

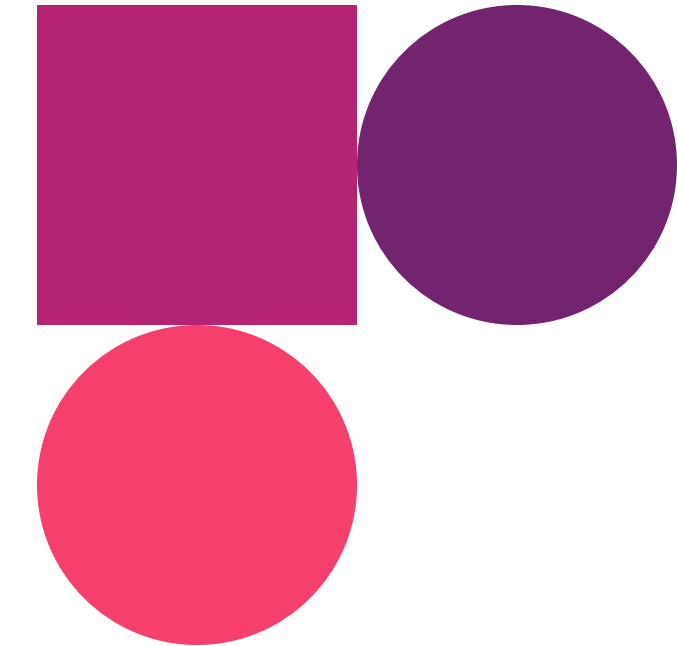
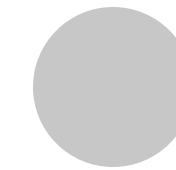
**radcliffe**

# Brand guidelines

Version 1.1

# Introduction

Welcome to the Radcliffe brand guidelines. Inside you will find an overview of who we are, what we stand for and how we communicate. It's a set of tools that will help us to cut through and communicate to our clients and users with focus, clarity, confidence and creativity.



# What's inside?

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# 1. Who are we?



## Purpose

We bring medical knowledge to life.

From great science writing and smart journal editing, to engaging new formats that cut through the noise. From relatable presenters at the heart of the profession, to interactive learning programmes that fit with your career...

# Belief

We believe communication  
is at the heart of healthcare.

A fundamental truth of clinical practice.  
The clinicians' emotional intelligence and  
humanity plays a vital role in the quality of  
healthcare they provide. This belief celebrates  
our specialist expertise at Radcliffe;  
science + art / Logic + a bit of magic.

## What we do

We are Radcliffe, a knowledge network for the cardiovascular community.

We're here to bring cardiovascular knowledge, insight and innovation to life for clinicians around the world, using our communications and creative expertise, our platforms and connections across the community to help transform theory into practice faster and more effectively. Our work is driven by three core principles...

# Principles

## Build on the best science

Knowledge shared, saves lives. And we know it all depends on the quality of the insight, the accuracy of observation and the rigour of the research. We work with the best faculties in the field and the smartest innovators. Our strict editorial code ensures that all the knowledge we share is built on the best science.

## Hands-on with our community

We are here to serve the knowledge needs of working clinicians around the world. We shape what we do to fit their lives, we bring their voices and lived experiences to the fore, we make the knowledge they need user- friendly and practical.

## Bring fresh thinking

Bringing insight and innovation to life takes imagination and energy. In our fast-changing world, where sharing knowledge effectively has never been more important, we're on a mission to find new ways of framing, new formats and platforms, new styles and structures, new ways to cut through and inspire.

# Personality

## Smart

- Intelligent
- Thought-provoking
- Thoughtful

## Grounded

- Straightforward
- Straight-talking
- Human

## Spirited

- Imaginative
- Energetic
- Energy-giving

For more information about our brand personality and how to bring it to life, check out our tone of voice guide.

## Brand story

We are Radcliffe, a knowledge network for the Cardiovascular community.

We're here to bring cardiovascular knowledge, insight and innovation to life for clinicians around the world, using our communications and creative expertise, our platforms and connections across the community to help transform theory into practice faster and more effectively.

We believe great communication is at the heart of great healthcare. Powerful research and ingenious innovation have always fuelled progress in health but it's the way that new ideas are shared that ensures positive change happens quickly and equitably. For us, this is always a blend of the medium and the message – where, when and how important knowledge is communicated.

## Promise to our users

We'll equip you with the latest knowledge and skills you need, to do the best for your patients.

We promise that everything you get from us – every piece of content we put out there will aim to:

1. Fit into your life
2. Make a mark in your mind
3. Be shaped for the real world
4. Be easy to share
5. Come with evidence attached

## Visual concept

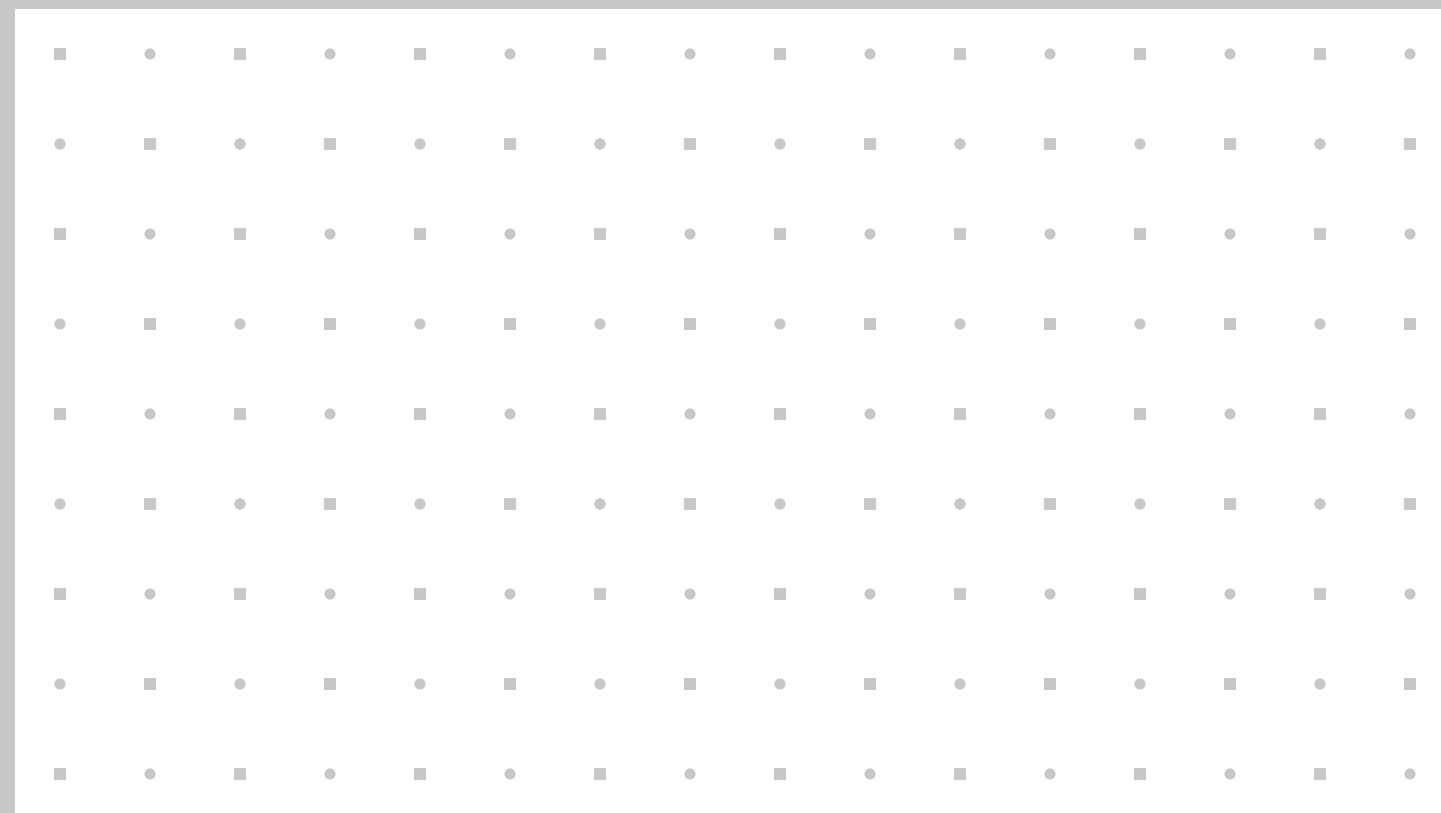
Clinicians and medical professionals are busy people. The world they operate in is fast moving and ever changing and there's always new knowledge to engage with. Keeping up to date can be a matter of life or death.

In our visual concept we show the world of knowledge and data clinicians are faced with and what we at Radcliffe do to help make it more accessible and useful.

That landscape of data can be like a towering wall of white noise. Or it can be made up of dispersed insights that are hard to find. From the vast sea of grey, we use our creativity and expertise to connect the right dots and bring the right knowledge to life in the most engaging, colourful and emotionally intelligent ways.



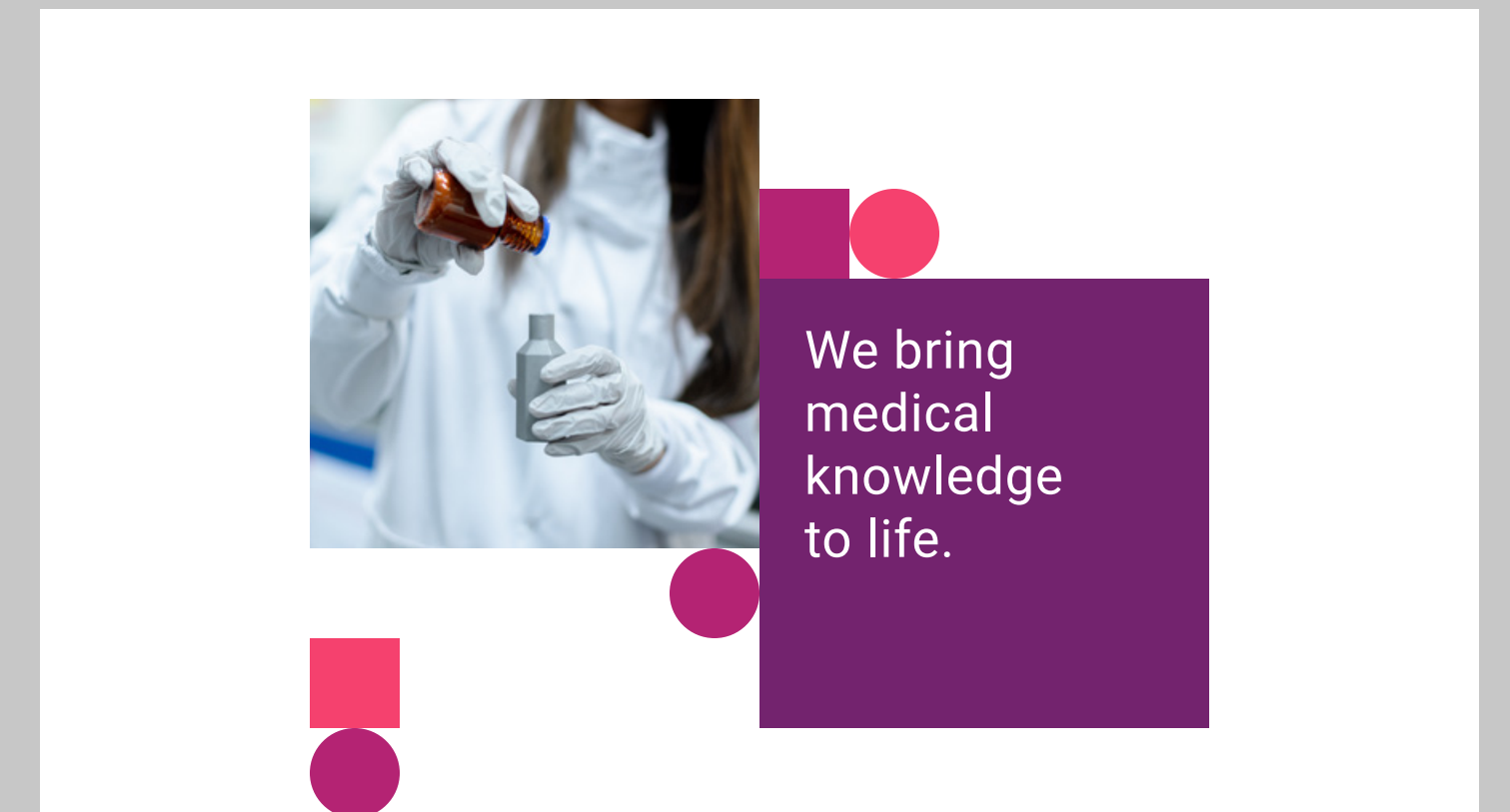
# Visual concept



Information overload



"I can't find what I need"



Radcliffe connects people to the information they need, making it simple, engaging and useful

## 2. Identity assets



# Logo

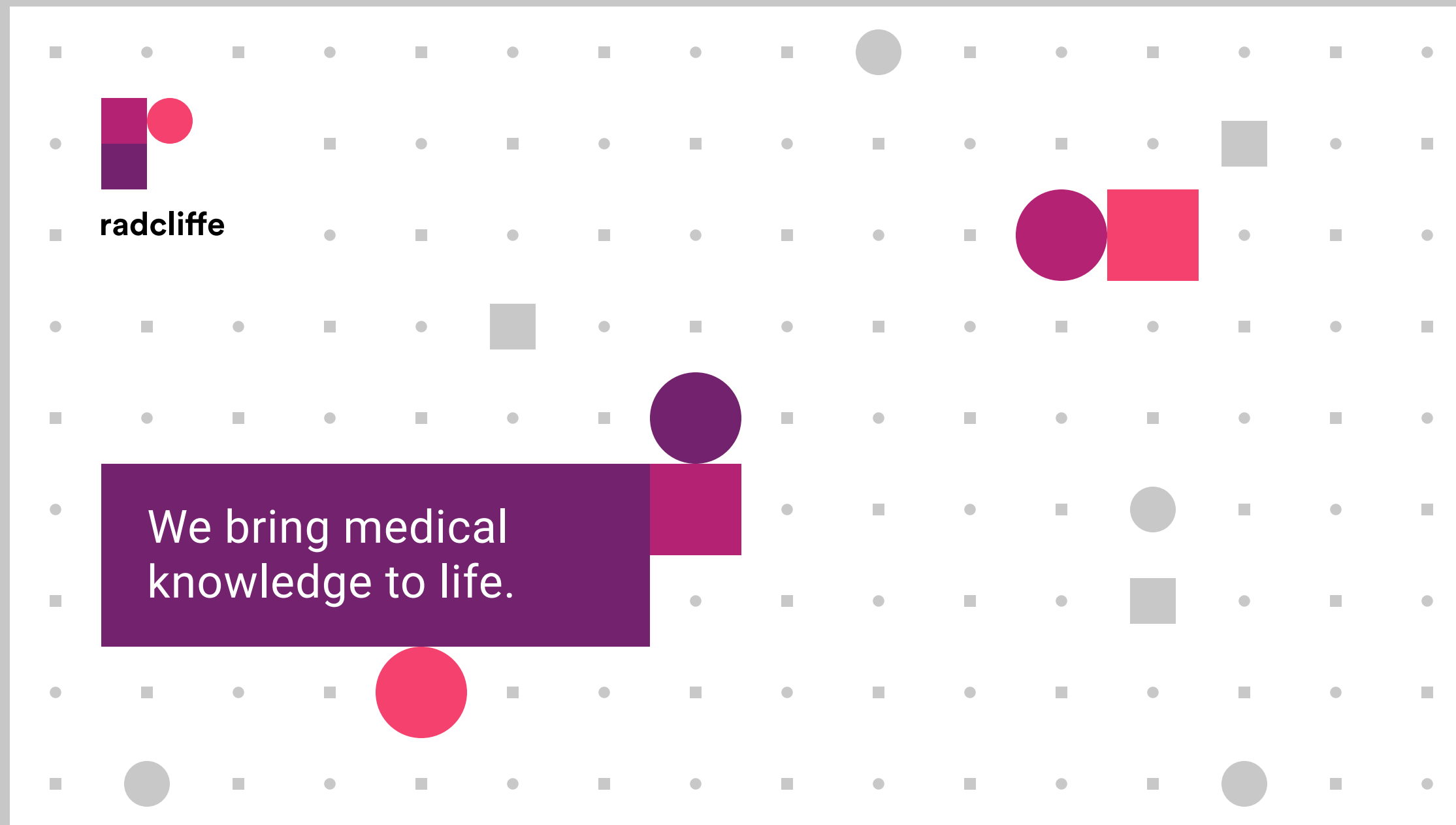
Sophisticated, refined and confidently brought to life, our logo is a lead brand asset with two key elements in the mix; our brand name and the iconic Radcliffe 'R'.

Our name is set in lowercase letterforms with clean, geometric proportions. The 'R' symbol is made up of three separate 2D geometric shapes, brought together in colour to become more than they were on their own.



# Logo

## Primary version



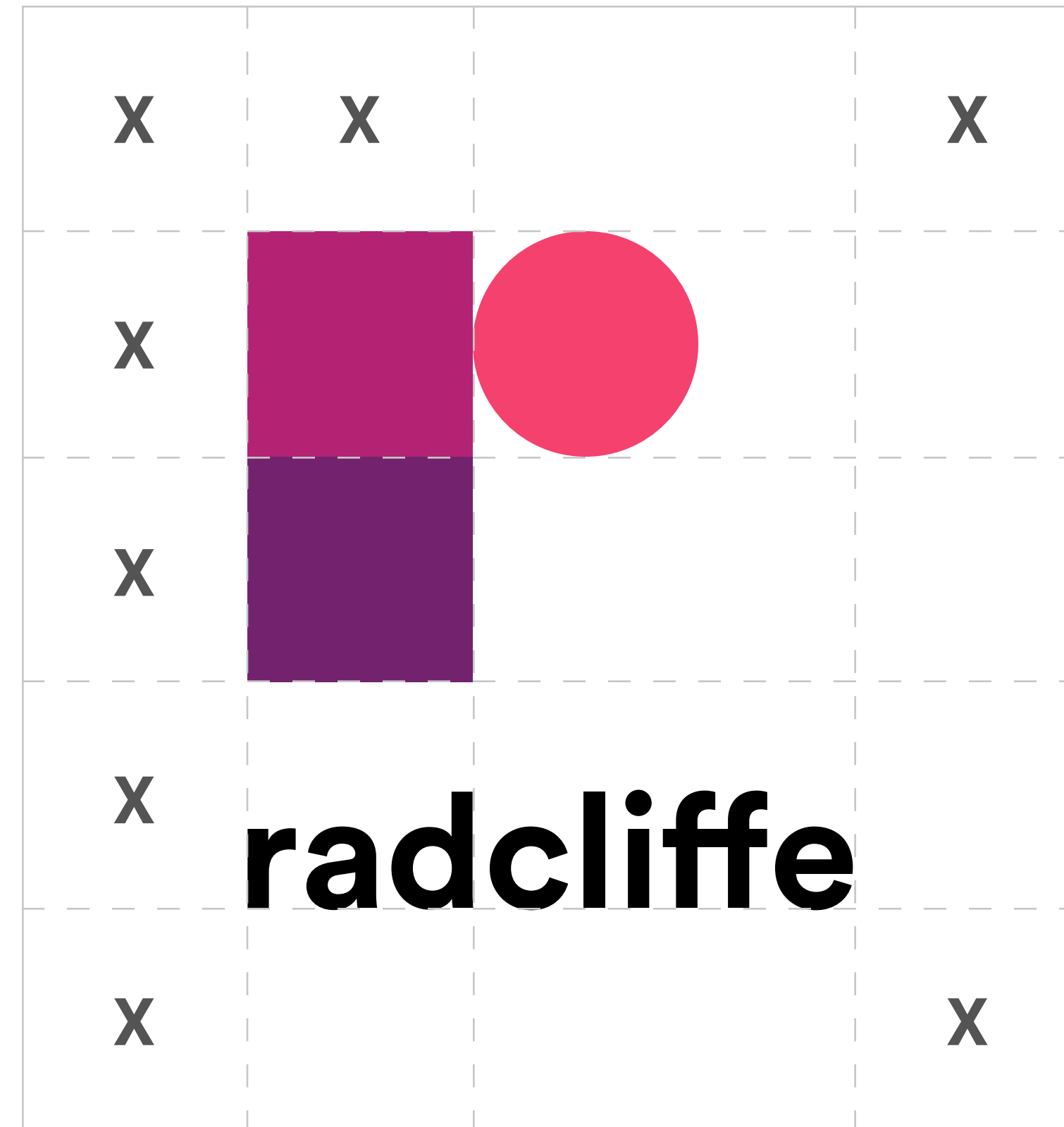
The vertically stacked version of the logo is our primary logo. We can use the horizontal version in select circumstances when the vertical logo cannot be used.



