

Innovate  
UK

Knowledge  
Transfer  
Partnerships



Visual identity guidelines

# The KTP 50 logo

The KTP 50 logo should, ideally, feature on a black background. However, the KTP dark blue, or white can also be used.

As a preference, the KTP 50 logo should be used as single unit. However, where space allows and accessibility is not compromised, the lock-up version of the logo can be used.

## Black background



## KTP dark blue background



## White background



The full colour version of the logo, shown at the bottom of this page, should only feature on a white background.

# The KTP 50 logo

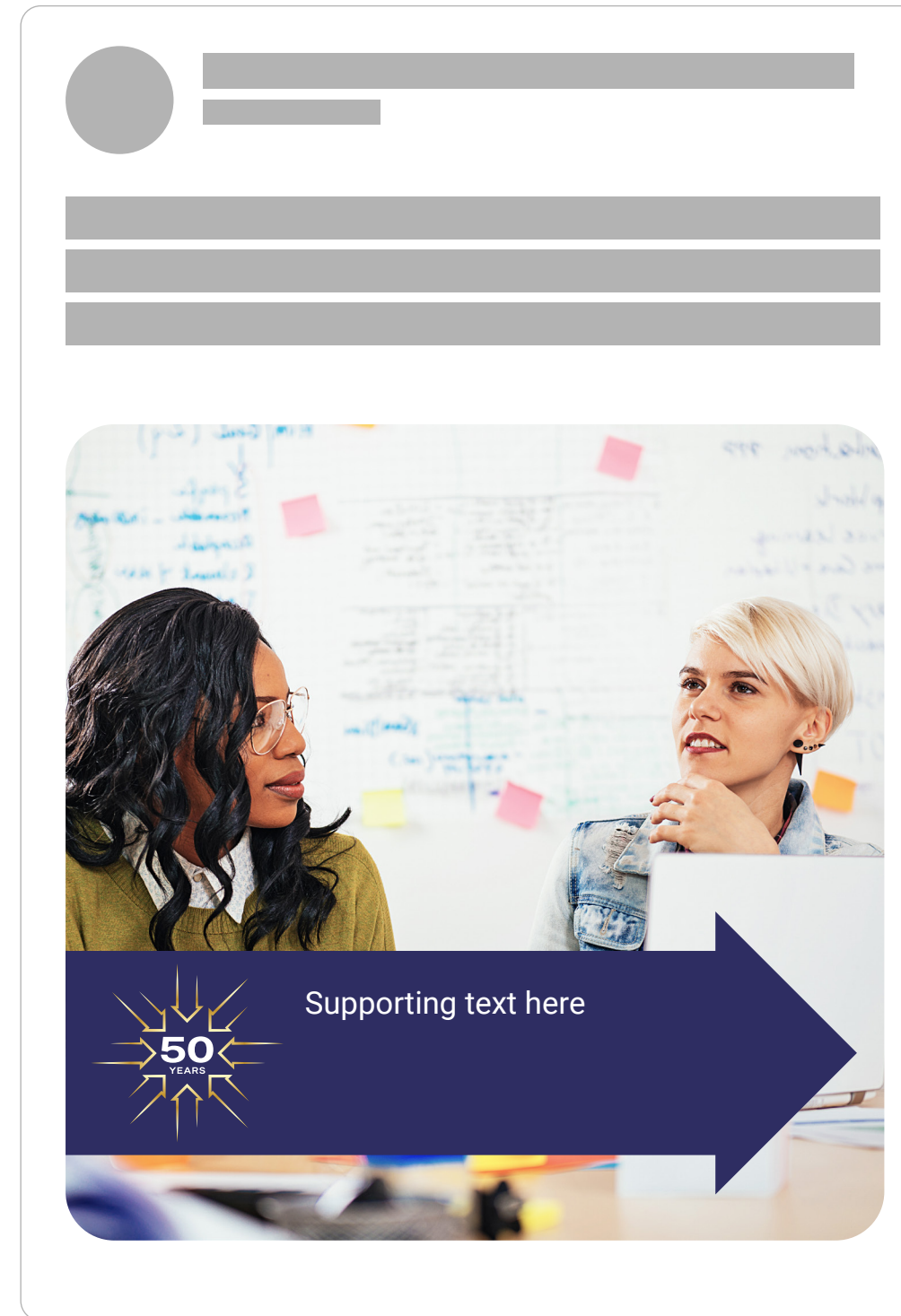
Where space allows, the Innovate UK KTP logo can feature underneath the KTP 50 logo. This can be an effective treatment when supporting text is required.

