

Brand guidelines

January 2026

Contents

Logos

Overview of ADR UK and nation logos

The ADR UK and nations logos are intentionally designed as a connected family. Together, they represent a community built on shared ideas, collective experience, and aligned purpose. Each nation's colour introduces individuality and distinction, while still feeling part of the overarching ADR UK identity.

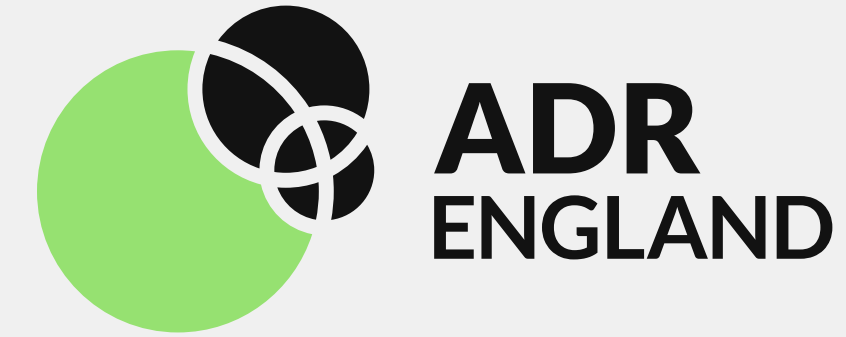
ADR UK

The ADR UK logo is the core mark of the organisation. It may be used by ADR UK itself, as well as by any nation that wishes to show its affiliation with the wider ADR UK community. This helps reinforce unity and national alignment across all communications.

An ADR UK logo variant uniting all national colours can be used in special circumstances when ADR UK talks as one. This may include major nationwide ADR UK events, celebrations or reports. Be cautious using this logo at smaller sizes.

ADR nations

The nation logos act as unique visual identifiers for each sub-brand, creating clear differentiation while retaining a coherent system. Nations may also choose to display another nation logo alongside their own when demonstrating collaboration or joint ownership on specific materials.



Logos

ADR UK

ADR UK logo

Five versions of the ADR UK logo have been created to ensure flexibility across a wide range of backgrounds. The three versions shown here are the preferred options for most applications. Single-colour black and white versions are also available for scenarios where colour reproduction is limited or unavailable.

The logo variations on the second row are reserved exclusively for use on ADR UK Teal and should not be placed on any other background.

Always select the logo version that provides the strongest contrast to maintain clarity and accessibility.

ADR UK tagline logo

Logo versions featuring the tagline “data-driven change” should be used when communicating with audiences who may be unfamiliar with ADR UK, helping to reinforce the organisation’s purpose.

For audiences that already know ADR UK, the logo without the tagline is preferred, keeping applications cleaner and more concise.

This is the primary logo to use on a **White or Light grey** background:



This is the primary logo to use on the **ADR UK Teal** background:



This is the primary logo to use on the **ADR UK Dark Teal** background:



Logos

ADR England

ADR England logo

Five versions of the ADR England logo have been created for use across a variety of backgrounds. The three versions shown here are the preferred options for most applications. Single-colour black and white versions are available for situations where colour cannot be used.

The logo variations on the second row are reserved exclusively for use on ADR England Apple and should not be placed on any other background.

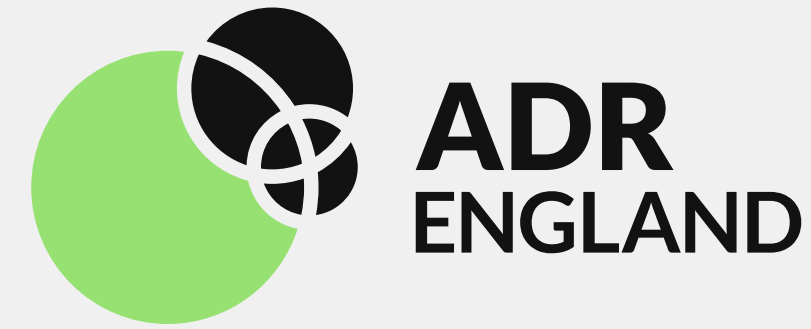
Always select the logo version that offers the strongest contrast against the background.

