Brand Guidelines

Undaunted

Introduction

Welcome to our brand guidelines.

This document has been created to help those creating designs and applications for Undaunted. Following these examples will help you create on-brand communications that are considered, engaging and consistent.

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Undaunted 🌐

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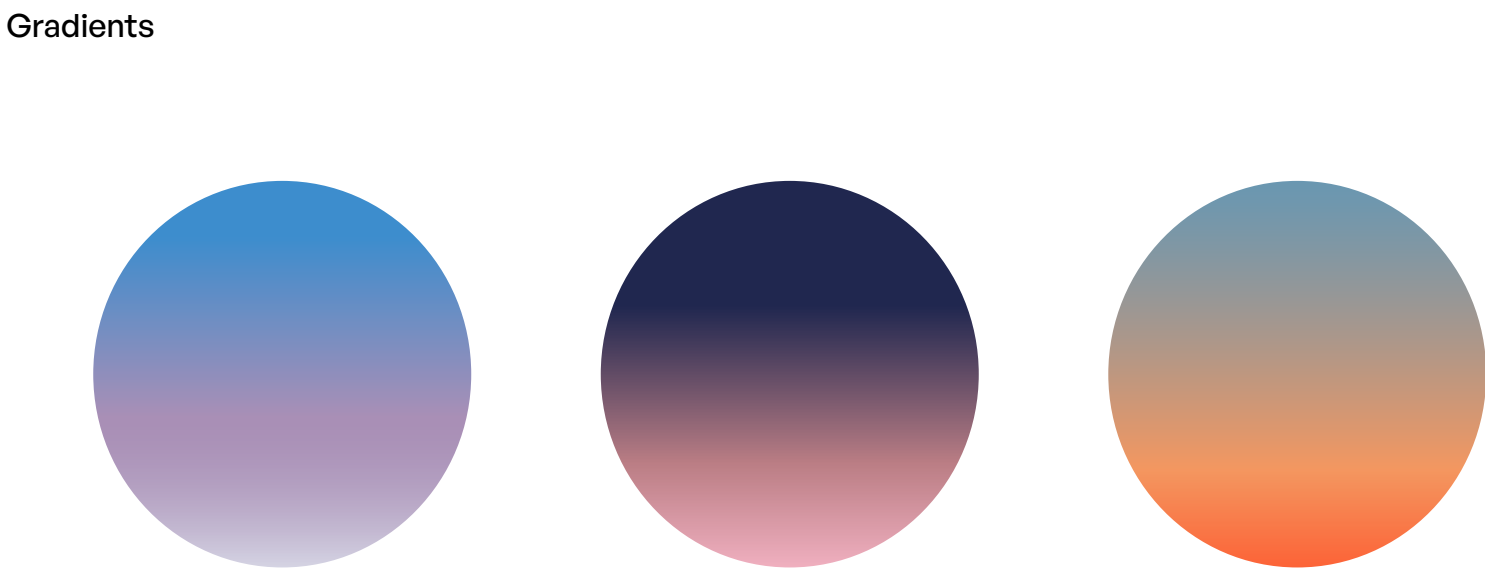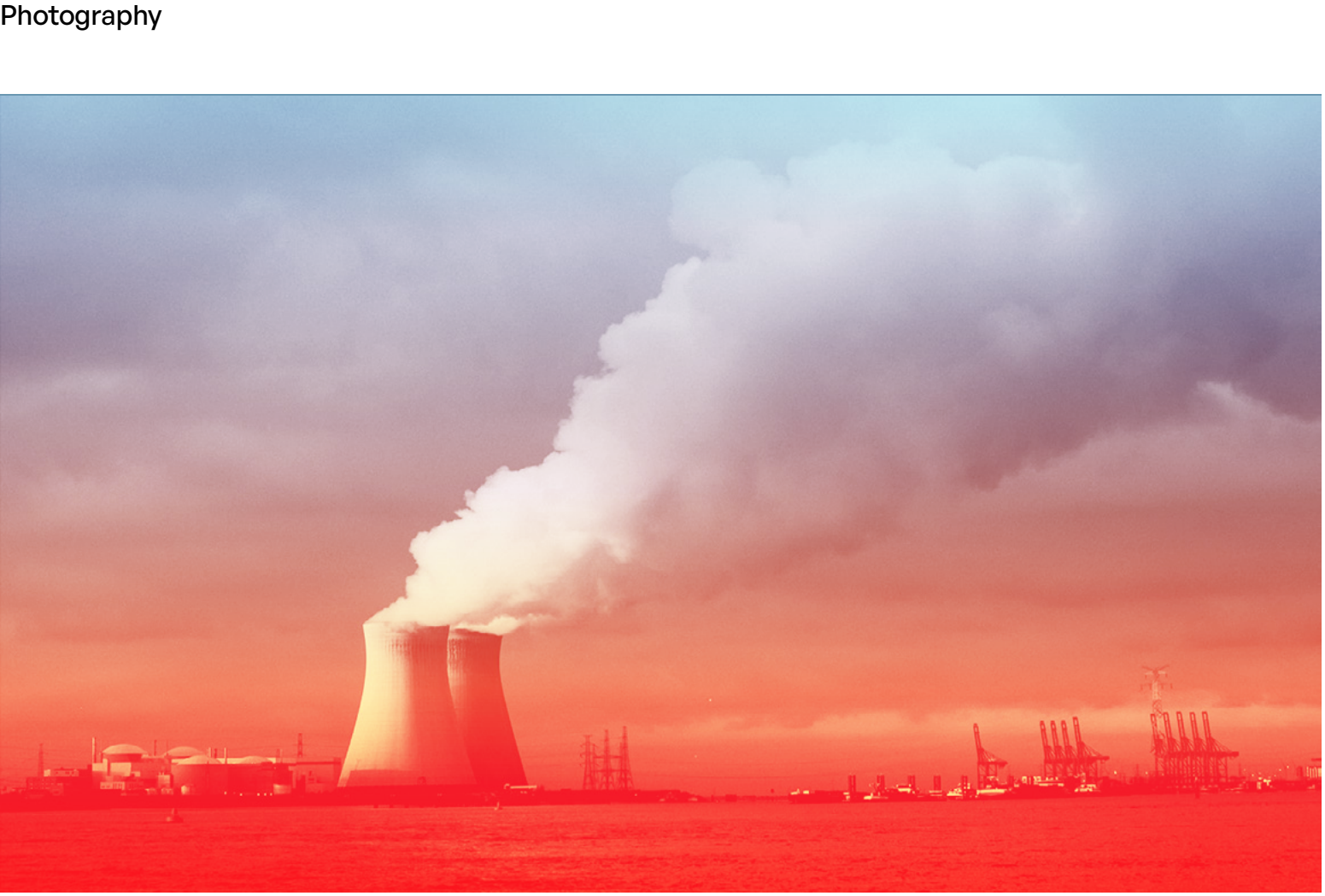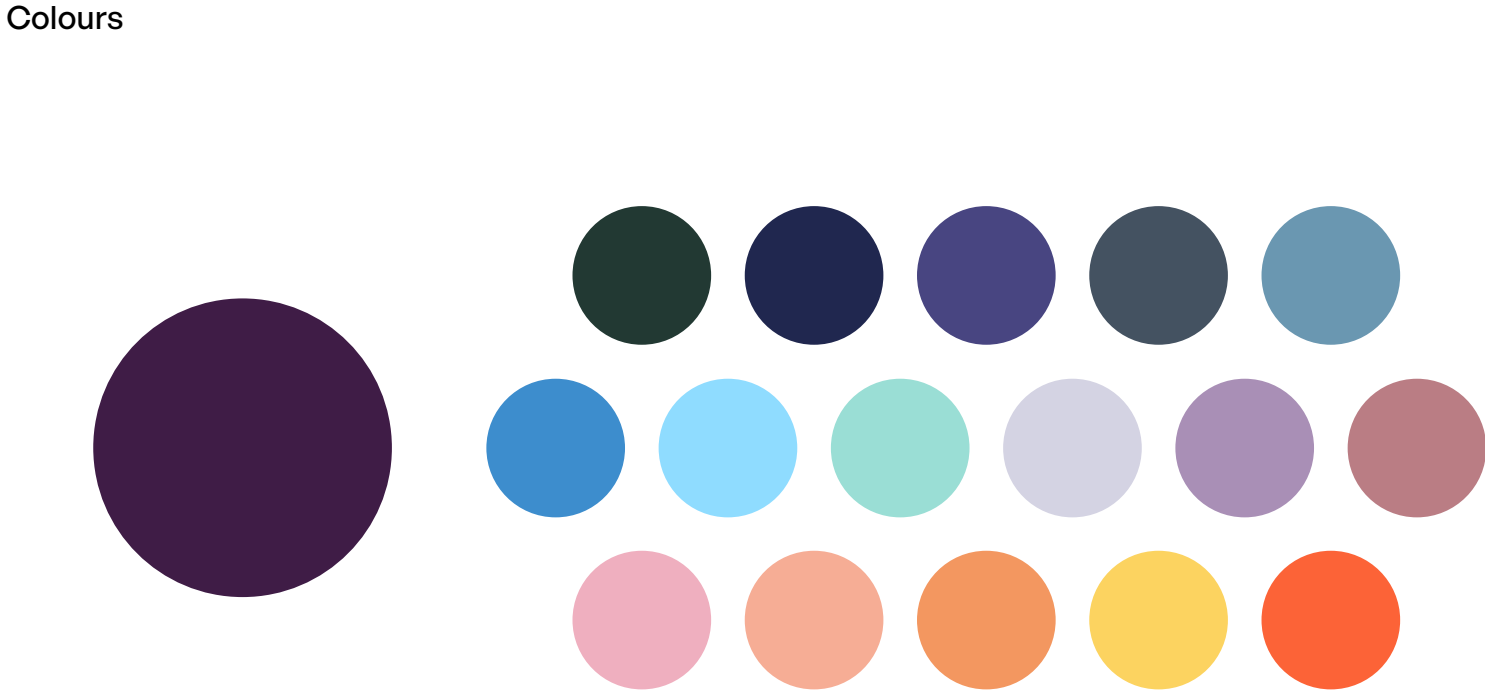
Logos

Greener Globe

The idea behind our symbol is a twist on the universal symbol for the globe.

Within the globe, we see a leaf or tree growing, sprouting from the base upwards and outwards. Its segments are defined by the longitude and latitude lines of the globe and hints at encompassing the sum of parts needed to combat climate change.

The subtlety of this execution is crucial to the success of the mark while nodding to a greener globe. We see the leaf and the globe simultaneously, the globe growing out of the stem and vice-versa.

Construction of symbol
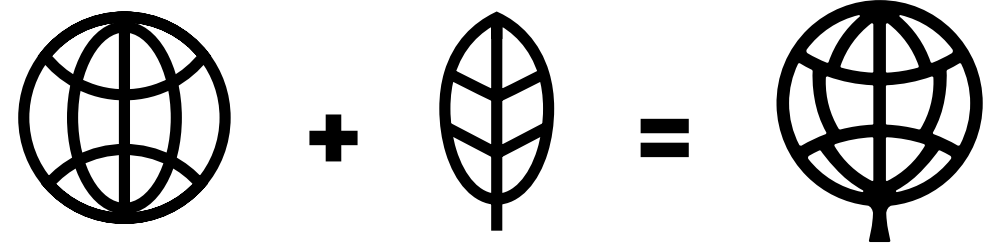
Our logo

Our logo is composed of our symbol
and logotype. The core logo is shown here.
This is the version we most commonly use.

Undaunted

Logo variations

Tall logo

Use this lockup for vertical or square applications such as posters, banners or social media posts.

Symbol

We use our symbol as part of our graphic toolkit. Please ensure that it is only used when the wording 'Undaunted' is written prominently nearby.

