



Innovate
UK

Knowledge
Transfer
Partnerships

The diagram features a central purple square. A large, dark blue arrow points from the left edge of the square towards the center. A large, bright green arrow points from the right edge of the square towards the center. A large, light purple arrow points from the top edge of the square towards the center. The text 'Visual identity guidelines' is centered below the intersection of the arrows.

Visual identity
guidelines

Partners

Boilerplate

Innovate UK Knowledge Transfer Partnerships (KTP) bring together forward-thinking businesses and organisations, academics, and graduates to solve complex innovation challenges which help our economy, society, and environment.

KTPs support talented individuals into high-value employment, enrich academic institutions, and fuel the success and profitability of UK businesses.

Each collaboration is a three-way partnership between: a business or organisation with an innovative idea or challenge; a UK knowledge base with the expertise to deliver the innovation or solve the challenge; and a graduate who will drive the project forward to delivery.

This approach has proven highly successful in helping UK businesses and organisations innovate for growth since 1975. 83% of businesses engaged with KTP have reported increases in productivity, profitability, employment, or turnover.

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Asset pack

Click [here](#) to access the following:

- KTP logo files
- Appropriate photography examples
- Design templates

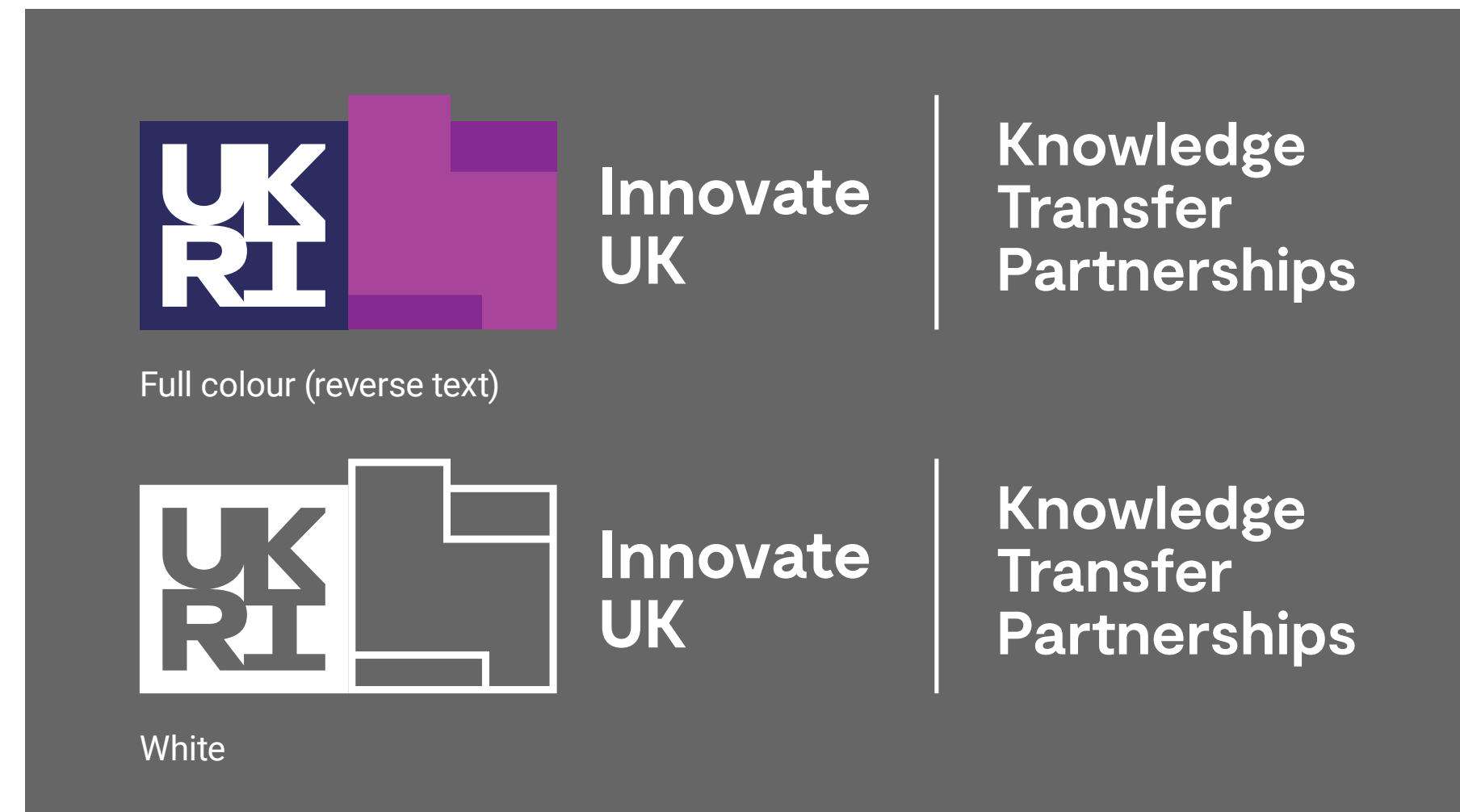
Fixed assets

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The KTP logo

The KTP logo plays a central role in the KTP brand and must feature on every piece of communication.

As a preference, the full colour (positive) logo should be used. Where this is not possible, other versions of the logo are available.



Always ensure there is a good contrast between the KTP logo and its background.

The KTP logo clear space/ minimum size

Clear space

The logo needs to be surrounded by an area of uninterrupted clear space to protect legibility and integrity and to allow it to remain prominent in all communications. Clear space is the non-print area surrounding the logo.

The minimum clear space has been defined as equal to the size of the UKRI block. This space is the minimum amount and should be increased wherever possible.

Minimum size

Relative scaling of the logo to increase or decrease the size is permissible, but to ensure legibility the minimum size for usage of the KTP logo is 35mm in print and 150px for digital.



35mm/150px

The KTP logo integrity: do not's

The logo should not be misinterpreted, modified or added to. These are examples of what NOT to do to the logo.



✘ Do not stretch the logo



✘ Do not change the logo spacing



✘ Do not use non-branded colours



✘ Do not use imagery where the logo becomes illegible



✘ Do not add effects or shadows to the logo



✘ Do not outline or apply strokes to the logo

The KTP logo positioning

The logo naturally lends itself well to left alignment and so placement in the top-left corner is preferred, as demonstrated on the layout shown.

When using the converging arrows (see page 14), the logo may be positioned elsewhere in order to complement the overall composition. However, always ensure that the logo is still prominent.

Adherence to the clear space rule should always be followed. This has been defined as equal to the size of the UKRI block, which forms part of the logo.

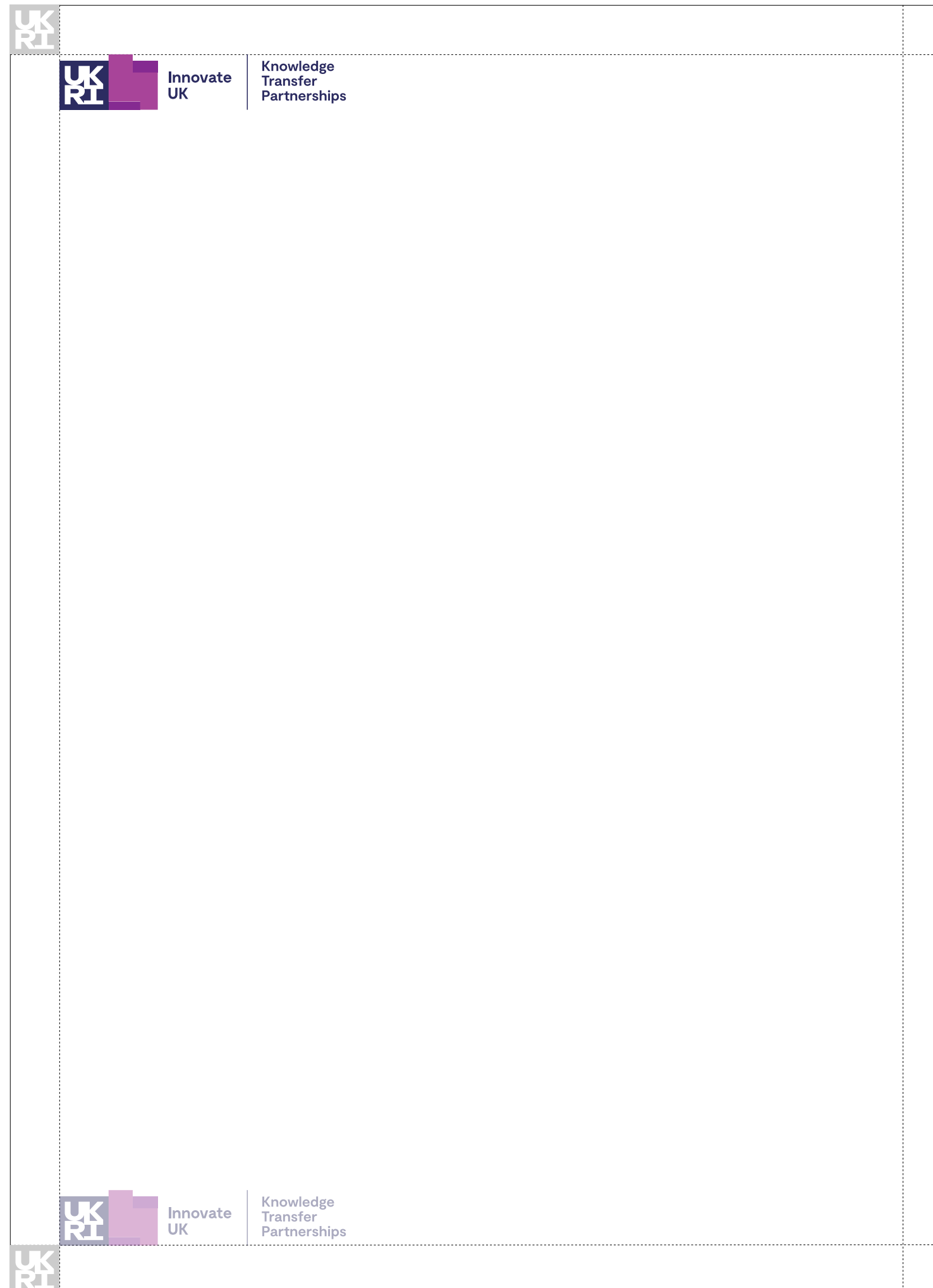
The following logo sizes are recommended:

A6 width: 38mm

A5 width: 55mm

A4 width: 80mm

A3 width: 110mm



The KTP colour palette

Our colour palette is a valuable asset in keeping our visual identity cohesive and distinct.

The dark purple or white should only be used for the background. The light purple, green and dark blue should only be used in the converging arrows.

These colours can also be used in graphics or typography (see page 10). Always ensure a good contrast between any designed elements and their background.

All of our colours are designed to work effectively for both print and digital.

Dark purple
RGB: 138 26 155
CMYK: 65 100 5 40
Pantone: 2622
Hex: #8A1A9B

Light purple
RGB: 190 43 187
CMYK: 35 85 0 0
Pantone: 2068
Hex: #BE2BBB

Dark blue
RGB: 46 45 98
CMYK: 100 95 5 39
Pantone: 2758
Hex: #2E2D62

Green
RGB: 103 192 77
CMYK: 63 0 84 0
Pantone: 360
Hex: #67C04D

The KTP colour palette accessibility

When using typography in the digital space it is important to adhere to the Web Content Accessibility Guidelines (WCAG).

The table opposite shows specific colour combinations that should be used for text.

White background	Black Large text Small text	Dark blue Large text Small text	Dark purple Large text Small text	Light purple Large text Small text (AA only)
Dark blue background	White Large text Small text	Green Large text Small text (AA only)		
Dark purple background	White Large text Small text	Green Large text (AA only)		
Light purple background	White Large text Small text (AA only)	Black Large text (AA only)		
Green background	Black Large text Small text	Dark blue Large text Small text (AA only)	Dark purple Large text (AA only)	



On a white background, black or dark blue is the preferred option for body copy.

The KTP headline typefaces

Our typeface is Moderat. It is used for all our printed communications. Where possible it is also used for online applications.

Display text

Large headers, statements and pull quotes are set in Moderat Extended Bold.

Functional titles and headlines

Titles and headlines that are less emotive and more functional, are set in Moderat Bold or Moderat Regular.

Moderat Regular

Moderat Bold

Moderat Extended Bold



To comply with the font usage rights, external users will need to buy a separate license from Tightype.

The KTP supporting typefaces

Body copy font

Our body copy, sub-headers and other small supporting text are set in Roboto.

Roboto is an openly available Google font. It is released under open source licences. It can be used for any non-commercial or commercial project.

System font

Our system font is Arial. It is used for system produced applications, such as PowerPoint, or the content of a letter.

We use Arial in three weights:
– Regular, Bold and Black.



Roboto can be downloaded from [Google Fonts](#)

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Arial Regular
Arial Bold
Arial Black

Photography

Wherever possible, photography should show collaboration set within an appropriate research, business, or industry environment. Photography should show collaboration as a positive and dynamic process with a diverse range of people working together with purpose towards a shared goal. People featured in photos should portray dedication, engagement, and motivation.

Further information: Diversity can include characteristics such as cultural background and ethnicity, age, gender identity, disability, sexual orientation, religious beliefs, language and education. Diversity also includes characteristics such as professional skills, working style, location, and life experiences.



A range of photography is available as part of the asset pack.

Flexible assets

Converging arrows	15
Block colour arrows	16
Keyline and imagery arrows	21



Converging arrows

The three converging arrows are a flexible asset that can be applied to give a sense on direction and energy. These arrows represent the three participants (industry, academia and associates) driving the project to embed innovation into a business or organisation.

These arrows can be filled with block colour from our colour palette (see page 9), house messaging, and house imagery like the example opposite.



UKRI Innovate UK Knowledge Transfer Partnerships

"A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role."


Learn more about becoming a KTP associate by scanning the QR code below or visit ktp-uk.org



UKRI Innovate UK Knowledge Transfer Partnerships

"A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role."