ADR England tagline logo

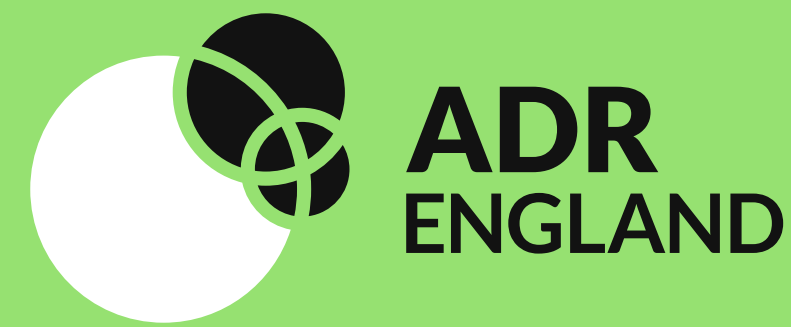
Use the logo versions with the tagline “data-driven change” when communicating with audiences unfamiliar with ADR England or the wider ADR UK programme.

For audiences who are already familiar with ADR UK, the tagline-free version is preferred for a cleaner presentation.

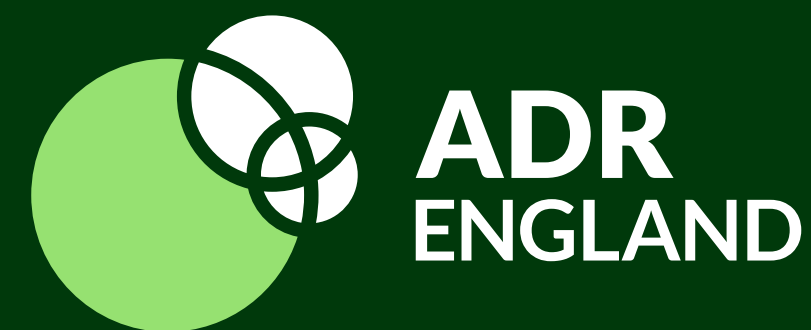
This is the primary logo to use on a **White or Light grey** background:



This is the primary logo to use on the **ADR UK Apple** background:



This is the primary logo to use on the **ADR UK Dark Apple** background:



Logos

ADR Northern Ireland

ADR Northern Ireland logo

Five versions of the ADR Northern Ireland logo have been created for use across a variety of backgrounds. The three versions shown here are the preferred options for most applications. Single-colour black and white versions are available for situations where colour cannot be used.

The logo variations on the second row are reserved exclusively for use on ADR Northern Ireland Violet and should not be placed on any other background.

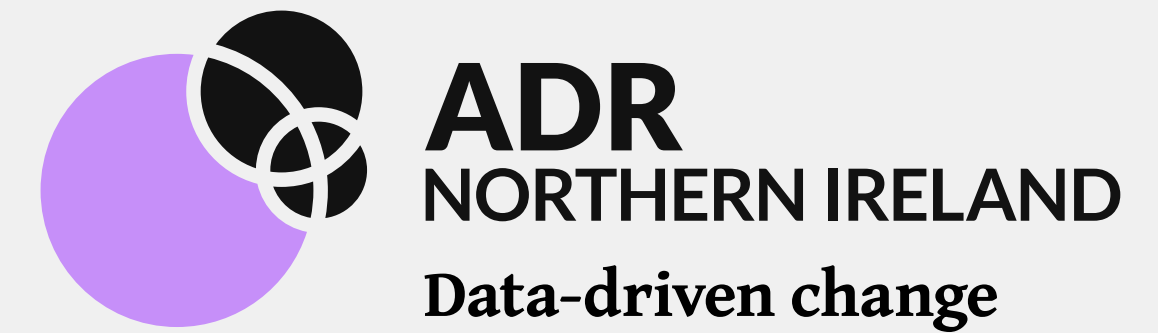
Always select the logo version that offers the strongest contrast against the background.

