Royal Academy
of Engineering | Enterprise
Hub

Enterprise Hub Playbook

Version 1.0 | Lite

![Royal Academy of Engineering | Enterprise Hub logo]

This Playbook is for the Royal Academy of Engineering's Enterprise Hub, and should be used in conjunction with the main Academy brand guidelines.

Contents

Introduction

Through its programmes, the Royal Academy of Engineering's Enterprise Hub creates lifelong connections between its award winners and its network of best-in-field experts. This is expressed by the Hub's organising story, 'Creating Exceptional Connections'.

This story – inseparable from the Academy, yet with its own important nuances – is what sets the Hub apart, and is the impetus for this playbook. Our aim is to support that story with an interpretation of the main Academy brand guidelines, giving the Hub's visual communications a subtly distinct yet recognisable look.

Contents

Colour

Palette

Our colour palette

We use two greens from the main Academy brand palette as our lead colours.

The contrast colours shown offset the green and allow for punchy duotone effects. These colours shouldn't be used in gradients.

When using the contrast colours, please always make sure the lead Enterprise Hub green appears nearby.

The secondary colours provide flexibility and are also used, along with a lead colour, for creating gradients.

Gradients shouldn't veer too far from those shown below. These are the only gradients used for the Hub.

One or both of the lead colours must be used across all design applications.

In addition to this, one contrast colour and/or one secondary colour can be used in any one spread or poster. However, please use these sparingly.

For examples, please see the Brand in Action section within this playbook.

Lead colours

GREEN

CMYK	72 \ 0 \ 73 \ 0
RGB	61 \ 184 \ 118
Pantone	347C
HEX	#3db876

PASTEL GREEN

CMYK	32 \ 0 \ 39 \ 0
RGB	166 \ 255 \ 189
Pantone	352C
HEX	#a6ffbd

Contrast colours

SUNBURST

CMYK	0 \ 92 \ 100 \ 0
RGB	247 \ 54 \ 00
Pantone	172C
HEX	#f73600

FUSHIA
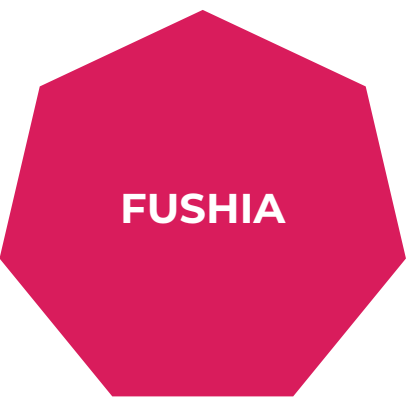
CMYK	10 \ 100 \ 49 \ 1
RGB	217 \ 28 \ 92
Pantone	7635C
HEX	#d91c5c