Tall logo
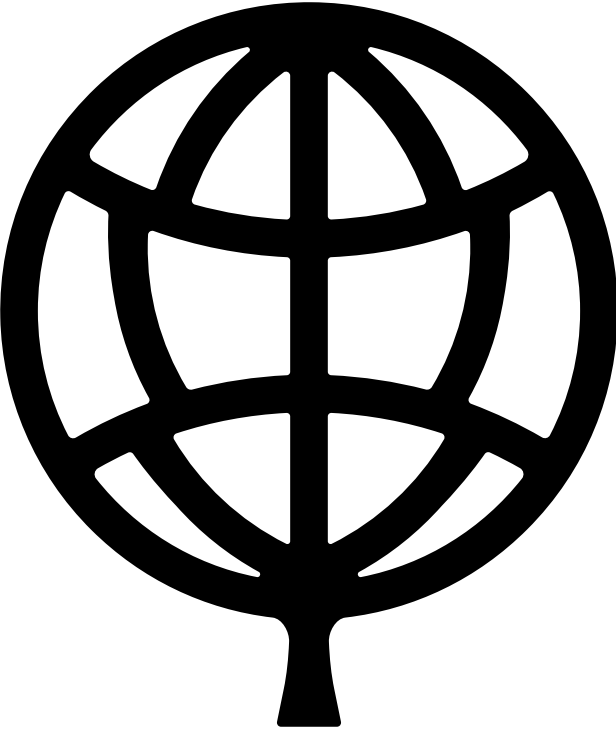
Undaunted

Symbol
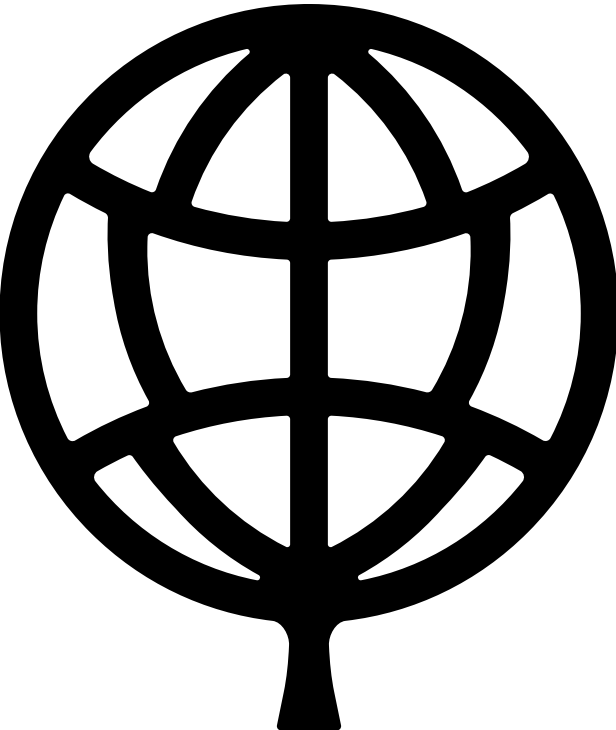
Logo colour variations

Which logo to use

Our logos and symbol can be used in 3 colourways. When choosing which colour to use, ensure both the logotype and symbol are fully legible.

1 Twilight

This is our core colour to be used in most instances. For use on light, mid-coloured, or white backgrounds.

2 White

For use on dark-coloured or black backgrounds, or when colour printing is not available.

3 Black

To be used on light-coloured or white backgrounds when colour printing is not available.

1

Undaunted

Undaunted

2

Undaunted

Undaunted

3
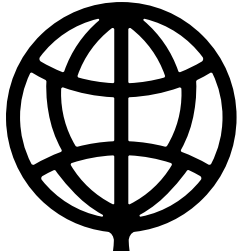
Undaunted

Undaunted

Clear space

Ensure there is adequate space between the logo and surrounding elements.

For the wide logo, the clear space around it should always be greater than or equal to the size of the greener globe symbol.

For the tall logo, the clear space around it should always be greater than or equal to the half of the greener globe symbol.

Core logo

Undaunted

Tall logo

Undaunted

Small use

The Undaunted logo must perform well at all sizes. Use the guidelines here for proper implementation of the logos to ensure legibility at small sizes.

Screen
The width is no smaller than:-
Core logo: 140 pixels
Tall logo: 55 pixels
Symbol: 18 pixels

Print
The width is no smaller than:-
Core logo: 45 mm
Tall logo: 15 mm
Symbol: 6 mm

Core logo

Undaunted

140 pixels | 45 mm

Tall logo

Undaunted

55 pixels | 15 mm

Symbol

18 pixels | 6 mm

Core logo size

To ensure our logo is recognisable and as bold as possible it must be greater than or equal to 1/2 or 1/3 of the width of a portrait layout, and 1/4 of a landscape layout.

A5

Undaunted 🌐

1/2 of the width

A4

Undaunted 🌐

1/3 of the width

A3

Undaunted 🌐

1/3 of the width

Mobile

Undaunted 🌐

1/2 of the width

Large Poster

Undaunted 🌐

1/3 of the width
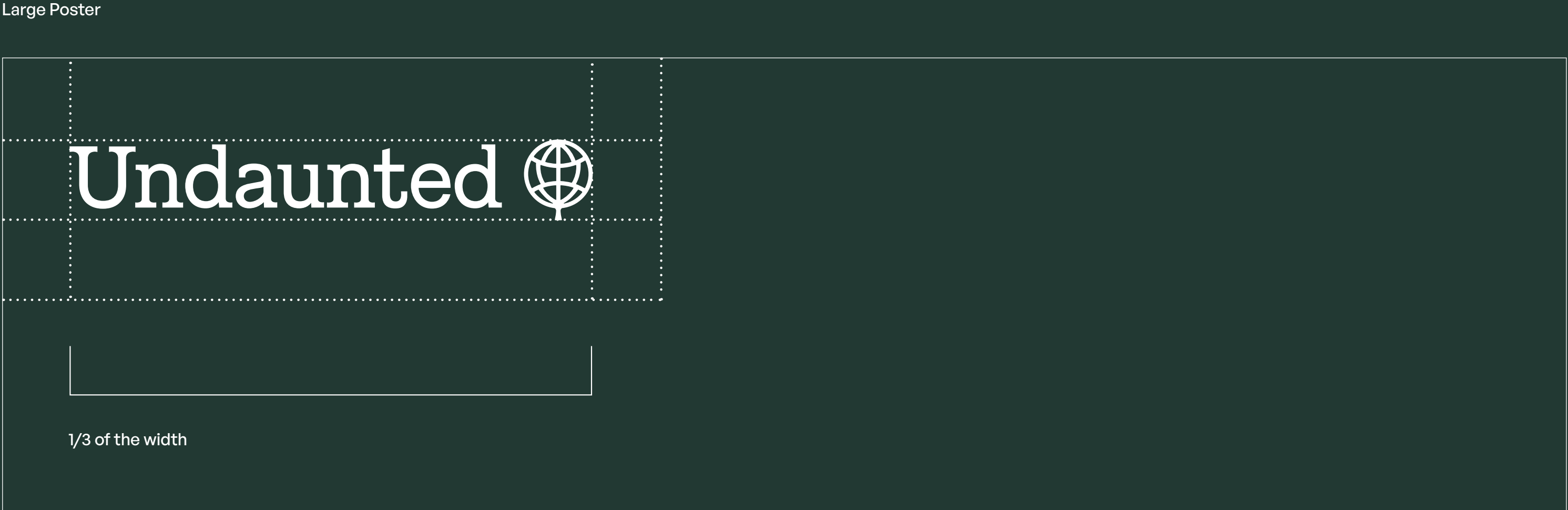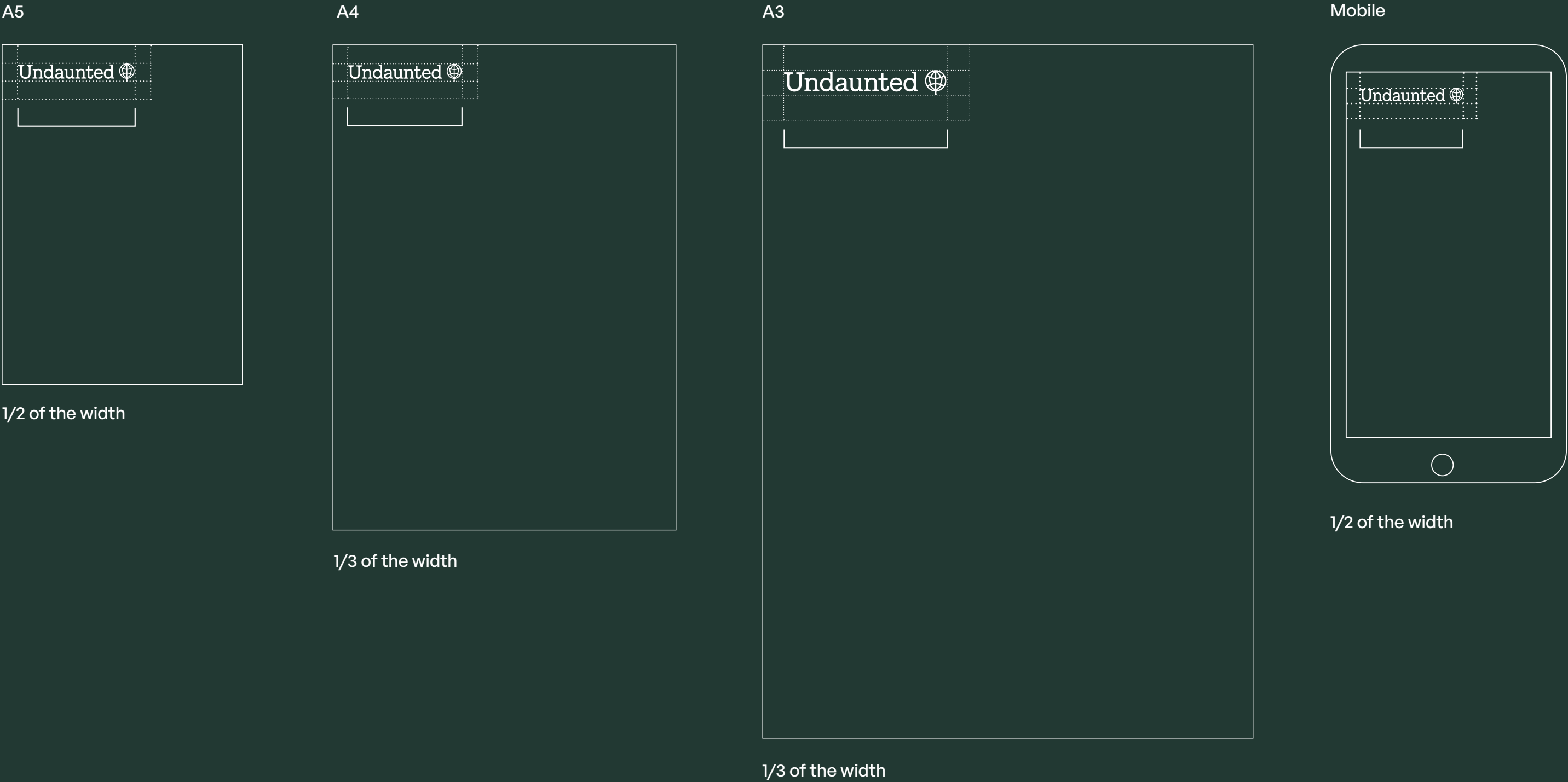
Placement

Our design system is flexible and the placement of our logo should be dictated by layout, legibility and imagery.

As long as we observe the clear space rule, the core and tall logos can be placed in any corner, on either side or centred in the document ensuring they are clearly visible and legible.

Core logo

Tall logo

Alignment

Follow the spacing and alignment specifications below when locking the Undaunted logo up with a series of affiliated logos.

Always maintain the clear space guidelines outlined in p11, keeping affiliate logos at a distance greater than or equal to the size of the symbol.

Partner logos should be aligned to the baseline of Undaunted logotype.

Clear space equals the width of the symbol

Partner logos are aligned to the baseline of the logotype
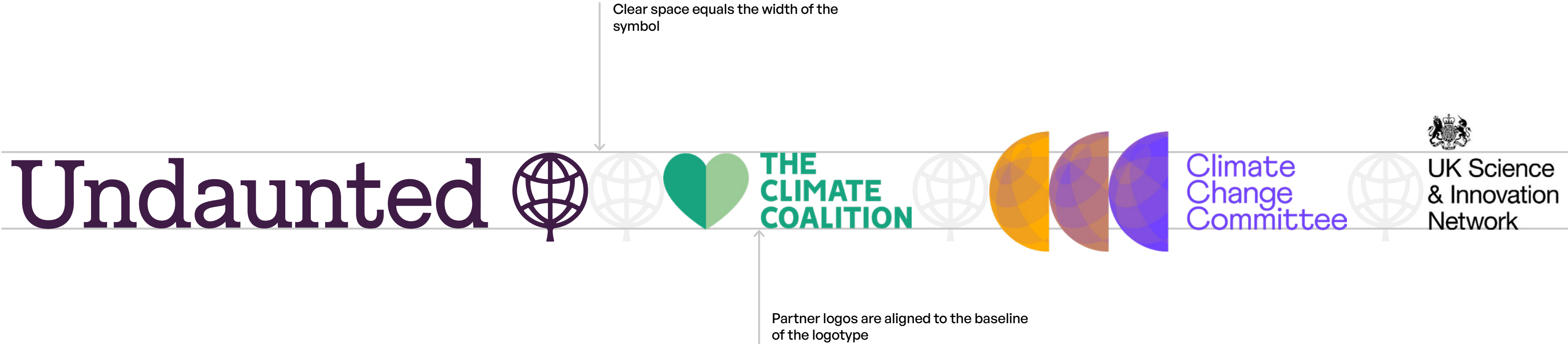
Partnership lockups

We have various lockup formats with our partners, The Royal Institution and Imperial College London, to suit different purposes.

For our own materials
Use our logo alone, at a scale and position suitable for the application, plus one of the horizontal or vertical lockups from this page. Our logo should be more prominent than the partner lockup.