ADR Northern Ireland tagline logo

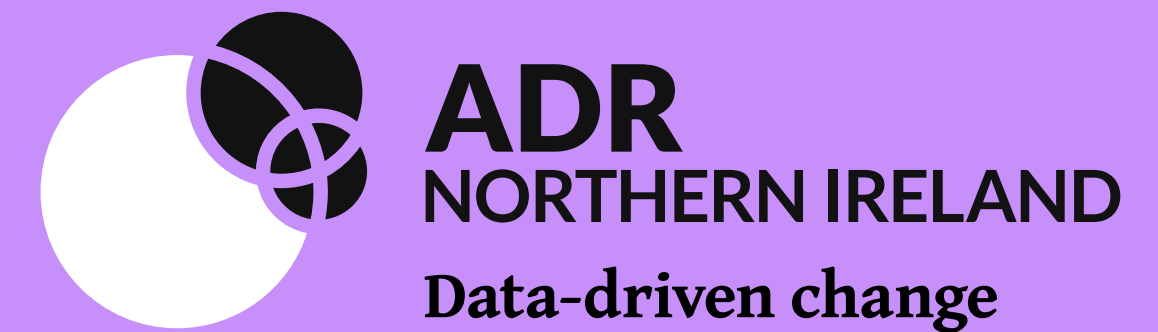
Use the logo versions with the tagline “data-driven change” when communicating with audiences unfamiliar with ADR Northern Ireland or the wider ADR UK programme.

For audiences who are already familiar with ADR UK, the tagline-free version is preferred for a cleaner presentation.

This is the primary logo to use on a **White or Light grey** background:



This is the primary logo to use on the **ADR UK Violet** background:



This is the primary logo to use on the **ADR UK Dark Violet** background:



Logos

ADR Wales

ADR Wales logo

Five versions of the ADR Wales logo have been created for use across a variety of backgrounds. The three versions shown here are the preferred options for most applications. Single-colour black and white versions are available for situations where colour cannot be used.

The logo variations on the second row are reserved exclusively for use on ADR Wales Sky and should not be placed on any other background.

Always select the logo version that offers the strongest contrast against the background.

ADR Wales tagline logo

Use the logo versions with the tagline “data-driven change” when communicating with audiences unfamiliar with ADR Wales or the wider ADR UK programme.

For audiences who are already familiar with ADR UK, the tagline-free version is preferred for a cleaner presentation.

Welsh language versions

The rules on this page apply equally to all Welsh-language versions of these logo variants.

This is the primary logo to use on a **White or Light grey** background:



This is the primary logo to use on the **ADR UK Sky** background:



This is the primary logo to use on the **ADR UK Dark Sky** background:



Logos

ADR Scotland

ADR Scotland logo

Five versions of the ADR Scotland logo have been created for use across a variety of backgrounds. The three versions shown here are the preferred options for most applications. Single-colour black and white versions are available for situations where colour cannot be used.

The logo variations on the second row are reserved exclusively for use on ADR Scotland Coral and should not be placed on any other background.

Always select the logo version that offers the strongest contrast against the background.

ADR Scotland tagline logo

Use the logo versions with the tagline “data-driven change” when communicating with audiences unfamiliar with ADR Scotland or the wider ADR UK programme.

For audiences who are already familiar with ADR UK, the tagline-free version is preferred for a cleaner presentation.

This is the primary logo to use on a **White or Light grey** background:



This is the primary logo to use on the **ADR UK Coral** background:



This is the primary logo to use on the **ADR UK Dark Coral** background:



Logos

Partner logos & ADR funded projects

ADR UK or ADR family?

All external documents, publications, presentations, and brand assets—digital or print—should feature either the ADR UK logo or the appropriate ADR nation logo (England, Northern Ireland, Scotland, or Wales).

Only use the ADR UK logo alongside a nation logo when specifically illustrating ADR UK's organisational structure. Using both simultaneously too often creates unnecessary duplication.

ESRC / UKRI logos

In line with the ADR UK grant agreement, all external-facing materials must also include the combined ESRC/UKRI logo, unless space limitations make this impractical.

Third parties

Third-party logos may be included when relevant. For example, partner organisations, universities, or government departments.

