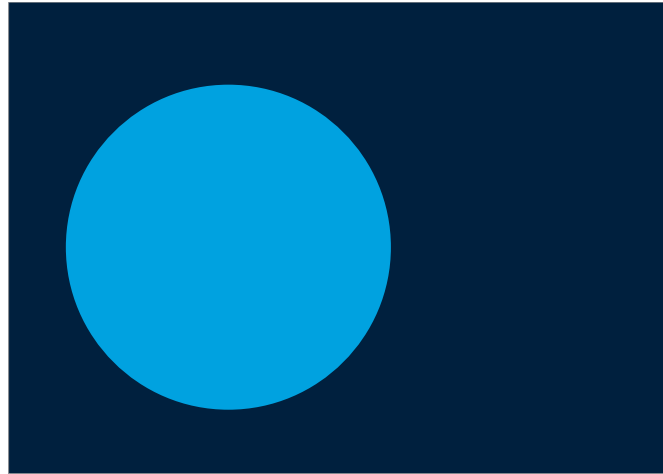
Some guiding principles for this graphic style:

- Simplify complexity – make it easy to understand
- Move away from being too literal
- Make it look intelligent and clever.

Circle use

Principles

Use **sparingly** and with **intention**. The circles are there to reinforce a message, lead the eye or highlight information.



Cropped

Indicating a huge scale – could be used to introduce a title or a large detailed image.

Single focus

This is the focus of the page, but can be balanced with other elements on the page.

Multiple

Multiple snippets of information or suggesting some movement (particularly with illustration)

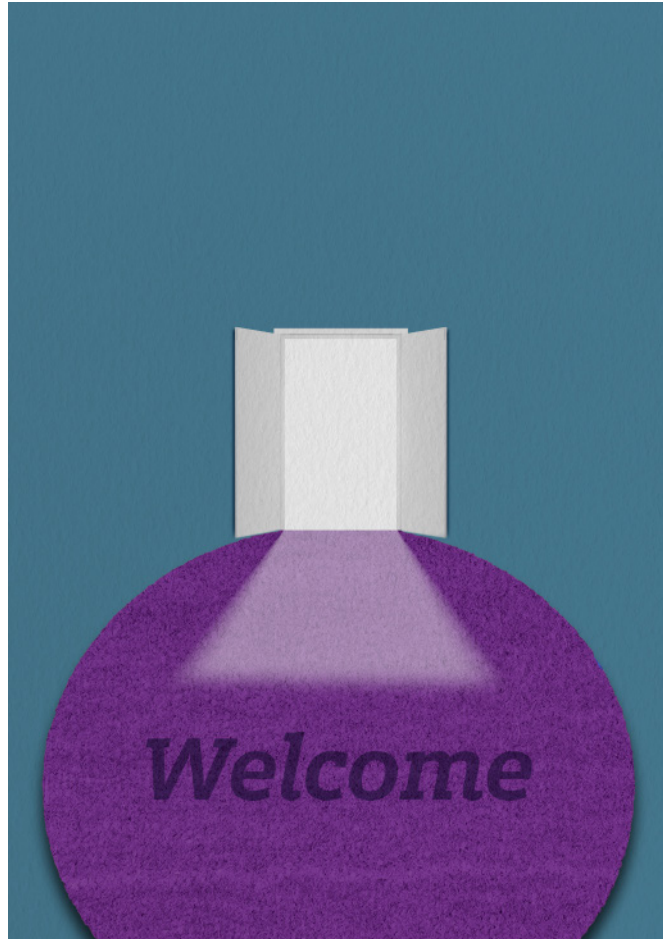
Illustrations

Circles - Cropped

The use of the circle adds information to the image - whether it's the source of the light (1) or idea of a huge welcome (2).



1.



2.



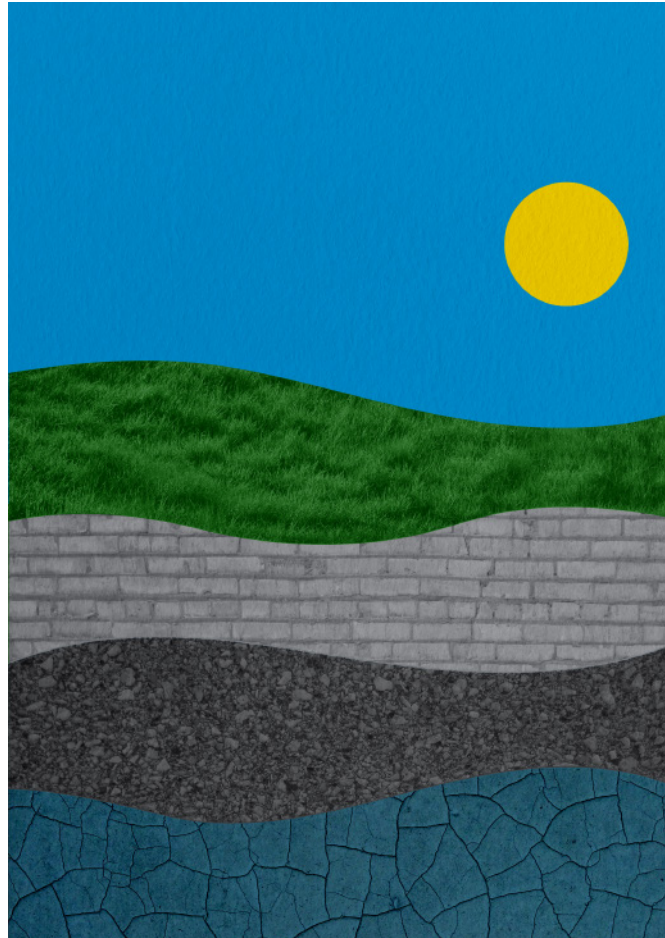
Illustrations

Circles - Single focus

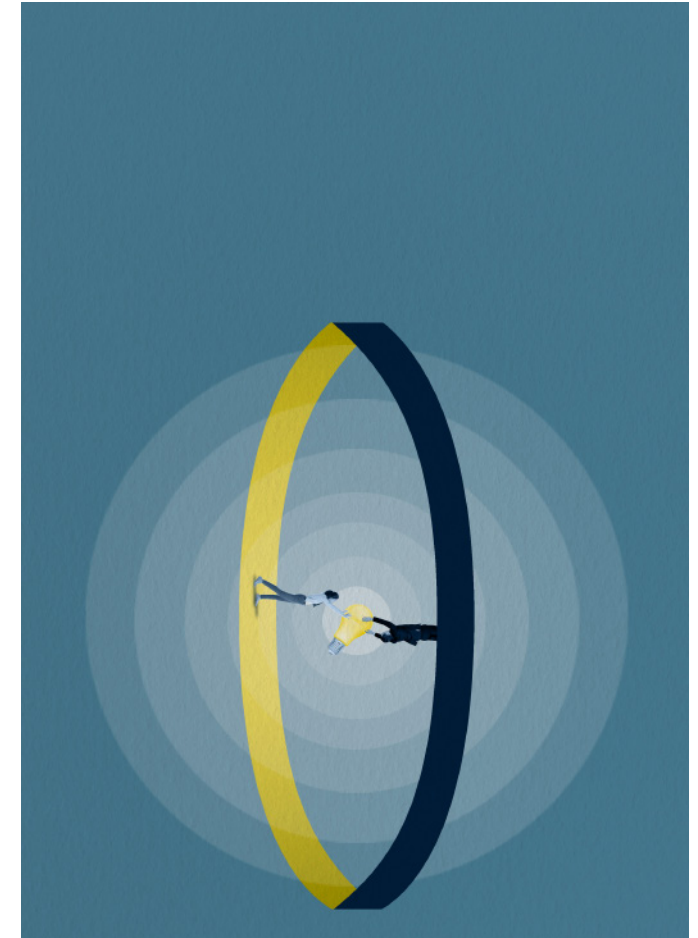
The circle can be an integral part of the object itself (1) add context (2) or suggest movement and energy (3).



1.



2.



3.



Illustrations

Circles - Multiple

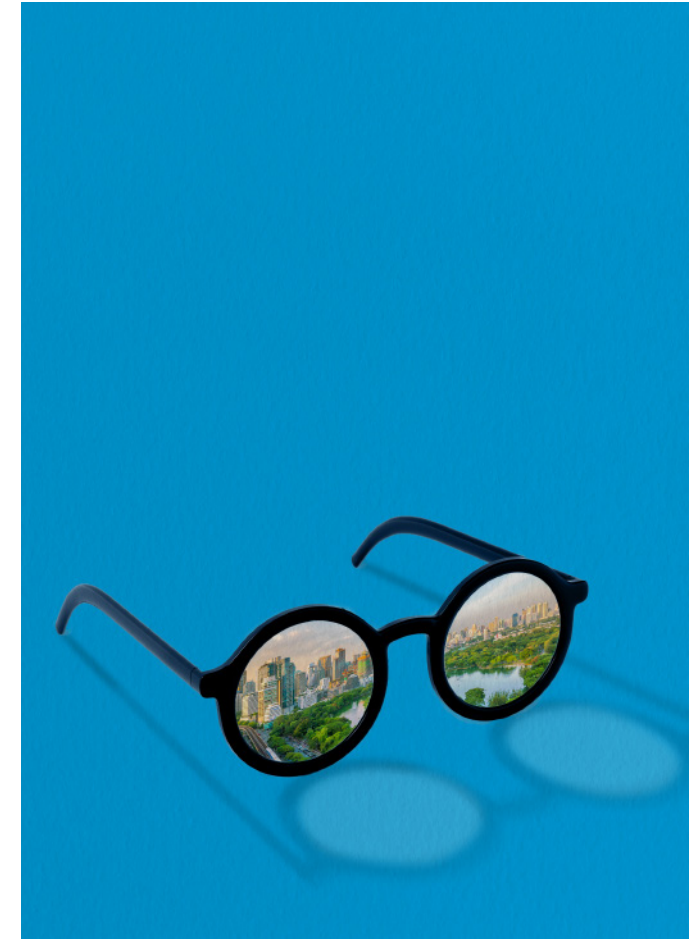
The circles conveying light (1), the suggestion of small particles (2) or a view into the future (3).