Horizontal 1 – Leading with The Royal Institution

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College London

Horizontal 2 – Leading with Imperial College London

A partnership between

Imperial College London

Ri The Royal Institution
Science Lives Here

Vertical 1 – Leading with The Royal Institution

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College London

Vertical 2 – Leading with Imperial College London

A partnership between

Imperial College London

Ri The Royal Institution
Science Lives Here

Partnership lockups

We have various lockups with our partners, The Royal Institution and Imperial College London, to suit different purposes.

For third-party materials
Use one of the horizontal or vertical lockups from this this page, which include our logo.

Horizontal 1 – Leading with The Royal Institution

Undaunted 🌐

A partnership between

Ri | **The Royal Institution** Science Lives Here   **Imperial College London**

Horizontal 2 – Leading with Imperial College London

Undaunted 🌐

A partnership between

Imperial College London   Ri | **The Royal Institution** Science Lives Here

Vertical 1 – Leading with The Royal Institution

Undaunted

A partnership between

Ri | **The Royal Institution** Science Lives Here

Imperial College London

Vertical 2 – Leading with Imperial College London

Undaunted

A partnership between

Imperial College London

Ri | **The Royal Institution** Science Lives Here
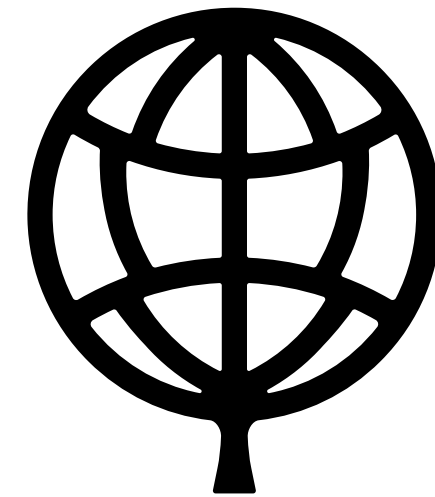
On screen

On social media platforms, we use our symbol in white, over the gradient 'Sky 9'.

Use the symbol for our website favicon.

Social media icon
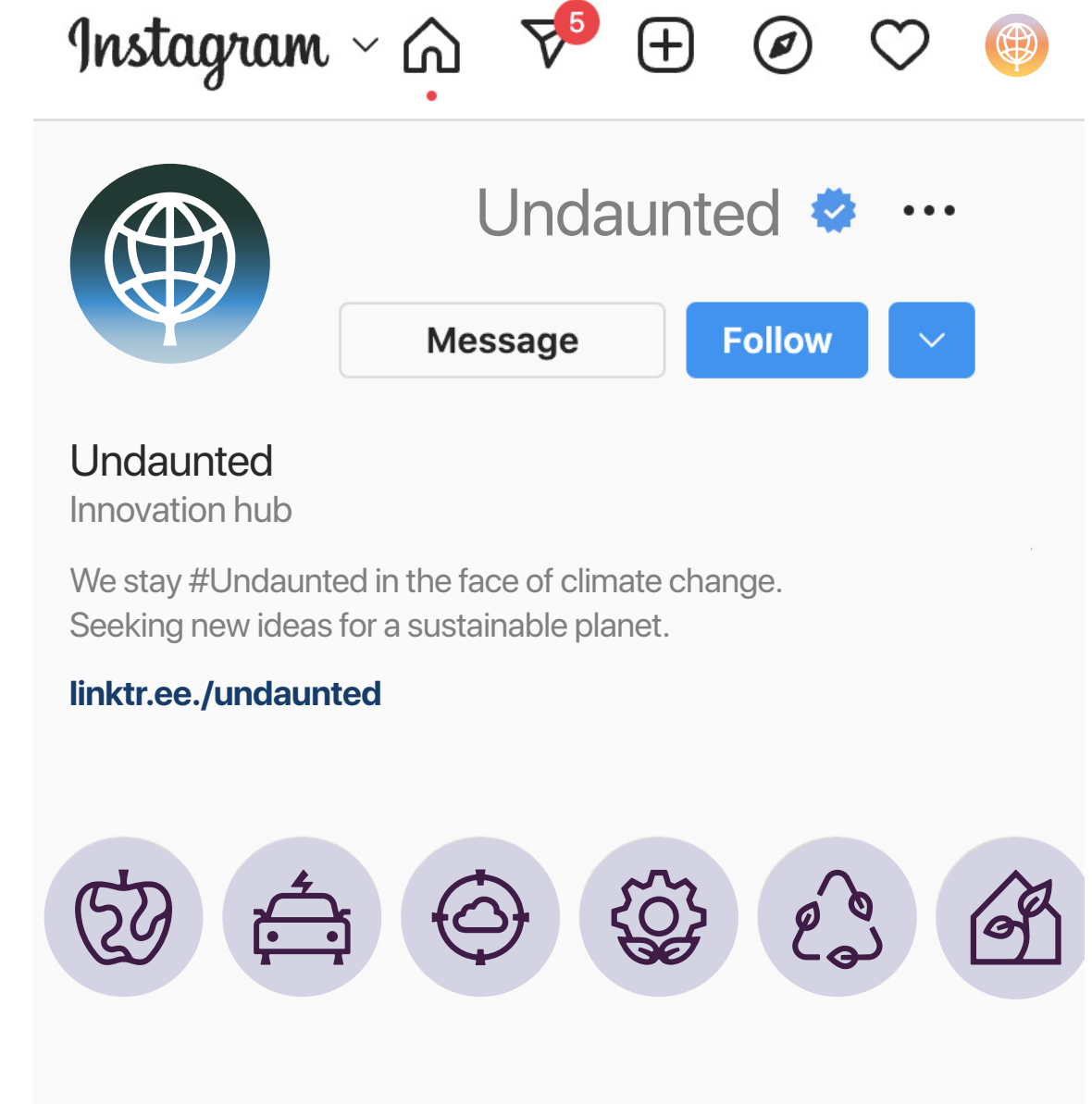
Favicon
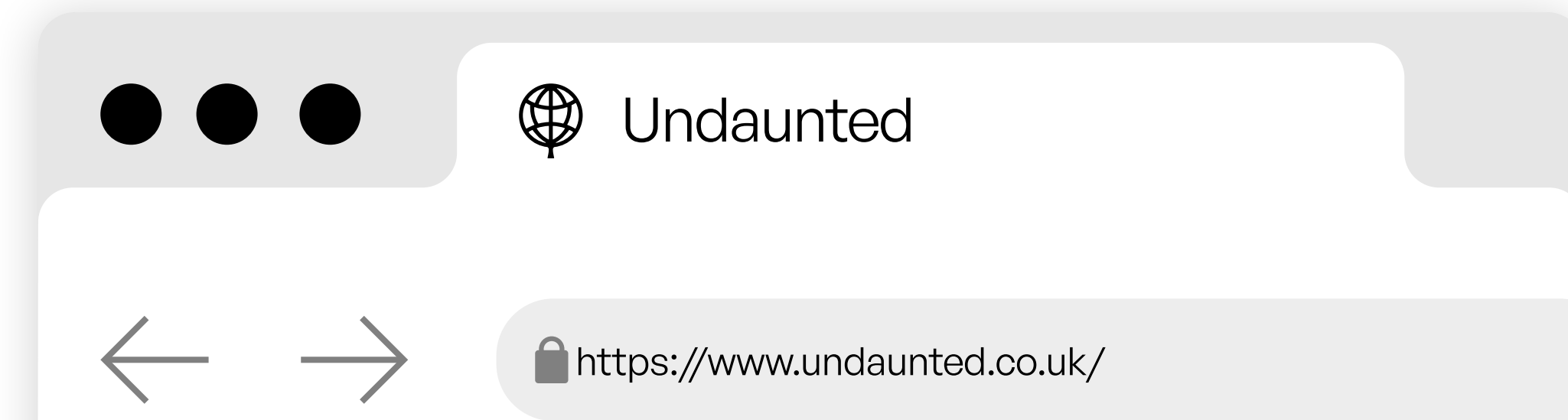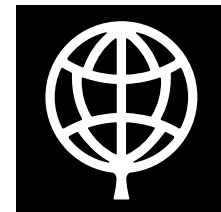
Misuse

Do not:

1 Squash or stretch the logo

2 Re-size or change the position of the symbol

3 Re-colour the symbol or alter its form in any way

4 Place the logo in a containing shape or box

5 Alter the typeface

6 Re-arrange the logo

7 Place the logo on an angle

8 Add any effects to the logo

9 Use the logotype on its own

Strapline

The "Tackling climate change with innovation" strapline has been devised to explain our overarching aim for the centre.

We have a strapline logo lockup that can be used for external communication. The strapline itself can also be used in designs as a separate element. It should always be written in the brand display font: Piek Regular.

Strapline

Tackling climate change with innovation

Strapline logo lockup

Undaunted 🌐
Tackling climate change with innovation

Colour

Core palette

Our palette takes inspiration from the shades of
the sky throughout the day and night. We use our
solid colours for backgrounds, text and infographics.
They are also used to create our sky gradients.

Colour values

Backgrounds
Use Morning and Night palettes or gradient swatches backgrounds in our designs.

Text
Use any of the colours for text, ensuring there is enough contrast with the background colour(s). We avoid using black for text unless restricted by single colour printing.

White	Grey 20% Black	Grey 80% Black	Black

Morning

Icy morning

Print
CMYK 43/0/23/0

Screen
RGB 154/222/213
Hex #9ADED5

Sky blue

Print
CMYK 45/0/0/0

Screen
RGB 143/220/255
Hex #8FDCFF

After glow

Print
CMYK 3/41/12/0

Screen
RGB 239/175/191
Hex #EFAFBF

Dawn

Print
CMYK 0/41/39/0

Screen
RGB 250/174/148
Hex #FAAE94

Cloud

Print
CMYK 19/16/6/0

Screen
RGB 212/211/227
Hex #D4D3E3

Sunrise

Print
CMYK 1/18/71/0

Screen
RGB 252/211/96
Hex #FCD360

Daytime

Mist

Print
CMYK 62/29/21/4

Screen
RGB 105/151/177
Hex #6997B1

Clear blue

Print
CMYK 74/35/0/0

Screen
RGB 61/141/205
Hex #3D8DCD

Dusk

Print
CMYK 24/55/35/10

Screen
RGB 186/125/132
Hex #BA7D84

Golden

Print
CMYK 0/50/64/0

Screen
RGB 252/153/94
Hex #FC995E

Haze

Print
CMYK 39/47/10/0

Screen
RGB 169/143/182
Hex #A98FB6

Sunset

Print
CMYK 0/72/77/0

Screen
RGB 252/99/55
Hex #FC6337

Night

Aurora

Print
CMYK 92/23/50/50

Screen
RGB 34/57/51
Hex #223933

Twilight

Print
CMYK 85/100/0/40

Screen
RGB 63/28/70
Hex #3F1C46

Pantone
2617

Midnight

Print
CMYK 100/90/0/15

Screen
RGB 32/39/79
Hex #20274F

Thunder

Print
CMYK 84/78/19/5

Screen
RGB 72/69/129
Hex #484581

Storm

Print
CMYK 74/56/42/34

Screen
RGB 68/82/97
Hex #445261

Sky gradients

Our sky gradients have been created from the colours in our palette to reflect the movement of the sun and the colour spectrum of the sky.

We only use linear gradients, with the angle set to 90°. Each gradient contains 3 colours. Some of our gradients use tints of colours in our palette.

Gradients can be used for backgrounds and for our photography image treatment on p45.

Morning

Sky 1

Sky 2

Sky 3

Sky 4

Day

Sky 5

Sky 6

Sky 7

Sky 8

Night

Sky 9

Sky 10

Sky 11

Sky 12

Typography

Brand typeface

Piek Regular

Piek is an approachable typeface characterised by a very low-stroke contrast and bracketed serifs. It demonstrates an impressive legibility which is maintained at small point sizes.
It has been chosen for it visual attributes that is echoed in the drawing of the greener globe.

Piek is our display typeface

Brand typefaces

Piek

Piek is used for headings, sub-headings, quotes and graphic language. We only use the Regular weight of Piek. To create visual contrast, please use scale and colour.

We have bought a number of licences for Piek for internal use. Please speak to our Brand Manager Claudia Cannon to find out how to access these.

If you're an external partner or agency Piek is available to purchase from Optimo type foundry, here:
Download Piek

General Sans

General Sans has been chosen for body copy and longer form text. It is a variable font, so comes in any weight, but we mostly use Regular, Medium and Semibold in our brand.

General Sans is free and available to download from Fontshare, here:
Download General Sans

Piek

Regular

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789?!@<>+-=( )

General sands

Regular

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789?!@<>+-=( )

Medium

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789?!@<>+-=( )

Semibold

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789?!@<>+-=( )

Using our typefaces

Piek

Piek is used for headings, statements, graphic language and social posts. We only use the Regular weight to communicate our message.

Settings

— Aligned-left or centred
— Sentence case
— No hyphenation
— Tracking: -40
— Kerning: Optical

General Sans

General Sans is used for sub-headings, paragraph text and captions.

