

# Immerse Research Institute Brand Identity & Style Guide

Version 2.0 February 31st 2025

**IMMERSE**   
**RESEARCH**  
INSTITUTE



# Table of Contents.

## 01 Introduction

## 02 Who we are

- Institute brand
- How we look
- Our visual Identity
- How we sound
- What we say
- How we write
- How we write - Dos and don'ts

## 03 Logos

- Institute logos
- Colors of Logo
- Logo proportion and positioning
- Logo construction

## 04 Color

- Primary Color and Balance
- Whites and greys
- Secondary Colors and Balance
- Secondary Color usage
- Color combination and accessibility - Primary
- Color combination and accessibility - Secondary
- How to use colors

## 05 Typography

- Overview
- Primary font
- Secondary fonts
- Type hierarchy
- Using typography
- How to color text

## 06 Photography

- Approach to photography
- How to use
- Dos and dont

## 07 Video/animation

- How to use
- Dos and dont

## 08 Graphic elements

- Knowledge pillars
- Enlarged pillar
- Callout
- Icons
- Icon specs
- Data visualisation
- Infographics

## 09 Putting it all to good use

- Digital - Website
- Digital - Social media
- Print - Banners
- Print - Brochures
- Ad Campaigns
- Microsoft Templates

## 10 Get in touch

## **Introduction**

Who we are

Logos

Color

Typography

Photography

Video/animation

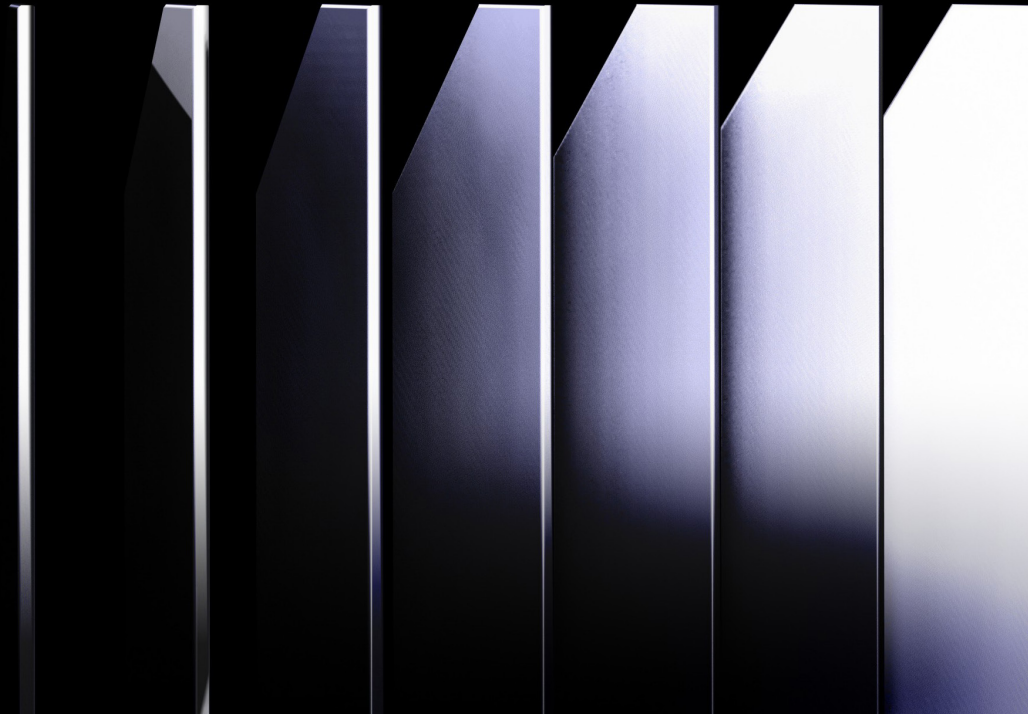
Graphic elements

Putting it all to good use

Get in touch

# 01

# INTRODUCTION



## Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Introduction.

At the Immerse Research Institute, we are dedicated to advancing knowledge and fostering innovation across diverse academic disciplines. Our mission is to provide a platform where scholars, educators, and students collaborate to explore new frontiers of research and education. By integrating cutting-edge technology with rigorous academic inquiry, we aim to cultivate an environment that nurtures critical thinking, creativity, and the pursuit of excellence. Through our comprehensive programs and initiatives, we strive to empower the next generation of leaders and thinkers, equipping them with the skills and insights necessary to make meaningful contributions to society.

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# 02

## WHO WE ARE

Who we are  
How we look  
Our visual Identity  
How we sound  
What we say  
How we write  
How we write - Dos and don'ts

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

**IMMERSE**   
**RESEARCH**  
INSTITUTE

# Who we are.

**Knowledge is the foundation of progress**, and understanding is its guiding force. At Immerse Research Institute, we believe that true learning is not just about acquiring information but about deep inquiry, discovery, and transformation. Our work is rooted in intellectual curiosity, empowering individuals to engage in rigorous research that broadens perspectives and deepens understanding. Every insight uncovered, every question pursued, and every idea challenged brings us closer to shaping a world where knowledge leads to meaningful impact.

**Knowledge is a catalyst for change**—an opportunity to question, explore, and create new understanding. At the Immerse Research Institute, we empower all individuals to engage in rigorous research that challenges perspectives and drives meaningful impact. Our transformative programmes foster intellectual curiosity and academic excellence, providing an open environment where ambitious researchers can refine ideas, push boundaries, and contribute to the wider pursuit of understanding. Here, research is more than an academic exercise—it's a journey of discovery that shapes the way we see the world.



Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How we look.

Our visual identity is a reflection of our commitment to clarity, knowledge, and innovation. Designed for elegance and impact, it translates our brand essence into a cohesive and recognizable presence. In the following pages, we'll outline the key elements that shape our look and ensure consistency across all communications, including:



**IMMERSE**   
**RESEARCH**  
INSTITUTE

LOGO



Color

**Schibsted grotesk**

**Source Sans**

Tenor Sans

TYPOGRAPHY



PHOTOGRAPHY



GRAPHIC ELEMENT

**IMMERSE**   
**RESEARCH**  
INSTITUTE

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Our visual identity — an overview.

## THE FOUR BEAMS

Inspired by the essence of progress and intellectual growth, the four ascending vertical lines at the end of “IMMERSE” are more than just a design choice—they represent the structured journey of research and achievement. These beams symbolize levels of mastery, guiding scholars through the stages of inquiry, discovery, and expertise. Their clean, parallel alignment reinforces the values of rigor, discipline, and the pursuit of knowledge.



## LOGO COMPOSITION

Every detail of the logo is intentional, reflecting the balance between curiosity and clarity. The bold, modern typography conveys confidence and precision, mirroring the tailored research experience Immerse Research Institute offers. The contrast between the solid uppercase “IMMERSE RESEARCH” and the lighter “INSTITUTE” creates a natural hierarchy—representing the transition from complexity to understanding, from student to scholar.



Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How we sound.

