

February 2013

Wellcome Trust Logo Guidelines

Single endorsement logotype: Supported by, Strategic Award, Investigator and Fellow

These four versions of our Wellcome Trust endorsement logotype (Supported by, Strategic Award, Investigator and Fellow) have been created to clarify the nature of our support. Please use the version relevant to your funding status.

Provided you remain in receipt of current Wellcome Trust funding, the logos can be used as required for websites, presentations, paperwork and promotional materials.

The logotypes have been specially created and no attempt should be made to recreate the logotypes in any way. Please do not alter, distort or adjust the letterforms, type style and visual relationships.

These versions of the logotype have been created to give a balanced and practical arrangement of the visual elements, ensuring maximum legibility at all times.

The Wellcome Trust logotypes are available in positive and negative.

Supported by
wellcometrust

Supported by

If you or your work are directly funded only by the Wellcome Trust then you can use the 'Supported by' logo to recognise your status.

wellcometrust
Strategic Award

Strategic Award

If you are in receipt of a Wellcome Trust Strategic Award then you may prefer to use the 'Strategic Award' logo.

wellcometrust
Investigator

Investigator

If you are in receipt of a Wellcome Trust Investigator Award then you may prefer our 'Investigator' logo.

wellcometrust
Fellow

Fellow

If you are in receipt of a Wellcome Trust fellowship then you may prefer to use the 'Fellow' logo.

Single endorsement logotypes: exclusion zone/minimum size

Exclusion zone:

We have created an exclusion zone in order to preserve the authority and legibility of the Wellcome Trust logo, which should never appear crowded by other elements. See the diagram on the right for guidance on minimum spacing.

When using the logotype the preferred placement for printed materials is the bottom or top left of the format. The margins are defined by the size of the format and the logo size (see below as a simple guide).

Always take care to maintain the exclusion zone.

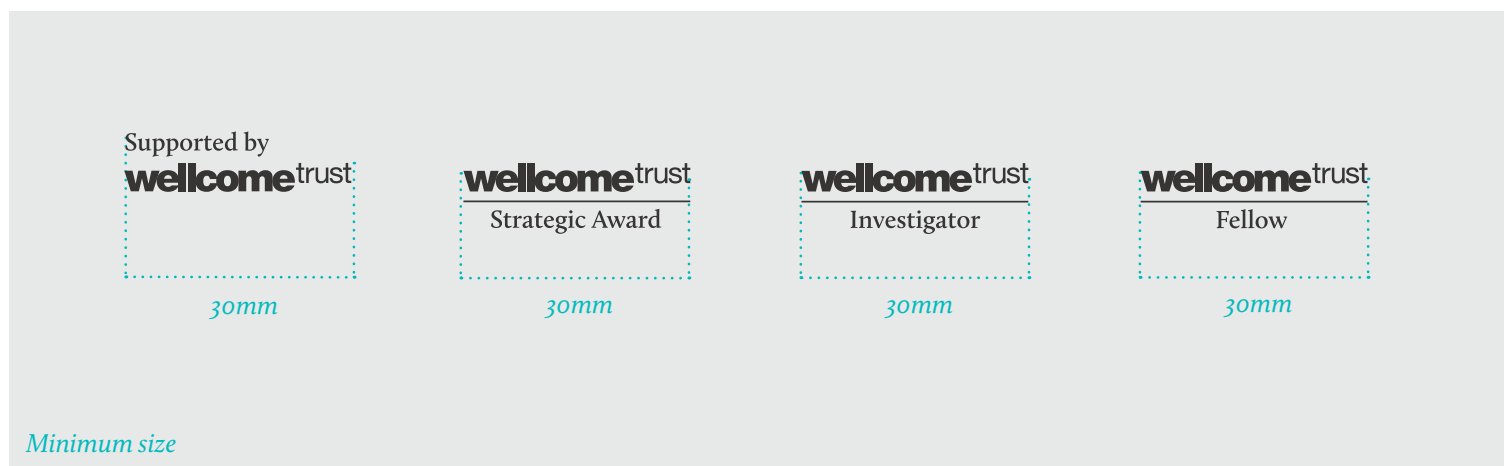
Minimum size:

To maintain legibility of the Wellcome Trust logo it should never appear smaller than 30mm. Please consult the Brand Manager for advice on logotype and sizes.