# Logo

## Clear space

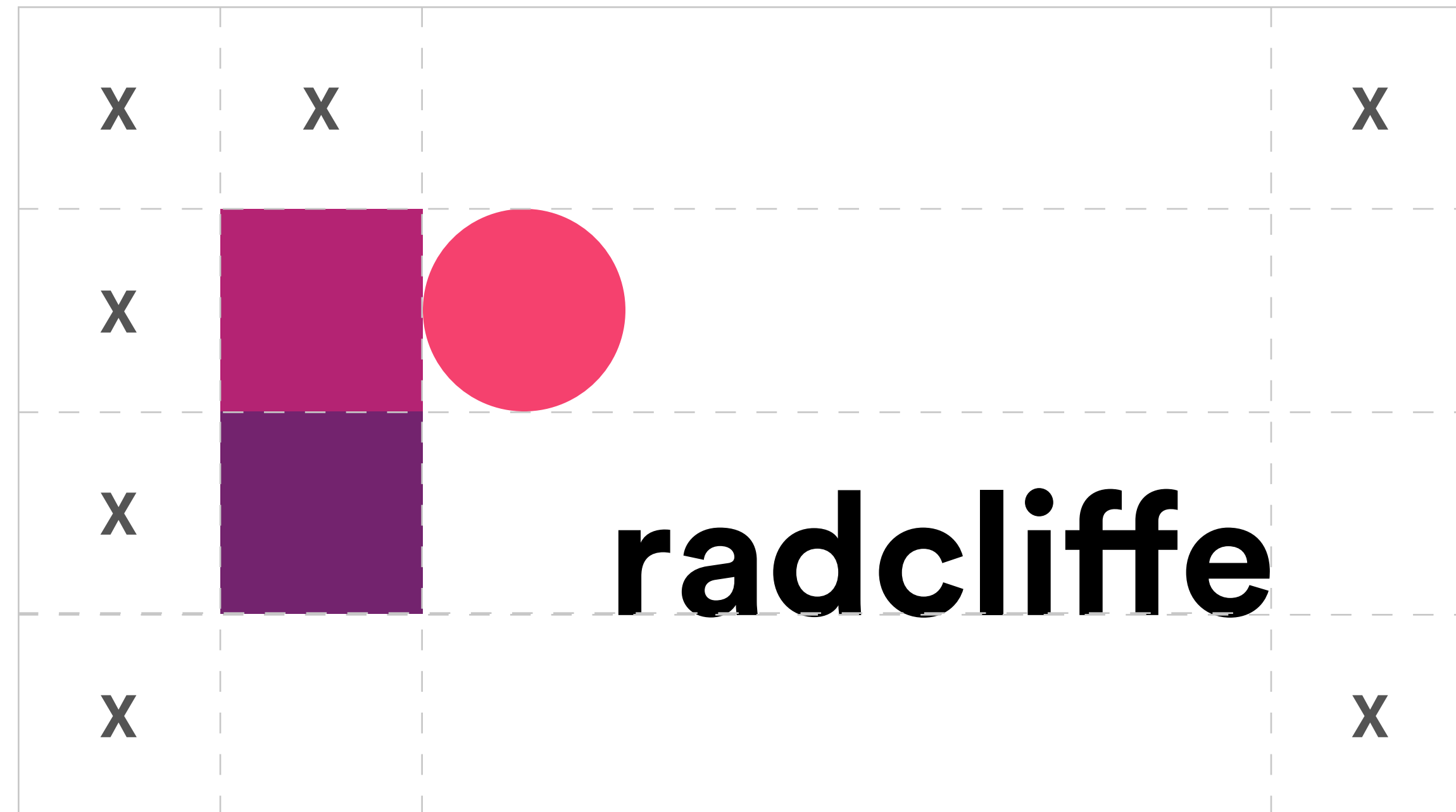
To maintain its visual integrity, there should always be plenty of clear space surrounding the logo. The minimum amount of clear space should be equal to half of the height of the Radcliffe symbol (x).



# Logo

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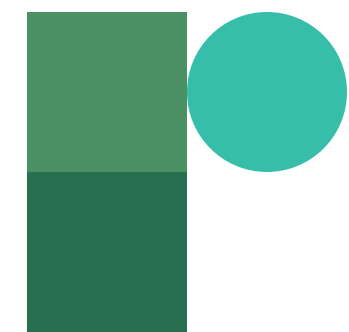
# Logo

## Channel brand logos

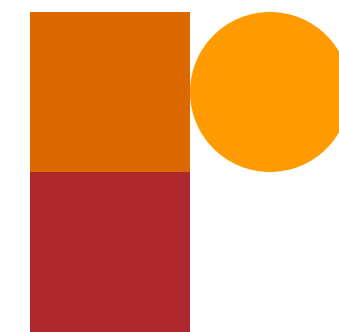
Following the same principles as the main Radcliffe logo, each of the channel brands has its own unique logo.

### Clear space

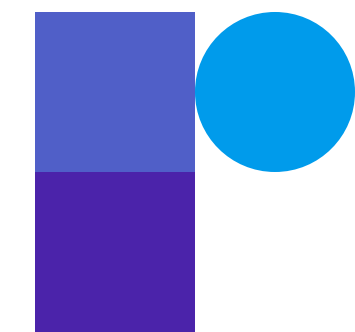
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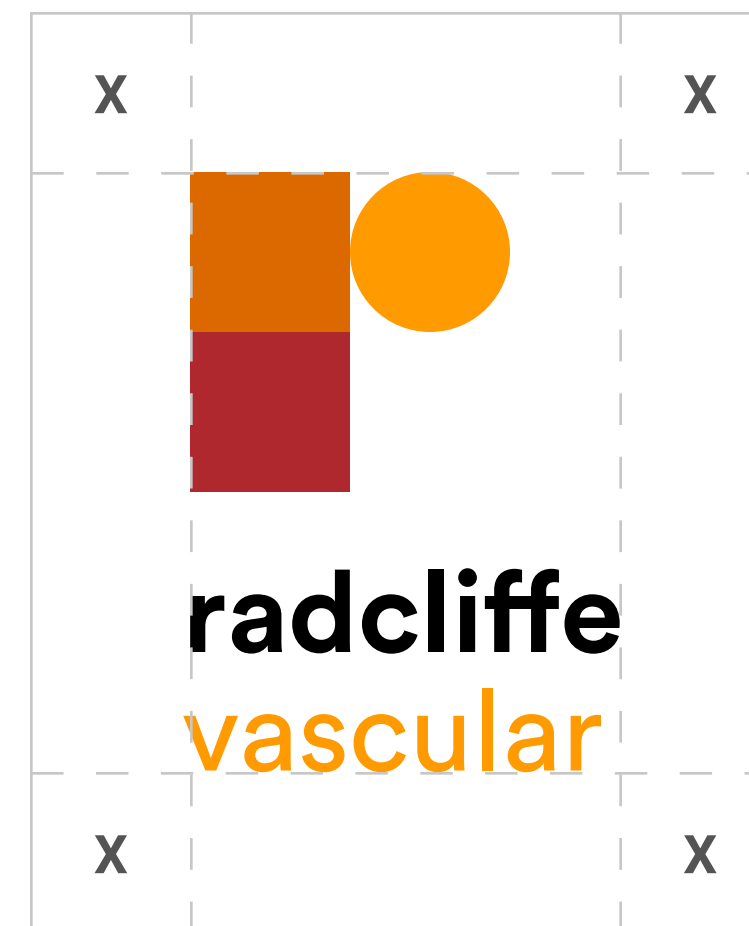
**radcliffe**  
cardiology



**radcliffe**  
vascular



**radcliffe**  
medical  
education



# Logo

## Channel brand logos

### Horizontal versions

The vertically stacked versions of the channel brand logos are our primary logos. We can use the horizontal versions in select circumstances when the vertical logos cannot be used.

### Clear space

To maintain its visual integrity, there should always be plenty of clear space surrounding the logo. The minimum amount of clear space should be equal to half of the height of the Radcliffe symbol (x).





# Logo

## Black background use

All our logos work well on black backgrounds, with the Radcliffe wordmark set in white.



# Logo

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All our logos work well on black backgrounds, with the Radcliffe wordmark set in white.

### Horizontal versions

The vertically stacked versions of the channel brand logos are our primary logos. We can use the horizontal versions in select circumstances when the vertical logos cannot be used.



# Logo

## Single colour versions

In special circumstances, for example when printing in full colour is not possible, the black-only single colour version of the logo should be used. The three shapes forming the Radcliffe “R” make use of 40%, 60% and 80% black.

When displaying the logo on top of filmed content, the white-only single colour version of the logo should be used. The three shapes forming the Radcliffe “R” make use of 80%, 60% and 40% transparency.

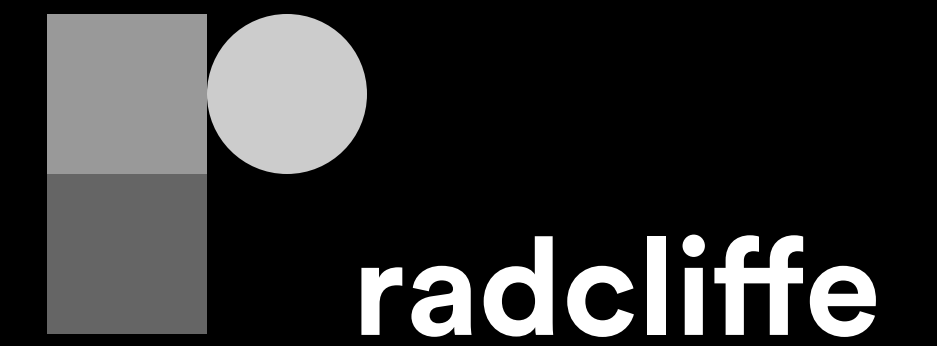
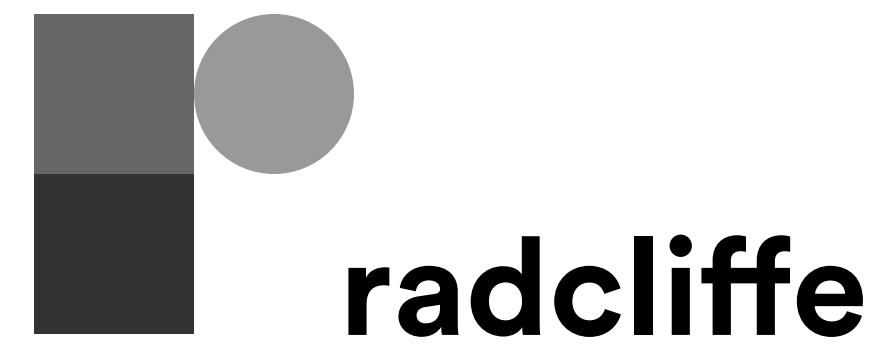


# Logo

## Single colour versions

### Horizontal versions

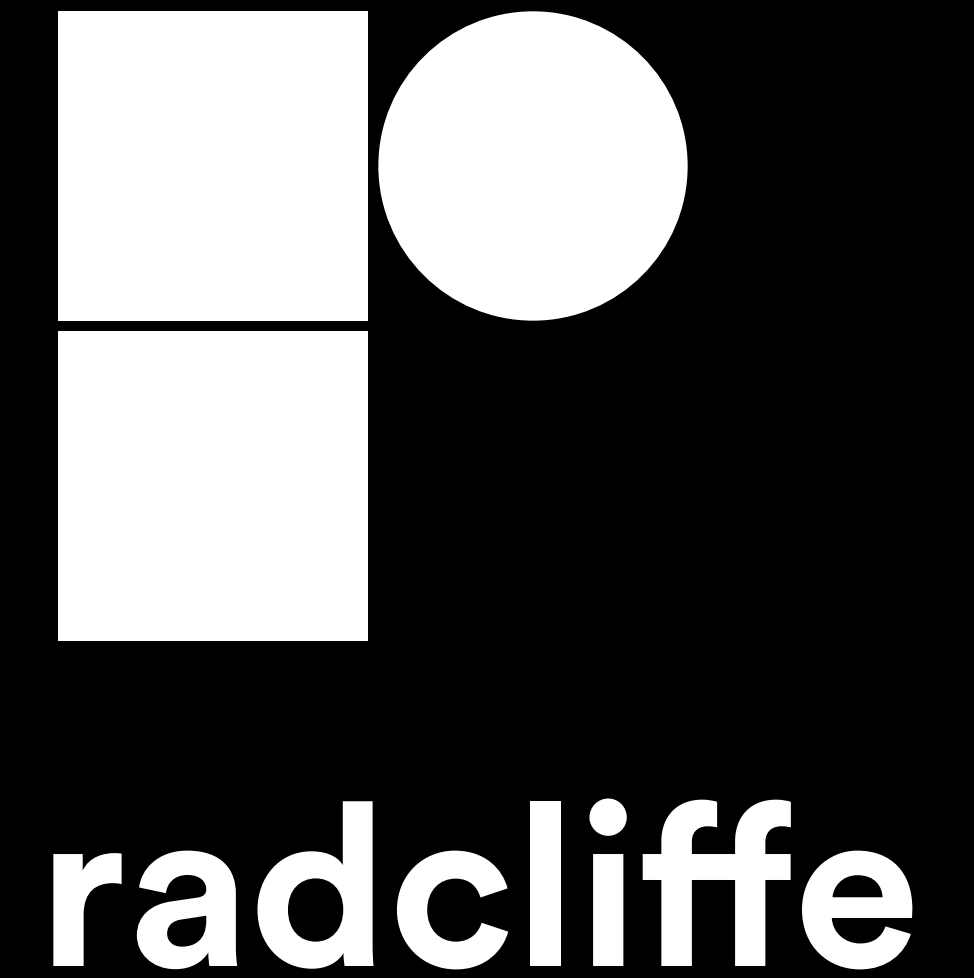
The vertically stacked versions of the channel brand logos are our primary logos. We can use the horizontal versions in select circumstances when the vertical logos cannot be used.



## Logo

### Mono colour only versions

In demanding production situations, for example when stitching the logo on fabric for branded merchandise, a black-only or white-only version of the logo can be used.



# Colour palette

## Main colours

Our colour palette supports the sophisticated, refined and confident personality of our brand.

Please note that CMYK values are estimates only and may need updating based on print colour tests.

<b>Radcliffe Magenta</b> RGB 245 65 110 HEX F5406E Pantone 191 C CMYK 0 85 35 0
<b>Radcliffe Mid Purple</b> RGB 180 35 115 HEX B52473 Pantone 675 C CMYK 30 100 15 0
<b>Radcliffe Dark Purple</b> RGB 115 35 110 HEX 73246E Pantone 255 C CMYK 55 100 0 20

<b>Radcliffe Light Grey</b> RGB 200 200 200 HEX C7C7C7 Pantone Cool Gray 3 C CMYK 0 0 0 30
<b>Radcliffe Dark Grey</b> RGB 85 85 85 HEX 545454 Pantone Cool Gray 11 C CMYK 0 0 0 75

<b>White</b> RGB 255 255 255 HEX FFFFFFFF Pantone White CMYK 0 0 0 0
<b>Black</b> RGB 0 0 0 HEX 000000 Pantone Black C CMYK 0 0 0 100

# Colour palette

## Channel brand colours

Following the same principles as the main Radcliffe palette, each of the channel brands has its own unique colour palette.

Please note that CMYK values are estimates only and may need updating based on print colour tests.

<p>Radcliffe Cardiology Turquoise</p> <p>RGB 55 190 170 HEX 38BFAB Pantone 7465 C CMYK 65 0 40 0</p>	<p>Radcliffe Vascular Orange</p> <p>RGB 255 155 0 HEX FF9C00 Pantone 2013 C CMYK 0 40 100 0</p>	<p>Radcliffe ME Light Blue</p> <p>RGB 0 155 235 HEX 009CEB Pantone 2925 C CMYK 75 20 0 0</p>
<p>Radcliffe Cardiology Mid Green</p> <p>RGB 75 145 100 HEX 4A9163 Pantone 7730 C CMYK 70 0 70 20</p>	<p>Radcliffe Vascular Ochre</p> <p>RGB 220 105 0 HEX DB6900 Pantone 2019 C CMYK 0 65 100 0</p>	<p>Radcliffe ME Mid Blue</p> <p>RGB 80 95 200 HEX 4F5EC7 Pantone 2125 C CMYK 80 65 0 0</p>
<p>Radcliffe Cardiology Dark Green</p> <p>RGB 40 110 80 HEX 296E4F Pantone 555 C CMYK 75 0 65 50</p>	<p>Radcliffe Vascular Sienna</p> <p>RGB 175 40 45 HEX B0292E Pantone 1805 C CMYK 0 95 75 30</p>	<p>Radcliffe ME Dark Blue</p> <p>RGB 75 35 170 HEX 4A24AB Pantone 2098 C CMYK 90 95 0 0</p>

# Typography

## Primary font family

The Roboto family can deliver our messages efficiently across almost all platforms, thanks to its confident, deliberate design. The extensive range of widths provides plenty of options for any situation.

# Roboto

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

Roboto Thin

*Roboto Thin Italic*

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

Roboto Medium

*Roboto Medium Italic*

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black Italic*



# Typography

## Secondary font family

Whenever Roboto cannot be used (e.g. emails, presentations that need to be sent to clients), the Arial system font should be used instead.