Learn more about becoming a KTP associate by scanning the QR code below or visit ktp-uk.org



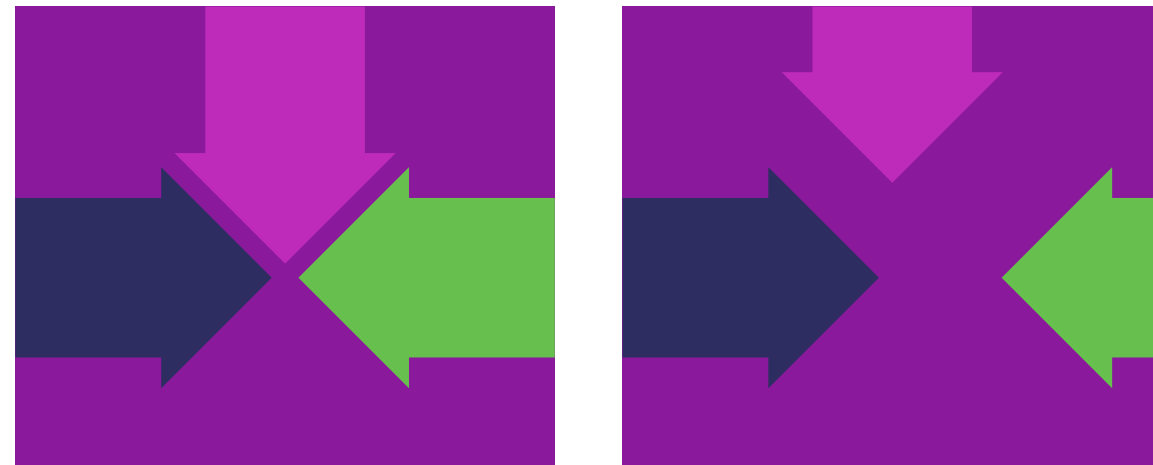
UKRI Innovate UK Knowledge Transfer Partnerships

Transform your business to be more profitable and drive innovation with a Knowledge Transfer Partnership.

Learn more about KTPs by scanning the QR code below or visit ktp-uk.org



Converging arrows (block colour) implementation



Converged state

Converging state

When it comes to implementing the block colour arrows, there are a few overarching rules to take into consideration. Some of these rules are detailed on the next page.

01. The arrows can be used in their converged or converging state.
02. The arrows can move to accommodate a focal point, but **always ensure you use the supplied artwork files** and do not alter the path of the arrows.
03. The arrows should **never touch or overlap** each other.
04. The arrow ends should **always bleed off the page**.
05. **Only the large arrows can accommodate messaging.** For the dark blue and light purple arrows, always use white text. Black text can be used on the green arrow. See example on page 9.
06. When using the **smaller arrows**, they should **always be in a converged state** and used as a framing device.
07. The **positioning of the colours is flexible.** However, always use the three distinct colours. One for each arrow: dark blue, light purple and green.
08. All three arrows should **remain proportionate in size.**
09. Do not add additional arrows.
10. The angle at which the arrows are converging should never be altered.
11. The **arrows can accommodate any of the three colours** (see page 9 for guidance). When choosing your configuration, always ensure a good contrast with their background.



Always use the downloadable templates as a guide.

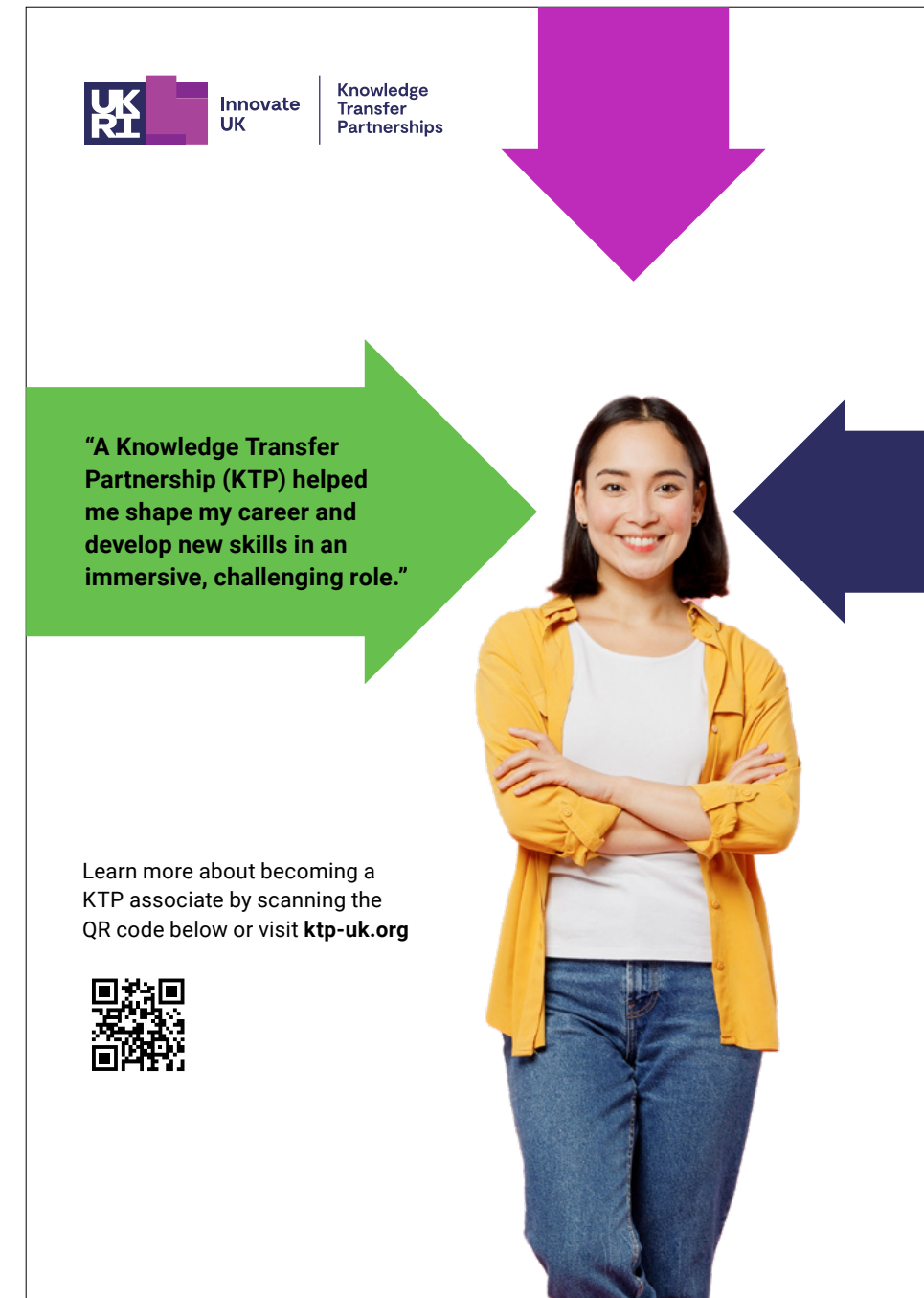
Converging arrows (block colour) Used large: **do not's**



Do not obscure important photographic detail



Do not alter the KTP colours in the arrows or the background. See page 9 for guidance



Do not change the size of the arrows



Do not change the orientation of the arrows or text

Converging arrows (block colour) Used large: **do's**



✔ Ensure that the subject is clear and is not obscured by the arrows

✔ Be creative. Compositions should feel balanced and natural rather than forced and over-thought

✔ When using CMYK colours, a white background can be used to avoid colour contrast issues between the dark blue and dark purple

✔ Messaging can be added to any colour of arrow. See page 16, point 5, for guidance on text colour

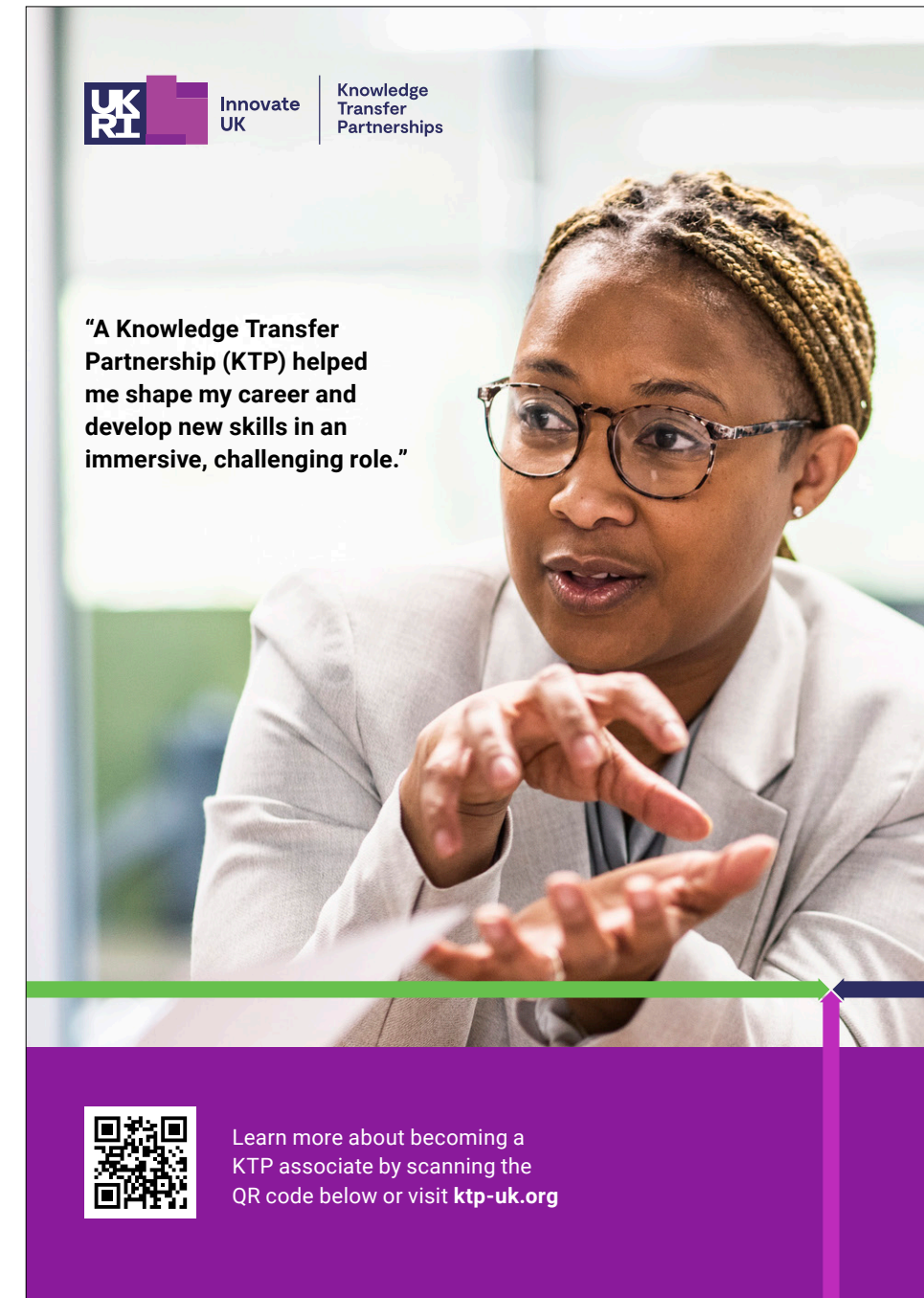
Converging arrows (block colour) Used small: **do not's**



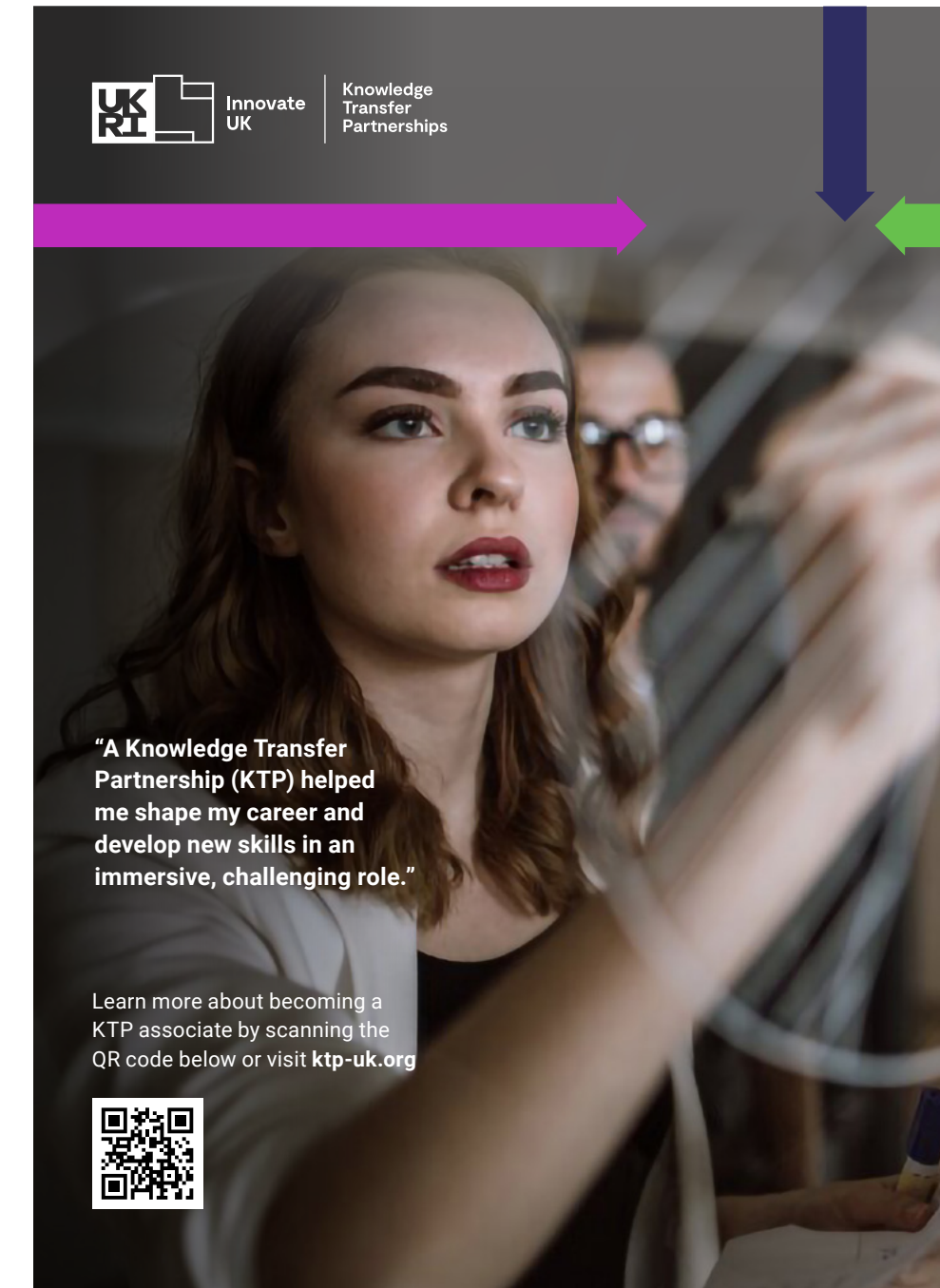
Do not use photography that will obscure the converging arrows. Consider an alternative colour configuration or photograph



Do not position the arrows so they are over-cropped. All three arrows must be distinguishable

