

BRAND v1.0 GUIDELINES

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The visual and written identity for the Aerospace Technology Institute (ATI) have been crafted based on our vision, mission, values and behaviours.

These guidelines have been designed to help you produce consistent and effective communication materials.

01 Brand core

Our brand core create the foundations for how we present ourselves to the world.

02 Logo

Covering all types of use for both the primary logo and the logo mark, focusing on best practice and things to avoid.

03 Typography

Typography plays a key role in defining our brand and we provide detailed guidance on font usage to create outcomes that stay true to our identity.

04 Colour palette

Colour is essential to expressing our personality and showcasing our services. Use this guide to apply our colours correctly.

05 Design elements

Every design element has been carefully crafted to bring a distinct ATI aura to everything we do, ensuring our identity is consistently reflected across all communications and touchpoints.

06 Brand in use

Some best practice examples of how the brand can be applied in everyday use.

BRAND CORE

Our Mission

TRANSFORMING AEROSPACE THROUGH TECHNOLOGY AND INNOVATION

Our Vision for UK Aerospace

AEROSPACE IS AN ENGINE FOR SUSTAINABLE ECONOMIC GROWTH

Double the UK market from **\$9 billion** to over **\$18 billion** by 2035, creating high value jobs and global leadership in decarbonisation.



- 

01

Strengthen UK competitiveness
- 

02

Increase content on next generation aircraft
- 

03

Reduce aerospace environmental impact through innovation
- 

04

Continuously develop ATI culture & capability

[VALUE]

WE COLLABORATE FOR SUCCESS

We bring together the best minds to work with us to achieve joint success.
We value diversity and embrace partnership at all levels.

[VALUE]

WE PROVIDE INDEPENDENT LEADERSHIP

We drive the sustainable aerospace agenda passionately and face the challenges that exist, setting an example for others. We are trusted to be impartial and to present a fair and independent view.

[VALUE]

WE ARE FORWARD THINKING

We progress innovation and technology across our sector by being ambitious and visionary, taking others with us.

[TONE OF VOICE] **THE ATI VALUES REFLECT OUR
POSITION AND ROLE: A FORWARD-THINKING
ORGANISATION WORKING CLOSELY WITH
GOVERNMENT AND INDUSTRY TO PROVIDE
LEADERSHIP ON THE FUTURE OF UK AEROSPACE.**

With strong subject matter expertise, the ATI is an independent, respected and trusted source of knowledge and insights in aerospace technology. We believe in the power of strategic relationships, motivating and supporting others to do the right thing by being bold and trailblazing, while remaining pragmatic and reliable.

Although funding is an important part of what we do, we also work collaboratively on a national and international level, sharing our vision of next-generation aerospace technology in an open and accessible way.

Driven by a strong sense of ethics, we are principled and resilient, setting out to be inspirational about the future of aerospace in the UK and globally.

We strive to communicate in a familiar and inclusive way, but never frivolous or flippant. We say what we mean but we are not inflexible or aggressive. We speak from a position of authenticity and trustworthiness.

ATI PRIMARY LOGO



**Minimum exclusion zone**

To enhance the effectiveness of our logo, a minimum exclusion zone has been created. This must always be respected. No text or other visual elements should appear within this space. This exclusion zone is included in all artwork and defined as illustrated.

Full colour on light background



White logo on dark background



Dark logo on light background



Colour applications

Wherever possible the logo should be reproduced in full colour. However, when full colour reproduction is not available or the use of the ATI gradients are used, the single colour versions should be used.



