



# BRAND GUIDELINES

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# Introduction

## FameLab

FameLab seeks out the scientists, mathematicians, medics and engineers of the world and asks them to explain their work, to a live layman audience, in just three minutes.

## Our brand

FameLab is an active competition in over 30 countries around the world. With so many people taking part it is vital that the brand is protected and the competition look and feel remains the same around the world

The FameLab competition operates in over 30 countries worldwide. It is imperative that all competing nations adhere to the FameLab brand guidelines to keep the look and feel of the competition the same around the world.

FameLab® is a registered trademark of Cheltenham Festivals. The British Council own a licence to facilitate the competition internationally. Both Cheltenham Festivals and British Council logo's must appear on all FameLab branded materials.

**The following pages outline the rules for usage of our visual identity.**

### **About Cheltenham Festivals**

*Cheltenham Festivals is one of the UK's leading cultural organisations, producing four Festivals of Jazz, Music, Science & Literature, as well as year round education & community projects.*

### **About the British Council**

*The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.*

## Who are we?

FameLab is the largest, public facing, science communication competition and training programme in the world. FameLab® is a registered trademark of Cheltenham Festivals, who created the programme in 2005. Since 2007, thanks to a partnership with the British Council, FameLab has gone global. The programme has been run in over 30 countries across the world together with more than 200 local partner organisations.

## What do we do?

We encourage science communicators from across the world to develop their communication skills and share their knowledge with the public.

## Why do we do it?

We aim to bring the very best science communicators to the Cheltenham Science Festival each year, a big part of achieving that lies in FameLab – attracting the best and brightest applicants each year.

## How do we do it?

(Our attitude or personality)

We strive to always be friendly, inclusive and collaborative with our competitors audiences, and our supporters.

# The Basics

## Primary logo

The refreshed FameLab logo introduces a new font, a new colour palette and a cleaner, softer speech bubble.

The primary FameLab logo consists of the words Fame Lab, a speech bubble and the strapline 'Talking Science.'

Only the speech bubble is ever shown in colour - this must always be an official colour from the FameLab palette (see pg. 14 'FameLab Colours'). All other elements of the logo should be shown in either black or white.

In full colour versions of the FameLab logo (including the primary logo) the word 'Lab' is always shown in black or white - it is never transparent and does not show through the background colour or image on which the logo appears.

The primary FameLab logo colour is FameLab Blue. Other colour options are available from the official FameLab colour palette.

For instances where the use of the primary logo is not practical due to restrictions on space, a stacked version of the FameLab logo is also available. In the stacked version, the word 'Fame' is reduced in size to match the width of the speech bubble and the strapline is removed.

### Primary logo



### Stacked logo



## Logo colour options

The FameLab logo should appear in its primary version (see pg. 7 'Primary logo') on general communications such as stationery, internal signage, PowerPoint presentations and online.

12 colour options are available from the official FameLab colour palette and all are acceptable in marketing communications. Only the speech bubble should appear in an official colour, all other elements of the logo should be shown in either black or white (see right for examples).

Structurally, the logo should be treated as an image and should never be altered. Always use approved versions of this logo and **never attempt to recreate the mark yourself** with alternative fonts.

FameLab logo full colour options



## Single colour logo options

Where reproduction in full colour is impractical, one-colour variations of the FameLab logo are available. Use this version only in black or white, never in colour.

The single colour black logo should be used on lighter backgrounds where reproduction in full colour is impractical. The single colour white logo should be used on darker backgrounds.

The single colour logo option is the only instance where the word 'Lab' is transparent and can show through the background colour or image on which the logo appears.

Single colour logo, black (for lighter backgrounds)



Single colour logo, white (for darker backgrounds)



The single colour logo option is the only instance where the word 'Lab' is transparent



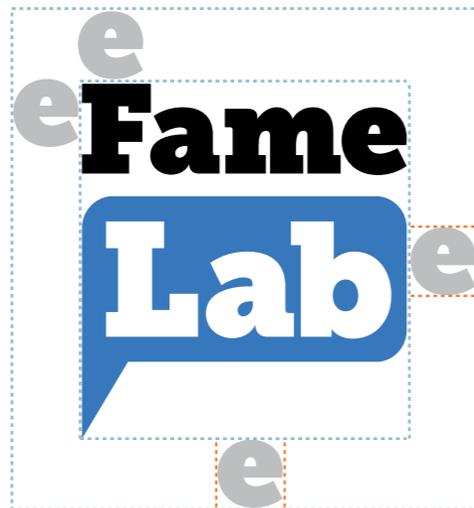
## Exclusion zones

The FameLab logos are shown to their best effect when a clear area is left around them.