1.



2.



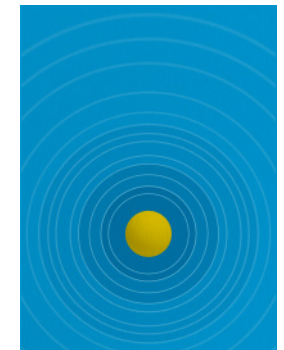
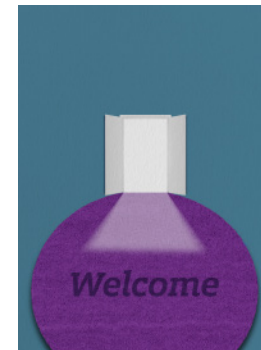
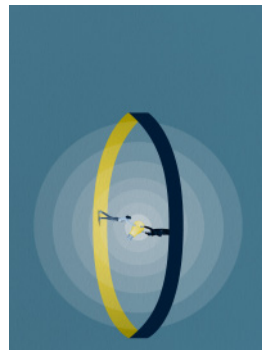
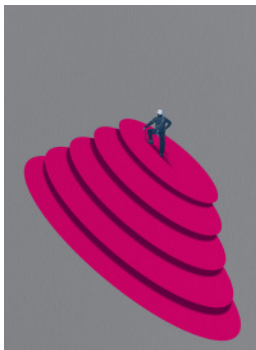
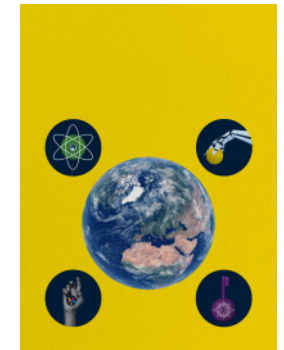
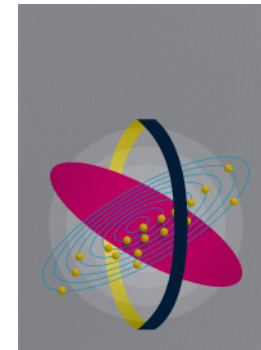
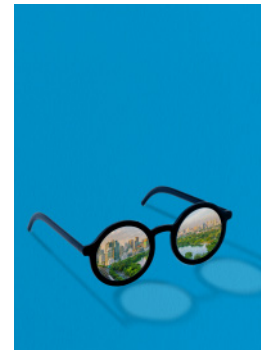
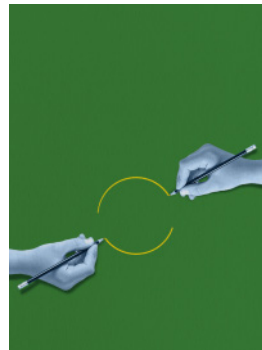
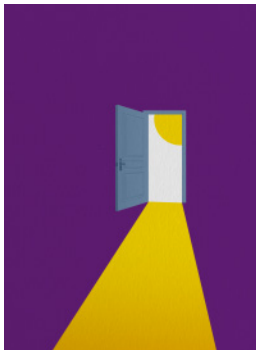
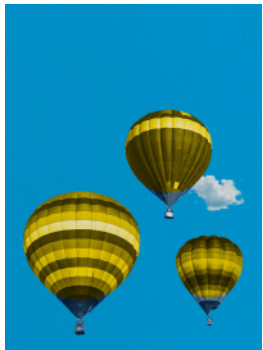
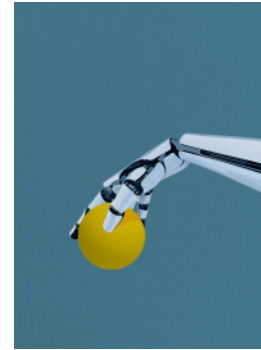
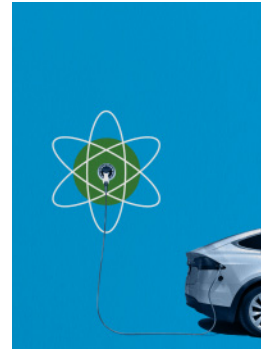
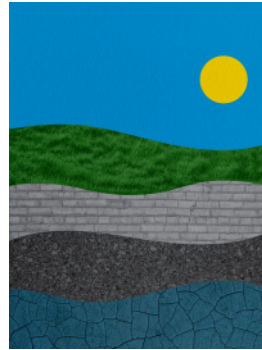
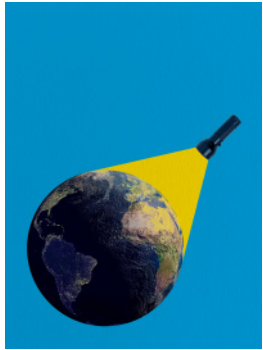
3.



Illustrations

2021 library

These show what can be done with the idea of the circle (here also shown in an ellipse form) to convey a range of concepts.



Textures

Hybrid

With more sensitive or more abstract content the introduction of texture can help convey the idea.

By colouring the texture with an NNL tone, it will help anchor the image and content.



2.2.2 Our Strategy and Plans

This is NNL, Strategic Plan 2021

Pushing further into the cosmos

“The unrivalled energy density of nuclear power sources enables a whole range of missions that would be otherwise impossible. This successful collaboration between the nuclear and space sectors has created a brand new capability for Europe, and opens the doors to a future of ambitious and exciting exploration of our solar system.”

Recycling used materials to develop a brand new capability for the European Space Agency

NNL led a pioneering team, working with the University of Leicester, which discovered that a rare element formed as used nuclear fuel decays was a viable alternative to the existing Radioisotope Power Systems (RPSs) used in space travel.

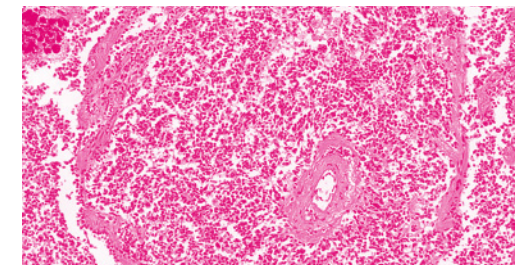
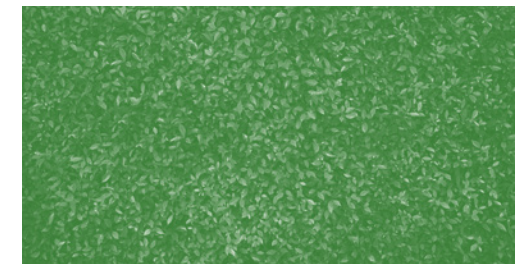
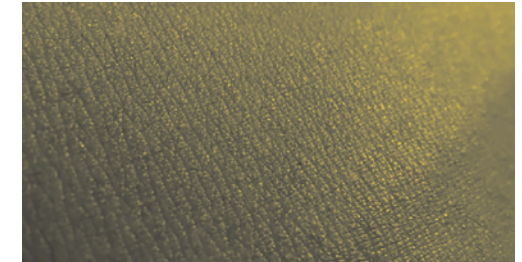
The breakthrough followed a call from the European Space Agency (ESA) to develop an alternative RPS to plutonium – specifically Plutonium-238, all of which is owned by the United States of America and Russia. This was to give the ESA the independence to control its own space missions and make space exploration more affordable by removing reliance on imported plutonium.

Nuclear fuel, through RPSs, remains the only way to power long-term, long distance missions. The new alternative developed as a result of the collaboration, Americium-241, is formed by recycling nuclear wastes. It has a half-life of around 430 years, compared to around 90 years for Plutonium-238, which means it is a lasting source of energy for longer space missions.

With NNL’s innovation providing the confidence the ESA needed, a lunar mission is planned to launch towards the end of the 2020s and the next generation of European moon landings are expected within the decade.

06

07



From top to bottom – skin, grass and microscopic view of carcinoma. So the skin and carcinoma might relate to medical applications and the grass texture links to environmental restoration.