Secondary colours

TEAL

CMYK	63 \ 0 \ 26 \ 0
RGB	36 \ 214 \ 209
Pantone	3252C
HEX	#24d6d1

YELLOW

CMYK	1 \ 13 \ 100 \ 0
RGB	255 \ 214 \ 00
Pantone	115C
HEX	#ffd600

PASTEL BLUE

CMYK	43 \ 0 \ 17 \ 0
RGB	125 \ 229 \ 227
Pantone	7471C
HEX	#7de5e3

INDIGO

CMYK	100 \ 100 \ 24 \ 19
RGB	33 \ 23 \ 107
Pantone	2755C
HEX	#21176b

Gradients

Contents
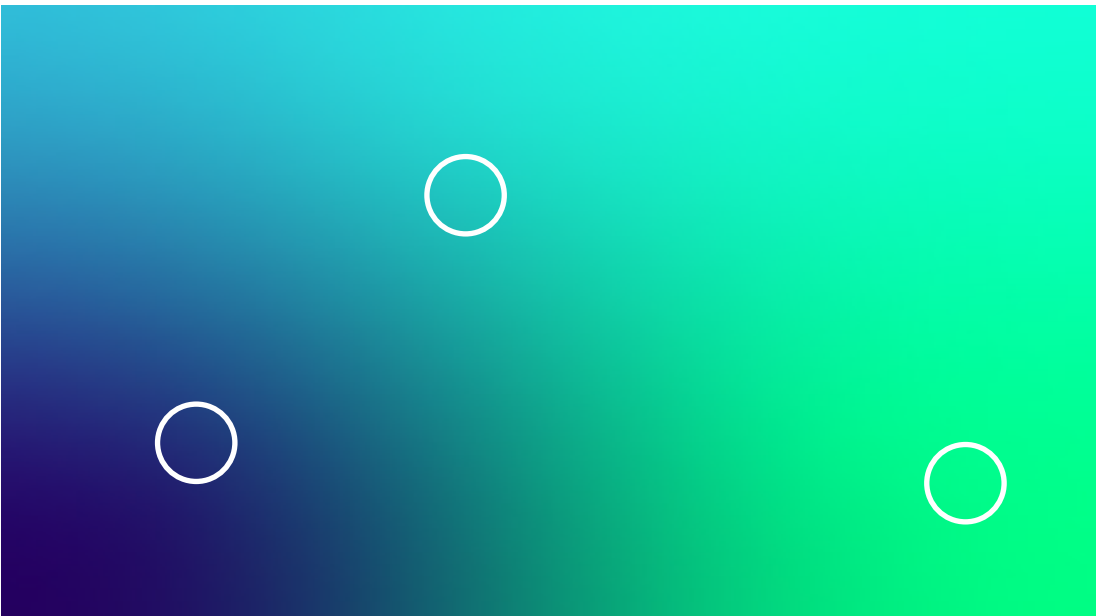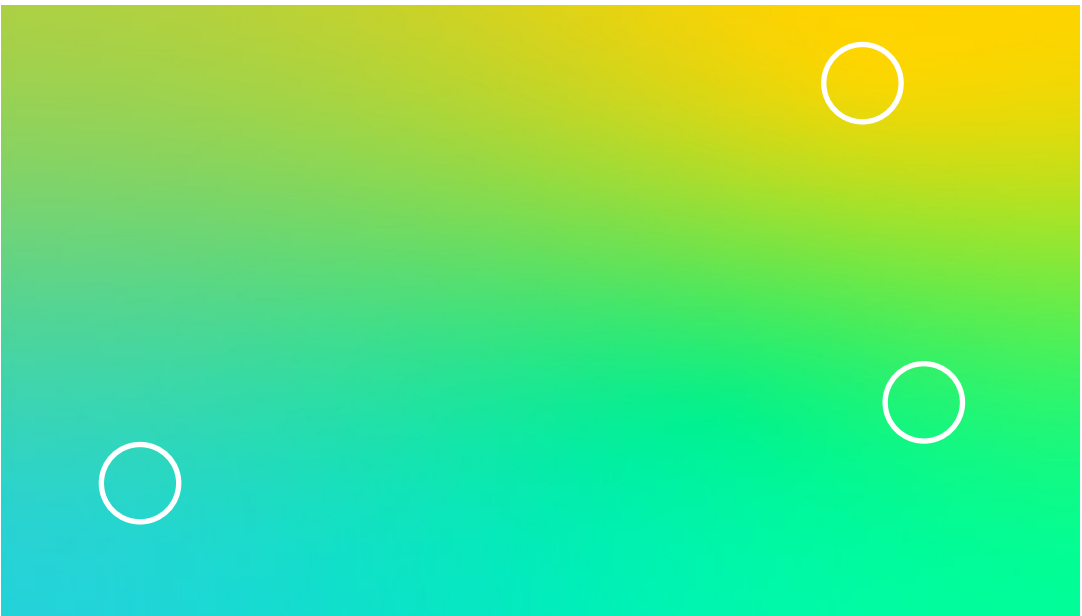
Introduction
Colour
Photography
Icons and shapes
Brand in action

Photography

People
Duotone
Type

Photography

When photographing people for the Hub, please use the notes below and the photo examples shown as guidance.

When a photoshoot is not possible, please use photos from our existing Enterprise Hub library, available here.

If you're unable to use an image from the Enterprise Hub library or a suitable hero image isn't available, please use an image from the *'this is engineering'* image bank.

Face-on portraits should be relaxed and natural, with the subject aware of the camera. Smiling subjects looking directly into the camera are preferred.

Images that show engineers in action, in the context of their work or study, may also be used.

These two types of images can also be used in tandem to create a visual story as seen on the right.

Wherever possible, please feature actual participants in the Hub's programmes, and please bear in mind diversity of all kinds, including a mixture of age groups.

Images showing pairs or groups of people are an excellent way to support the Hub's 'Creating Exceptional Connections' story.

Duotone image treatment

All the duotones shown can be used for Enterprise Hub communications.

Again, green is our lead colour and should take precedence over the other colours, which are included to provide visual interest.

When using a duotone that isn't green, where possible, we should always have something green nearby (a logo, green font, brand shape, or gradient). You can see examples of this in the 'shapes and icons' section.

Please use the Photoshop master file supplied with the asset pack to create duotones.