### Required exclusion zone

Placing complex elements too close to the FameLab logo diminishes its importance. In order to give the logo prominence, the exclusion zone should remain clear of graphic elements such as text or complex imagery.

The minimum distance to be kept clear is shown as 'e' in the examples at right, where 'e' is equal to the size of the letter 'e' from the word 'Fame.'



## Partners

Partner logos should never appear as part of the FameLab logo.

Primary Partner logos should appear separate to the FameLab logo, underneath the description 'Primary Partner.'

When displayed with the primary FameLab logo, Primary Partner logos should match either: the width of the letters 'me' in the word 'Fame,' the height of the speech bubble in the FameLab logo or the minimum size required by the Partners brand guidelines - whichever is greater.

Supporting Partner logos should appear separate to the FameLab logo and with less prominence than Primary Partner, Cheltenham Festivals and British Council logos.

Always follow the brand guidelines of Partners whenever using their logo.

### Example Partner logo executions



# Cheltenham Festivals

The Cheltenham Festivals logo should be credited on all FameLab marketing materials underneath the description 'Produced and created by.'

The width of the Cheltenham Festivals logo should either: equal the width of the letters 'me' in the word 'Fame' or be the minimum width allowed for reproduction per the Cheltenham Festivals brand guidelines (25mm for printed materials, 71px for digital materials) - whichever is greater.

The Cheltenham Festivals logo should be used in either its full colour, single colour white or single colour black versions. Treat the logo as an image file - do not attempt to recreate the Cheltenham Festivals logo yourself.

A minimum exclusion zone should be left around the Cheltenham Festivals logo. The minimum distance to be kept clear is shown as 'x' in the example at right, where 'x' is equal to the distance between the top of the word 'Cheltenham' and the top edge of the banner.

Full colour logo with description

Produced and created by



Single colour logo black (for lighter backgrounds)

Produced and created by



Single colour logo white (for darker backgrounds)



Exclusion zone



# British Council

The British Council logo should be credited on all FameLab marketing materials underneath the description 'International Partner.'

The width of the British Council logo should either: equal the width of the letters 'me' in the word 'Fame' or be the minimum size allowed for reproduction per the British Council brand guidelines - 8mm in vertical height (print) or 35 pixels in vertical height (web) - whichever is greater.

The British Council logo should be used in either its full colour, single colour white or single colour black versions. Treat the logo as an image file - do not attempt to recreate the British Council logo yourself.

A minimum exclusion zone should be left around the British Council logo. The minimum exclusion zone is equal to half the height of the symbol, as shown, with the preferred exclusion zone equal to the full height of the logo symbol. No text or other visual elements should appear within this space.

Full colour logo with description

International Partner



Single colour logo black (for lighter backgrounds)

International Partner



Single colour logo white (for darker backgrounds)



Exclusion zone



## Do not do this...

Avoid changing the FameLab logo in any way. Treat the logo as an illustration to be placed in your document and don't attempt to recreate it. Above all, avoid the following....

- 1 Never recreate the FameLab logo using different fonts...
- 2 Do not mix colours from the FameLab colour palette in the FameLab logo. Only the speech bubble should appear in a colour from the official palette, all other elements should appear in either black or white (chosen to contrast with the background colour on which the logo appears - see point 4 below).
- 3 Do not distort the FameLab logo...
- 4 Always make sure you select the logo version that has the most contrast against its background to ensure maximum legibility.
- 5 Never use the FameLab logo in any colours other than the official palette.

1. *Do not recreate the logo with different fonts*



2. *Do not mix colours on the FameLab banner*



3. *Do not stretch or distort the logo*



4. *Do not use backgrounds that are too dark or light for your logo*



5. *Do not use the FameLab logo in any colours but the official palette*



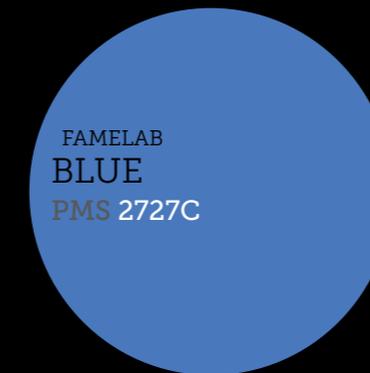
## Colour

FAMELAB' colour palette is bright and contemporary and includes the fixed colours of the primary logo, along with a range of colour options for the FameLab badge.