Format	Margin	Logo size
A6	5mm	30mm
A5	10mm	40mm
A4	12mm	50mm
A3	15mm	60mm
A2	20mm	scale in proportion
A1	28mm	scale in proportion
A0	40mm	scale in proportion



Exclusion zone

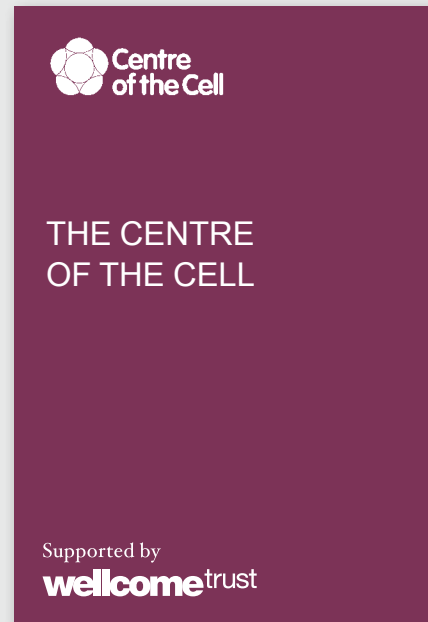


Minimum size

Single endorsement: examples

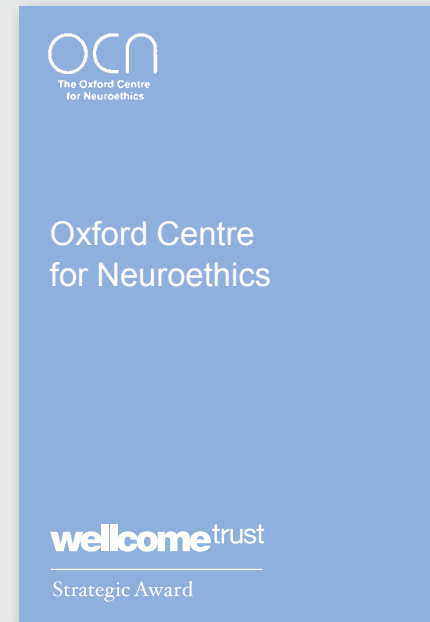
Definition of the endorsement mode:

- The visual and verbal identity of the entity is clearly separate from that of the Wellcome Trust.
- The entity may have defined logotype or a text name using the typeface of the entity.
- The Wellcome Trust logotype should never appear within or as part of the entity's name/logo. This can challenge the integrity of our logotype and create confusing hierarchies. The Wellcome Trust logotype is present as an endorsement mark only, separate from the main communication.
- There are four Wellcome Trust endorsement types: 'Supported by', 'Strategic Award' and 'Investigator' and 'Fellow'. The name of the entity may or may not contain the words Wellcome Trust. In order to help build clear understanding as to the nature of our organisation as a charitable foundation it is preferable to use Wellcome Trust rather than Henry Wellcome or Wellcome alone.



*Supporter/funder:
The Centre of the Cell*

A 'Supported by' version of our logotype exists for use when the Trust wishes to signify a contribution to an entity without implying a controlling influence. This version of the logotype should be applied as shown here.



Supporter/funder, Wellcome Trust Strategic Award: Oxford Centre for Neuroethics

Certain funded institutions are the recipients of a Wellcome Trust Strategic Award. For these entities, an identifier line is included in communications. This can be used either as a separate graphic element or, when space is limited, locked underneath our logotype as shown here.