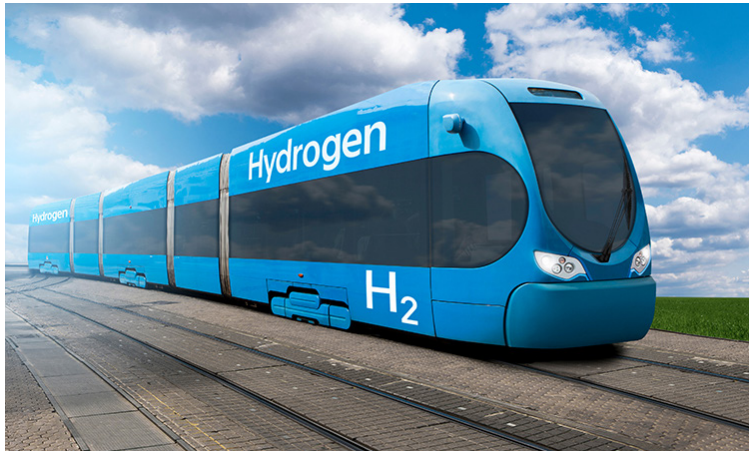


Illustrations

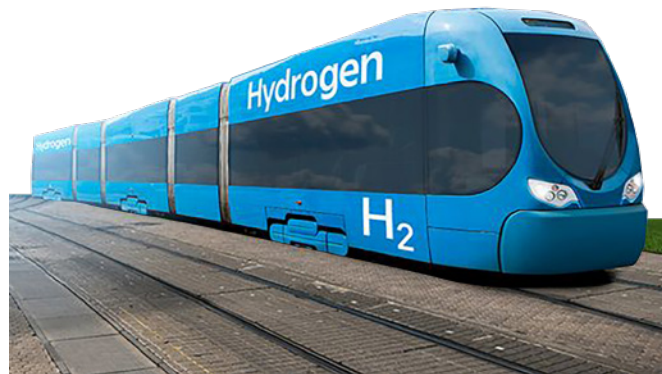
Hybrid

To expand the asset library, hybrid assets can be produced quickly when needed.

Simple cuts-outs can allow a photographic element to be brought into the page – extending the sky or ground. The circles added here help suggest movement.



Original



Cut-out



Brand colours and shapes applied



06

Photography General

If the image you're using features material of a sensitive or confidential nature, it will need to be first approved by the relevant authority. If you are in any doubt, please contact engagement@uknnl.com.

Imagery should help tell your story and earn its place on the page.

Whether the imagery is commissioned or taken from stock libraries the intelligent use of photography can help build the story of any piece of communication.

The following pages are intended as inspiration and reference to create a more 'premium' look.

These images have not been purchased and act as a visual guide only.

Photography

Framing

Use objects and the environment to frame the subject – creating a natural focus point for the image.

Focus: skilled people in their environment

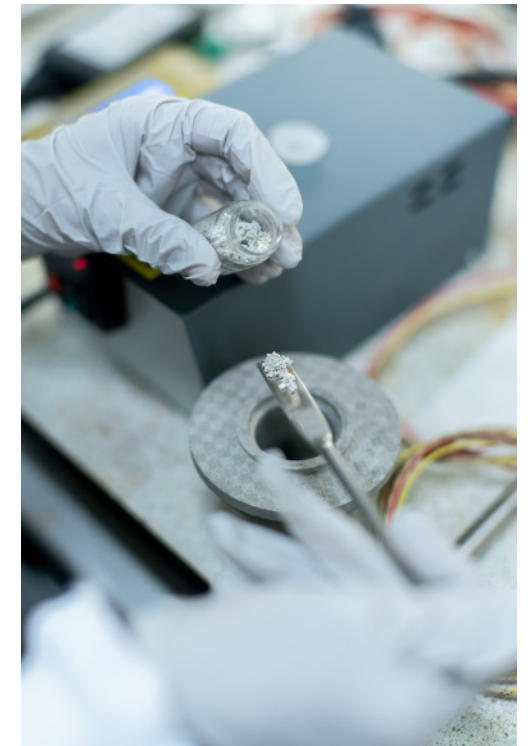


Photography

Handiwork

Show the interaction between people and the tools and technology they use for work - by using close-ups it can be 'more human' without being too specific.

Focus: active hands



Photography

Human scale

The scale of the facilities and large equipment can become meaningless. Use people to show the true scale of these large environments and objects.

Focus: large scale environments



Photography

Industrial detail

Mundane elements shown as close-ups, repeated elements or from unusual angles can bring out appealing images that can be used for a wide variety of applications.

Focus: repeated elements

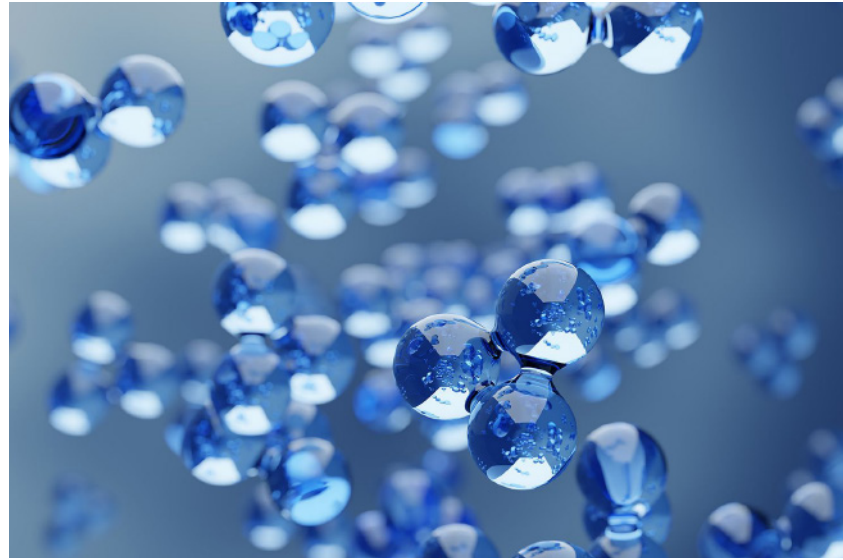
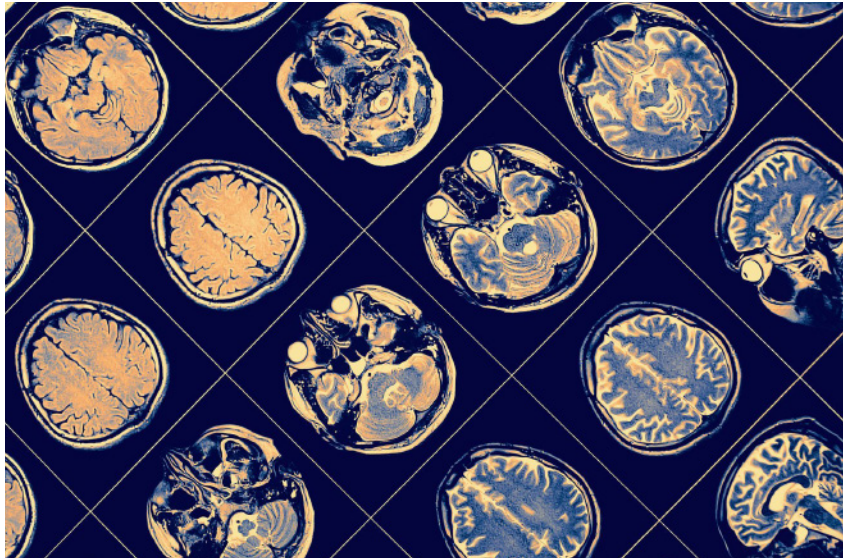


Photography

Textures

With so much of nuclear science constantly changing or challenging to show literally, using more abstract elements can help convey certain aspects of the science in a more lateral way.

Focus: eye-catching pattern



Clockwise from top left

MR image of human brain (representing radioisotopes)

—

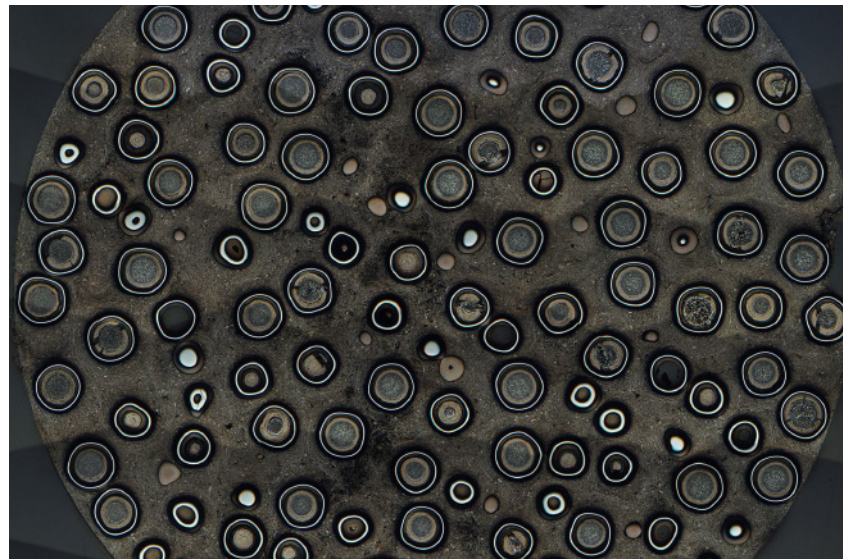
Abstract water hydrogen and oxygen glass molecules

—

Abstract dark rods (representing graphite technology)