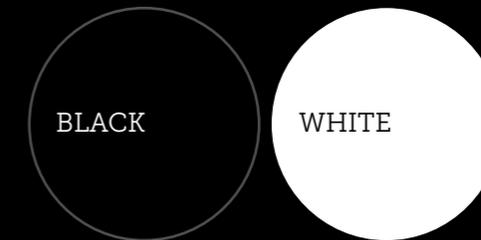
### Primary Colour Palette

The FameLab primary colour palette consists of **FameLab Blue**, black and white.

Flat black and white logos are available for use in applications limited to one colour printing or for reversing out of darker backgrounds.



FAMELAB  
BLUE  
PMS 2727C



BLACK

WHITE

Colour	Pantone Reference	Process colour (CMYK)	RGB Colour	Hexachrome
Blue	2727C	C75.M50.Y0.K0	R47.G125.B225	#2F7DE1

# FameLab Colours

## FameLab Colour Palette.

The FameLab Palette includes twelve additional colours.

Logo colour should contrast rather than harmonise with the background image.



# Colour Specifications

Colour	Pantone Reference	Process colour (CMYK)	RGB Colour	Hexachrome
Scarlet	185C	C0.M100.Y90.K0	R235.G0.B41	#EB0029
Magenta	675C	C30.M100.Y25.K0	R181.G35.B114	#B52372
Purple	Pantone Purple C	C35.M88.Y0.K0	R194.G39.B185	#C227B9
Lilac	2665C	C60.M75.Y0.K0	R127.G86.B197	#7F56C5
Blue	2727C	C75.M50.Y0.K0	R47.G125.B225	#2F7DE1
Cyan	2995C	C80.M12.5.Y0.K0	R0.G168.B225	#00A8E1
Teal	3262C	C90.M0.Y40.K0	R0.G188.B180	#00BCB4
Green	361C	C75.M5.Y100.K0	R63.G174.B142	#3FAE2A
Lime	383C	C40.M20.Y100.K0	R170.G173.B0	#AAAD00
Yellow	130C	C0.M37.5.Y100.K0	R247.G168.B0	#F7A800
Mustard	7407C	C20.M35.Y80.K0	R206.G160.B82	#CEA052
Orange	158C	C0.M65.Y100.K0	R239.G118.B34	#EF7622

## Typography

The refreshed FameLab brand introduces a new font family, Museo. Chosen for its 'editorial' style and friendly and informative personality, as well as for its versatility (with its wide range of weights and styles). Museo is a core ingredient of FameLab's graphic language.

### A family of characters.

The Museo font family has a wide range of cuts and weights which gives infinite opportunities for creativity when developing communications.

Museo comes in a regular 'Sans' version, a 'Slab Serif' version and a 'Condensed Sans Serif' version. Within each of these cuts there are several weights – from light to ultra bold – along with their italic options.

With such a variety of related but individually different fonts, it's possible to select the typefaces that are most appropriate for the style of your design and the audience you're addressing, while still retaining an overall 'family feel' to the look of FameLab communications.

**Science**  
SPACE **7-12 June**  
Welcome to the *Discovery*  
**GRAND FINAL** **COMPETITION**  
Nobel Laureate **James Watson** called it the most fun he'd had in years, and now you too can see our FameLab Finalists use all their charm, charisma and knowledge to deliver three minutes of science in style.  
**Our Friendly Bacteria Robotics**  
CHELTENHAM  
2.30pm, £7 **Questions**  
**ENERGY Communication**  
FameLab is a communications competition designed to entertain by breaking down science concepts into three minute presentations.  
*INTERNET*  
**Finalist 8.30pm**  
**TECHNOLOGY**

## Typography

### The Museo Family

#### Museo Sans

Weights from light to extra bold.

100 abcdefghijklmNOPQRSTUVWXYZ1234  
300 abcdefghijklmNOPQRSTUVWXYZ1234  
500 abcdefghijklmNOPQRSTUVWXYZ1234  
700 abcdefghijklmNOPQRSTUVWXYZ1234  
900 abcdefghijklmNOPQRSTUVWXYZ1234

#### Museo Slab Serif

Weights from light to ultra bold.