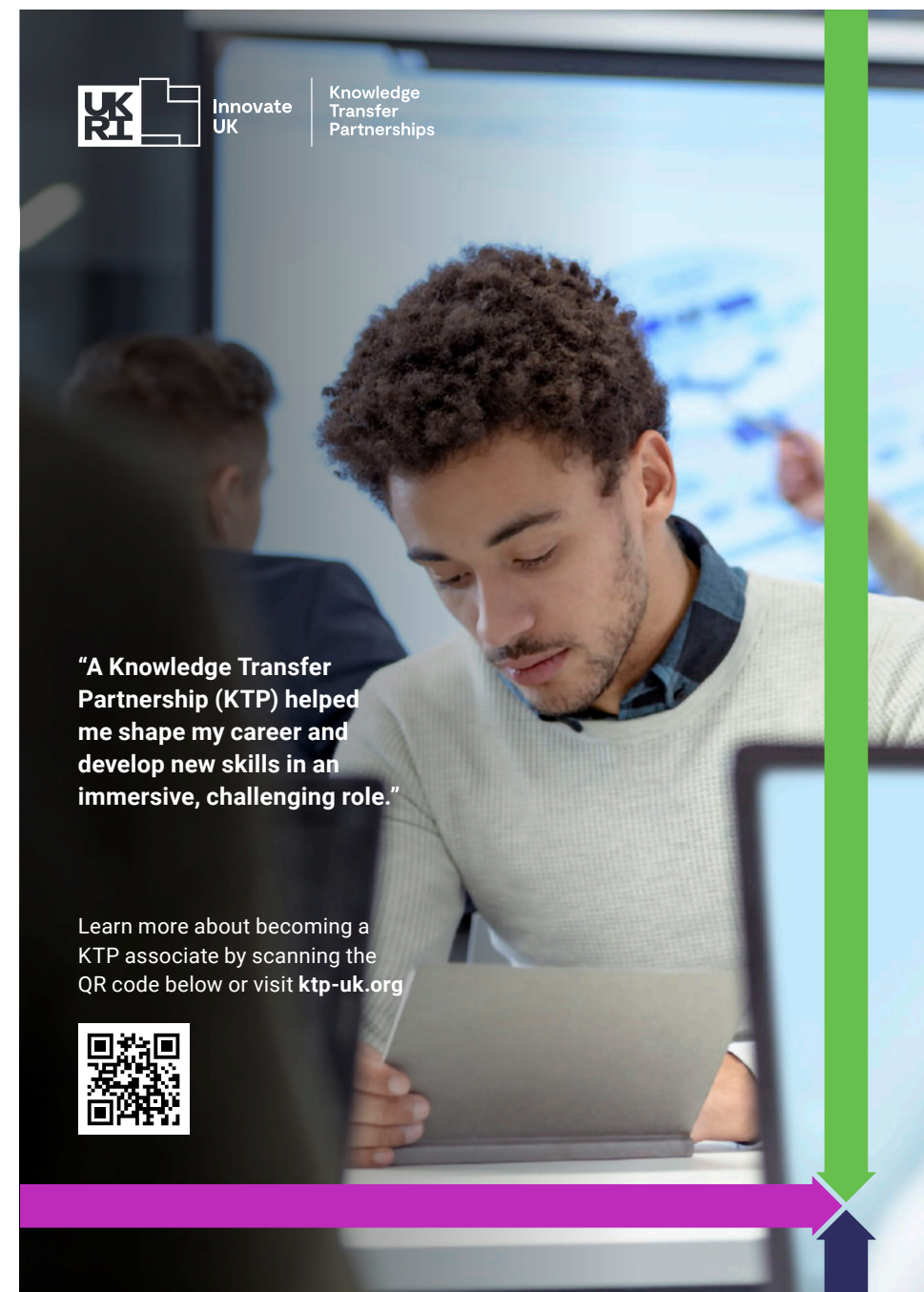


Do not reduce the size of the arrows so they become indistinguishable. Use common sense to judge the visibility of the arrows and use the templates as a guide



Do not use the smaller arrows in a converging state

Converging arrows (block colour) Used small: **do's**



✔ Ensure a good contrast between the background image and the arrows

✔ Be creative. Compositions should feel balanced and natural rather than forced and over-thought

✔ The arrows are a flexible asset and can be used without photography

✔ Only white or dark purple can be used for the background

Converging arrows (keyline and imagery) implementation



Converged state

When it comes to implementing the keyline and imagery arrows, there are a few overarching rules to take into consideration. Some of these rules are detailed on the next page.

01. Arrow lengths can vary but the arrow heads must be in their converged state. (see example on page 22).
02. Keyline arrows should always house three images. One for each participant: business/organisation, associate and knowledge base.
03. The arrows should only accommodate imagery and not messaging.
04. The arrows should never touch or overlap each other.
05. The arrow ends should always bleed off the page.
06. Unlike the colour block arrows, the keyline arrows must always be used at a larger size as per the examples (see template pages at the back of this document).
07. The positioning of the colours is flexible. However, always use the three distinct colours. One for each arrow: dark blue, light purple and green.
08. The width of the keyline on the arrows is fixed and should not be manually altered. Always use the supplied artwork and scale proportionally.
09. Do not add additional arrows.
10. Do not alter the angle of the arrows. They should always be at right angles to the page you're working on.
10. All three arrows should remain proportionate in size.



Always use the downloadable templates as a guide.

Converging arrows (keyline and imagery) Integrity: **do not's**



❌ **Do not** use poorly cropped photography



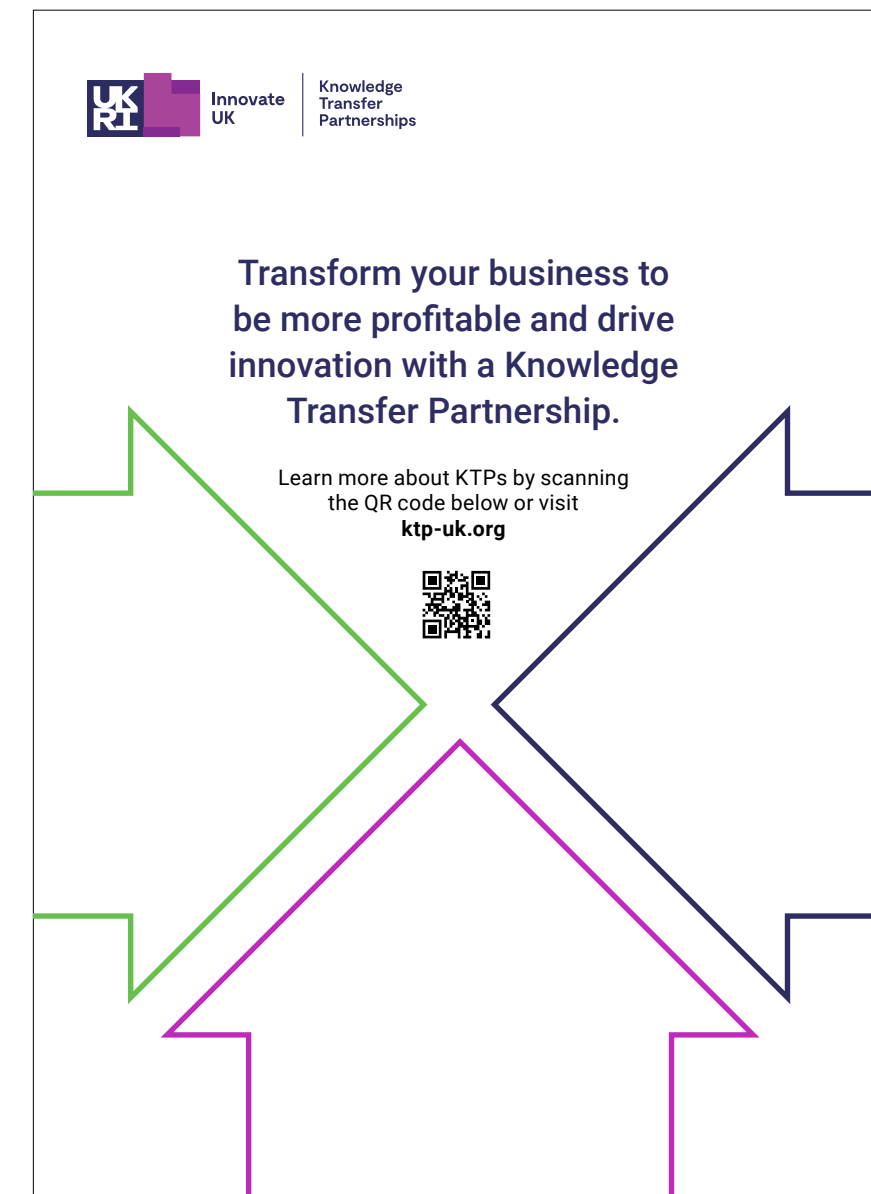
❌ **Do not** use a mixture of photography and coloured arrows



❌ **Do not** use a photographic background when using arrows containing imagery

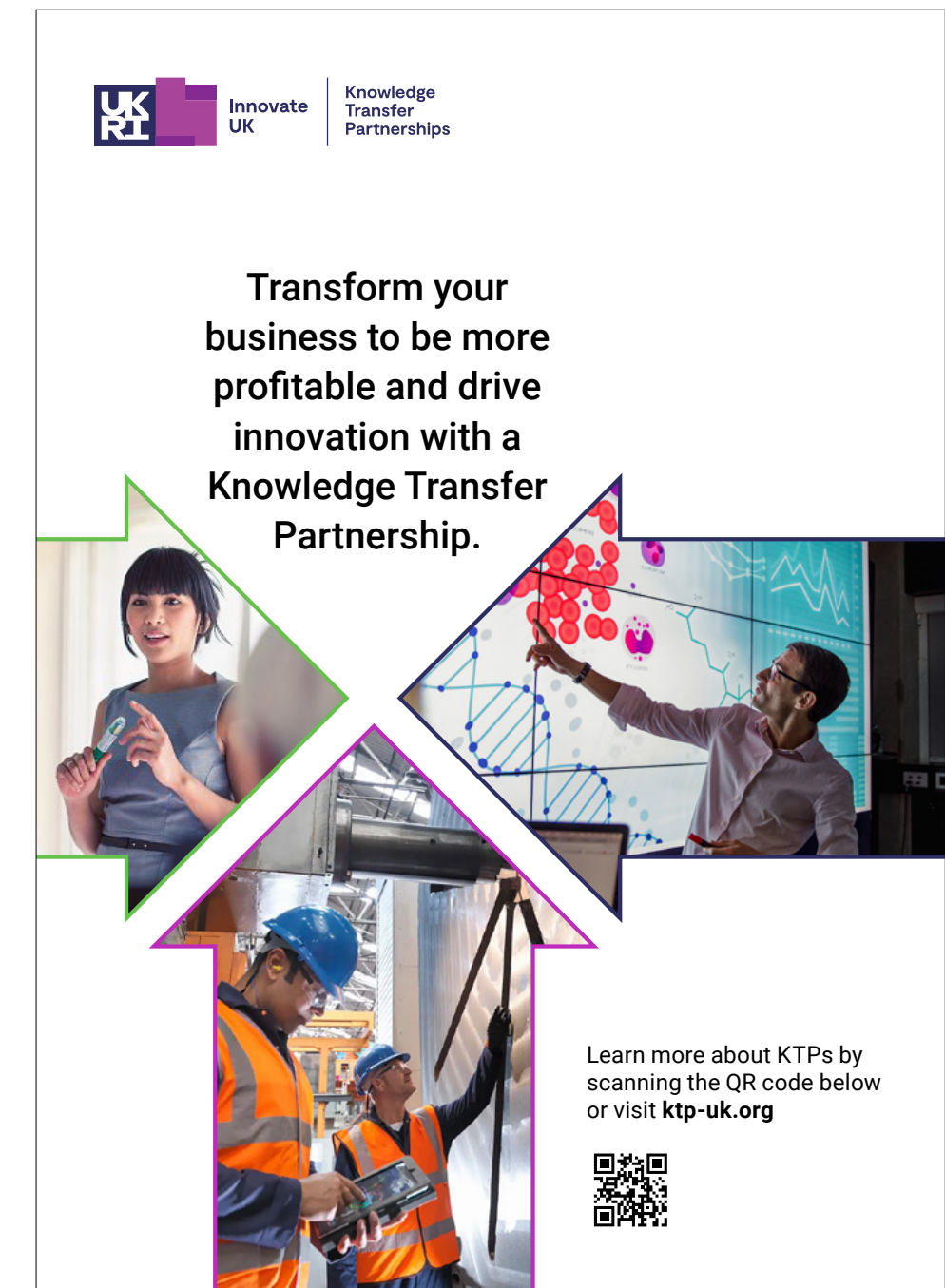


❌ **Do not** use non-branded colours for the arrow keylines



❌ **Do not** use the arrows only as keylines. They should always be block colour or keylines containing imagery

Converging arrows (keyline and imagery) Integrity: **do's**



✓ Ensure all photography is clear and that all participants are represented

✓ Dark purple or white can be used for the background

✓ The position or the arrows can vary. However, always position them at right angles to the page

✓ Arrow lengths can vary but the arrow heads must be in their converged state

Design templates

Print

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Digital

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N.B. only relevant promotional templates have been made available in the partner asset pack.

