

# Brand Guidelines



**UK-EONS**

Earth Observation Network  
for Sustainability



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# About UK-EONS

Space Hub Yorkshire and our partners are hosting the Satellite Applications Catapult's first pilot Connected Capabilities Network: the UK Earth Observation Network for Sustainability (UK-EONS). UK-EONS will advance the reach and impact of space data and technology across the UK with a focus on Earth Observation technology for sustainability challenges. UK-EONS will work with stakeholders across space and adjacent sectors, and host engagement events and activities to help catalyse collaboration and investment opportunities.

Earth Observation (EO) data has wide-ranging applications, from climate change to natural disasters, from infrastructure to

agriculture, and from sustainable finance to human health. The UK possesses world-leading expertise in EO, including mission design, development, and leadership, as well as advanced data processing methods and AI. However, there is a need for an intervention to reduce the barriers and promote the use of EO data across a wide range of sectors. UK-EONS strongly focuses on the sustainability and climate-change-related applications of EO, to reduce barriers to EO access and use amongst a wide variety of industries and to ultimately build up the Sustainable Earth Strategic Capability across the UK.



# UK-EONS Objectives

004

## Capability Mapping

Mapping the current state of EO capabilities across the UK in the academic, public, and private sectors to produce a clear and accurate understanding of the UK's nationwide, cross-sector strengths and to identify any underdeveloped areas.

## Nationwide Interactive EO Community

Building up a nationwide, interactive EO community to create partnerships between different organisations and promote interdisciplinary and inter-organisational collaboration.

## Events Hosting

Delivering engagement events to deepen connections between organisations, facilitate knowledge exchange, and open the doors to EO for industries and organisations currently lacking access.

## Securing Funding and Investment

Securing funding and investment opportunities for EO-related uses in partnerships between organisations across the UK. Regional space clusters, including SHY and our partner clusters, are experienced in raising awareness of funding opportunities and supporting local businesses and/or collaborations in leading and submitting successful bids.

## Raising Awareness

Raising awareness of EO applications in fields where EO can be effectively used to mitigate the effects of climate change or improve sustainability, increasing interest in the use of EO and improving understanding of its uses and benefits in currently under-utilised markets.





005

# Graphical Device

The centre of our brand identity.

It is vital that our graphical device is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand graphical device outside of or conflicting with the contents of this section will be considered unauthorised.

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**Full Title  
Graphical Device**

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**Graphical Device  
on Background**

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**Use of  
Graphical Device  
with Partner  
Organisation**

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**Common Errors**

006

# Full Title Graphical Device

This graphical device is a carefully created piece of locked artwork that should not be altered in any way. Where possible the full title Graphical Device should be used to include the *Earth Observation Network for Sustainability* line.



Transparent Background Version



Solid Background Version

007

# Acronym-Only Graphical Device

When space doesn't allow the UK-EONS acronym-only version can be used in place of the full title Graphical Device.

This version is used when the *Earth Observation Network for Sustainability* line in the full title Graphical Device would appear too small to be legible.



Transparent Background Version



Solid Background Version



008

# Graphical Device on Image Background

When the Graphical Device appears on a background image it must be a background that allows the Graphical Device to be clear and legible.





009

# Use of Graphical Device with Partner Organisations

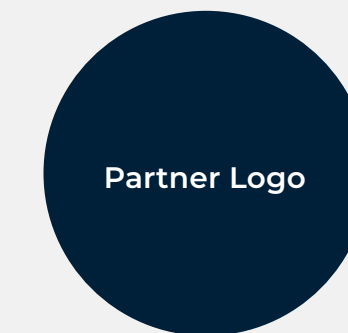
- Consideration needs to be made to how the UK-EONS Graphical Device is used alongside the logos of partner organisations.
- When used in partnership with another organisation, they should be placed in a horizontal or vertical position.
- Depth of the partner logo should equal and balance the UK-EONS Graphical Device. Please consider any guidance the partner logo may have. See examples to the right.