The image displays a composite layout for the KTP 50 logo. At the top center is the 'KTP 50 logo', which features the number '50' in a large, bold, white font with 'YEARS' in a smaller font below it. The numbers are surrounded by a circular arrangement of golden arrows pointing towards the center. Below this is the 'Supporting text', which reads 'Celebrating 50 years of innovation' in a white, sans-serif font. At the bottom is the 'Innovate UK KTP logo', which consists of the UKRI logo (UK and RI stacked vertically) on the left, followed by 'Innovate UK' and 'Knowledge Transfer Partnerships' stacked vertically on the right. Three white brackets on the left side of the image group these elements: the top bracket encompasses the 'KTP 50 logo', the middle bracket encompasses the 'Supporting text', and the bottom bracket encompasses the 'Innovate UK KTP logo'.

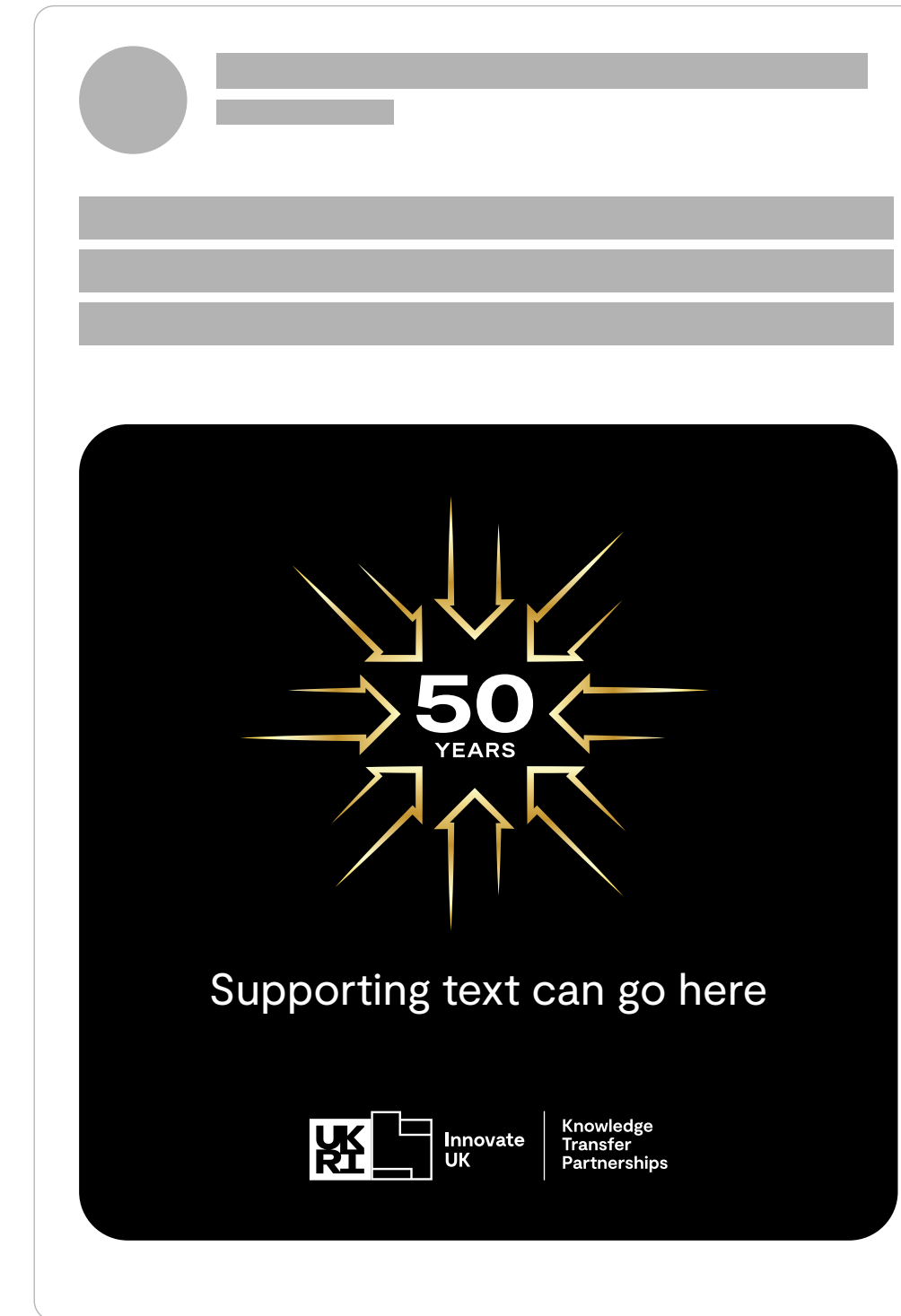
# The KTP 50 logo positioning

The KTP 50 logo naturally lends itself well to left or central alignment. This allows for easier positioning of supporting text.

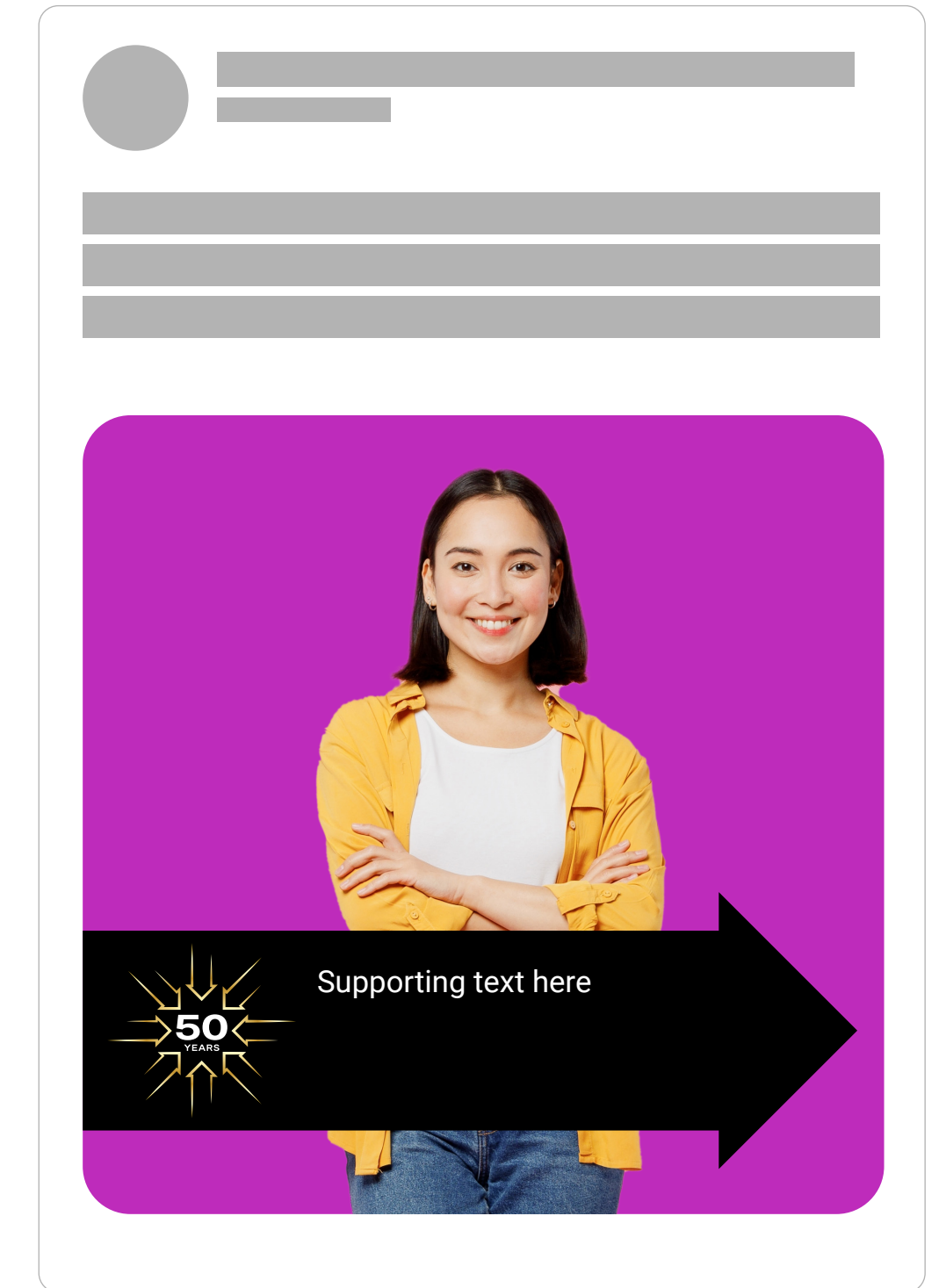
The logo and supporting messaging can feature in one of the KTP arrows (this element is included with the asset pack). The logo can also feature inside a solid black or dark blue block.