Print Certificates



UKRI Innovate UK Knowledge Transfer Partnerships

Certificate of Completion

Capacity Building
Bootcamp March 2023

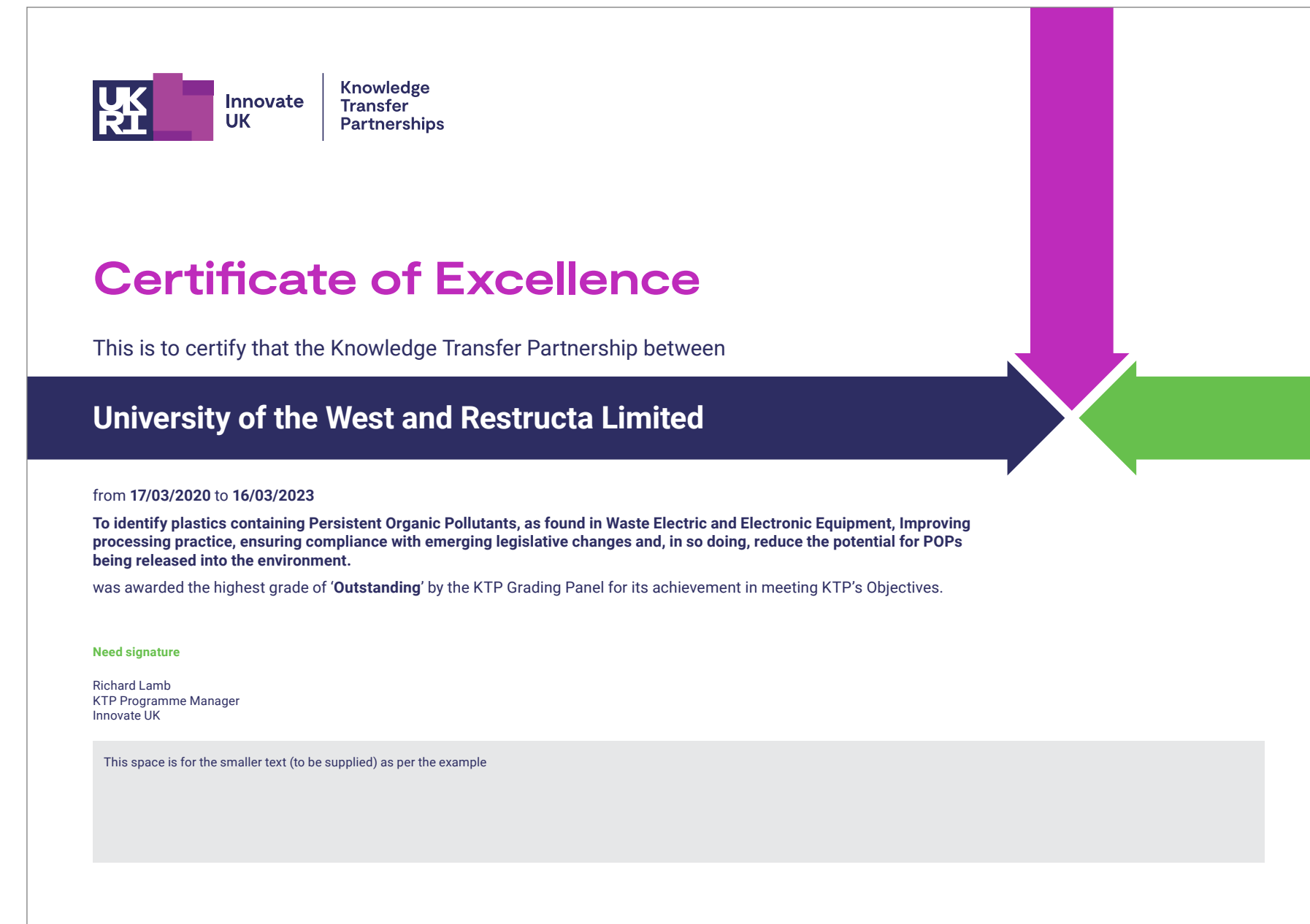
This is to certify that

Sarah Thomas

has successfully completed the KTP Capacity Building Bootcamp Course for KTP Practitioners

Need signature
Dr. Steve Welch
Director
Innovate UK KTN

The certificate features a purple arrow pointing down from the top center, a dark blue arrow pointing right from the left side, and a green arrow pointing left from the right side, all meeting at a central point.



UKRI Innovate UK Knowledge Transfer Partnerships

Certificate of Excellence

This is to certify that the Knowledge Transfer Partnership between

University of the West and Restructa Limited

from 17/03/2020 to 16/03/2023

To identify plastics containing Persistent Organic Pollutants, as found in Waste Electric and Electronic Equipment, Improving processing practice, ensuring compliance with emerging legislative changes and, in so doing, reduce the potential for POPs being released into the environment.

was awarded the highest grade of 'Outstanding' by the KTP Grading Panel for its achievement in meeting KTP's Objectives.

Need signature
Richard Lamb
KTP Programme Manager
Innovate UK

This space is for the smaller text (to be supplied) as per the example

The certificate features a purple arrow pointing down from the top center, a dark blue arrow pointing right from the left side, and a green arrow pointing left from the right side, all meeting at a central point.

Print Pop-up displays

UKRI Innovate UK Knowledge Transfer Partnerships

Discover what's possible for your business when working with our world-leading academic knowledge base.

Learn more about KTPs by scanning the QR code below or visit ktp-uk.org

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UKRI Innovate UK Knowledge Transfer Partnerships

Fast track your career by working in an innovative business supported by the UK's pioneering academics.

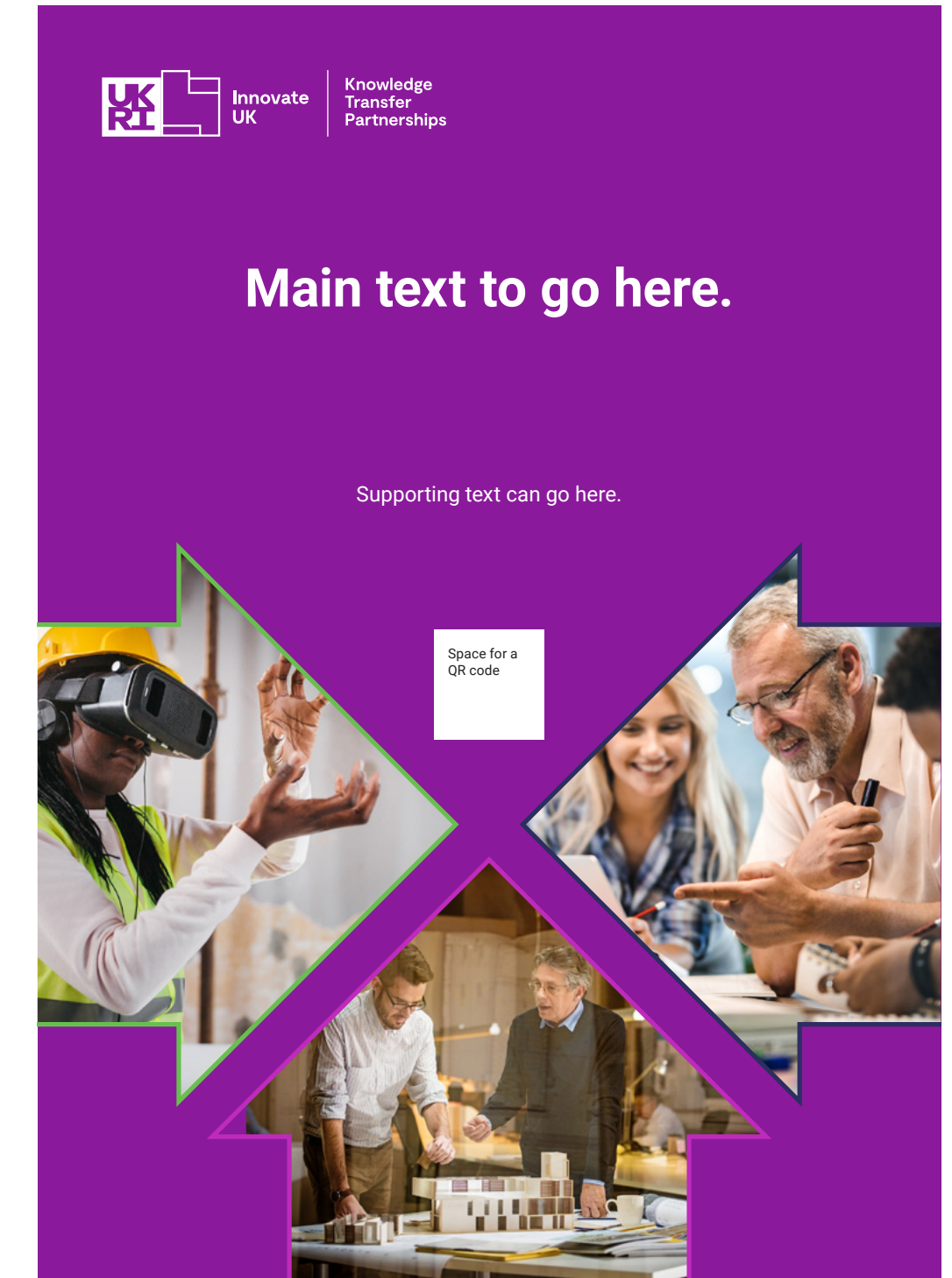
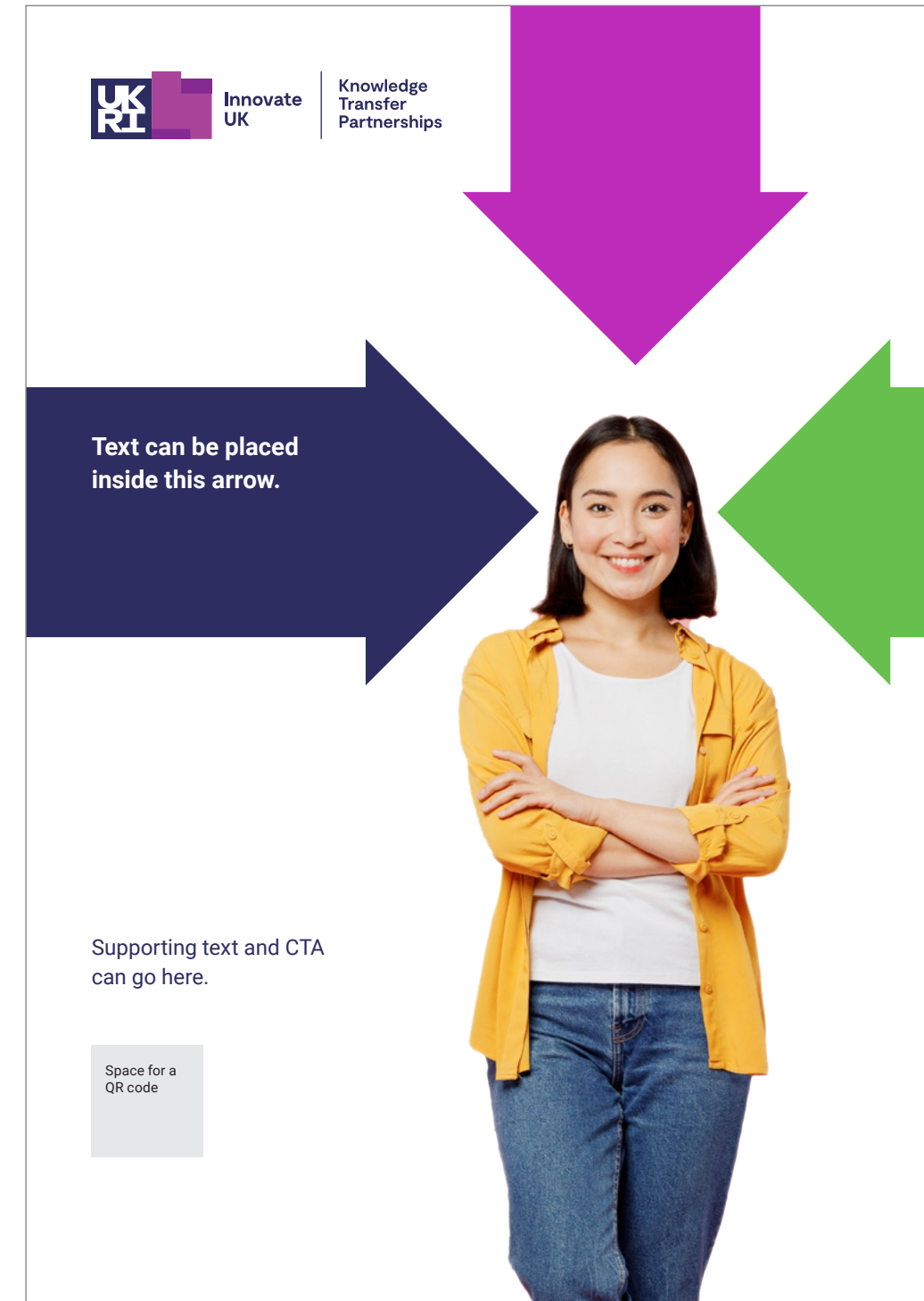
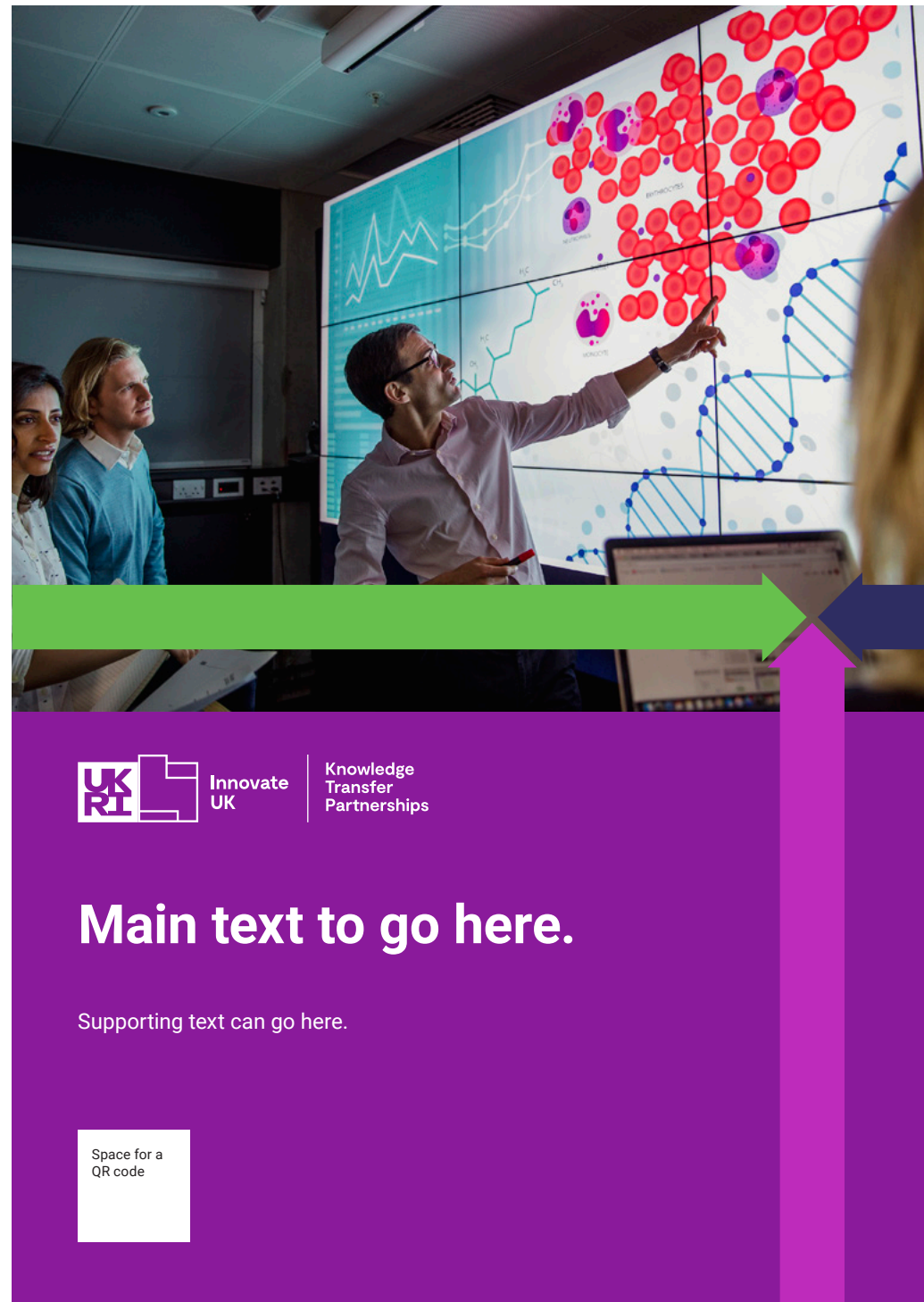
Learn more about KTPs by scanning the QR code below or visit ktp-uk.org

UKRI Innovate UK Knowledge Transfer Partnerships

Fast track your career by working in an innovative business supported by the UK's pioneering academics.