For print we advise that images with high contrast are selected. Lower contrast images can lead to flat colours which are to be avoided. Where possible, printers should provide proofs so that duotone quality can be checked.
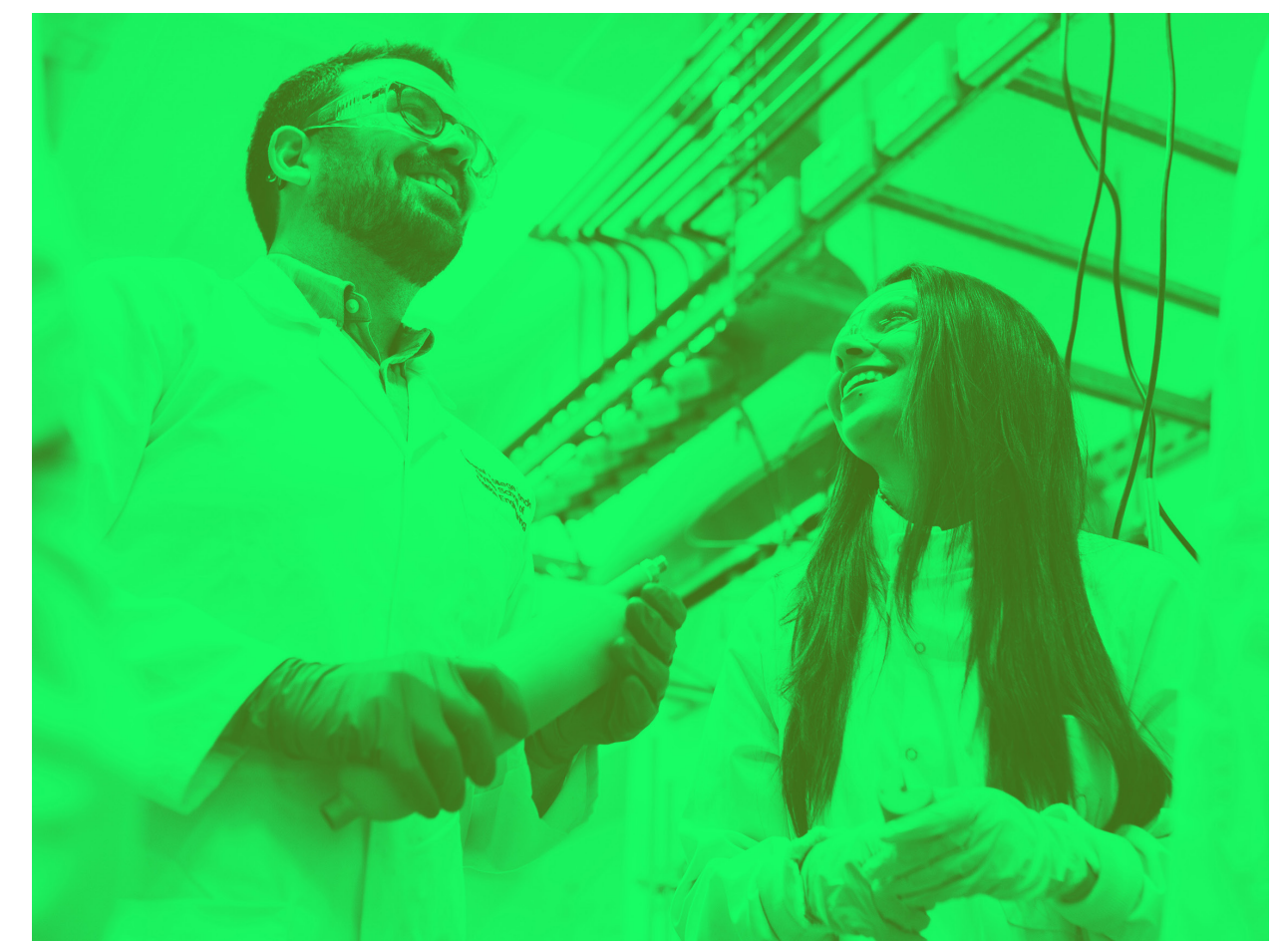