

Brand guidelines



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Introduction

PNDC is not just a logo but a composite of several core assets that come together to create a bold, confident and recognisable brand.

The following pages will guide you through the core elements and help inspire you in designing our communications allowing for creative flexibility.

Brandmark

Our brand consists of two different elements that appear in an unchangeable fixed relationship: the pentagon and the brand name; University of Strathclyde PNDC.

The brand should, whenever possible, be displayed in colour on a clear and uncluttered background. This is to aid the clean and crisp look of the brand on all literature and branded materials.

A reverse colour version can also be used for occasions when the brand is placed on a dark background.

The monochrome versions should only be used when it is necessary, for example, if our brand colours are placed on a coloured background that results in a colour clash, making the brandmark difficult to differentiate.

Full colour brand



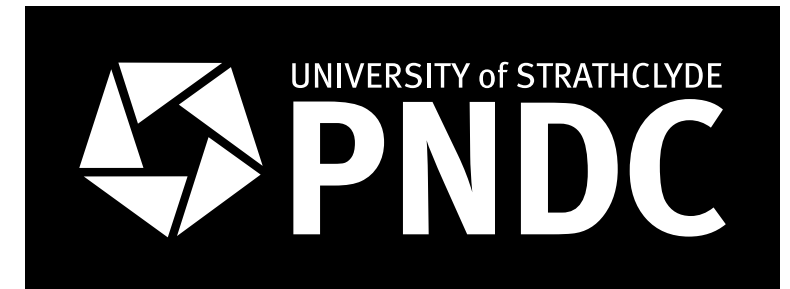
Monochrome (black)



Reverse colour brand



Monochrome (white)



Approved brandmark

Please ensure you use the faculty-approved logo with the University of Strathclyde positioned **above** PNDC, not below.

Furthermore, the previous logo with the full version of Power Networks Demonstration Centre was phased out in April 2021 and should not be used under any circumstances.

✔ Correct logo



✘ Incorrect logo



✘ Incorrect logo



Referring to PNDC

Reference to PNDC should not be preceded with 'the' unless grammatically necessary. Please see examples opposite.

✓ Correct reference to PNDC:

Established in 2013 as one of the University of Strathclyde's industry-facing innovation centres, **PNDC** accelerates and de-risks the development and deployment of novel energy and transport technologies..."

✗ Incorrect reference to PNDC:

Established in 2013 as one of the University of Strathclyde's industry-facing innovation centres, **the PNDC** accelerates and de-risks the development and deployment of novel energy and transport technologies..."

Established in 2013 as one of the University of Strathclyde's industry-facing innovation centres, **the Power Networks Demonstration Centre (PNDC)** accelerates and de-risks the development and deployment of novel energy and transport technologies..."

Exclusion zone & minimum size

Exclusion zone

There is a permitted clear area required around the identity as illustrated by the PNDC letter 'N' as shown. Do not place any other elements within this space.

Minimum size

The identity should not be used smaller than 30mm in width, as indicated in the diagram opposite. The logo should never be used so small that it is difficult to read.

Exclusion zone



Minimum size



Misuse

Our logo is central to our brand, so please take care when you use it.

X Do not stretch



X Do not condense



X Never switch the colours, even from the approved palette



X Do not recreate



X Do not place on a photograph or busy background



X Do not place the logo on any other coloured background, other than those specified in the primary colour palette




Primary colour palette

Through consistent application, the colour palette is an essential tool in building a distinctive and recognisable brand.

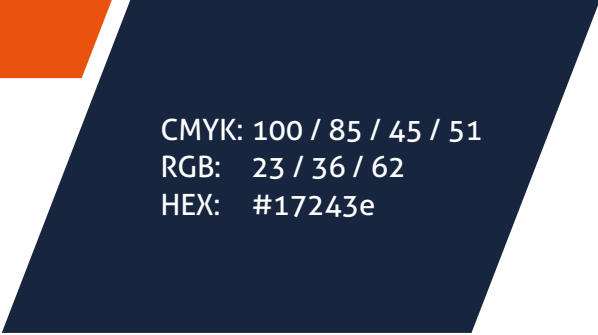
Our colours can be used in all PNDC materials, including printed literature primary colour palette and electronic materials. The primary colour palette is comprised of the colours within our logo.

It is important to keep legibility in mind when implementing our colour palette, so take care to ensure maximum contrast is achieved within any materials you create to help promote a clear and concise message.


Our colours can be used in both typography and graphics as well as solid blocks of colour, for example, when creating a cover for printed literature or in-house materials.



