

**Innovation
Accreditation
Programme**
Style Guide

Version 1.0



Innovation
Turning ideas into value

Introduction

The Innovation Accreditation Programme for Northern Ireland, delivered by Invest Northern Ireland, on behalf of the Department for the Economy supports businesses to innovate.

We have developed a two-tier programme which consists of four innovation recognition levels and a globally recognised innovation accreditation.

An Innovation Stamp has been developed to visually represent The Programme, its stakeholders and to relay the benefits of innovation in business.

This guide contains advice on how and when this Stamp can be used, as well as providing examples of how partners and businesses can apply it to their publications and digital platforms.

Turning ideas into value

Innovation drives economic growth. It is the process of turning an idea into a good or service that customers are willing to pay for, or an internal business process that delivers savings or efficiency. Businesses must innovate to adapt and excel in a competitive market place.

The Innovation Programme's identity - the Innovation Stamp includes a strapline which defines innovation – "Turning ideas into value". Our region is brimming with innovative ideas, and we're passionate about nurturing them into thriving business realities. Our job is to help businesses recognise their innovative potential and provide them with the resources and support to help them on their innovation journey.

Innovation Levels

The Innovation Programme recognises that local businesses may be innovating at different levels. We have developed four innovation recognition levels which businesses can aspire to achieve.

Businesses can also apply to participate in the globally recognised i360 Accreditation.

Although the accreditation is open to all businesses, those having achieved gold or platinum level innovator status are likely to gain the most from the process. They are also more likely to obtain the accreditation and may also benefit from a significant discount on participation costs.

Our website, **InnovateNI.com**, invites businesses to answer a short innovation checklist to assess whether they are innovating. If they are, they are invited to take a more rigorous innovation assessment. This assessment determines how innovative the business is. There are four levels:

Bronze

Demonstrates the business has started innovating by gathering ideas or forming concepts.

Silver

Demonstrates the business is selecting, testing or developing an innovative idea.

Gold

Demonstrates the innovative idea has been commercially launched or is fully operational within the business.

Platinum

Demonstrates the business has successfully innovated by creating value from their idea.

Who can use the Innovation Stamp?

Partners

Partners and stakeholders may use the Innovation Stamp to promote programmes or initiatives which could help a business achieve an innovation recognition level, or help a business move through the Innovation Accreditation Programme.

Business

When a business achieves an innovator status, we will send them an electronic stamp and certificate recognising their innovation level.

The business can then use this stamp on their marketing materials to demonstrate their commitment to innovation.

Read on to learn more about applying the Innovation Stamp to your marketing materials.