Arial

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Arial Regular

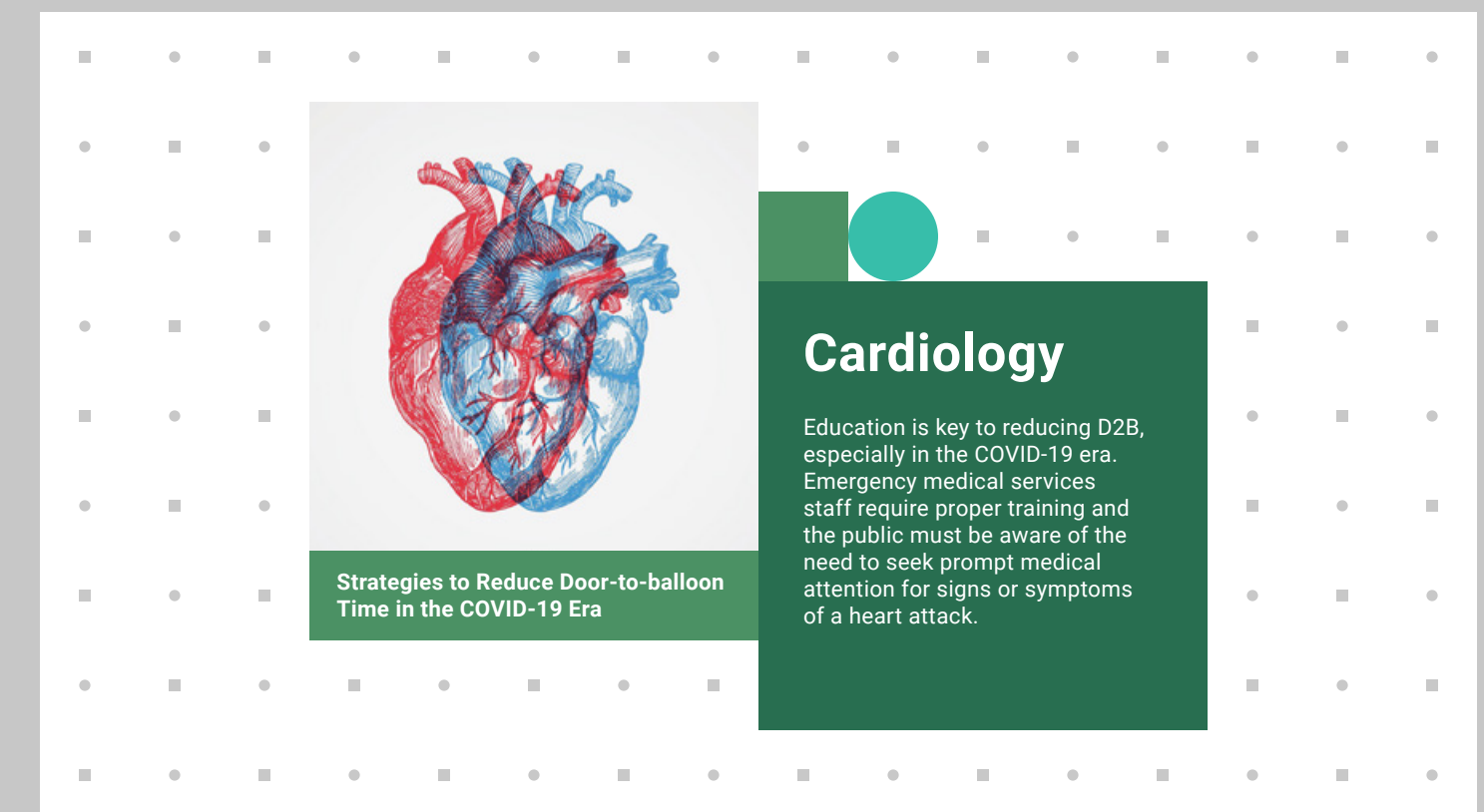
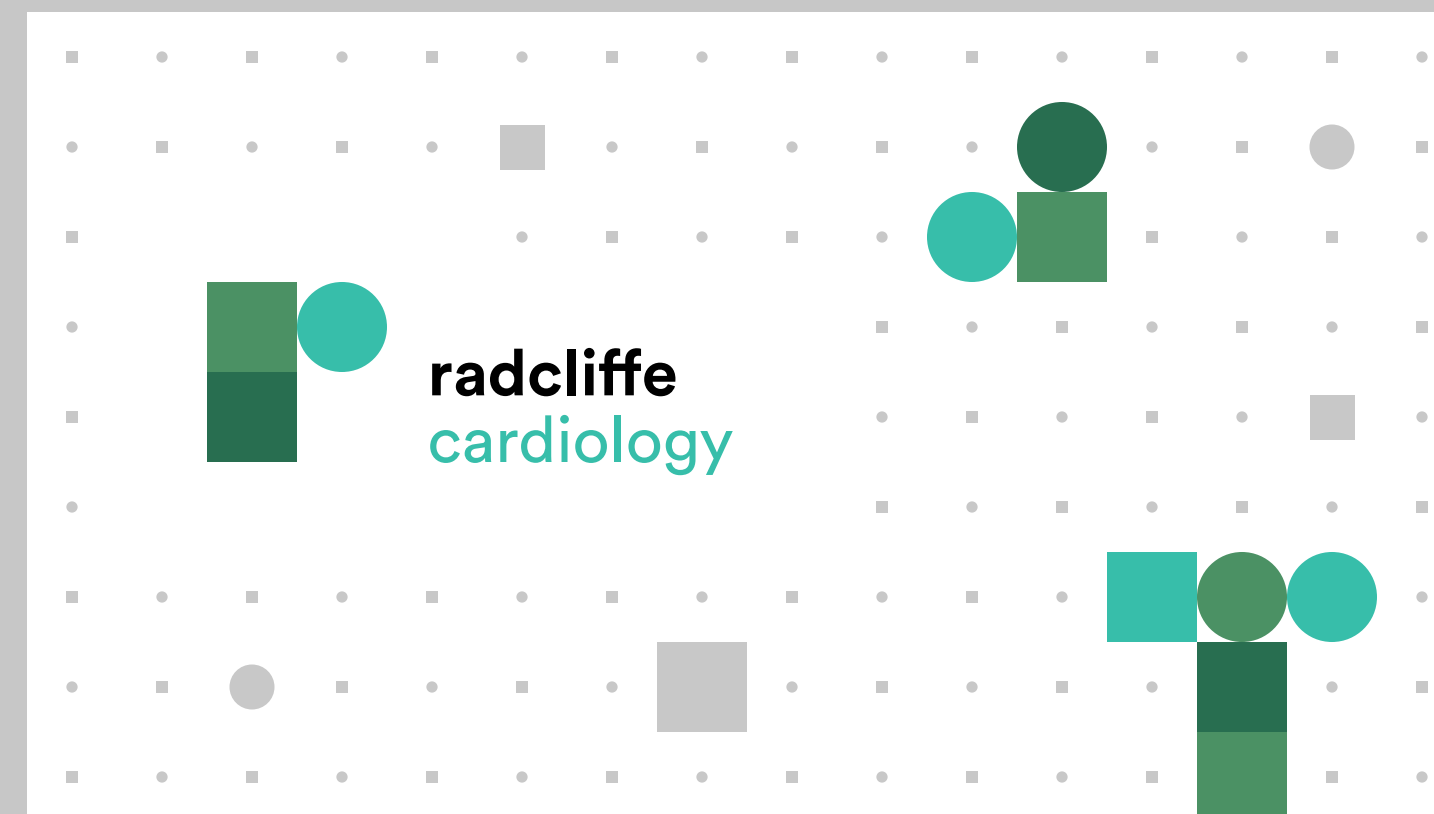
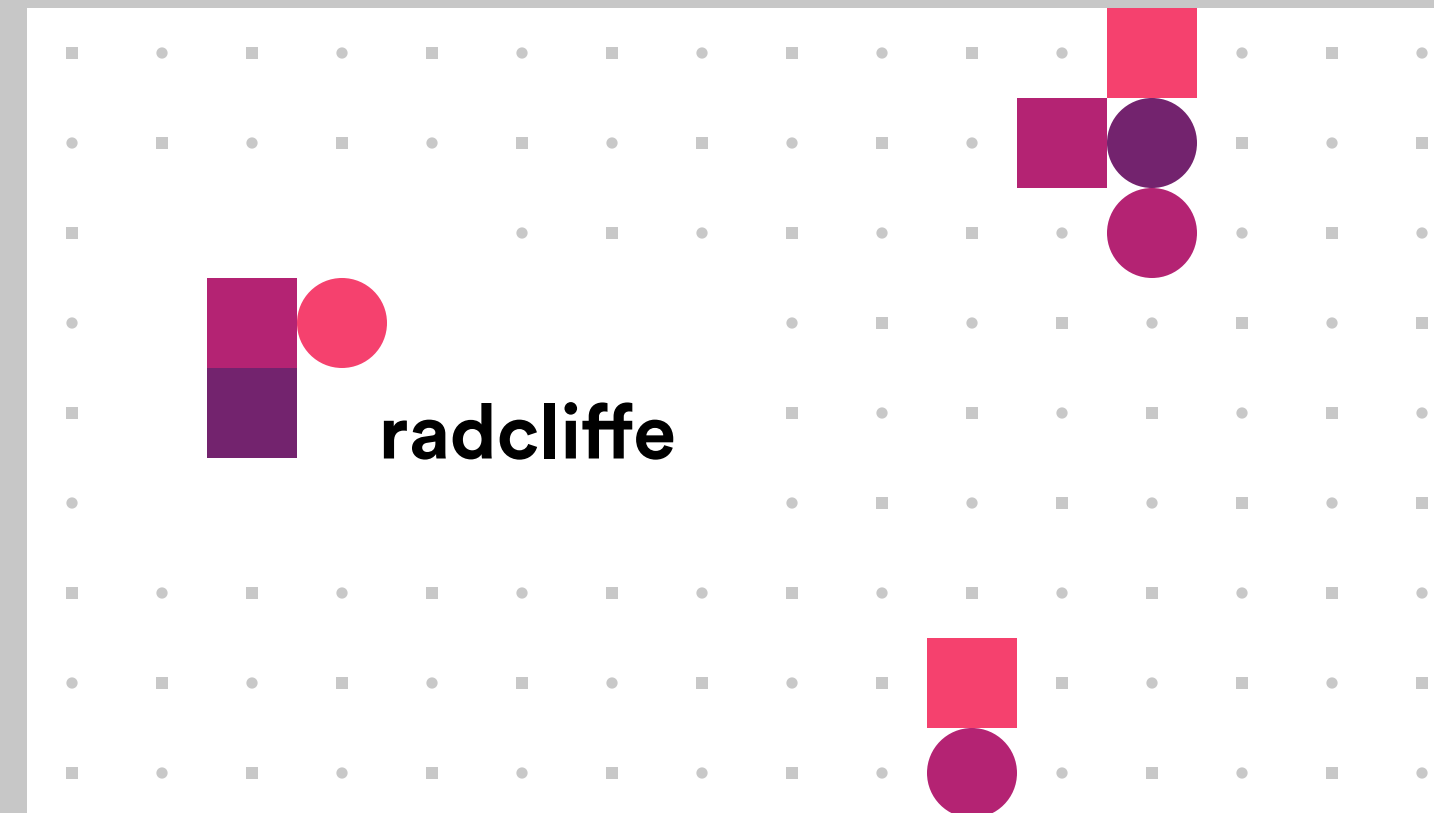
*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

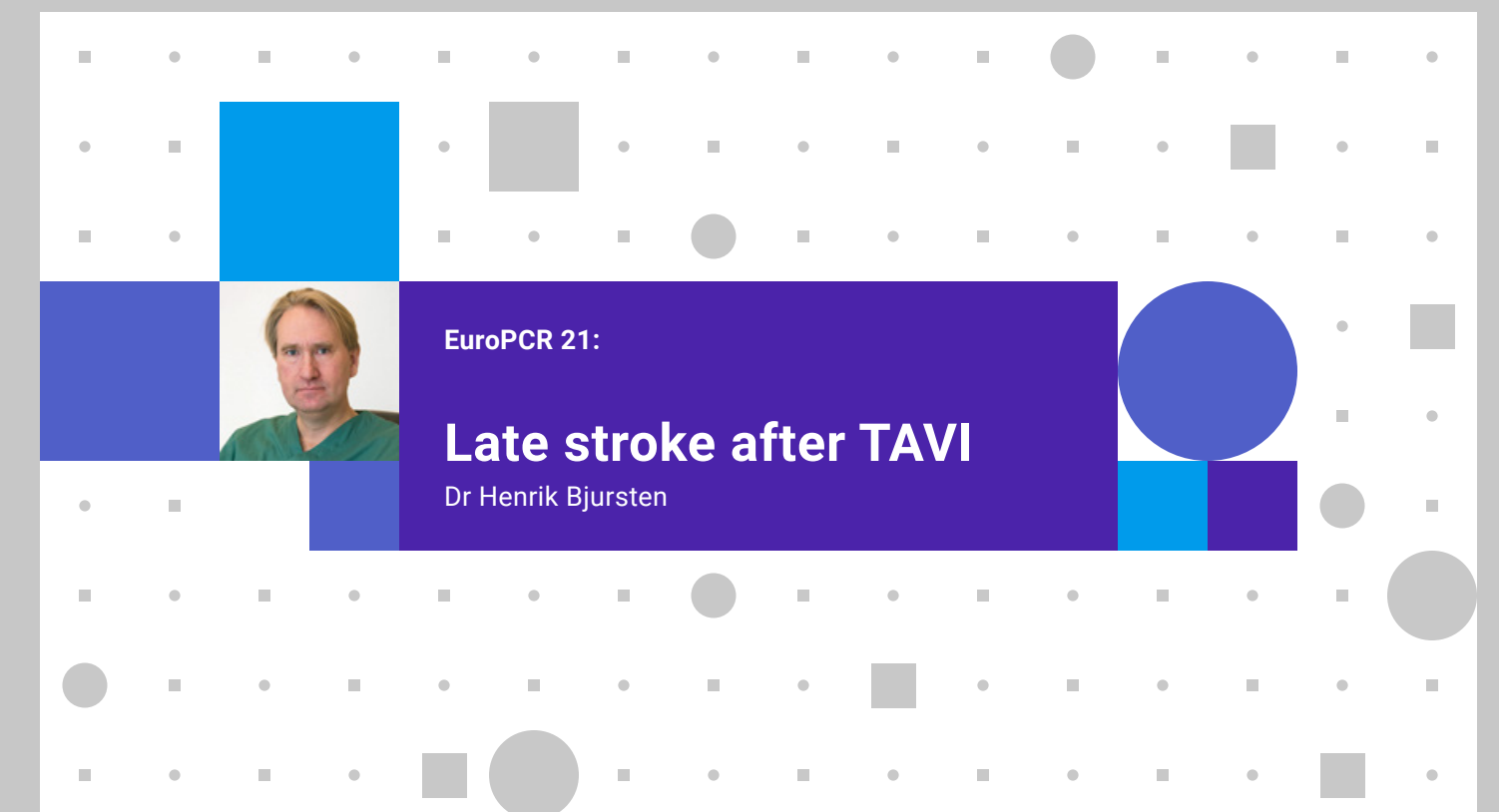
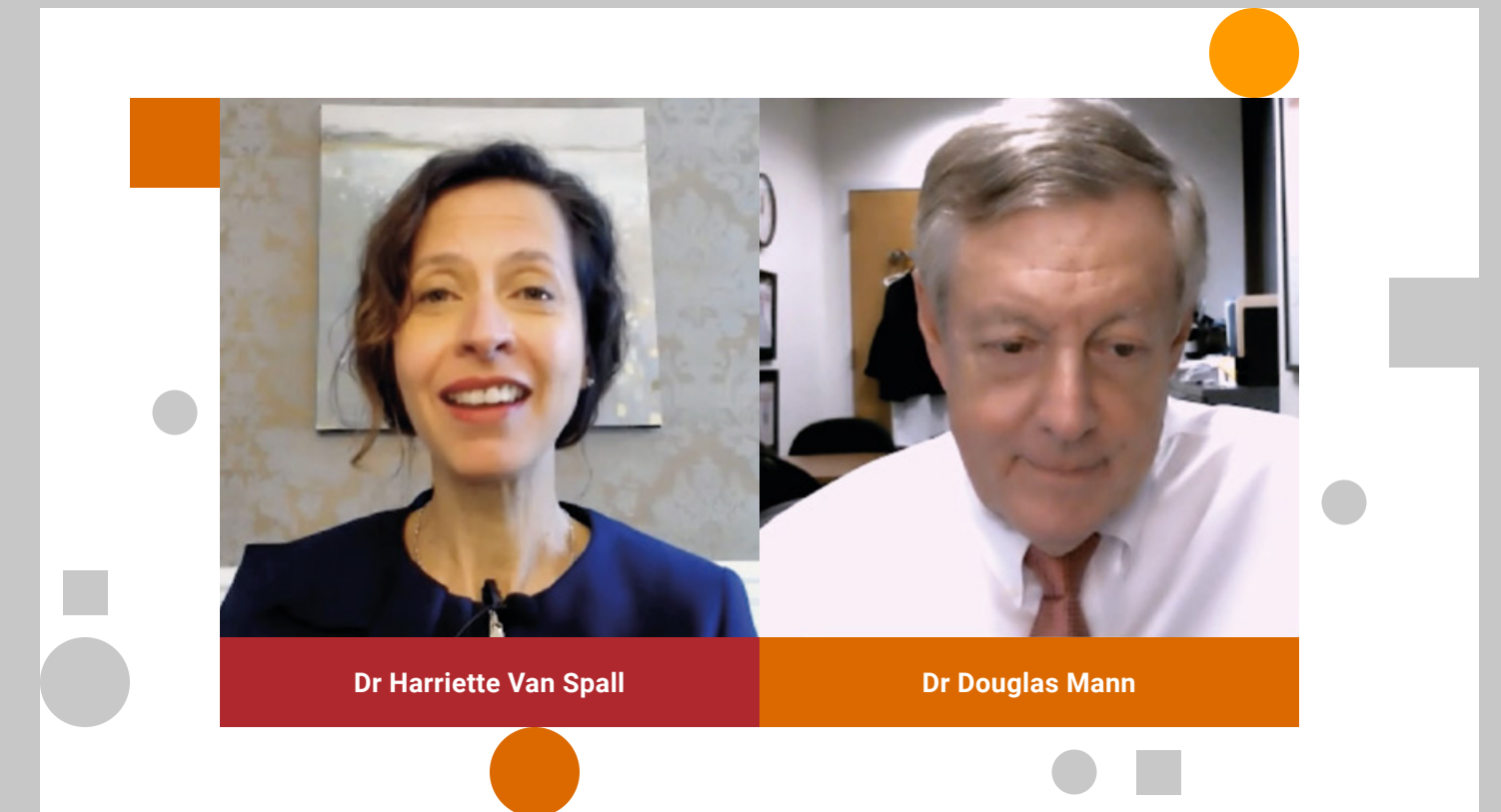
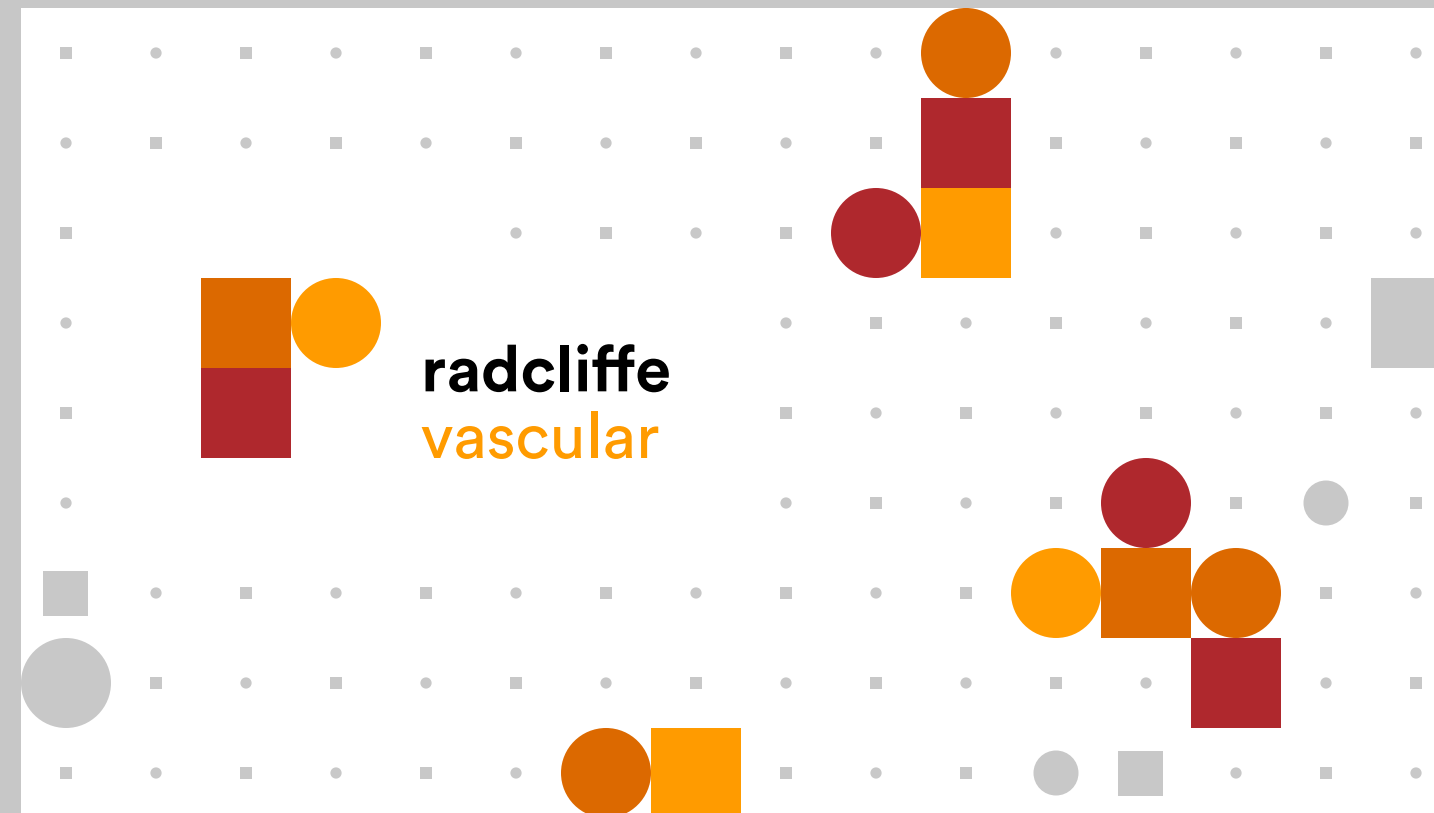
# Visual language

Our visual language is drawn directly from the logo. Grey data comes to life in full colour when it is brought together to touch. Patterns, texture and shapes are created. Some of the touching shapes are flat colour, and others house words and imagery.



# Visual language

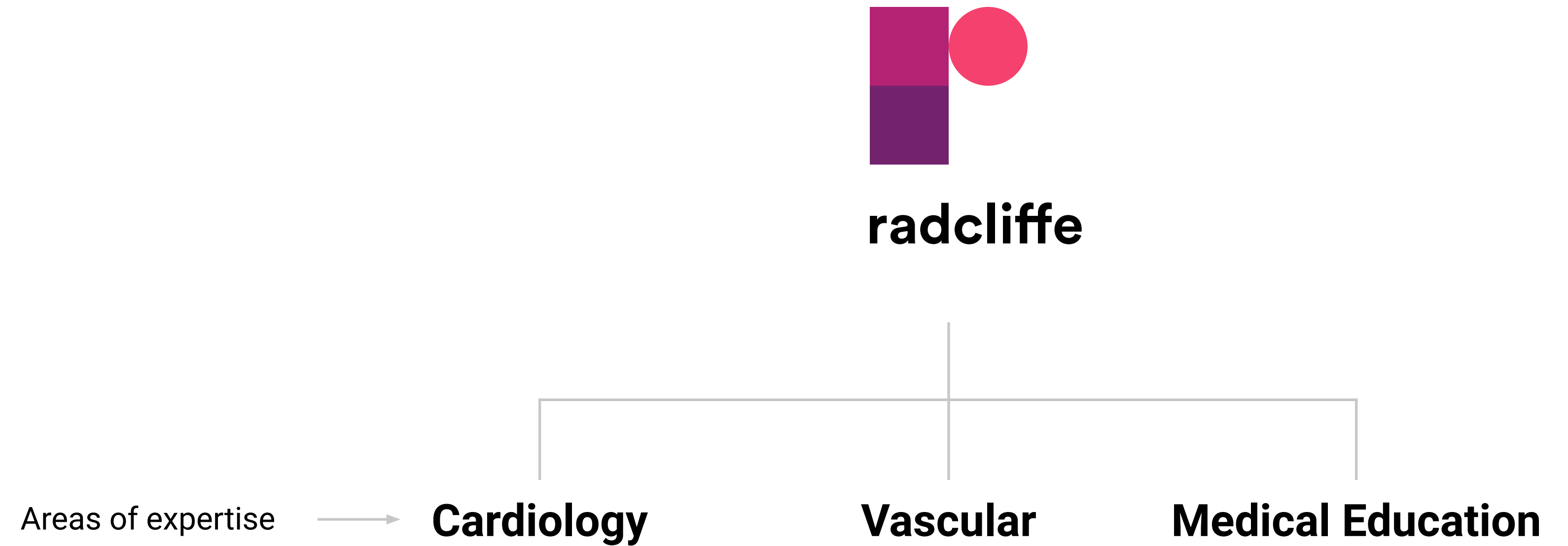
Based on colourful circles and squares which play both active and supportive roles, our visual language can be adapted to a wide range of situations.