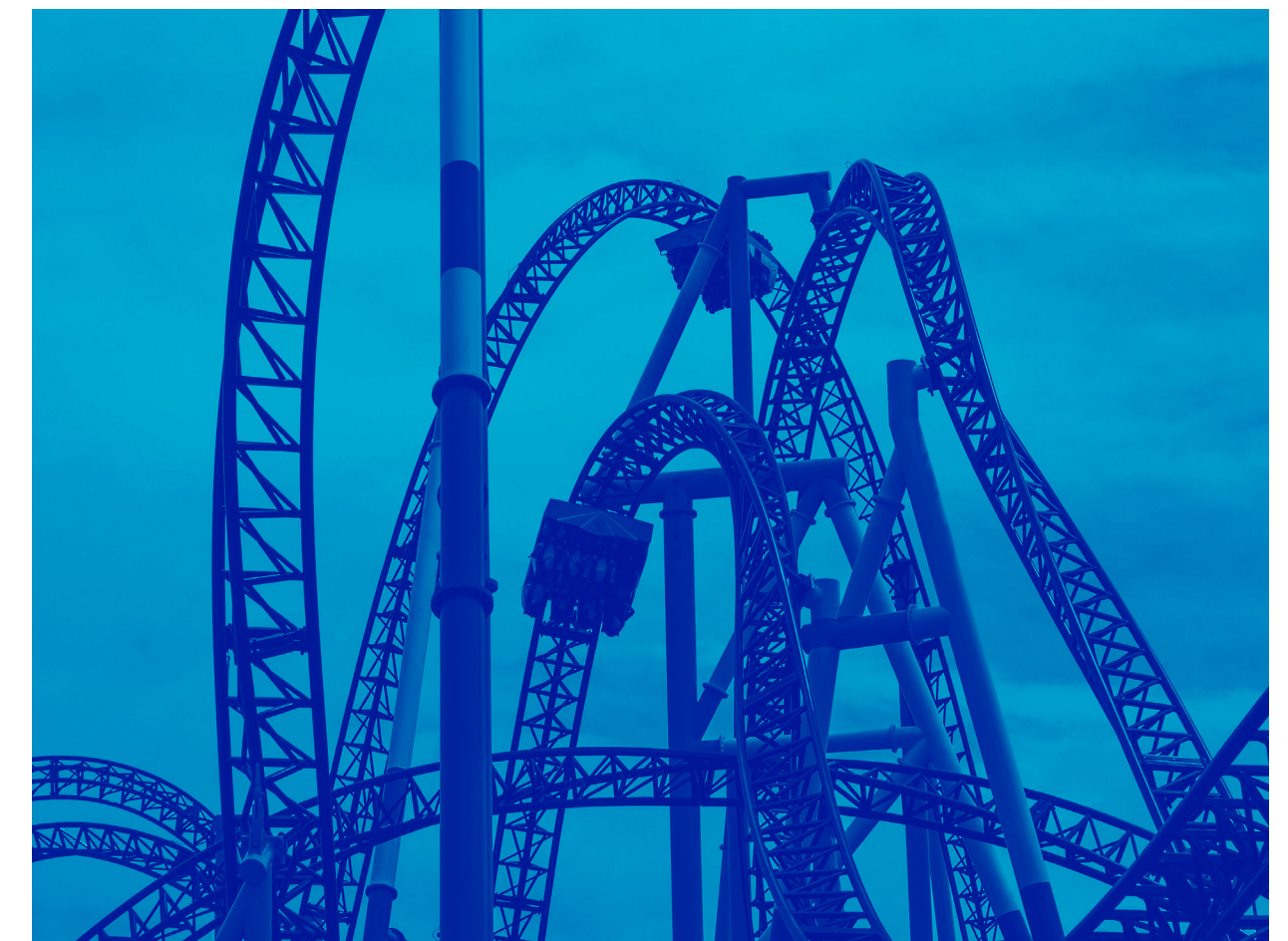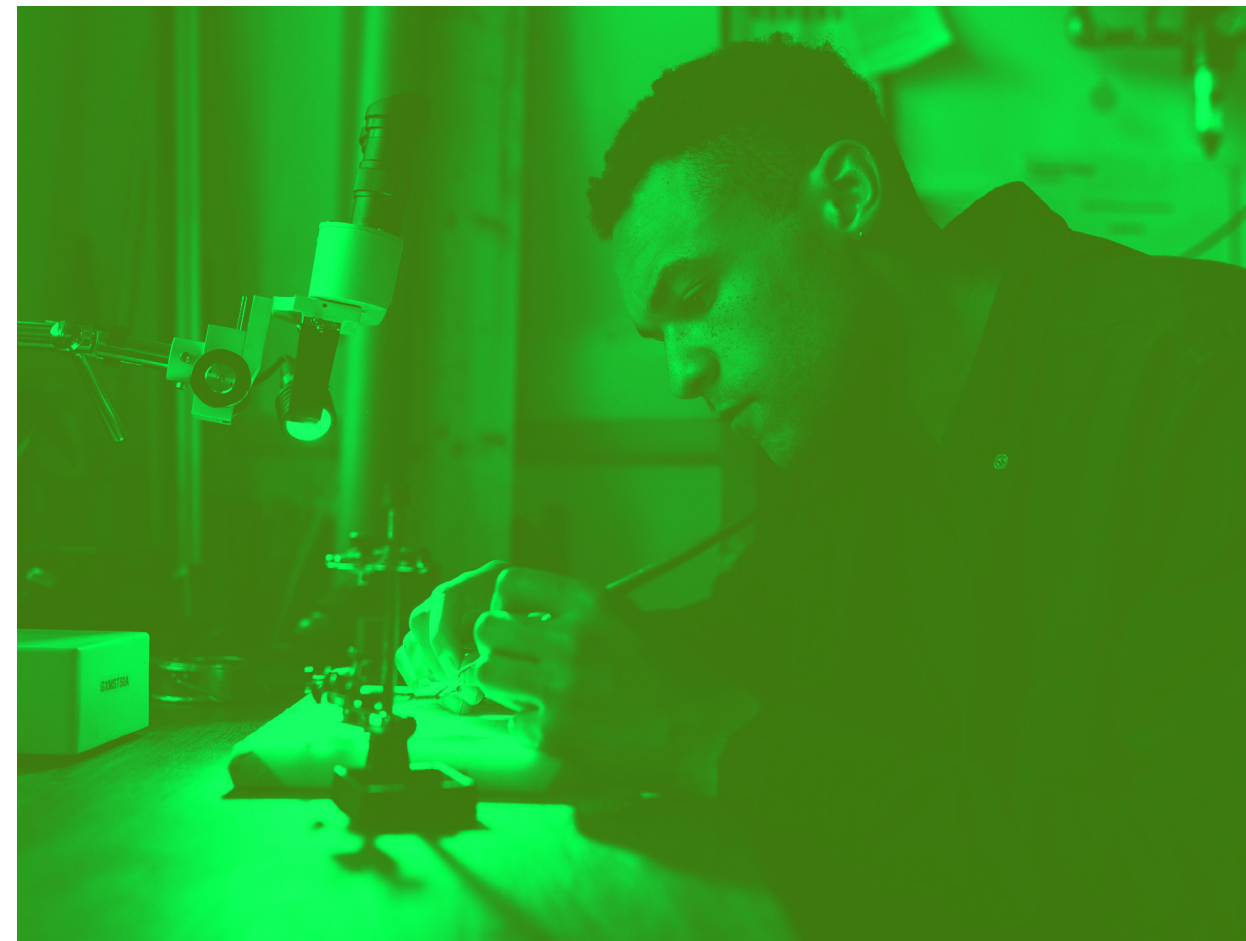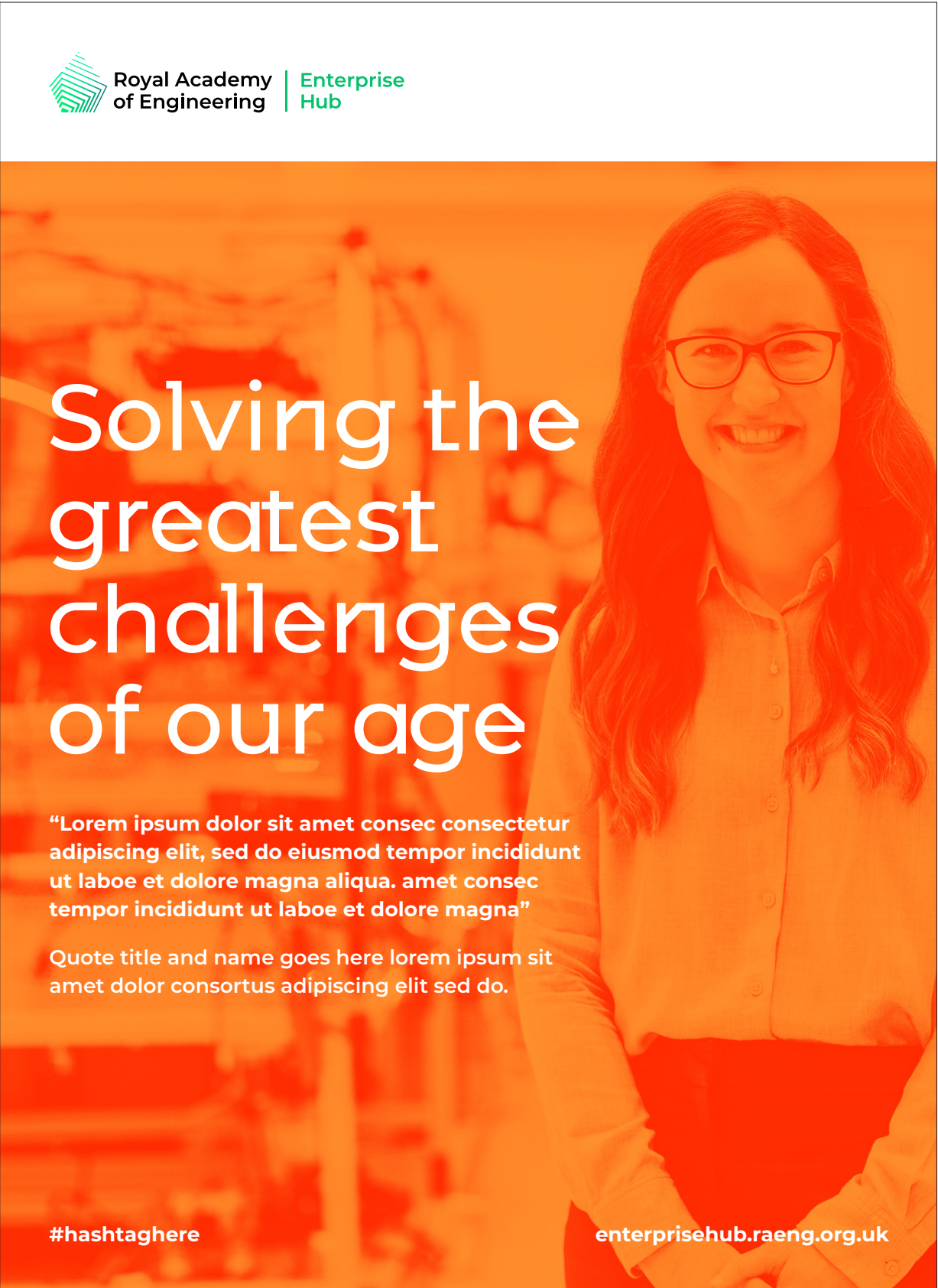
Photography