Do not squash



Do not reposition



Do not outline



Do not change the colour

AEROSPACE
TECHNOLOGY
INSTITUTE

Do not use logotype



Do not remove parts



Do not rotate



Do not stretch



Do not change the font



Do not add effects



Do not combine with mark



Do not place the logo in another device

Incorrect usage

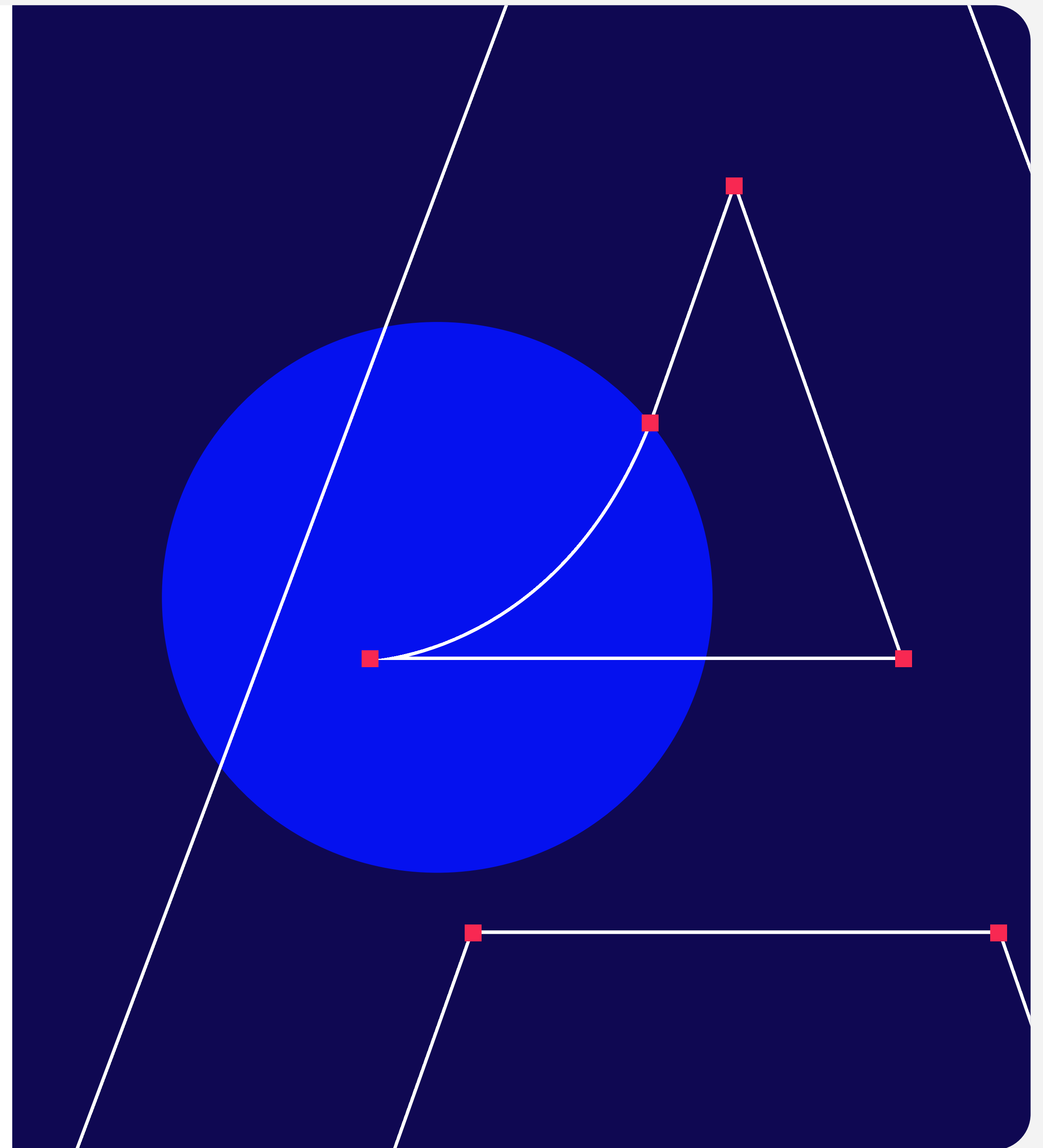
The logo has been designed to work across a variety of medias. Always use our logo according to the principles within these guidelines. Here are some basic errors to avoid.

ATI LOGO MARK

ATI

ATI Logo mark

Using the arrow head to create the bespoke curve that will go on to define the ATI brand, the mark is to be used in small environments where the primary logo is not accessible.