# Portfolio architecture

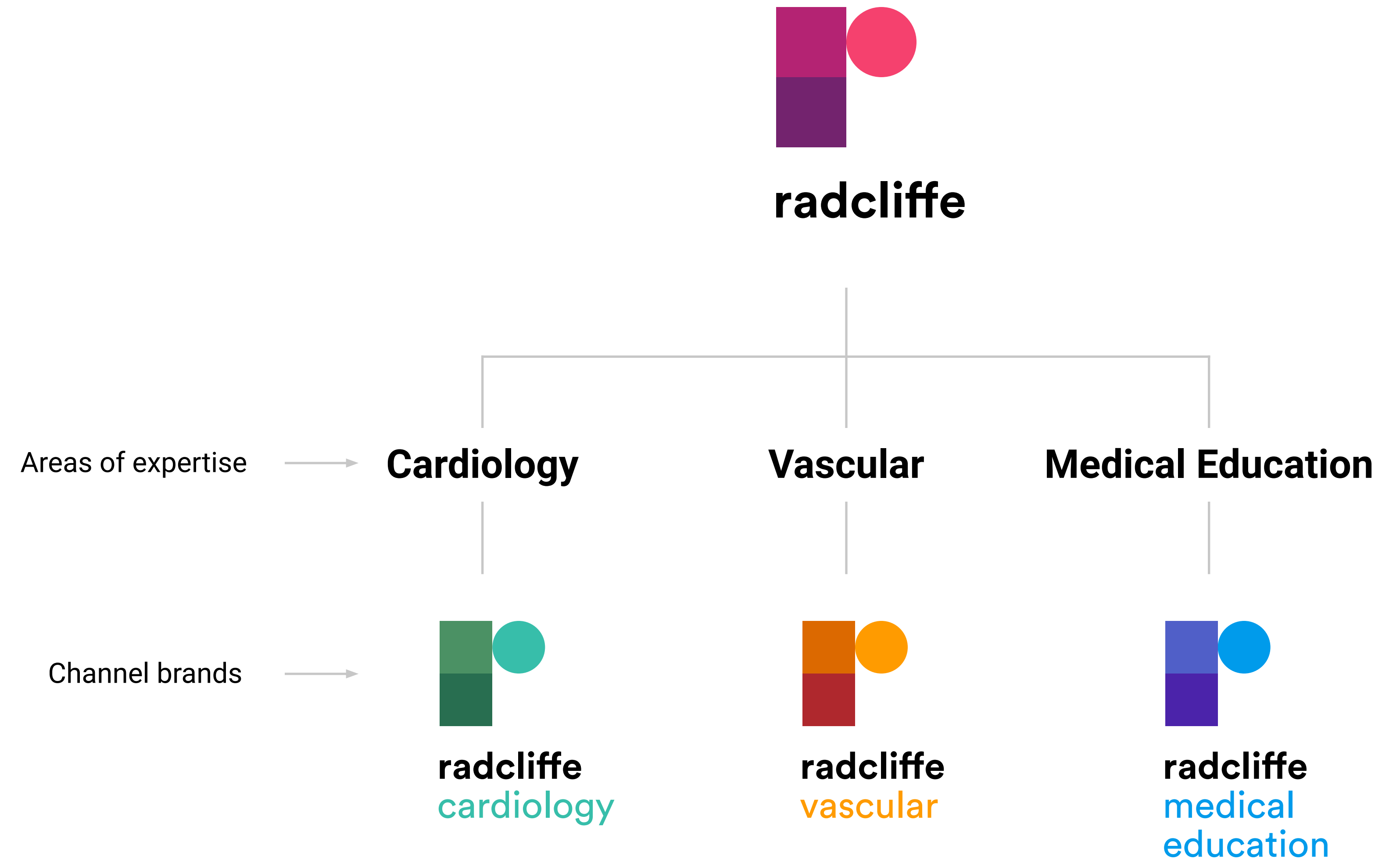
Our portfolio architecture presents Radcliffe to the world as one single, unified organisation. The way we use our logos matters, as well as which ones we use, when and where.

The parent brand (logo and colour palette) always leads. It is the umbrella brand that represents everything we are and do, including our three key areas of expertise. We aim to build awareness, impact and credibility by focusing on this core manifestation of our business.



# Portfolio architecture

The channel brands are in support.  
We use them in certain circumstances,  
please see page 32 for more details.

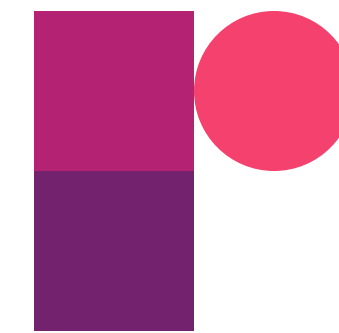


# Portfolio architecture

We always lead with the Radcliffe parent brand (logo and colour palette).

When presenting our areas of expertise as a portfolio, we represent them in simple, written form using the brand font and in the parent brand look and feel.

Do not use channel brand logos or colours together or when the parent logo can do the job.



**radcliffe**

**Cardiology**

**Vascular**

**Medical Education**

# Portfolio architecture

There are two exceptions to this rule:

- Use the relevant channel brand logo when presenting content that is specific to only one of our areas of expertise – e.g. the Cardiology, Vascular or Medical Education sections of our website
- When we are representing our work in a context that is specific to one of our areas of expertise – e.g. at a Cardiology event where we are in competition with other Cardiology specialist providers

We never mix our logos or colour palettes in the same piece of communication or content platform.

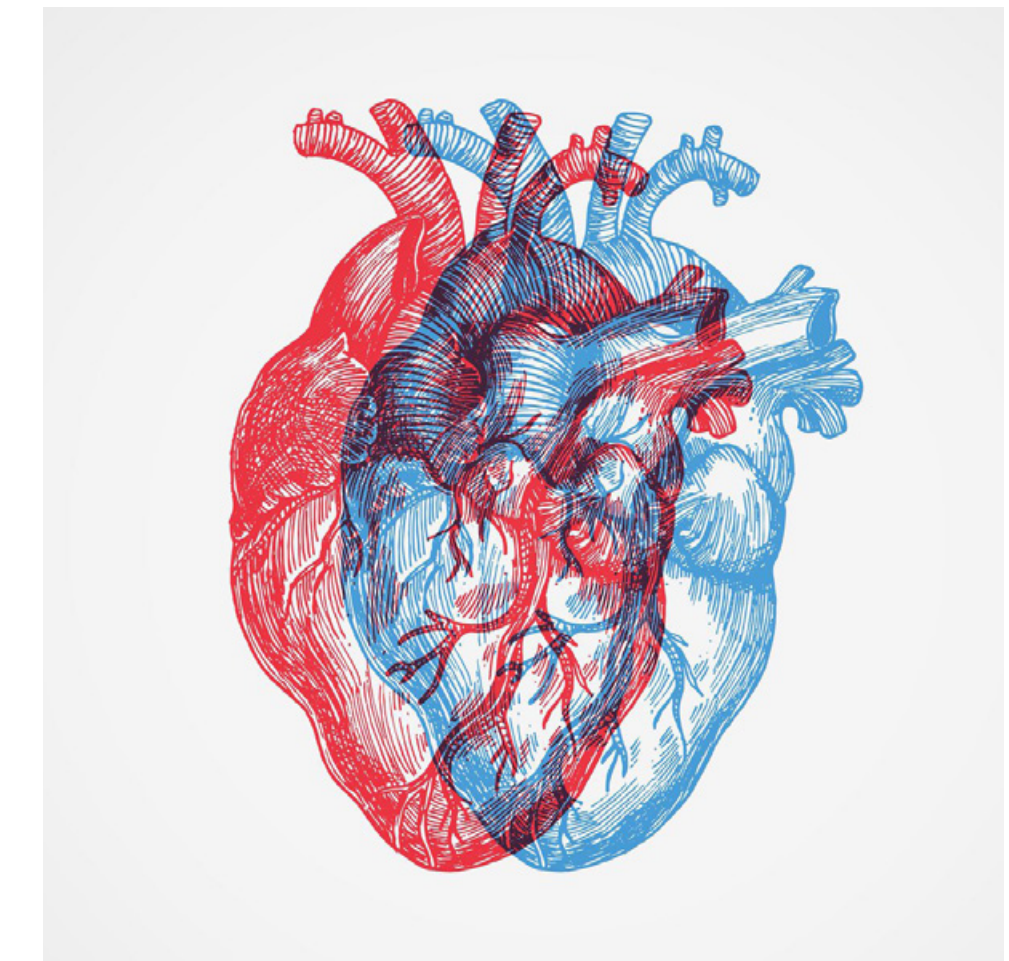




# Imagery

We use three types of supporting imagery to add authentic human connection, visual intrigue and expression to our brand graphic world.

1. Clinical stock
2. Our talent
3. Expressive imagery





# Images need to be purchased

## 2. Identity assets

# Imagery

## 1. Clinical stock

We can use selected stock imagery to add clinical context or real-world human interest to our communication. Stock photography is a convenient and cost effective resource but it is critical that we are discerning, focused and sparing in how we use it.

We always focus on photography of clinicians at work in real, credible and relevant clinical and medical situations that our users would recognise. We never use imagery featuring actors or stage, cheesy set-ups. We avoid filters or graphic treatments – we keep it honest, hopeful, straightforward and real.



Real-life, clinical situations our users would recognise



## Imagery

### 2. Our talent

At the heart of our brand and our ability to bring knowledge to life are the clinicians who work with us to share their experiences and understanding and our people who deliver day-in-day-out. We use photography of our talent and team in our communications to help emphasise the power of the human connections that make great medicine possible. We use photography of our talent in our content / platform experience to help users find what they're looking for.

Photography of our talent and team should always be authentic and engaging, unfussy and unstaged. We use images of them in their working settings to give context and credibility. Alternatively, we use simple portraiture against neutral backgrounds to draw focus to their faces, individuality and humanity. We avoid filters or graphic treatments – we keep it honest, hopeful, straightforward and real.



Our clinicians at work in their clinical settings



Our clinicians as humans

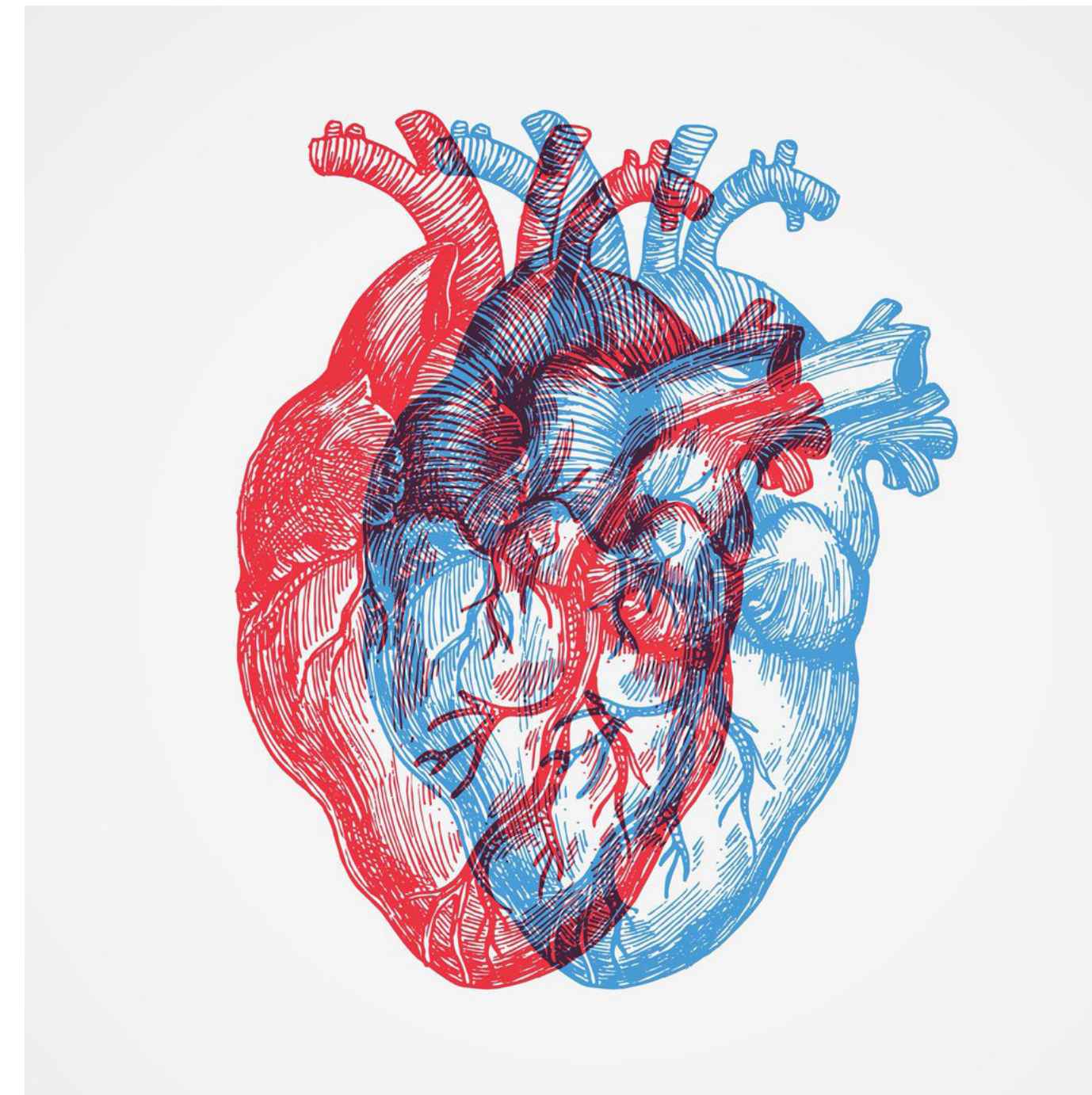


## Imagery

### 3. Expressive imagery

When we need to create some extra impact – for document or journal covers, to illustrate editorial content or for thought-leadership communications – we can include expressive imagery in our brand world. This kind of imagery should be used confidently and prominently in the communication.

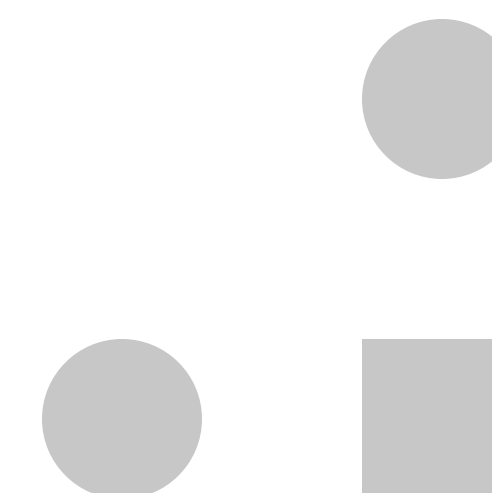
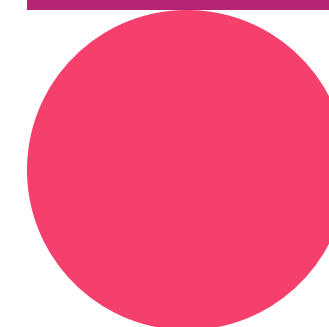
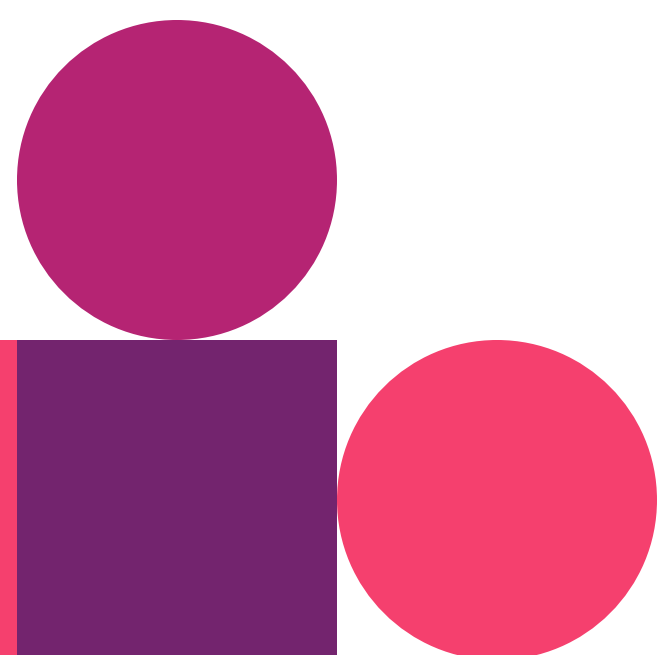
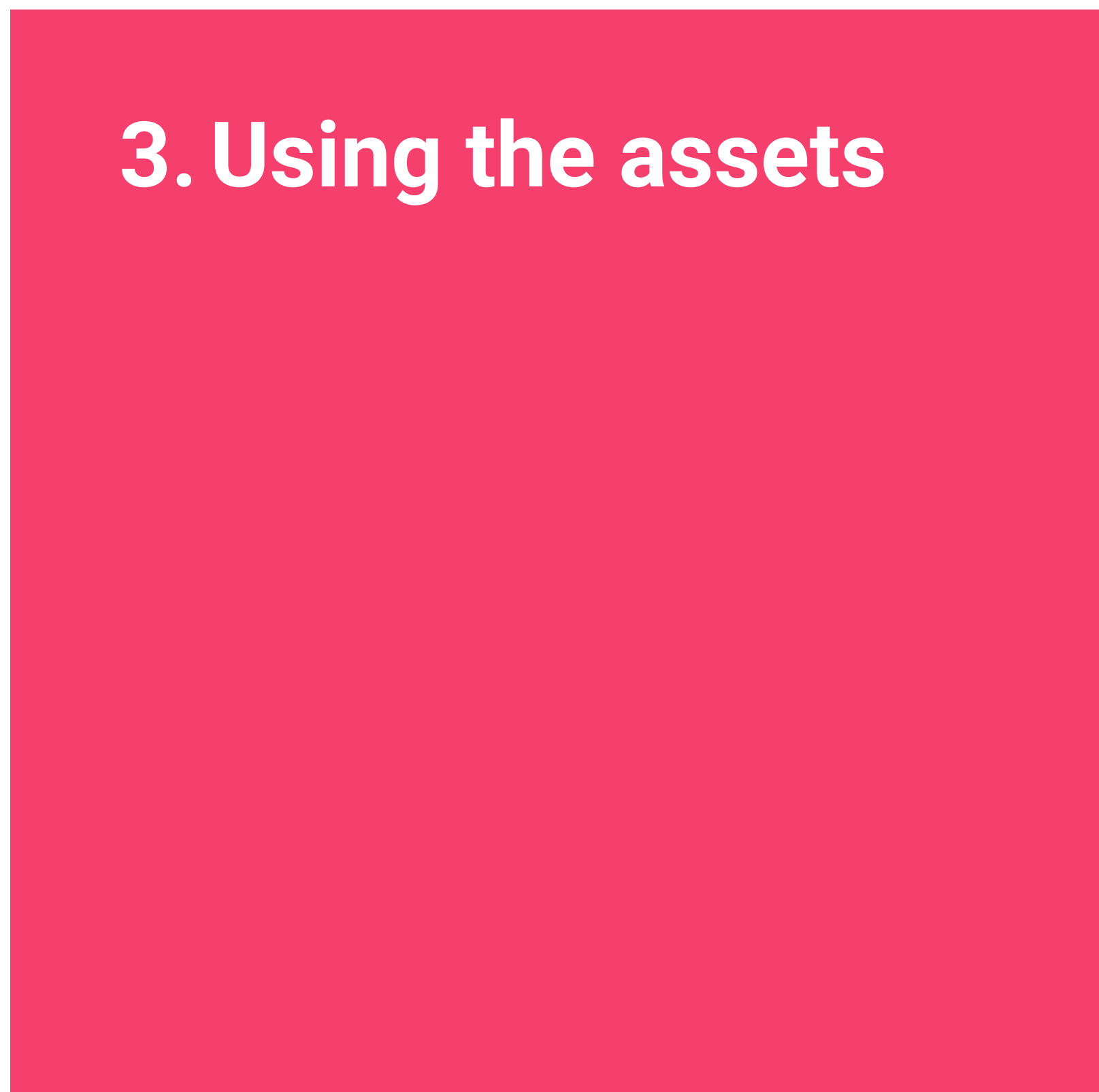
In keeping with the brand positioning, the expressive imagery should always be sophisticated and thought-provoking, illuminating or adding visual impact to the subject matter in question rather than simply being decorative. It should ideally be commissioned artwork, by a professional illustrator or graphic artist.



Sophisticated, thought-provoking, illuminating, graphic art and illustration



### 3. Using the assets



# Grids

## The Radcliffe grid

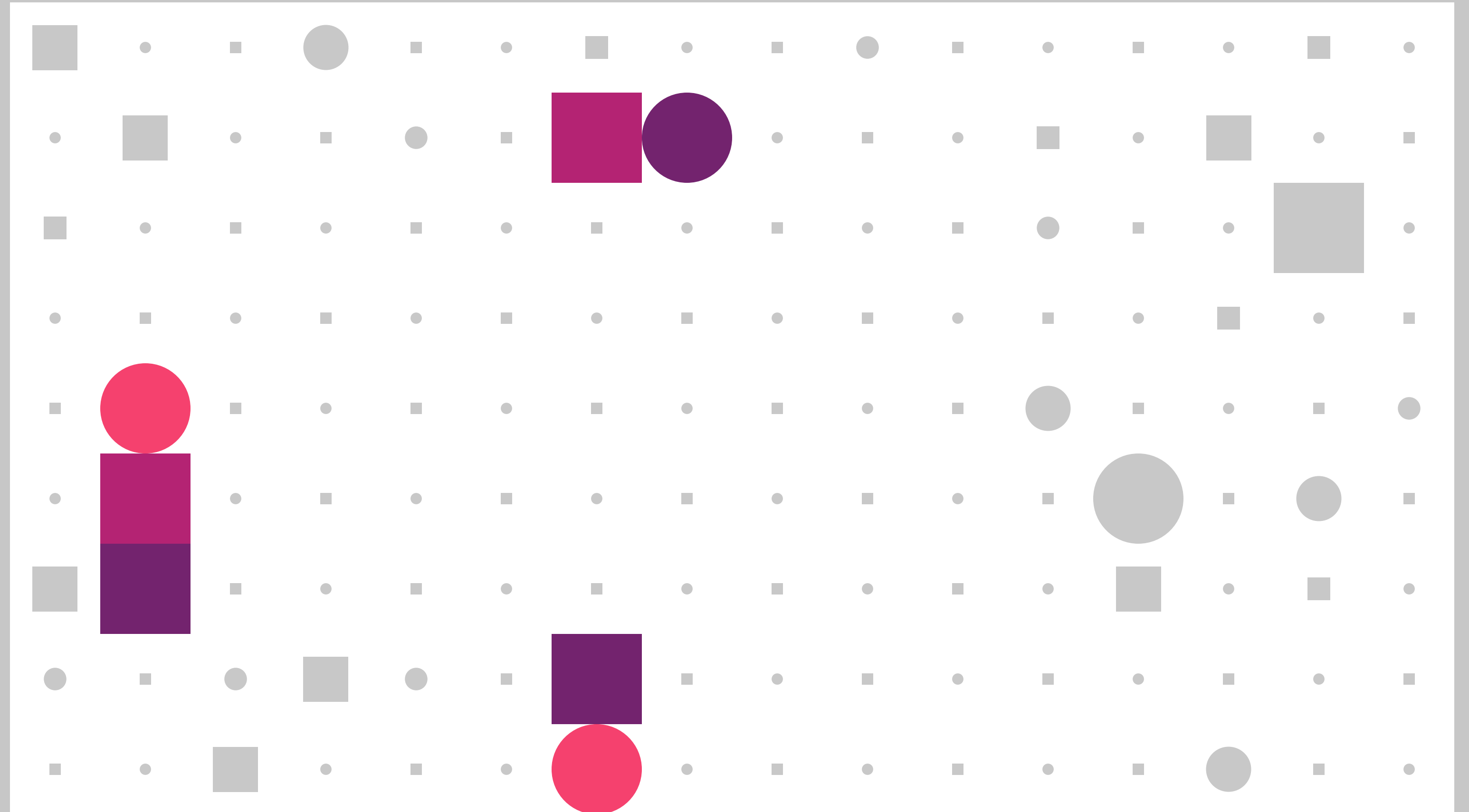
Made up with alternating squares and circles, the Radcliffe grid is the starting point for all Radcliffe design executions. It can be used to create all sorts of patterns, and hold many different types of content.