Horizontal alignment

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Vertical alignment





010

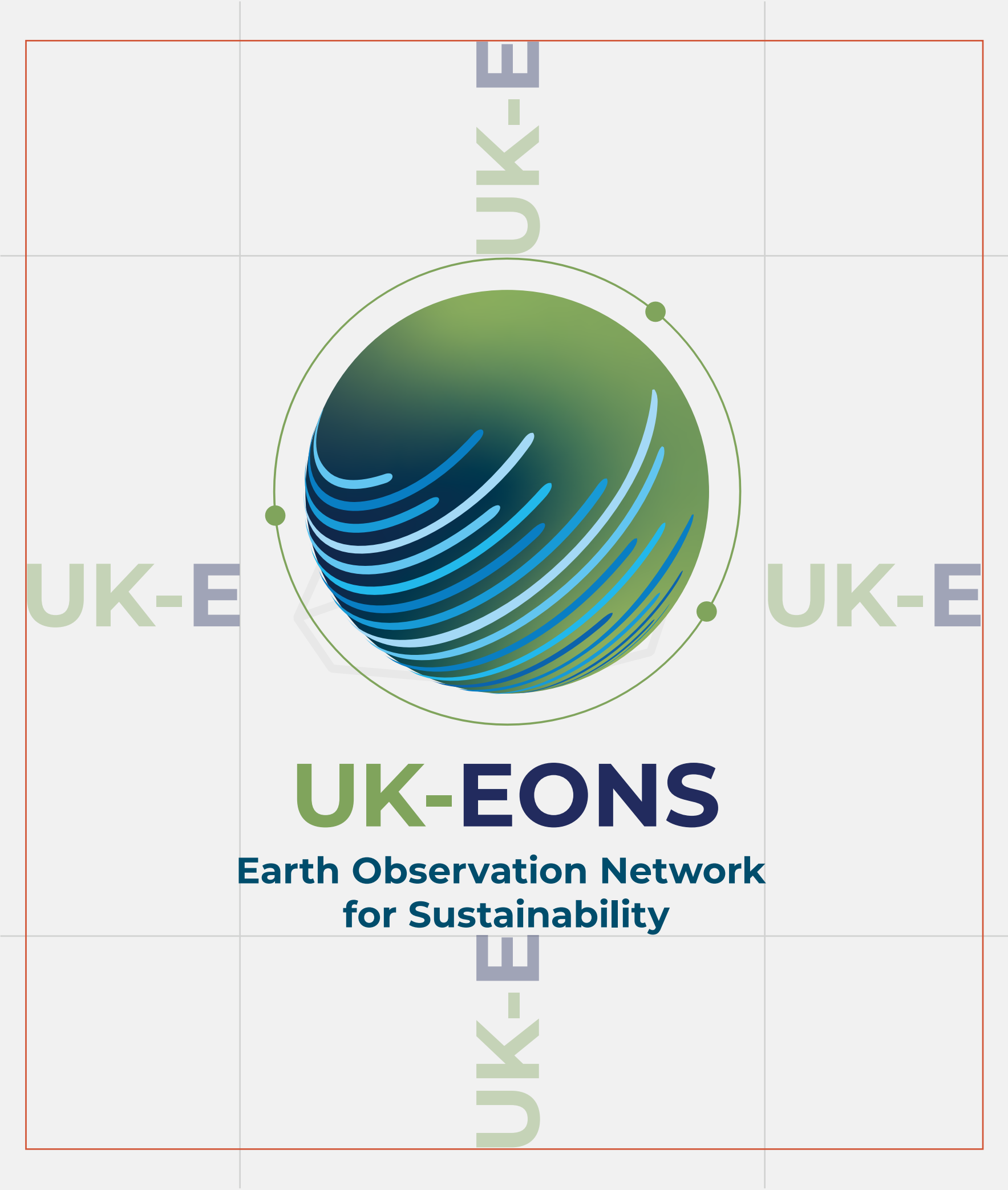
# Clear Space

Clear space, or negative space, is the area that surrounds the Graphical Device that is completely clear of any other graphical element. Clear space helps the Graphical Device stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the Graphical Device, the better.