ATI



ATI HUB LOGO

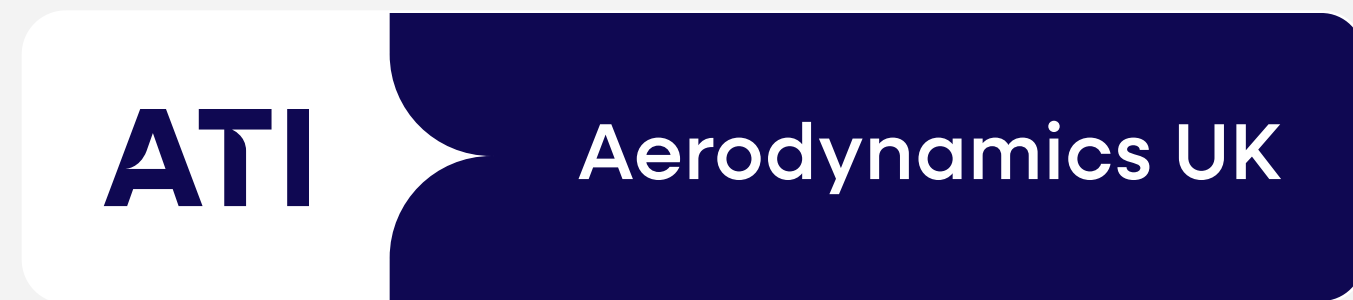
ATI Hub

ATI Hub logo

The ATI Hub logo should be used in place of the primary logo whenever the Hub is in focus, using the same principles as what is outlined in the incorrect usage section of this guide.

ATI Hub

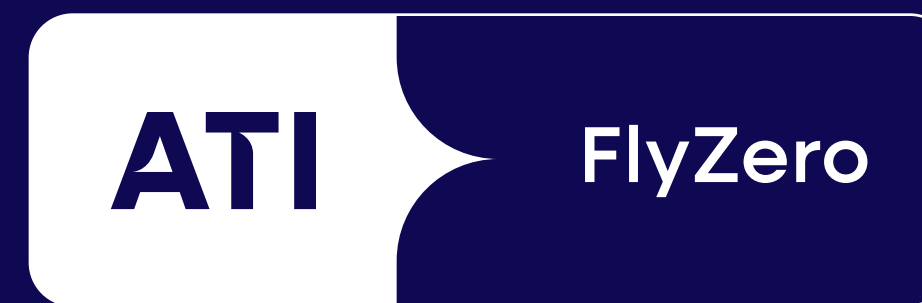
RESEARCH SUB BRANDS



Research sub brand logo

The research sub brand logos act as a tag, using the core structure as a foundation to replicate in the future when more research projects are started.





The construction

No matter the name of the research sub brand, the construction should always be the same. It is critical to ensure space around the ATI mark remains the same, while the space around the research title should adjust to the length.

TYPOGRAPHY

Plus Jakarta Sans

AT I B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Our primary typeface

Typography is a vital part of our visual identity. When used correctly it helps us create a strong, unified brand with consistent communications, so it is important to follow the specifications and examples in these guidelines.

Plus Jakarta Sans

Regular

Medium

Semibold

Bold

Extra Bold

Body copy

Five styles

Plus Jakarta Sans is a modern, geometric sans-serif typeface designed for versatility and readability. With clean lines, balanced proportions and a contemporary feel, it is perfect for digital and print applications. Its refined letterforms and multiple weights make it ideal for branding, UI design and editorial use.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz
1234567890



Plus Jakarta Sans

Plus Jakarta Sans

Plus Jakarta Sans

Plus Jakarta Sans

Plus Jakarta Sans

Weight: Regular
Line height: 120%

Weight: Regular and Extra
Bold to highlight key points
Line height: 120%

Weight: Regular
Line height: 140%

Weight: Regular
Line height: 120%

[OUR STORY]

TRANSFORMING TECHNOLOGY IN AIR TRANSPORT

We promote transformative technology in air transport and fund world class research and development through a £3.9bn joint government-industry programme. Over 400 projects are securing jobs, maintaining skills and delivering economic benefits across the UK.