Settings

— Aligned-left
— Sentence case
— No hyphenation
— Tracking: -10
— Kerning: Metrics

Heading

Piek Regular for headings

Sub-heading

General Sans Regular for sub-headings

Intro copy

General Sans Regular for introductory statements.
Our planet is desperate for new ideas and new solutions.
The task? Huge. Yet we are Undaunted.

Paragraph

General Sans regular for longform text.
Undaunted will be a home, a classroom, an arena and a platform for climate change innovation. It will accelerate and grow ideas and inspiration and form an innovation cluster. By housing it at the Royal Institution, it gives the project a central London focus and gravitas that will enable it to hit its aims, ambitions and targets.

Quote

"Tackling climate change with innovation"

Caption

GENERAL SANS REGULAR FOR SMALL CAPTIONS

Using Piek

Being bold in our language and in our typography allows us to make bold statements.
The following examples demonstrate how we can be bold with our layouts when using Piek.

Do
— Create an impact by making one
  key word as large as possible
— Be bold but simple
— Change the orientation of your
  text to suit the layout
— Make typography part of the image, by using
  the 'Overlay' or 'Hard light' blend effects
  to merge the type into the background

Avoid
— Using more than 3 point sizes in any one layout
— Making every word a different size
— Changing the size of each letter
— Making it hard to read

Tackling climate change with innovation

versatile
thinking for a
volatile
planet

the challenge is **huge** but we are Undaunted

Bold ideas for a better planet

Together against the climate crisis

MS Office font

When working in MS Office documents or in our email systems, we can use the following fonts as substitutes for Piek and General Sans.

Georgia Regular
Georgia can be substituted for Piek. We use Georgia in Regular weight for headings.

Arial
Arial can be substituted for General Sans. We use Regular weight for body copy and Bold weight for subheadings and for emphasis.

Georgia

Regular

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+-=( )

Arial

Regular

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+-=( )

Bold

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+-=( )

Styling

Georgia Regular for headings

Arial Bold for sub-headings

Arial Regular for introductory statements.
Our planet is desperate for new ideas and new solutions.
The task? Huge. Yet we are Undaunted.

Arial regular for longform text.
Undaunted will be a home, a classroom, an arena and a platform for climate change innovation. It will accelerate and grow ideas and inspiration and form an innovation cluster. By housing it at the Royal Institution, it gives the project a central London focus and gravitas that will enable it to hit its aims, ambitions and targets.

ARIAL REGULAR FOR SMALL CAPTIONS

Collage

Collages overview

A key part of our visual brand is collage. We use collages to communicate the core themes and solutions that we and our partners are working on. These are future gazing, positioning Undaunted as a beacon of hope and catalyst for change, for a better future.

When collages are used in applications, we combine them with copy lines, our logo or symbol.

Collage examples

Making collages

How to construct a collage

Collages are made up of 3-4 elements. We use cut-out photographs, full-bleed photographs and gradients.

1 Background (essential)

A full-bleed image of a sky or a gradient swatch

2 Environment (essential)

A cut-out image of a landscape: be that nature, urban or otherwise. This may or may not also contain an innovation (see below).
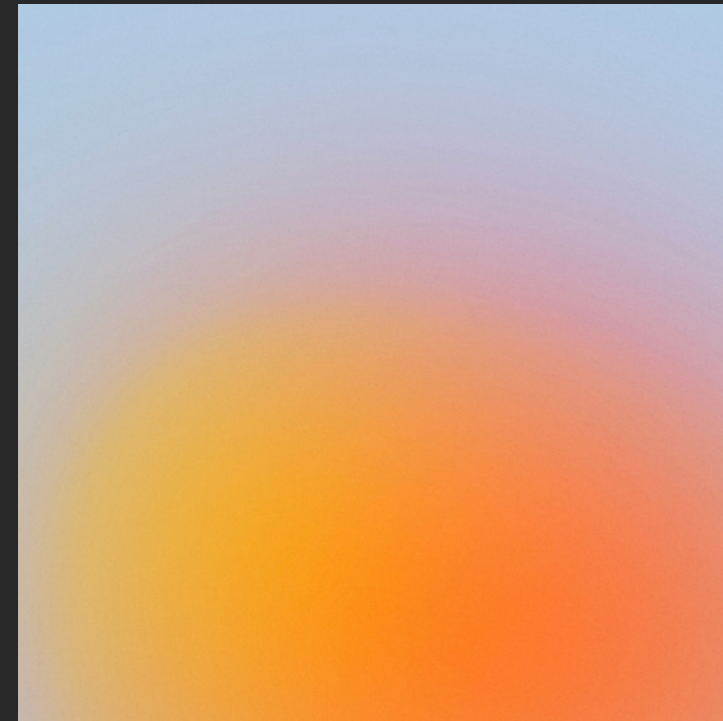
3 Innovation (optional)

A cut-out innovation: e.g. a new type of material, a longer-life battery, or other technology

4 People (optional)

A cut-out person looking forward or up (shot either from the front, back or side). Only use one large person in a composition. Small people can be used alone, or in groups of people.

1 Background

2 Environment

3 Innovation (optional)

4 Person (optional)

Cut-out photography

There are a bank of images already sourced and prepared to be used for brand collages. When sourcing new images to cut-out for use in collages, please follow these guidelines:
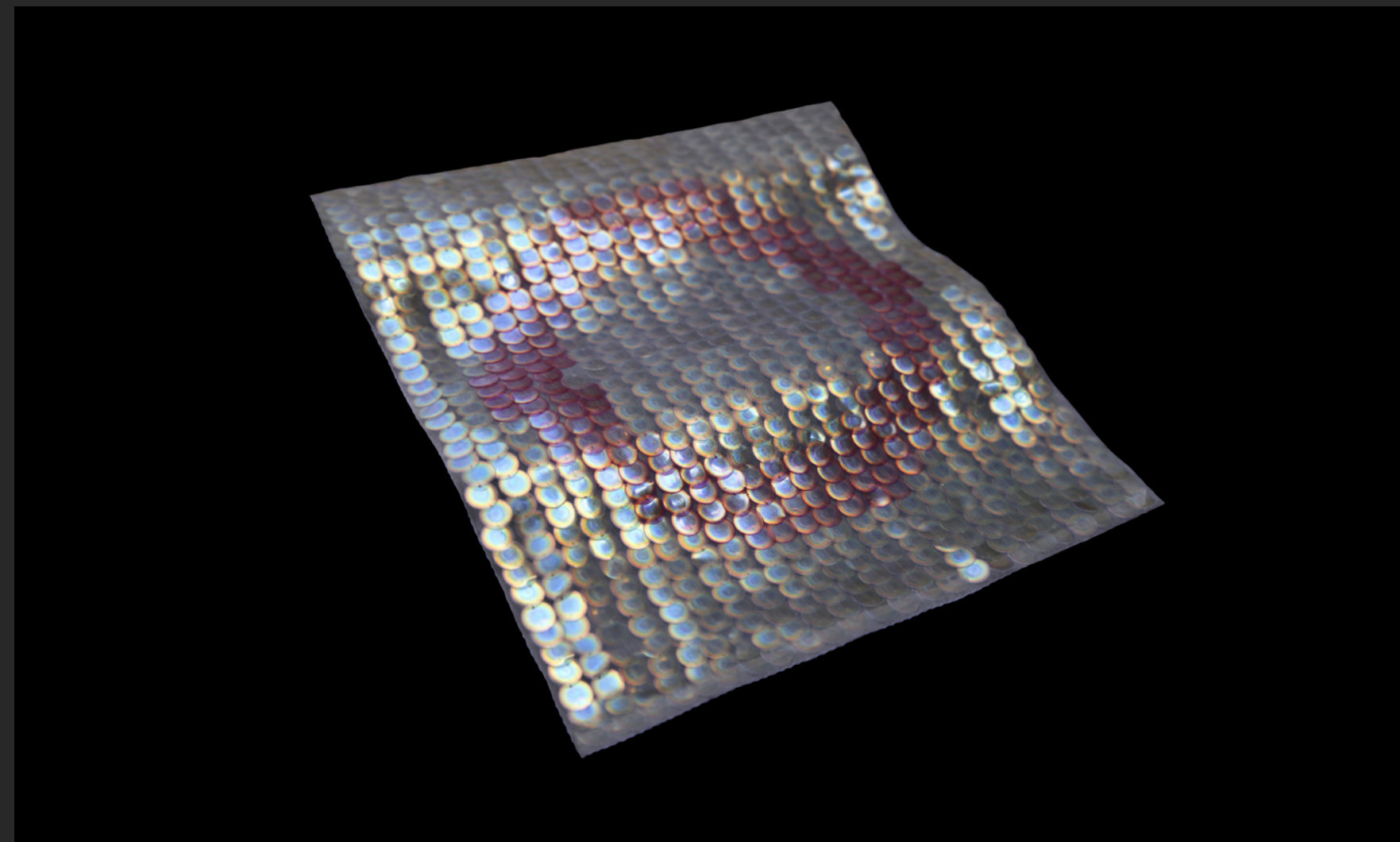
Look for:
— Subjects which can be easily isolated from their background
— Good image contrast, vibrant tones
— Interesting landscapes and innovations
— Straight-on camera angles
— Landscapes which connect to the same theme of the 'innovation'

Avoid:
— Subjects which would be difficult to cut-out from their background
— Any camera angle other than straight-on

Image editing services such as Pathedits are a cheap and quick way to have images cut-out.

Cut-out photography

Please follow these guidelines when sourcing new images of people:

Look for:
— Diversity; notably gender and ethnicity
— People with a soft, straight facial expression
— People with their eyes open, looking up or down
— People shot from in-front, behind or the side
— A straight-on camera angle
— Good image contrast
— Plain clothing. Remove any visible branding.

Avoid:
— People with their eyes closed
— People smiling or open mouthed expressions
— Slogan clothing or lots of accessories
— Low image contrast
— Images shot from below or above
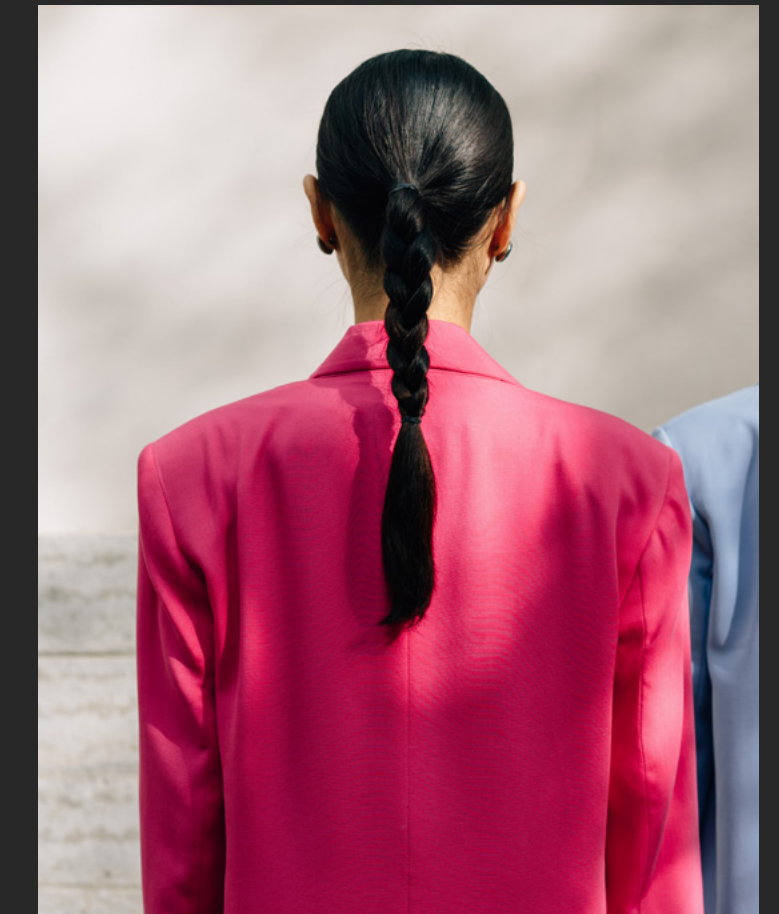— People interacting with objects

Suitable images:

