

Refreshing the Academy's visual identity

✓ **Soho Gothic**

Designers are asked to use the Soho Gothic family of fonts. This will give Academy materials a more modern, clean appearance.

✗ **Soho**

Soho is not to be used on any new Academy materials / content – it looks dated, particularly on digital platforms and makes text look crowded.

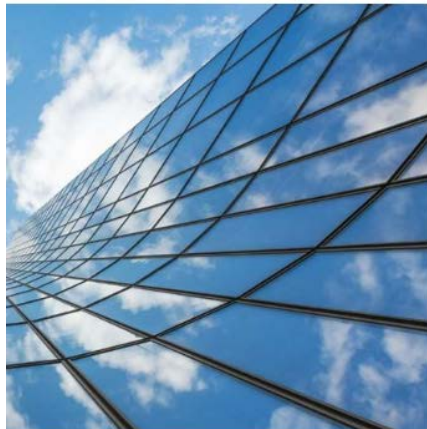
✓ **Verdana**

Verdana should still be used on all systems where Soho Gothic is not available, for example Word and PowerPoint.

Soho

At the Enterprise Hub, we work to discover, celebrate and support the country's next generation of brilliant engineering entrepreneurs.

Through our programmes and competitions, we match the best UK-based engineers and inventors with mentors from the Royal Academy of Engineering. Each of these prominent business angels, industry leaders, investors and business icons provides bespoke support to help shape ideas into a commercially viable reality.



**Increasing R&D investment:
Business perspectives**

New Academy report

[Read more >](#)



Soho Gothic

Welcome to the Leaders in
Innovation Fellowships
Community

Bringing together 5 years of LIF Programme Alumni from 16 Newton Fund Partner Countries. We are a global network of innovation leaders building a sustainable future through entrepreneurship.

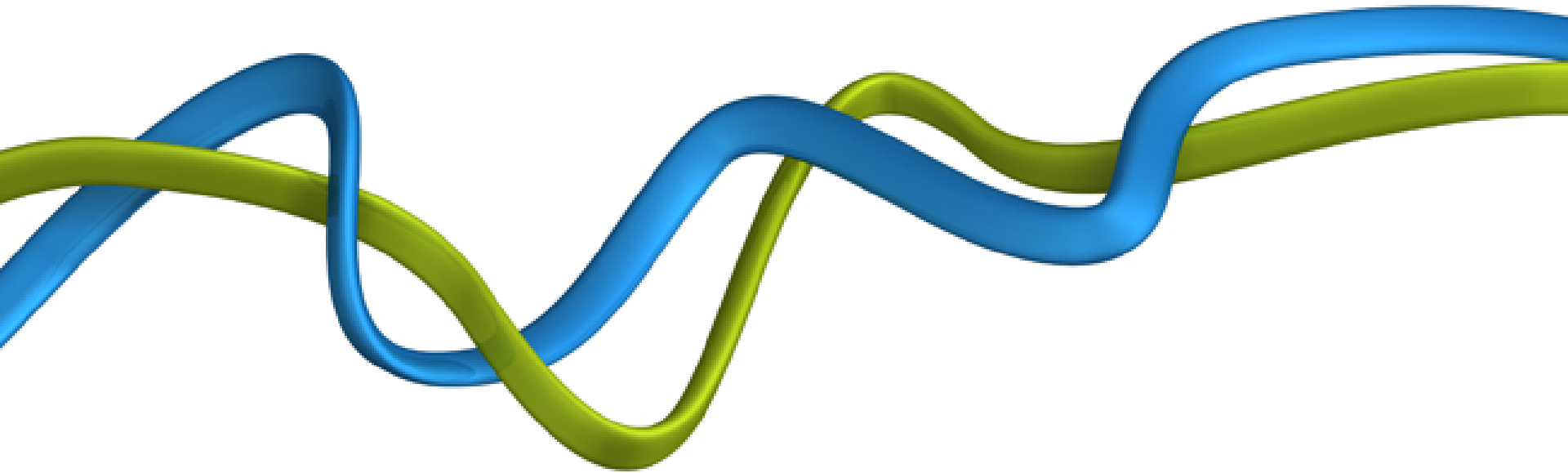


Towards trusted data sharing: guidance and case studies
Case study 10

MK Data Hub:
a data platform for the
city of Milton Keynes

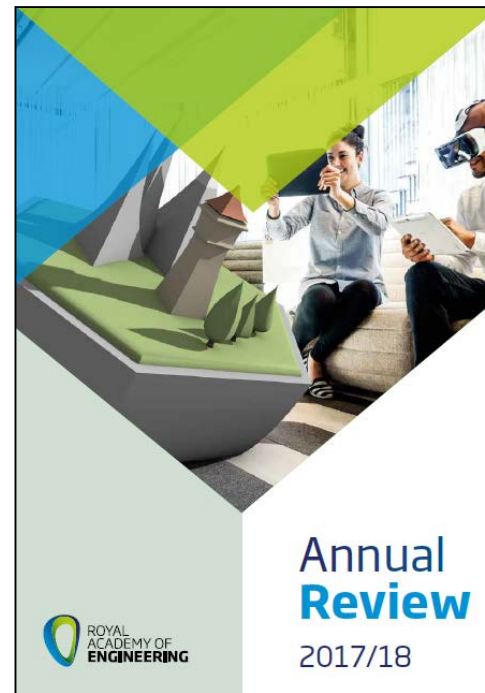
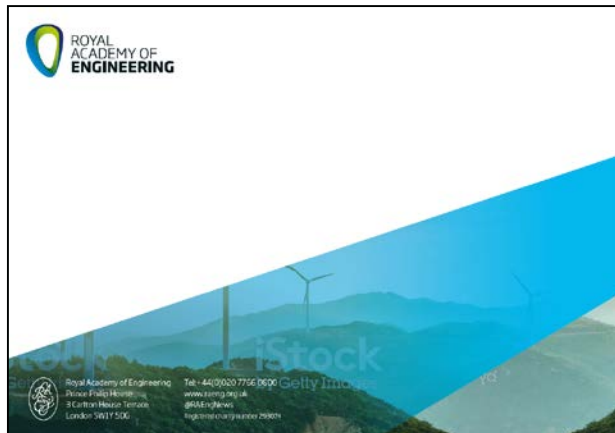


Thread

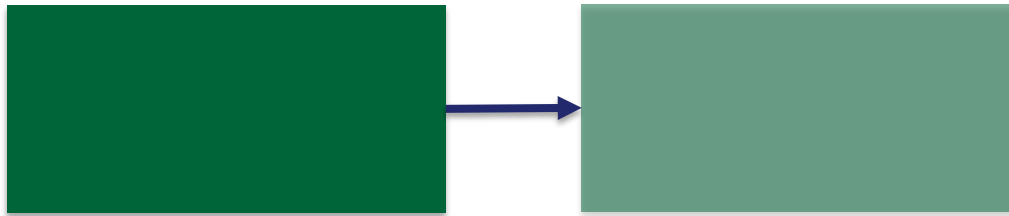


The thread device **should not be used** on any new materials or designs. It can restrict designs and makes them look dated.

As an alternative to the thread, designers will be asked to use clean, straight lines and angular shapes in brand palette colours to border imagery and break up report covers.



Designers must still use the given colours for each logo's colour palette, but tints/transparency can be applied to the colours, and gradients used in blocks of colour.



However, text should not be used over such a background without first consulting the publications team, to ensure that inclusivity and accessibility requirements can be met.

Designers and teams can use a monochrome colour palette, using either the greyscale or white logo on a dark background.



Greyscale



White logo