—

Fuel compact cross section showing dozens of individual TRISO particles

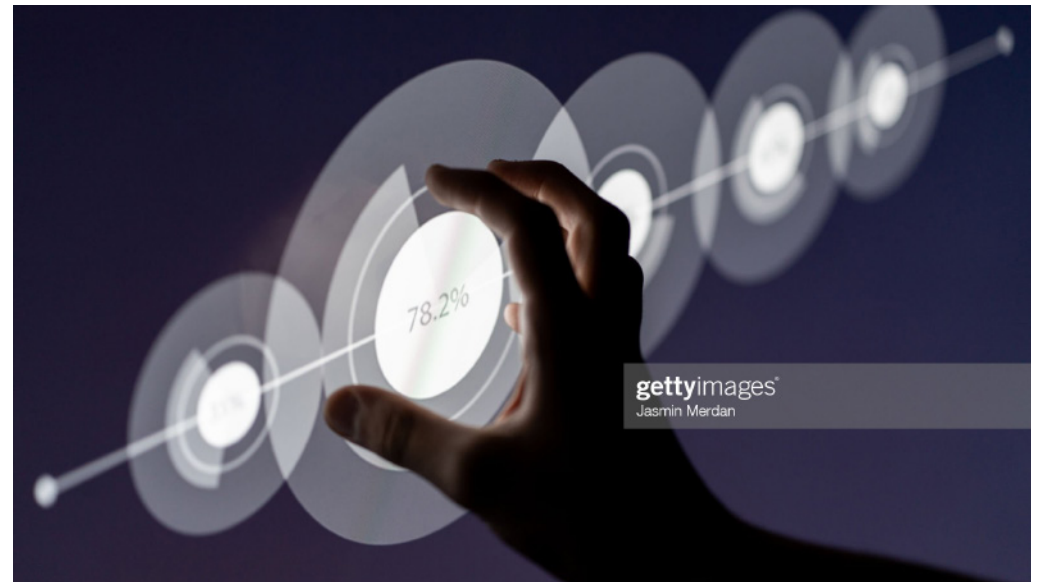


Photography

Energy

The manifestation of nuclear and other non-carbon energy sources are all part of the keeping our lights on – powering our homes, towns and cities..

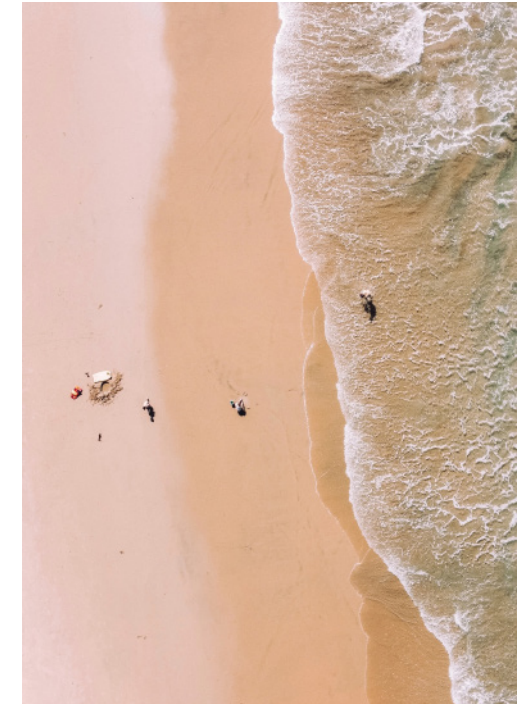
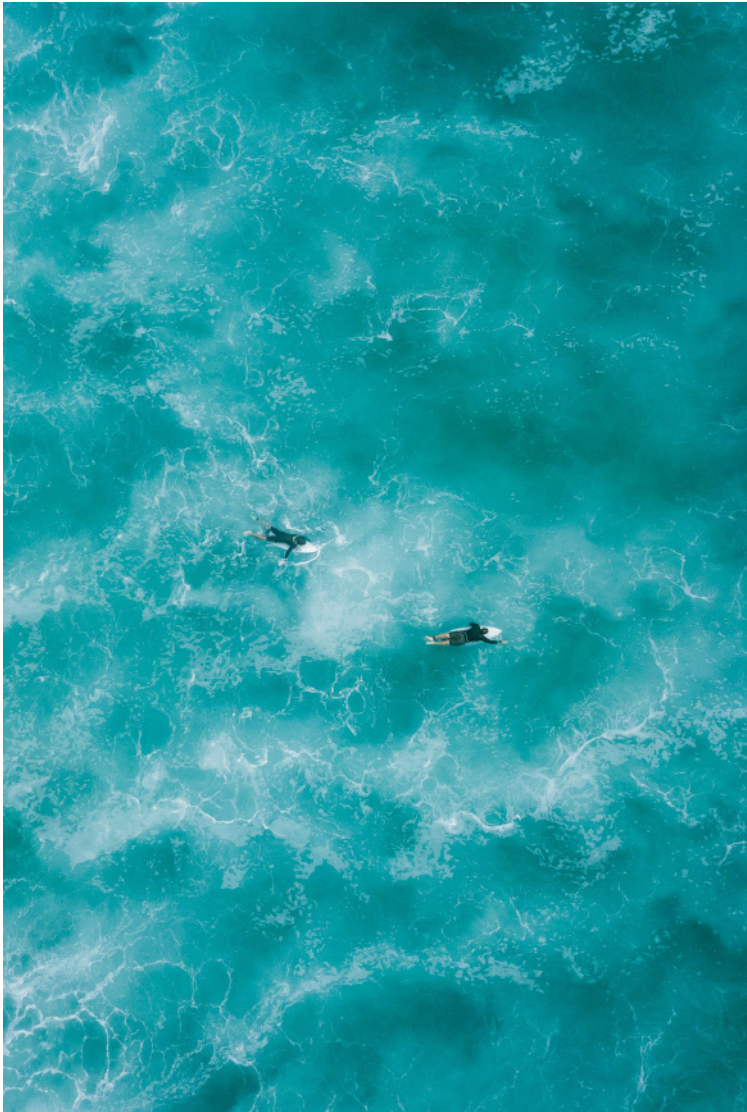
Focus: light creating interesting shapes, highlighting activity and suggesting movement.



Photography Environment

The carbon zero target is also about preserving as much of our world as we can, the beauty of our natural world that surrounds us and will support our future generations.

Focus: emphasise the scale of the landscape, and use people or human-made objects to give this extra context.



07 Photography Portraits

Where possible the subject of the portrait should be relaxed and natural, and not posed. Whether these are professionally shot or taken by the staff there is an overall approach to framing and creating a natural portrait.

These images have not been purchased and act as a visual guide only.

Portraits

Featured Profiles



For members of NNL frequently featured in the press both in internal and external publications a more bespoke treatment is required.

The portrait should show the person in the best possible light and reflect something of their personality or expertise.

With a more naturalistic approach the person can be looking away from the camera.

We recommend that if full body shots are taken, head and shoulders close-ups should also be included.

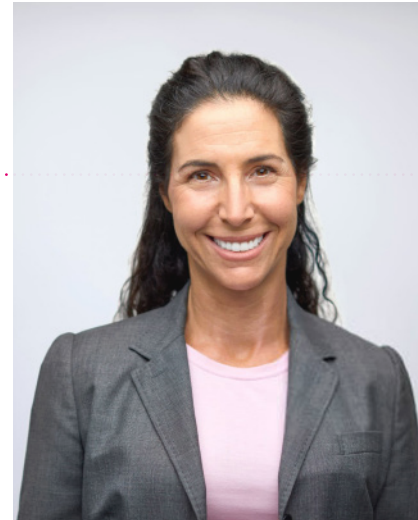


Portraits

Senior / Public-facing staff

These are examples of the type of portraiture that NNL should be aiming for. Studio portraits with plain / lightly textured backgrounds.

- Dressed in smart attire (no completely white tops on white backgrounds)
- Relaxed and looking directly at the camera
- Natural-looking and even light
- Body positioned either 3/4 or straight on
- Do not crop the shoulders



Eye level
consistent



Portraits

All Staff



There are challenges of shooting portraits from home, but with a consistent approach we should have a more cohesive library.

Set up

- Use the best quality camera you have access to (*we understand most people will be using their phones*)
- Ask someone else to photograph you *or* use a self timer with a tripod
- Camera set up around near your head height
- Find a plain background – ideally light coloured
- Find a light room with balanced natural light – so no strong lighting from overhead or from the side
- Dress in smart attire

Posing

- Body positioned either 3/4 or straight on
- Look directly at camera
- Take at least 20 pictures
- Smiling with or without teeth is optional, whatever you feel comfortable with!



Hybrid

Small quote portraits



Showing ownership of the article or quote

To give the appearance of evenness across different portrait styles and lighting conditions, all submitted portraits are treated in the same way.

Steps:

- The portrait is masked in Photoshop – knocking out any background
- The masked portrait has a colour layer 'New Night Blue' applied
- The appropriate colour background added from the NNL Editorial colour palette (P24)

“I was an environmentalist before I was a nuclear physicist so mitigating climate change is something that really drives me. My problem-solving tendency is what led me to study physics and through that I realised the energy density of nuclear offered the best solution to climate change. My hope is therefore that NNL’s work will help make the world more sustainable and further our progress in solving our world’s largest environmental challenge.”

Henry Preston

Scientist in Fuels, Reactors and Reprocessing Business Area



**Example in context from NNL’s
Strategic Report 2021**



08

Motion and Film

The same considerations apply as with the still imagery – intelligent use of imagery to help tell the story.

Ideally a storyboard of the film or animation will be signed off before any motion graphics or filming take place.

We have examples of completed projects which will provide a good reference, but these are part of a developing language of how NNL presents itself in motion.