# Grids

## The Radcliffe grid

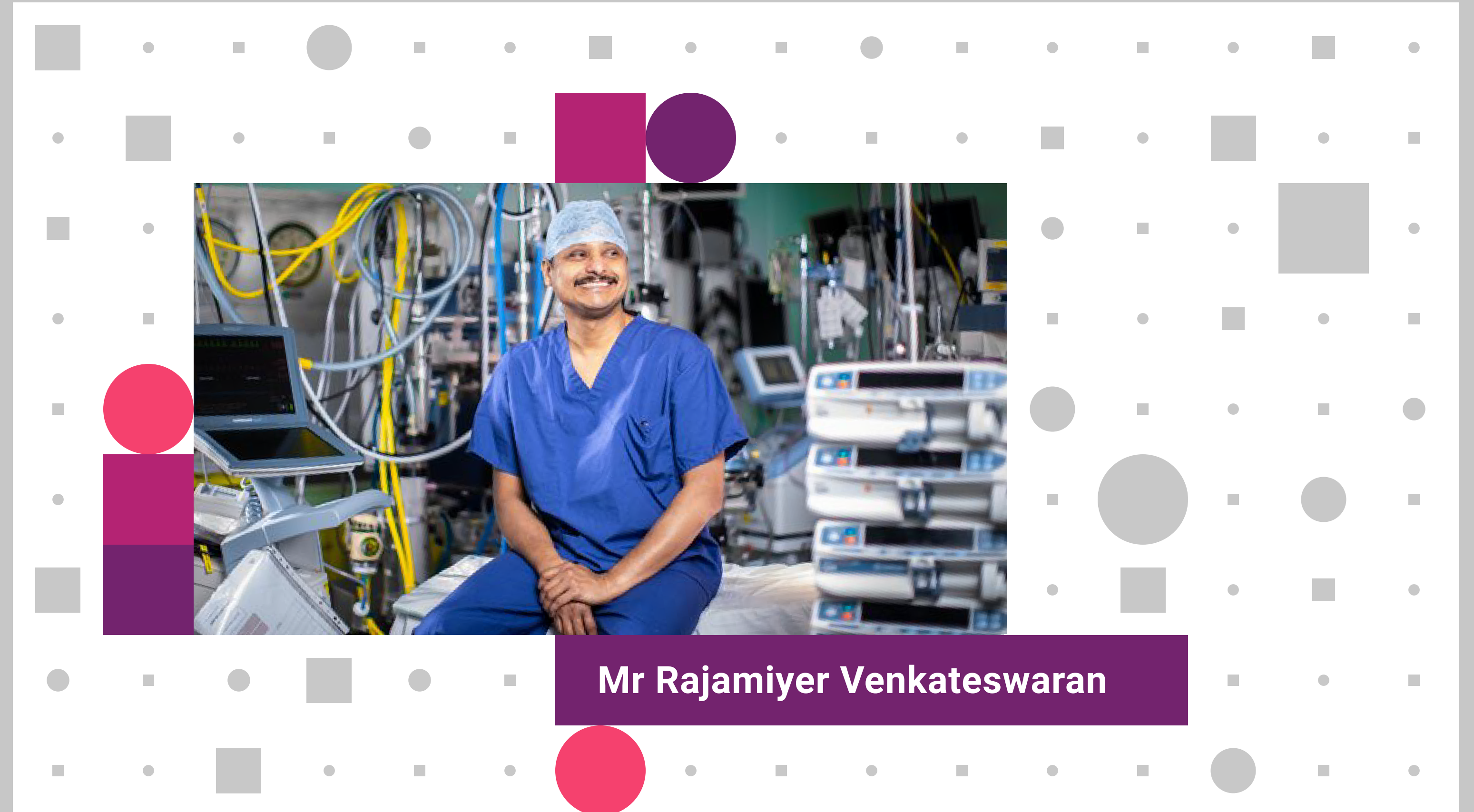
Patterns and content layouts are created by expanding some of the squares and circles on the Radcliffe grid.



# Grids

## The Radcliffe grid

Depending on the context, the Radcliffe grid can be visible or hidden, For example, the Radcliffe grid can be used to add more detail on static layouts...





# Grids

## The Radcliffe grid

...while on video layouts, it can be hidden, to avoid distracting the viewer. When the grid is hidden, only the expanded squares and circles remain.





# Grids

## The Radcliffe grid

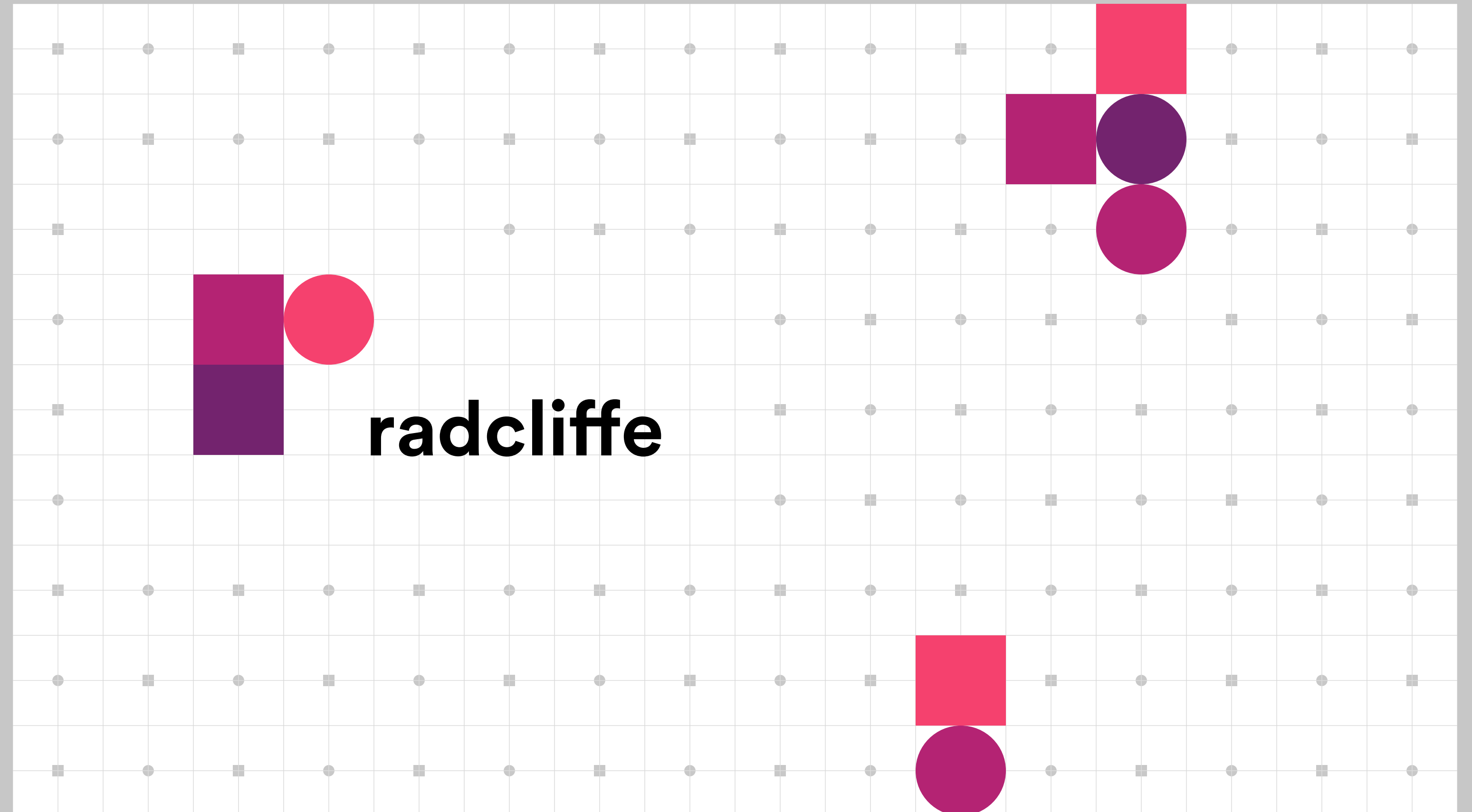
On rare occasions, when the brand needs to be very recessive, the Radcliffe grid and all the expanded grey shapes can be removed, leaving only the colour shapes and the shapes which house words and imagery.



# Grids

## The square grid

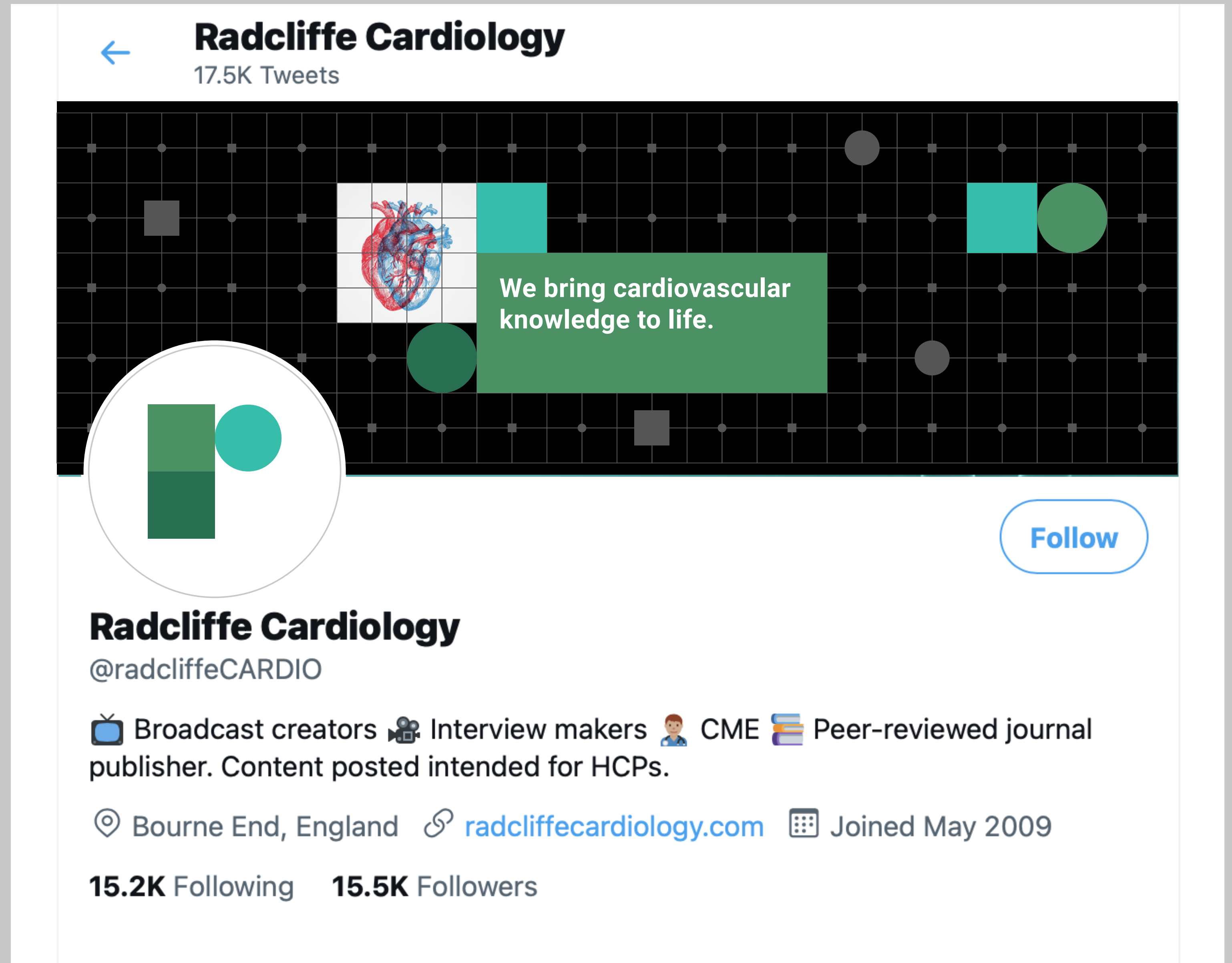
Based on the Radcliffe grid, the square grid is the backbone of all Radcliffe layouts. For screen layouts, the grid is made up of 32x18 squares. Square layouts can use 18x18 square grids, while other formats can use cropped or adjusted versions, depending on needs.



# Grids

## Adjusting the grids

In specific situations (square or narrow layouts, for example), using the entire 16x9 and Radcliffe grids might not be possible. In such cases, the grids should be cropped vertically or horizontally to fit the layout. Ideally, an odd number of rows or columns should be kept.

