



# Brand guidelines

v1.0  
OCTOBER 2020

**Registered and protected**

Both the EXCALIBUR brand name and logo are registered and protected. Permission to use the EXCALIBUR logo must be obtained from the Brand Manager by emailing [brand@excalibur.ac.uk](mailto:brand@excalibur.ac.uk)

**Copyright**

EXCALIBUR materials should clearly include  
© Crown Copyright [year]





### **Our name**

ExCALIBUR is an exciting UK programme funded through the Strategic Priorities Fund. The brand name is an acronym which stands for “**Ex**ascale **C**omputing **AL**gorithms & **I**nfrastructures **B**enefitting **UK** **R**esearch”.

### **10<sup>18</sup> Flops**

The aim of ExCALIBUR is to prepare the UK’s software and infrastructure for the “Exascale”, a turning point in the history of computing where supercomputers will be able to process one quintillion floating point numbers per second (or 10<sup>18</sup> ( i.e. 1,000,000,000,000,000,000) Flops). Some research has suggested that this is approaching the processing power of the human brain.

### **Our master logo**

Our programme logo is designed to symbolise a coherent push to re-engineer the UK’s science and engineering code base for the imminent arrival of the Exascale. The ExCALIBUR logo is focused upon our target goal of achieving scalability to 10<sup>18</sup> Flops across a wide variety of use cases through interdisciplinary solutions. Additionally, the light blue “**E**” represents an Exascale rack, identifying that there is a Hardware and Enabling Software element to the programme.