## WE SPEAK WITH PURPOSE

Our voice reflects our role as a guide and source of wisdom, embodying the depth, clarity, and curiosity that define the Immerse Research Institute. We speak with purpose, using language that informs, inspires, and empowers. Every word is intentional, designed to make complex ideas accessible without oversimplifying their meaning.

We do not overwhelm with unnecessary complexity, nor do we dilute the significance of academic inquiry. Instead, we communicate with clarity, precision, and a thoughtful, engaging tone—one that fosters understanding and encourages deeper exploration.

## OUR VOICE IS:

**Insightful** – Thoughtful and knowledgeable, always sharing meaningful perspectives.

**Clear** – Precise and direct, making complex ideas accessible without losing depth.

**Encouraging** – Inviting curiosity and inspiring lifelong learning.

**Trustworthy** – Rooted in expertise, guiding with confidence and integrity.

**Refined** – Sophisticated yet approachable, mirroring the academic excellence we represent.

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# What we say.

At Immerse Research Institute, every communication reflects our identity as a hub of knowledge, discovery, and intellectual growth. Our brand language is rooted in clarity, curiosity, and expertise, ensuring that what we say aligns with our mission to empower individuals in their pursuit of academic and professional advancement.

To maintain consistency and purpose in our messaging, we have defined a core narrative that guides all communication. This narrative ensures that our brand remains strong, distinctive, and aligned with our values.

**WHY** - We exist to provide individuals with the opportunity to engage in rigorous, personalized research guided by world-class academic mentors. Our purpose is to deepen understanding, expand intellectual horizons, and support lifelong learning.

**WHAT** - We offer a bespoke research experience that bridges the gap between curiosity and mastery. Unlike traditional learning institutions, we provide a tailored, flexible, and highly personalized approach, enabling scholars to explore their passions with depth and academic rigor.

**WHO** - We are a collective of dedicated researchers, mentors, and lifelong learners who believe in the power of knowledge. Our culture is built on intellectual curiosity, academic excellence, and the pursuit of truth—fostering a global community of thinkers who seek to challenge, explore, and innovate.

**HOW** - We deliver on our promise by designing structured yet flexible research programs, pairing individuals with esteemed academic mentors from top-tier institutions. Through this, we create an environment where ideas are nurtured, knowledge is refined, and scholars gain the confidence to take their next step—whether in academia, career progression, or personal intellectual fulfillment.

Our brand narrative is the foundation of everything we communicate. It is not a rigid formula but a guiding principle, ensuring that our messaging remains insightful, purposeful, and aligned with our mission to advance knowledge and understanding.

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How we write.

Our writing is a reflection of our brand's intellect, clarity, and pursuit of knowledge. Every word should inspire curiosity, provide insight, and guide our audience toward deeper understanding. As a brand rooted in the Sage archetype, we communicate with precision, confidence, and purpose—ensuring that our messages remain engaging, informative, and accessible.

We write not to impress, but to illuminate. Whether we are discussing research methodologies, academic mentorship, or lifelong learning, our words should invite exploration and encourage thoughtful discourse.

## GUIDING PRINCIPLES FOR WRITING

**Clarity** - Knowledge should never feel out of reach. Our writing must be direct, well-structured, and easy to understand—helping readers engage with complex ideas without unnecessary complexity.

**Intentionality** - Every piece of writing should have a clear purpose, offering valuable insights that empower the reader to think critically, take action, or deepen their understanding.

**Conciseness** - We respect the intelligence and time of our audience. Our writing should be efficient, avoiding fluff while ensuring depth and richness in every message.

**Expertise:** Our words carry the weight of deep academic rigor and experience. Every message should be credible, well-researched, and demonstrate our authority in the field of research and education, fostering trust and intellectual engagement.

Introduction

**Who we are**

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How we write - Dos & Don'ts.

When writing for Immerse Research Institute, our goal is to communicate with clarity, expertise, and intellectual engagement while remaining accessible. Our writing should inspire curiosity, provide insight, and guide readers through complex ideas with ease. Below are some Dos and Don'ts to always keep in mind.

## **DOS:**

Write with a clear audience in mind. Whether addressing scholars, professionals, or students, tailor the message to their level of understanding.

Keep sentences concise and use an active voice. This ensures clarity and makes our writing more engaging.

Choose precise, accessible language. Complex ideas should be explained with precision, avoiding unnecessary complexity.

Use a confident, authoritative tone. We are experts in our field, and our writing should reflect credibility without arrogance.

Incorporate tangible examples. Illustrate abstract concepts with real-world applications to enhance understanding.

Balance depth with readability. Aim for intellectual rigor without overwhelming the reader.

## **DON'T:**

Use jargon unnecessarily. Specialized terminology should be used only when essential, and when used, it should be clearly explained.

Overcomplicate ideas. Knowledge should be inviting, not intimidating. Avoid overly dense or convoluted sentence structures.

Rely on passive voice. Passive constructions can obscure meaning and make writing feel detached.

Prioritize style over substance. Avoid wordplay or abstract phrasing if it sacrifices clarity.

Make assumptions about the reader's knowledge: Always provide context where needed to ensure accessibility without oversimplification.

Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# 03

## LOGOS

**IMMERSE**   
**RESEARCH**  
INSTITUTE

Institute logos  
Colors of Logo  
Logo proportion and positioning  
Logo construction

Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

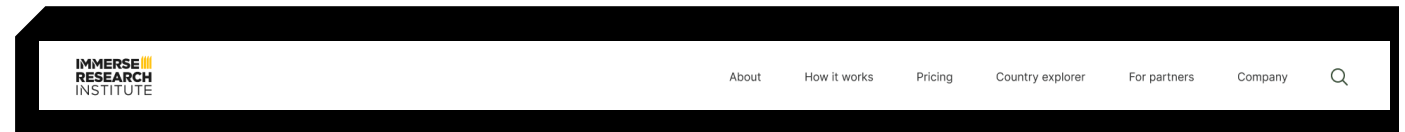
Putting it all to good use

Get in touch

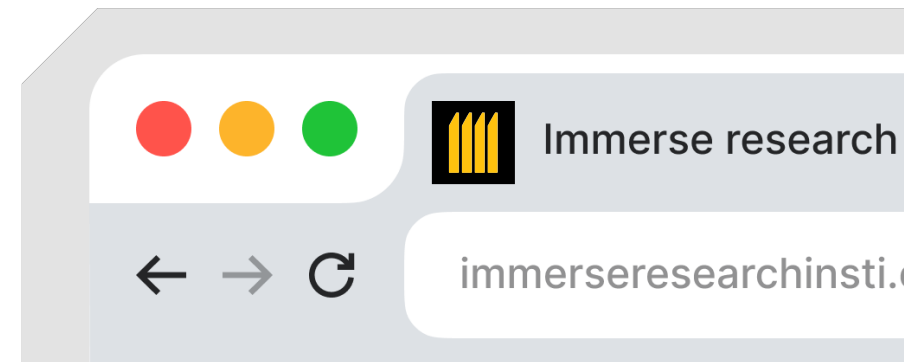
# Institute Logos.

