CS connected

Driving tomorrow's technologies

Brand Guidelines

Last updated: 19 January 2022

How to use the CSconnected Brand Guideline

Anyone who represents the CSconnected community is encouraged to use these guidelines to achieve a high level of visual consistency and to ensure the integrity on all branded materials.

The CSconnected brand elements must not be reproduced without permission.

Anyone using the CSconnected logo or name, in any context, should follow these guidelines. This includes use on publications, websites, electronic communications and merchandise.

CSconnected summary

Please use the following text when describing CSconnected:

About CSconnected

CSconnected is the collective brand for a growing number of advanced semiconductor related activities in Wales, home to a unique community of academic institutions, prototyping facilities and global, high-volume manufacturing capabilities that collaborate across a range of research and innovation programs. CSconnected is uniquely positioned to develop a global advantage in a sovereign, key enabling technology which will allow Wales and the UK to increase trade globally in critical sectors such as 5G communications, autonomous and electric vehicles, advanced medical devices, and consumer electronics of the future.

In 2020, CSconnected received government funding provided through UK Research and Innovation's flagship Strength in Places Fund (SIPF). The 55-month CSconnected SIPF project has a total value of £43million, supported by £25million of UKRI funds. It builds on Wales's regional strengths and integrates research excellence with a unique regional supply chain in compound semiconductor manufacturing.

More info at csconnected.com.

About CSconnected

South Wales has a strong industrial base of global semiconductor businesses including IQE, SPTS and Microchip, dating back to the 1980's and supported by world-class academic expertise at Cardiff and Swansea Universities. What started as ad-hoc interactions between the industrial and academic entities has become a focused effort driven by critical investments and projects in the region.

CSconnected is the collective brand for a growing number of advanced semiconductor related activities in Wales, home to a unique community of academic institutions, prototyping facilities and global, high-volume manufacturing capabilities that collaborate across a range of research and innovation programs. CSconnected is uniquely positioned to develop a global advantage in a sovereign, key enabling technology which will allow Wales and the UK to increase trade globally in critical sectors such as 5G communications, autonomous and electric vehicles, advanced medical devices, and consumer electronics of the future.

Our official name: CSconnected – please note the "c" of "connected" is in lowercase.

In the first mention, use the entire name CSconnected. Afterward, you may refer to the CS community or the CS cluster.

Please do not use "CSC" or "CSC Cluster" when referring to CSconnected.

CSconnected SIPF

- CSconnected Strength In Places Fund (SIPF) is a 55-month project with a total value of £43 million, supported by £25 million of government funding provided through UK Research and Innovation's flagship Strength in Places Fund. Led by UK Research and Innovation, Strength in Places Fund (SIPF) is a competitive funding scheme that takes a place-based approach to research and innovation funding, to support significant local economic growth.

- The project partners are: Cardiff University (lead partner); Cardiff Capital Region City Deal; Compound Semiconductor Applications Catapult; Compound Semiconductor Centre (CSC); IQE Plc; Microchip Technology Caldicot Ltd; MicroLink Devices UK Ltd, Nexperia; Rockley Photonics; Swansea University; SPTS Technologies; and Welsh Government.

- **Name:** CSconnected Strength In Places Fund, CSconnected SIPF

- **Visual Identity:** We encourage the use of the primary CSconnected logo when referring to CSconnected SIPF in the public domain, to not dilute the brand and to not confuse the audience. A CSconnected SIPF logo is available for internal and projects specific content and communications.

About Compound Semiconductors

- Visit our website to learn more about compound semiconductors: [About Compound Semiconductors – CSconnected](#)

CSconnected vision and tagline

CSconnected 'vision' statement
To be the world's first compound semiconductor cluster by building on Wales' regional strengths in the manufacture of new and emerging hardware material and device to market.

CSconnected tagline
"Driving tomorrow's technologies"

CSconnected website
www.csconnected.com

Sub-brands: CoInnovate and CoInnovateCS

CSconnected organises a range of events that have their own distinctive sub-branding, but are all part of the CSconnected brand.

CoInnovate is a flagship event designed to bring world's leading innovators together in the spirit of collaboration.

CoInnovateCS is an interactive event that fosters collaboration and innovation across the compound semiconductor supply chain.

Website: CoInnovateCS.com

Use the correct CoInnovate and CoInnovateCS sub-brands to ensure consistency in all collateral materials.

CSconnected Logo

The CSconnected logo is a vital component of the CSconnected identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. The following guidelines should be followed whenever creating original printed or on-screen pieces for CSconnected.

The CSconnected logo should be used on communications that are officially from or about CSconnected and must be used on all the marketing opportunity documents. The CSconnected logo is available on the CSconnected website for download and is approved for editorial use in public media.