# 2

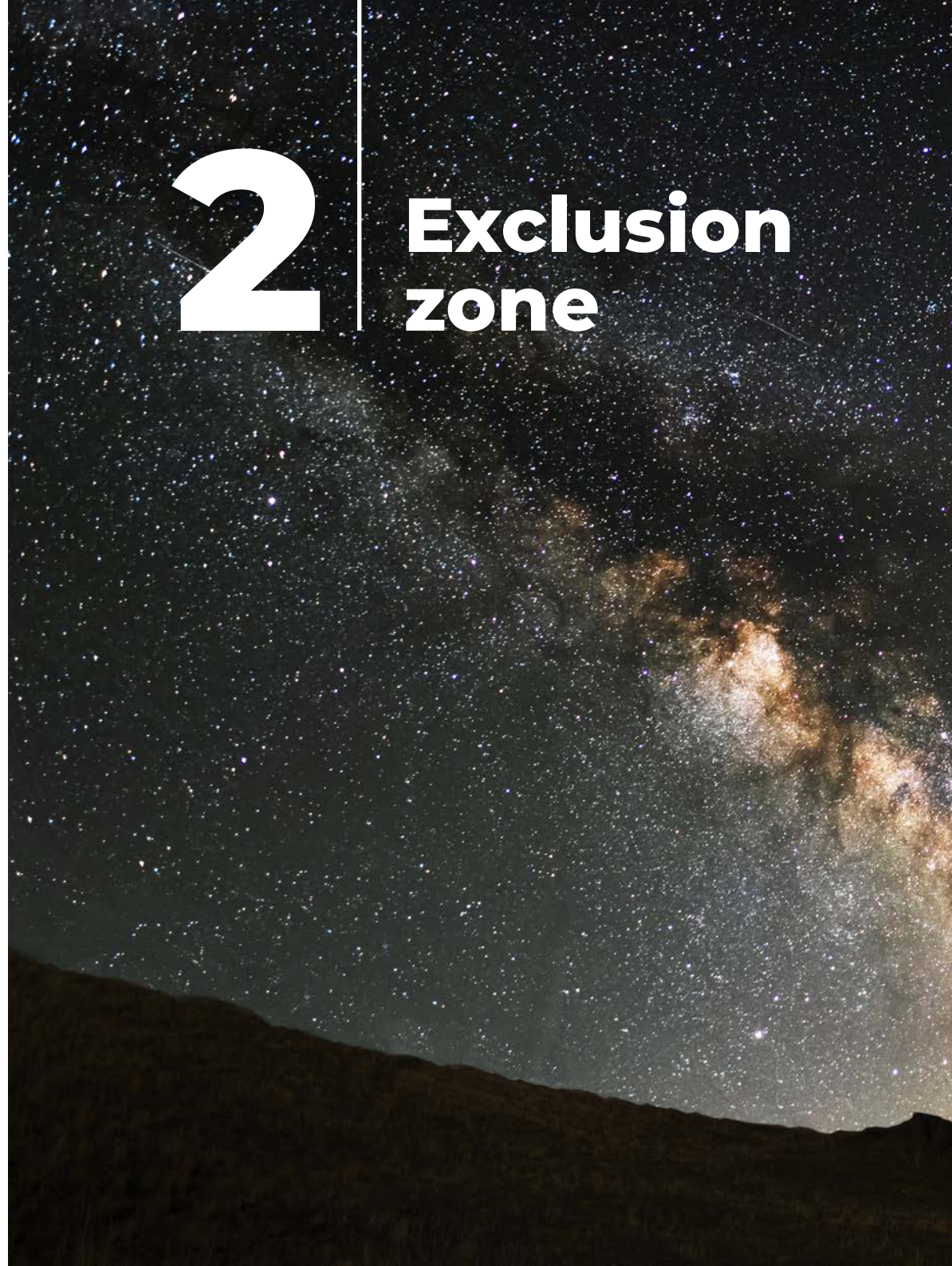
## Exclusion zone



### Exclusion zone

The logo will stand out more and have greater impact when it is surrounded by enough clear space. We have created an exclusion zone to make sure of this.

The exclusion zone is the distance equivalent to the height of the “E” around the identity. This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.



# 3

## Variations



### Variations

There are two variations of the multi-colour logo, one designed to work well with a light background (with black text) and one designed to work with a dark background (with white text). In addition, two variants are available for use in monochrome (e.g. for black and white printed media).

The colour scheme has been chosen to work with a wide variety of other colours.

# 4

## What not to do

### What not to do

Having a clear, cross-programme brand is important because it demonstrates that we are one team, with a focus upon identifying solutions that span a broad range of application domains and use cases. It is essential therefore that everyone respects the brand. In particular, do not modify the logos in any way (with the exception of scaling) i.e.

- **Do not change the aspect ratio of the logos (squash them vertically or horizontally).**
- **Do not rotate the logos.**
- **Do not change their colours, hue or saturation.**
- **Do not place a box around the logo or fill in the transparent background.**
- **Do not apply any “effects”, e.g. “blur” or “drop-shadow”\*.**

Try to restrict the use of the logos to a plain background, ideally the white, charcoal or black of the ExCALIBUR colour pallet (see p13).

\* If you need to superimpose a logo over a multi-colour image, we will consider the use of the drop-shadow effect (as this may be necessary to delineate the logo from the background). For this use case however, please contact the ExCALIBUR branding team who have dedicated graphics designers who will ensure that a professional result is achieved that does not break the branding guidelines.

If in doubt, please contact the branding team:  
***brand@excalibur.ac.uk***



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## Colour palette

### Core colour palette

Our core palette is orange and blue (with black and white background colours). Using them consistently will help us to keep the same distinctive 'look and feel' throughout our brand material.

<b>Orange</b> C12 M82 Y91 K2 R209 G71 B38 Hex #D25232	<b>Blue</b> C47 M28 Y18 K3 R148 G166 B186 Hex #889EB2
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### Background colour palette

These colours are effective as background colours.

<b>White</b> C0 M0 Y0 K0 R255 G255 B255 Hex #FFFFFF	<b>Black</b> C100 M100 Y100 K100 R0 G0 B0 Hex #000000	<b>Charcoal</b> C65 M65 Y65 K65 R58 G48 B43 Hex #3A302B
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### Secondary colour palette

The secondary colour palette is available for use in charts & diagrams. This is explained in more detail in section 6. They can also be used as an accent or highlight colour.

<b>Yellow</b> C1 M16 Y51 K0 R253 G218 B146 Hex #FDDA92	<b>Teal</b> C82 M25 Y45 K8 R5 G135 B137 Hex #058789	<b>Turquoise</b> C58 M0 Y14 K0 R105 G197 B219 Hex #69C5DB
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All colours are specified for both print and screen-based applications. Colour references are given for Pantone®, CMYK and RGB.

The Pantone® and CMYK references are for print applications such as stationery and brochures. RGB and Hex numbers are for screens.