100 abcdefghijklmNOPQRSTUVWXYZ1234  
300 abcdefghijklmNOPQRSTUVWXYZ1234  
500 abcdefghijklmNOPQRSTUVWXYZ1234  
700 abcdefghijklmNOPQRSTUVWXYZ1234  
900 abcdefghijklmNOPQRSTUVWXYZ1234  
1000 abcdefghijklmNOPQRSTUVWXYZ1234

#### Museo Sans Condensed Sans Serif

Weights from light to extra bold.

100 abcdefghijklmNOPQRSTUVWXYZ1234  
300 abcdefghijklmNOPQRSTUVWXYZ1234  
500 abcdefghijklmNOPQRSTUVWXYZ1234  
700 abcdefghijklmNOPQRSTUVWXYZ1234  
900 abcdefghijklmNOPQRSTUVWXYZ1234

## Tone of voice

The language we use in our communications plays an important role in projecting our brand personality.

### Quick copy guidelines

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#### Who is it for?

Try and visualise the person you are talking to. Do not assume they know as much as you do about your event: there will be much that you may think of as 'common knowledge', but most people will not be as close as you are to the topic.

#### What do I say?

Write as you would speak. What words would you use in a conversation with a friend-of-a-friend? Your language should be friendly, informed, enthusiastic and conversational.

#### Where do I start?

Get to the point, and quickly. The most interesting thing about your event should be the first thing you talk about – if your audience is intrigued, they will read on.

#### What are the right words?

Don't agonise over every word. According to Stephen King, the first word that comes to mind is probably the right one. Get your words down fast, worry about the intricacies later: that's what the rewrite is for. A golden rule: 2nd draft = 1st draft, minus 15%.

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## Lexicon

Some specifics to remember when writing...

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#### Capital F, Capital L

FameLab is always written as one word, with a capital F for Fame and L for Lab. When using the name FameLab in copy, there is no need to italicise or bold the word unnecessarily.

#### Do not use 'The FameLab'

FameLab is not 'The FameLab'. When mentioning FameLab in a sentence, there is no 'the' preceding the title: e.g. "meet the contestants taking part in The FameLab this year" should be written: "meet the contestants taking part in FameLab this year."

#### Punctuation

Be sparing with exclamation marks: they don't automatically make something funny! or amazing!!

#### Numbers

Use words for one to ten; numerals after 11.

## Imagery

When using FameLab imagery in promotional materials it is important to maintain diversity in age and gender wherever possible. The competition is fun and inclusive; therefore the images that depict it should endeavour to reflect this.

### Imagery guidelines

It is very important to remember when taking photographs on behalf of FameLab that the images must look as professional as possible. To do this consider the quality of the camera you have available to you, try to ensure it will produce a high resolution image. Think about different photography angles; photographers must move around to obtain a good variety of shots so please ensure they have room to work. Try and steer clear of 'shots from the crowd' as these can look cramped and amateurish with the tops of people's heads often obscuring the picture.

Live action shots of competitors taking part in the competition on stage are preferred but also behind-the-scenes sneak peak shots can be very useful and encouraging for future entrants to see. Try and get a range of different shots, from different scenes and different angles wherever possible.



# Templates

## Posters

To maintain consistent brand presentation and to ensure messages are clear, FameLab templates should be followed for all printed materials.

For posters and in most instances, the primary FameLab logo is preferred. If applicable, FameLab in the local language should appear under the FameLab logo.

The Cheltenham Festivals logo should appear in the top left underneath the description 'Produced and created by.'