Motion and film

Talking heads



A simple circular frame, consistently to introduce the speaker fades in then out after a few seconds.



If possible a background tone from the NNL Colour Palette can help soften the background.



The background can contain graphics that support the speaker's dialogue.

These are examples of the type of portraiture that NNL should be aiming for. Studio portraits with plain / lightly textured backgrounds.

- Dressed in smart attire (ideally, no completely white tops on white backgrounds)
- Relaxed and looking directly at the camera
- Natural-looking and even light
- Body positioned either 3/4 or straight on

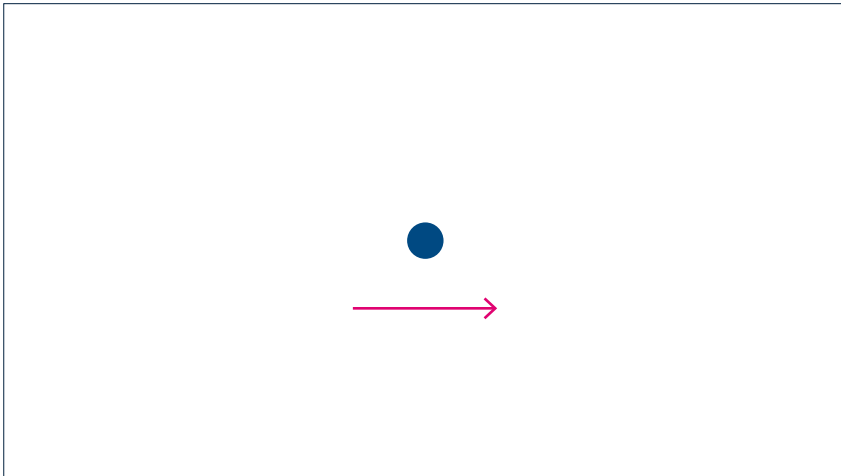
Motion and film

NNL logo

The logo 'grows' out of the central dot of the logo, gently moving across the screen over approximately 2 seconds.

This could work on with the white logo on a dark background.

Reference 'We are NNL' film.



The central NNL dot appears and moves slowly right



The other dots emerge expanding outwards, the text reveals



The other dots emerge expanding outwards, the text reveals



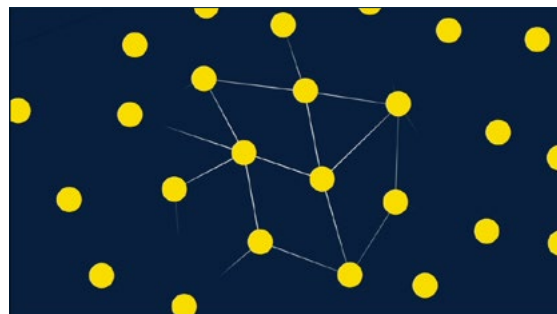
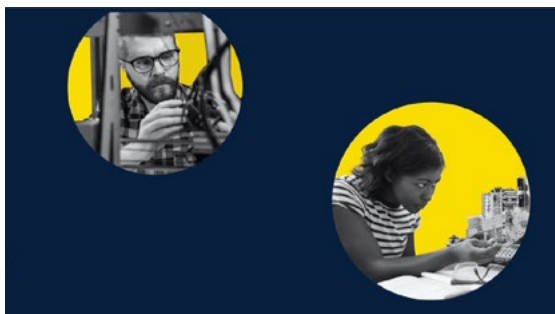
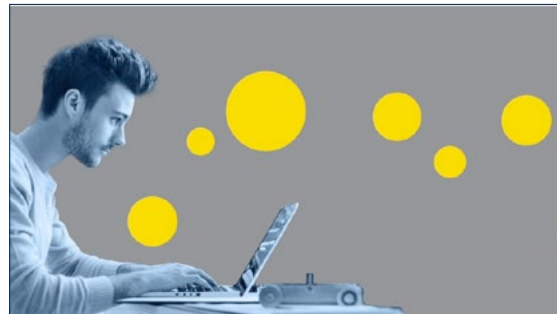
The other dots emerge expanding outwards, the text reveals



Key example

NNUF Hot Robotics film

Working with existing interviews and test facility footage, these were enhanced with a mixture of information graphics and 'hybrid illustrations' to break up the talking heads screen time.



Key example

We are NNL

A mixture of fantastical 'collage-style' stock imagery, circular elements and strong presence of brand colours and typography – guided through by a confident and friendly voiceover local to the area.



09

Information graphics

Information graphics

Icons



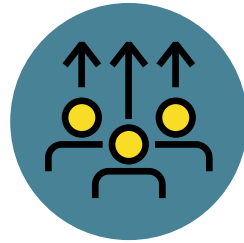
Course Catalogue



Development Opportunities



E-Learning



Leadership Development



Training & Education Concessions

Clean, clear and simple.

Iconography is a unified visual language that can be understood by people from different locations and cultures.

They let people overcome a language barrier and navigate comfortably in conditions when the time is very limited. The same principles apply to iconography systems for digital products.

Depending on context the circle may frame the pictogram or be free floating. The 'highlight circle' draws attention to a particular area – reflecting the illustration style.

Our brand colours can be applied to link the icons to a particular area of business to reinforce the visual connections, therefore strengthening the NNL brand.

Icons can be downloaded and adapted from: www.nounproject.com



Information graphics

Infographics – big numbers

Let the numbers speak for themselves

This is just one example of how bringing out the Vista Slab numerals can pull out the key information.



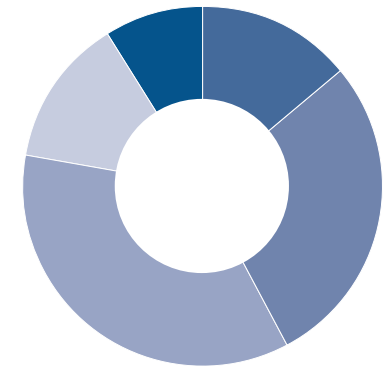
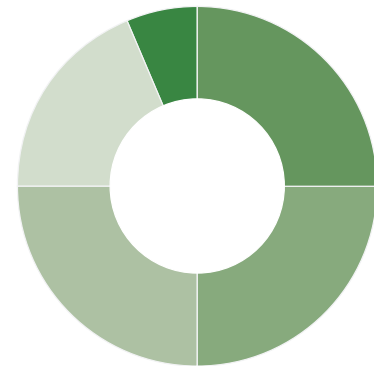
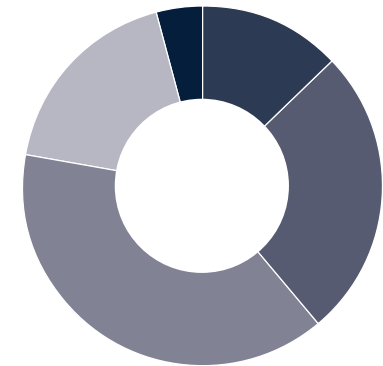
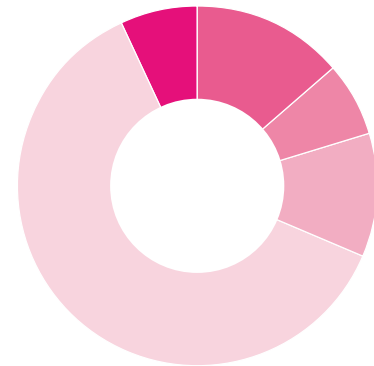
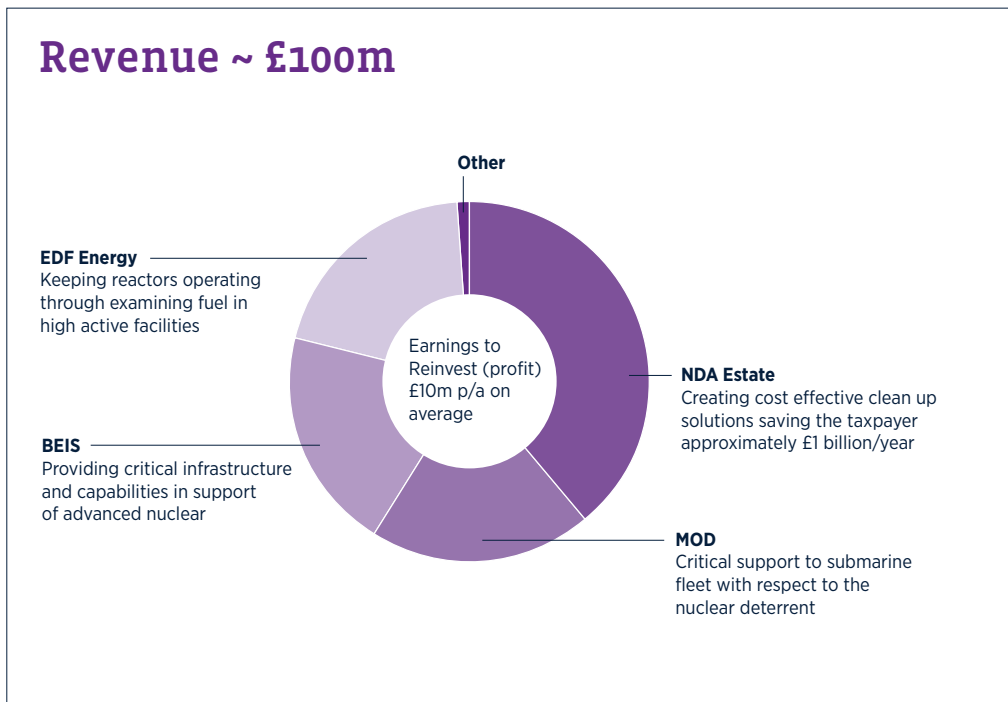
Information graphics

Infographics – charts

Boiling down complex information.