**IMMERSE**   
**RESEARCH**  
INSTITUTE

The primary logo seamlessly integrates the wordmark with the four beams, creating a balanced and adaptable design for various applications. This version should be used whenever possible.



In cases where space is limited, and the wordmark becomes compressed or difficult to read, the four beams should be used as an alternative.



For recommended size limitations of the primary logo, please refer to page xyz.

**IMMERSE**   
**RESEARCH**  
INSTITUTE

Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Primary Logo - Usage and Spacing.

When using the Primary logo, the 4 beams and the wordmark must be used together at all times.

An area of clear space must be kept around the logo.



The logo and 4 beams are scalable in size but should not be used smaller than 10mm in order to for it to remain legible.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Primary Logo - Usage and Spacing Don'ts.

## DON'T:

Never alter the proportions of the beams and the wordmark.



## DON'T:

Never stretch or squash the logo. Always scale evenly from an angle.



Never alter the arrangement on the beams and the wordmark.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

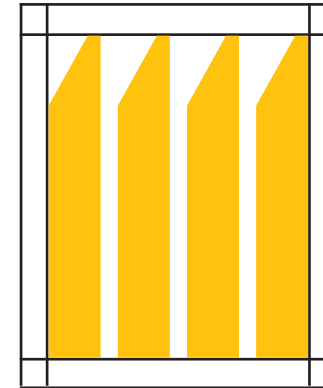
Get in touch

# Brand Icon - Usage and Spacing.

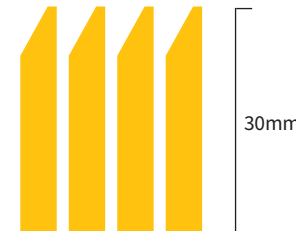
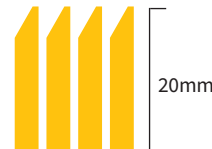
The secondary logo consist of the 4 beams used in isolation.  
This version is meant to be used for very specific usage  
including the back of stationary card, website favicon, etc



An area of clear space must be kept around the logo.



4 beams are scalable in size but should  
not be used smaller than 10mm in order for it to remain  
legible.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Brand Icon - Usage and Spacing Don'ts.

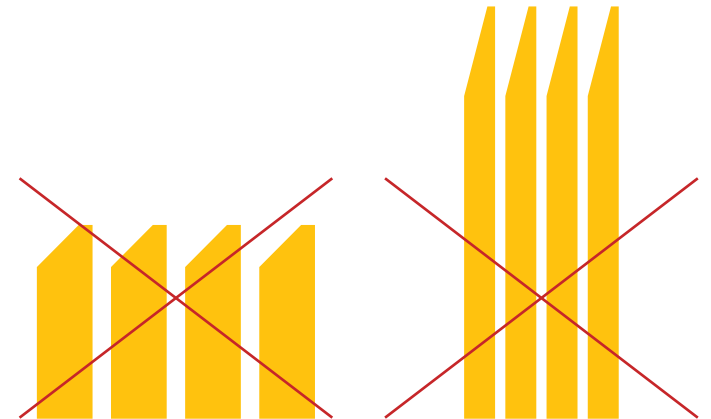
## DON'T:

Never alter the proportions of the beams. They must all remain the same width and height.



## DON'T:

Never use squash or stretch the icon. They must always remain in the original proportion when resizing.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

**IMMERSE**   
**RESEARCH**  
INSTITUTE

## Colors of the Logo.

On a white background, the wordmark of the logo should be in black and the accompanying 4 beams should be in yellow colour. On a dark background, the wordmark of the logo should be in white and beams should be in yellow. and finally on a yellow background the logo needs to be in all black.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch



## Colors of the Logo - Don'ts.

Never use the logo in other colours.

Never use the black and yellow version on a different coloured background.

Never use the Logo in all White.

Never use the all black version on a white background.



Introduction

Who we are

**Logos**

Color

Typography

Photography

Video/animation

Graphic elements

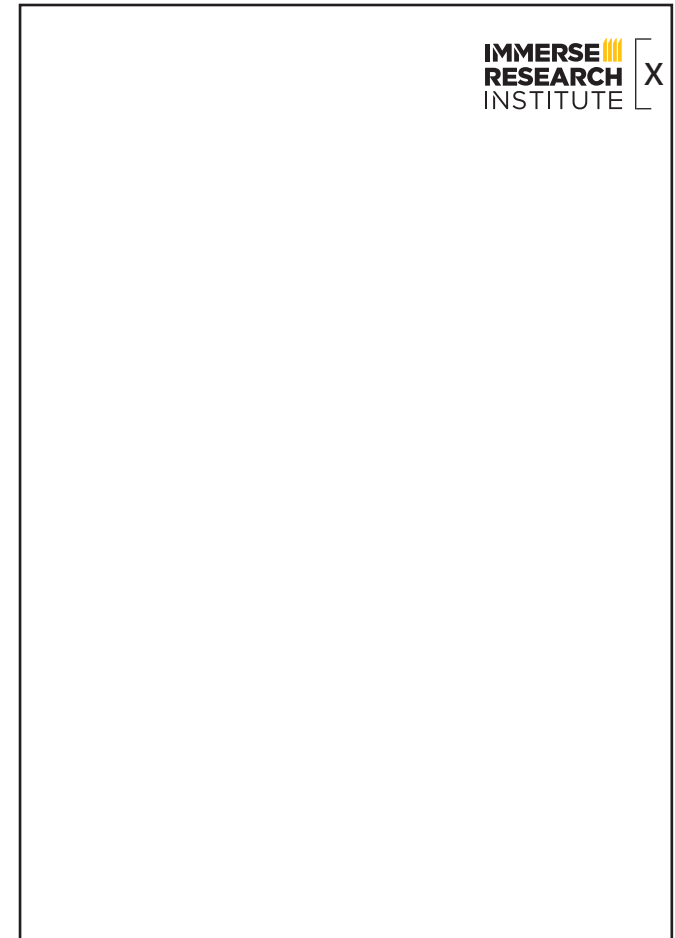
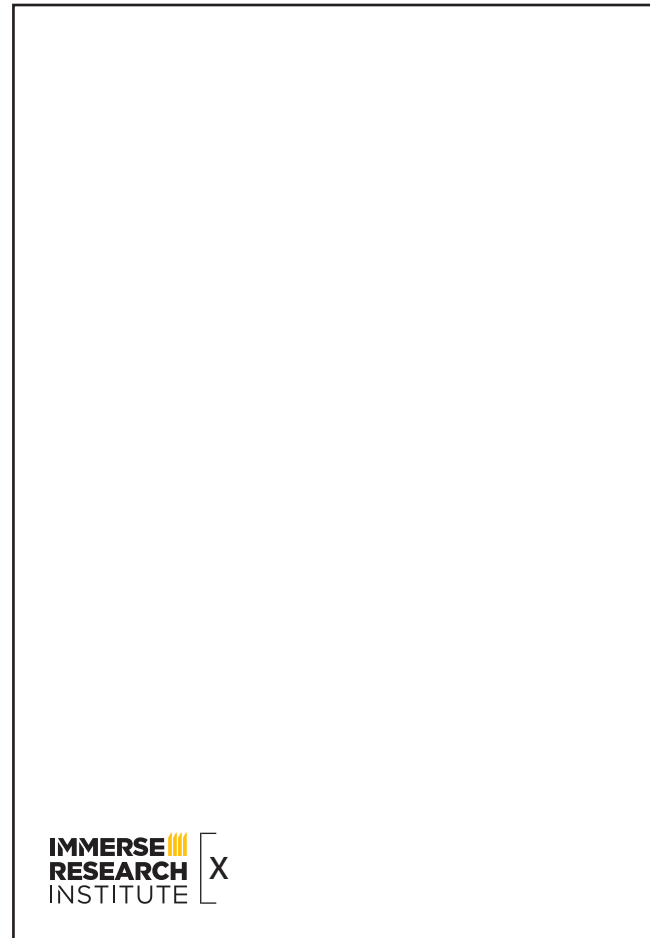
Putting it all to good use