Looking straight-ahead, plain clothing

Looking up, neutral facial expression
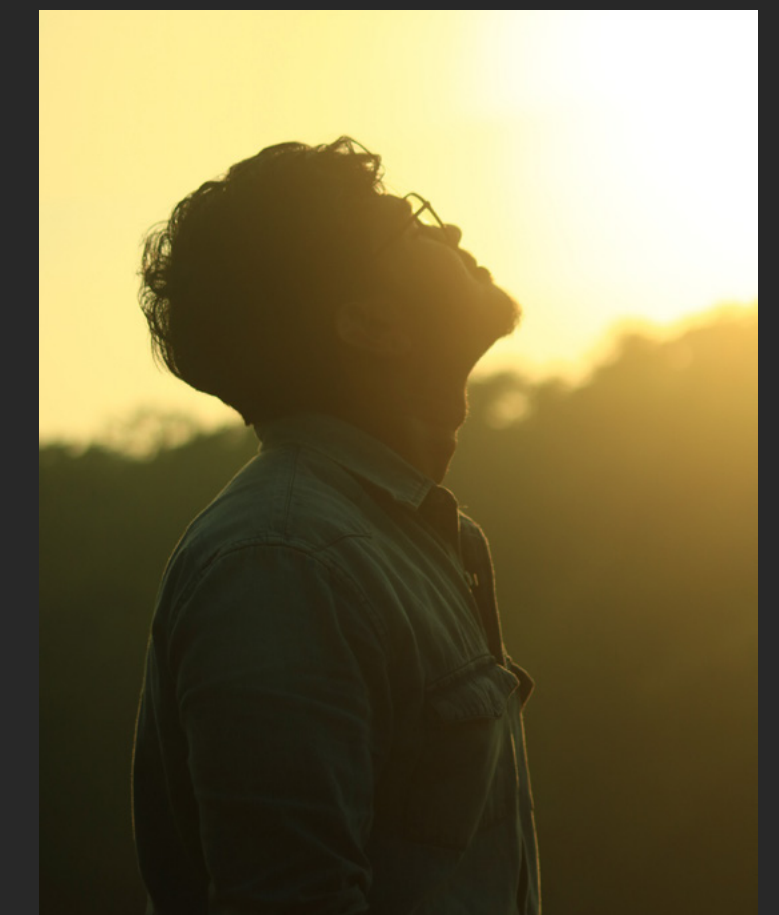

Straight-on camera angle, good image contrast

Unsuitable images:

Holding phone and using headphones

Eyes closed
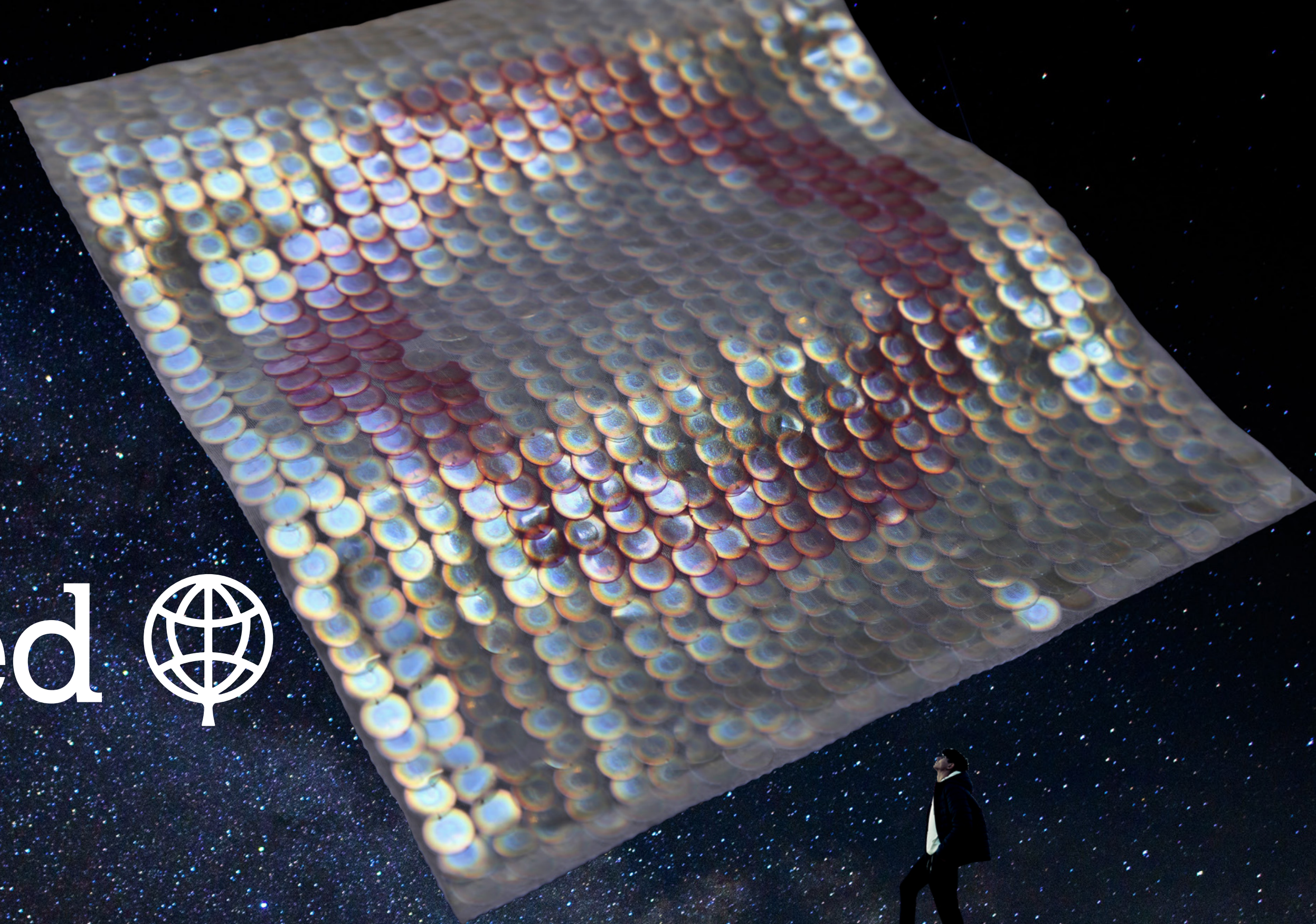

Low image contrast

Collage usage

When collages are used in applications, we combine them with copy lines, our logo or symbol.
The following pages in this section showcase how to combine collages with these other elements.

Undaunted 🌐

Our planet
is desperate for
new ideas and
new solutions.

The task is
huge but we are
Undaunted.

In the face of climate change, we are

Undaunted

Undaunted

Undaunted

For a
bumper crop,
sow seeds
of thought

Photography

Photography

Depicting the problem

Undaunted is a positive brand; we focus mostly on solutions to the climate crisis. However, sometimes the need arises to show the 'problem'. In these instances, we use photography to communicate the scale and impact of the challenges we hope to overcome. This gives us flexibility to talk about our partners in the context of the issues they are tackling.

Use images of scenes from a distance, to give the viewer a sense of the scale of the problem. Look for images with a horizon and never use birds-eye view. The perspective and angle of the camera always stays the same.

When depicting a problem, only ever use full-bleed images. Please contact our Brand Manager Claudia Cannon for a selection of purchased images that fit the criteria.

Image treatment

Colour images vary a huge amount depending on the photography style and context.
We apply the following treatment to them to make them feel like they are part of our brand.

Following the guidelines here, experiment with what works best for each image. You can edit the duotone colour, gradient swatch and blend mode to achieve different results.
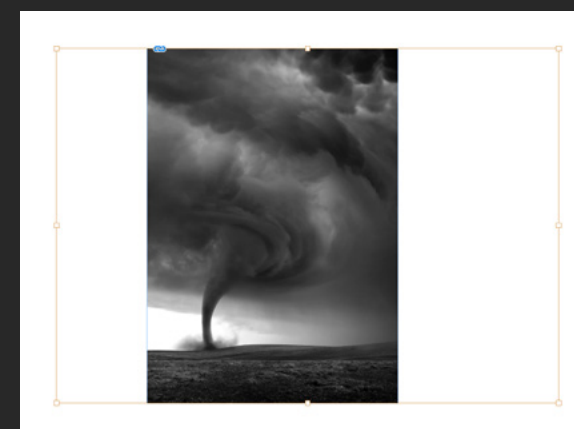

1. Convert colour image to greyscale

2. Create a duotone using a colour from our Daytime or Night palette

To do this in InDesign, click the circle within the image (with content grabber turned on), or double-click the image so the bounding box appears. Then select a colour from the swatch panel.
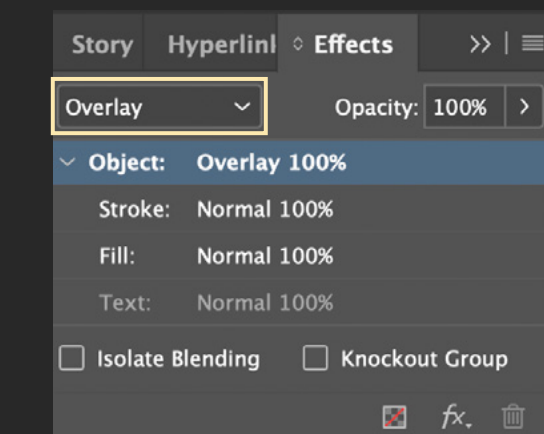

3. Add a gradient over the top of image, with a blend mode applied. You can use any one of the following: Overlay/ Soft Light/ Hard Light

Nature needs
fresh thinking

Undaunted
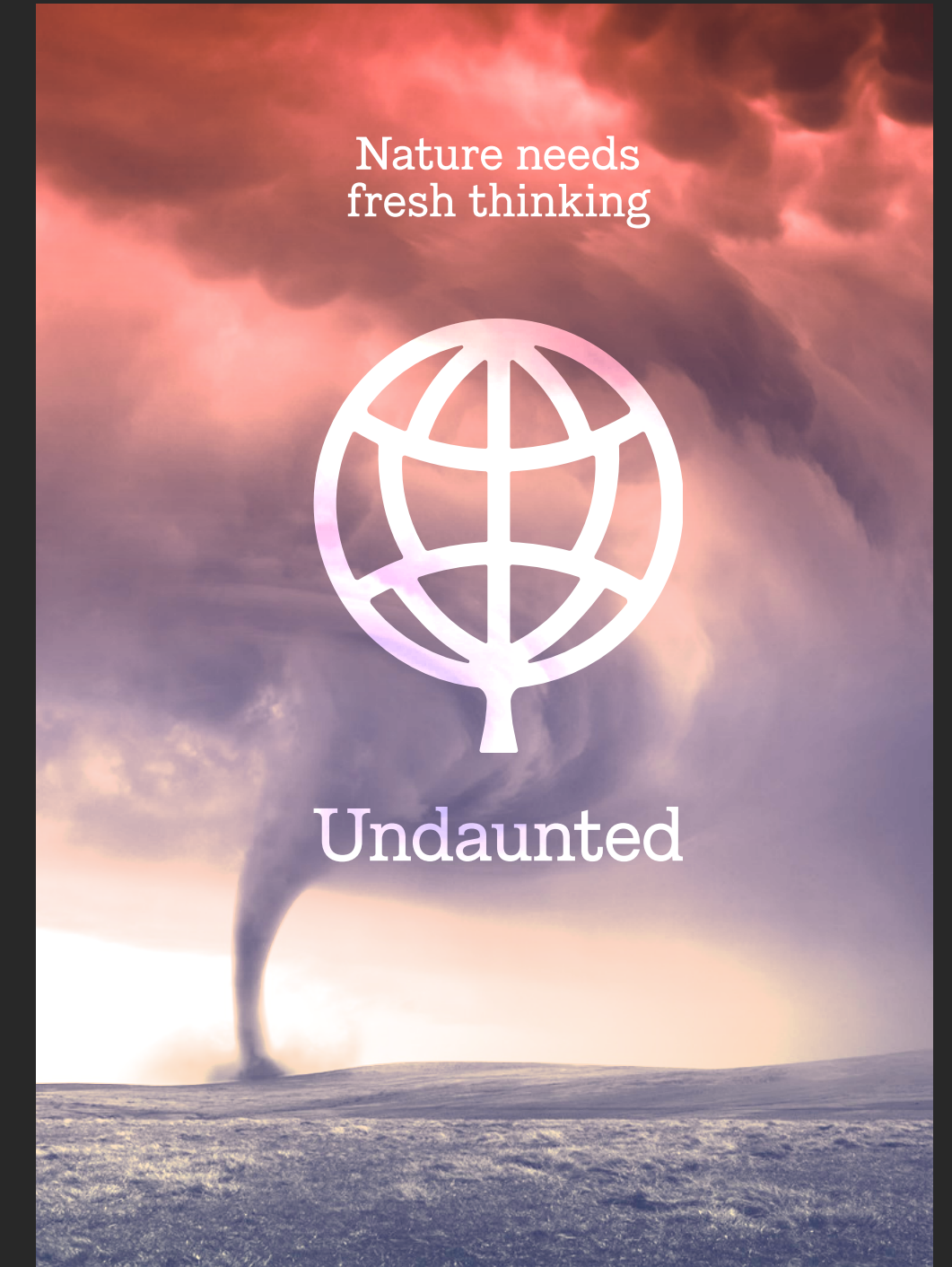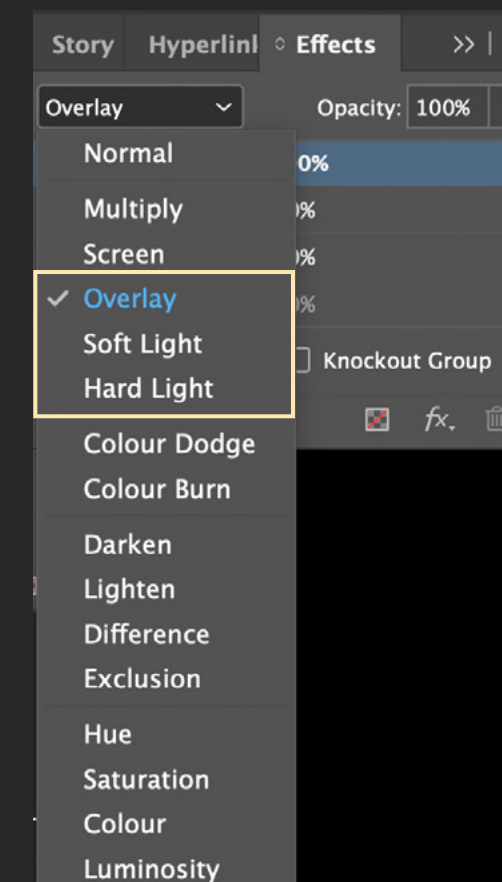
4. Add other design elements

Here, we have used the 'Overlay' blend mode over the Tall logo. Text is set in white with no effect.