Charts can help convey a process or show complex information.

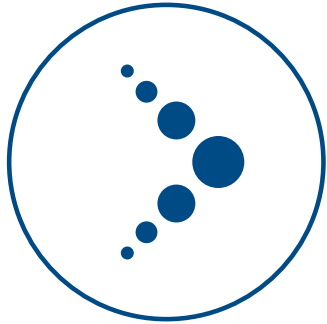
- Keep as simple as possible
- Use one colour, different tones



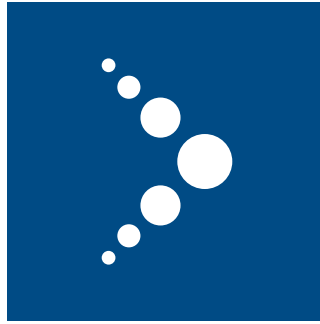
10

Social Media

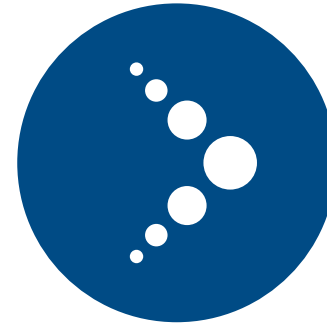
Social media Icons



Twitter



LinkedIn



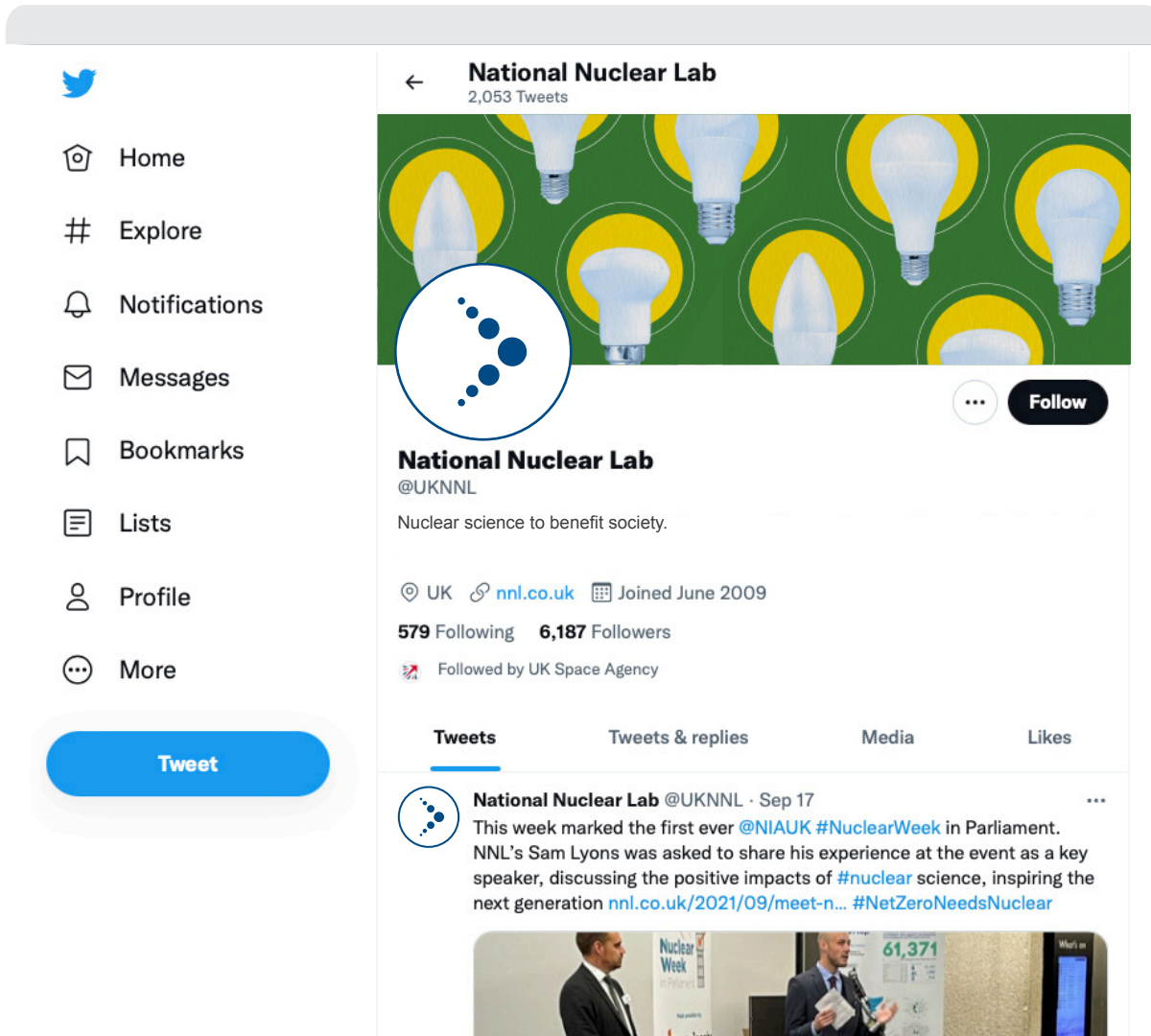
Instagram



Social media

Twitter banners

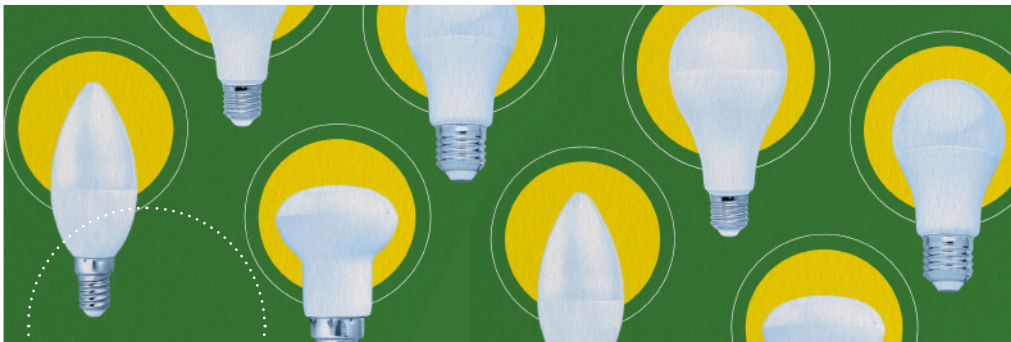
The banners will be regularly updated to reflect current events or topics relevant to NNL.