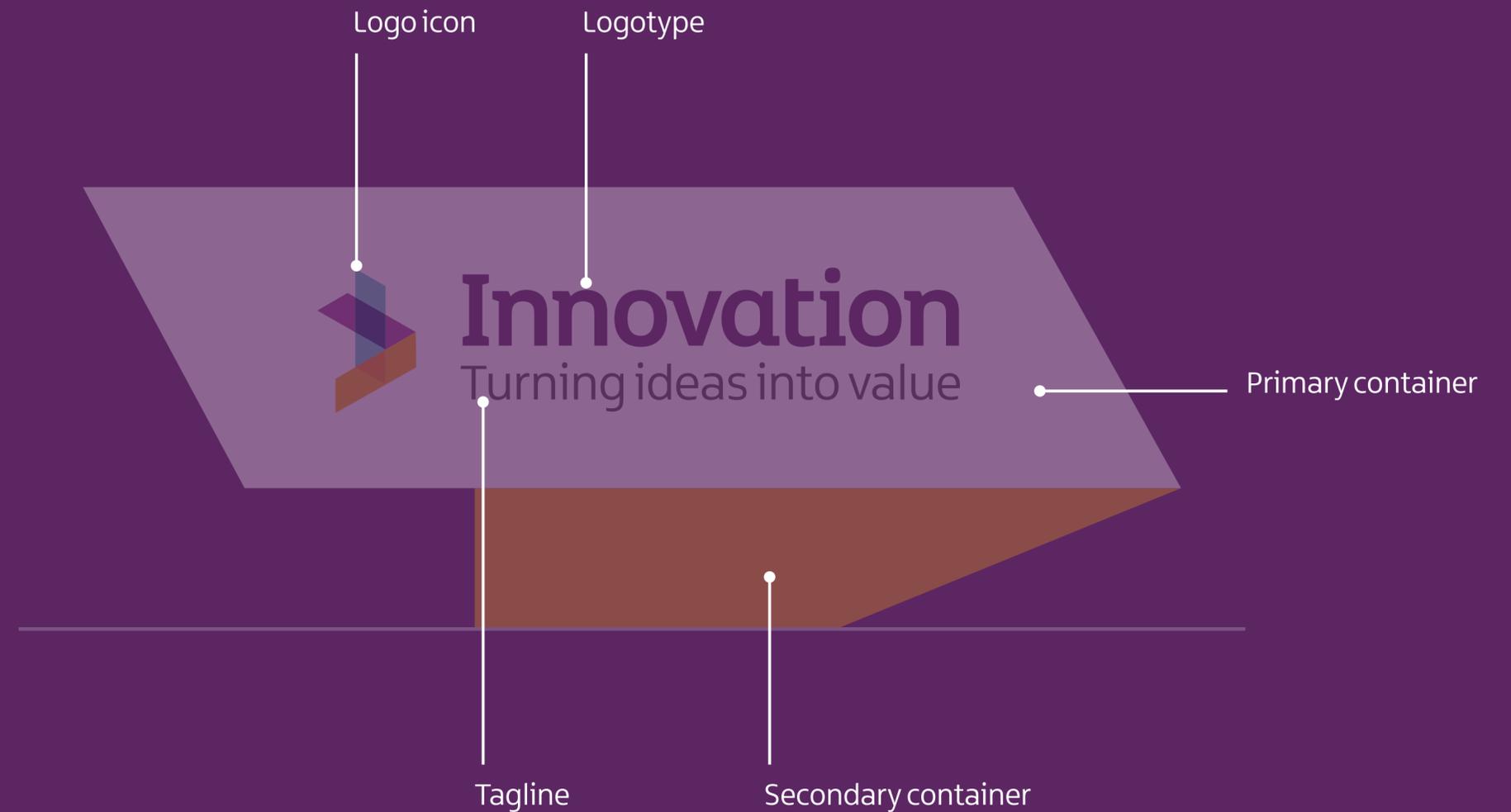
Innovation Stamp

This is the Innovation Stamp which can be used across any piece of communication. The logotype and tagline sit within containers designed to protect them and to bleed in from either the bottom (as shown) or the right. The Stamp should never be re-created. Always use the master artwork.



Innovation Stamp

This is the Innovation Stamp which can be used across any piece of communication. The logotype and tagline sit within containers designed to protect them and to bleed in from either the bottom (as shown) or the right. The Stamp should never be re-created. Always use the master artwork.



Innovation Stamp – approved variations

There are two approved versions of the Stamp: bottom-aligned and right-aligned. You can use either of these versions, depending on which best suits your piece of communication.

The Stamp should use the Innovation colour palette where possible. Therefore, when the primary container is white, the logotype should be in full colour. The secondary container should be one of the three main colours from the palette, whichever suits your communication best.

The primary container can only be white or purple.

For the full colour palette refer to page 12.

Bottom aligned



Right aligned



Innovation Stamp – keyline variations

When the primary container is purple, use the keyline version of the icon. The secondary container should be a different colour from the icon and tagline, to bring the three main colours through from the palette.

The primary container can only be white or purple.

Bottom aligned

Keyline variation



Right aligned



Clearance area & minimum size

The Innovation Stamp should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the Stamp. This area is defined by using the height of the 'I' in the 'Innovation' as shown.

To ensure legibility, minimum sizes have been set for the Stamp. Minimum sizes are shown for both print and screen.

If space is extremely tight in digital environments, use a special, small version of the Stamp. It is smaller than the specified minimum size and does not include the tagline.

Clearance area



Minimum size



120 pixels
35 mm



110 pixels
32 mm

Very small (no tagline)



Innovation Web Stamp

On certain formats, where space does not allow the use of additional text along with the Innovation Stamp, an alternative Innovation Web Stamp can be used.

All guidance relating to size, clearance and colour palette apply to the Innovation Web Stamp.



InnovateNI.com
Turning ideas into value

Colour palette

Colour is essential for the Innovation Accreditation Programme's brand recognition. The palette consists of three core colours – purple, blue and yellow. There are also darker tones of the purple and yellow to help create depth. The colours have been chosen to convey a feeling of energy and dynamism to reflect a positive and active tone of voice.

Colours are shown in CMYK, RGB, hex and Pantone values for a range of use across print and digital communications.

Legibility is key so make sure there is enough contrast between your accent colour and image.