KTP 50 logo left aligned and housed, along with appropriate messaging, inside a dark blue KTP arrow.



KTP 50 logo centre aligned and housed, along with appropriate messaging, on a black background.



KTP 50 logo left aligned and housed, along with appropriate messaging, inside a black KTP arrow.



The supporting KTP colour palette can be used when creating promotional material. See page 5 for colour references.

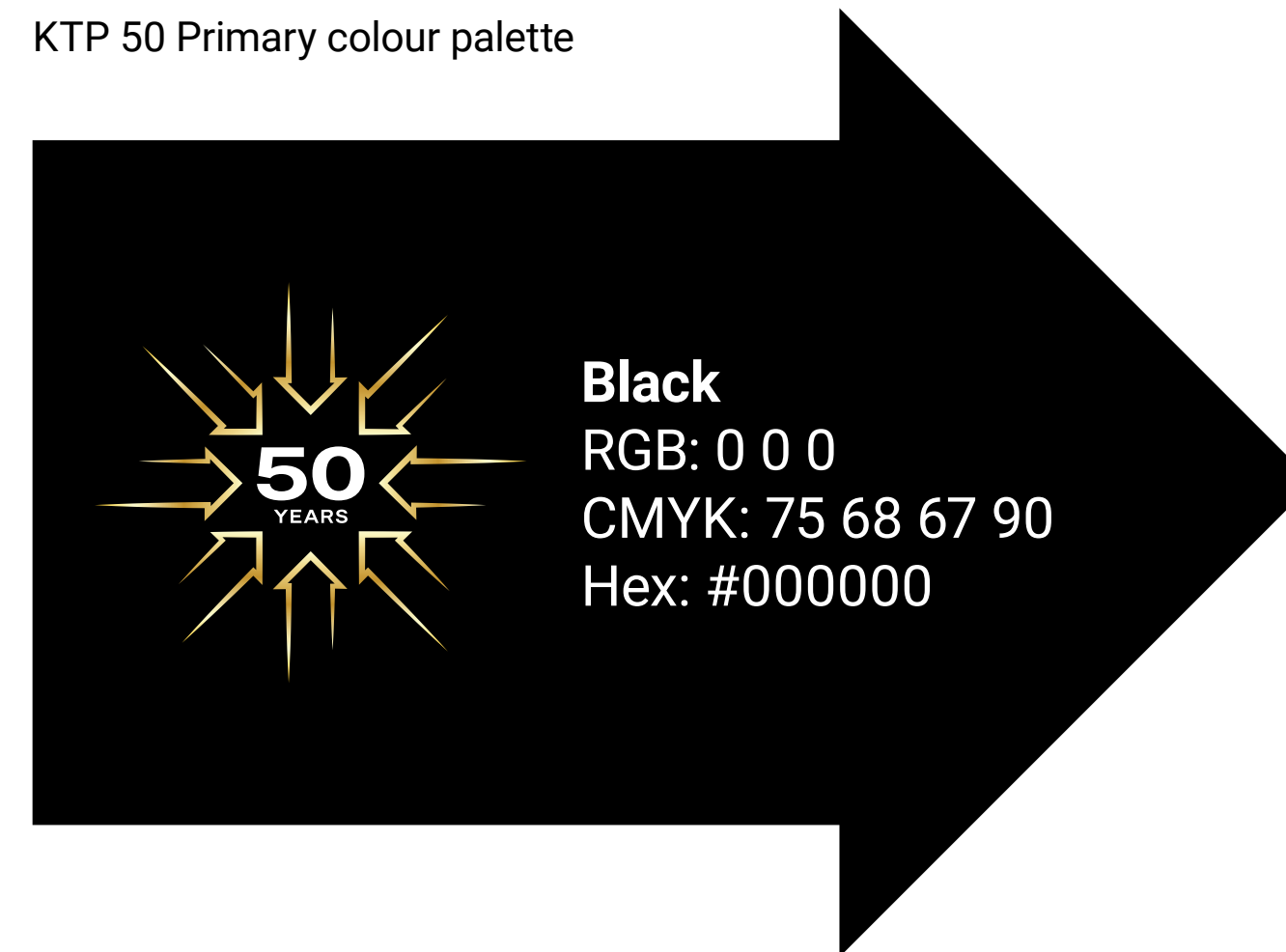
# The KTP colour palette

Along with the addition of black, the colour palette is a valuable asset in keeping our visual identity cohesive and distinct.

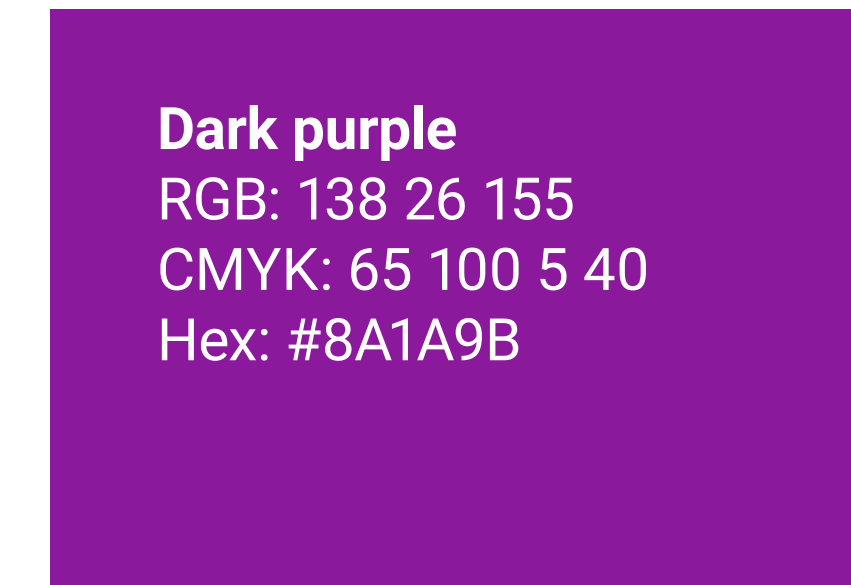
The black or dark blue should only be used for the background.