Learn more about KTPs by scanning the QR code below or visit ktp-uk.org

Print Posters



Print Business card



The front of the business card features the UKRI logo (UKRI, Innovate UK, Knowledge Transfer Partnerships) in the top left. The name **Mark Matchett** is centered, followed by 'Knowledge Transfer Partnerships West Midlands'. Contact information includes 'mark.matchett@ktp-uk.org' and '+44 7583 075148'. A graphic of three arrows (green, purple, and dark blue) pointing towards the center is on the right side.

UKRI | Innovate UK | Knowledge Transfer Partnerships

Mark Matchett
Knowledge Transfer Partnerships
West Midlands

mark.matchett@ktp-uk.org
+44 7583 075148



The back of the business card features the tagline 'Connecting academics and businesses to solve real-life challenges.' followed by the address: 'Innovate UK KTP, Unit 218, Business Design Centre, Upper Street, Islington, London N1 0QH'. A graphic of three arrows (purple, dark blue, and green) pointing towards the center is on the right side.

**Connecting academics
and businesses to solve
real-life challenges.**

Innovate UK KTP
Unit 218, Business Design Centre
Upper Street, Islington
London N1 0QH

Digital Social media




Digital Adverts (1080 x 1080)




Digital Adverts (1080 x 1920)



“A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role.”



“A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role.”



Fast track your career by working in an innovative business supported by the UK's pioneering academics.




Fast track your career by working in an innovative business supported by the UK's pioneering academics.



Digital Adverts (90 x 728)

UKRI Innovate UK Knowledge Transfer Partnerships



“A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role.”


[Learn more →](#)

UKRI Innovate UK Knowledge Transfer Partnerships

Help your business become more competitive, profitable and sustainable with a transformational Knowledge Transfer Partnership.

[Learn more →](#)

UKRI Innovate UK Knowledge Transfer Partnerships



“A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role.”

[Learn more →](#)

UKRI Innovate UK Knowledge Transfer Partnerships

Help your business become more competitive, profitable and sustainable with a transformational Knowledge Transfer Partnership.

[Learn more →](#)

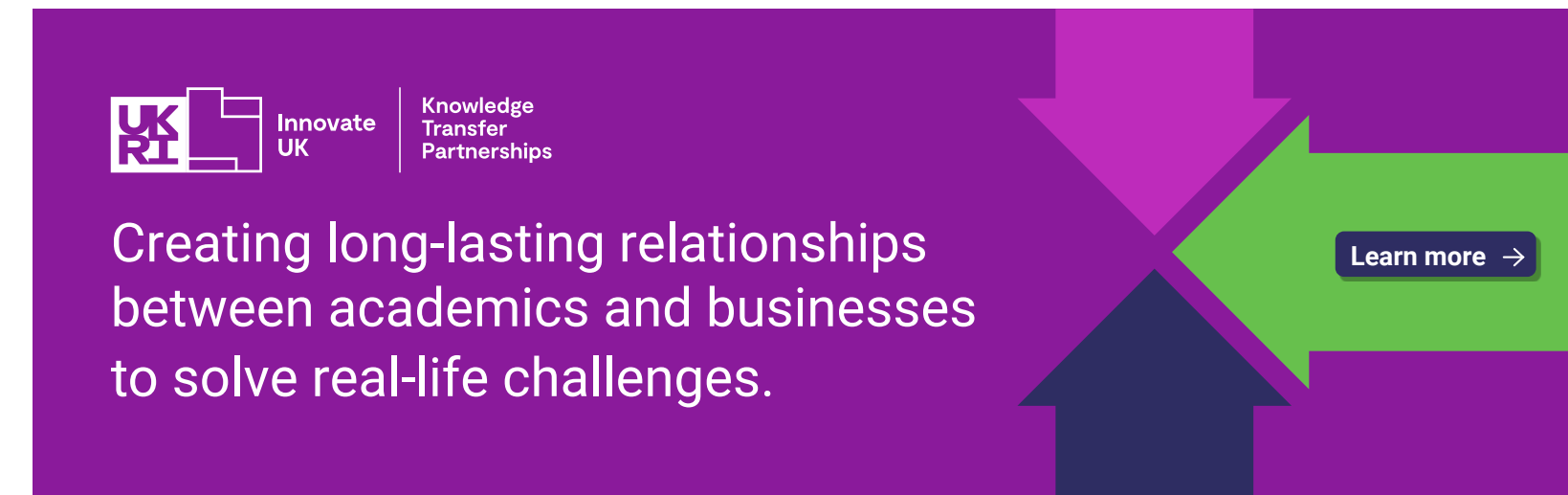
Digital Adverts (100 x 320)



UKRI Innovate UK Knowledge Transfer Partnerships

"A Knowledge Transfer Partnership (KTP) helped me shape my career and develop new skills in an immersive, challenging role."

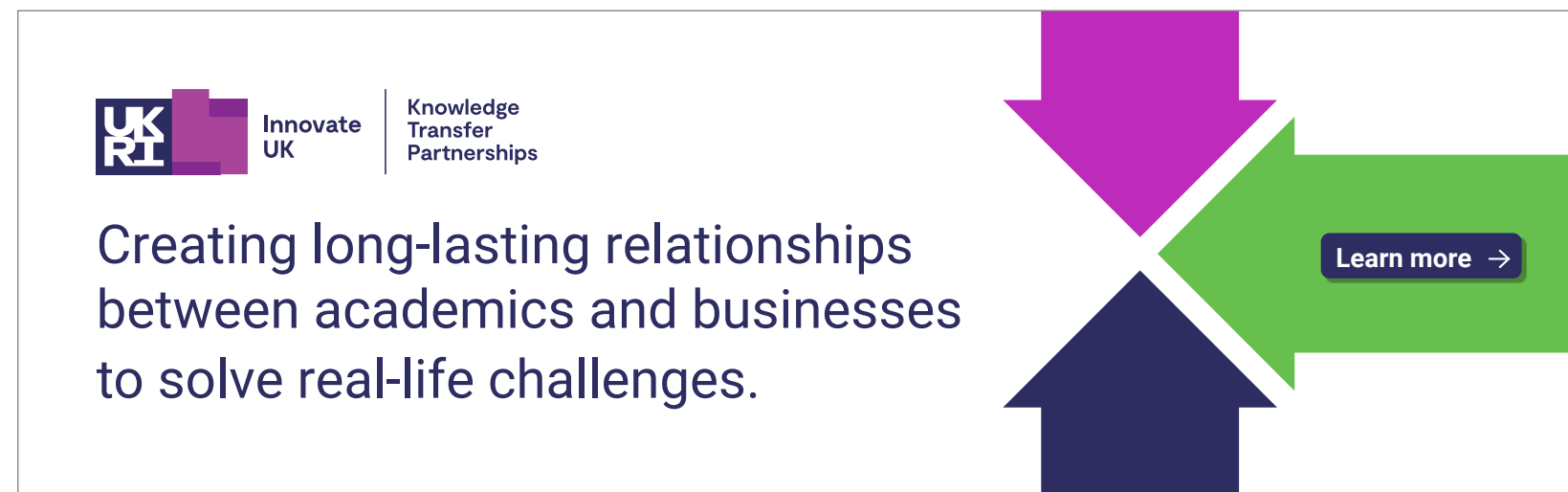
[Learn more →](#)



UKRI Innovate UK Knowledge Transfer Partnerships

Creating long-lasting relationships between academics and businesses to solve real-life challenges.

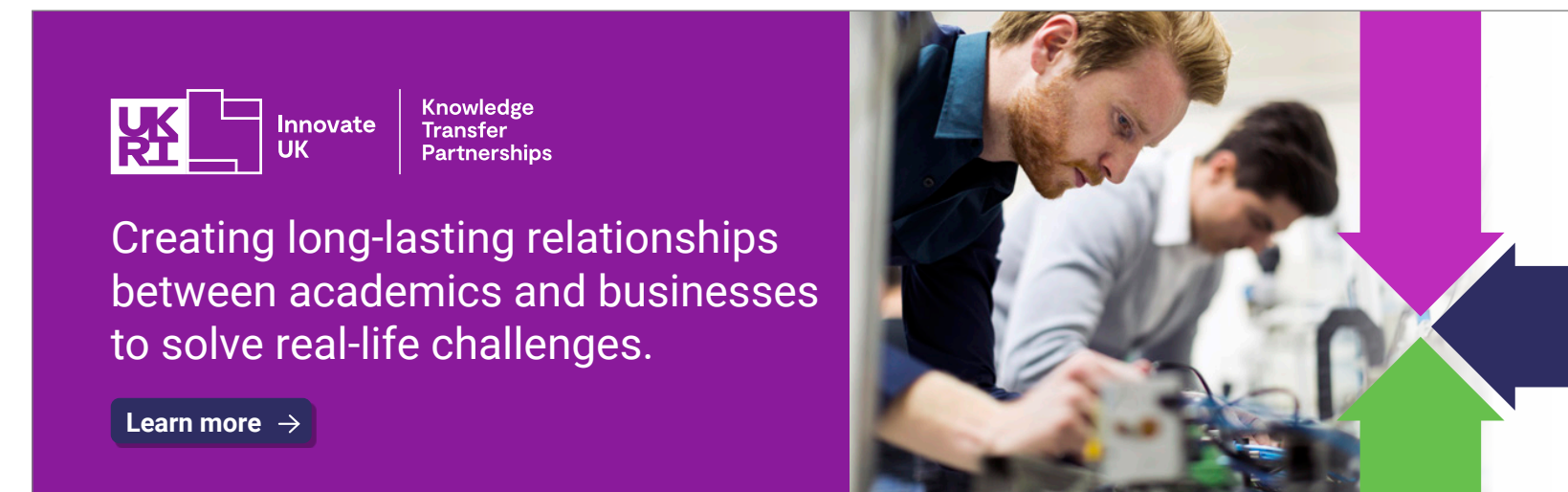
[Learn more →](#)



UKRI Innovate UK Knowledge Transfer Partnerships

Creating long-lasting relationships between academics and businesses to solve real-life challenges.

[Learn more →](#)

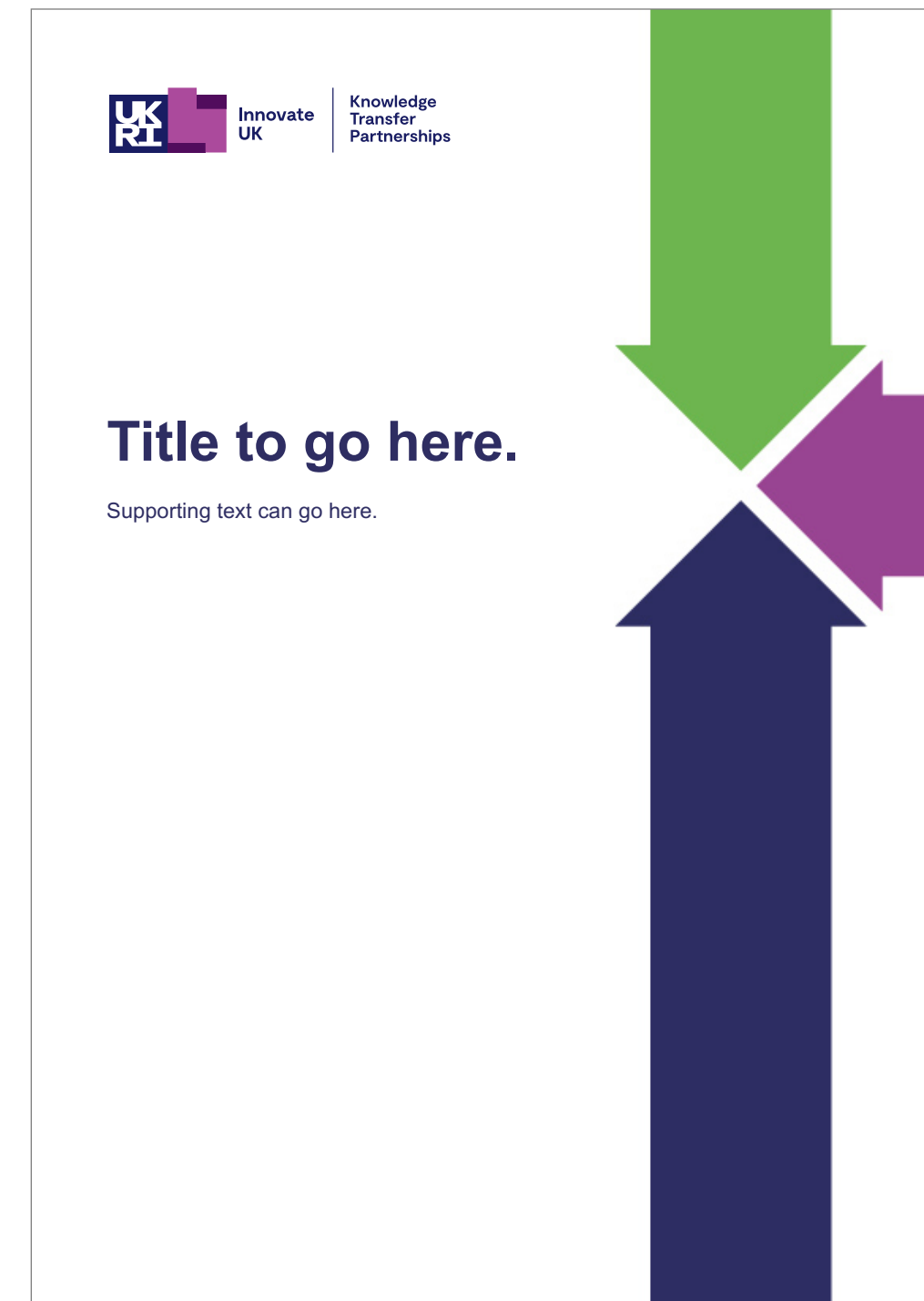
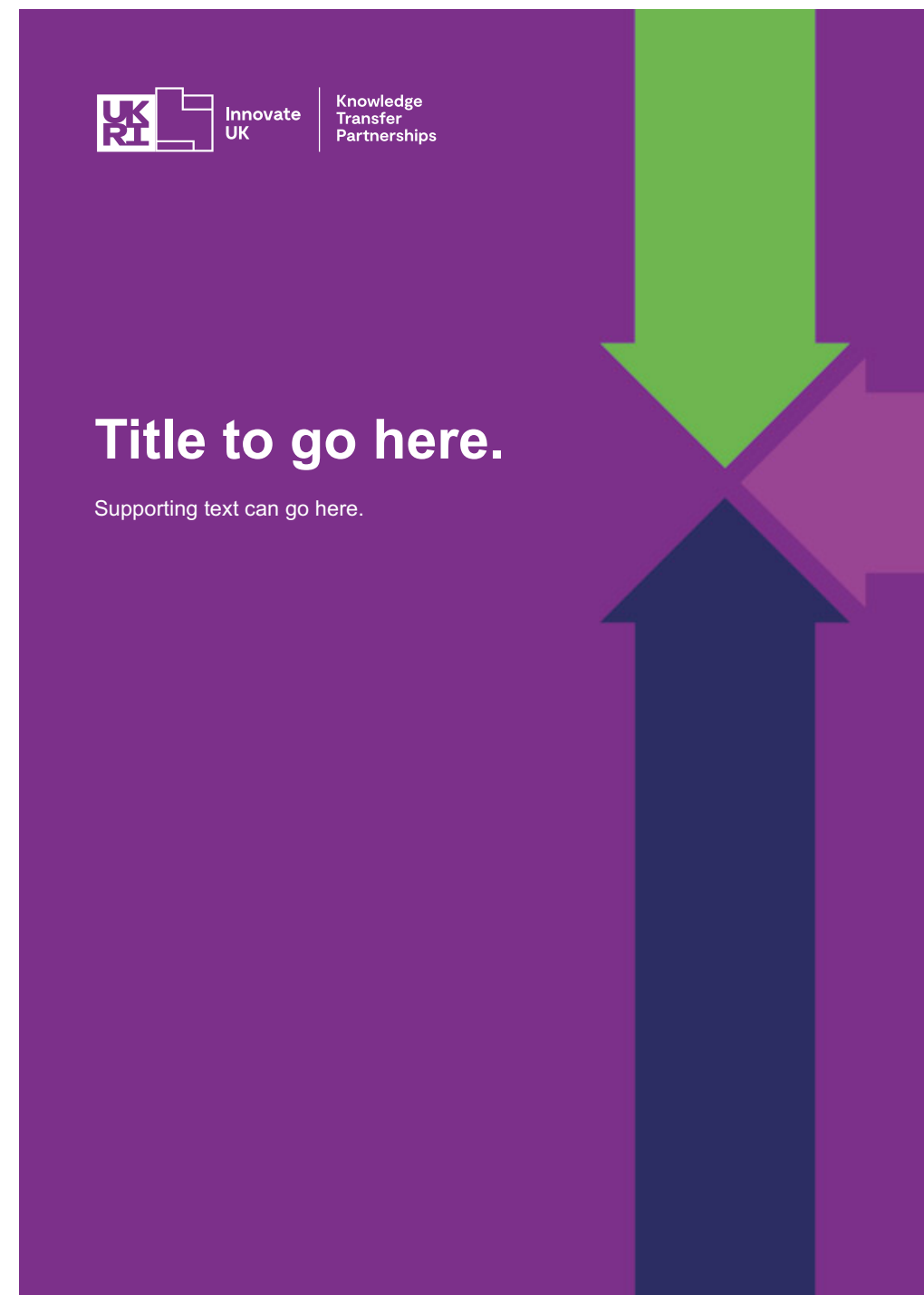