Find out more

PRIMARY COLOUR PALETTE

HEX: #EEEEEE
R: 238 G: 238 B: 238
C: 5 M: 4 Y: 4 K: 0

BALANCED
GREY

HEX: #100952
R: 16 G: 8 B: 82
C: 100 M: 100 Y: 28 K: 40

RELIABLE
NAVY

HEX: #F82852
R: 248 G: 40 B: 82
C: 0 M: 95 Y: 59 K: 0

ENERGISED
RED

HEX: #0511EF
R: 5 G: 17 B: 239
C: 98 M: 93 Y: 0 K: 6

INNOVATIVE
BLUE

BACKGROUND

BACKGROUND

HIGHLIGHT

HIGHLIGHT

Colour usage

It is essential that our colour usage guide is followed to ensure the character of our brand is consistently maintained.

SECONDARY COLOUR PALETTE

HEX: #EEEEEE R: 238 G: 238 B: 238 C: 5 M: 4 Y: 4 K: 0	HEX: #100952 R: 16 G: 8 B: 82 C: 100 M: 100 Y: 28 K: 40	HEX: #F82852 R: 248 G: 40 B: 82 C: 0 M: 95 Y: 59 K: 0	HEX: #0511EF R: 5 G: 17 B: 239 C: 89 M: 79 Y: 0 K: 0
HEX: #7C7C7B R: 124 G: 124 B: 123 C: 53 M: 44 Y: 45 K: 9	HEX: #03001F R: 3 G: 0 B: 31 C: 84 M: 80 Y: 57 K: 76	HEX: #EB0131 R: 235 G: 1 B: 49 C: 1 M: 100 Y: 87 K: 0	HEX: #0595EF R: 5 G: 149 B: 239 C: 73 M: 34 Y: 0 K: 0
HEX: #FFFFFF R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0	HEX: #3C338F R: 60 G: 51 B: 143 C: 94 M: 97 Y: 4 K: 1	HEX: #F82852 R: 255 G: 59 B: 131 C: 0 M: 89 Y: 18 K: 0	HEX: #01E2F7 R: 1 G: 226 B: 247 C: 58 M: 0 Y: 10 K: 0

Colour usage

The secondary colour palette should be used sparingly, mainly for graphs and tables. Some of these colours are tints of the primary set and can also be used to highlight different states in the UI.