Get in touch



# Logo proportions and positioning.

The preferred position for the Immerse Research Institute logo is in the bottom left hand corner for word documents and top right corner for creatives/design work.



Minimum Proportion  
x = 10mm for A4

Introduction

Who we are

**Logos**

Color

Typography

Photography

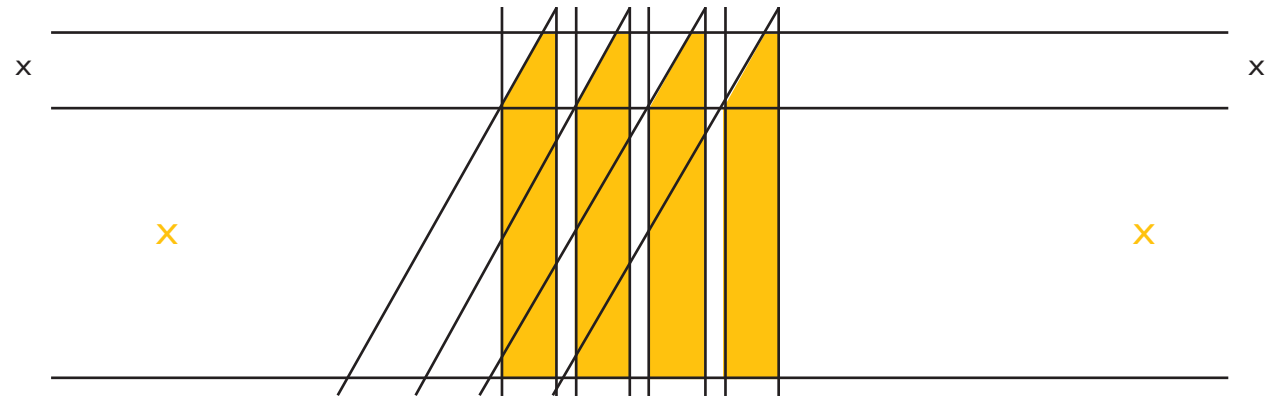
Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Construction.



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# 04

## COLOR

Color Palette

Primary Color and Balance

Whites Black and greys

Secondary Colors and Balance

Secondary Color usage

Color combination and accessibility - Primary

Color combination and accessibility - Secondary

How to use colors

Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Colour Pallete.

IRI has -

## **3 primary colors**

These form the foundation for all design applications, ensuring consistency and brand recognition.

## **8 secondary colors**

These provide flexibility for graphics, accents, and visual diversity across different mediums.

## **Black, white, and 2 shades of gray**

Used primarily for typography, backgrounds, and supporting graphic elements, adding contrast and balance.

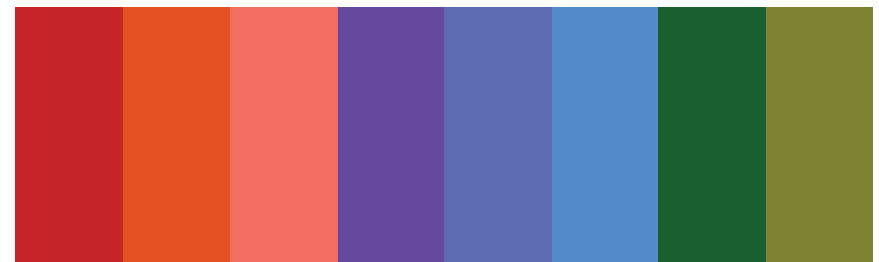
## **Color modes**

RGB is used for digital applications, while CMYK is applied for print to maintain color accuracy.

## **Primary Colour**



## **Secondary Colour**



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Primary Color and Balance.

GOLDEN YELLOW 75% TINT	GOLDEN YELLOW 50% TINT	GOLDEN YELLOW 25% TINT	DEEP NAVY BLUE 75% TINT	DEEP NAVY BLUE 50% TINT	DEEP NAVY BLUE 25% TINT	RICH TEAL 75% TINT	RICH TEAL 50% TINT	RICH TEAL 25% TINT
<b>GOLDEN YELLOW</b> Hex: #FFC20E RGB: (255, 194, 14) CMYK: (0, 24, 95, 0) Pantone: 123 C			<b>DEEP NAVY BLUE</b> Hex: #000080 RGB: (0, 0, 128) CMYK: (100, 100, 0, 50) Pantone: 281 C			<b>RICH TEAL</b> Hex: #008080 RGB: (0, 128, 128) CMYK: (100, 0, 0, 50) Pantone: 321 C		

Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# White, Black and Grays.

## WHITE

Hex: #FFFFFF

RGB: (255, 255, 255)

CMYK: (0, 0, 0, 0)

Pantone: White

## LIGHT GREY

Hex: #D3D3D3

RGB: (211, 211, 211)

CMYK: (0, 0, 0, 17)

Pantone: Cool Gray 3 C

## DARK GREY

Hex: #707070

RGB: (112, 112, 112)

CMYK: (0, 0, 0, 56)

Pantone: Cool Gray 9 C

## BLACK

Hex: #000000

RGB: (0, 0, 0)

CMYK: (0, 0, 0, 100)

Pantone: Black 6 C

Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Secondary Color and Balance.

<b>CRIMSON RED</b> Hex: #C62828 RGB: (198, 40, 40) CMYK: (0, 80, 80, 22) Pantone: 187 C	<b>BURNT ORANGE</b> Hex: #E65100 RGB: (230, 81, 0) CMYK: (0, 65, 100, 10) Pantone: 1585 C	<b>SOFT CORAL</b> Hex: #FF6F61 RGB: (255, 111, 97) CMYK: (0, 56, 62, 0) Pantone: 7416 C	<b>ROYAL PURPLE</b> Hex: #673AB7 RGB: (103, 58, 183) CMYK: (44, 68, 0, 28) Pantone: 2665 C
CRIMSON RED 75% TINT	BURNT ORANGE 75% TINT	SOFT CORAL 75% TINT	ROYAL PURPLE 75% TINT
CRIMSON RED 50% TINT	BURNT ORANGE 50% TINT	SOFT CORAL 50% TINT	ROYAL PURPLE 50% TINT
CRIMSON RED 25% TINT	BURNT ORANGE 25% TINT	SOFT CORAL 25% TINT	ROYAL PURPLE 25% TINT

Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Secondary Color and Balance.