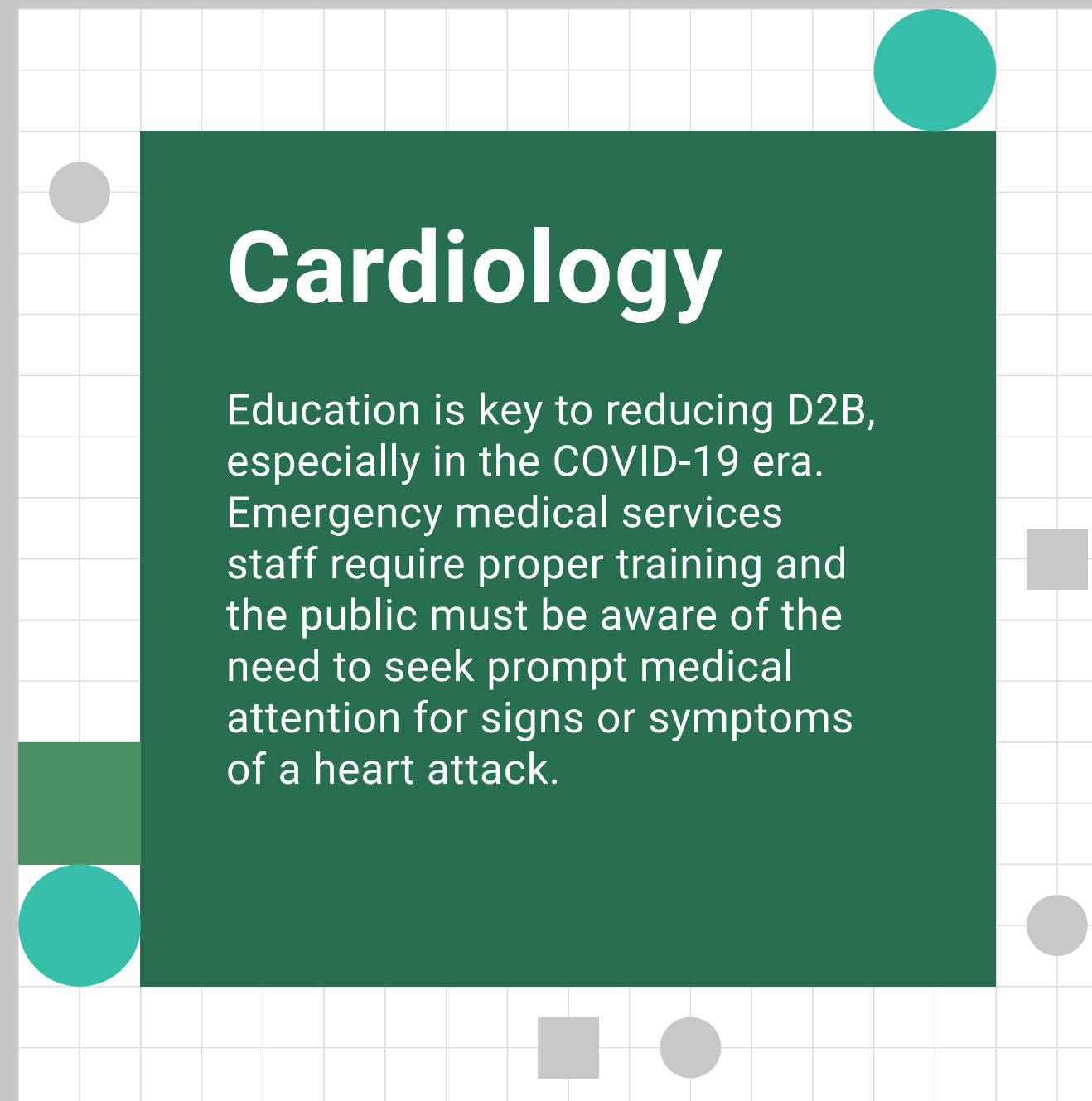




# Grids

## Adjusting the grids

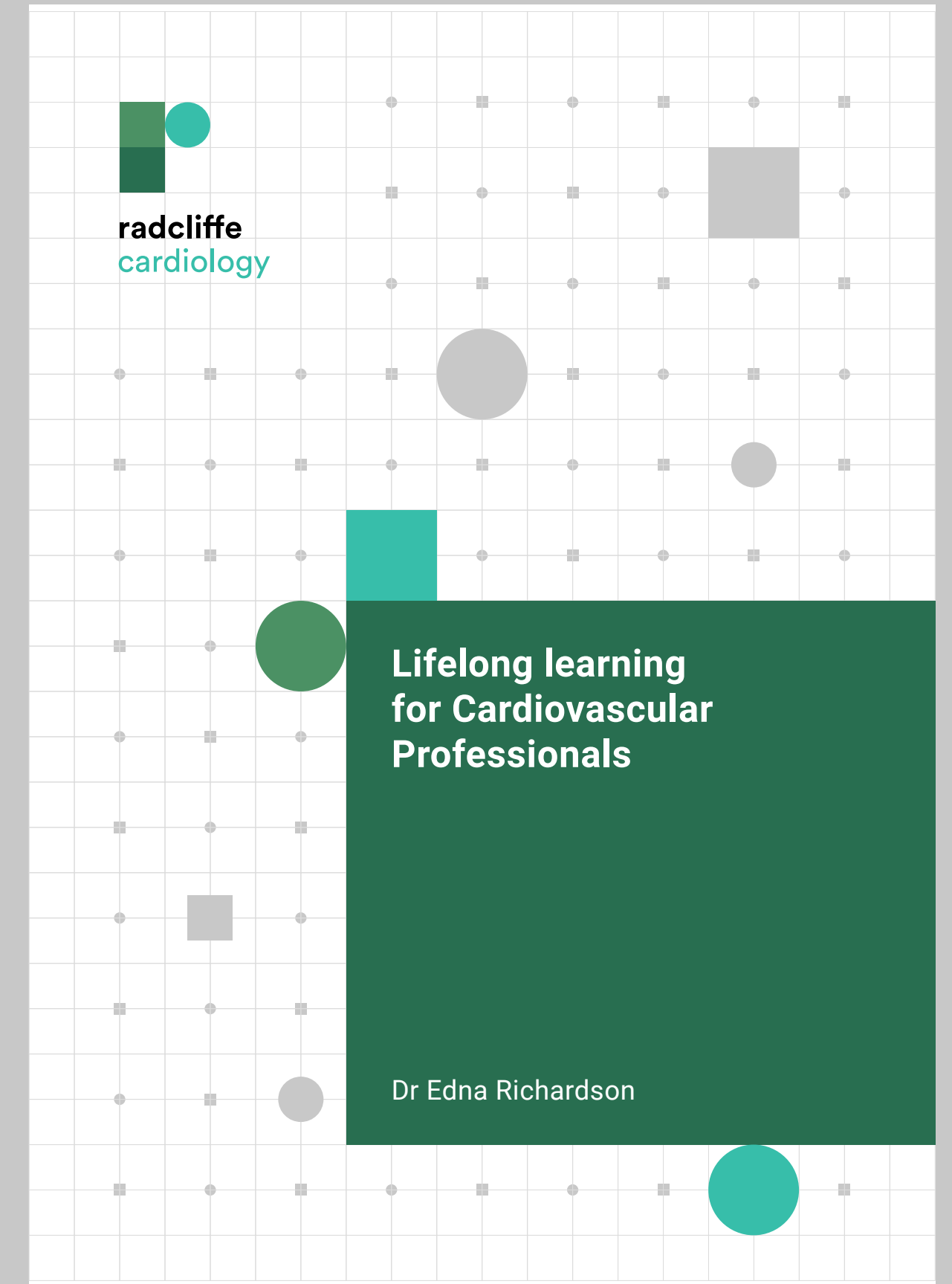
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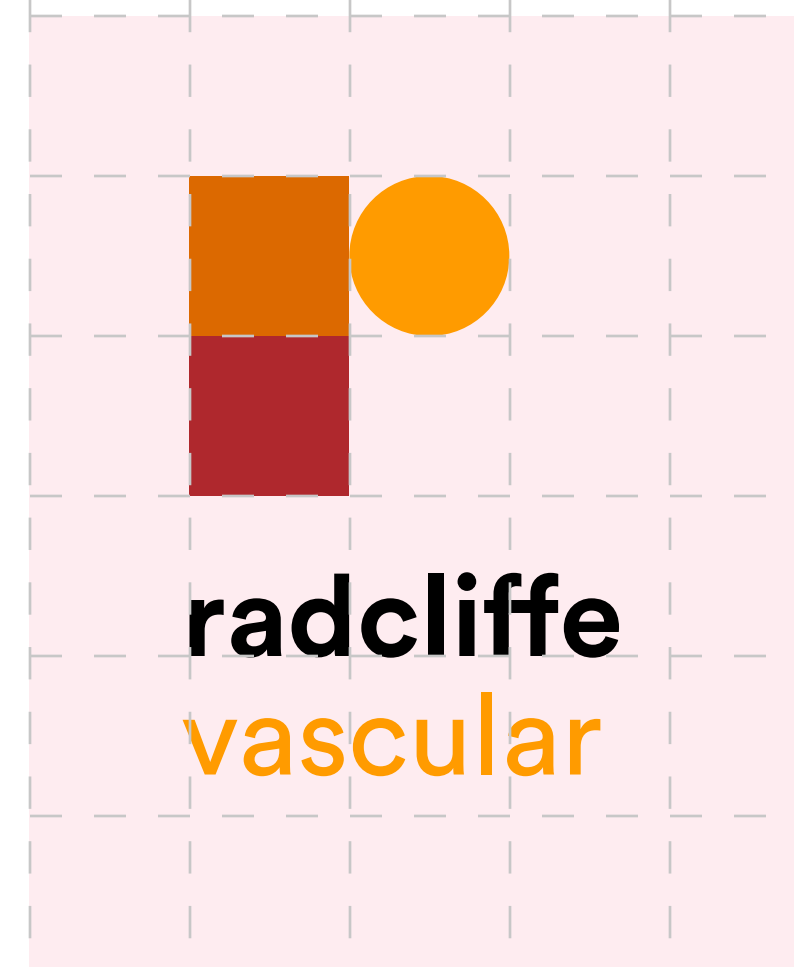
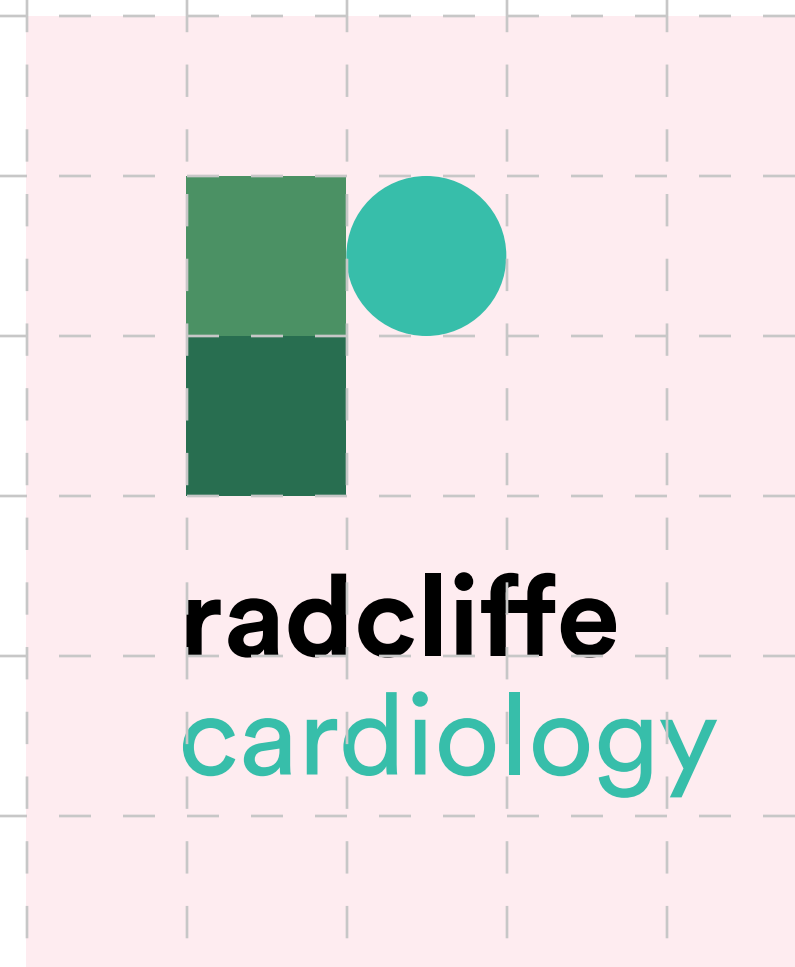
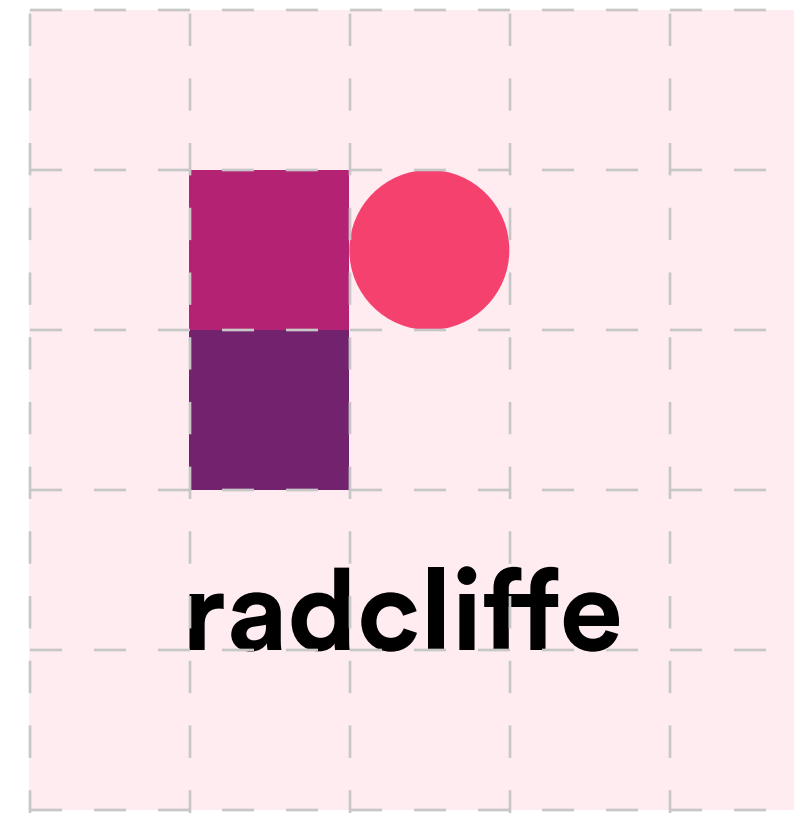
## Logo use

For ease of use, the Radcliffe logos are supplied as artwork that fits perfectly the 16x9 and the Radcliffe grids.

The Radcliffe symbol should always fit the grid either on a 1:1, 2:1 or 4:1 scale.

Please note that alignments should always be made based on the logo itself, not on the file's artboard.

Please note the pink rectangles are only used to highlight the logo artwork proportions, they are not part of the logo artwork itself.



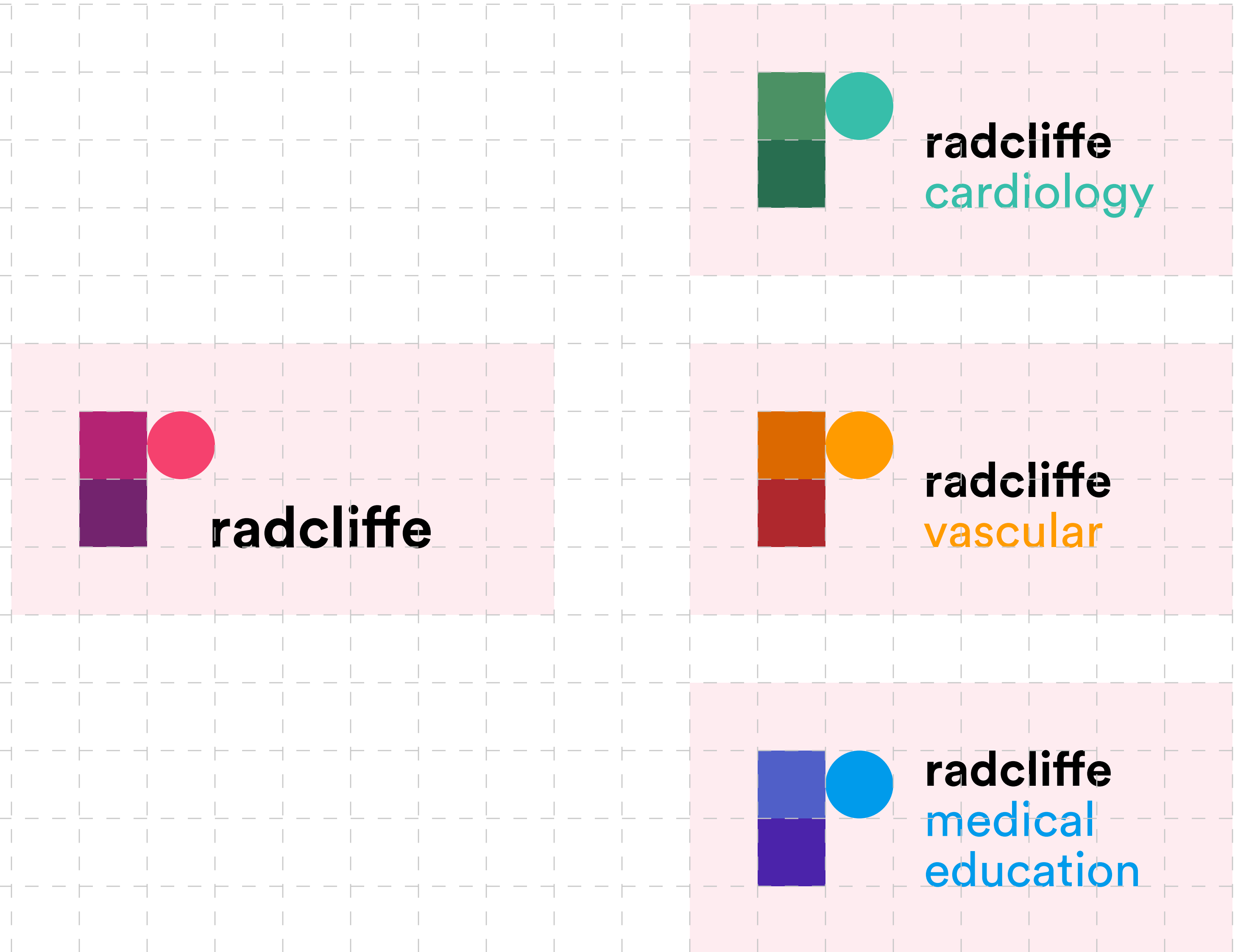
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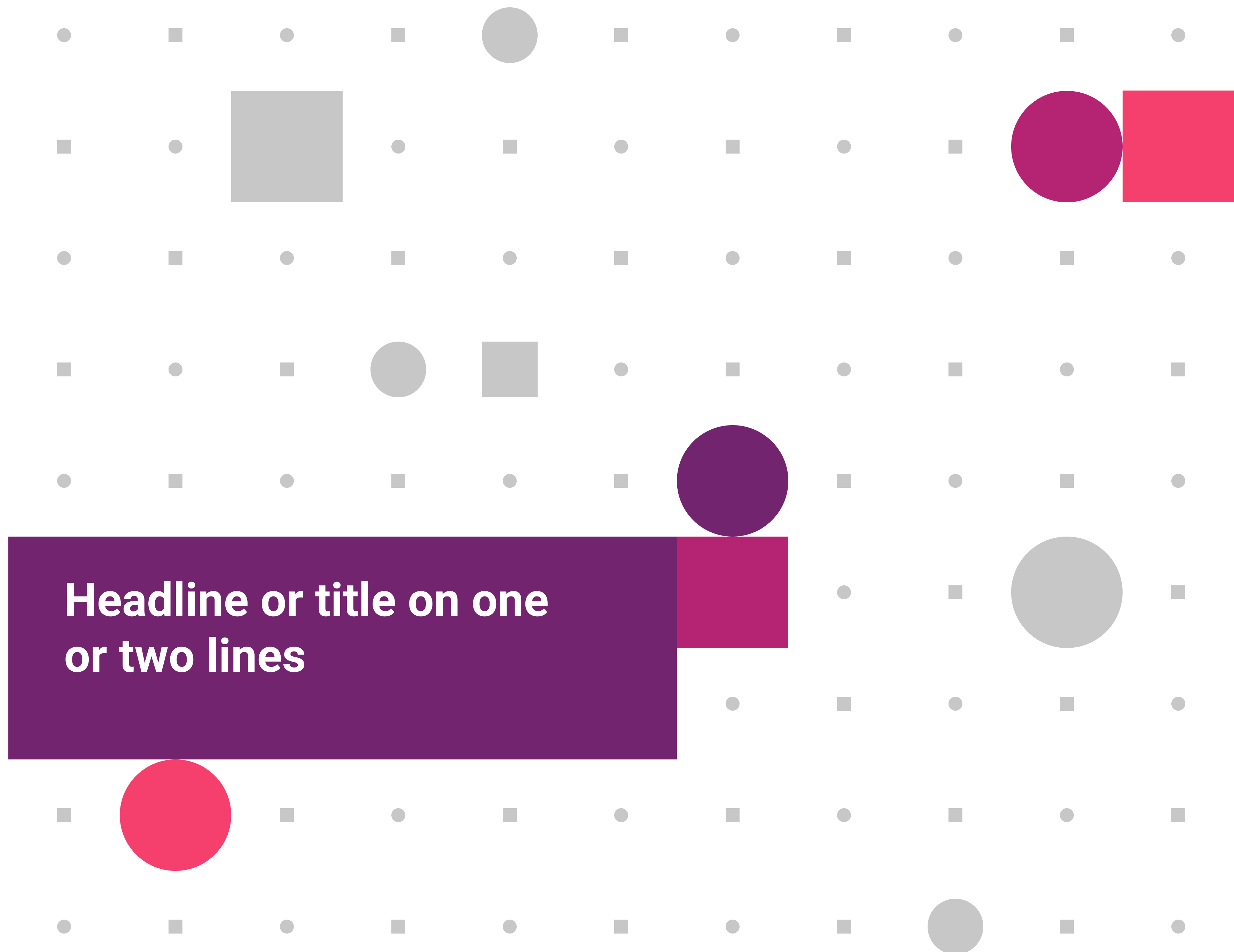


## Creating patterns

The Radcliffe squares and circles can be used to create almost an infinite number of patterns. They can be placed anywhere on the layout using the Radcliffe grid.

The squares and circles should always be scaled starting from their Radcliffe grid size, up to 200%, 300% or 400%. Larger sizes can be used for animations.

Squares and circles should use the Radcliffe or channel brand colours whenever they are touching. Otherwise they should be set in light grey (or dark grey on black backgrounds).





## Using the shapes

As a general rule, layouts should always show at least three shapes, both squares and circles, using all three Radcliffe main colours, or the channel brand colours.

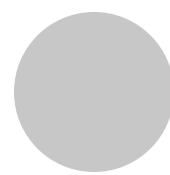
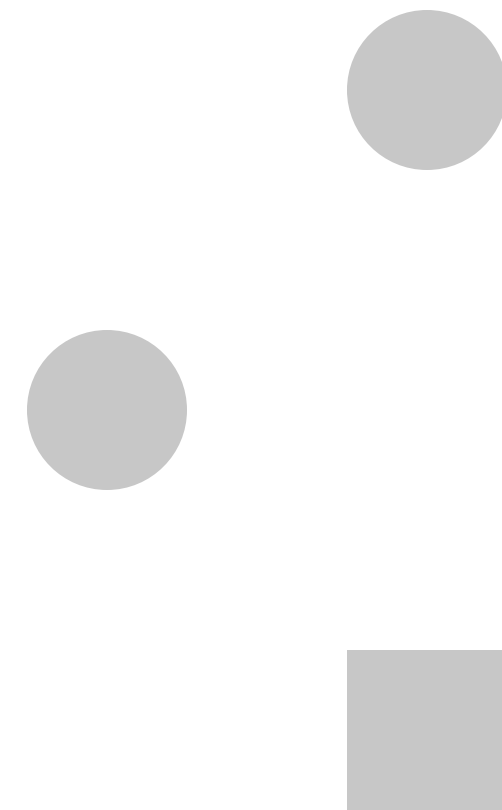
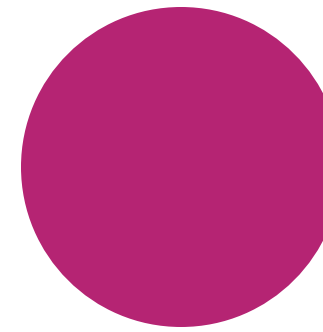
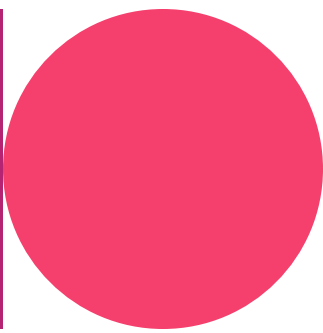
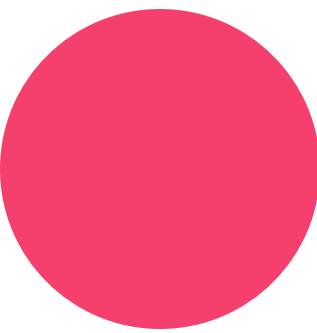
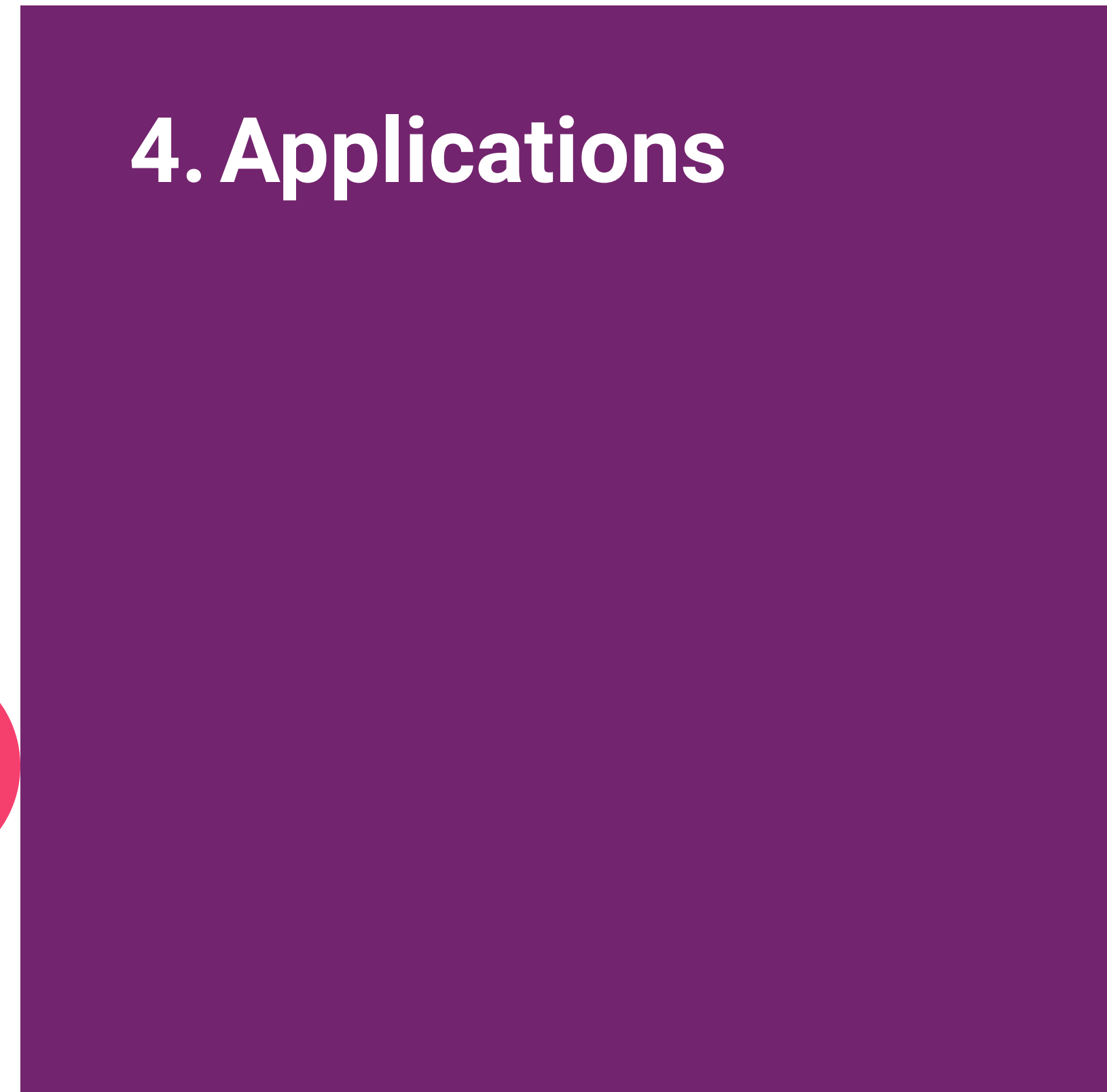
Layouts can use any number of squares and circles, but they should never feel too busy.

Depending on the context, the Radcliffe grid can be visible or hidden. For example, the Radcliffe grid can be used to add more detail on static layouts, while on video layouts, it can be hidden, to avoid distracting the viewer.

