

# UKRI Mental Health Platform Brand Guidelines

The UKRI Mental Health Platform engages with diverse audiences who must be able to identify MHP work. The brand is the look, feel and tone of the MHP, and the consistent use builds trust and recognition for the MHP. These brand guidelines provide a framework for consistent communication and visual representation.

## 1. Visual Identity

### Basic Principles

The MHP visual identity prioritises clarity, simplicity, and consistency across all materials. All design assets—including documents, presentations, posters, and digital graphics—must follow the core principles below:

- **Use of Space:** Employ ample negative space to reduce visual clutter.
- **Shapes:** Avoid sharp, right-angled squares where possible; use rounded corners for panels, callout boxes, and photo frames.
- **Image Treatment:**
  - Photographs and graphical elements must be borderless.
  - Do not apply feathering, glow, drop shadows, vignettes, or other stylistic effects.
  - Avoid frames, outlines, or coloured borders unless part of a supplied template.
  - Avoid photographs as backgrounds.
- **Consistency:** Apply same visual rules across all formats to maintain coherent identity.

### Colours

Our colour palette as used in the logo should be consistently applied across all materials.

- Background:
  - 03415c (navy)
- Dots:
  - 6452A3 (purple)
  - B0D350 (green)
  - EF5599 (pink)
  - FBAE4D (orange)
  - 16AFDC (light blue)
- Pastel Variations:
  - BFB7DB (pastel purple)
  - DEECB8 (pastel green)
  - F8BAD5 (pastel pink)
  - FCDEB7 (pastel orange)
  - 9DE0F4 (pastel light blue)



Automated colour variations found in Microsoft Office applications are acceptable.

## Typography

The typeface for the Coordinating Team's external communications and marketing are:

- Headings: Plus Jakarta Sans (Bold or SemiBold)
- Body Text: Plus Jakarta Sans (Regular)
- Subheadings: Plus Jakarta Sans (Medium)

All other communications can be using Aptos.

Text should be high-contrast whenever possible, e.g. black or navy on white backgrounds, or white on navy backgrounds. Body text should be black, unless it would cause contrast issues.

To embed fonts in Microsoft Office programmes, open the File menu, select **Options**, and navigate to **Save**. Under *Preserve fidelity when sharing this document*, enable **Embed fonts in the file**.

Instructions for downloading and installing font files: [Font Installation Instructions](#)

## 2. Logo

The logo of the UKRI Mental Health Research Platform symbolises collaboration, featuring a face in profile made up of coloured dots.

The Platform, Hub and initiative logos are stored in the following folder on Teams: **General > Shared > 07 Images, Video, Graphics and Fonts > [Logos and Branding](#)**



## Usage Guidelines

Our logo is a vital part of the Platform's identity and should be used consistently:

- **Size and Placement:** The logo can be resized and placed flexibly, but proportions must remain consistent.
- **Background Variations:** The logo can be used with either a navy or white background. Colours and proportions must not be altered.
- **Orientation:** Both horizontal and vertical orientations are allowed, depending on the layout of the material (see Logos and Branding folder for allowed orientations).
- **Modifications:** No alterations to the design or colour scheme of the logo are permitted.

## 3. Tone of Voice

Our communication style is friendly yet professional. All materials should be consistent, inclusive and accessible, reflecting the latest standards in mental health research and care.

- **Professional but Approachable:** Balance a professional tone with a welcoming, accessible style. Avoid overly technical language and add explanations when it is essential.
- **Clear and Direct:** Keep messaging clear, candid and straightforward, minimising jargon and flattery, especially for public-facing materials and external communications. For further guidance please consult the [Plain English Campaign](#)
- **Inclusive:** Ensure all language accommodates the diversity of our audiences and is sensitive to different experiences in mental health.
  - Use of neutral language when discussing SMI and Platform activities.
- **Consistent Terminology:** Use language that aligns with accepted terms in mental health research and care.
- **Organisational terminology:** References to the Mental Health Platform (MHP, the Platform) encompasses all hub members including LEAPs/LEAGs, PPIE Network, Associate Members, Coordinating Team, and other direct contributors.

## 4. Accessibility and Inclusion

Our communications must be accessible for a diverse range of audiences.

- **Font Size:** Use a minimum of 11pt font for body text, with larger sizes for headings and subheadings.
- **Colour Contrast:** Ensure strong contrast between text and background to support readability. Be mindful of colour blindness when using multiple colours.
- **Inclusive Imagery:** Imagery should reflect the diversity of individuals and communities impacted by SMI.
- **Accessibility:** Alt text should be added to images to support the use of screen readers, and captions should be added to any video content.

## 5. Templates and Layouts

Templates are provided in the following folder on Teams channel: [Templates and Forms](#)

Document Templates

All formal documents, such as reports and presentations, should adhere to the following design principles:

- **Platform Logo Placement:** Include the logo in the header of internal and external documents.
- **UKRI Logo Placement:** The UKRI logo should be included in the header of all externally and internally circulated documents.
- **Consistent Use of Fonts:** Ensure that Plus Jakarta Sans is used throughout all documents, with appropriate weight and size for headings and body text.
- **Colour Palette:** Use the platform’s colour palette to create a cohesive visual identity across documents.
- **Margins:** Narrow or normal are acceptable based on content.

## PowerPoint Presentations

- Presentations should consistently use font, colour, and logo principles as laid out in these guidelines.
- Ensure that slides are clean and easy to read, with the logo placed unobtrusively in a corner.
- Limit use of photographs when icons will suffice
- No full background images, use templates or blank backgrounds.
- No animations.

## Reports

- Reports should include a cover page featuring the logo, title, and date. Use consistent headings and subheadings throughout the report to enhance readability.

## 6. Digital and Social Media Guidelines

### Website & Digital Content, including social media

- **Tone:**
  - Content should follow tone of voice guidelines from Section 3.
  - Content should be professional, friendly, and clear, with a focus on accessibility.
  - Avoid overly technical language, and ensure the content is easily navigable.
  - Be mindful of diversity and inclusion in language and visual content.
- **Typography and Colours:** The platform's standard fonts and colour palette should be used consistently across all digital channels when possible. If Plus Jakarta Sans is not available, prioritise visually similar fonts (e.g. Aptos, Calibri, Arial).
- **Visuals:** Include the platform's logo, colours, and fonts in social media posts. Use high-quality, diverse imagery that reflects inclusivity and collaboration.
- **Social media:**
  - Use relevant hashtags like #MentalHealthResearch, and platform-specific terms to engage wider audiences.
  - Emoji use is allowed, within reason.