Using photography

When sourcing new images:

Look for:
— A horizon line
— Straight-on camera angle
— An obvious problem
— Interesting landscapes and action
   shots, e.g. weather changes
— A range of shadows, mid-tones and highlights (this
   will make the image work better with the treatment)

Do not use:
— Images where the problem is not clear
— Any camera angle other than straight-on
— Macro shots

Our collection of photographs are sourced
from the following resources:

Free
Unsplash
Pexels

Paid
Adobe Stock
iStock
Dreamstime
Stocksy

Nature needs
fresh thinking

Undaunted

A partnership between

Ri The Royal Institution
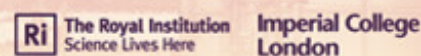Science Lives Here   Imperial College
London

Creating change for
a changing climate

Undaunted

A partnership between

Ri The Royal Institution
Science Lives Here   Imperial College
London

Undaunted

Fighting fires
with cool heads

A partnership between

Ri The Royal Institution
Science Lives Here   Imperial College
London

Iconography

Iconography overview

We have a series of 8 icons relating to Undaunted's core themes.

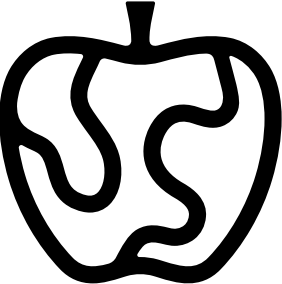They mimic the design of our symbol these icons have been drawn with beveled edges and low-stroke contrast.

Icons

1 Food that doesn't cost the Earth

2 Transport without the bad emissions

3 Cleaning up the air

4 Manufacturing for a low-carbon future

5 Protecting Nature

6 Living with climate change

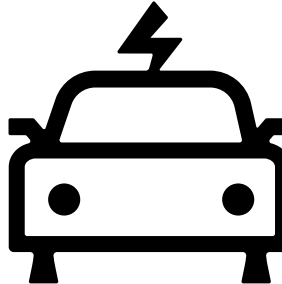**7** Building to address climate change
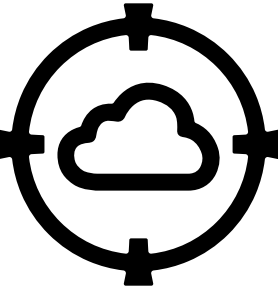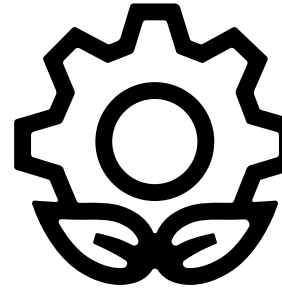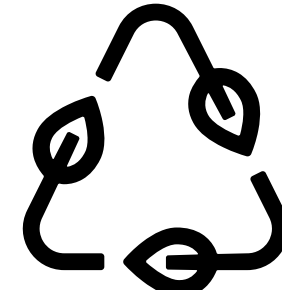
8 21st Century power
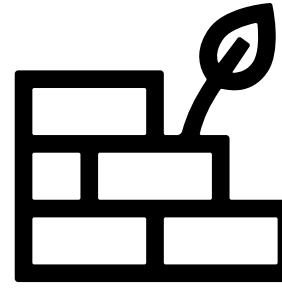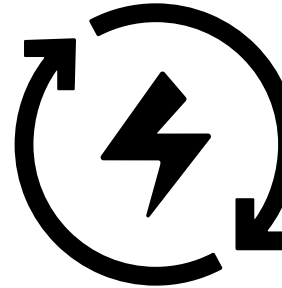
Symbol

1

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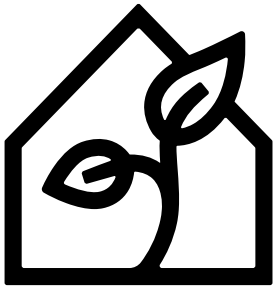
7

8

Iconography usage

How to use

Do:

— Use as a graphic device in-line, or in longer form text, to mark sections

— Use as icons on our website or within images for social media

— Use over our colour palette and gradient swatches. NB: To make a coloured background or gradient show through an icon, fill the icon with a plain colour and then apply the blend effect 'Overlay'

Do not:

— Use the icons at large scale

— Use the icons as illustrations

— Combine icons to create new meanings

— Redraw the icons

Examples

Charging towards the future

MEET AQUABATTERY
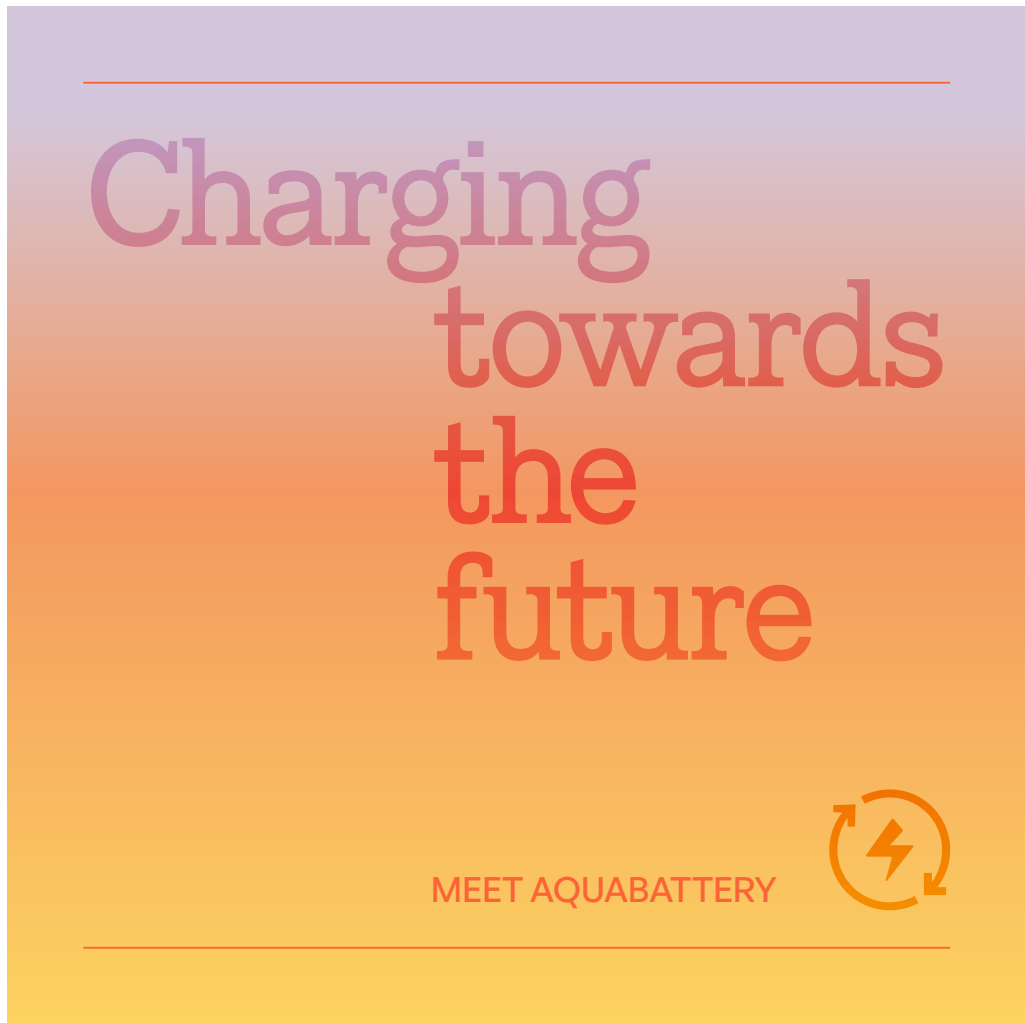
Icon used with 'Overlay' blend mode applied

fresh thoughts for fresher air

The Greenhouse

OPEN FOR APPLICATIONS

Icon used with 'Normal' blend mode applied

Icon used in documents to mark sections
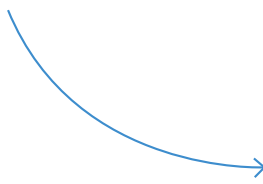
A to B, emissions-free

Faceperro bla doluptas que volorrum ime nullantiis ent denihilit, expedipsum consero rehento tature, assedio quid unt officit est escipicatis magnihillori dolupta pre, ipiduci

Example designs

Undaunted

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Presentation title
Presentation sub-title

Alyssa Gilbert
10th January 2023

THE FACTS
Renewables generation
capacity outlook

£298bn

Spent on renewable power
generation in 2020

PRESENTATION TITLE   10/01/23   SLIDE NO

INTRODUCTION

A volatile climate
needs versatile thinking

PRESENTATION TITLE   10/01/23   SLIDE NO

PARTNERSHIP BUILDING

Innovation

— Big bullets point one.
Dolorro quiscipsunt, conseque lat ut
occat aciet eri di rest velenda inim sit ilit
ullautem nonet, que imillup idebis illatem.

— Big bullets point two.
Olupti cus ex estota voluptiur, ailique
pelibuscius sintur molupta tionsequidis
am rem quis earistet

— Big bullets point three.
Evendae cuptatur, volupta spitas et mi.