At a minimum, there should be clear space equal to the width of the 'UK-E' text on all four sides of the Graphical Device. Using an element from the Graphical Device as a unit of measurement ensures enough clear space at any size.

## Visualised Clear Space





# Common Errors



Do not stretch, squash, skew, or distort the Graphical Device in any way.



Do not edit the Graphical Device colour, use an off-brand colour, or reduce the Graphical Device opacity.



Do not add graphic effects to the Graphical Device, including drop shadows.



Do not place the Graphical Device on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between Graphical Device elements.



Do not encroach on the required clear space surrounding the Graphical Device.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



012

# Brand Colours

Colour sets us  
apart & helps to  
invoke emotion.



013

UK-EONS Blue

CMYK: 97, 80, 48, 58  
RGB: 0, 32, 57  
HEX: #002039

UK-EONS Green

CMYK: 55, 18, 81, 2  
RGB: 128, 166, 93  
HEX: #80a65d

Primary  
Colour Palette

The consistent use of colour is vital to effective brand recognition.

Our brand should always be represented in one of the colours on this page.



014

# Voice & Style

It's important to develop a consistent approach when writing copy and content. The words we use, and the way we use them, reflect the organisation and reinforce the UK-EONS message.



015



# Our Writing Tone & Voice

## Key Points to Consider

- Be professional, uncomplicated, friendly and engaging.
- Be inclusive and accessible to everyone, demonstrating knowledge and expertise.
- Understand the audience – it may be necessary to amend copy or content if it is targeting the student or business audience..

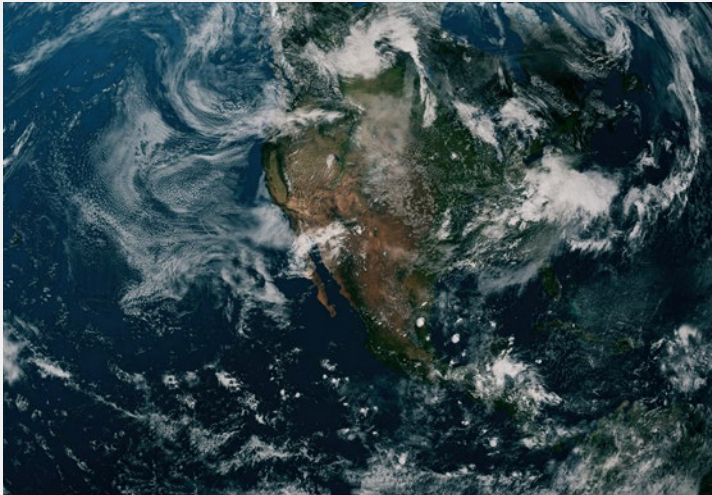


016

# Photography

The photographic style which UK-EONS uses needs to reflect its brand identity. The images used within its marketing materials should be engaging, clear and professional.





Space / Earth Images

# Examples



018



## People

Where possible they should include a diverse spectrum of people – to illustrate the range of individuals involved in space and space-adjacent sectors.