CMYK 44.80.0.0
RGB 160.77.152
HEX #A04D98
Pantone 7440C

CMYK 47.10.23.1
RGB 2.153.160
HEX #0299A0
Pantone 635C

CMYK 0.40.95.0
RGB 247.167.16
HEX #F7A710
Pantone 130C

CMYK 62.90.0.39
RGB 84.35.104
HEX #542368
Pantone 520C

CMYK 0.56.95.0
RGB 246.137.40
HEX #F68928
Pantone 144C

Partner branding – hierarchy & sizing

If an organisation is communicating a programme or initiative which could help a local business participate in the Innovation Accreditation Programme they can apply the Innovation Stamp to their communications.

When applying the Stamp to your piece of communication it is recommended that it is sized at approximately 75% of your logo.

Primary logo (your logo)



100%

Innovation Stamp



75%

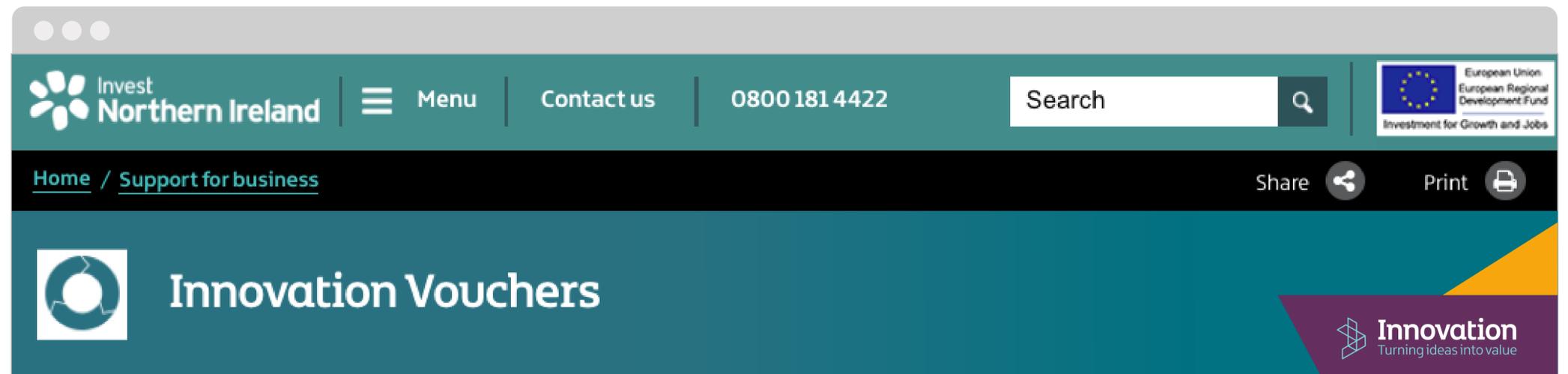
Partner branding – examples

Here is an example of the Innovation Stamp applied to Invest NI's Propel campaign. Use the keyline version of the logotype when using the purple version of the Stamp. In this case, the secondary container uses the approved blue from the palette because it works best with the Propel creative.



Partner branding – examples

Here is an example of the Innovation Stamp applied to Invest NI's Innovation Vouchers campaign. When using the purple version of the Stamp, use the keyline version of the logotype. In this case, the secondary container uses the approved yellow from the palette because it works best with the Innovation Vouchers creative.



What could a £5,000 Innovation Voucher do for your business?

An Innovation Voucher provides funding to small and medium

The call for applications is closed.

The next call will open Monday 10 June to Friday 28 June.

Partner branding – colour picking

Here is an example of the Innovation Stamp applied to various partner campaigns. It is acceptable to use your brand colours and tailor the Innovation Stamp to your piece of communication.

The keyline version of the logo should be used when the primary container is coloured however, when it is white, the full colour Innovation logo should still be used.



Innovation Level Stamps

Innovation levels are awarded to businesses who have innovated. These can be used to promote the businesses commitment to innovation. There are four levels:

Bronze

Demonstrates the business has started innovating by gathering ideas or forming concepts.

Silver

Demonstrates the business is selecting, testing or developing an innovative idea.

Gold

Demonstrates the innovative idea has been commercially launched or is fully operational within the business.

Platinum

Demonstrates the business has successfully innovated by creating value from their idea.



Innovation Level Web Stamps

Businesses also have the option of using the Innovation Web Stamp which shows their innovator status, while incorporating the **InnovateNI.com** web address.