<b>STEEL BLUE</b> Hex: #5C6BC0 RGB: (92, 107, 192) CMYK: (52, 44, 0, 25) Pantone: 7455 C	<b>SKY BLUE</b> Hex: #4A90E2 RGB: (74, 144, 226) CMYK: (67, 36, 0, 11) Pantone: 279 C	<b>FOREST GREEN</b> Hex: #1B5E20 RGB: (27, 94, 32) CMYK: (71, 0, 66, 63) Pantone: 7736 C	<b>OLIVE GREEN</b> Hex: #808000 RGB: (128, 128, 0) CMYK: (0, 0, 100, 50) Pantone: 3985 C
STEEL BLUE 75% TINT	SKY BLUE 75% TINT	FOREST GREEN 75% TINT	OLIVE GREEN 75% TINT
STEEL BLUE 50% TINT	SKY BLUE 50% TINT	FOREST GREEN 50% TINT	OLIVE GREEN 50% TINT
STEEL BLUE 25% TINT	SKY BLUE 25% TINT	FOREST GREEN 25% TINT	OLIVE GREEN 25% TINT

Introduction

Who we are

Logos

**Color**

Typography

Photography

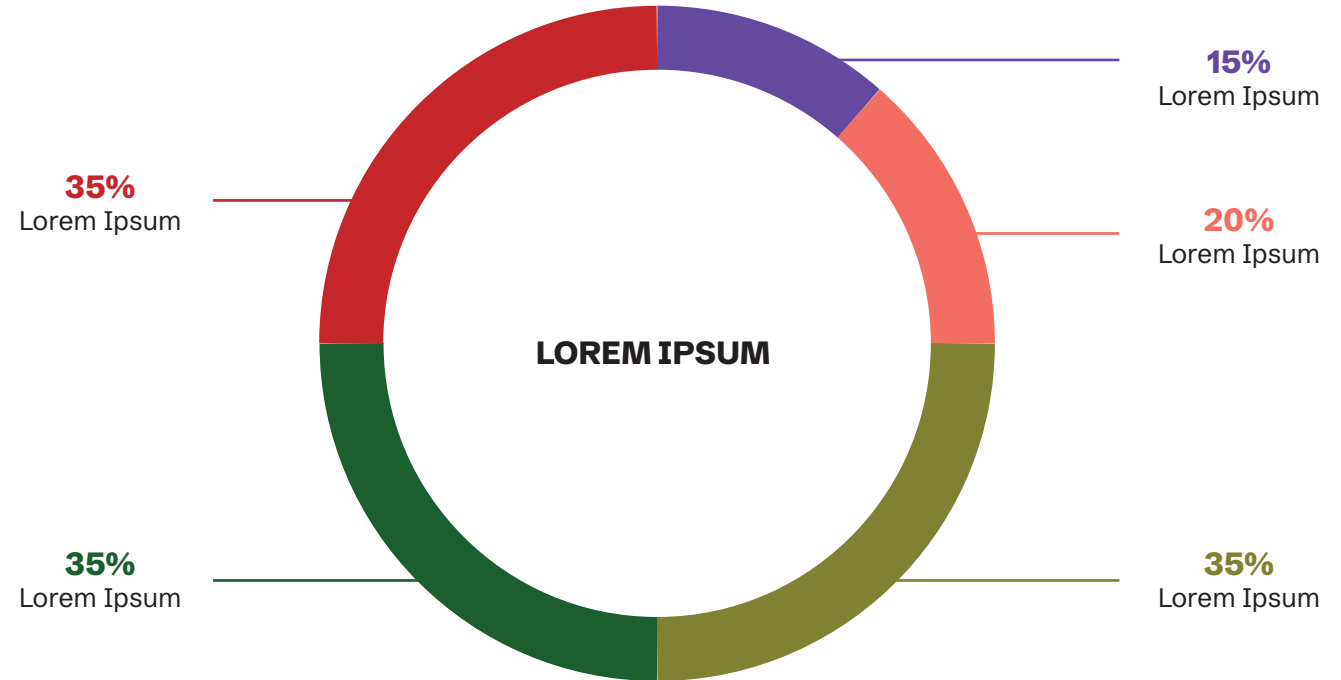
Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Secondary Color usage.



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

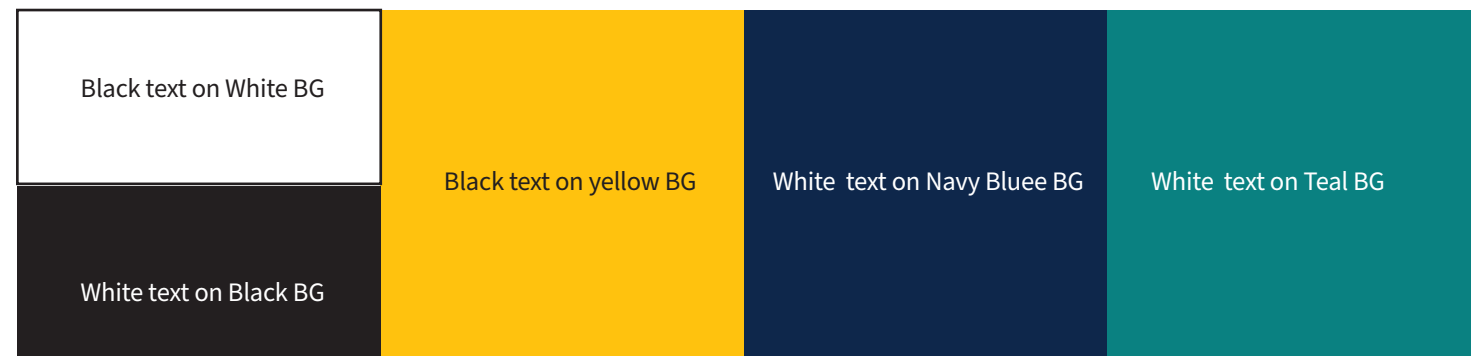
# Color Combination and Accessibility - Primary Colors.

Accessibility is essential to ensuring that all IRI materials are clear and easy to understand for everyone, including individuals with visual impairments such as color blindness.

Thoughtful color combinations play a key role in making our content legible and visually accessible. Using the wrong color pairings can make text difficult to read and graphics hard to interpret.

To maintain accessibility and readability, only the approved color combinations should be used. Avoid creating new combinations that could compromise contrast or clarity.

We've carefully designed light and dark variations of each color to provide flexibility for both background and text use, ensuring that there is always a high-contrast, legible option available.



