

**IndiaAlliance**  
**DBT wellcome**

# **Brand Guide: DBT Wellcome India Alliance**

January 2018

## Typography

Lucida Bright Demibold

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Helvetica Neue LT 75 Bold/Arial Bold

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Helvetica Neue LT 55 Roman/Arial Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Neue can be purchased online at [MyFonts.com](https://www.myfonts.com)

### Colour palette

Primary

Pantone 1935 U  
CMYK: 30,100,75,0  
RGB: 183,40,71  
#b72847

CMYK: 0,0,0,100  
RGB: 35,31,32  
#231f20

Secondary

Pantone 130 U  
CMYK: 0,50,100,0  
RGB: 247,148,29  
#f7941d

Pantone  
Medium Purple U  
CMYK: 85,100,20,5  
RGB: 80,44,120  
#502c78

Logo



Social Media



Clear space



Minimum size



Do not stretch, alter or add to the logo.



x

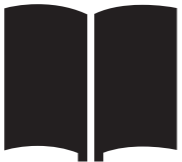












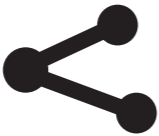




x



x

**Brand guide / DBT Wellcome India Alliance**  
**Using the logo files**

		.eps	.tif	.png	.jpeg	
Printed materials						Standard logo 
Posters and signage						
Digital presentation						
Responsive website						
Social media						

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## Brand guide / DBT Wellcome India Alliance

### Photography advice

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#### Brand principles

- Science is alive – creativity, movement and energy
- Diversity – in the people and in the research
- Personality – be faithful to the subject and be authentic
- Capture a moment – provoke an emotive or curious response
- Ideas – show where ideas come from and how they are shared
- Collaboration – teamwork and sharing of ideas

#### Creative considerations

- Sharp, clean images
- Intimacy between the subjects
- Group shots – engaged, natural interactions
- Objects – photograph them in their natural environment, instead of fake displays
- Use natural light where possible

#### Try to avoid

- Posed/overly staged scenarios – eg holding test tubes in the air
- ‘Cheesy’ or ‘stiff’ subjects looking to camera
- Over-stylised effects
- Camera at wonky angles – images should be straight
- Going so wide with group shots that you lose focus on what is happening
- Wide-angle distortion