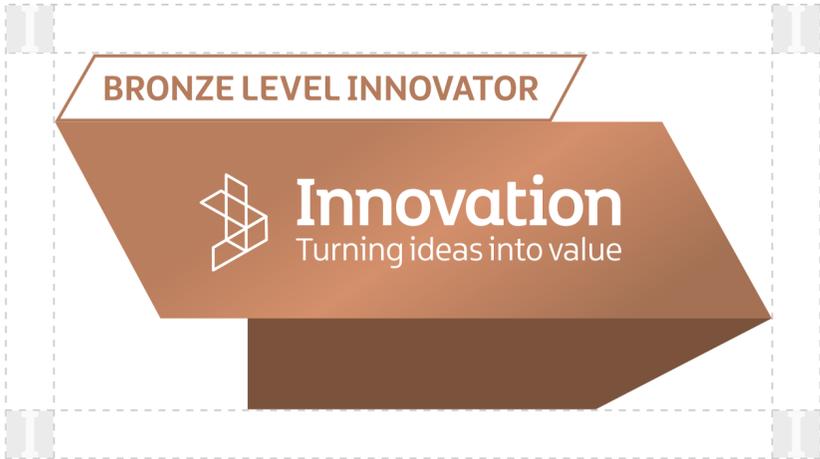


Levels – clearance area & minimum size

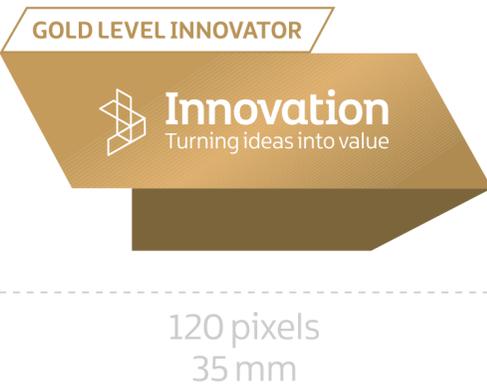
Each Innovation Level Stamp should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the Level Stamp. This area is defined by using the height of the 'I' in the 'Innovation' as shown.

To ensure legibility, minimum sizes have been set for the Level Stamp. Minimum sizes are shown for both print and screen.

