hr

HR EXCELLENCE IN RESEARCH

GRAPHIC GUIDELINES FOR A VISUAL SIGN OF THE HUMAN RESOURCE STRATEGY FOR RESEARCHERS

GUIDELINES FOR HIGHER EDUCATION INSTITUTIONS IN THE UK

The "HR Strategy for Researchers" (HRS4R) is a mechanism to support the implementation of "The European Charter for Researchers" and "The Code of Conduct for the Recruitment of Researchers" by research institutions and other employers. This would help increase these institutions' attractiveness to researchers which would in turn identify them as a stimulating and favourable working environment. By creating a visual sign for HRS4R the European Commission aims to acknowledge the efforts carried out by the institutions which implemented the Charter and the Code. The visual identity presented can help researchers to identify these organisations.

INTRODUCTION

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Logotype. The letters 'HR' directly indicate the core objective of the project. The spelling gives it a professional, dynamic and fresh feel. The yellow circle located between part of the 'h' and the 'r' symbolises a person which adds a human element to the visual sign. The 'body language' of the person suggest a positive and open feeling. The colours of the visual are the same as the colours of the EU flag which indicates the connection to the European Union.

Tagline. The tagline addresses the primary target group - the research community. The tagline incorporates the key message for the audience of the Charter and the Code. The tagline is written with the same font as the Euraxess tagline which indicates the link between the two initiatives. In addition to the professional aspect of the logo the tagline provides a dimension of security, which is often desired by job seekers.

THE VISUAL

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The logotype will be used on different off - and on-line materials in a number of ways.
In order to fit perfectly into any support, there are two different variations that can be used.

The preferred version is the blue-and-yellow visual (A).
The black-and-white logo should be used for documents that can only be seen in black and white such as faxes and photocopies. (B)

THE LOGOTYPE

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The visual should always be isolated on the background.
The minimum open space between the visual and any other element is indicated above.
The minimum space surrounding the visual is defined by the size of the yellow circle. No framing is allowed.

SPACE SPECIFICATIONS

BLUE

hr

PANTONE REFLEX BLUE
C: 100 - M: 91 - Y: 6 - K: 1
R: 0 - G: 51 - B: 153
L: 25 - a: 21 - b: -61
H: 220 - S: 100 - B: 60
#003399

YELLOW

PANTONE 108C
C: 0 - M: 25 - Y: 100 - K: 0
R: 234 - G: 210 - B: 7
L: 85 - a: 1 - b: 93
H: 54 - S: 97 - B: 92
#ead207

The different graphical elements have their own specific colour.
The colours are described for all off- and on-line use. No other colours are allowed.

THE COLOUR PALETTE

A.

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B.

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When the number of printing colours is limited, one can also use a black and white version of the logotype or a specific blue one.

A. A BLACK AND WHITE VERSION WHEN THE NUMBER OF COLOURS IS LIMITED
B. A COLOR PANTONE 7462C VERSION WHEN THE NUMBER OF COLOURS IS LIMITED

THE DECLINATIONS

16 MM +

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14,5 MM +

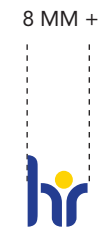HR EXCELLENCE IN RESEARCH

12 MM +

8 MM +

NORMAL USAGE

MINIMUM SIZE PERMITTED

IF SIZE SMALLER THAN 14,5 MM, USE THE VISUAL WITHOUT THE TAGLINE

The minimum width of the visual is 14,5 millimetres with the tagline.
Bear in mind that the minimum open space surrounding the logotype also has to be respected.

THE SIZE

yes

yes

The visual is preferably placed on a white background. On a black or dark background the logotype can be used in negative.
In that case the visual should always be white, never coloured.

THE BACKGROUNDS

Caviar Dreams Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Caviar Dreams Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The typeface for the stationery is Caviar. The font has a good readability, also in a small format.
This modern typeface has a scientific feel.

THE TYPOGRAPHY

A.

B.

The logo of Euraxess and the HR visual can be used together as demonstrated above.
The minimum distance between the two visuals is measured by the double size of the yellow circle above the 'HR' letters. No framing is allowed. The two visuals could be placed horizontally (A) or vertically (B).
The order of the two visuals depends on the context and the materials that the visuals are placed on.

THE USAGE WITH EURAXESS LOGO

The hr logo must only be used by UK institutions in conjunction with the following sentence:

'A UK-wide process, incorporating the *QAA Code of Practice for Research Degree Programmes* and the *Concordat to Support the Career Development of Researchers*, enables institutions to gain the European Commission's 'HR excellence in research' badge, acknowledging alignment with the principles of the European Charter for Researchers and Code of Conduct for their Recruitment'

The logo can be used in relation to:

■ activities that are specifically part of the implementation of the principles of the Concordat to Support the Career Development of Researchers for research staff

■ activities that are specifically part of the implementation of the principles of the QAA Code of Practice for Research Degree Programmes, including doctoral training and career development programmes

■ researcher development activities

■ recruitment activities for postgraduate researchers and research staff

When used on the institution's website or intranet, there should be a 'home' logo that includes the full sentence above and the context for the logo. All other logos appearing on institutional websites and intranet must link back to the 'home' logo.

Where the logo is used in print, any document must include the full sentence above.

For further information or queries about the use of the 'HR excellence in research' logo in the UK context, please contact Vitae enquires@vitae.ac.uk