EPILEPSY RESEARCH INSTITUTE UK

BRAND **GUIDELINES**

For further information contact
comms@epilepsy-institute.org.uk

OUR **LOGO**

Our logo is made up of
our brand motif and name.

Exclusion zone
There's always a clear area around
our logo.

Minimum size
The minimum width of our logo is
38mm to make sure our logo
is legible.

Colour variants
Our logo has two colour variants.
This allows the logo to appear on a
white or a blue background.

EPILEPSY RESEARCH
INSTITUTE UK

Exclusion zone

EPILEPSY RESEARCH
INSTITUTE UK

Logo on blue background

EPILEPSY RESEARCH
INSTITUTE UK

Minimum size

EPILEPSY RESEARCH
INSTITUTE UK

38mm

OUR **LOGO**

We have a black and white version of our logo. These versions can be used on solid colour backgrounds. We recommend that the white version is used for impact and that the black version is only ever used for communications that require our logo with no colour.

Exclusion zone

There's always a clear area around our logo. This is equivalent to the height of 'E' in 'Epilepsy' in our name.

Minimum size

The minimum width of our logo is 38mm to make sure our logo is legible.

Black version



White version



OUR **COLOURS**

Our colour palette is made up of four key colours, and an additional pantone for our #Onein100 campaign.

Pantone 2377
We use blue as our main body text colour. Tint of 10% can be used for background colour.

Pantone 326
Our teal is our secondary colour and is used for headers.

Pantone 165
Our orange is amplified through our supporter presence.

Pantone 545
Our light blue can be used for background colour accompanied by the rest of our palette, not to be used for text.

Pantone 519
Our purple represents our #Onein100 campaign.

Tints
Tint values of 90%-5% can be used for additional contrast.





Pantone 2377
R49 G84 B112
C84 M54 Y29 K28
#315470



Pantone 326
R0 G178 B169
C81 M0 Y39 K0
#00B2A9



Pantone 165
R255 G103 B31
C0 M70 Y100 K0
#FF671F



Pantone 519
R89 G49 B95
C65 M95 Y9 K40
#59315F

Pantone 545
R198 G218 B231
C21 M2 Y0 K1
#C6DAE7

Asap Condensed is our primary typeface for our communications.

We use regular all caps for headers, regular weight for body copy, and bold for sub-headers. Semi-bold and light weights may be used selectively as needed.

Size
The standard type size for main body copy is 12pt, with 11pt as the minimum allowable size.

Asap Condensed is available via Google fonts: https://fonts.google.com/specimen/Asap+Condensed

Secondary typeface
Our secondary typeface, Source Sans Pro, is used in situations where Asap Condensed is not available—for example, in email communications or presentations delivered from external laptops.

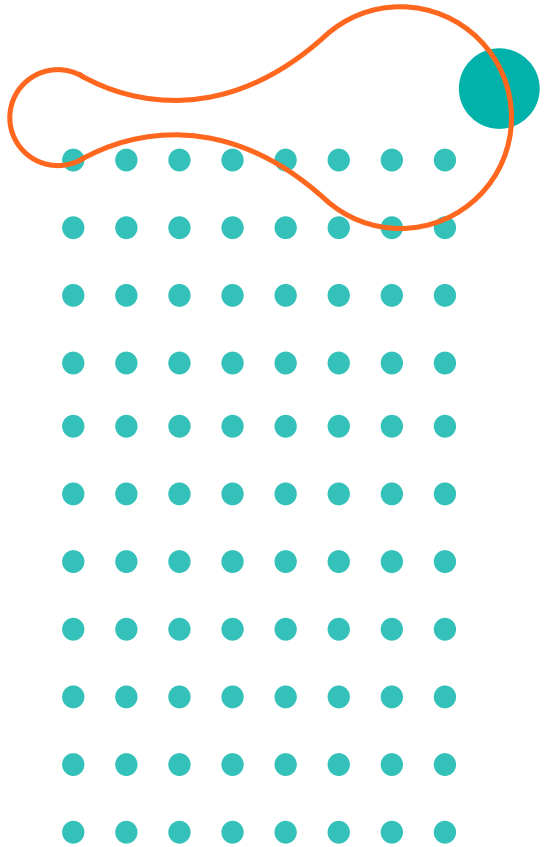
Epilepsy Research Institute UK

Asap Condensed Bold

Asap Condensed SemiBold

Asap Condensed Regular

Asap Condensed Light



OUR KEY **STATISTICS**

These are the key epilepsy statistics we use across all of our communications.

Further statistics include:

- People with epilepsy are **three times** more likely to die from their condition if they live in a deprived area.
- **66%** of working-age people with epilepsy are unemployed - far higher than most disabilities
- Epilepsy is estimated to cost the UK **£1.7 billion**, more than half of which is due to lost productivity
- Despite its impact, epilepsy receives just **£21** per patient in government research funding—compared to £97 for dementia and £234 for Parkinson's disease.

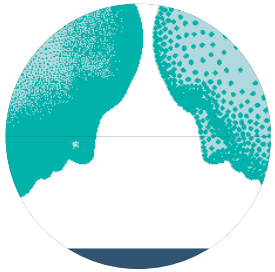
Last updated May 2025.



Around one in 100 people live with epilepsy



30% of people live with uncontrolled seizures



Epilepsy is one of the most common, serious neurological conditions



In 50% of people with epilepsy, there is no known cause



There are three epilepsy-related deaths every day in the UK



There are 630,000 people in the UK with a known diagnosis of epilepsy