

# BRANDING GUIDELINES FOR TURING SCHEME BENEFICIARIES

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## The Turing Scheme logo for beneficiaries

This short guide is intended to give direction on how beneficiaries (grant recipient organisations) who have received funding from the Turing Scheme can apply the programme's branding to a range of online and offline materials that they wish to produce.

## Why use the Turing Scheme logo?

It is important that people know and understand that your project has been supported by the Turing Scheme.

## When to use the logo

Any material referencing the funded activities under your grant must refer to the programme and must feature the Turing Scheme logo for beneficiaries, in accordance with these guidelines. This includes, but is not limited to, leaflets, posters, participant guidance and application information, newsletters, websites, press releases and presentations.

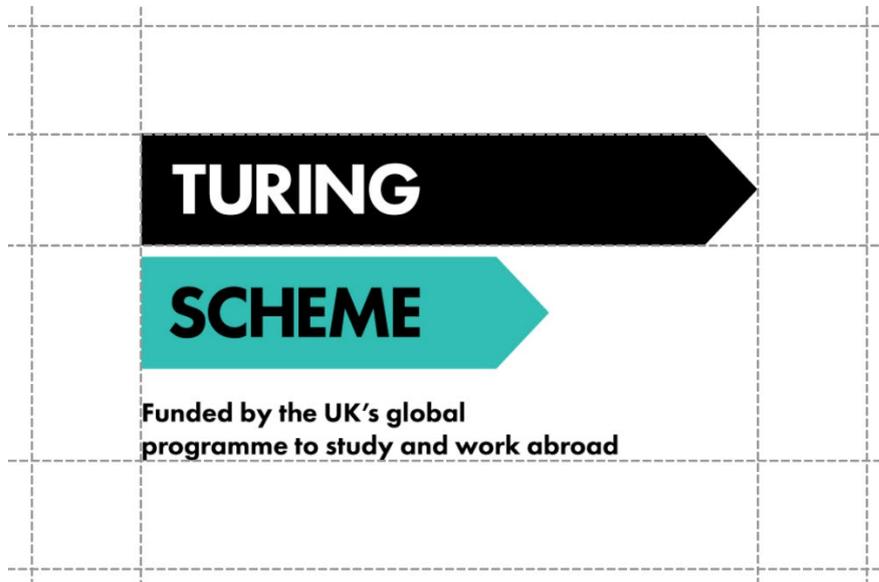
The grant recipient must not use the Turing Scheme beneficiary logo for any other purpose whatsoever. If a third party wishes to use the Turing Scheme branding, the grant recipient must first seek permission from the [Turing Scheme Delivery Partner](#), a consortium of the British Council and Ecorys UK.

## How to use the logo

The Turing Scheme branding is designed to be impactful and instantly recognisable. It is based around a 'Signage Finger Post.' The rationale is based around taking a direction and following it to further your career.

The logo has been carefully created - so always use the master artworks supplied and never create your own. Do not change the colours, add further taglines, add visual effects, rotate, or otherwise distort the logo.

The Turing Scheme logo is designed to be used with space around it to protect the clarity and visual integrity of the logo. It is surrounded by an exclusion zone in which other images or text should not be placed. This means that you should always leave space around the beneficiary logo as per the illustration below.



## Minimum sizes

To make sure the logo retains its legibility and always stands out, its minimum size has been set as:

- 40mm wide for print
- 150 px wide for digital

Do not use the logo at a size any smaller than the minimum size for print or digital.

## Which logo should I use?

Various versions of the logo (colour and black and white) are available for various uses:

- a digital version – best for websites, social media and digital documents
- a print version – best for posters and leaflets.

Use the colour logo wherever possible.

Please do not use the logo on strongly patterned or busy backgrounds that would render it indistinguishable or illegible. Always ensure there is good contrast between the logo and the background.

## Placement

There are no set rules for where the Turing Scheme logo is placed on materials, as this will be determined by the beneficiary's own designs and layouts.

## More information

If you have any other queries about using the Turing Scheme beneficiary logo, please email [turing.scheme.comms@ecorys.com](mailto:turing.scheme.comms@ecorys.com).