Social media

Twitter banners – building a library

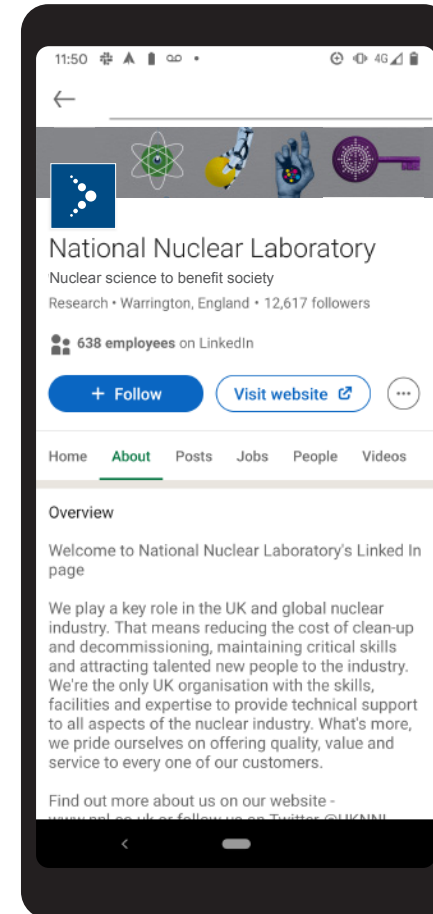
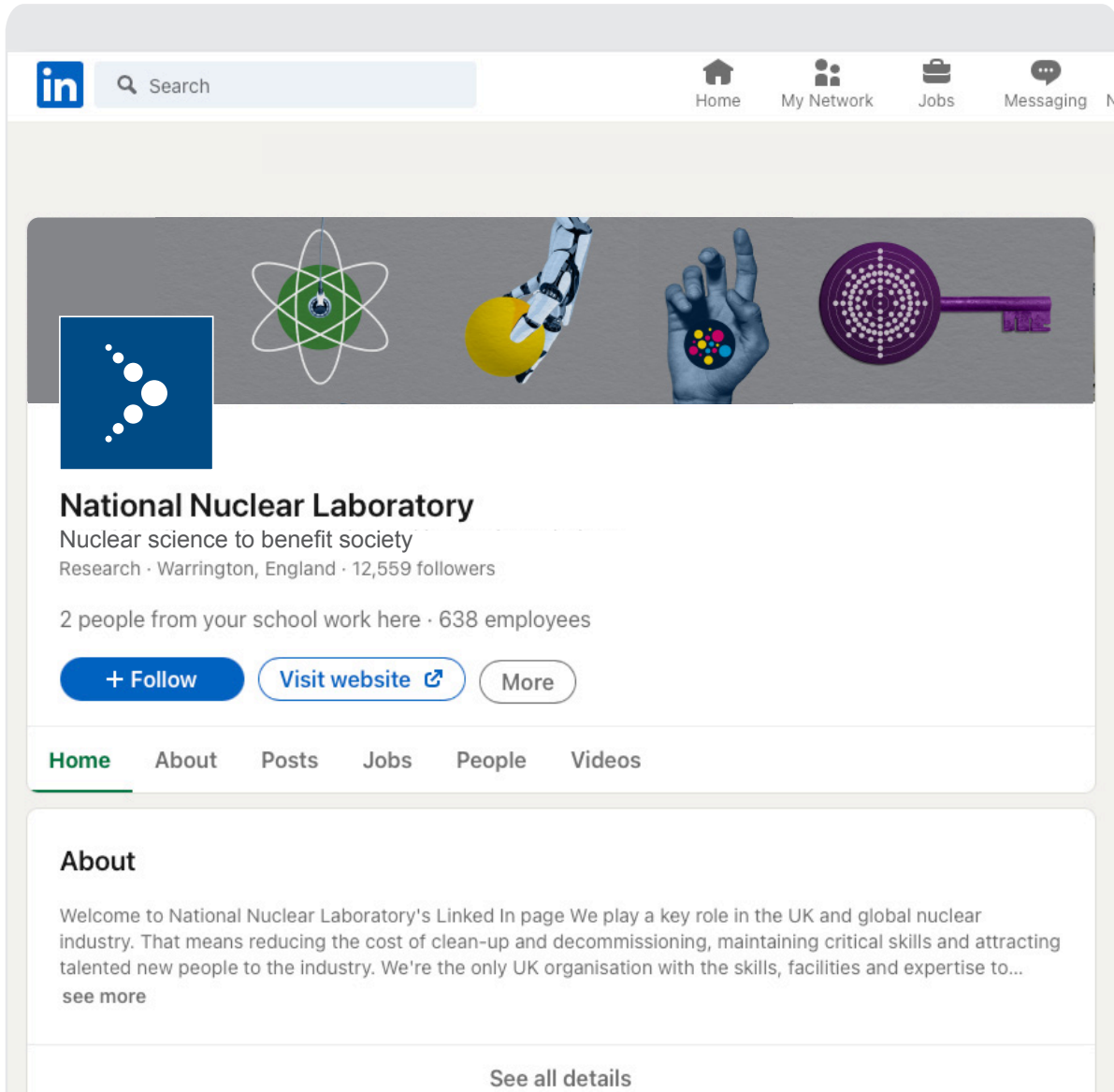
The banners can be wallpaper style or carry a clear message – always consider the position of the NNL icon – so text is not obscured.



Social media

LinkedIn

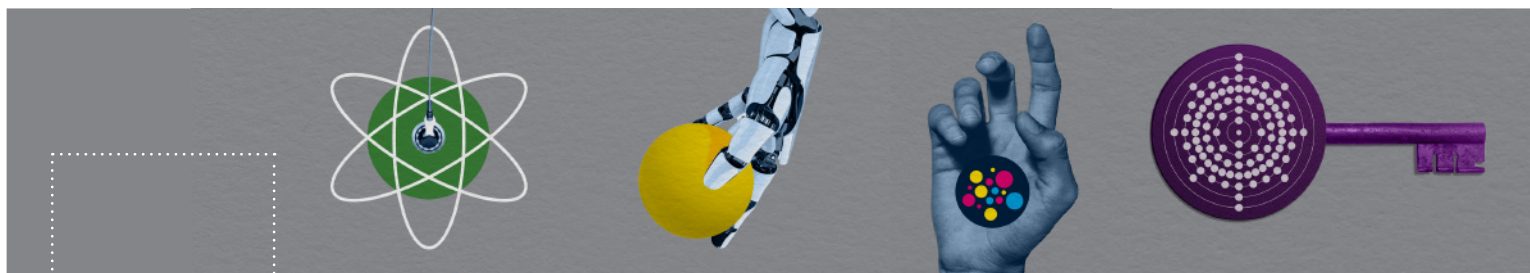
The banners will be regularly updated to reflect current events or topics relevant to NNL.



Social media

LinkedIn

The banners can be wallpaper style or carry a clear message – always consider the position of the NNL icon – so text is not obscured.



Social media

Instagram

The screenshot shows the Instagram profile for the National Nuclear Laboratory (@uknnl). The browser address bar displays the URL <https://www.instagram.com/uknnl/>. The profile features a blue circular logo with white dots of varying sizes. The bio reads: "National Nuclear Laboratory" and "Nuclear science to benefit society", with the website www.nnl.co.uk listed below. The account has 29 posts, 571 followers, and is following 52 accounts. The main content area shows a grid of six posts. The first post is a green graphic with the text: "We are building on the world-class solutions and successes we have already delivered to create a new agenda with *four Focus Areas*." The second post is a blue graphic featuring a stylized atomic symbol with a car's charging cable plugged into it. The third post shows a robotic hand holding a yellow sphere. The fourth post is a dark blue image of a hand holding a circular logo with colorful dots. The fifth post is a purple graphic of a key with a circular head containing a grid of dots. The sixth post is a dark blue graphic with a quote: "By providing clean, affordable and reliable energy, nuclear new build projects and our advanced technologies will make a fundamentally important contribution to our future energy mix." attributed to Dr Fiona Rayment, Chief Science and Technology Officer, accompanied by her portrait.



11

Applications

Foleon Report

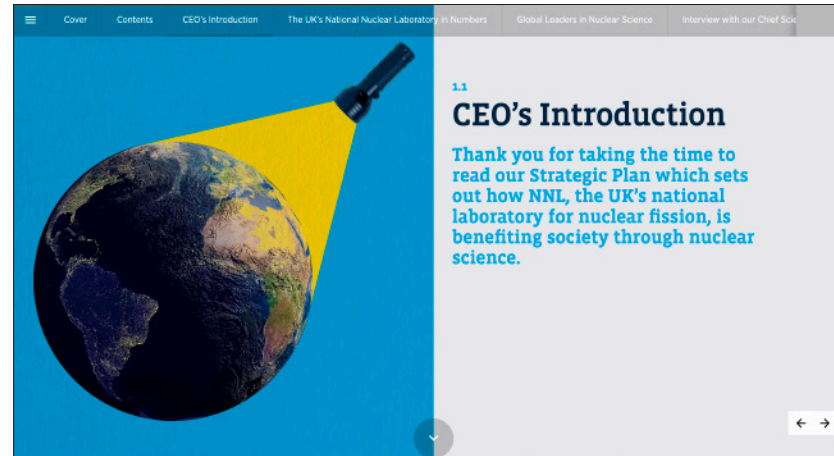
Strategic Plan 2021

Using **Vista Slab Medium** for titling and opening paragraphs really helps define an opening sections.

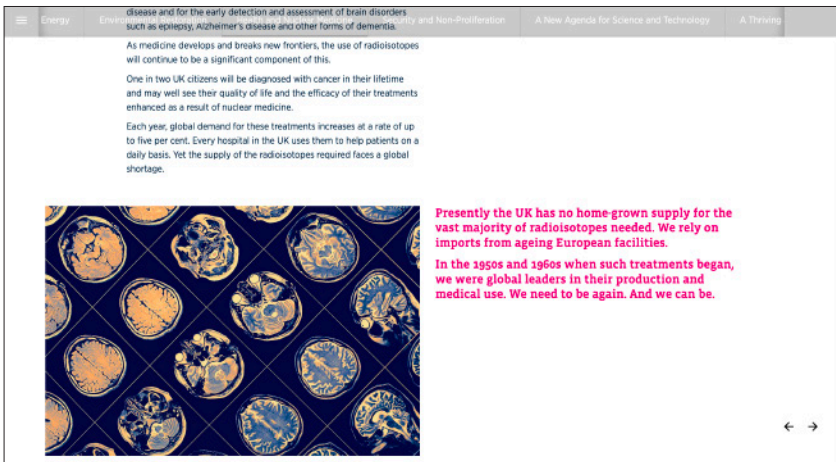
The colour of pull out quotes and portraits are directly influenced by the illustration.



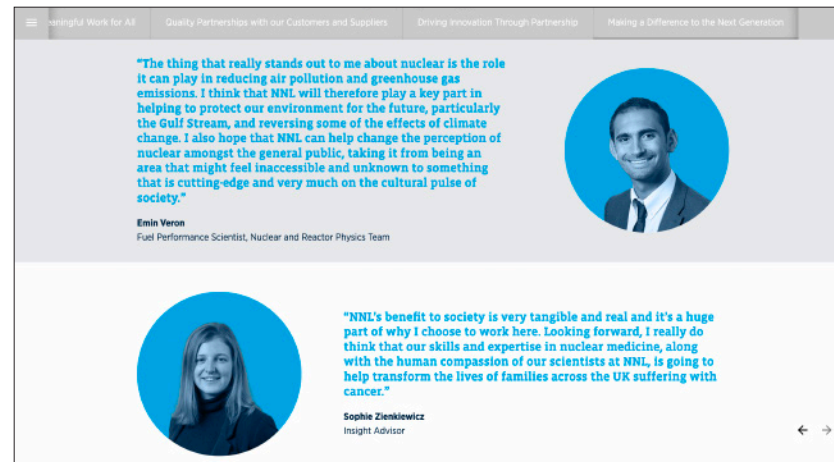
Cover



Section opener



Typical spread



Talking heads page



PowerPoint presentation

We Are NNL

Nuclear science to benefit society
December 2021

At the National Nuclear Laboratory, we are promoting UK skills and interests whilst tackling global challenges - and helping reposition the UK as global leader in nuclear technology.