People
Duotone
Type

Type and image balance

When using duotones, please make sure that type is always clearly legible, and give it breathing space so it doesn't feel cluttered or clash with the image.

With photographs showing people, where possible try to overlap the type onto the subject so they feel connected. Just ensure that you don't obscure the person's face.

Contents

Using shapes and gradients

These are our brand shapes. You can mix and match any of these shapes with any gradient from the Enterprise Hub palette.
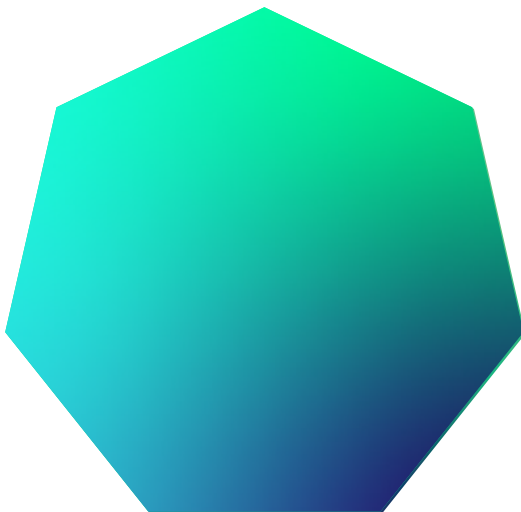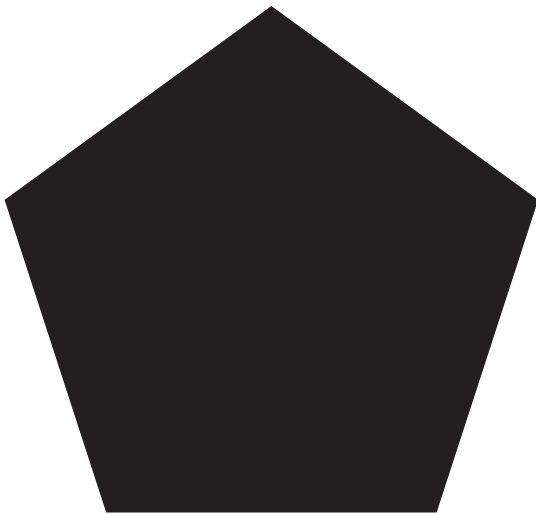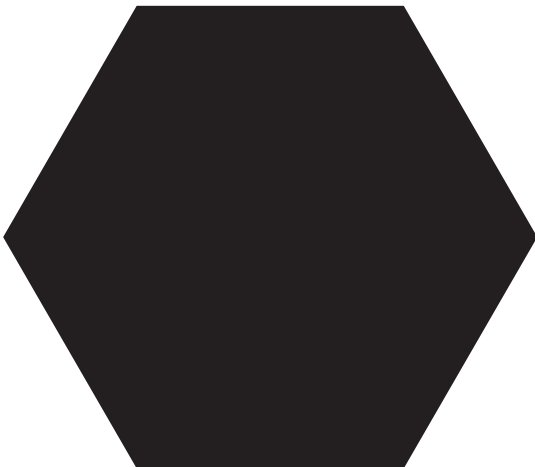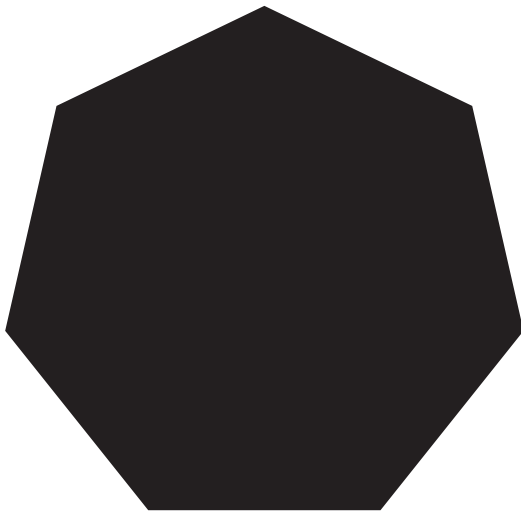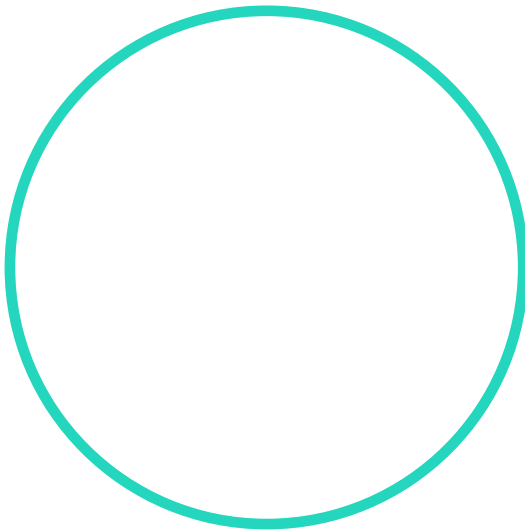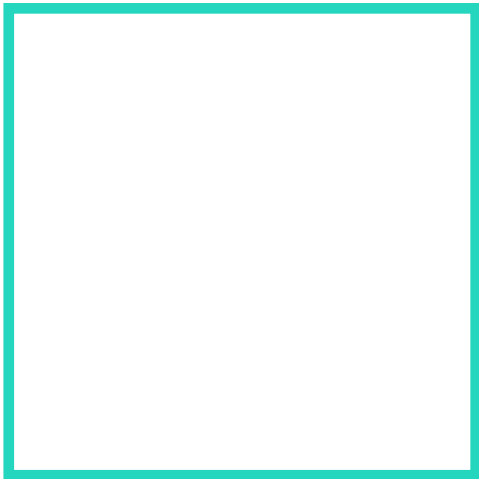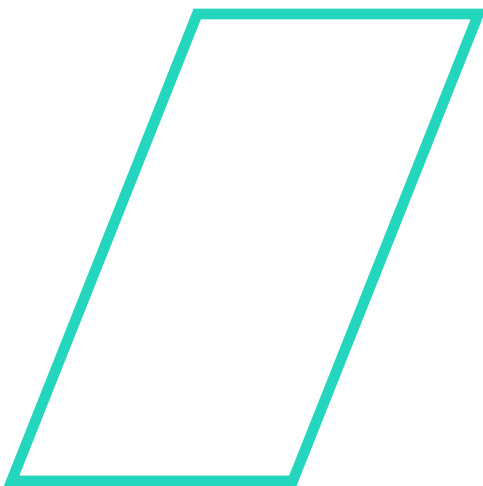
Infographic content