UKRI Innovate UK Knowledge Transfer Partnerships

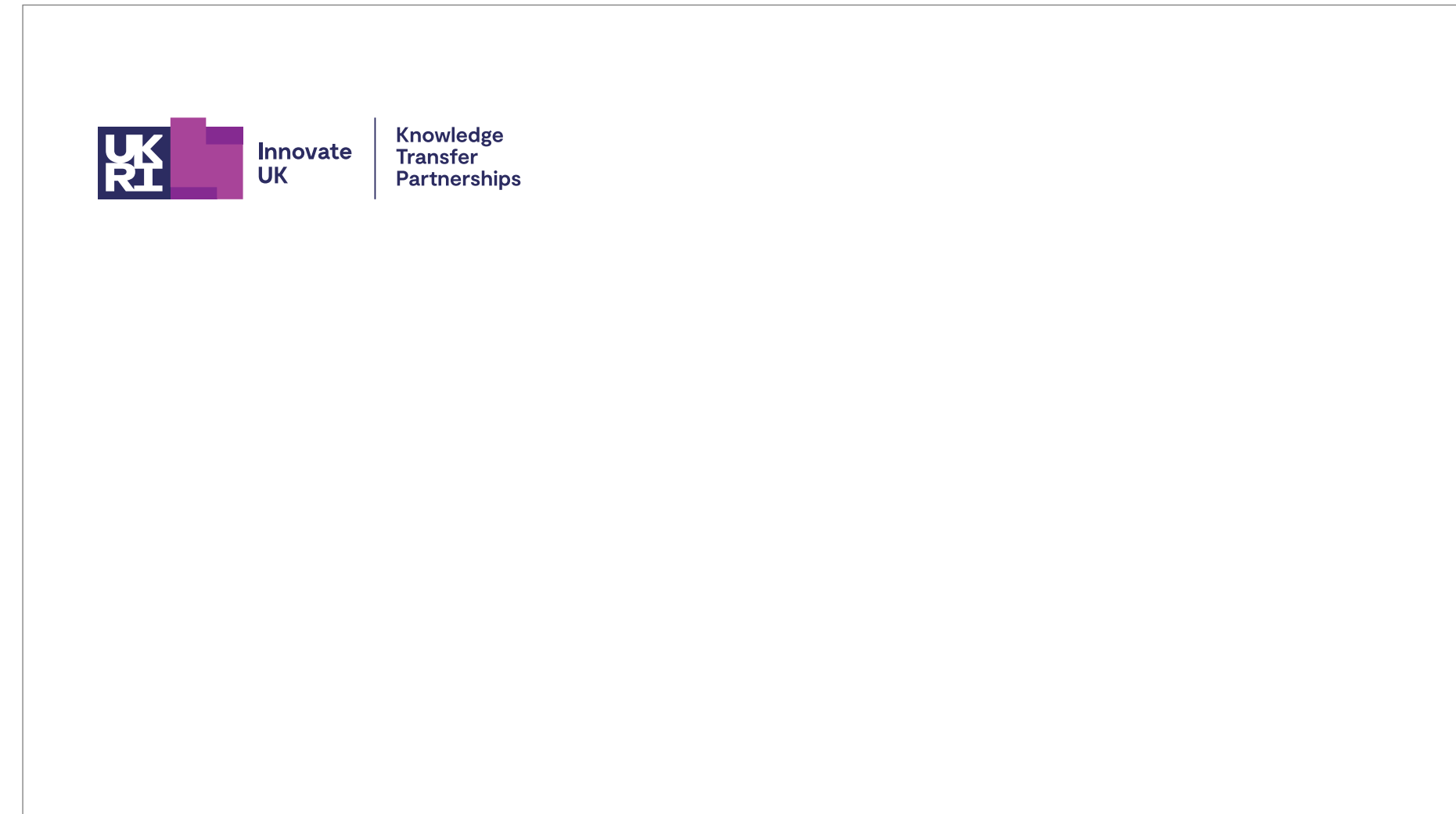
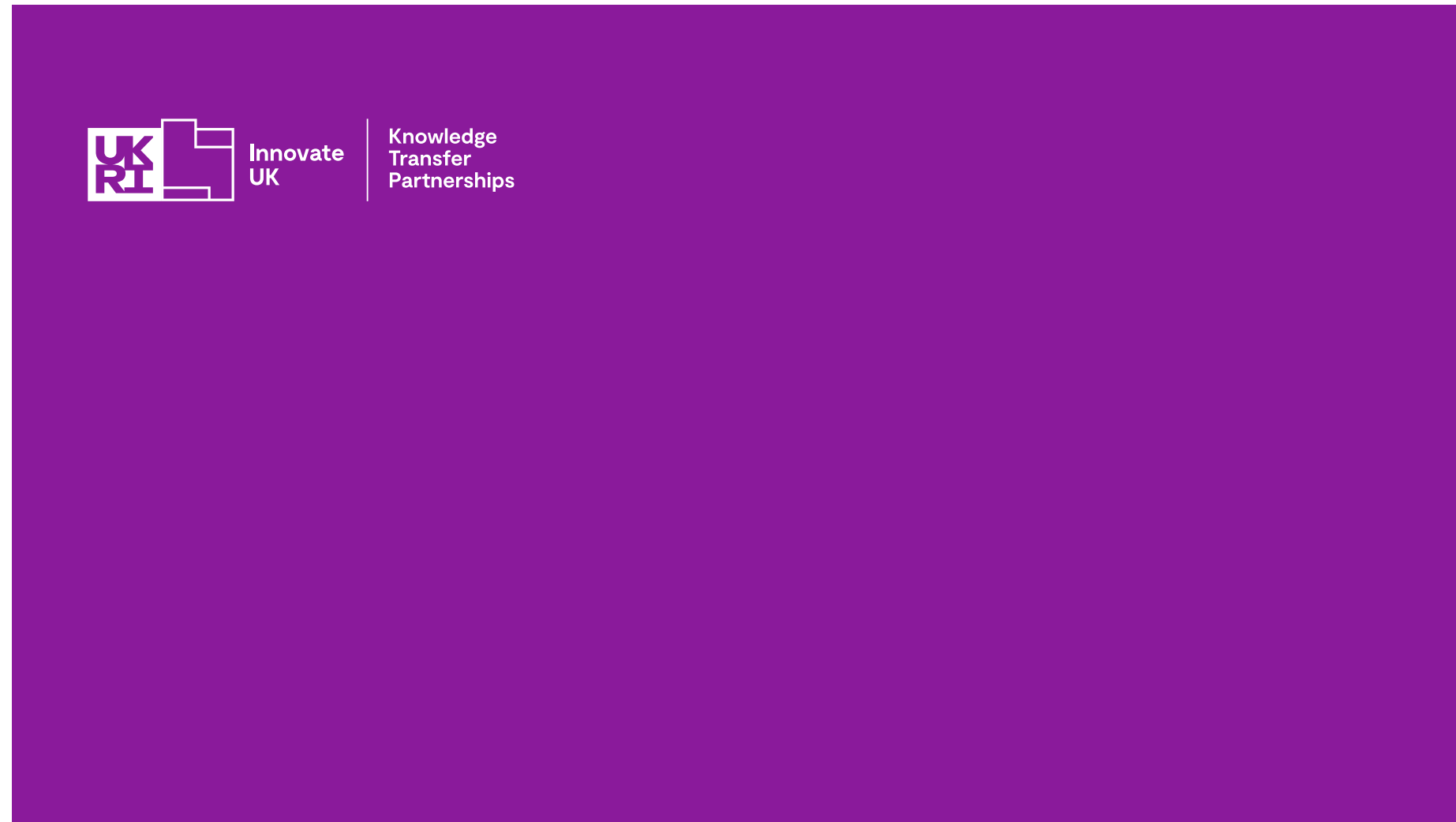
Creating long-lasting relationships between academics and businesses to solve real-life challenges.

[Learn more →](#)