All of our colours are designed to work effectively for both print and digital.

KTP 50 Primary colour palette



KTP 50 Secondary colour palette



When creating KTP 50 material, white text is the preferred option for body copy.

## The KTP headline typefaces

Our typeface is Moderat. It is used for all our printed communications. Where possible it is also used for online applications.

### **Display text**

Large headers, statements and pull quotes are set in Moderat Extended Bold.

### **Functional titles and headlines**

Titles and headlines that are less emotive and more functional, are set in Moderat Bold or Moderat Regular.

Moderat Regular

Moderat Bold

Moderat Extended Bold



To comply with the font usage rights, external users will need to buy a separate licence from Tightlype.

# The KTP supporting typefaces

## Body copy font

Our body copy, sub-headers and other small supporting text are set in Roboto.

Roboto is an openly available Google font. It is released under open source licences. It can be used for any non-commercial or commercial project.

## System font

Our system font is Arial. It is used for system produced applications, such as PowerPoint, or the content of a letter.

We use Arial in three weights: Regular, Bold and Black.

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Arial Regular

**Arial Bold**

**Arial Black**



Roboto can be downloaded from [Google Fonts](#).

# Photography

Wherever possible, photography should show collaboration set within an appropriate research, business, or industry environment. Photography should show collaboration as a positive and dynamic process with a diverse range of people working together with purpose towards a shared goal. People featured in photos should portray dedication, engagement, and motivation.

Further information: Diversity can include characteristics such as cultural background and ethnicity, age, gender identity, disability, sexual orientation, religious beliefs, language and education. Diversity also includes characteristics such as professional skills, working style, location, and life experiences.





# KTP 50 Messaging

<b>General 1</b>	Celebrating 50 years of driving UK innovation and collaboration through Innovate UK's Knowledge Transfer Partnership programme.
<b>General 2</b>	We've spent 50 years connecting businesses and academics to make the UK more productive, competitive and profitable.
<b>Impact</b>	Over 50 years, 14,000 KTP projects have generated £5.50 for every £1 invested, contributing billions to the UK economy.
<b>Collaboration</b>	Celebrating 50 years of partnerships between forward-thinking businesses and world-leading academics, led by skilled advisors.
<b>Knowledge</b>	Knowledge Transfer Partnerships have been applying world-leading research to real-life challenges in UK business for 50 years.
<b>Commitment</b>	We're celebrating five decades of accelerating innovation and applying new ideas, technologies and processes across the UK.
<b>Inspiration</b>	Read about iconic KTP projects, from environmental sustainability to improved clinical outcomes for children.
<b>Curiosity</b>	See how we're bringing five decades of expertise to new projects in emerging areas such as AI and quantum technology.
<b>Communication</b>	As a bridge between academia and industry, the KTP programme has empowered organisations of all sizes to innovate and thrive for 50 years.
<b>Dedication</b>	For 50 years, KTP has empowered thousands of academics, managers, and businesses, whose dedication has driven the success of over 14,000 projects across the UK.
<b>Ambition</b>	After 50 years of impact, celebrate the exceptional innovators working on our latest projects at the prestigious KTP Awards.



This is approved messaging to be used for the KTP 50 celebrations. It should not be adjusted or used for any other purpose.

# KTP 50 Messaging (continued)

<b>50 years of...</b>	50 years of innovation 50 years of transformation 50 years of impact 50 years of inspiration 50 years of solving real-world challenges 50 years of accomplishments 50 years of collaboration 50 years of overcoming challenges 50 years of expertise 50 years of ambition 50 years of iconic projects 50 years of KTP
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