HEX: #FDBF78
R: 253 G: 191 B: 120
C: 0 M: 28 Y: 59 K: 0

EVENT
GOLD

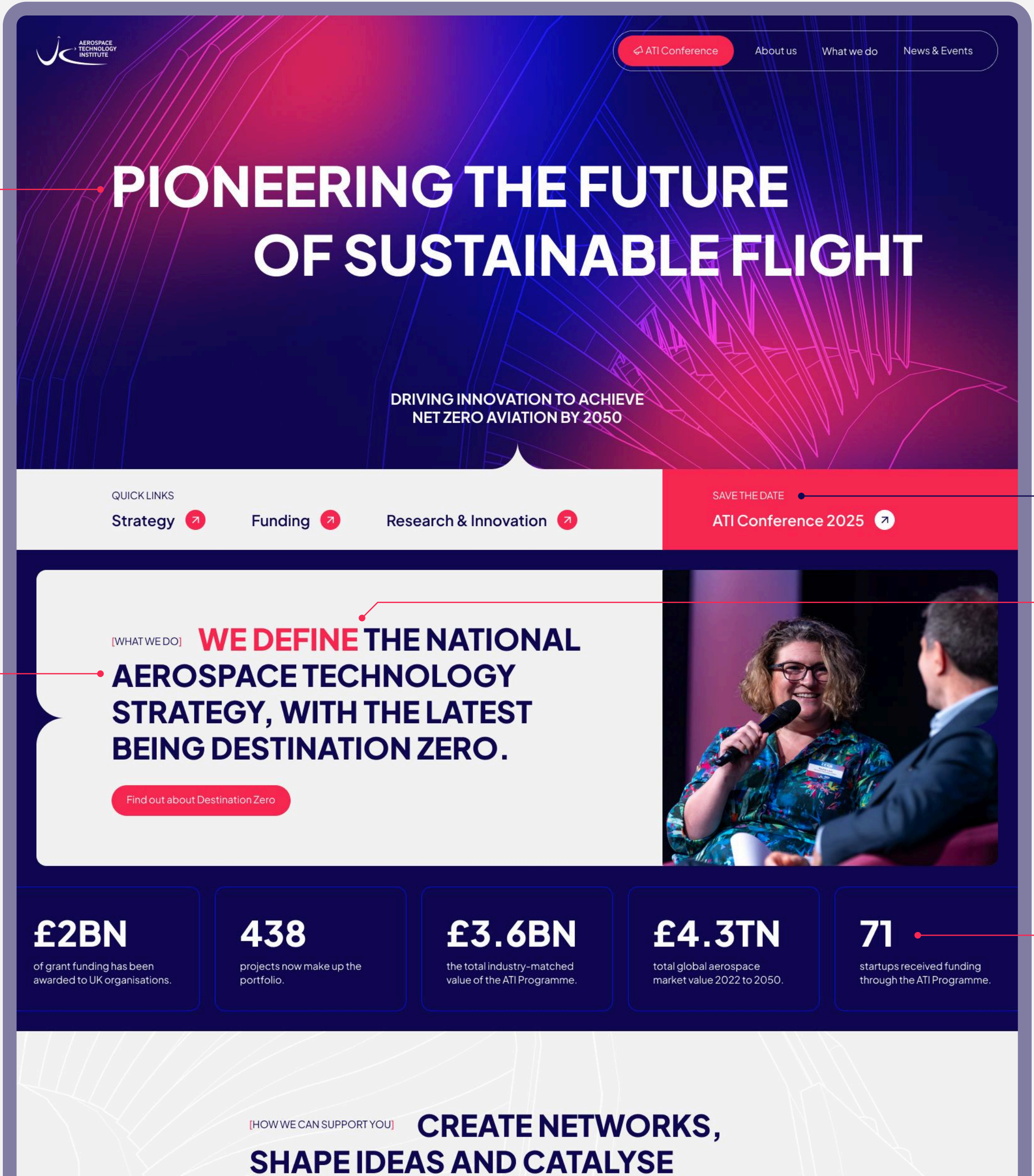
HEX: #000104
R: 0 G: 1 B: 4
C: 76 M: 69 Y: 66 K: 88

EVENT
BLACK

Pure white on gradient background
Text colour: #EEEEEE

Reliable navy on white/light background
Text colour: #100952

Colour usage on typography
Here are some examples on our website that demonstrates how to use our colour palette on texts.



Pure white on accent colours
Text colour: #EEEEEE

Accent colour to highlight text
Text colour: #F82852

Pure white on dark background
Text colour: #EEEEEE

GRADIENT 01

GRADIENT 02

Gradient usage

The use of colour gradients are a core part of the brand and should be used with purpose; be mindful not to overwhelm by becoming reliant on the gradient as a device. The gradient should be formed using the ATI curve with a blurred effect.