PRESENTATION TITLE   10/01/23   SLIDE NO

54

Undaunted 🌐

Catalysing the transition to a sustainable economy

Written by Dr Lorem Ipsum

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Undaunted

Innovation in Action
Dr Lorem Ipsum

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Undaunted 🌐

Climate Launchpad
Application form

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Undaunted • Follow

Are you an early-stage investor interested in climate innovation

Undaunted • Follow

The Greenhouse

OPEN FOR APPLICATIONS

Undaunted • Follow

Climate Innovation

An Imperial Executive Education course

STARTS 01 FEB 2023 REGISTER TODAY

Building exterior

Undaunted

Tackling climate change with innovation

Undaunted 🌐

Tackling
climate
change
with
innovation

Creating change for a changing climate

- Protecting nature
- 21st Century power
- Transport without the bad emissions

Undaunted

Merchandise

In the face of climate change, we are

Undaunted 🌐

Undaunted

Ideas for the planet

Undaunted

Fill
up,
cool
down

Business cards
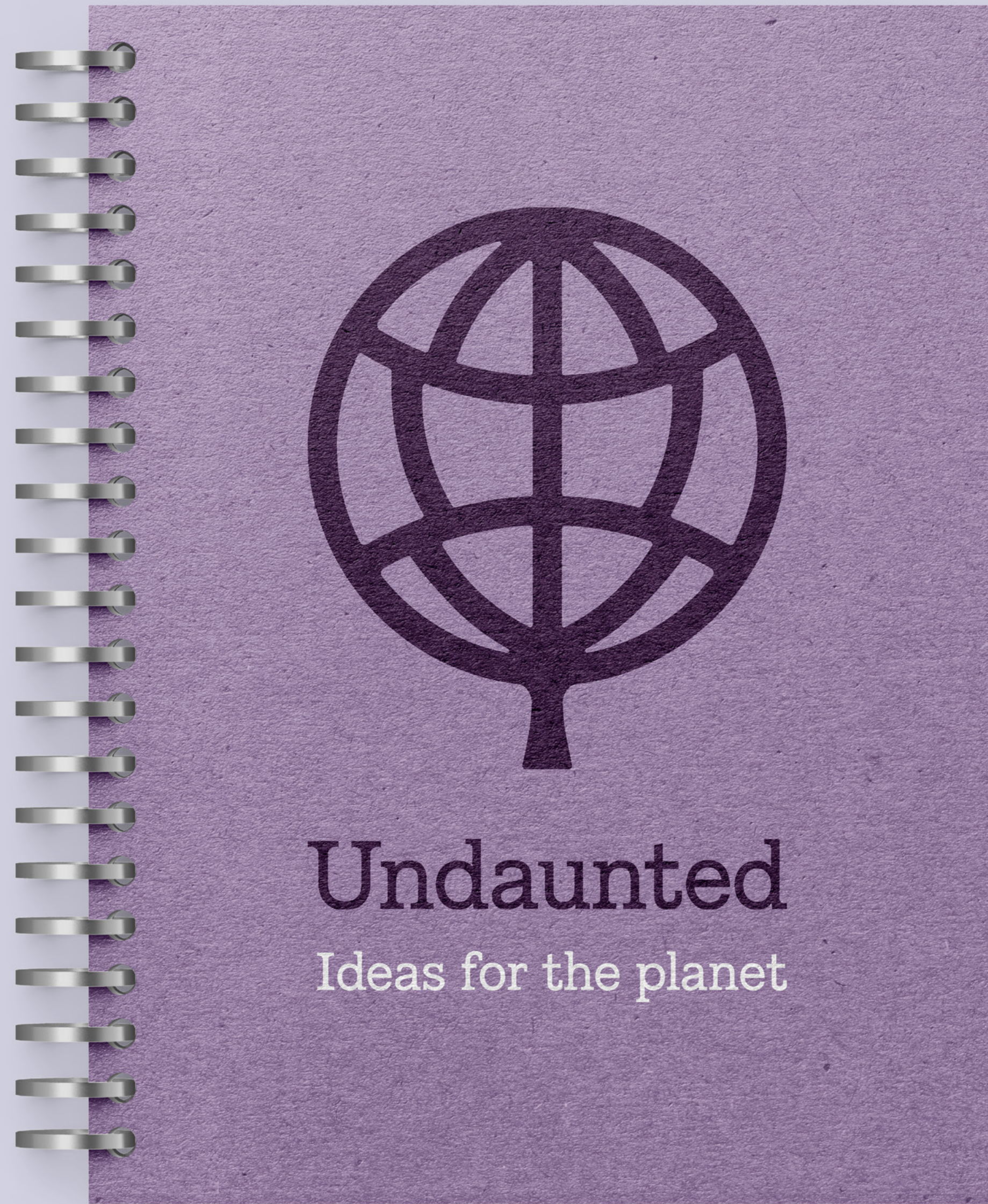
Alyssa Gilbert
Director

E   a.gilbert@undaunted.com
M   +44 7389 123456
W   Undaunted.com

The Royal Institution
21 Albemarle St, London W1S 4BS

Undaunted 🌐

Copy lines

Copy lines

21st Century Power

From grid locked to grid unlocked

Putting the power in the people

Bringing power to the people

Our current projects are current projects

Current thinking to power the current

A powerhouse to power houses

Powerhouse thinking to power houses-

Powering up sustainable solutions (and our grid)

Because we can't let our grid get gridlocked

Doing our grid the power of good

Generating new ideas for the grid

For the good of the grid

Decarbonised electricity? Now there's a shock

Lightbulb thinking for a brighter tomorrow

Brainwaves for the current

Storing up something good

Better storage for what's in store

Cleaning up the air

Because hot air isn't all hot air

Cleaning up the earth starts by cleaning up the air

Fresh thoughts for fresher air

A breath of fresh air?

Giving the breath of life to lifesaving ideas

We can't breeze past bad air

Airing out new ideas

Breathing new life into clean air

We know which way the wind is blowing

Quality thoughts for air quality

Let's give our cities the right atmosphere

Food that doesn't cost the Earth

Starved of thought, our planet will starve

A bumper crop for a bumper crop

From farm to fork to future

Farm. Fork. Forward.

The agricultural revolution? We're living in it

The agricultural revolution? It's just getting started

The most important 21st century innovation? It's farming.

Seeds of thought make a bumper crop

For a bumper crop, sow seeds of thought

Why let waste go to waste?

We won't let waste go to waste

It's time to repackage packaging

Packaging: it's time to pack it up

Future farming? It's up in the air

Copy lines

Building to address climate change

Made of sterner stuff

For homes that won't blow down

Building homes, not emissions

Raising roofs, not emissions

For homes fit for our home

For home and hearth (and Earth)

Let's make our homes safe as houses

Home is where the smart is

The material of the future? It's innovation

Warm up your home (without warming up ours)

Warm your home (without warming the earth)

Cool off (without burning down)

Raise the roof, not the sea

Sea levels are rising. And so are we.

For a sea view, do nothing

Built to last?

Keeping sea shores at bay

When it comes to building, we can't coast

Built to last, not to list

The future of housing? It's sink or swim

Getting concrete about future solutions

Getting concrete about cleaner concrete

Concrete thinking for cleaner concrete

Transport without the bad emissions

The future of transport? We're on track

For a transport system that leads somewhere

For a transport system that doesn't go to hell

Mobility without the fragility

A to B (without boiling the sea)

A to B, emissions-free

Because going from A to B shouldn't spell the end

The journey towards better journeys starts here

Combustion is bust

Better transport? We're behind the wheel

Better transport? It's time for takeoff

Hit the road, not the buffers

Hit the road, not the planet

Reinvent the road, not the wheel

Turning the corner for transport

Going the extra mile for clean transport

Going the extra mile for clean cars

Clean cars: we're going the extra mile

Fill up, cool down

Charge up to cool down

Charging towards the future

Charging ahead.

Manufacturing for a low-carbon future

Manufacturing better manufacturing

Crafting the future of crafting

Factories without the footprint

A smaller footprint for the factory floor

The factory floor needs a smaller footprint

Output without the emissions

Being resourceful with resources

Our resources need resourcefulness

Processes for the planet

People and planet starts with process

Process to outcome, via the Earth

Turning the production line into a circle

Going full circle on production lines

Where the circular economy meets production lines

Applying artisanal thought to industrial might

Copy lines

Living with climate change

When sea levels rise, we rise to the challenge

A hothouse Earth needs a hotbed of thinking

Climate change is here to stay. And so are we.

Infrastructure that's in for the long haul

Fired up to fight fires

A volatile climate needs versatile thinking

Versatile thinking for a volatile planet

Adapting against adversity

Adapt, adopt, advance

Adapting starts now

Changing climate needs changing behaviour

A changing climate needs behaviour change

Creating change for a changing climate

When the climate changes, so do we

Protecting nature

Protecting nature to protect ourselves

Nurturing nature

Nature needs nurture

Protecting the Earth. It's in our nature.

Our future? It's only natural.

Protecting nature for public good

Nature needs fresh thinking

Knowledge for nature

Saving the Earth (so that the Earth can save us)

Invest in nature, save the Earth

Specific products and innovations
Lylo Products

Don't let water trickle through our fingers

Water without the waste

Thought against thirst

Thinking fights thirst

Reuse, recycle, refreshment

The Tyre Collective

Reinventing the tyre, not the wheel

Reinvent the wheel? No, just the tyre

Our transport system is tyred out

Burning rubber is burning the Earth

Burnt rubber, hotter Earth

FlexSea

Plastic wrap is tying us up

Plastic wrap without the plastic

Wrap without the waste

A map to better wrap

Wrap that doesn't tie us in knots

What if your food was wrapped in seaweed?

Why wrap your food in plastic when there's seaweed?

There's a better way to wrap things up

Sea the solution to plastic wrapping

Wrap without the stitch up

File index

File formats

Our files are supplied in the following formats:

Print

.eps

A vector format that is infinitely scalable, never losing quality and have small file sizes.
Best for reproducing logos, illustrations, engravings, etchings, product artwork, signage, and embroidery.

.jpg

Best used for photo images which must be very small files.

Screen

.png

Image file that can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.

.svg

A web-friendly vector file format used for icons, logo and interface elements.

.jpg

Raster images are best for photos or when vector software is not available.

Logo index

Symbol

Print:

Undaunted_Symbol_Twilight_CMYK.eps
Undaunted_Symbol_Twilight_CMYK.jpg

Print:

Undaunted_Symbol_Black_CMYK.eps
Undaunted_Symbol_Black_CMYK.jpg

Print:

Undaunted_Symbol_White_CMYK.eps

Screen:

Undaunted_Symbol_Twilight_RGB.eps
Undaunted_Symbol_Twilight_RGB.jpg
Undaunted_Symbol_Twilight_RGB.png
Undaunted_Symbol_Twilight_RGB.svg

Screen:

Undaunted_Symbol_Black_RGB.eps
Undaunted_Symbol_Black_RGB.jpg
Undaunted_Symbol_Black_RGB.png
Undaunted_Symbol_Black_RGB.svg

Screen:

Undaunted_Symbol_White_RGB.eps
Undaunted_Symbol_White_RGB.png
Undaunted_Symbol_White_RGB.svg

Logo index

Core logo

Print:

Undaunted_Wide_Twilight_CMYK.eps

Undaunted_Wide_Twilight_CMYK.jpg

Screen:

Undaunted_Wide_Twilight_RGB.eps

Undaunted_Wide_Twilight_RGB.jpg

Undaunted_Wide_Twilight_RGB.png

Undaunted_Wide_Twilight_RGB.svg

Print:

Undaunted_Wide_Black_CMYK.eps

Undaunted_Wide_Black_CMYK.jpg

Screen:

Undaunted_Wide_Black_RGB.eps

Undaunted_Wide_Black_RGB.jpg

Undaunted_Wide_Black_RGB.png

Undaunted_Wide_Black_RGB.svg

Print:

Undaunted_Wide_White_CMYK.eps

Screen:

Undaunted_Wide_White_RGB.eps

Undaunted_Wide_White_RGB.png

Undaunted_Wide_White_RGB.svg

Logo index

Tall logo

Print:

Undaunted_Tall_Twilight_CMYK.eps
Undaunted_Tall_Twilight_CMYK.jpg

Screen:

Undaunted_Tall_Twilight_RGB.eps
Undaunted_Tall_Twilight_RGB.jpg
Undaunted_Tall_Twilight_RGB.png
Undaunted_Tall_Twilight_RGB.svg

Print:

Undaunted_Tall_Black_CMYK.eps
Undaunted_Tall_Black_CMYK.jpg

Screen:

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Undaunted_Tall_Black_RGB.jpg
Undaunted_Tall_Black_RGB.png
Undaunted_Tall_Black_RGB.svg

Print:

Undaunted_Tall_White_CMYK.eps

Screen:

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Undaunted_Tall_White_RGB.svg

Logo index

Strapline logo lockup

Print:

Undaunted_Strapline_Twilight_CMYK.eps

Undaunted_Strapline_Twilight_CMYK.jpg

Screen:

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Print:

Undaunted_Strapline_Black_CMYK.eps

Undaunted_Strapline_Black_CMYK.jpg

Screen:

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Print:

Undaunted_Strapline_White_CMYK.eps

Screen:

Undaunted_Strapline_White_RGB.eps

Undaunted_Strapline_White_RGB.png

Undaunted_Strapline_White_RGB.svg

Partner lockup index

For our own materials:

Horizontal option 1

The Royal Institution leads,

Imperial College London follows.

A partnership between

A partnership between

A partnership between

Print:

Partners_Horizontal_1_Twilight_CMYK.eps

Partners_Horizontal_1_Twilight_CMYK.jpg

Screen:

Partners_Horizontal_1_Twilight_RGB.eps

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Partners_Horizontal_1_Twilight_RGB.svg

Print:

Partners_Horizontal_1_Black_CMYK.eps

Partners_Horizontal_1_Black_CMYK.jpg

Screen:

Partners_Horizontal_1_Black_RGB.eps

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Partners_Horizontal_1_Black_RGB.png

Partners_Horizontal_1_Black_RGB.svg

Print:

Partners_Horizontal_1_White_CMYK.eps

Screen:

Partners_Horizontal_1_White_RGB.eps

Partners_Horizontal_1_White_RGB.png

Partners_Horizontal_1_White_RGB.svg

Partner lockup index

For 3rd party materials:
Horizontal option 1
The Royal Institution leads,
Imperial College London follows.

Undaunted 🌐

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Undaunted 🌐

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Undaunted 🌐

A partnership between

Ri The Royal Institution
Science Lives Here

Imperial College
London

Print:
Undaunted_Partners_Horizontal_1_Twilight_CMYK.eps
Undaunted_Partners_Horizontal_1_Twilight_CMYK.jpg

Screen:
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Undaunted_Partners_Horizontal_1_Black_CMYK.eps
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Screen:
Undaunted_Partners_Horizontal_1_Black_RGB.eps
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Undaunted_Partners_Horizontal_1_Black_RGB.svg

Print:
Undaunted_Partners_Horizontal_1_White_CMYK.eps

Screen:
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Undaunted_Partners_Horizontal_1_White_RGB.png
Undaunted_Partners_Horizontal_1_White_RGB.svg

Partner lockup index

For our own materials:

Horizontal option 2

Imperial College London leads,
The Royal Institution follows.