Digital Report covers



Digital Teams/Zoom screens



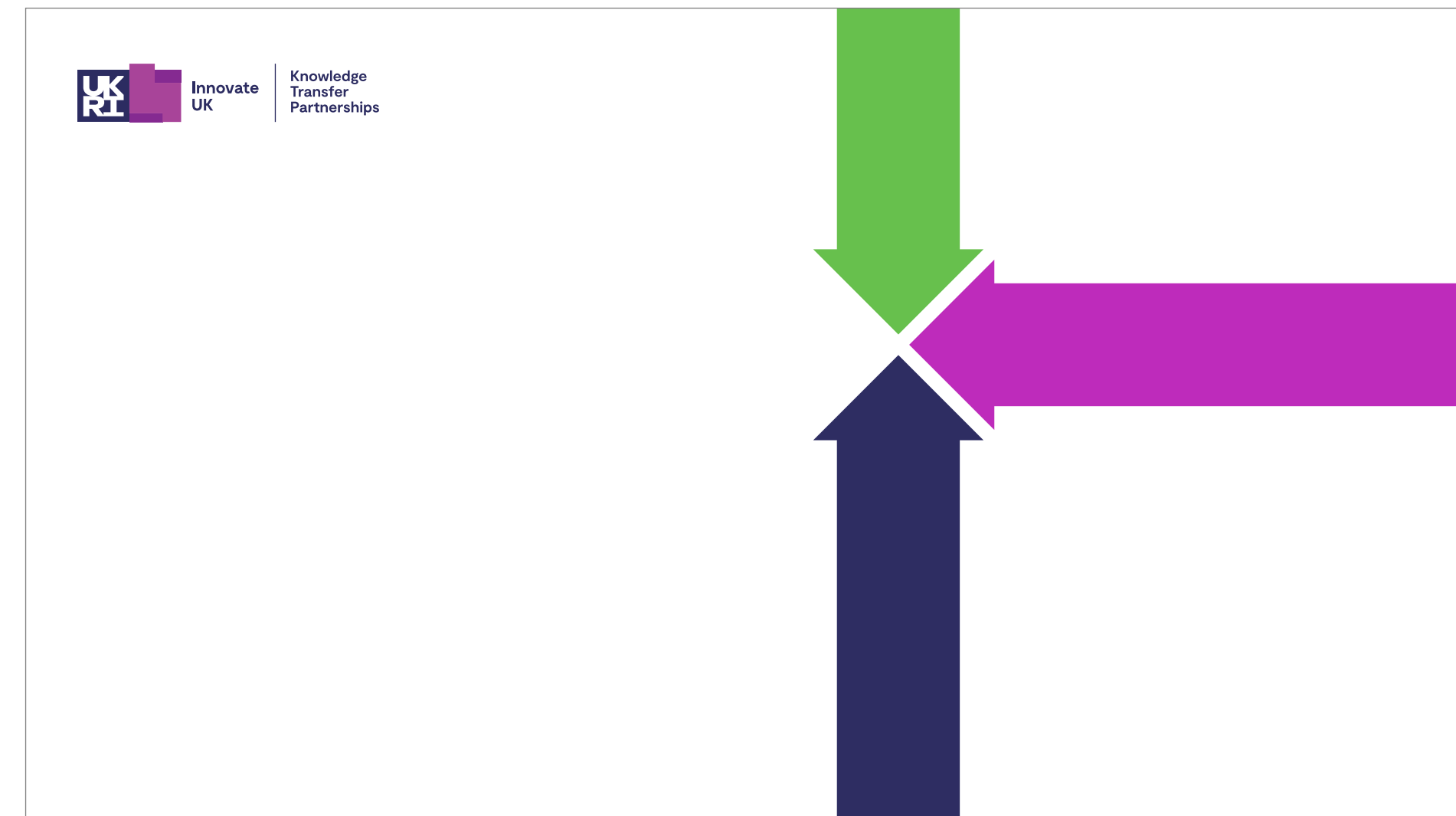
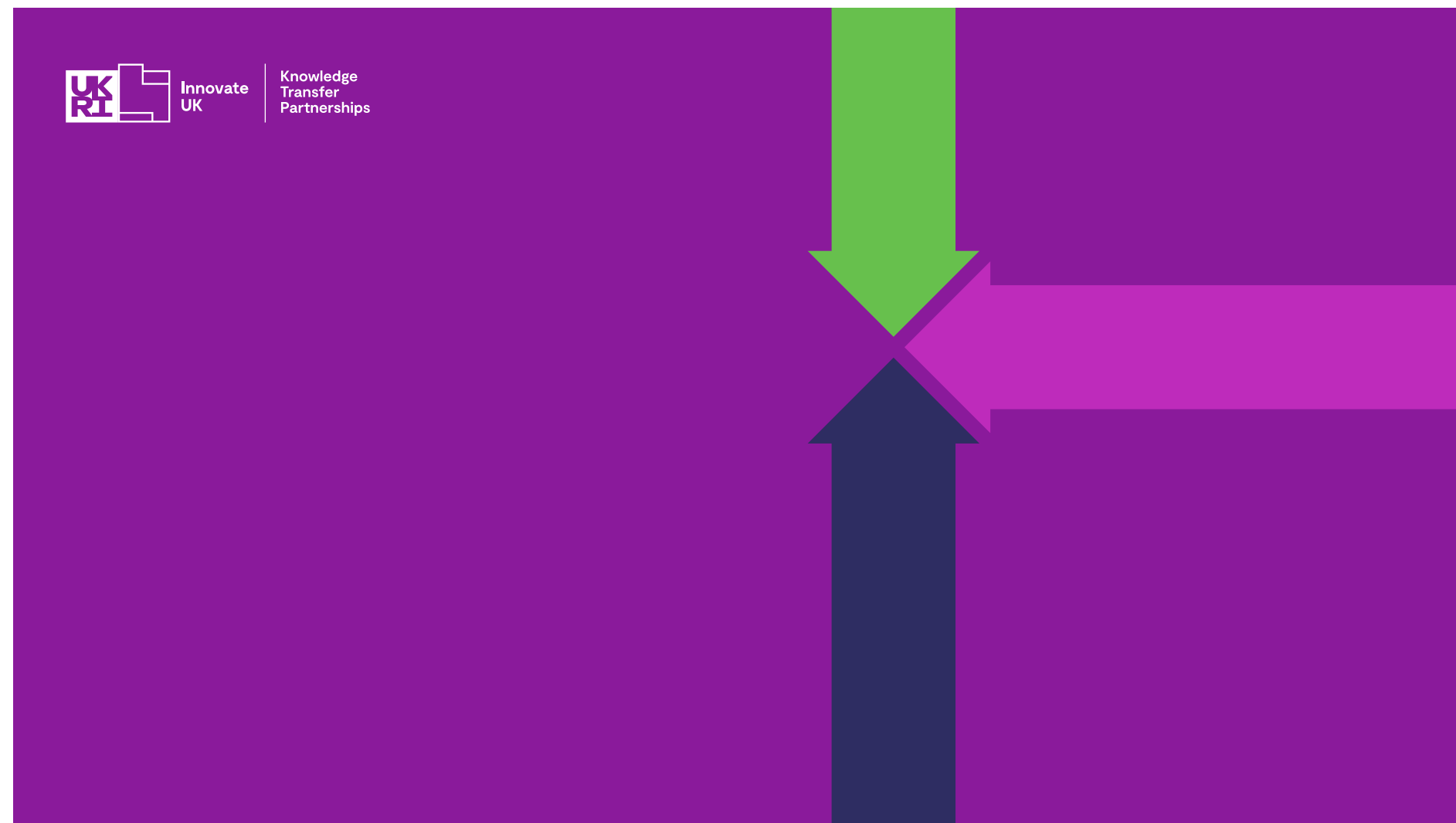
Digital Email banner



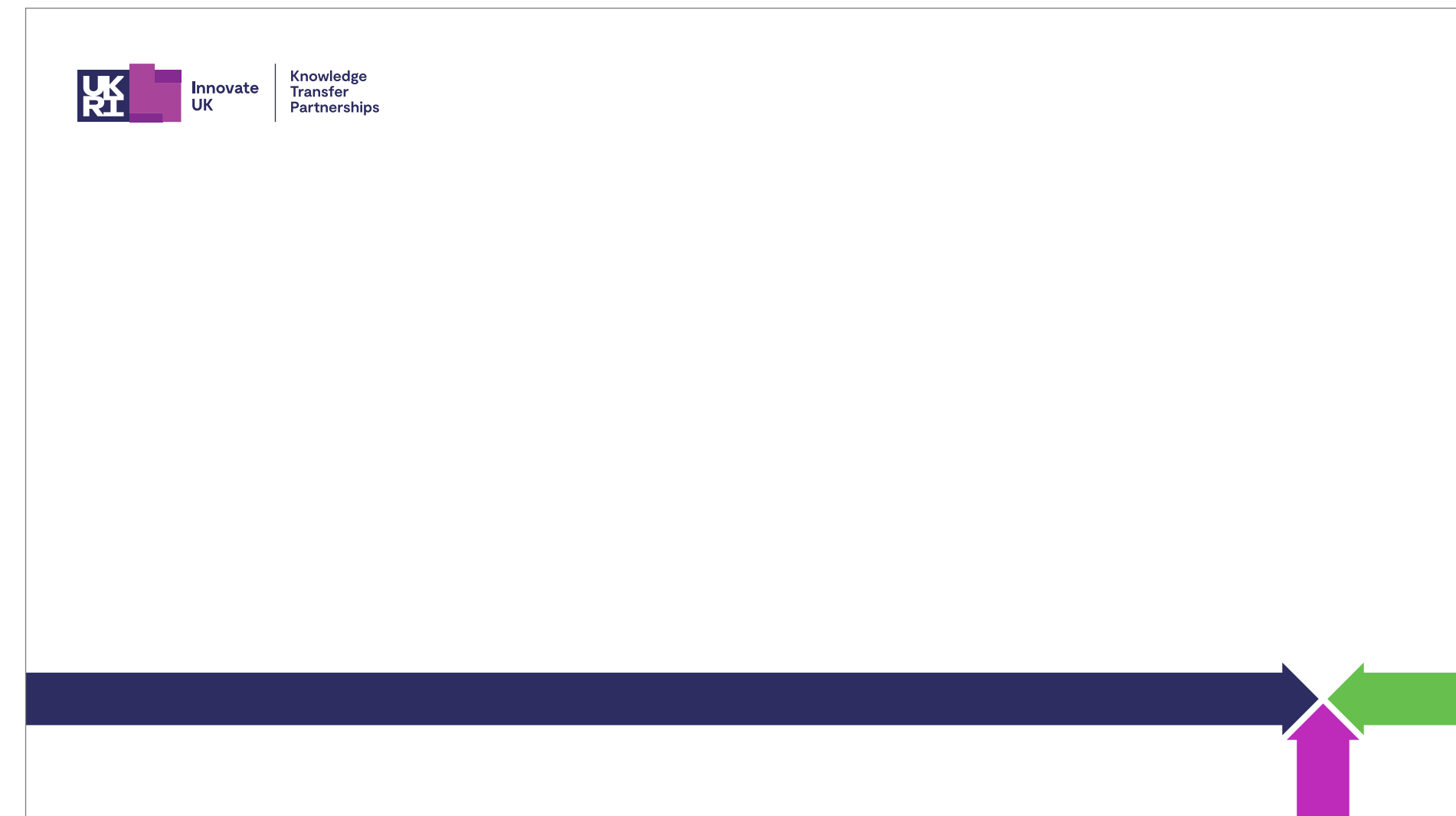
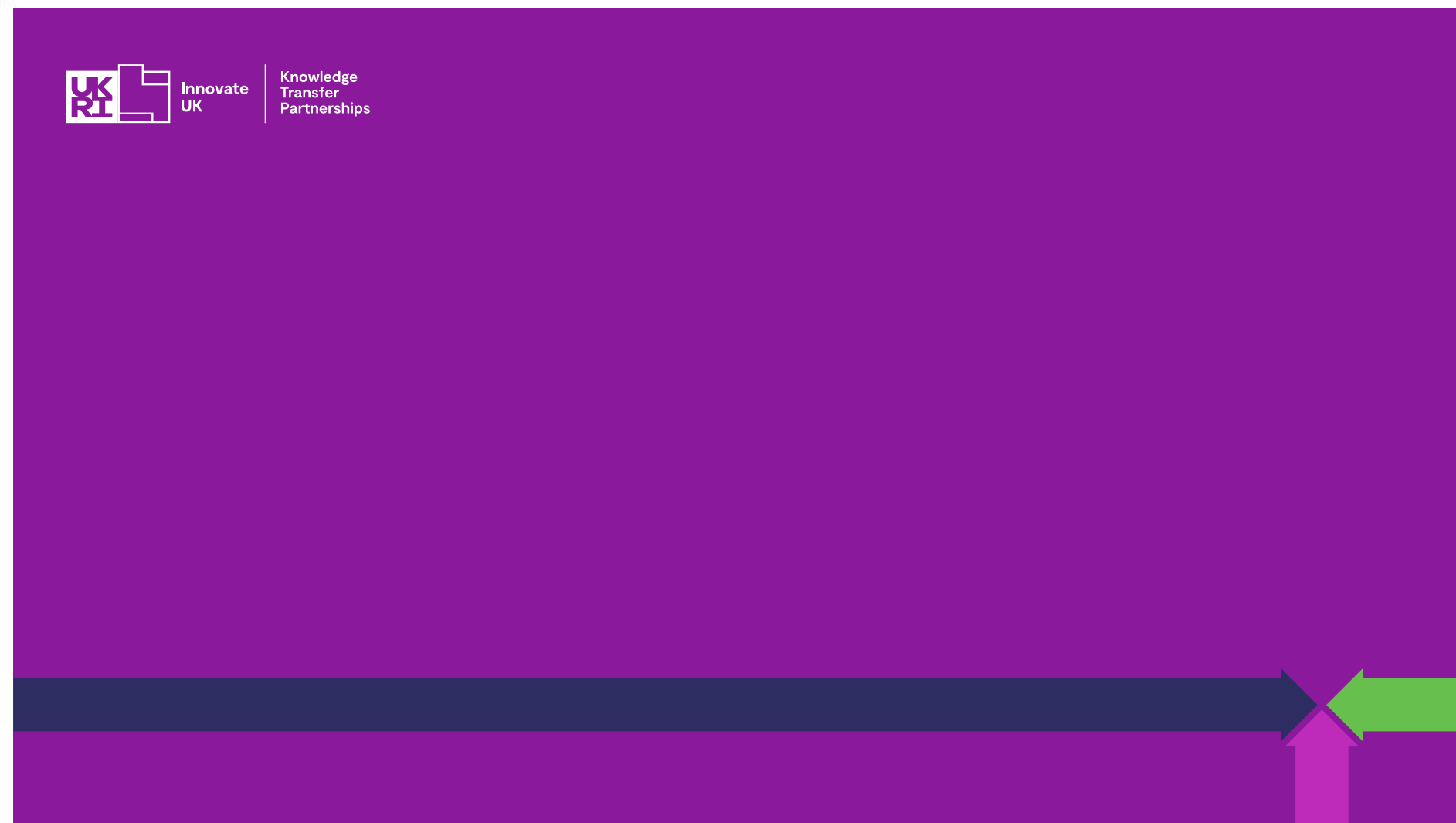
Digital Video intro slide (Static and animated)



Digital Video outro slides (Static and animated)



Digital Video lower third slides



Digital Letterhead and continuation sheet

 **Innovate UK** | Knowledge Transfer Partnerships

Correct Innovate UK KTP
Address here

0123 456 789
info@ktp-uk-org
ktp-uk.org

Address line 1
Address line 2
Address line 3
Address line 4
Address line 5

Date:
Re: **Letter subject**

Dear full name (job title)

Letter content ue ilicis voluptid enditatur sequi apit estint repel eaque sum eos resequo enienita idio-repedit deliquam quis quae. Nequam quis ilibus dolore mos a dolupta nobita delignias aut eture lam quidusa aut et quiatibus, quam aut prest, sintem quiatemquam, tota plia volupta temquunt eaquaerum, consequatur? Quiducipsam quatus doluptatissi cusapicidem re vereperibus. Genti nimus expedis molore pro to est, quid moluptat utem simusti omnis rem que pla soluptae consedipsa del ium et hictur sint doluptia dolupie ndundit ut doluptium inihill aborem quunt pere ipit, ium re nient, sint, utat maion nihicim que incturiti cullab int, ipsusanimus aut volum am qui beritatem net dolore et et esciti de volorio excerunt a dita doloreh ention rerfers perore solupissunt.


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Aquis ilibus dolore mos a dolupta nobita delignias aut eture lam quidusa aut et quiatibus, quam aut prest, sintem quiatemquam, tota plia volupta temquunt eaquaerum, consequatur? Quiducipsam quatus doluptatissi cusapicidem re vereperibus. Genti nimus expedis molore pro to est, quid moluptat utem simusti omnis rem que pla soluptae consedipsa del ium et hictur sint doluptia dolupie ndundit ut doluptium inihill aborem quunt pere ipit, ium re nient, sint, utat maion nihicim que incturiti cullab int, ipsusanimus aut volum am qui beritatem net dolore et et esciti de volorio excerunt a dita doloreh ention rerfers perore solupissunt.