ATI Hub

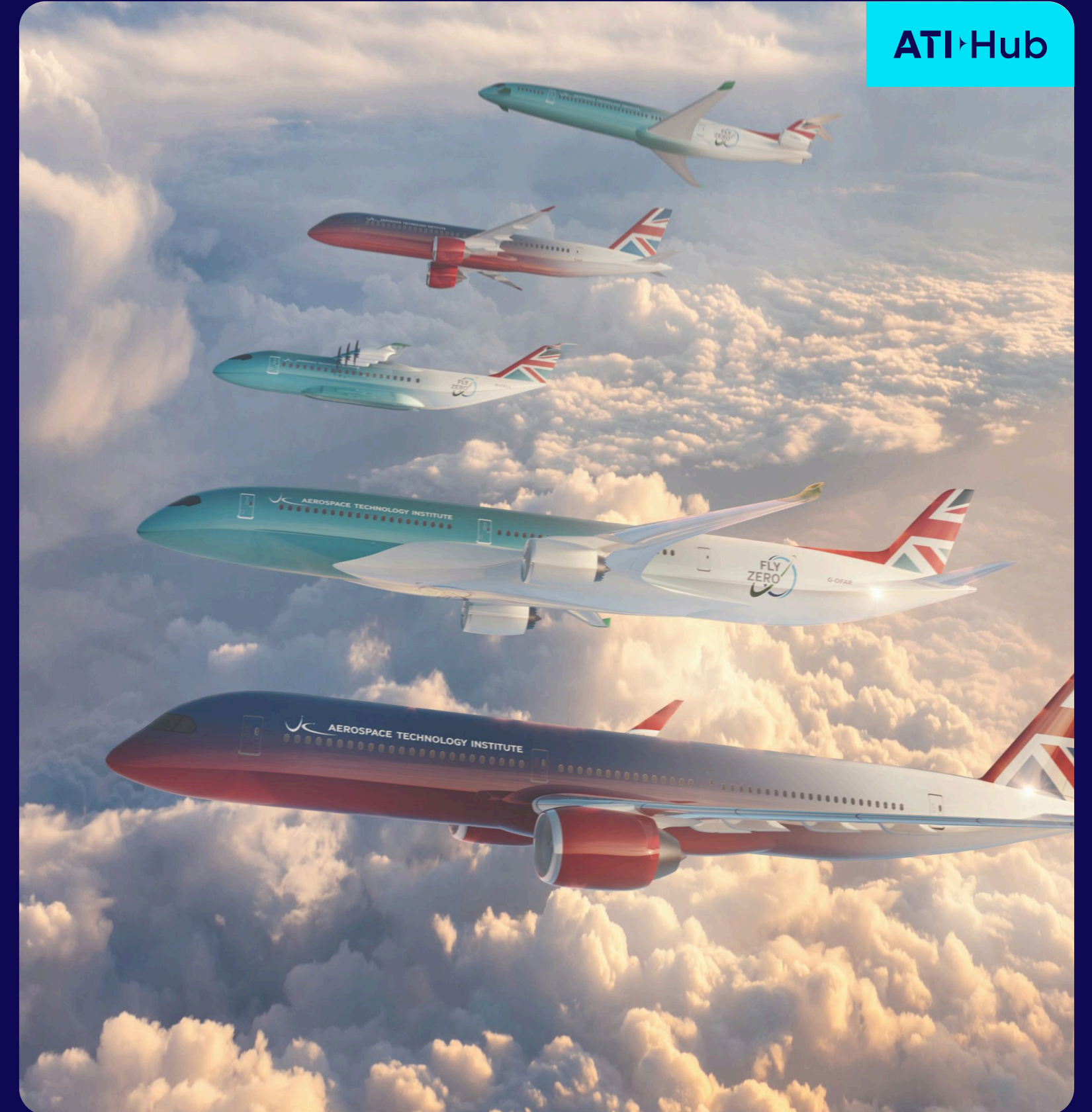
ATI vs ATI Hub

To further distinguish the main brand from the ATI Hub, supporting colours are used. The light blue should be utilised as an accent colour when the ATI Hub is in focus.

ATI Hub

ATI Hub colour usage

Similar to the the main brand, the lighter tones should be used as highlights to add add points of focus.