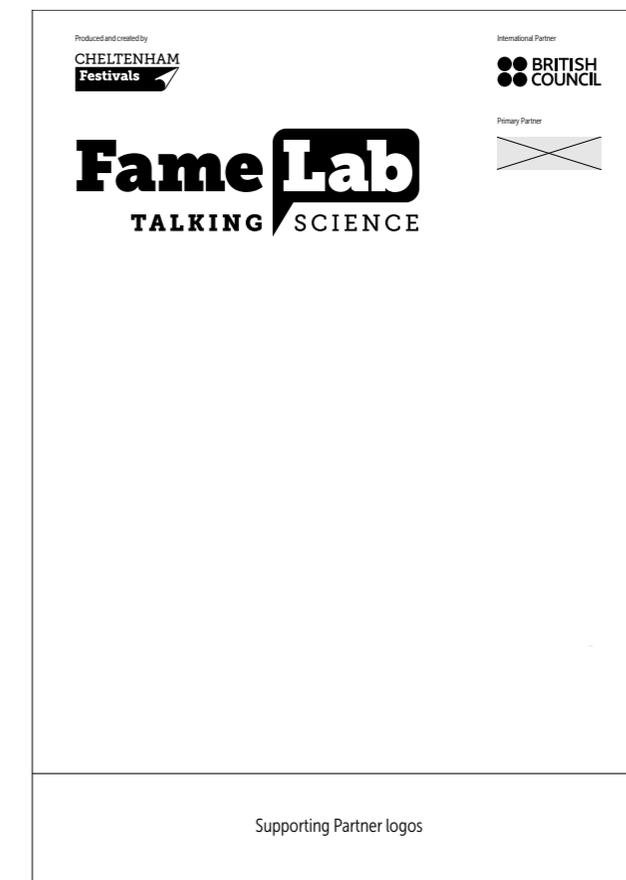
The British Council logo should appear in the top right directly above any Primary Partner logos and underneath the description 'International Partner.'

Primary Partner logo(s) should appear in the top right underneath the description 'Primary Partner(s).'

The Cheltenham Festivals and British Council logos should match the width of the letters 'me' in the word 'Fame.' Primary Partner logos should match either: the width of the letters 'me' in the word 'Fame,' the height of the speech bubble in the FameLab logo or the minimum size required by the Partners brand guidelines - whichever is greater.

Supporting partners should appear on a white strip at the bottom.

### Key poster elements



## Banners

For pull-up banners and other tall / thin signage and adverts, the stacked FameLab logo is preferred. When used with the stacked FameLab logo, third party logo sizes are adjusted to match elements of the stacked logo.

For pull-up banners, the stacked FameLab logo is preferred. If applicable, FameLab in the local language should appear under the FameLab logo.

The Cheltenham Festivals logo should appear in the top left underneath the description 'Produced and created by.'

The British Council logo should appear in the top right directly above any Primary Partner logos and underneath the description 'International Partner.'

Primary Partner logo(s) should appear in the top right underneath the description 'Primary Partner(s).'

Where the stacked FameLab logo is used: the Cheltenham Festivals and British Council logos should match the width of the letter 'm' in the word 'Fame.' Primary Partner logos should match either: the width of the letter 'm' in the word 'Fame,' the height of the letter 'F' in the word 'Fame' or the minimum size required by the Partners brand guidelines - whichever is greater.

Supporting Partners should appear on a white strip at the bottom.

### Key banner elements



Sizing of Primary Partner logos with stacked FameLab logo



## Flyers

For flyers and other short / wide signage and adverts, the primary FameLab logo is preferred. Where the reverse side is available, Supporting Partners should appear on a white strip at the bottom.

For flyers and in most instances, the primary FameLab logo is preferred. If applicable, FameLab in the local language should appear under the FameLab logo.

The Cheltenham Festivals logo should appear in the top left underneath the description 'Produced and created by.'

The British Council logo should appear in the top right directly above any Primary Partner logos and underneath the description 'International Partner.'

Primary Partner logo(s) should appear in the top right underneath the description 'Primary Partner(s).'

The Cheltenham Festivals and British Council logos should match the width of the letters 'me' in the word 'Fame.' Primary Partner logos should match either: the width of the letters 'me' in the word 'Fame,' the height of the speech bubble in the FameLab logo or the minimum size required by the Partners brand guidelines - whichever is greater.

Where the reverse is available, Supporting Partners should appear on a white strip at the bottom.

### Key flyer elements



Flyer front



Flyer reverse

## Information highlighting

The FameLab speech bubble can be used to communicate key messages in marketing materials.

The size of the speech bubble can be altered though the proportion of the corner curves and speech bubble point must be maintained. The speech bubble is made thinner/wider or taller/shorter by extending/reducing the centre section of the bubble. Never stretch the speech bubble.

Colours from the official FameLab palette should be used add impact to marketing materials. Using too many colours can be distracting and should be avoided. Aim to use a maximum of three or four colours from the official palette as well as black and white.

### Roundels and call outs

Roundels are available to highlight key messages within a communication. Avoid having an overabundance of roundels on a page such that it might confuse readers. Use discretion when determining if a roundel is required.