CMYK: 0 / 78 / 100 / 0
RGB: 233 / 83 / 13
HEX: #e9530d




CMYK: 100 / 85 / 45 / 51
RGB: 23 / 36 / 62
HEX: #17243e



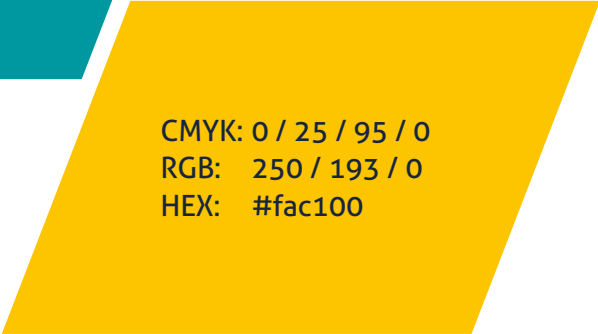
CMYK: 59 / 47 / 42 / 31
RGB: 99 / 101 / 106
HEX: #63656a

Secondary colour palette

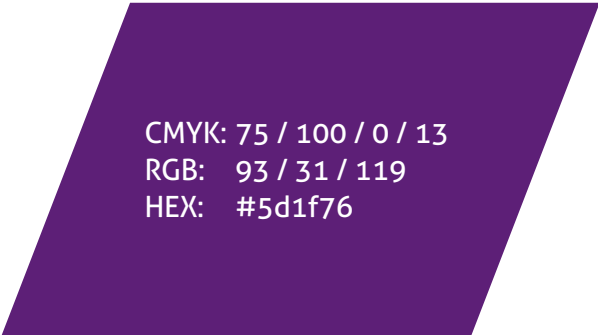
Complimentary tones for charts and graphs are to be used sparingly and only when the primary colour palette is unsuitable.



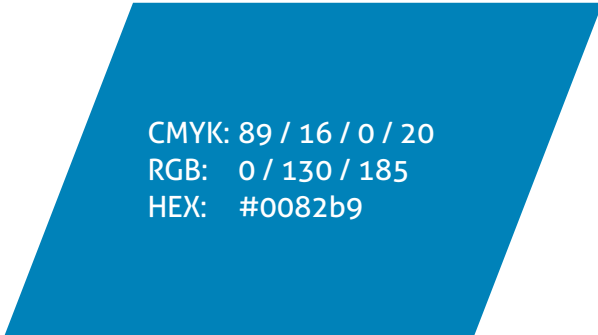
CMYK: 88 / 0 / 36 / 11
RGB: 0 / 152 / 60
HEX: #00989f



CMYK: 0 / 25 / 95 / 0
RGB: 250 / 193 / 0
HEX: #fac100



CMYK: 75 / 100 / 0 / 13
RGB: 93 / 31 / 119
HEX: #5d1f76



CMYK: 89 / 16 / 0 / 20
RGB: 0 / 130 / 185
HEX: #0082b9

Typography

Our primary typeface for headlines and stand out copy is Aller.

No other typefaces should be used for designed communications.

Franklin Gothic is our secondary typeface for all correspondence including PowerPoint presentations.

Aller – for all designed materials

Aller Bold
ABCDEFGHIJKLMNO
abcdefghijklmno 1234567890!?!£

Aller Regular
ABCDEFGHIJKLMNO
abcdefghijklmno 1234567890!?!£


Aller Italic
ABCDEFGHIJKLMNO
abcdefghijklmno 1234567890!?!£

Franklin Gothic – for PowerPoint presentations

Franklin Gothic Medium
ABCDEFGHIJKLMNO
abcdefghijklmno 1234567890!?!£


Franklin Gothic Book
ABCDEFGHIJKLMNO
abcdefghijklmno 1234567890!?!£

Brand application: design examples




A proving ground for cutting-edge R&D


Since opening in 2013 as one of the University of Strathclyde's industry-facing innovation centres, PNDC has established itself as a world-class whole energy systems research, demonstration and deployment facility.



Advancement of Power Networks




Decarbonisation of heat




Decarbonisation of transport

PNDC accelerates and de-risks the advancement of power networks and the decarbonisation of novel energy and transport technologies in collaboration with a wide range of stakeholders, including large industrials, network operators, SMEs, policymakers and academic institutions.




Find out more

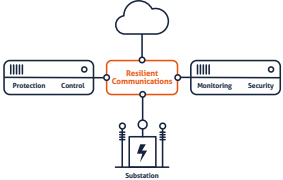


pndc.co.uk/publications


pndc.co.uk



Scalable, software-defined substations



- ▶ Flexible validation environment
- ▶ Virtualisation and containerisation
- ▶ Interoperability
- ▶ Scalable life-cycle management
- ▶ Secure and resilient architectures
- ▶ Standards and industry practice shaping
- ▶ Ecosystem kick-start





Accelerating the de-risking, development and deployment of novel technologies




One of the University of Strathclyde's industry-facing innovation centres, spearheading the transition to a decarbonised future

The University of Strathclyde is a charitable body, registered in Scotland, number SC012415.



Electrification of Transport Research for Net Zero

Transforming the future of transport and energy



Accelerating Innovation

A proving ground for cutting-edge R&D

PNDC's work in transport EV mobility research is helping the public and private sector research and demonstrate future transport products and services in a realistic test environment.