# Examples



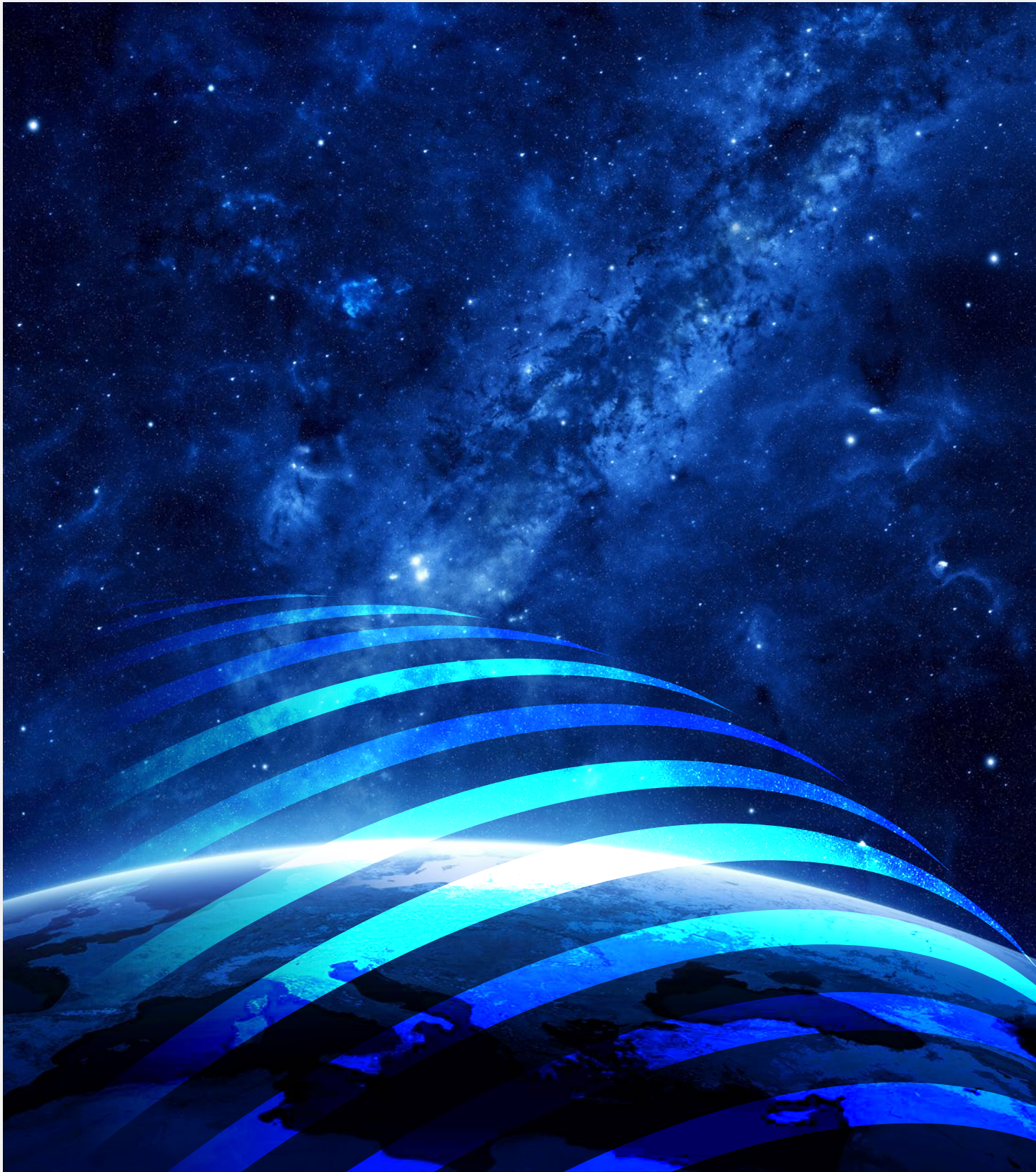




## Movement Lines

Where appropriate the blue movement lines from the graphical device can be overlaid on images to reinforce the brand.