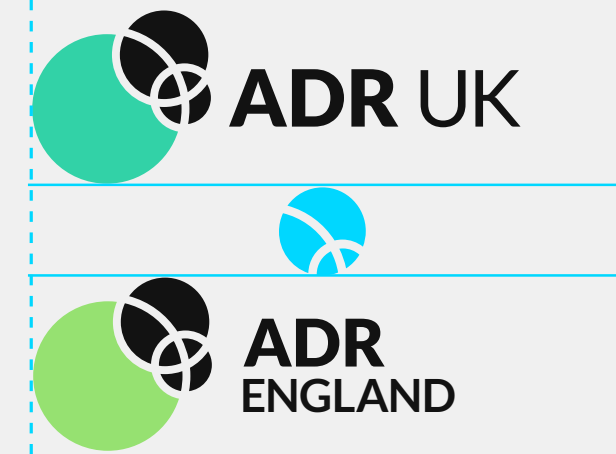
Example:
ONS presentation slides on ADR UK work: ADR UK + ESRC/UKRI + ONS.

Limit the total number of logos on external materials to a maximum of three, except in exceptional circumstances. If multiple organisations need recognition, allocate a dedicated slide or page to acknowledge all partners clearly and without clutter.

- Minimum spacing between logos equal to 2nd circle in ADR UK logo.
- Vertically align logos when putting them in a row.

- Left align logos when stacking them.

Explaining ADR UK's structure



Including the UKRI / ESRC logos



Including a third party



Logos

Guidance on use

Logo scale and position

The logo must always remain clear, legible, and appropriately weighted within any layout.

For digital applications, the minimum width is **150px**, and for print the minimum width is **25mm**.

On A-size formats, the optimal scale is typically around **one quarter of the length of the shortest side** of the layout, ensuring the logo feels present without overpowering the design.

Position the logo in either of the top left or bottom left corners as the primary placements. Where layout or imagery requires flexibility, it may instead be placed in the **right-hand corners**, provided it maintains clarity and balance.

