



Branding Guidelines

The Logo

The INSPIRE logo was designed to be engaging and attractive to students. The logo comprises two elements, the green 'thought bubble' and the accompanying text. The two elements should never be separated or distorted in any way. Do not recreate the logo, always work with the original artwork, which can be obtained from the Academy by emailing INSPIRE@acmedsci.ac.uk. Both vector (EPS) and bitmap (JPEG) versions of the logo are available. We will send you a link to a Dropbox folder called 'INSPIRE uploads' which will contain examples of usage of the INSPIRE logos.

We expect host institutions/organisations to use the logo when publicising any activity related to their project. If used in conjunction with other logos, for example, on a flyer, a fair and representative balance should be presented which reflects the contribution made by each organisation.

Please seek advice from the Academy office regarding the position of multiple partner logos. When using the logo on any materials publicising high profile events, please email INSPIRE@acmedsci.ac.uk before finalising the documents.

Size of the logo

The minimum acceptable size for the INSPIRE logo is:
Height 2.4cm, Width 2cm

Formatting

Header

Generally, on the first page of a document, the INSPIRE logo should appear in the top left corner with the host institution/organisation logo on the right. For example:



<Insert host institution/organisation logo>

Footer

At least one page of any publicity document should contain the following text in the bottom left corner and the Academy logo in the bottom right corner, as here:

INSPIRE is coordinated by the Academy of Medical Sciences and supported by the Wellcome Trust.



The Wellcome Trust logo is also available on request.

Permitted variations of the logo

Please only use the variations shown. New versions should NOT be created. The green logo is the preferred choice for all communications. The black logo, colour variations and a 'white out' version of the logo may be used at your discretion.



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