If the available space does not permit the use of this format, an alternative version can be used:

The logo is intended to be used on lighter backgrounds and images in order to maintain legibility.

Use the logo on a flat colour area of an image

Another acceptable colour option is to reverse the logo out to White on darker backgrounds and images.
Please contact us at media@csconnected.com to get a copy of the CSconnected white logo.

Use the logo on a flat colour area of an image

Size

The size of the CSconnected logo should be appropriate for the material it is being used on. The minimum recommended size for the CSconnected logo is 40mm wide. Given the lack of space in emails, on presentations and on giveaways, the minimum size does not apply. The logo should retain the same aspect ratio at all times.

40mm
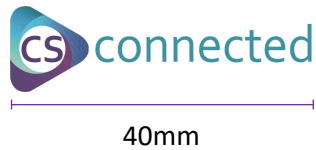
Colour

Do not modify the logos in any way, such as changing the design or colour. If you are unable to use the correct colour due to technical limitations, you may revert to black and white.

Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate or recreate the "CSconnected" Logo. The proportions and shape of the should never be altered. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.

Clear space

The CSconnected logo must stand out clearly from its surroundings, this applies to interference from nearby text and other logos. To ensure this, an exclusion zone or "clear space" rule has been established and indicates the closest any other graphic message can be positioned. The "CS" triangle is taken as a guide to define the exclusion zone.

CSconnected colour palette

Core colour:
The core colour is purple and grey and should be the predominant colour used for all publications. White is an important element in the visual balance of our brand, so this should be used along with core colour.
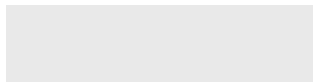
Full-colour logo Purple:
RGB : 87/65/115
HTML: #574173
CMYK: 67/76/7/19
Pantone®: 7447C

Full-colour logo Blue:
RGB : 61/146/164
HTML: #3D92A4
CMYK: 71/16/24/18
Pantone®: 2220 C

Secondary palette:
The secondary palette is used to support and compliment the core colour.

Grey:
RGB: 217/217/214
HTML: #D9D9D6
CMYK: 4/2/4/8
Pantone®: Cool Gray 1 C

Purple variant 1:
RGB: 113/60/98
HTML: #713C62
CMYK: 46/82/13/28
Pantone®: 4084 C

Blue variant 1:
RGB: 77/105/149
HTML: #4D6995
CMYK: 73/50/8/12
Pantone®: 2139 C

Black:
RGB: 55/58/54
HTML: #373A36
CMYK: 70/57/63/65
Pantone®: 447 C

Purple variant 2:
RGB: 134/89/145
HTML: #865991
CMYK: 50/71/1/3
Pantone®: 4083 C

Blue variant 2:
RGB: 134/200/188
HTML: #86C8BC
CMYK: 47/0/25/0
Pantone®: 564 C

CSconnected Social Media

- We are on Social Media:
  - Twitter: @CSconnected
  - LinkedIn: https://www.linkedin.com/company/csconnected
  - Facebook: https://www.facebook.com/CSconnectedCluster/
  - Hashtag: #CSconnected

- We also encourage you to tag UKRI:
  - Twitter: @ukri_news
  - Instagram: @weareukri
  - Facebook: https://www.facebook.com/weareUKRI
  - LinkedIn: https://www.linkedin.com/company/uk-research-innovation
  - Hashtag: #StrengthInPlaces

Media Contacts

The Communications department provides journalists and editors with assistance in referencing background information, setting up interviews, securing press materials, and checking facts.

Communications Department: media@csconnected.com

CSconnected imagery

Our use of imagery is distinct to our brand and reflects our key messages. The images should reinforce the CSconnected brand to convey the right messages and have consistency in our communications. As a global and leading technology organisation, it is important to use modern images and graphics that support our message and vision.

The content of our photography can be defined in three areas, each showing an aspect of who we are:

- Technology: Use imagery that portray a modern or futuristic, technology concept.

- End-user applications: CSconnected plays an increasingly important role in transforming and shaping the world in which we live. Our materials are at the very heart of many of today's advanced electronic products. Use images or illustrations that show modern end-user applications.

- CSconnected and partners pictures: Use images that show CSconnected and partners employees, site and products. **It is prohibited to show confidential information such as documents, PC screens on pictures.**

CSconnected resources

CSconnected website: www.csconnected.com

UKRI Strength in Places Fund information: https://www.ukri.org/our-work/our-main-funds/strength-in-places-fund

CSconnected videos: CSconnected (vimeo.com)

Contact details: If you have any questions or need additional information please contact the Marketing Team.