Our areas of expertise include:

- **EV supply equipment and energy infrastructure**
Testing and demonstration of novel EV supply equipment hardware and software.
- **Smart charging strategies**
Design and analysis of EV smart charging and energy system flexibility strategies.
- **Vehicle-to-grid (V2G)**
Testing V2G scenarios in our comprehensive lab infrastructure, from demand to grid to sale.
- **Planning the EV charging infrastructure rollout**
Local and regional strategy development, consultancy and due diligence analysis.
- **Charging network operational efficiency and financial planning**
Identifying operational improvements, asset management strategies and energy supply cost reductions.
- **Regulatory policy and standards compliance**
Consultancy and testing on engineering standards for EVSE products and grid connections.
- **Whole systems modelling**
Flexibility and analysis of transport and energy system interactions and optimisation.
- **Charge point product development**
Requirements, design and prototyping of on-board and off-board charging innovations.



GET IN TOUCH

Find out more about our work or talk to us about opportunities for collaboration, including PNDC membership.

PNDC: 62 Napier Road, Wardpark, Cumbernauld G68 0DF
 • pndc@strath.ac.uk • +44 (0) 1226 617 661 • pndc.co.uk
 • [@pndc_uk](https://www.linkedin.com/company/pndc) • [/company/pndc](https://www.facebook.com/pndc) • [@pndcstrathclyde](https://www.instagram.com/pndcstrathclyde)

PNDC is one of the multi-award-winning University of Strathclyde's industry-facing innovation centres. The University of Strathclyde is a charitable body, registered in Scotland, number SC012415.

The Future of Transport

From strategy to commercial deployment

PNDC supports technology developers, system integrators and end-users from product definition, system testing and through towards full commercial deployment and impact assessment.

Agile Streets:
 PNDC supported delivery of £1.1M BEIS funded project

- Supported system design of innovative smart street based smart charging solution.
- Undertook end-to-end systems integration and performance testing at PNDC labs.
- Supported ongoing monitoring and analysis of 100 EV charge point field trial.
- Winner of Best Consumer Proposition at the 2022 EVSE Awards.

Assure Charge:
 delivered project in collaboration with Connected Barb

- Developed prototype platform to improve operations, maintenance and repair of EVSE.
- Pulled data from multiple public and private sources, covering 3000+ deployed charge points.
- Developed dashboards, reporting and alerting systems for different EV stakeholders.
- Platform now used in operations by local authorities and EV Association of Scotland.

FASTER:
 supported 3 Scottish local authorities in future EVSE developments

- Implemented a layered modelling approach to identify optimum sites for 24 new rapid EV charge points.
- Conducted EV charging demand forecasts, geographical coverage of the current network, existing cable maps and site-specific metrics.
- Produced a coordinated wire line and on-interactive GIS mapping file to support local authorities and transport partnerships understand priority locations for EVSE.

Disrupt EV Charging:
 by Triven Energy

- PNDC coaxed Triven Energy's prototype charge point under realistic loading conditions.
- Power quality monitoring and logging provided valuable data on the electrical performance.
- Parallel thermal assessment proved the patented prototype was thermally safe and operational.



Accelerating and de-risking novel low carbon systems and solutions to support the net zero transition

Forename Surname

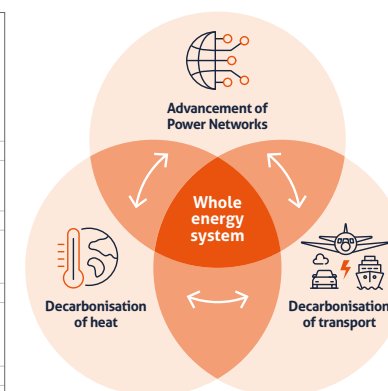
Job title here

Department



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 • [@pndc_uk](https://www.linkedin.com/company/pndc) • [/company/pndc](https://www.facebook.com/pndc) • [@pndcstrathclyde](https://www.instagram.com/pndcstrathclyde)

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Brand application: PowerPoint slides

Note that the PowerPoint slide design is fixed. Cover and internal slide images can be edited and changed, but all typefaces and colours should be adhered to.

Presentation title

13.03.23

A Vibrant Innovation Ecosystem

276 Innovation projects delivered since 2013

Worked on projects with over 100 companies since 2017

PNDC testing & demonstration capability

On-site generation sources, Real network assets, Fault throwing & controllable loads, Real time simulation, Network management, control & communications, Research & testing expertise

PNDC Overview

- University of Strathclyde industry-facing innovation centre opened in 2013
- Focussed on accelerating the development and deployment of novel energy and transport technologies supporting net zero initiatives
- Multiple engagement models:
 - Collaborative programmes in partnership with members and other stakeholders
 - Open access for supporting all industry
- Dedicated expert team of ~ 50 staff
- New cutting-edge whole systems facility due to be available in 2024

PNDC - A Whole Systems Approach

- Advancement of Power Networks**
 - Asset Management
 - Digitisation & Digitalisation
 - Informatics
 - Comms & Cyber Security
 - Power Hardware in the Loop (PHIL)
 - LV and 11kV network validation
- Decarbonisation of Heat**
 - Heat sources, e.g. heat pumps
 - Heat storage
 - Heat networks
 - Cooling systems
 - Hydrogen for heat
- Decarbonisation of Transport**
 - HGV, marine, zero and rail systems
 - Power electronics converters
 - LVA and LVDC systems
 - Drive trains
 - Electrification infrastructure

Scan me to learn more

pndc.co.uk/publications

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