A partnership between

Imperial College London   **Ri** The Royal Institution Science Lives Here

A partnership between

Imperial College London   **Ri** The Royal Institution Science Lives Here

A partnership between

Imperial College London   **Ri** The Royal Institution Science Lives Here

Print:
Partners_Horizontal_2_Twilight_CMYK.eps
Partners_Horizontal_2_Twilight_CMYK.jpg

Screen:
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Partners_Horizontal_2_Black_CMYK.eps
Partners_Horizontal_2_Black_CMYK.jpg

Screen:
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Partners_Horizontal_2_Black_RGB.jpg
Partners_Horizontal_2_Black_RGB.png
Partners_Horizontal_2_Black_RGB.svg

Print:
Partners_Horizontal_2_White_CMYK.eps

Screen:
Partners_Horizontal_2_White_RGB.eps
Partners_Horizontal_2_White_RGB.png
Partners_Horizontal_2_White_RGB.svg

Partner lockup index

For 3rd party materials:

Horizontal option 2

Imperial College London leads,
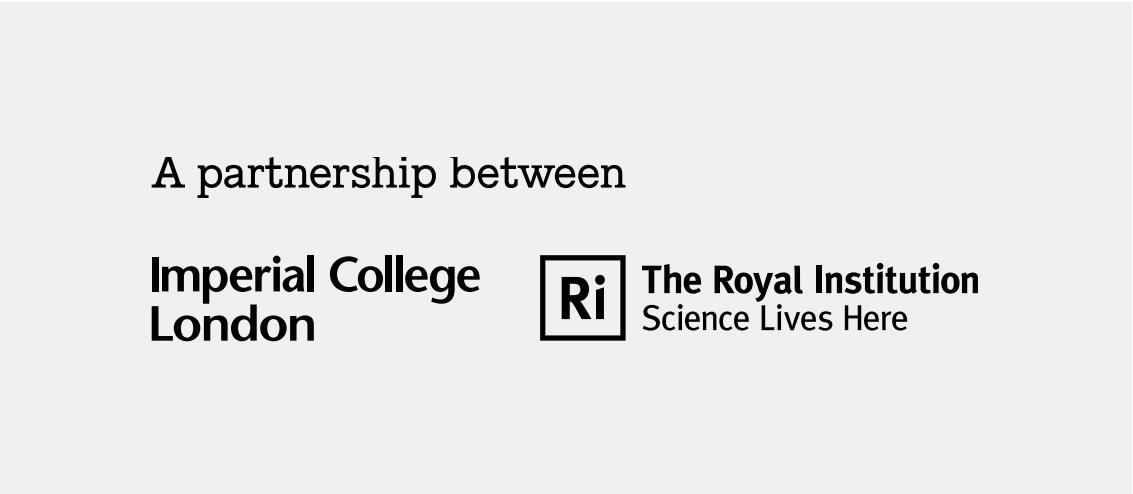The Royal Institution follows.

Print:

Undaunted_Partners_Horizontal_2_Twilight_CMYK.eps
Undaunted_Partners_Horizontal_2_Twilight_CMYK.jpg

Screen:

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Undaunted_Partners_Horizontal_2_Twilight_RGB.svg

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Print:

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Screen:

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Undaunted_Partners_Horizontal_2_White_RGB.png
Undaunted_Partners_Horizontal_2_White_RGB.svg

Partner lockup index

For our own materials:

Vertical option 1

The Royal Institution leads,
Imperial College London follows.

A partnership between

Ri The Royal Institution
Science Lives Here

**Imperial College
London**

A partnership between

Ri The Royal Institution
Science Lives Here

**Imperial College
London**

A partnership between

Ri The Royal Institution
Science Lives Here

**Imperial College
London**

Print:

Partners_Vertical_1_Twilight_CMYK.eps

Partners_Vertical_1_Twilight_CMYK.jpg

Screen:

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Print:

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Screen:

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Partner lockup index

For 3rd party materials:

Vertical option 1

The Royal Institution leads,
Imperial College London follows.

Print:

Undaunted_Partners_Vertical_1_Twilight_CMYK.eps
Undaunted_Partners_Vertical_1_Twilight_CMYK.jpg

Screen:

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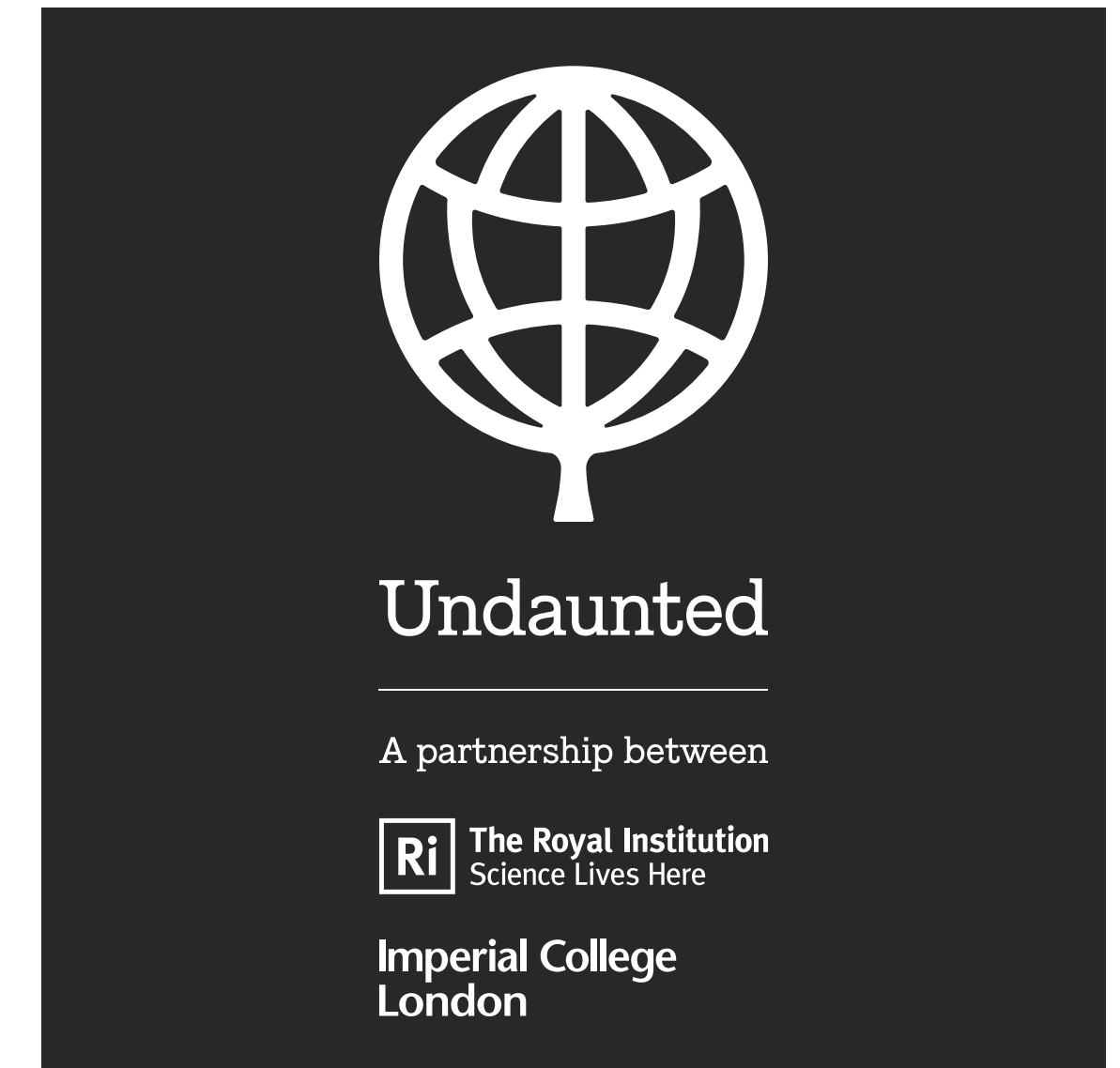Undaunted_Partners_Vertical_1_Twilight_RGB.svg

Print:

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Undaunted_Partners_Vertical_1_Black_CMYK.jpg

Screen:

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Undaunted_Partners_Vertical_1_Black_RGB.svg

Print:

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Screen:

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Undaunted_Partners_Vertical_1_White_RGB.svg

Partner lockup index

For our own materials:

Vertical option 2

Imperial College London leads,
The Royal Institution follows.

A partnership between

Imperial College London

Ri **The Royal Institution** Science Lives Here

A partnership between

Imperial College London

Ri **The Royal Institution** Science Lives Here

A partnership between

Imperial College London

Ri **The Royal Institution** Science Lives Here

Print:

Partners_Vertical_2_Twilight_CMYK.eps

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Partners_Vertical_2_Black_CMYK.jpg

Screen:

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Partners_Vertical_2_Black_RGB.png

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Print:

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Screen:

Partners_Vertical_2_White_RGB.eps

Partners_Vertical_2_White_RGB.png

Partners_Vertical_2_White_RGB.svg

Partner lockup index

For 3rd party materials:

Vertical option 2

Imperial College London leads,
The Royal Institution follows.

Print:

Undaunted_Partners_Vertical_2_Twilight_CMYK.eps
Undaunted_Partners_Vertical_2_Twilight_CMYK.jpg

Screen:

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Undaunted_Partners_Vertical_2_Twilight_RGB.jpg
Undaunted_Partners_Vertical_2_Twilight_RGB.png
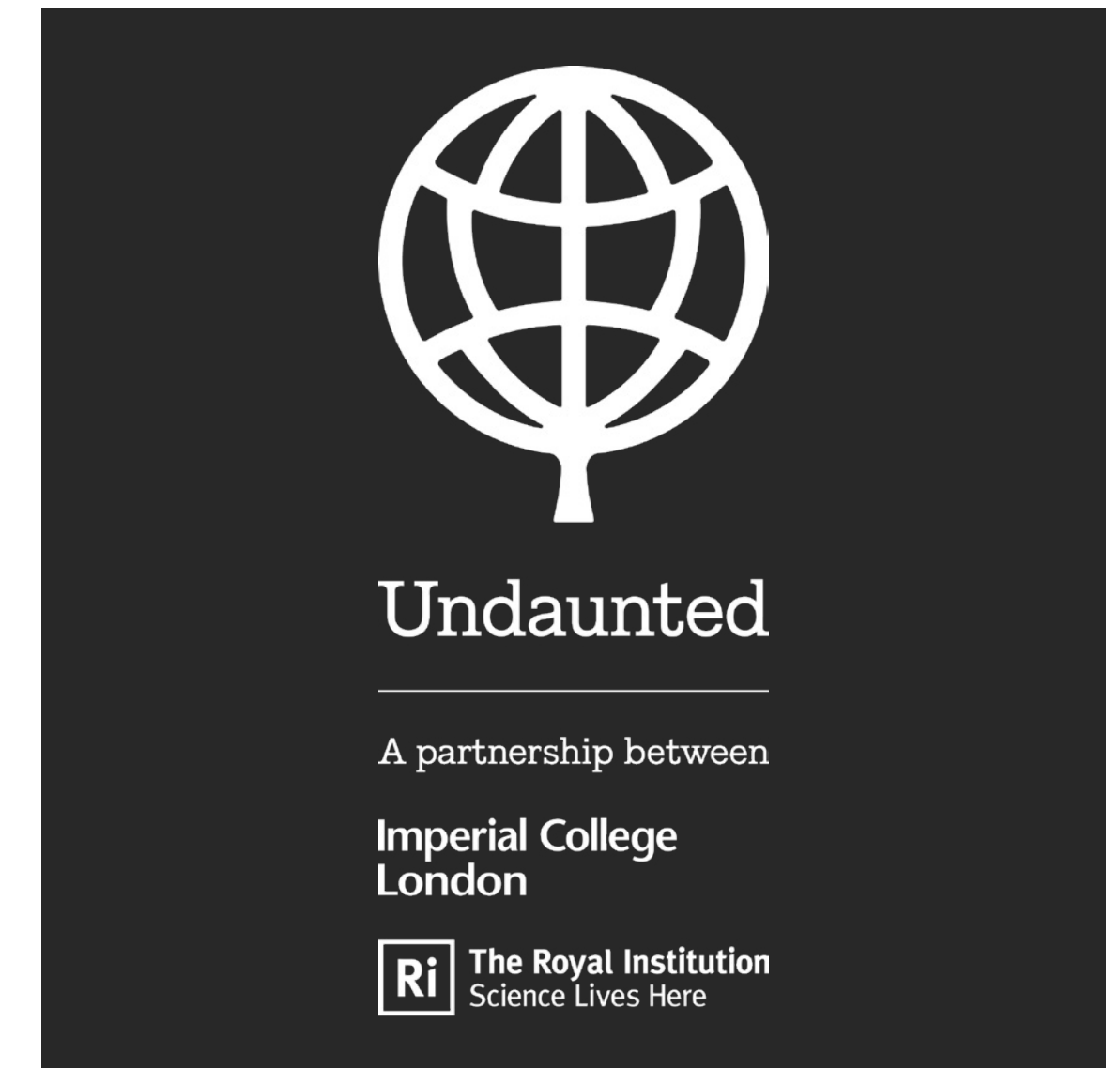Undaunted_Partners_Vertical_2_Twilight_RGB.svg

Print:

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Print:

Undaunted_Partners_Vertical_2_White_CMYK.eps

Screen:

Undaunted_Partners_Vertical_2_White_RGB.eps
Undaunted_Partners_Vertical_2_White_RGB.png
Undaunted_Partners_Vertical_2_White_RGB.svg

Thank you for taking the time to learn about our brand. You should now have all the tools you need to communicate our message effectively.

If you do still have questions please contact our Brand Manager Claudia Cannon.