# Examples





020

# Iconography



021



WEBSITE



INNOVATION



CYBER AND  
DEFENCE



ALERT



RESEARCH



BUSINESS/JOB



GLOBAL/  
INTERNATIONAL



TRANSMITTING/  
SENDING DATA



VIRTUAL SPACE  
CAMPUS



COMMUNICATIONS



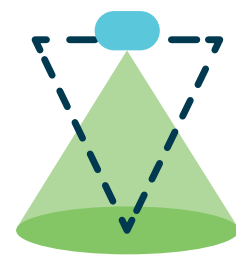
SUSTAINABILITY



GAMING



YORKSHIRE



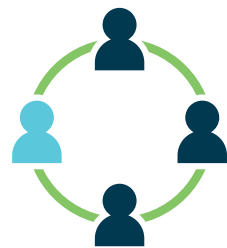
SAR



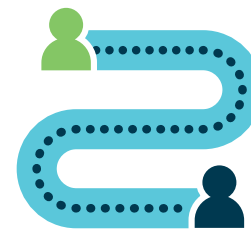
TELEPHONE



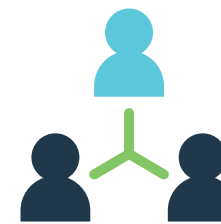
TRADE/  
INVESTMENT



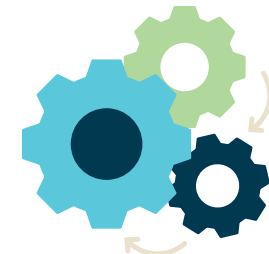
CONNECTING  
PEOPLE



PIPELINE OF  
TALENT



NETWORK



MANUFACTURE

# Iconography

The examples above are the style for our icons. They are simple and concise employing the brand colours.



022

# Brand Collateral

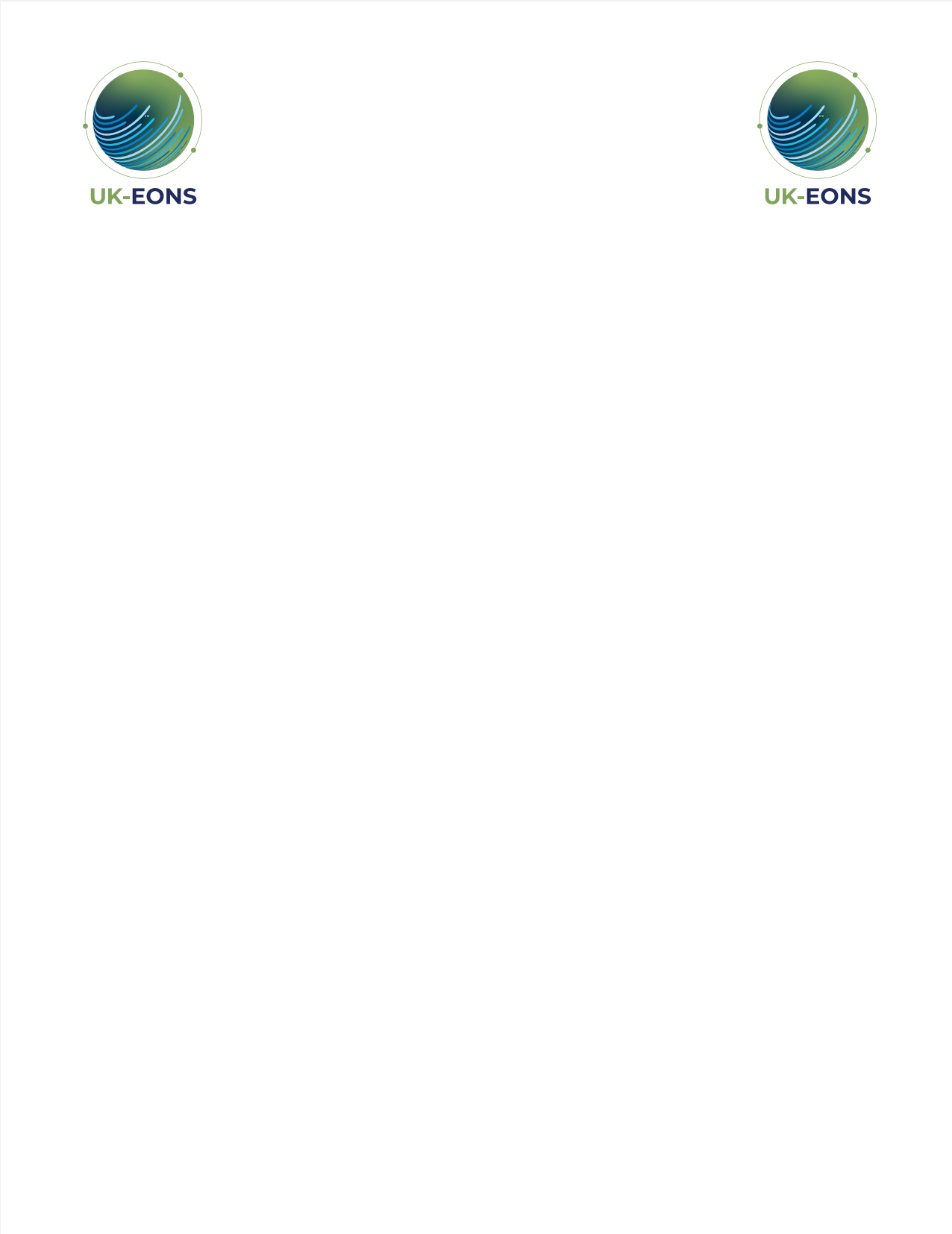
The following pages show examples of brand implementation on various collateral