06.03.3035 **ATI Hub**

Worth the weight: The composites opportunity

Continue reading





AAA standard for accessibility



AA standard for accessibility

	✓✓ Aa	✗✓ Aa	✓✓ Aa
	✓✓ Aa	✗✓ Aa	✓✓ Aa
	✗✓ Aa	✗✓ Aa	
	✓✓ Aa	✗✓ Aa	
	✗✓ Aa	✓✓ Aa	

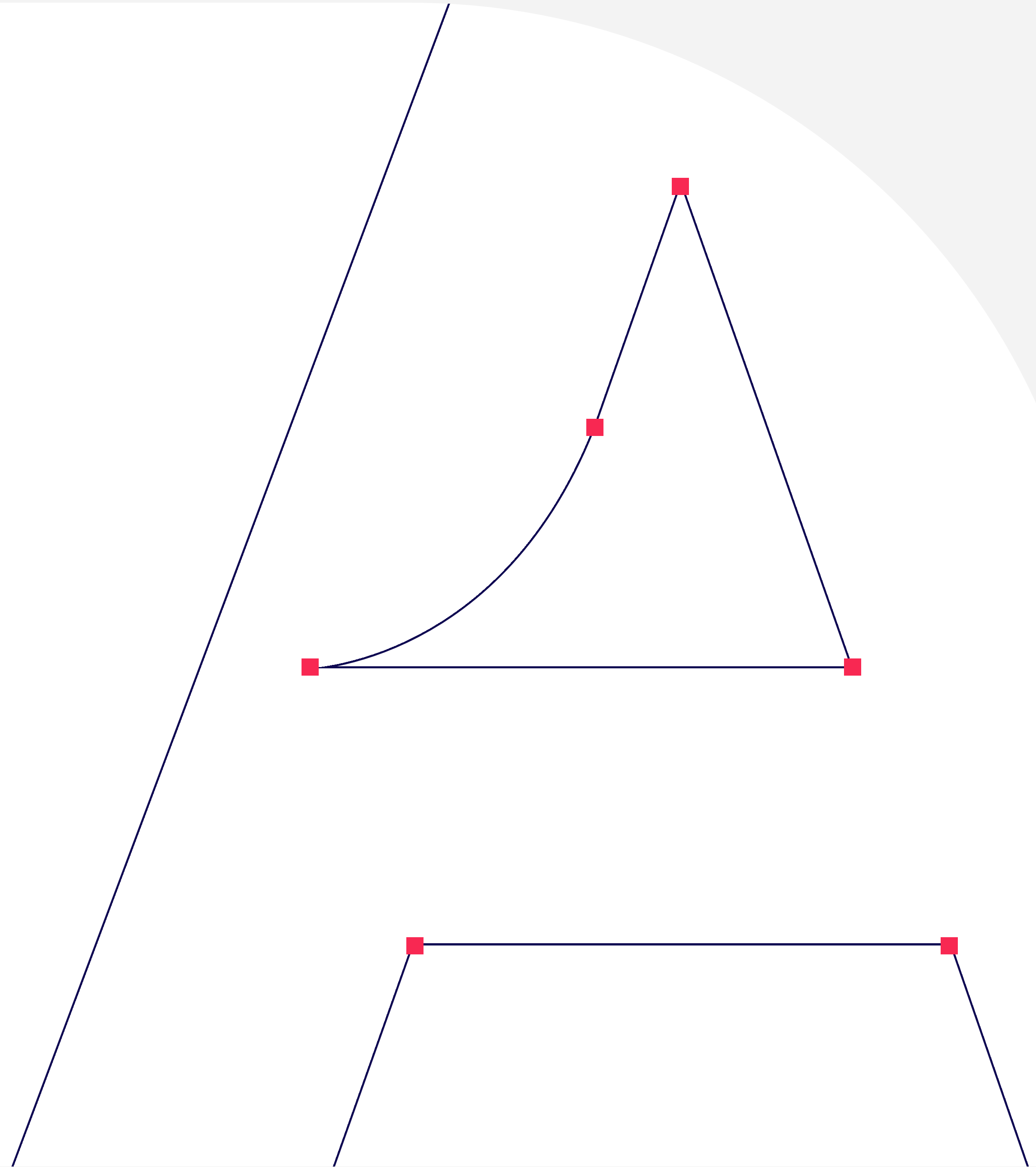
Colour accessibility

It is critical to understand the colour accessibility to ensure all assets are inclusive to people with visual impairments. The Website Content Accessibility Guidelines (WCAG), provide technical specifications to improve the accessibility of websites and many other digital experiences, which these guides have been designed to adhere to.

DESIGN ELEMENTS

The ATI curve

The ATI curve should heavily feature within all brand assets as it underpins the identity. Whether it is in the ATI mark or used as a vessel to aid content hierarchy, the curve is at the core.



The ATI curve

The ATI curve can also be applied in the simplest of ways to subtly bring in brand elements throughout all communications.



Icons

Our brand encompasses a curated set of icons, which can be used across both digital and printed assets.

