

AMOF

ATMOSPHERIC
MEASUREMENTS

**Communication
Guidelines**

Our Identity

**A short introduction to the
Atmospheric Measurement &
Observation Facility (AMOF)**

Our overview and guiding
principles have been created
from staff survey responses.



About

Atmospheric Measurement & Observation Facility


The Atmospheric Measurement and Observation Facility (AMOF) is a UK research facility that enables advanced measurements of the atmosphere, funded by the Natural Environment Research Council.

We manage a comprehensive suite of mobile instrumentation, observatories and laboratories; and provide a joined-up service for the atmospheric science community. Our experts provide continuing support to research and industry professionals, from planning and making world-class measurements to ensuring quality assessments and archiving open-access data products.

We work collaboratively with the international atmospheric science community to achieve bespoke measurement solutions, and are committed to remaining at the forefront of a fast-changing research and technology landscape.

If you need to explain what we do you could use this text to answer.

Values



Guiding principles

Comprehensive & rigorous

We provide a complete package of support for the international atmospheric science community, from delivering world-class measurement plans to archiving quality-controlled data products.

Scientific excellence

We strive for scientific excellence in everything we do. Our unique team of atmospheric measurement experts operate cutting-edge instrumentation, observatories and laboratories and provide data products that are quality controlled and accessible online.

Dynamic & pioneering

We are embedded within the UK research community and are responsive to the needs of users. We are leading the way for developing the next generation of data products.



Our guiding principles represent the key values of our organisation.

It's good to keep these in mind when talking about ourselves.

Tone of voice

Language & keywords

Our service

Reliable
Efficient
Collaborative
Versatile
Responsive
Joined-up
Effective
Worldwide

Our equipment

High-quality
State-of-the-art
Comprehensive
Unique
Flexible

Our staff

Knowledgeable
Approachable
Experts
Helpful
Experienced
Supportive

Looking for the right word?

These might help. Using the same type of language will create a consistent tone of voice for ourselves.

Our Logo

We've got a new logo

We'd love you to use the logo on your work, and there's a few guidelines to help you out.



Logo

Logo & icon

Our logo is designed to represent atmospheric circulation.

It's also designed to sit nicely alongside the National Centre for Atmospheric Science logo, and the Facility for Airborne Atmospheric Measurements logo.

A high-resolution version will be available on our website at www.amof.ac.uk/logo



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Logo

Logo application

Make it stand out. Use the logo on backgrounds with sufficient contrast.



Pass



Fail

Having trouble with the colour logo?
We've got black and white versions too.



Pass

And...

- Please don't recreate the logo from scratch, always use a version provided by us.
- Please don't warp the logo or change its shape.
- Try to place the logo with a bit of clear space around the edges, we want it to stand out.
- Make sure the logo text is large enough to be read. You could ask a colleague to see if they can read it.

Logo



Logotype

If there's not quite enough space for our full logo or you need a horizontal logo, try using our logotype.

For example, you could use our logotype in places where the full logo text would become too small to read.

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Font

Typography

Montserrat Bold and Montserrat Regular are the two fonts we'd like everyone to use.

Montserrat is a Google Font published under an open-source license. It's available for free online.

If that's not working for you, we'd like you to use Gill Sans MT as a back-up option.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz



We are experts.
We are pioneers.
We are versatile.
We are collaborators.

Colour Palette

**Our bold colour palette
communicates our energy**

Keep it simple and make sure
everything remains legible.



Colour

Colour palette



Dark Green

RGB 0, 105, 68
CMYK 100, 0, 78, 42

HEX #006944



Light Green

RGB 140, 200, 95
CMYK 52, 0, 76, 0

HEX #8cc85f

Our two primary colours. It's safe to use these together on anything you're making.



Light Blue

RGB 92, 198, 205
CMYK 59, 0, 24, 0

HEX #62c6cd



Bold Orange

RGB 240, 160, 35
CMYK 3, 42, 91, 0

HEX #f0a023

Our secondary colours can be used to decorate our materials, or highlight key pieces of information.

Light Blue is more appropriate for decorating important materials, like reports, brochures and manuals.

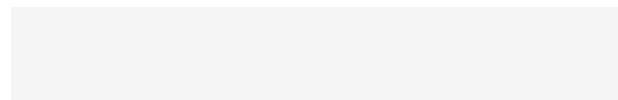
Bold Orange is suitable for highlighting key information, for example on presentations and posters.



Dark

RGB 20, 20, 20
CMYK 78, 69, 61, 87

HEX #141414



Light

RGB 245, 245, 245
CMYK 5, 4, 4, 0

HEX #f5f5f5

Colour

Colour applications

Is it legible?

All paragraph text needs sufficient contrast with the background colour. We are using accessibility guidelines WCAG 2.1 AA as our standard.

Light text on Dark Green

Pass

Dark text on Light Blue

Pass

Dark text on Light

Pass

Light text on Light Green

Fail

Light text on Bold Orange

Fail

Go big!

Large heading or decorative text can use more interesting colour combinations

Light Green

Pass

Dark Green

Pass

Big ideas
need big support.



Visual Assets

What does it all look like?

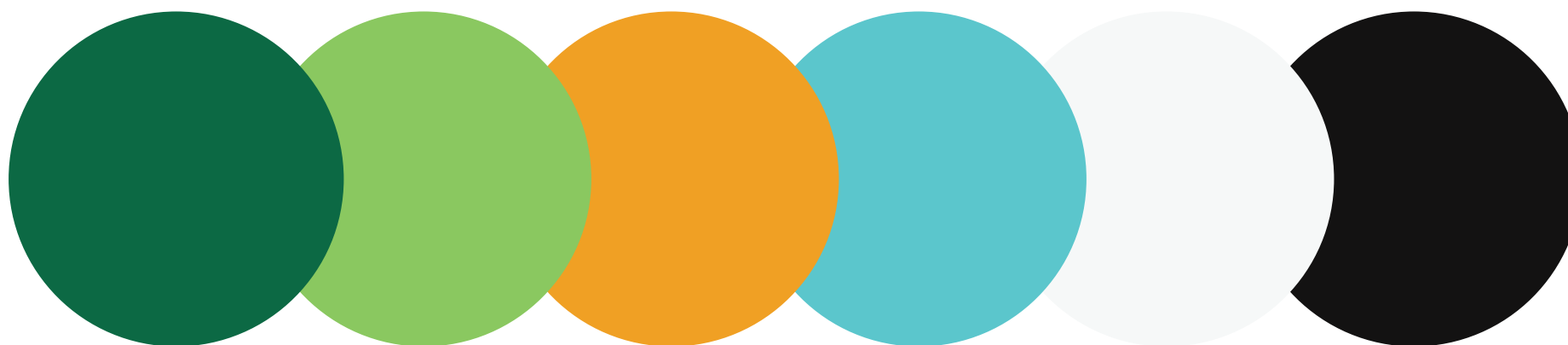
Have a flick through all our visual assets, including our logo, logotype and logo icon.





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 **Our primary logo**



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 **Our logotype**



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■ Our primary logo - white only



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| Our primary logo - black only





 **Our icon**

If you have any questions about the
Atmospheric Measurement & Observation
Facility communication guidelines, contact the
communications team at **comms@ncas.ac.uk**