023 Place the Graphical Device top centre where possible. If this space is not available, the Graphical Device belongs in the top right or left corners.



PREFERRED



ALTERNATE OPTIONS

# Placement



# Marketing Assets (e.g. banners, flyers, promotional items)

Must include the UK-EONS Graphical Device and acknowledge the Catapult Satellite Applications and Space Hub Yorkshire.



# Presentations (posters and slides)

Must include the UK-EONS Graphical Device and acknowledge the Catapult Satellite Applications, UK Space Ecosystem and Space Hub Yorkshire.



# Secondary Organisation Inclusion





Pull Up Banner Example





The image displays a design layout with a blue header on the left containing a circular logo with a stylized 'U' and 'E' and the text 'UK EONS' below it. The main content area has a large heading 'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING.' followed by two paragraphs of placeholder text. A sidebar on the right contains two sections, '01. Text Here' and '02. Text Here', each with a paragraph of placeholder text. The bottom of the main content area features a decorative blue wavy pattern.

CHART HEADING  
CHART HEADING  
CHART HEADING.

01. About Chart One  
lorem ipsum dolor sita amet conset feurassanell nissan

02. About Chart Two  
lorem ipsum dolor sita amet conset feurassanell nissan

03. About Chart Three  
lorem ipsum dolor sita amet conset feurassanell nissan

04. About Chart Four  
lorem ipsum dolor sita amet conset feurassanell nissan

05. About Chart Five  
lorem ipsum dolor sita amet conset feurassanell nissan

06. About Chart Six  
lorem ipsum dolor sita amet conset feurassanell nissan

07. About Chart Seven  
lorem ipsum dolor sita amet conset feurassanell nissan

08. About Chart Eight  
lorem ipsum dolor sita amet conset feurassanell nissan

09. About Chart Nine  
lorem ipsum dolor sita amet conset feurassanell nissan

10. About Chart Ten  
lorem ipsum dolor sita amet conset feurassanell nissan





Email Banner



Social Media Header



# Thank You.

From everyone at UK-EONS, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality.

If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at [SpaceHubYorkshire@leeds.ac.uk](mailto:SpaceHubYorkshire@leeds.ac.uk).







**UK-EONS**

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Contact [SpaceHubYorkshire@leeds.ac.uk](mailto:SpaceHubYorkshire@leeds.ac.uk)  
for any further enquiries related to  
UK-EONS' branding and marketing guidelines