### Example speech bubbles and roundels



## Backgrounds

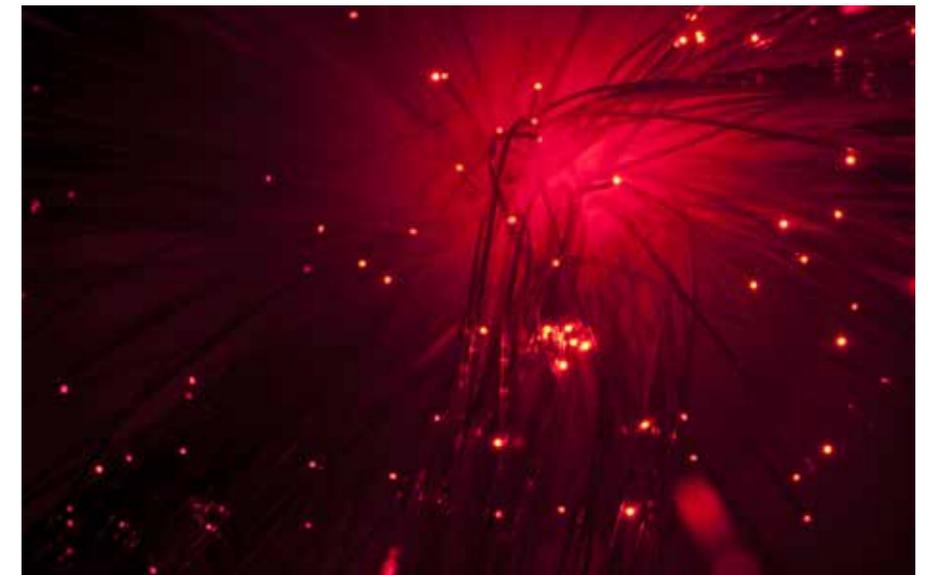
FameLab communications work best on abstract background images of limited colours and based on STEM subjects.

Example images are shown right.

Where appropriate background images are not available, black or a colour from the official FameLab palette should be used.

The FameLab logo colour and other colours should be chosen to contrast rather than harmonise with the main background colour.

Hand drawn or cartoon illustrated backgrounds are not permitted.



# FameLab online

## Online Presence

Where a country's FameLab competition is run under licence by the British Council, all FameLab online material must be uploaded to the British Council's online web platform. Independent websites are not encouraged. All UK FameLab competition coverage will be uploaded via the Cheltenham Festivals website. Online information should be kept up to date wherever possible.

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### Social Media

The FameLab brand is represented online via three 'official' international social media channels. All major international updates will be made via the official international social media channels.

In country social media channels are permitted but they must operate within the FameLab brand guidelines and demonstrate professional neutrality without any bias indicated towards any political ideology, religious ideology, sexual orientation, age, gender, or appearance.

### Facebook

FameLab International

### YouTube

FameLab

### Twitter

@FameLab

## Social Media icons

For social media profile images and icons, the stacked FameLab logo should be used - making maximum use of the allowed space. Social media icons are the only instance in which a smaller exclusion zone is permitted - leaving just enough space around the logo so that it does not quite touch the edge of the profile image space.

Full colour logos should be used on either white, black or a background colour from the FameLab palette. The logo colour should be chosen to give maximum visual impact.

Only the word 'FameLab' should appear in the profile image, specific country titles should be added to the profile name. Partner logos should be credited elsewhere on the profile page as necessary, in the header image for example.

Example use of stacked logo in square



## Facebook



## Twitter



# FameLab on film

## Videos

Where produced, FameLab videos should aim to show the competition in a positive, engaging and professional way.

The quality of the video coverage produced is of paramount importance, videos produced with low sound or image quality will not be promoted internationally. Please ensure that when recording you check your sound feed and lighting levels to ensure the quality of the end recording will be good.

When uploading videos to YouTube please ensure you upload in a minimum quality of 1080p. The start and end of all FameLab videos should be a white slide with the primary FameLab logo place in the centre of the slide. The logo should be on screen for a three seconds before the recording begins to play.

### Key video bookend elements



Opening and closing slide required elements



Penultimate slide



## BRAND GUIDELINES

If you have questions regarding usage of the FameLab identity or require electronic files, contact the Marketing Department at FameLab on:

Tel: 01242 511211

Email: [famelab@cheltenhamfestivals.com](mailto:famelab@cheltenhamfestivals.com)