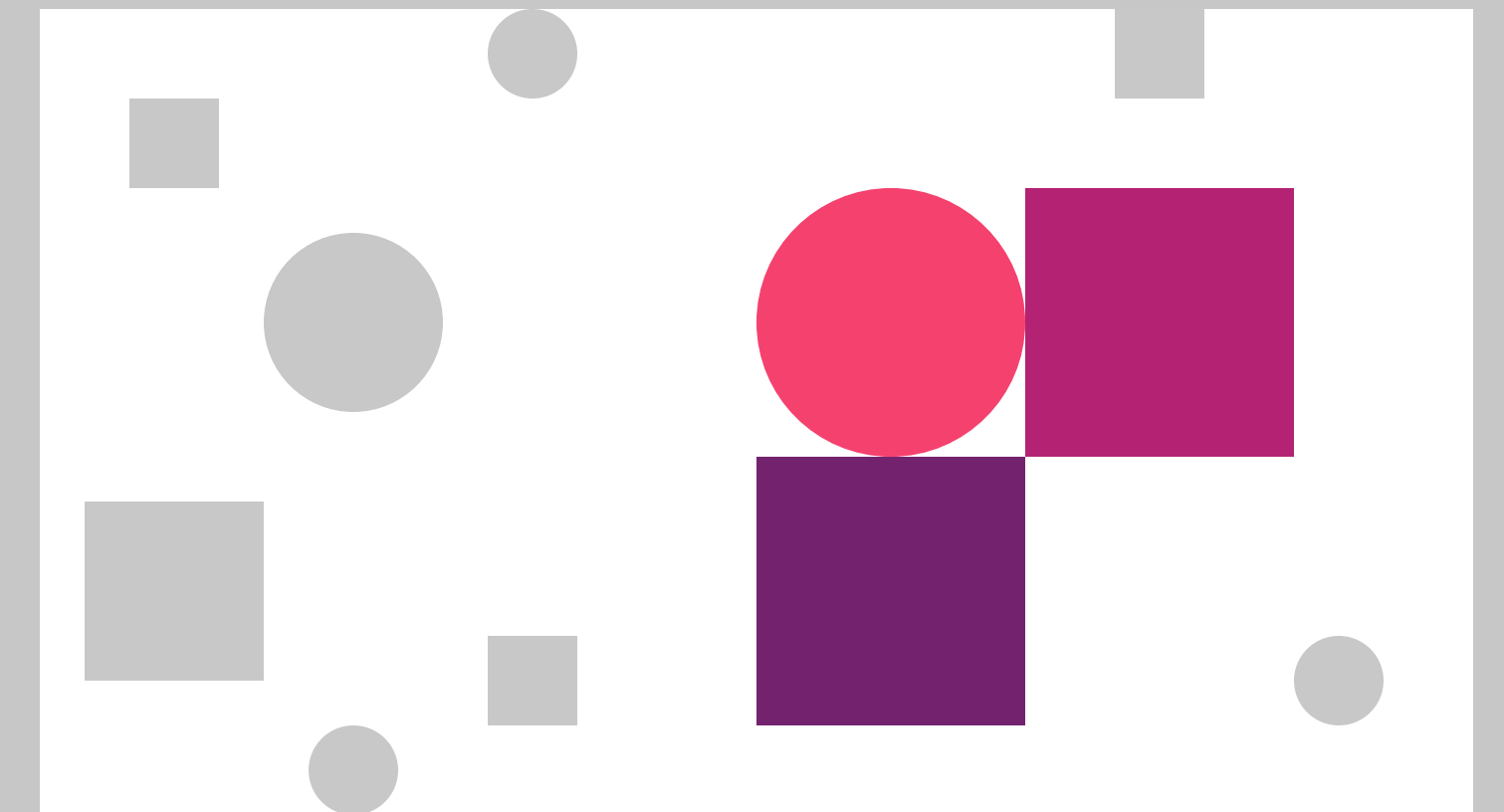
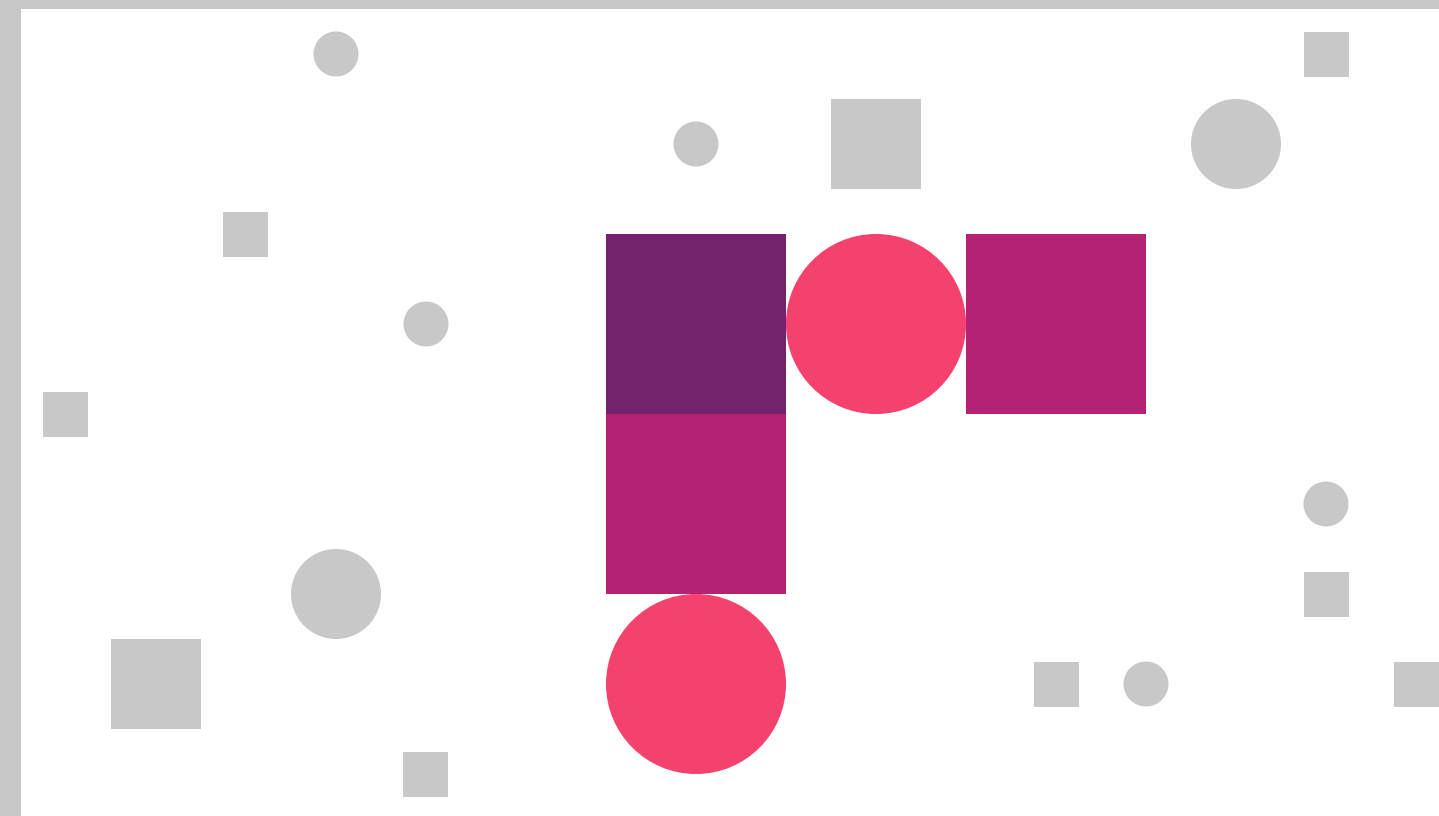
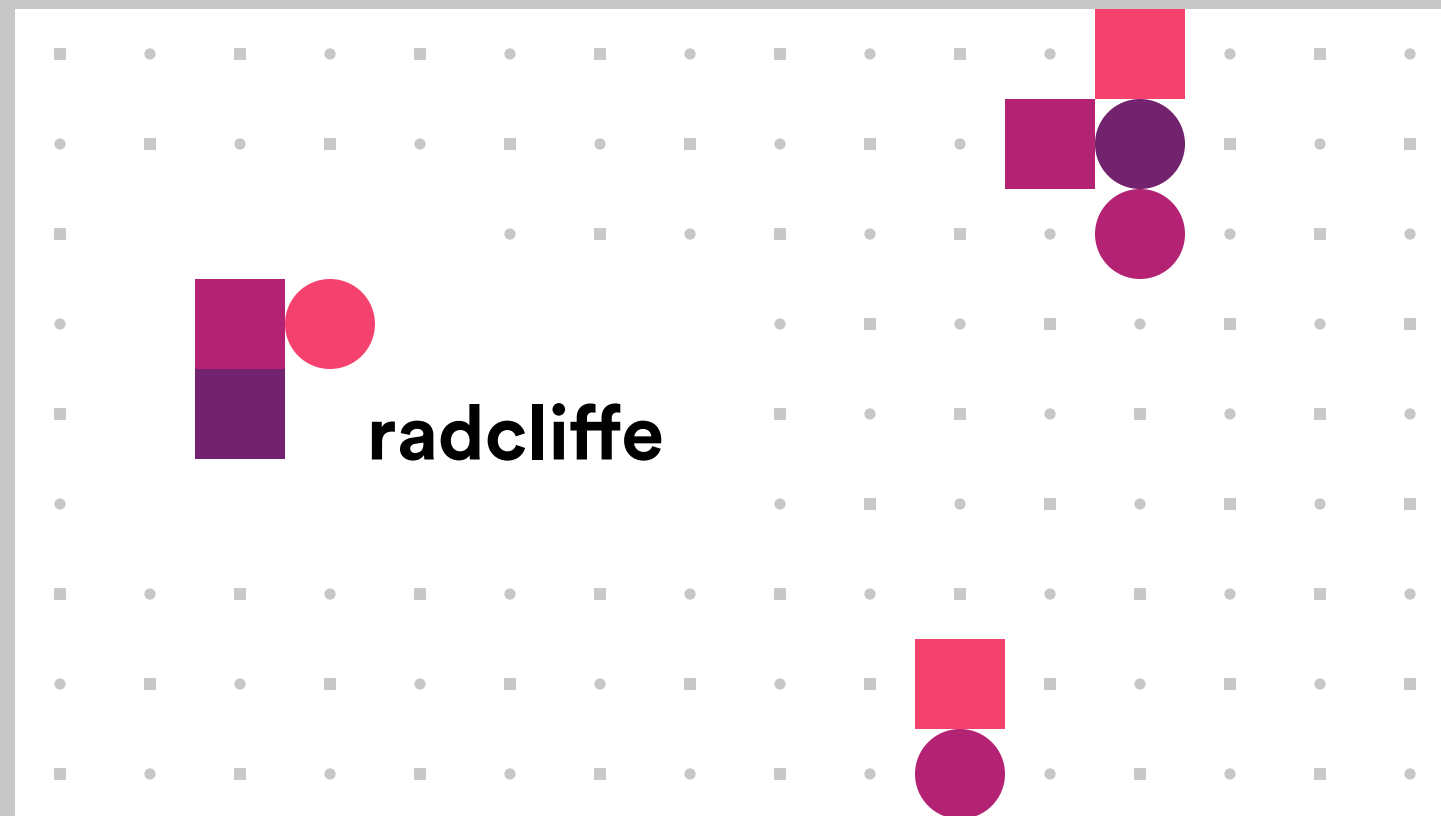


**Headline or title on one  
or two lines**

# 4. Applications

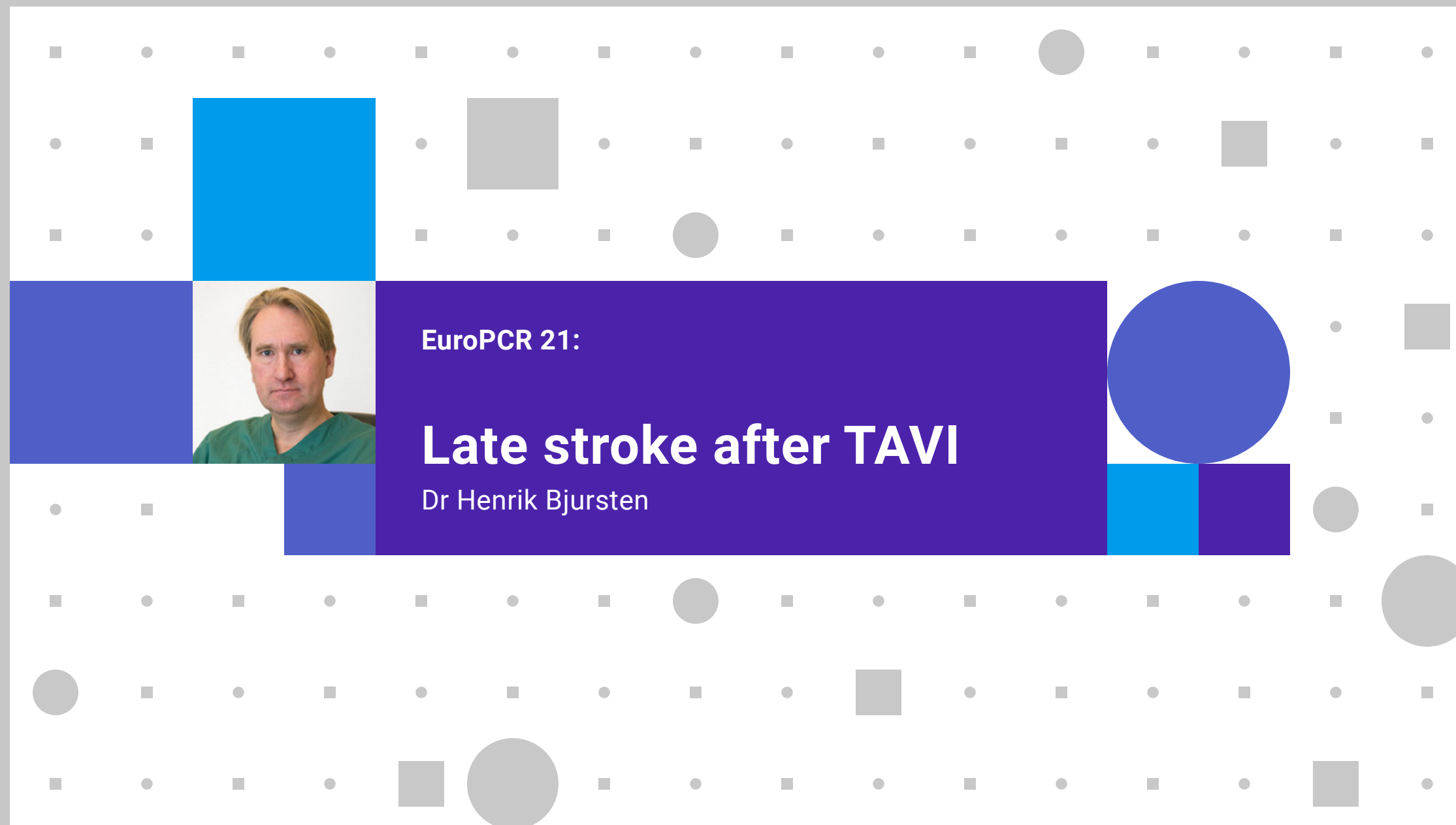


# Animations



These example stills show how the brand assets can be used in animation.

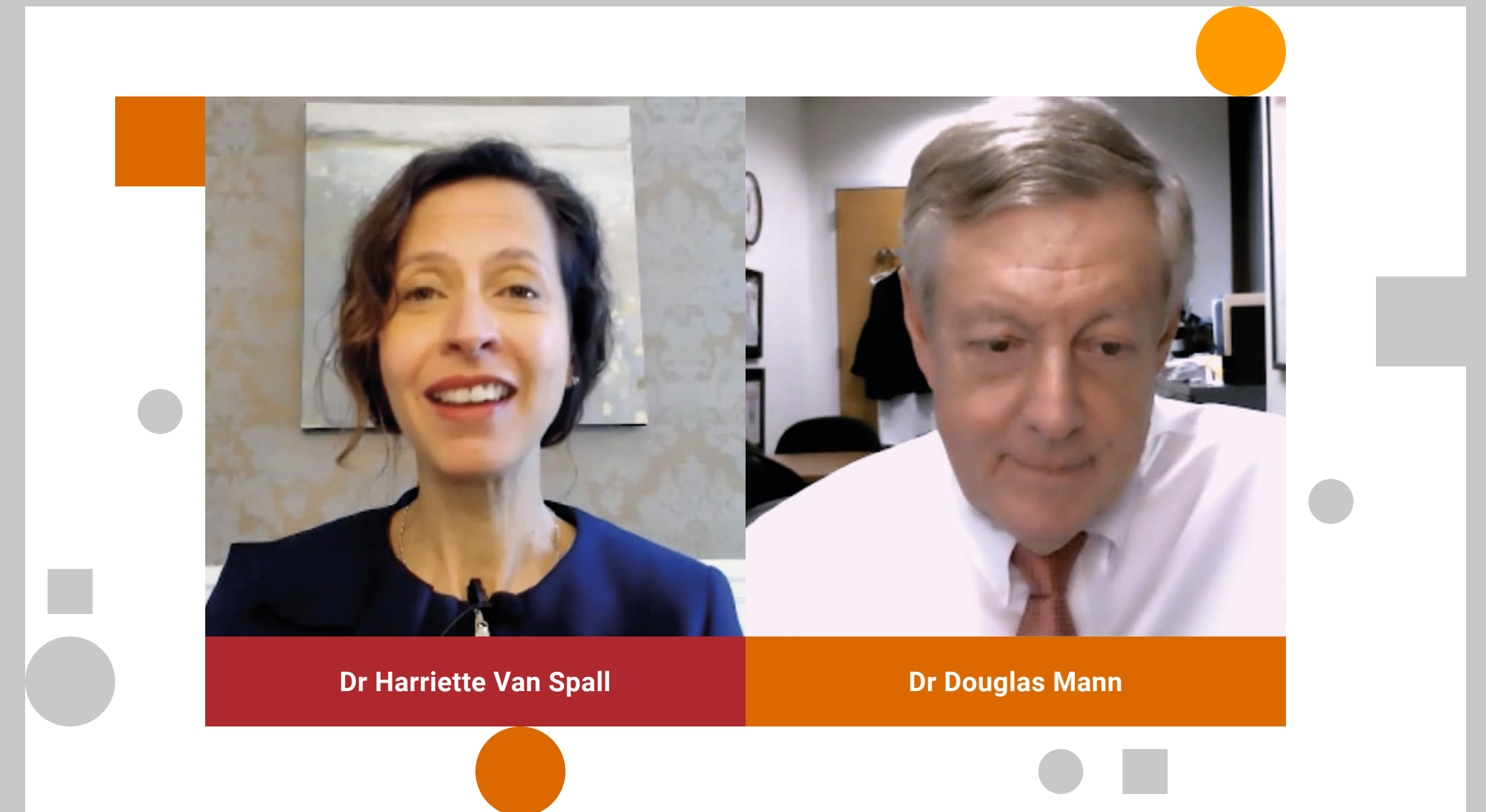
# Video content



These example stills show how the brand assets can be used in video content.



# Video content

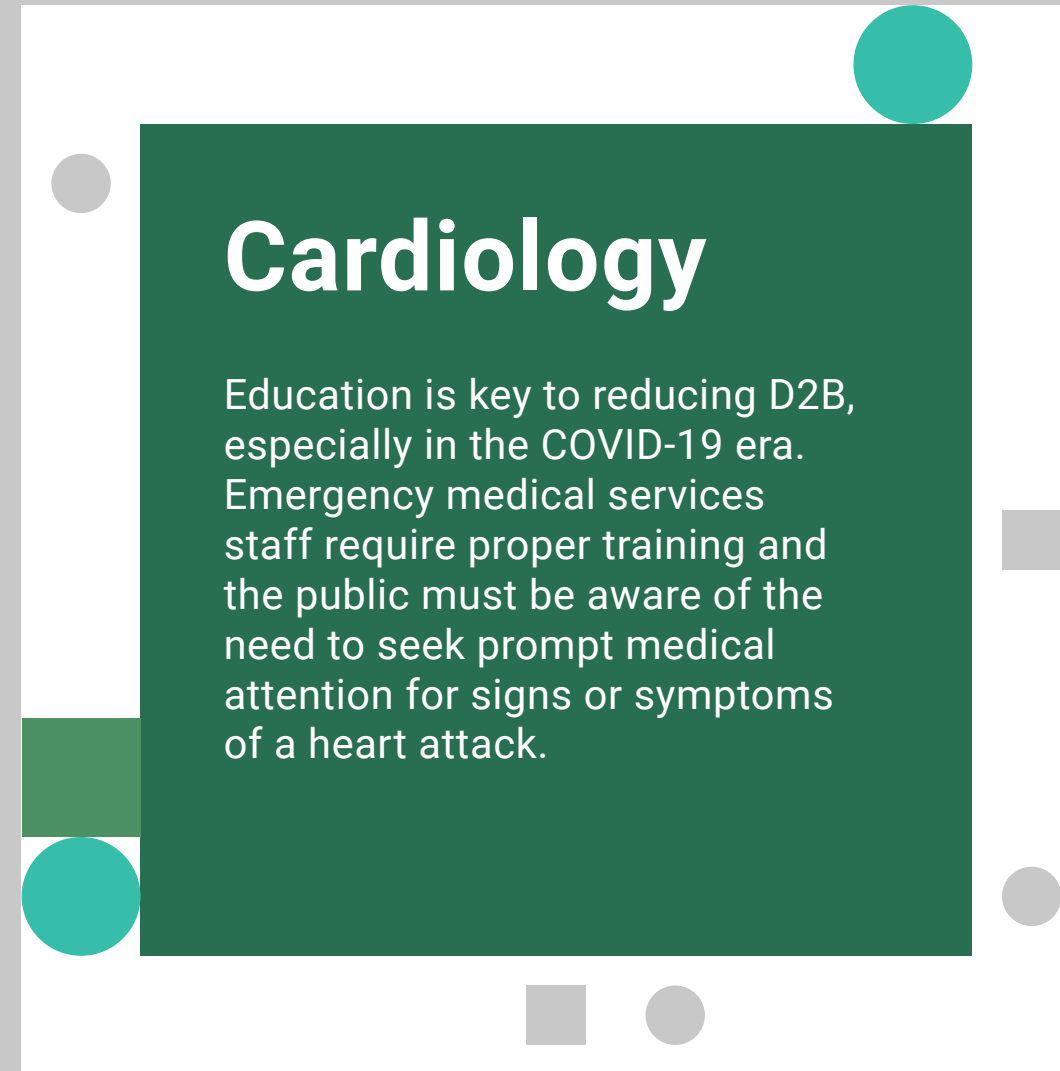


These example stills show how the brand assets can be used in video content.