Illustrations

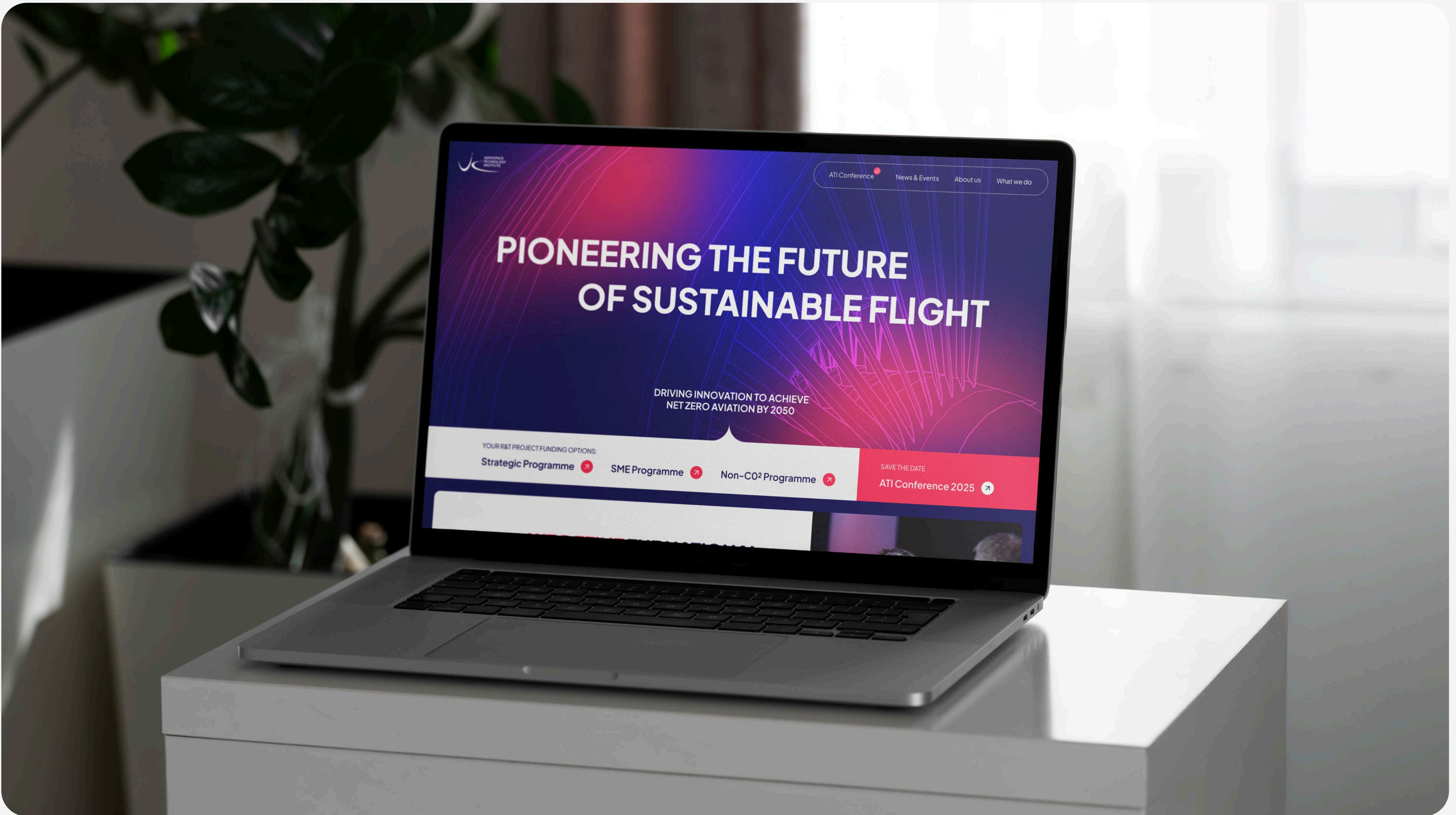
Illustrations have been created as a supportive asset which can be used in addition to backgrounds and text. Like the gradients, these should not be over-used, to protect their impact.

PIONEERING THE FUTURE OF SUSTAINABLE FLIGHT

Bringing all assets together

While the illustration and gradients can be used together, the impact should be surrounding the written text. This can be done through capitalisation and placement.

BRAND IN USE



VIDEO LOWER THIRD EXAMPLES