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

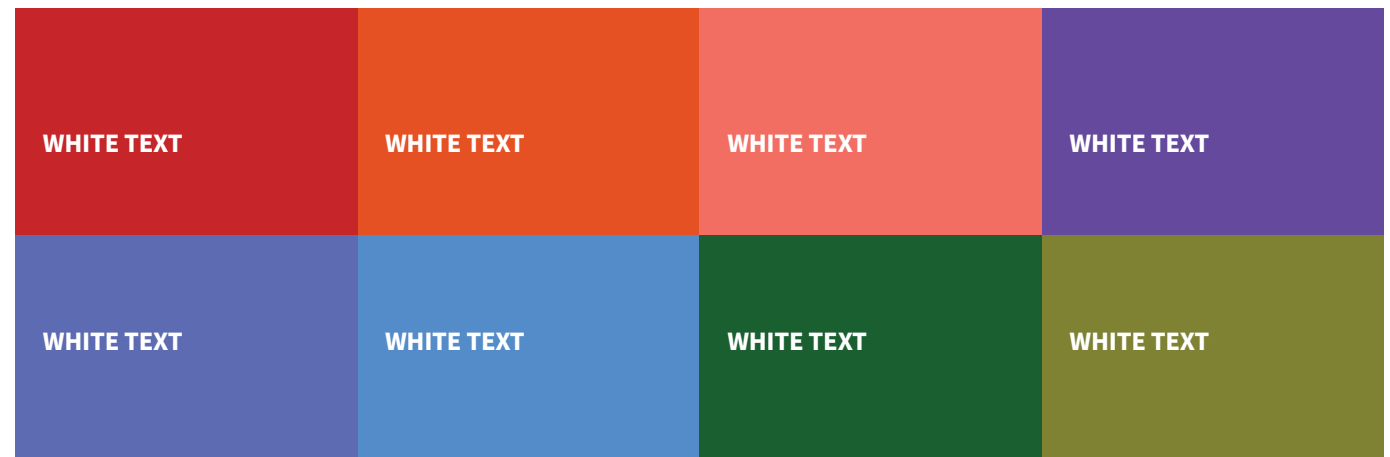
Get in touch

# Color Combination and Accessibility - Secondary Colors.

When using secondary colors, accessibility should always be a key consideration. Ensuring that our content is clear and easy to read for everyone, including those with visual impairments, is a priority for Immerse Research Institute.

Only the approved color combinations for secondary colors should be used to maintain consistency and readability. Using unapproved combinations may reduce contrast and make materials harder to understand.

Please adhere to the established pairings to ensure that all content remains visually accessible and aligned with our brand guidelines.



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How to use colours.

## Color Usage

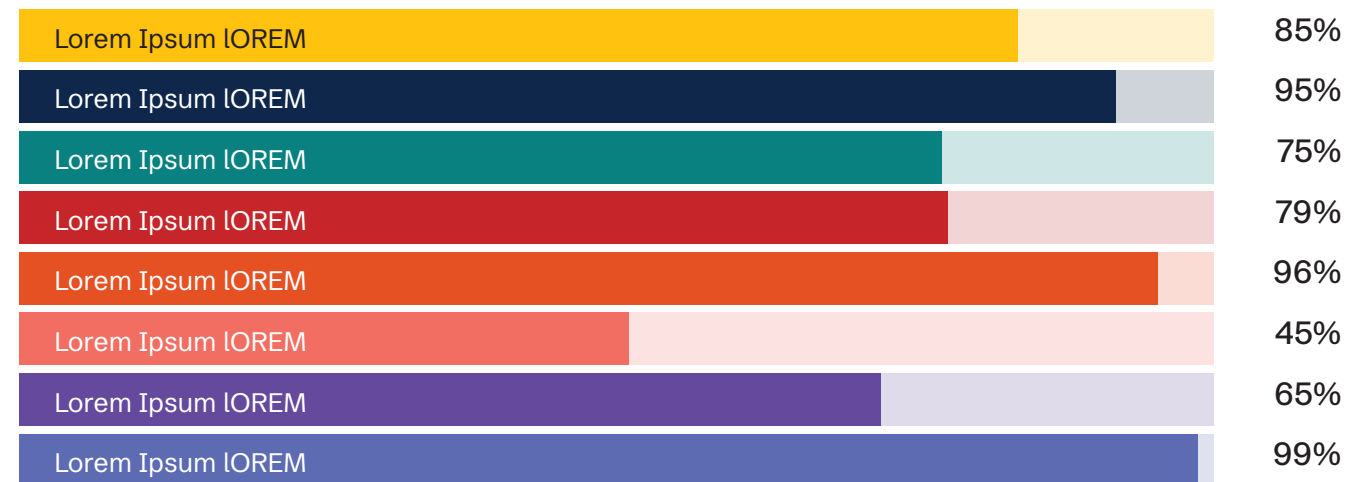
For graphics and data visualization, primary colors should be used first in the following order: Golden Yellow, Deep Navy, and Soft Teal, followed by secondary colors.

Golden Yellow should be used with thoughtful intention and purpose. It acts as an accent color and is ideal for creating emphasis in titles. For example, a Golden Yellow full stop is used at the end of each title to create a subtle but distinct brand signature.

When creating visuals with equal importance, use Golden Yellow sparingly to maintain a balanced visual hierarchy.

## Remember Accessibility

Our accessibility guidelines on color combinations should always be followed to ensure Immerse Research Institute is accessible to all. This includes ensuring that light and dark colors are combined appropriately to maintain strong legibility.



Introduction

Who we are

Logos

**Color**

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# 05

# TYPOGRAPHY

Typography  
Overview  
Primary font  
Secondary fonts  
Type hierarchy  
Using typography  
How to color text

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Typography.

## Immerse Research Institute

### Typography

Our typography reflects the modern, innovative, and research-driven nature of Immerse Research Institute. It is clear and sophisticated, ensuring our communication is both approachable and authoritative. Typography serves as a key tool for maintaining consistency across all materials and creating visual hierarchy where needed.

## Font Pairings

To create a balanced and cohesive visual identity, we use the following font pairings across all communication materials:

**Schibsted Grotesk** – Used for headings and titles, this font adds a modern, confident tone to our communications.

**Source Sans** – Used for body text, it ensures legibility and a clean, professional look.

**Tenor Sans** – Used for quotes and callouts, providing a distinct yet harmonious contrast to the primary fonts.

These fonts work together to create a sense of consistency and clarity in all branded materials.

## Access to Fonts

All fonts used by Immerse Research Institute are available through Google Fonts under open-source licenses, which means they are free to use for both personal and commercial projects. This ensures that agencies, partners, and internal teams can easily access and apply the correct typography across all platforms and media.

Since these fonts are open-source, they are not restricted by licensing issues or data privacy regulations. However, for web use, fonts should be self-hosted where possible to ensure optimal performance and data privacy compliance.

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Overview.