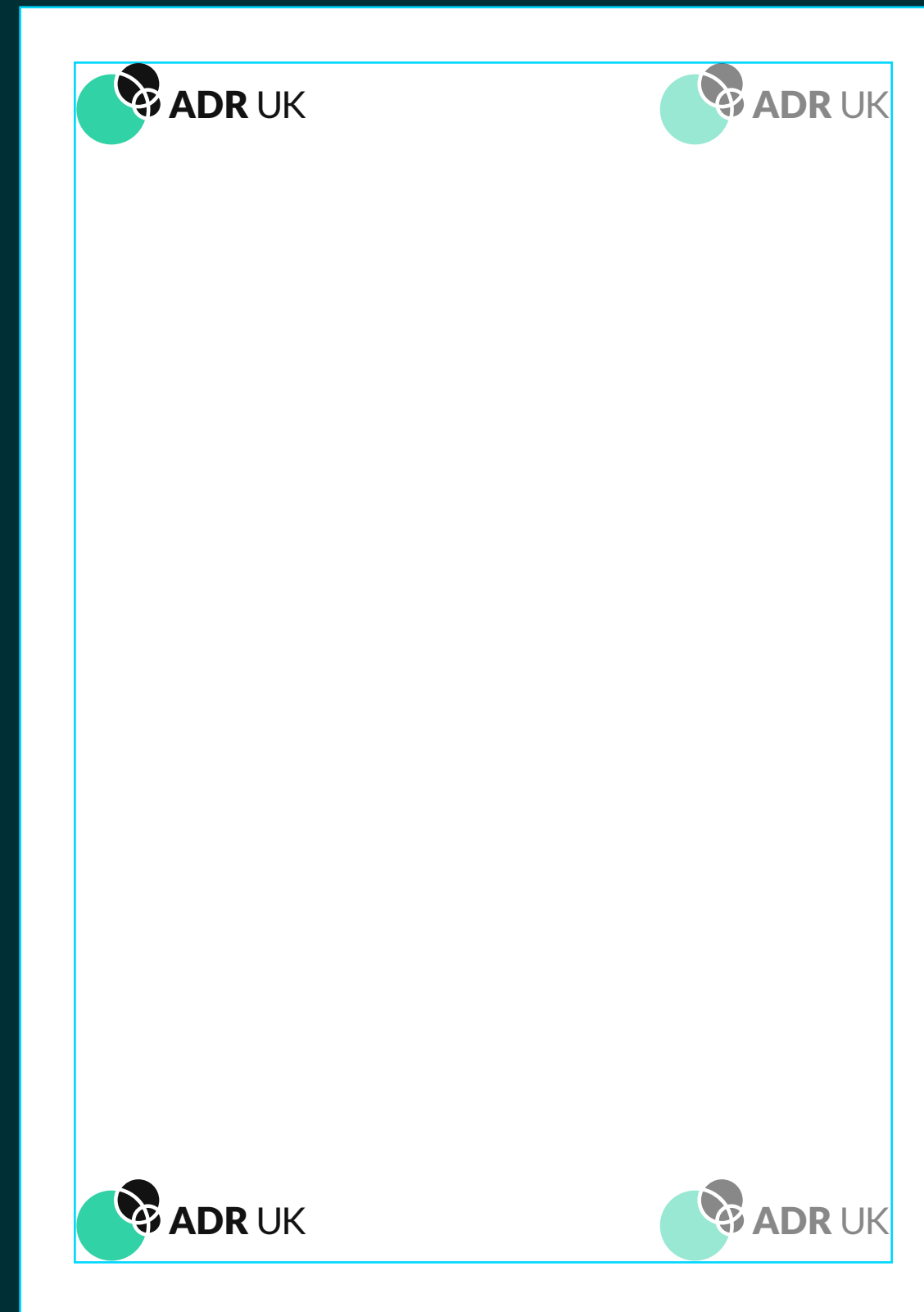
Exclusion zone

To preserve impact and legibility, maintain a clear exclusion zone around the logo. This should be equal to the height of the largest circle within the ADR UK symbol. No text, imagery, or graphic elements should encroach into this space.

Please note:

- These rules apply equally to all ADR nation logos.

Logo scale and position:



Exclusion zone:



✗ Do not **adjust the colour** of the wordmark.

✗ Do not **rotate, reposition** or **rescale** the symbol.

✗ Do not **recolour** any part of the symbol.

✗ Do use the ADR UK symbol in **isolation**.

Colours

Overview

ADR UK

The ADR UK colour palette is a core element of the brand's visual identity. It is intentionally simple, with **ADR UK Teal** serving as the primary colour, providing vibrancy and recognisability across all applications. Two additional teal tones offer warmth and flexibility, while **Peach** is reserved exclusively for website UI elements.

ADR Family

Each ADR nation has its own distinctive colour palette, designed to follow the same structure as ADR UK. Colour usage across the ADR family should remain consistent and cohesive. **ADR UK Teal** is used as an accent colour throughout the nations to visually link them back to the core ADR UK brand.

Combining nations

Where work is co-authored by two nations, use the ADR UK colour palette throughout. Coloured national logos may be included, but national colours should be used with caution elsewhere in the material.

ADR UK	ADR England	ADR Northern Ireland	ADR Scotland	ADR Wales	Neutral
ADR UK Teal	ADR England Apple	ADR Northern Ireland Violet	ADR Scotland Coral	ADR Wales Sky	White
ADR UK Medium Teal	ADR England Medium Apple	ADR Northern Ireland Medium Violet	ADR Scotland Medium Coral	ADR Wales Medium Sky	Light grey
ADR UK Dark Teal	ADR England Dark Apple	ADR Northern Ireland Dark Violet	ADR Scotland Dark Coral	ADR Wales Dark Sky	Dark grey
ADR UK Peach	ADR UK Teal	ADR UK Teal	ADR UK Teal	ADR UK Teal	

Colours

ADR UK

Leading colours

The top row displays the three primary colours to lead with when creating ADR UK assets. All three are suitable for use as solid background blocks, providing strong visual impact and brand recognition.

Supporting colours

The second row shows four supporting colours, which are intended to complement the leading colours. Each supporting colour is reserved for the specific uses indicated in its colour block.

Screen and print use

Colour specifications are provided for both digital (RGB and Hex) and print (CMYK and Pantone) applications. When professionally printing, it is recommended to use the corresponding Pantone inks to ensure accuracy and consistency.