Clearance area

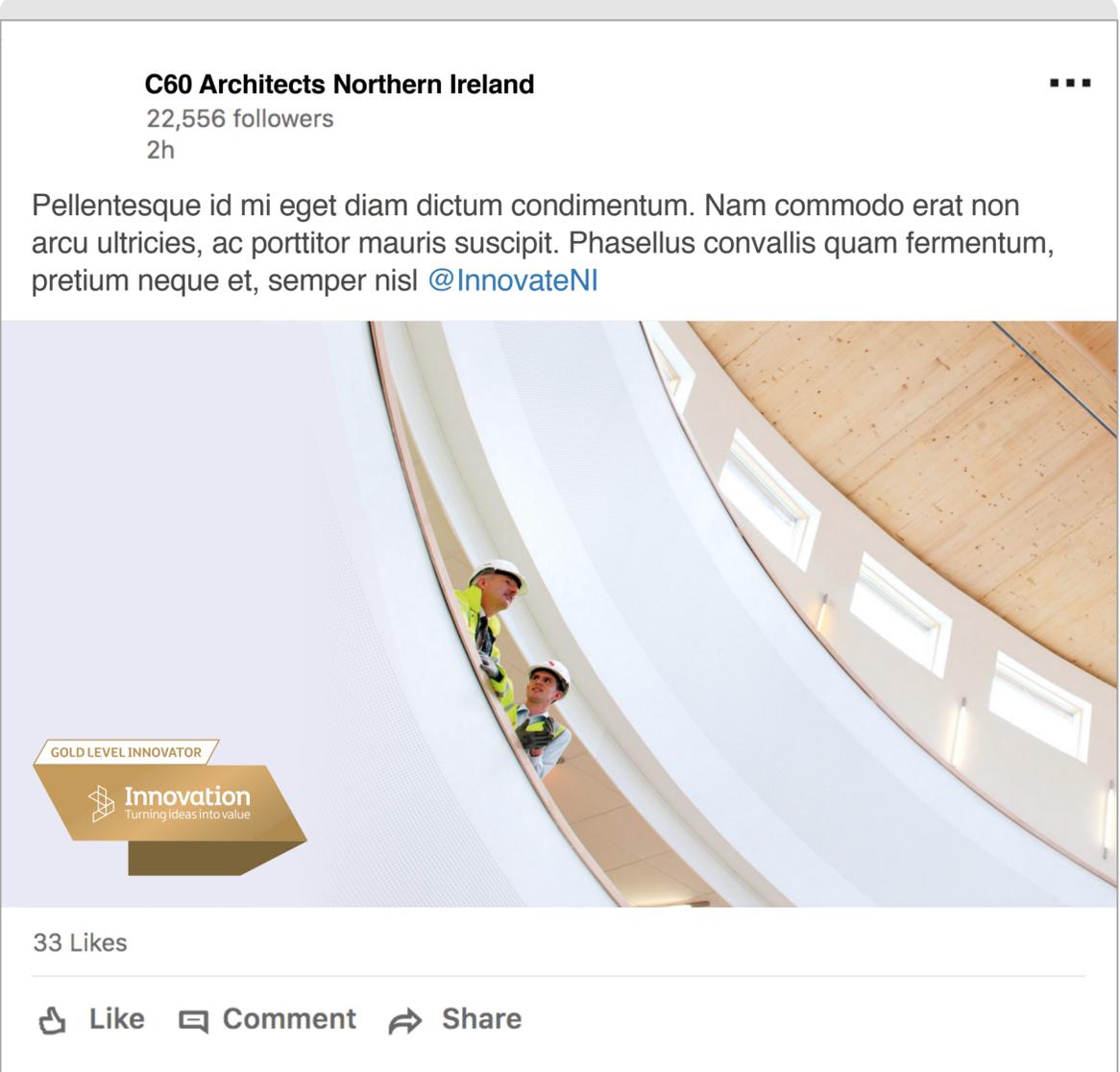


Minimum size



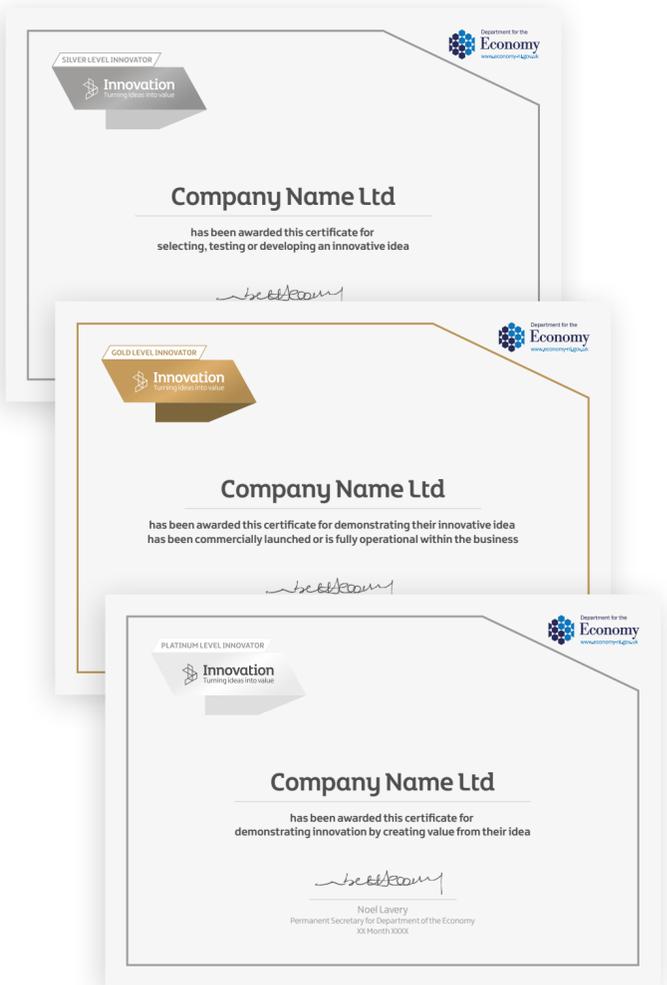
Levels – application examples

Here is an example of Innovation Level Stamps being applied to a range of business communications. Unlike the Innovation Stamp, the Level Stamps should not bleed off the edge.



Certificates

Once approved for an Innovation Level Stamp businesses will receive the appropriate certificate commending their work.



These guidelines must be applied when using the Innovation Accreditation Programme brand.

For more information on how to apply the guidance in this document, please contact a member of the Innovate NI team at communications@innovateni.com

Alternatively, you can contact:

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+44 (0) 28 9069 8791

To see more, please visit
InnovateNI.com



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