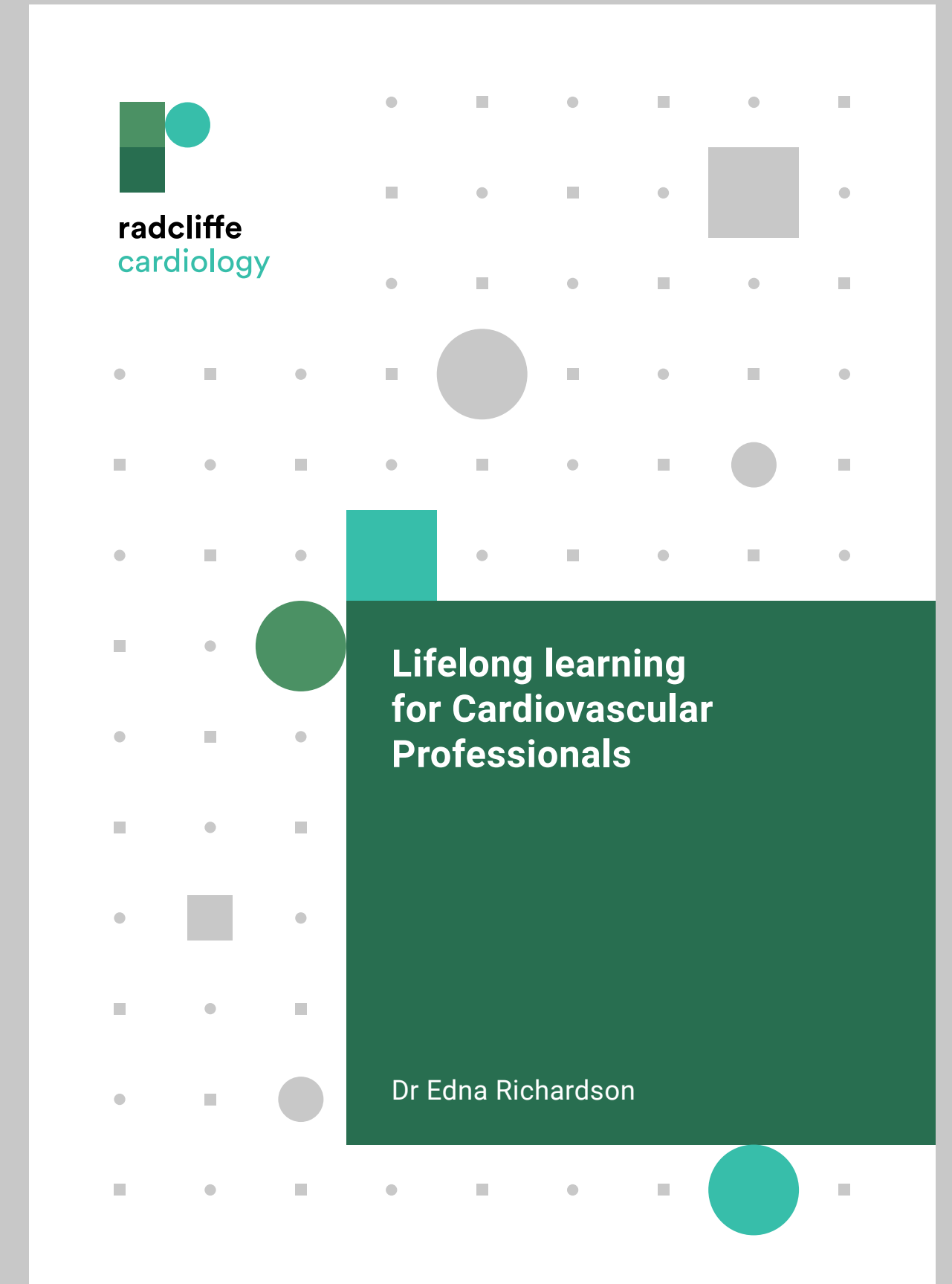
# Social media

These example designs show how the brand assets can be used on our various social media platforms to quickly and effectively create ownable posts and visuals.



# Print Covers

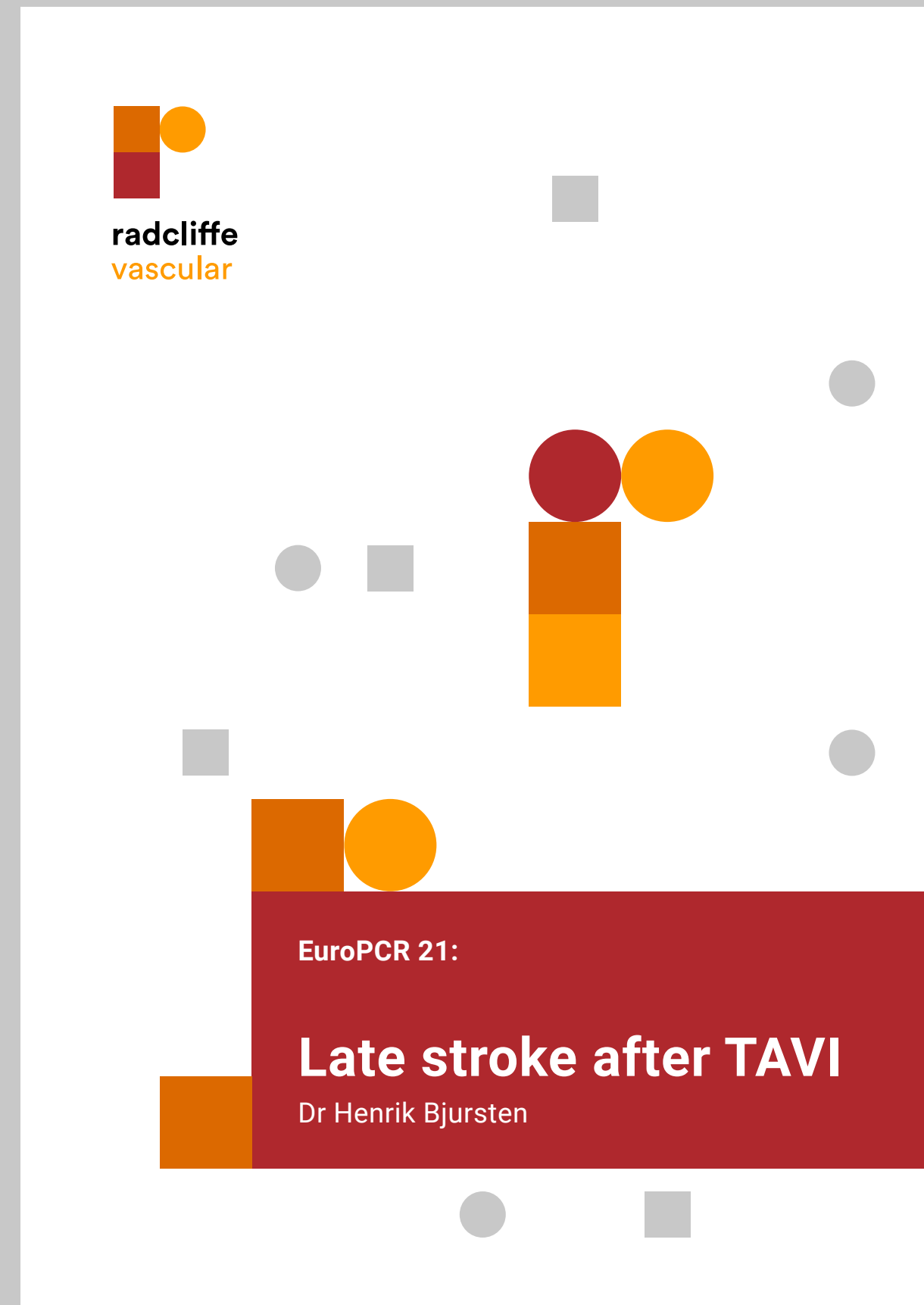
Adhering to the principles of our flexible grid system, these example covers show how confident use of our visual language, colour palette and typographic approach against a white background with plenty of breathing space can help us create clean, vibrant, ownable print communications that bring our content to life.





# Print Covers

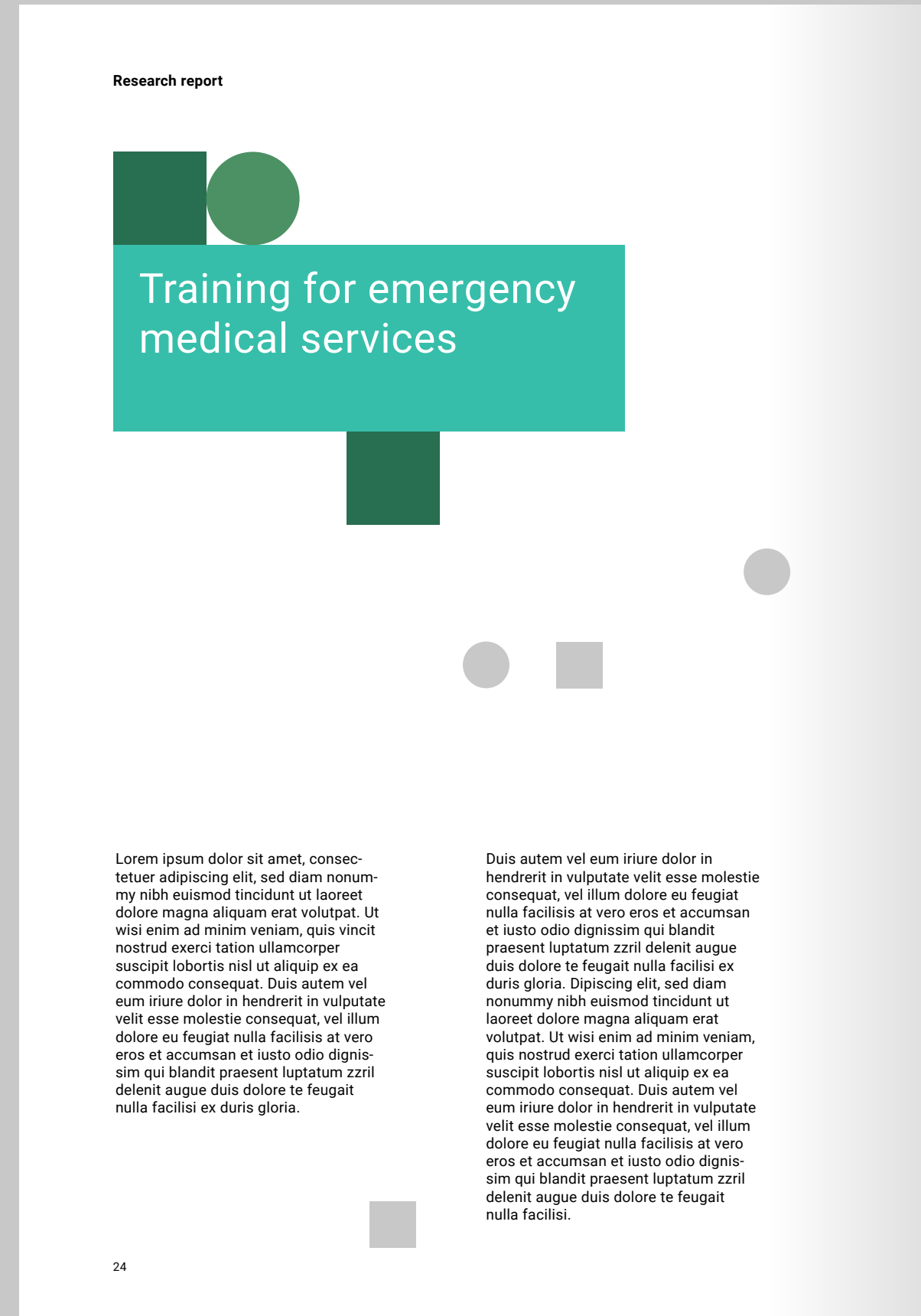
Adhering to the principles of our flexible grid system, these example covers show how confident use of our visual language, colour palette and typographic approach against a white background with plenty of breathing space can help us create clean, vibrant, ownable print communications that bring our content to life.





# Print Spreads

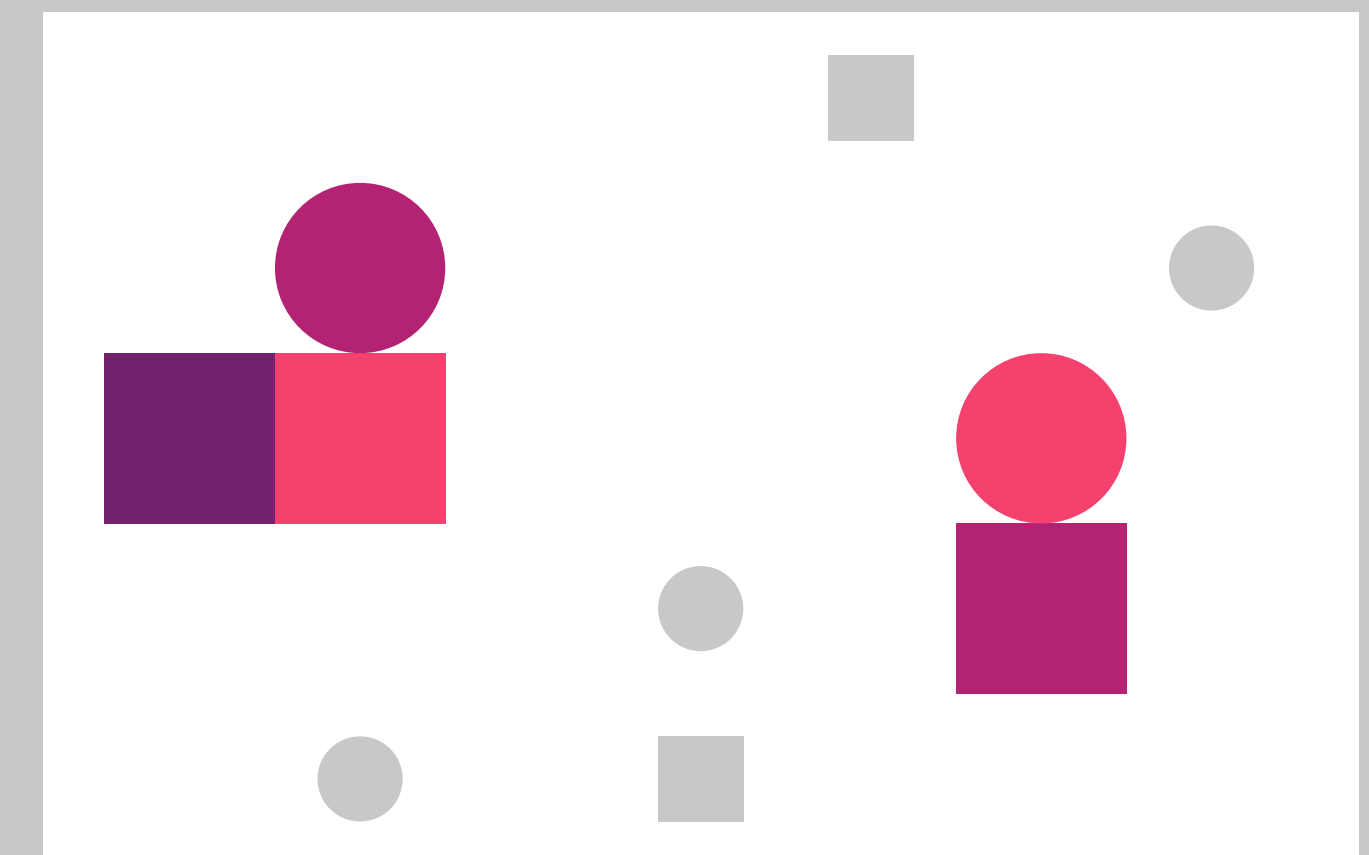
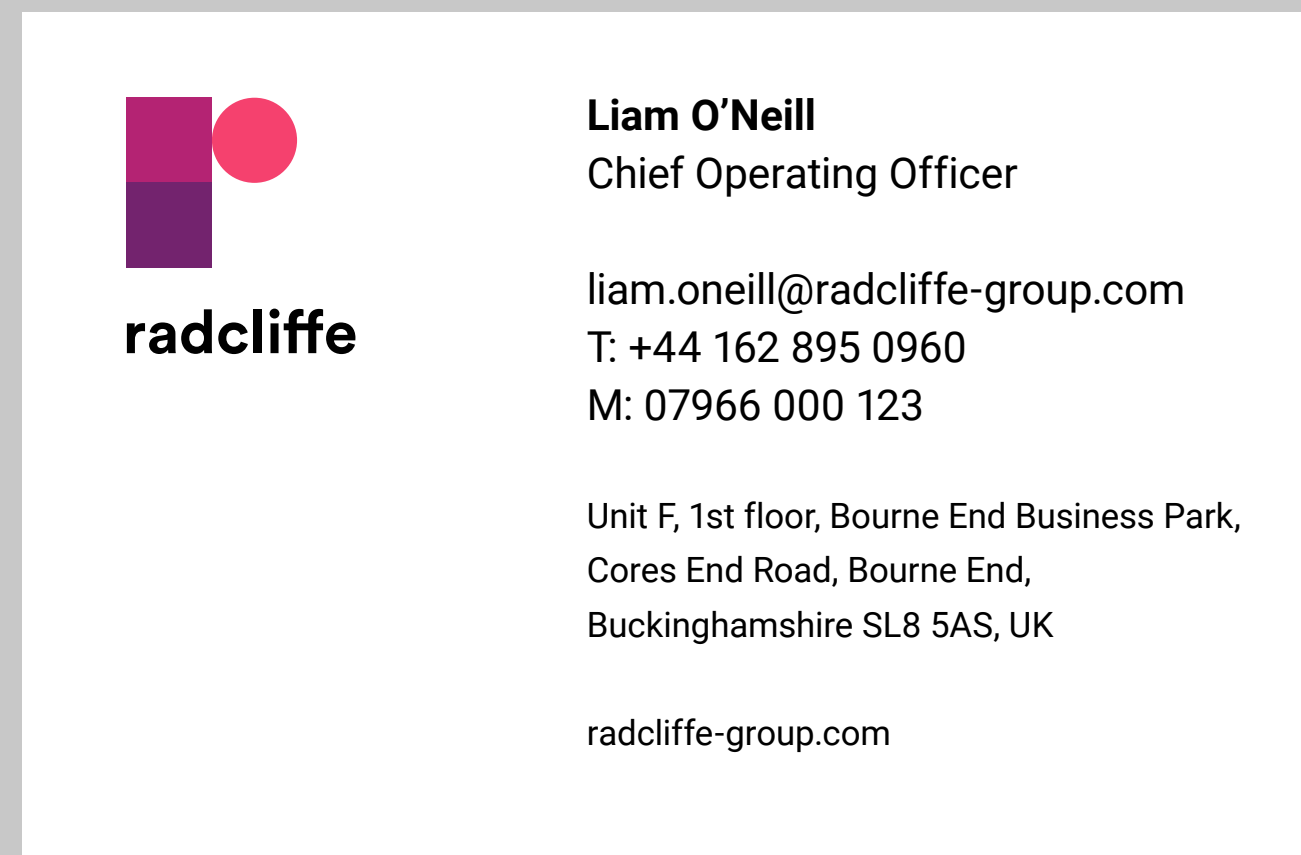
These spacious layouts show how easily the grid can flex to accommodate spreads with more content and body copy.



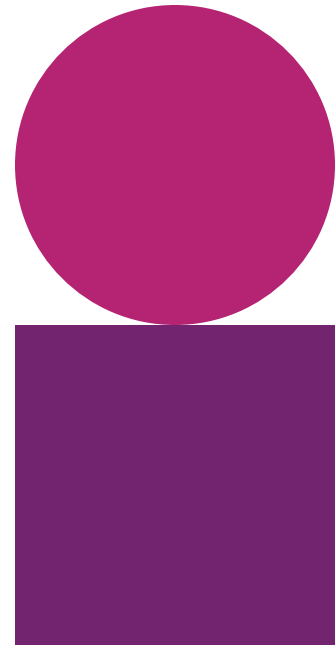
# Stationery

## Business cards

An example of the visual identity applied to corporate stationery. The design principles carefully follow the brand guidelines using left-aligned copy and logo placement, refined use of the visual language and brand colours complimented by confident use of white space.



# 5. Contact us

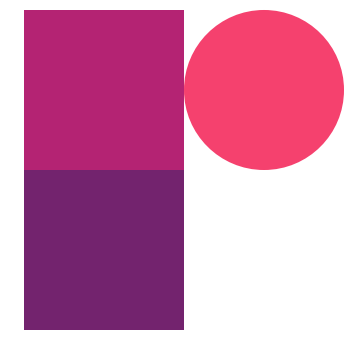


For any queries about these brand guidelines please contact:

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radcliffe

Thank you

[radcliffe-group.com](http://radcliffe-group.com)