**Primary**

## Schibsted Grotesk

Schibsted Grotesk - Regular

Schibsted Grotesk - Semi Bold

**Schibsted Grotesk - Semi Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Secondary (body)**

## Source Sans

Source Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Text Emphasis (design only)**

## Tenor Sans

Tenor Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**System (for Microsoft Apps)**

## Calibri

Calibri- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Primary - Heading.

Schibsted Grotesk is the IRI's typeface for Design, print and web. It is to be used as the main headings, for titles and never in the body of documents.

**Primary (headings)**

# Schibsted Grotesk

Schibsted Grotesk - Regular

**Schibsted Grotesk - Semi Bold**

**Schibsted Grotesk - Semi Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Primary - Body.

Source Sans is the IRI typeface of choice to be used for body text, it is never to be used as a heading or title text.

Tenor Sans is only to be used for quotes, callouts and other emphasis.

**Primary (body)**

## Source Sans

Source Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Text Emphasis (design only)**

## Tenor Sans

Tenor Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Secondary Typeface - System.

Immerse Research Institute uses Calibri as the default system font. Calibri has similar modern and clean characteristics to Schibsted Grotesk, ensuring consistency and visual harmony across platforms where custom fonts are not supported.

Calibri is the standard typeface for Microsoft Office applications such as PowerPoint, Word, and other internal documents. This ensures that documents retain a professional and cohesive look, even when the primary fonts are unavailable.

**Primary (body)**

# Calibri

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Introduction

Who we are

Logos

Color

**Typography**

Photography

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Type Hierarchy.

## Mini Body Headings

Source Sans Bold

Lorem Ipsum

## Text Emphasis/Sentence Outline

Tenor Sans

Lorem Ipsum

## Chapter Titles

Schibsted Grotesk - Semi Bold

Lorem Ipsum

## Cover Page Titles

Schibsted Grotesk - Black

Lorem Ipsum

## Subheadings

Schibsted Grotesk - Regular

Lorem Ipsum I maximinullo untotas et as  
et voluptat molore, ommoleniet dellorem

## Body Text

Source Sans - Regular

Lorem Ipsum quasit ex est molessit, qui consequuntur,  
sin natem eos dollautaqui volupta tiaessumet fugitae  
ex est molessit, qui consequuntur, sin natem eos  
dollautaqui volupta tiaessumet fugitae

Introduction

Who we are

Logos

Color

Typography

**Photography**

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# 06

# PHOTOGRAPHY

Photography  
Creative Direction  
Creative Style  
How to use Photography

Introduction

Who we are

Logos

Color

Typography

**Photography**

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Photography.

our photography captures the essence of curiosity, discovery, and human connection. Our images should feel authentic and reflective of the real-world impact of research and knowledge.



Introduction

Who we are

Logos

Color

Typography

**Photography**

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Creative Direction.

## **Authenticity and Realism**

Photography should depict genuine moments—natural, unposed, and unfiltered. Subjects should appear engaged in thoughtful work, collaboration, or quiet reflection. Avoid overly staged or artificial-looking compositions.

## **Perspective and Composition**

The camera should feel like an observer, capturing candid and meaningful moments from a respectful distance. Subjects should not be looking directly at the camera, maintaining a sense of authenticity and focus on the work itself.

## **Focus on Discovery**

Imagery should highlight the research process, from brainstorming and experimentation to breakthrough moments. This can include close-ups of hands at work, people engaged in deep conversation, or abstract representations of data and innovation.



Introduction

Who we are

Logos

Color

Typography

**Photography**

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# Creative Style.

## Lighting and Tone

Use natural and soft lighting to create a warm, inviting atmosphere. Avoid harsh shadows or overly saturated colors to keep the tone consistent with the brand's calm and thoughtful personality.

## Framing and Cropping

When highlighting key moments, subtle framing techniques can be used to draw attention to the subject without feeling forced. Backgrounds should remain clean and minimal to keep the focus on the subject.



Introduction

Who we are

Logos

Color

Typography

**Photography**

Video/animation

Graphic elements

Putting it all to good use

Get in touch

# How to use photography.

Our photography reflects the essence of Immerse Research Institute—capturing the curiosity, collaboration, and human moments that drive research and discovery. To maintain a consistent brand feel, use the following methods:

## **Full-Bleed Brand Photography**

Use full-bleed imagery for impactful brand moments, such as website banners, presentations, and cover layouts. This approach creates an immersive experience that reflects the depth and significance of our work.

## **Telling Stories**

When telling a story—whether about a research breakthrough, a collaborative moment, or the people behind the work—use story strips to present a sequence of images. This allows us to build a narrative and create emotional connection.

## **Focused Crops**

Use thoughtful cropping to direct attention to key moments—a researcher deep in thought, hands-on work in the lab, or a moment of shared insight. Cropping helps highlight emotional and meaningful details while maintaining a clean and modern aesthetic.

Introduction

Who we are

Logos

Color

Typography

Photography

**Video/animation**

Graphic elements

Putting it all to good use

Get in touch

# 07

## VIDEO/ANIMATION

How to use  
Dos and dont

Introduction

Who we are

Logos

Color

Typography

Photography

**Video/animation**

Graphic elements

Putting it all to good use

Get in touch

# Video and Animation.

Our videos and animations should reflect the thoughtful and human-centered nature of Immerse Research Institute. They should feel authentic and natural, capturing real moments of collaboration, discovery, and insight. The tone should be subtle yet intentional, reinforcing our identity as a trusted and innovative research institute.

Our goal is to create a consistent and recognizable visual style that reflects the depth and authenticity of our work. This extends to music, voiceovers, and on-screen text, which should feel natural and unobtrusive.

## **DOS:**

Follow the brand guidelines for logo placement, color, typography, and photography.

Use graphic elements minimally to support and enhance the video or animation without distraction.

Always end videos and animations with the IRI logo for consistency.

Keep the video style soft and natural, focusing on real, unscripted moments.

Begin descriptive videos and animations with a clear intro and outro to provide context.

## **DON'T:**

Use overly staged or highly polished footage.

Overprocess or manipulate color in post-production.

Use flashy or exaggerated transitions and effects.

Rely on heavy or dramatic background music—keep it subtle and reflective.

Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

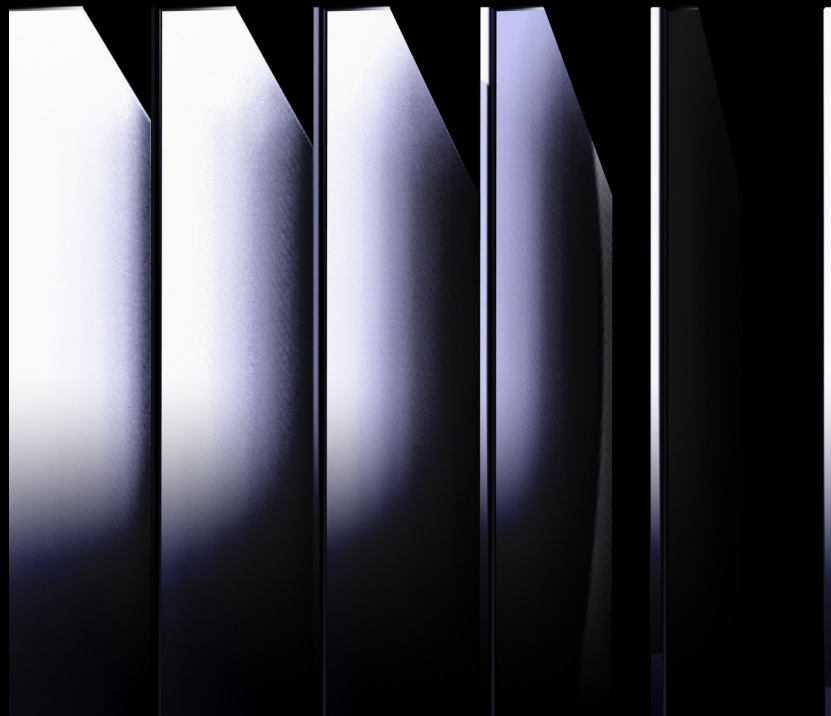
**Graphic elements**

Putting it all to good use

Get in touch

# 08

## GRAPHIC ELEMENTS



Single Beam  
Callout  
Icons  
Data visualisation

Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

### Graphic elements

Putting it all to good use

Get in touch

# Single Beam.

Inspired by the beam in the IRI logo, the Single Beam is designed to be versatile, allowing it to frame and enhance imagery while reinforcing the brand's sense of purpose and consistency. It can be manipulated with reason to serve visual purpose such as framing images, highlighting text, making patterns, etc.

### USAGE

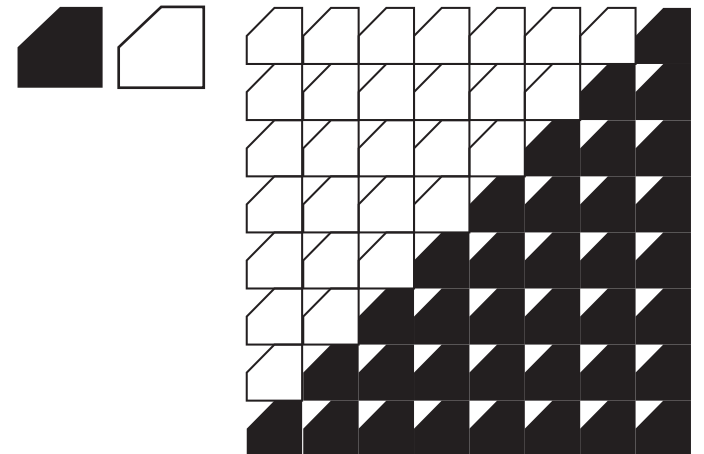
The Single Beam can be used to frame photography and graphics, adding structure and focus to the visual narrative.

It can appear as a single element or combined into dynamic patterns to create texture and visual interest.

The beam can highlight key moments or information, guiding the viewer's attention toward the core message.



Never put images in a border, this example is for demonstration purpose only



Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

**Graphic elements**

Putting it all to good use

Get in touch

## Callout.

Our callouts are designed to draw attention to key information while maintaining a consistent visual connection to the Immerse Research Institute brand. They serve as a tool to highlight essential messages, insights, and takeaways, ensuring that important information stands out clearly within communications.

Callouts are created using the Single Beam element to frame the content, reinforcing the brand's identity and visual language. For word documents, a yellow box can serve as an alternative

Advance your research. Apply your knowledge. Join the Immerse Research Institute today.

**“Advance your research. Apply your knowledge. Join the Immerse Research Institute today.”**

Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

### Graphic elements

Putting it all to good use

Get in touch

# Icons.

Our unique and modern icons reflect the clean, straightforward style of the Immerse Research Institute.

Icons should primarily use IRI's primary colors. If additional range is needed, use the secondary colors thoughtfully to maintain consistency and balance. Please keep in mind color accessibility when deciding whether to use white, black, or golden yellow for icon and text color.

Icons can be styled further by adding a yellow circle behind the icon shapes



Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

### Graphic elements

Putting it all to good use

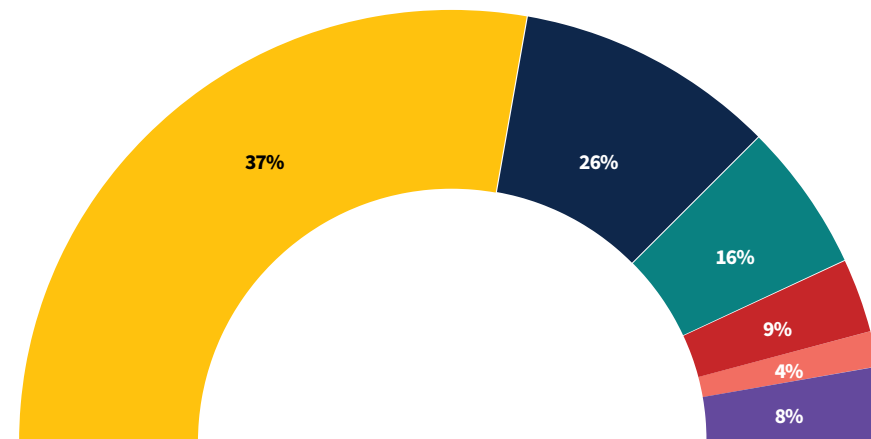
Get in touch

# Data Visualisation.

Data visualization for Immerse Research Institute should always be presented in solid colors.

Use the full range of primary and secondary colors, including tints where appropriate. Ensure accessibility by avoiding color combinations that may be difficult to distinguish for individuals with visual impairments.

Refer to the accessibility guidelines within this style guide when selecting annotation colors.



Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

Graphic elements

**Putting it all to good use**

Get in touch

# Putting it all to good use.

The Immerse Research Institute brand guidelines are designed to create a cohesive and consistent identity across all touchpoints. By following these guidelines, you ensure that the brand's visual and verbal language reflects our core values of clarity, innovation, and trust.

- Logo and Beam: Use the logo and single beam thoughtfully to reinforce brand identity without overwhelming the design.
- Color Palette: Stick to the primary and secondary color combinations to maintain consistency and accessibility.
- Typography: Maintain a clean, professional look by using Schibsted Grotesk for headings, Source Sans Pro for body text, and Tenor Sans for quotes.
- Photography and Video: Capture authentic and natural moments to reflect the human side of our work.
- Icons and Graphics: Keep them simple and elegant, using the designated color palette for consistency.
- Data Visualization: Present data clearly using the approved fonts and color combinations for easy understanding.
- Callouts and Emphasis: Draw attention to key information using consistent styling and approved fonts.

Introduction

Who we are

Logos

Color

Typography

Photography

Video/animation

Graphic elements

Putting it all to good use

**Get in touch**

# 10

## GET IN TOUCH

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**RESEARCH**  
INSTITUTE

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