Do not:

- Introduce any additional colours beyond those specified
- Adjust or alter any of the approved colours

ADR UK Teal

R	50	C	65
G	210	M	0
B	167	Y	48
		K	0

HEX: **32D2A7** Pantone: **3258 C**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR UK – Dark Teal
- Dark Grey
- Black

ADR UK Dark Teal

R	0	C	95
G	48	M	55
B	53	Y	55
		K	65

HEX: **003035**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR UK Teal
- White

White

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

HEX: **FFFFFF**

Permitted use

- Backgrounds
- Subheadings
- Body copy

Permitted text colour pairing:

- ADR UK – Dark Teal
- ADR UK – Medium Teal
- Black

ADR UK Medium Teal

R	6	C	88
G	80	M	43
B	86	Y	50
		K	42

HEX: **065056**

Permitted use

- Headlines
- Subheadings
- Patterns
- Data visualisation

Peach

R	247
G	115
B	93

HEX: **F7735D**

Permitted use

- UI elements

Dark Grey

R	18	C	70
G	18	M	65
B	18	Y	65
		K	80

HEX: **121212**

Permitted use

- Subheadings
- Body copy

Light Grey

R	240	C	5
G	240	M	4
B	240	Y	4
		K	0

HEX: **FOFOFO**

Permitted use

- Backgrounds

Permitted text colour pairing:

- ADR UK – Dark Teal
- ADR UK – Medium Teal
- Black

Colours

ADR Scotland

Leading colours

The top row displays the three primary colours to lead with when creating ADR Scotland assets. All three are suitable for use as solid background blocks. **ADR Scotland Dark Coral** offers the greatest flexibility and supports accessible text colour pairings across applications.

Supporting colours

The second row shows four supporting colours, which complement the leading colours. Each supporting colour is reserved for the specific uses indicated in its colour block.

Note: ADR UK Teal is used to reinforce the connection between ADR Scotland and the wider ADR UK brand. It should only be applied as an accent colour.

Screen and print use

Colour specifications are provided for both digital (RGB and Hex) and print (CMYK and Pantone) applications. When professionally printing, it is recommended to use the corresponding Pantone inks to ensure consistency.

Do not:

- Introduce any additional colours beyond those specified
- Adjust or alter any of the approved colours

ADR Scotland Coral

R	248	C	0
G	102	M	75
B	125	Y	33
		K	0

HEX: **F8667D** Pantone: **204 C**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR Scotland – Dark Coral
- Dark Grey
- Black

ADR Scotland Dark Coral

R	62	C	50
G	13	M	90
B	34	Y	45
		K	75

HEX: **3E0D22**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR Scotland Coral
- ADR UK Teal
- White

White

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

HEX: **FFFFFF**

Permitted use

- Backgrounds
- Subheadings
- Body copy

Permitted text colour pairing:

- ADR Scotland – Dark Coral
- Black

ADR Scotland Medium Coral

R	197	C	18
G	64	M	90
B	110	Y	31
		K	5

HEX: **C5406E**

Permitted use

- Patterns
- Data visualisation

ADR UK Teal

R	50	C	62
G	210	M	0
B	167	Y	45
		K	0

HEX: **32D2A7** Pantone: **3258 C**

Permitted use

- Subheadings
- Patterns
- Data visualisation

Dark Grey

R	18	C	70
G	18	M	65
B	18	Y	65
		K	80

HEX: **121212**

Permitted use

- Subheadings
- Body copy

Light Grey

R	240	C	5
G	240	M	4
B	240	Y	4
		K	0

HEX: **FOFOFO**

Permitted use

- Backgrounds

Permitted text colour pairing:

- ADR Scotland – Dark Coral
- ADR Scotland – Medium Coral
- Black

Colours

ADR Northern Ireland

Leading colours

The top row displays the three primary colours to lead with when creating ADR Northern Ireland assets. All three are suitable for use as solid background blocks. **ADR Northern Ireland Dark Violet** offers the greatest flexibility and supports accessible text colour pairings across applications.

Supporting colours

The second row shows four supporting colours, which complement the leading colours. Each supporting colour is reserved for the specific uses indicated in its colour block.

Note: ADR UK Teal is used to reinforce the connection between ADR Northern Ireland and the wider ADR UK brand. It should only be applied as an accent colour.