# 6

# Infographics

## Charts and diagrams

Charts and diagrams are an invaluable way of presenting data to a wide audience and there are a wide variety of tools available for generating high quality imagery, from bar charts and pie charts to sophisticated infographics. To maintain a common look and feel across the project, users are encouraged to use the EXCALIBUR colour palette.

## Infographic Example: the four pillars



### CO-DESIGN

Holistic, collaborative design of entire system by mathematicians, domain scientists and computer scientists.



### DATA SCIENCE

Research into new workflows to manage & analyse vast volumes of simulation data.



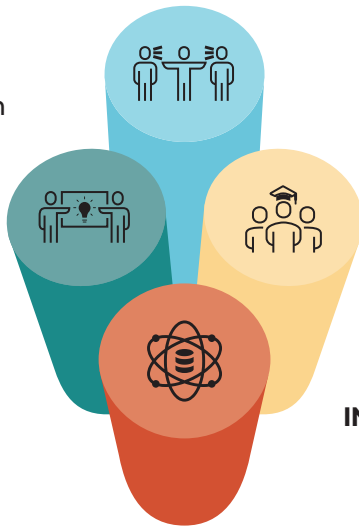
### SEPARATION OF CONCERNS

Maths of problem separated from computer science of implementation.

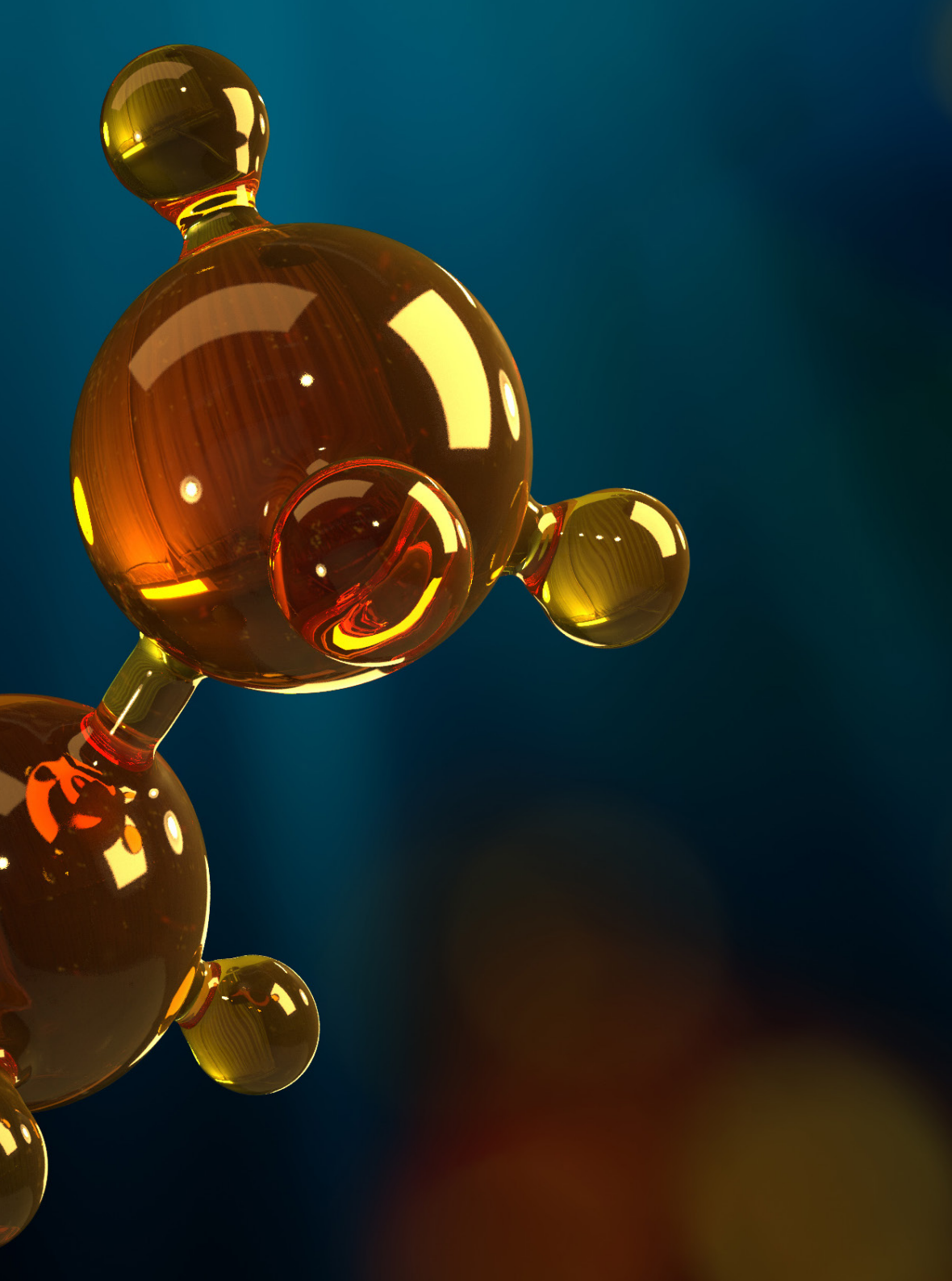


### INVESTING IN PEOPLE

Interdisciplinary RSE career development driven by forward looking scientific software design.



For help in the production of high quality charts and diagrams, please contact the Brand Manager.



## Chart and pullout examples

Be careful when using yellow on a light background – yellow will only work well if it is “bracketed” by two darker colours. Similarly, be careful using dark colours in charts if the background is dark.

Try to be sensitive to the fact that 1 in 12 men (8%) and 1 in 200 women have some level of CDV (colour vision deficiency).