Using the primary shapes as the foundation of any diagram allows for a level of brand consistency that wouldn't be possible otherwise.

Equally, by using diagrams as illustrative 'structure' for page layouts [rather than type and image], we can maintain a level of visual consistency without the overall layout appearing busy and overwhelming.

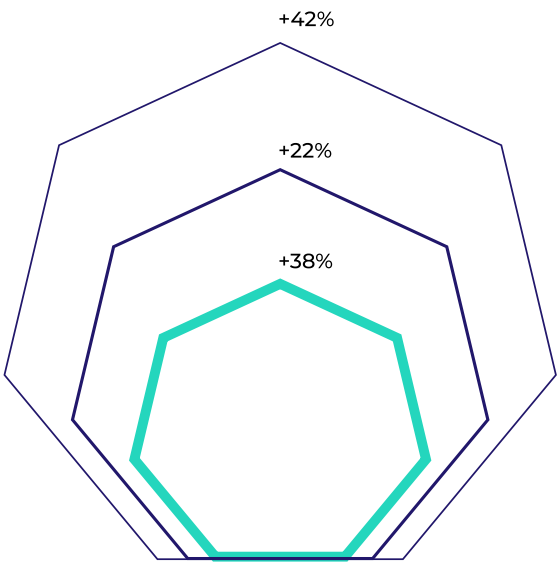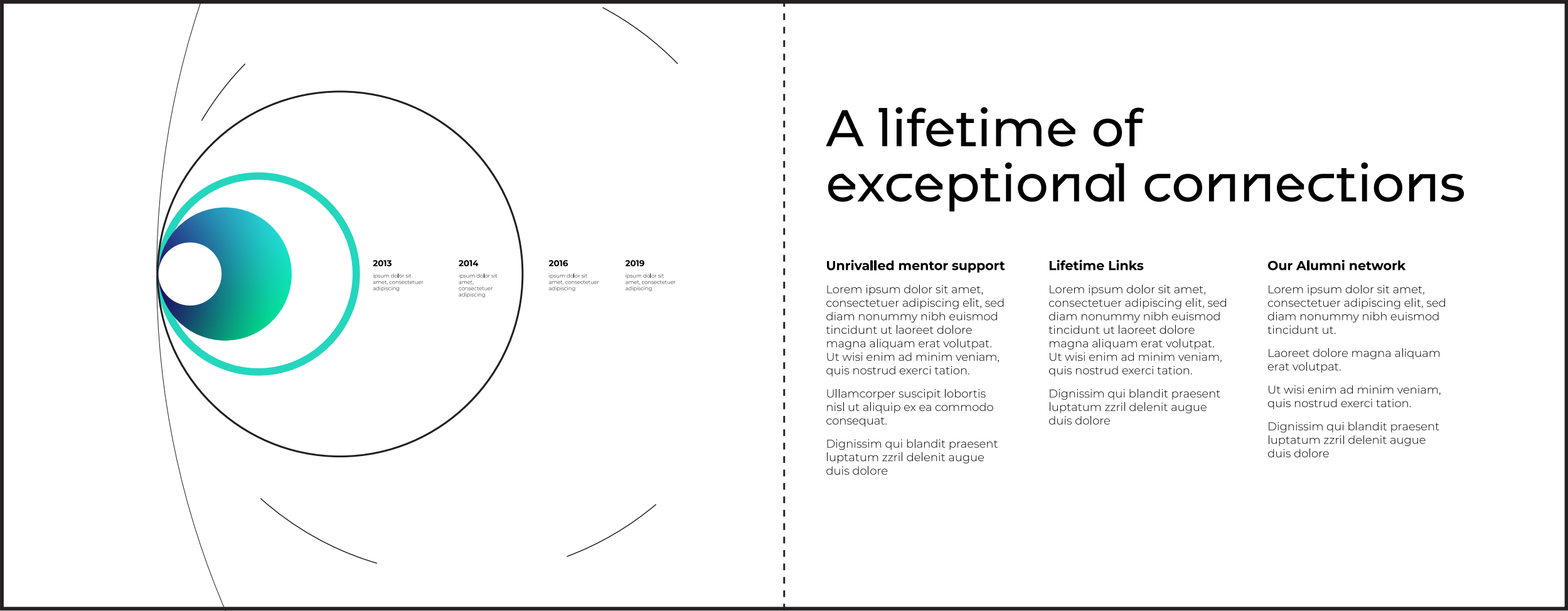These are examples of the shapes being used as diagrams to convey statistical information