Screen and print use

Colour specifications are provided for both digital (RGB and Hex) and print (CMYK and Pantone) applications. When professionally printing, it is recommended to use the corresponding Pantone inks to ensure consistency.

Do not:

- Introduce any additional colours beyond those specified
- Adjust or alter any of the approved colours

ADR Northern Ireland Violet

R	198	C	38
G	143	M	48
B	249	Y	0
		K	0

HEX: **C68FF9** Pantone: **2705 C**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR NI – Dark Violet
- Dark Grey
- Black

ADR Northern Ireland Dark Violet

R	38	C	88
G	26	M	90
B	53	Y	50
		K	55

HEX: **261A35**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR NI Violet
- ADR UK Teal
- White

White

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

HEX: **FFFFFF**

Permitted use

- Backgrounds
- Subheadings
- Body copy

Permitted text colour pairing:

- ADR NI – Dark Violet
- Black

ADR Northern Ireland Medium Violet

R	99	C	72
G	69	M	85
B	126	Y	20
		K	6

HEX: **63457E**

Permitted use

- Patterns
- Data visualisation

ADR UK Teal

R	50	C	62
G	210	M	0
B	167	Y	45
		K	0

HEX: **32D2A7** Pantone: **3258 C**

Permitted use

- Subheadings
- Patterns
- Data visualisation

Dark Grey

R	18	C	70
G	18	M	65
B	18	Y	65
		K	80

HEX: **121212**

Permitted use

- Subheadings
- Body copy

Light Grey

R	240	C	5
G	240	M	4
B	240	Y	4
		K	0

HEX: **FOFOFO**

Permitted use

- Backgrounds

Permitted text colour pairing:

- ADR NI – Dark Violet
- ADR NI – Medium Violet
- Black

Colours

ADR England

Leading colours

The top row displays the three primary colours to lead with when creating ADR England assets. All three are suitable for use as solid background blocks. **ADR England Dark Apple** offers the greatest flexibility and supports accessible text colour pairings across applications.

Supporting colours

The second row shows four supporting colours, which complement the leading colours. Each supporting colour is reserved for the specific uses indicated in its colour block.

Note: **ADR UK Teal** is used to reinforce the connection between ADR England and the wider ADR UK brand. It should only be applied as an accent colour.

Screen and print use

Colour specifications are provided for both digital (RGB and Hex) and print (CMYK and Pantone) applications. When professionally printing, it is recommended to use the corresponding Pantone inks to ensure consistency.

Do not:

- Introduce any additional colours beyond those specified
- Adjust or alter any of the approved colours

ADR England Apple

R	150	C	50
G	225	M	0
B	113	Y	80
		K	0

HEX: **96E171** Pantone: **7487 C**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR England – Dark Apple
- Dark Grey
- Black

ADR England Dark Apple

R	0	C	85
G	57	M	43
B	11	Y	94
		K	73

HEX: **00390B**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR England Apple
- ADR UK Teal
- White

White

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

HEX: **FFFFFF**

Permitted use

- Backgrounds
- Subheadings
- Body copy

Permitted text colour pairing:

- ADR England – Dark Apple
- Black

ADR England Medium Apple

R	98	C	67
G	156	M	17
B	59	Y	95
		K	8

HEX: **629C3B**

Permitted use

- Patterns
- Data visualisation

ADR UK Teal

R	50	C	62
G	210	M	0
B	167	Y	45
		K	0

HEX: **32D2A7** Pantone: **3258 C**

Permitted use

- Subheadings
- Patterns
- Data visualisation

Dark Grey

R	18	C	70
G	18	M	65
B	18	Y	65
		K	80

HEX: **121212**

Permitted use

- Subheadings
- Body copy

Light Grey

R	240	C	5
G	240	M	4
B	240	Y	4
		K	0

HEX: **FOFOFO**

Permitted use

- Backgrounds

Permitted text colour pairing:

- ADR England – Dark Apple
- ADR England – Medium Apple
- Black

Colours

ADR Wales

Leading colours

The top row displays the three primary colours to lead with when creating ADR Wales assets. All three are suitable for use as solid background blocks. **ADR Wales Dark Sky** offers the greatest flexibility and supports accessible text colour pairings across applications.