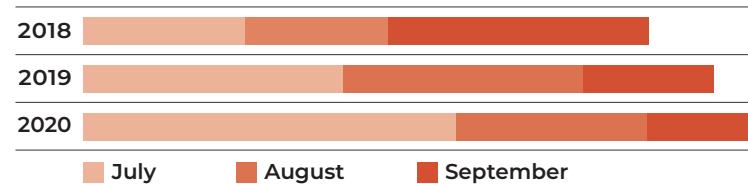
EXAMPLE PIE CHART



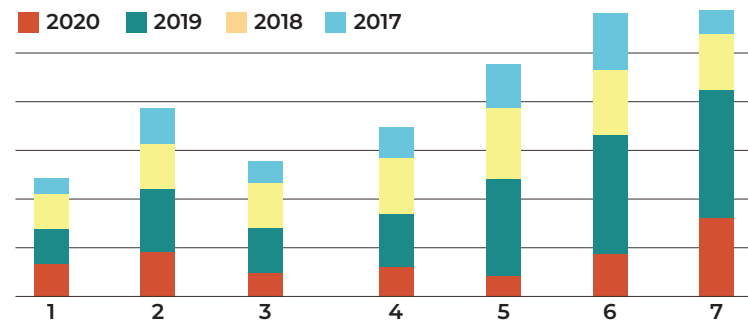
EXAMPLE PULLOUT DATA

**61%**  
of the data was collated in 2020 due to better capture

EXAMPLE HORIZONTAL BAR CHART



EXAMPLE VERTICAL BAR CHART

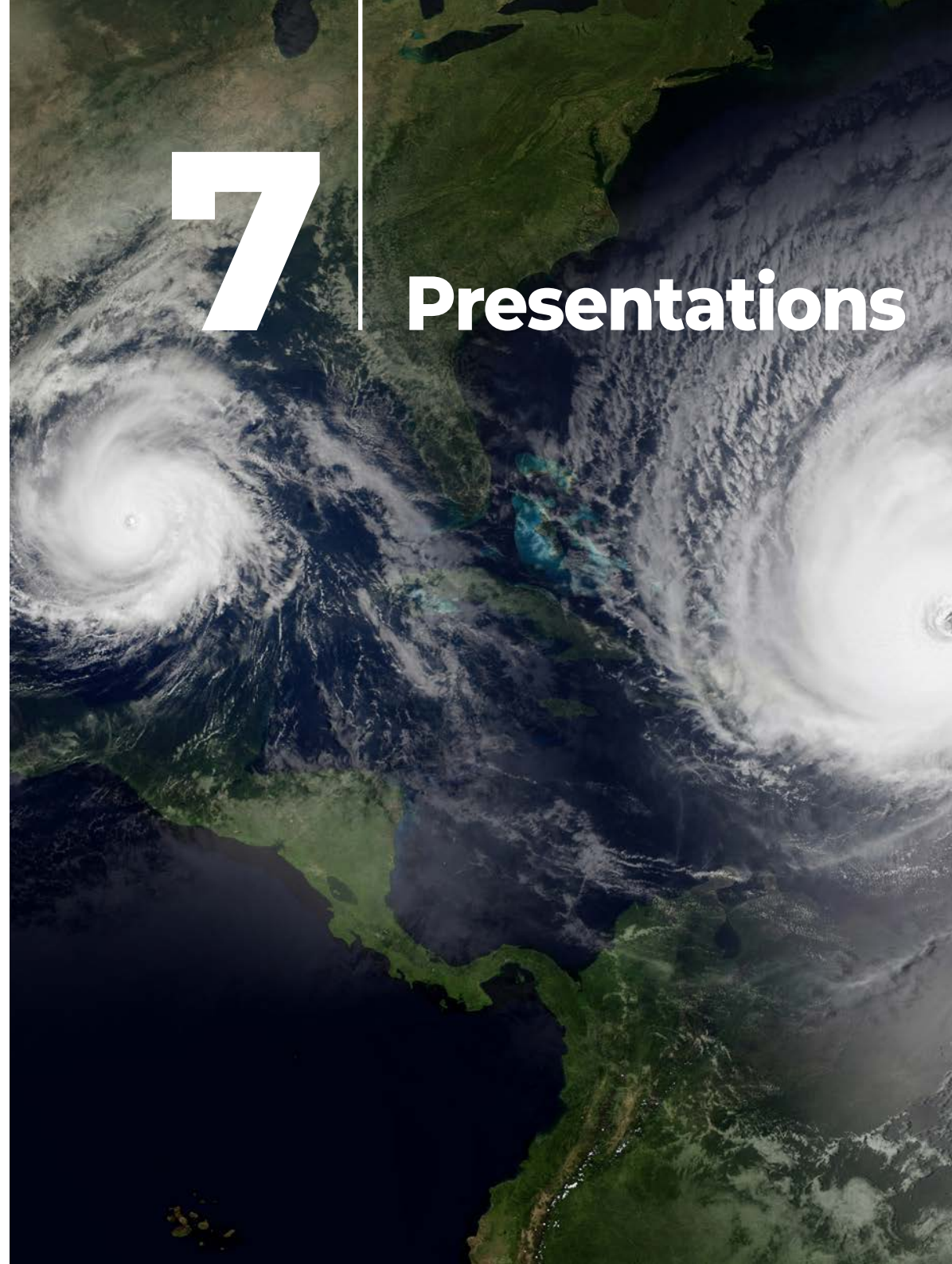




## Powerpoint presentations

To help maintain brand alignment of external presentations (which play a key role in the impact the project will deliver), we have provided a Microsoft Powerpoint template. Funded ExCALIBUR partners are all free to use the template (and are encouraged to do so). All others should request permission from the Brand Manager by emailing [brand@excalibur.ac.uk](mailto:brand@excalibur.ac.uk)

The Master template contains a range of title page options, chosen to represent the many use cases supported by ExCALIBUR. When selecting new slides in “normal” view, users should select the “New Slide” drop down menu.





Examples are provided for partners funded under the Met Office/UKAEA part of the project and the UKRI/EPSRC fund. Many of the title page images are such that the presentation title must be short (and by default in CAPS although users are permitted to use mixed Upper/Lower case if they prefer), and restricted to the left hand side of the page (some allow for a wide screen title). If a user struggles to fit their title onto their chosen front page image without making their title hard to read, please contact our branding team – we have full access to one of the most popular and most extensive stock image sites for the programme and can easily find alternative imagery. Similarly, if none of the images seem suitable for a given presentation, or if in any doubt about how to use the template, please contact ***brand@excalibur.ac.uk***

Four options for the “main pages” have been made available – two with a white background and one with a charcoal background. Each contains space for a title and a sub-title (although users are free to remove the sub-title and have a two line title if they so choose). Users should not remove the logo and page number which appear to the bottom right of each slide.

**For more information please contact:**

**brand@excalibur.ac.uk**  
**+44 1235 464393**  
**www.excalibur.ac.uk**

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The ExCALIBUR programme is led by the Met Office and the Engineering and Physical Sciences Research Council (EPSRC) along with UKAEA and the UK Research and Innovation (UKRI) research councils, including the Natural Environment Research Council (NERC), the Medical Research Council (MRC) and the Science and Technologies Facilities Council (STFC).