A 'Supported by' logotype should not be used for Strategic Awards.

Multiple endorsement logotype

Please use the main Wellcome Trust logo if you are funded or otherwise supported by the Wellcome Trust and at least one other organisation.

Provided you remain in receipt of current Wellcome Trust funding, the logos can be used as required for websites, presentations, paperwork and promotional materials.

The logotypes have been specially created and no attempt should be made to recreate the logotypes in any way. Please do not alter, distort or adjust the letterforms, type style and visual relationships.

These versions of the logotype have been created to give a balanced and practical arrangement of the visual elements, ensuring maximum legibility at all times.

The Wellcome Trust logotypes are available in positive and negative.

The image shows the Wellcome Trust logotype in its positive form. The word "wellcome" is in a bold, lowercase, sans-serif font, and "trust" is in a smaller, lowercase, sans-serif font, positioned to the right of "wellcome".

Wellcome Trust logotype (positive)

Main logo

If your work is directly funded by the Wellcome Trust and at least one other organisation, then you can use the main Wellcome Trust logo to recognise your status.

The image shows the Wellcome Trust logotype in its negative form. The text "wellcome trust" is white and set against a solid black rectangular background.

Wellcome Trust logotype (negative)

Multiple endorsement logotype: exclusion zone/ minimum size

Exclusion zone:

We have created an exclusion zone in order to preserve the authority and legibility of the Wellcome Trust logo, which should never appear crowded by other elements. See the diagram on the right for guidance on minimum spacing.

When using the logotype the preferred placement for printed materials is the bottom or top left of the format. The margins are defined by the size of the format and the logo size (see below as a simple guide).

Always take care to maintain the exclusion zone.

Minimum size:

To maintain legibility of the Wellcome Trust logo it should never appear smaller than 30mm. Please consult the Brand Manager for advice on logotype and sizes.

Format	Margin	Logo size
A6	5mm	30mm
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A3	15mm	60mm
A2	20mm	scale in proportion
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A0	40mm	scale in proportion



Multiple endorsement logotype: examples

Definition of the endorsement mode:

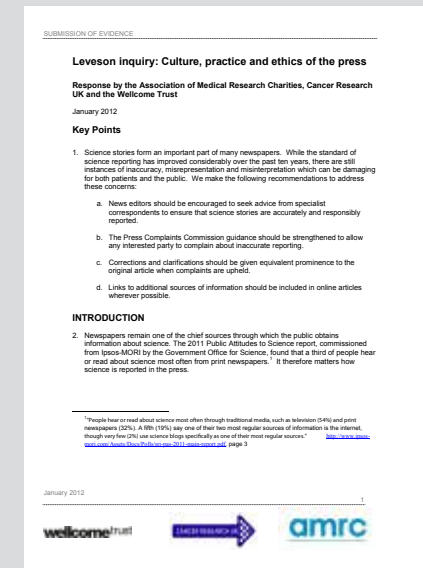
- The visual and verbal identity of the entity is clearly separate from that of the Wellcome Trust.
- The entity may have defined logotype or a text name using the typeface of the entity.
- The Wellcome Trust logotype should never appear within or as part of the entity's name/logo. This can challenge the integrity of our logotype and create confusing hierarchies. The Wellcome Trust logotype is present but separate from the main communication.
- The name of the entity may or may not contain the words Wellcome Trust. In order to help build clear understanding as to the nature of our organisation as a charitable foundation it is preferable to use Wellcome Trust rather than Henry Wellcome or Wellcome alone.
- Partnership layouts also apply to internal documents for example submission of evidences or meeting agendas.



Partners: MRC, UCL, Imperial College London, King's College London and Cancer Research UK.



Partner: The Royal Society.



Partners: Cancer Research UK and AMRC.

Contact

For further information or advice on using the Wellcome Trust brand, please contact:

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Logo requests:
www.wellcome.ac.uk/Logo-usage