We are addressing issues of critical national importance and supporting regional growth.

Four Focus Areas

- Clean Energy
- Environmental Restoration
- Health and Nuclear Medicine
- Security and Non-Proliferation

Clean Energy

Securing the UK's place as a global leader in clean energy now and for the future, by developing and deploying advanced nuclear technologies.

Environmental Restoration

Driving a step change in the way legacy and future wastes are processed by applying innovative science and breakthrough technologies.

Health and Nuclear Medicine

Benefitting healthcare by advancing nuclear medicine in medical research and the treatment and diagnosis of conditions.

Security and Non-Proliferation

Facilitating the global deployment of vital nuclear technologies by protecting nuclear materials, sites and technology.

And here is how we are doing it ...

World-leading facilities

£1.5bn the value of the nuclear facilities we manage

- Harwell Laboratory
- Winfrith Laboratory
- Windscale
- Warrington
- Wentworth
- Wolstanton
- Wylfa
- Wylfa Newydd
- Wylfa Valley
- Wylfa Newydd

Opportunity and prosperity to benefit the North West

- 600 jobs in Cumbria
- 300 jobs in Cheshire
- 130 jobs in Lancashire
- 180 high skilled jobs for the North West created 2010-2022
- £133 million per year added to the local economy
- 1,740 jobs supported in our supply chain directly and indirectly
- 200% increased intake of apprentices and graduates between 2020 and 2022

Government owned, Operationally independent.

We have close and established relationships with our customers including:

- BEIS
- Sellafield Ltd
- EDF
- Rolls Royce
- Nuclear Decommissioning Authority
- MoD

"Our most important asset is our people"

- 1,000+ people employed
- 10,000 combined years of nuclear science expertise
- 400 scientists
- 150 PhDs
- 100 PhDs sponsored across UK Universities

Our values and behaviours align to our actions and act as our compass to guide our future.

Our Sustainable Ambitions

1. Environmental - we will achieve Net Zero by 2030
2. Social - we will maximise the value we create for our people and communities
3. Economic - we will double the value to our stakeholders by 2030

Science and technology is, and always has been, the beating heart of NNL.

Core Science, Strategic Research, Innovation, Collaboration

Alongside our customers and partners in government, academia and the supply chain, we are working to build a **new nuclear future** for the UK and for our planet.

Nuclear science to benefit society
December 2021

PowerPoint presentation Template

Overview of example slides.
The new PowerPoint template uses the secondary fonts and has some alternative options on the master pages.

For more custom requirements contact the Communications Team engagement@uknnl.com

Financial and Logistics Report
Year ended 31 March 2022

12. Overview
Characterisation Needs

Title with blank page

Full width text slide with text styles

Level one
Level two
• Level three
Level four
Level five.
• Level six
• Level seven
Level eight

To go down a level select the text + tab.
To go back up a level, select text, hold shift + tab

Title with two text columns

Level one
Level two
• Level three
Level four
Level five.
• Level six
• Level seven
Level eight

To go down a level select the text + tab.
To go back up a level, select text, hold shift + tab

Level one
Level two
• Level three
Level four
Level five.
• Level six
• Level seven
Level eight

To go down a level select the text + tab.
To go back up a level, select text, hold shift + tab

Title with shaded background

Charts
Edit the charts below or Insert > Charts > Templates >>NNL Chart 1 or 2

Chart Title

Chart Title

Charts
Edit the chart below or Insert > Charts > Templates >>NNL Chart 3

Chart Title

Flow chart

```

    graph LR
      A[FISPIN  
(Spent Fuel Inventory)] --> B[Reprocessing Flowsheet]
      B --> C[Supporting Facilities  
(eg Waste Treatment)]
      B --> D[Sizing and Costing Models]
      C --> D
  
```

Table

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Row 1	48	66	75	45	66	34
Row 2	35	75	89	58	48	66
Row 3	66	34	55	35	35	75
Row 4	55	70	84	52	55	35
Row 5	48	66	75	45	66	34
Row 6	35	75	89	58	48	66
Row 7	66	34	55	35	35	75
Row 8	55	70	84	52	55	35
Row 9	48	66	75	45	66	34
Total Row	456	536	681	425	474	454

Thank you

National Nuclear Laboratory
5th Floor, Chadwick House
Warrington Road, Birchwood Park
Warrington WA3 6AE
T: +44 (0) 1925 933 744
E: customer@uknnl.com
www.nnl.co.uk



Recruitment

Campaign example

Where your knowledge can change the world

Where your plans unlock potential

Where your skills make great things happen

Where your solutions solve global problems

Where your ideas can change the industry

Where reactor innovation creates cleaner energy

Where your work helps future generations

Where you'll do great work with a purpose

Where your knowledge solves industry problems

Where your skills make projects happen

Where your knowledge fuels the nation

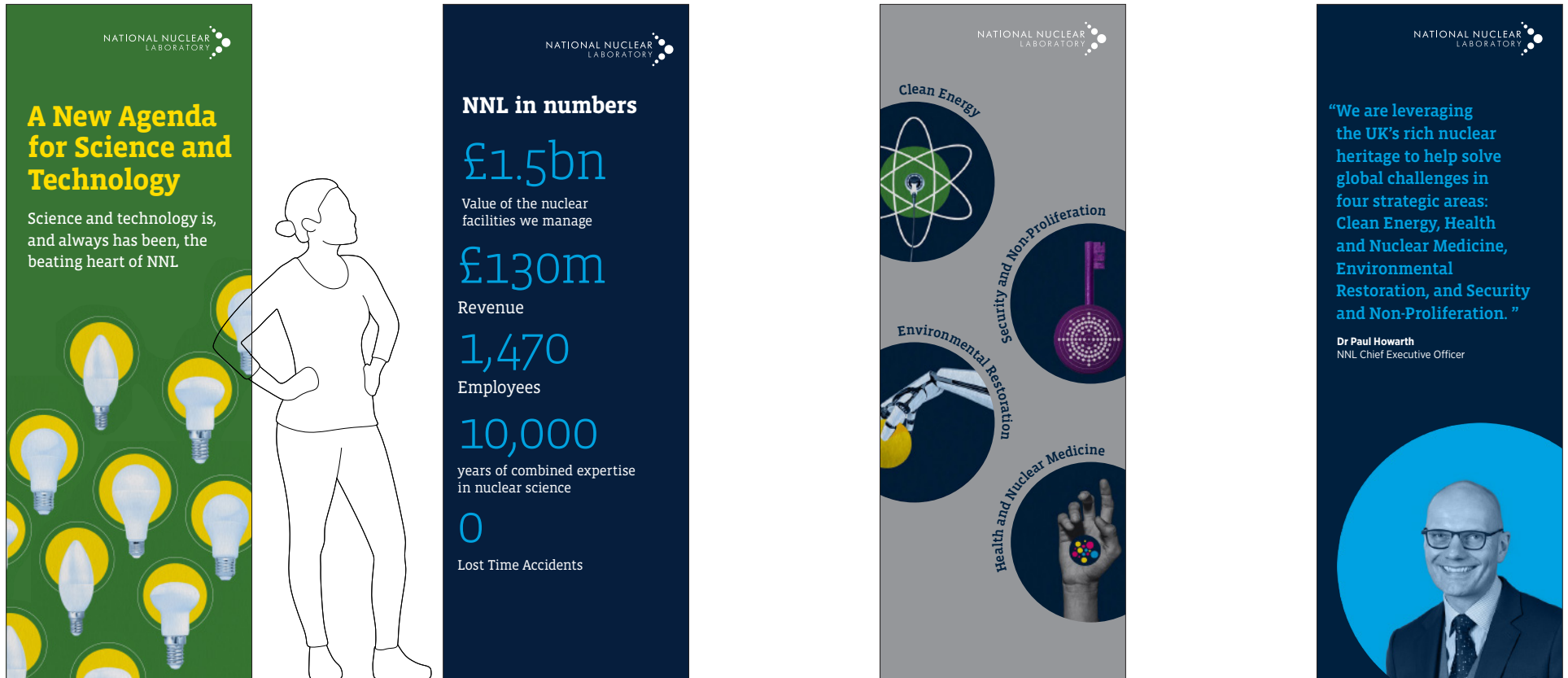


Events

Pop-up banners

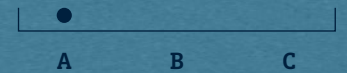
Each banner can be displayed as a standalone or as a group. *These are example applications only.*

Dimensions: 800 x 2200mm



Events

Promotional tote bag



12

Sub-brands

SCITEC

Sub-brands

SCITEC – before and after



Current logo

- Incorporates brand 'wave'
- Gradient Light Green – Yellow
- Gotham Bold / Light



Revised logo

- Updated typography to Gotham Narrow / Vista Slab
- Reduced number of colours
- Maintained gradient as a transition – but recommend phasing out for future applications

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