Headline
Lorem ipsum dolor

£439m
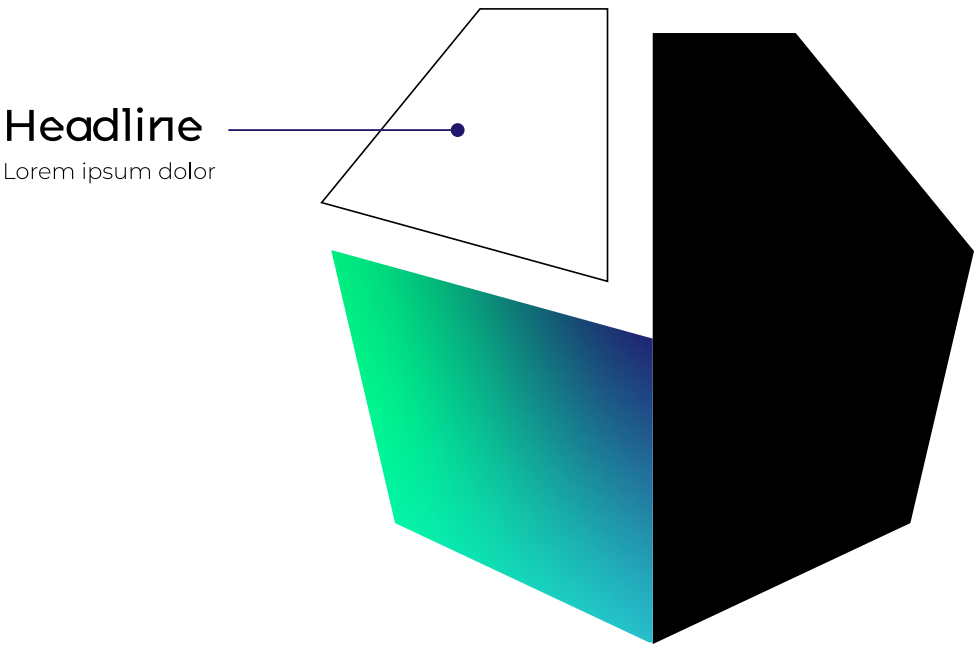
Total valuation growth

2000% growth in follow-on funding

(2015: £18m, 2020: £366m)

+42%

+22%

+38%

Increasing member diversity

(2015: 9%-2020: 20% female)

A lifetime of exceptional connections

2013   2014   2016   2019
Ipsum dolor sit   Ipsum dolor sit   Ipsum dolor sit   Ipsum dolor sit
amet, consectetuer   amet, consectetuer   amet, consectetuer   amet, consectetuer
adipiscing   adipiscing   adipiscing   adipiscing

Unrivalled mentor support

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Dignissim qui blandit praesent luptatum zzril delenit augue duis dolore

Lifetime Links

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Dignissim qui blandit praesent luptatum zzril delenit augue duis dolore

Our Alumni network

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Dignissim qui blandit praesent luptatum zzril delenit augue duis dolore

The example above shows concentric circles being used to create a timeline that informs the structure of the layout.

Using images with shapes

Here are some examples of how brand shapes can be combined with imagery. Again green is always prominent or echoed on the page.

Royal Academy of Engineering | Enterprise Hub
#hashtaghere
enterprisehub.raeng.org.uk

Heading goes here
2020 / 21

Royal Academy of Engineering | Enterprise Hub
#hashtaghere
enterprisehub.raeng.org.uk

Heading goes here
2020 / 21

Heading goes here
2020 / 21

Royal Academy of Engineering | Enterprise Hub
#hashtaghere
enterprisehub.raeng.org.uk

Heading goes here
2020 / 21

Royal Academy of Engineering | Enterprise Hub
#hashtaghere
enterprisehub.raeng.org.uk

Contents

Brand in action

Heading
goes here

2020 / 21

Royal Academy
of Engineering | Enterprise
Hub

#hashtaghere
enterprisehub.raeng.org.uk

Brand in action

"Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diamiasen nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam quis"

Name, title

Lorem ipsum sit amet dolor volupta exa

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero .

_____

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugai

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat euismod tincidunt ut laoreet dolore wisi enim ad.

Brand in action

Brand in action

Brand in action

Brand in action