Yours sincerely/faithfully

Full name
Job title



Digital Letterhead Job vacancy



Innovate
UK

Knowledge
Transfer
Partnerships

Correct Innovate UK KTP
Address here
0123 456 789
info@ktp-uk-org
ktp-uk.org

Job title	Administrator
Directorate	PS&KT
Reports to	Director
Grade	Grade 7
Salary band	£25,000 - £28,000
Location	London (BDC)

Innovate UK KTN Business Strategy


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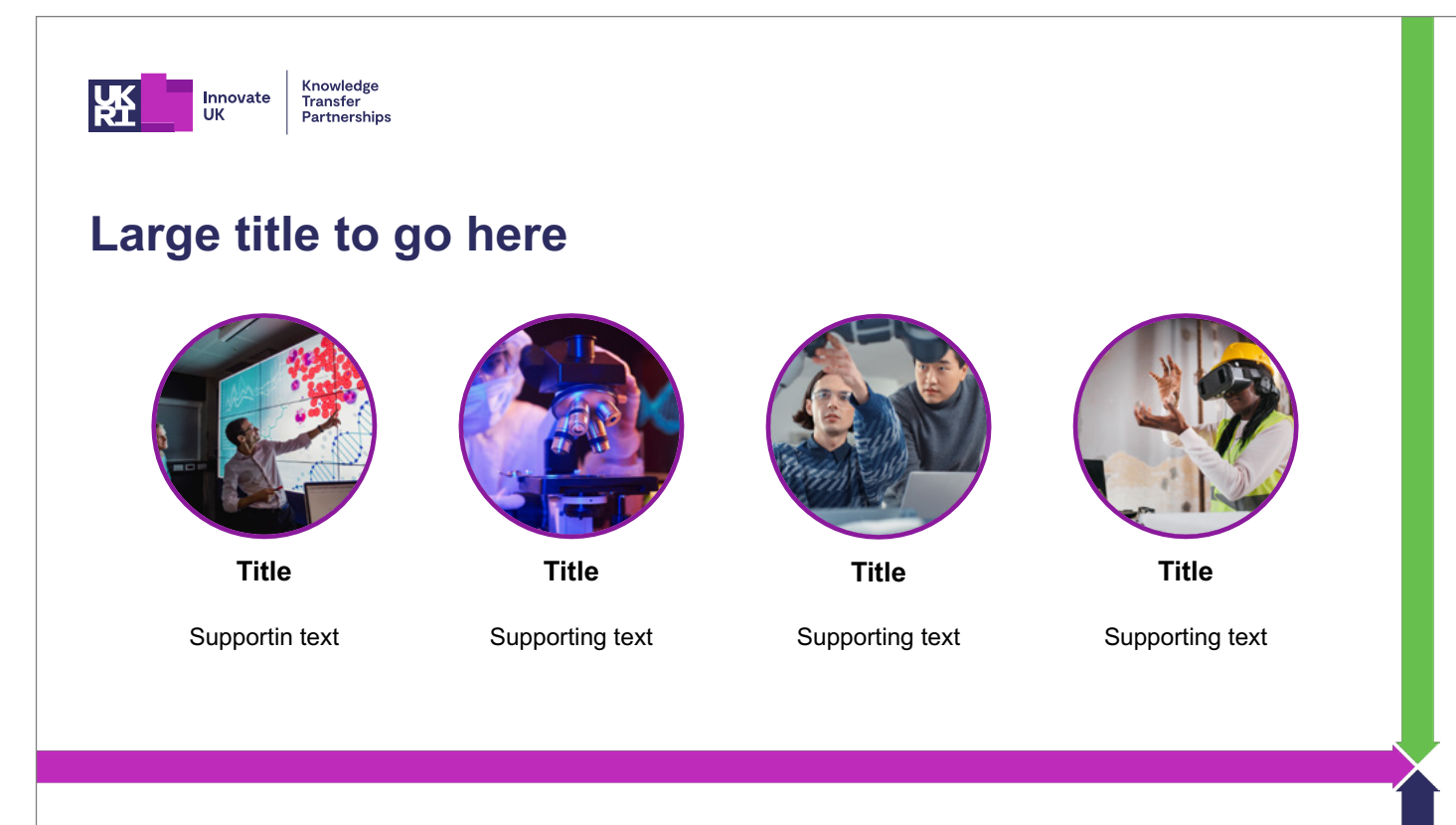
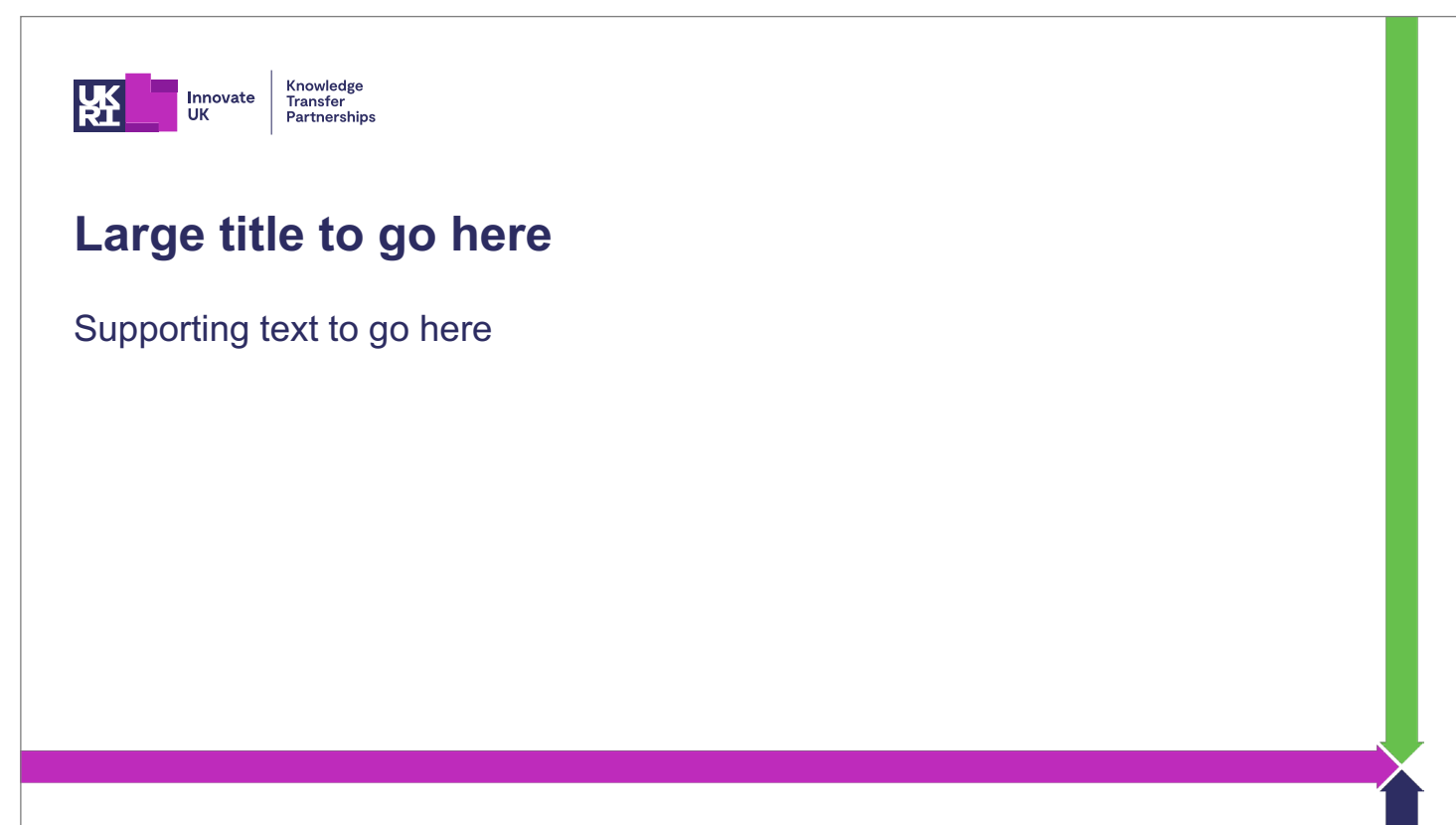
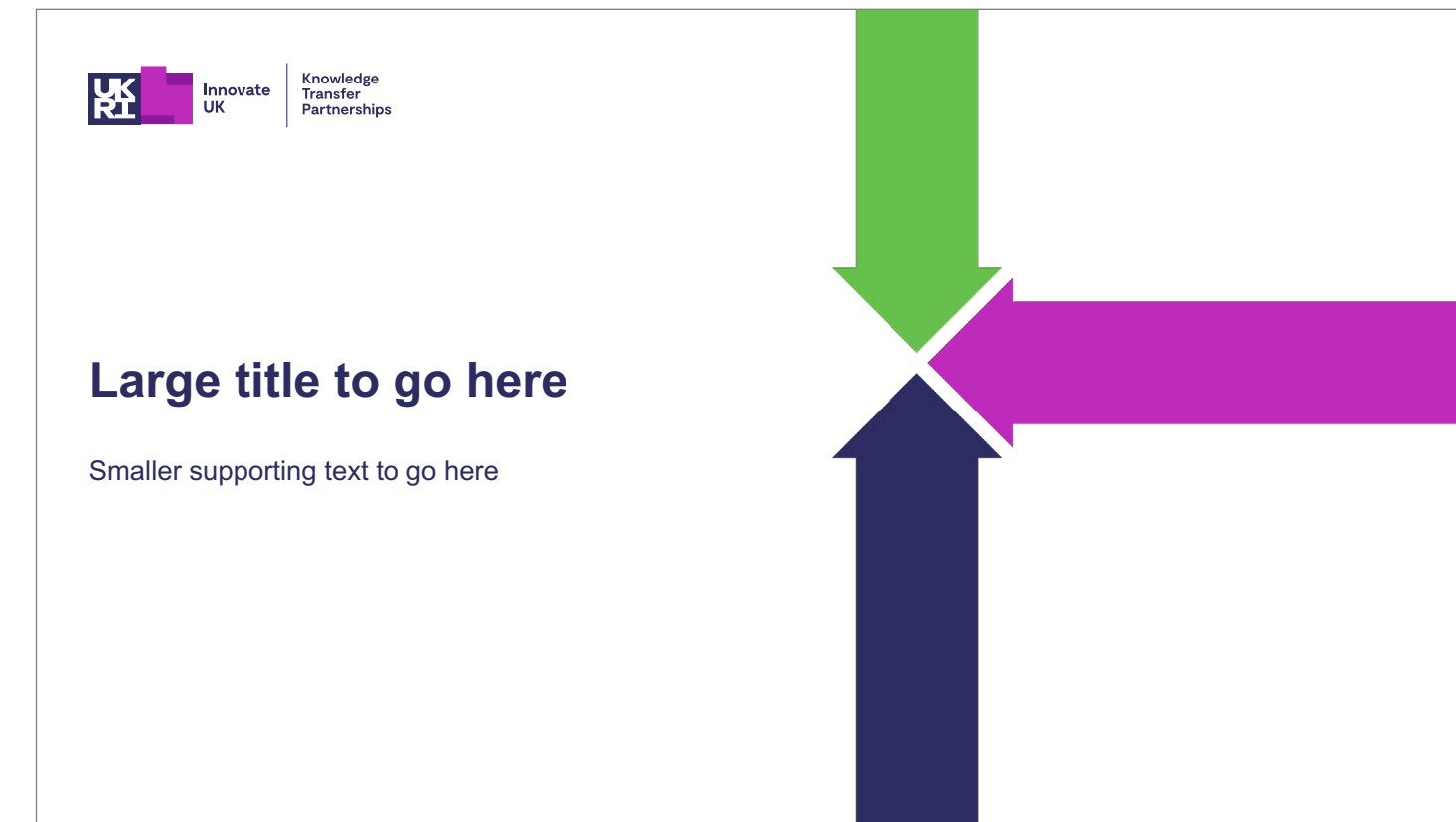
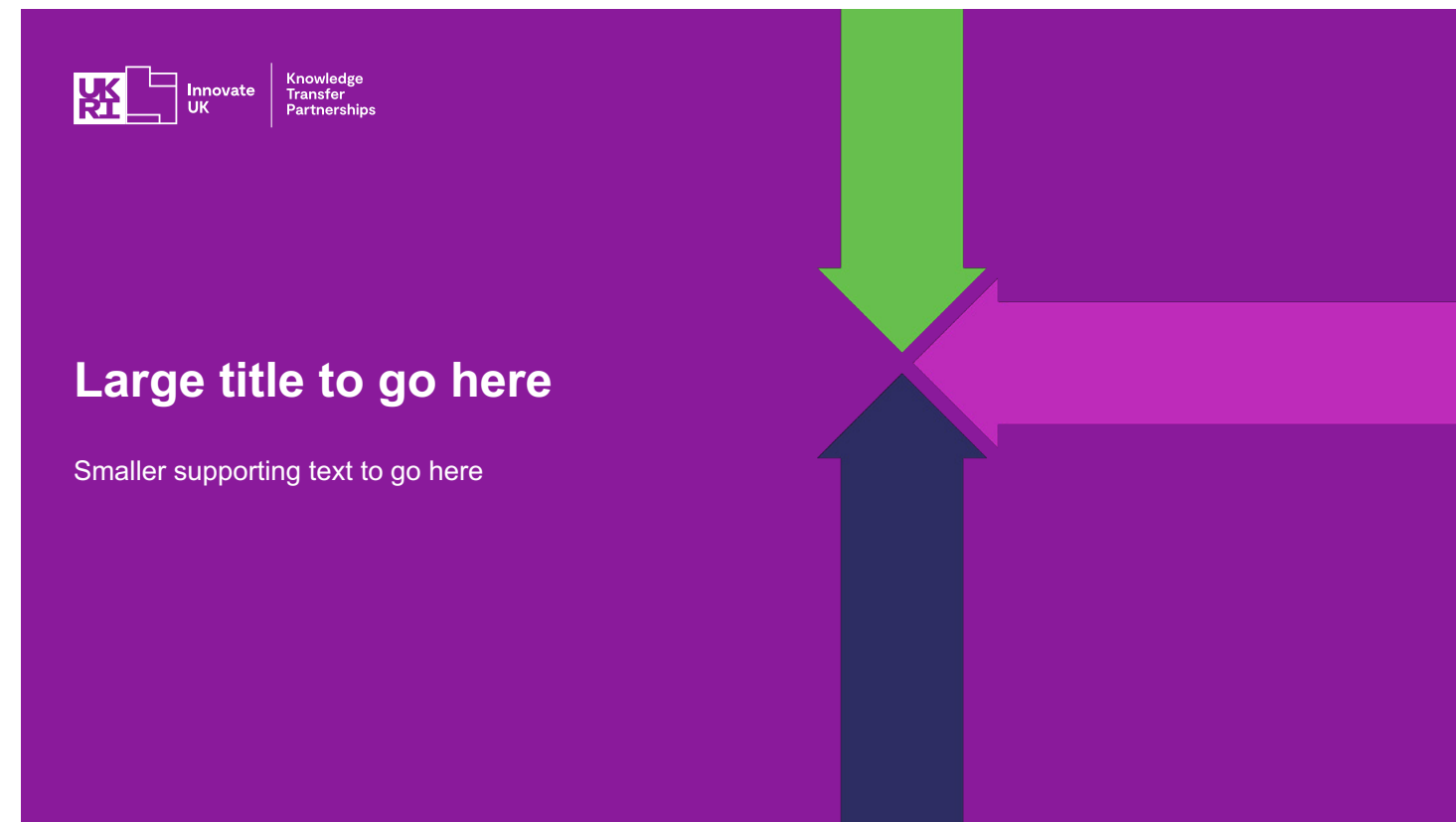
Sub-heading

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Digital PowerPoint





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Asset pack

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