Supporting colours

The second row shows four supporting colours, which complement the leading colours. Each supporting colour is reserved for the specific uses indicated in its colour block.

Note: **ADR UK Teal** is used to reinforce the connection between ADR Wales and the wider ADR UK brand. It should only be applied as an accent colour.

Screen and print use

Colour specifications are provided for both digital (RGB and Hex) and print (CMYK and Pantone) applications. When professionally printing, it is recommended to use the corresponding Pantone inks to ensure consistency.

Do not:

- Introduce any additional colours beyond those specified
- Adjust or alter any of the approved colours

ADR Wales Sky

R	83	C	68
G	164	M	25
B	255	Y	0
		K	0

HEX: **53A4FF** Pantone: **2190 C**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR Wales – Dark Sky
- Dark Grey
- Black

ADR Wales Dark Sky

R	0	C	100
G	25	M	89
B	64	Y	40
		K	55

HEX: **001940**

Permitted use

- Backgrounds
- Headlines
- Subheadings
- Patterns
- Data visualisation

Permitted text colour pairing:

- ADR Wales Sky
- ADR UK Teal
- White

White

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

HEX: **FFFFFF**

Permitted use

- Backgrounds
- Subheadings
- Body copy

Permitted text colour pairing:

- ADR Wales – Dark Sky
- Black

ADR Wales Medium Sky

R	0	C	100
G	53	M	86
B	148	Y	2
		K	16

HEX: **003594**

Permitted use

- Patterns
- Data visualisation

ADR UK Teal

R	50	C	62
G	210	M	0
B	167	Y	45
		K	0

HEX: **32D2A7** Pantone: **3258 C**

Permitted use

- Subheadings
- Patterns
- Data visualisation

Dark Grey

R	18	C	70
G	18	M	65
B	18	Y	65
		K	80

HEX: **121212**

Permitted use

- Subheadings
- Body copy

Light Grey

R	240	C	5
G	240	M	4
B	240	Y	4
		K	0

HEX: **F0F0F0**

Permitted use

- Backgrounds

Permitted text colour pairing:

- ADR Wales – Dark Sky
- ADR Wales – Medium Sky
- Black

Typefaces

Overview

Gentium Book Plus

Gentium Book Plus is our serif typeface. Available via Google Fonts, it conveys a professional, trustworthy, and informed tone, balancing editorial clarity with approachability. Its refined forms make it ideal for body text and longer-form content within the ADR UK brand.

Lato

Lato is our sans serif typeface. Also available via Google Fonts, it is simple, functional, and highly legible. Its clean structure and subtly rounded characters give a friendly, approachable feel, making it well suited for headings, captions, and digital applications.

Note: Both typefaces are available to download for free from <https://fonts.google.com>

*Glossary

Sans serif

Typefaces without finishing strokes, creating a cleaner, more modern appearance with strong clarity across digital and print use.

Serif

Typefaces with small strokes at the ends of letterforms, often associated with tradition, readability, and a more formal tone.

Administrative
data for
public good.

An exploration of data-driven revelations.

Typefaces

Guidance on use

We use two weights of Lato:

Bold

Used for headlines and subheadings. Headlines should be set at least twice the point size of body copy, with kerning set to optical and leading set to 100% of the point size.

Regular

Reserved for body copy. Kerning is set to metrics and leading to 120% of the point size.

We use two weights of Gentium:

Bold

Used for headlines and subheadings. Headlines should be at least twice the point size of body copy, with kerning set to optical and leading at 100% of the point size. Gentium italicised is not used.

Regular

Reserved for quotes and pullouts. Kerning is set to metrics and leading to 120% of the point size. Gentium italicised is not used.

Note: Without professional design tools, kerning and leading are harder to manage, so aim to match the guidelines by eye.

*Glossary

Kerning

The adjustment of space between individual letter pairs to create balanced, visually even word spacing.

Leading

The vertical space between lines of text, controlling readability, rhythm, and overall texture of paragraphs.

Headings

Heading in Lato Bold

Leading set to 100%

Heading in Gentium Book Plus Bold

Leading set to 100%

Subheadings

Subheading in Lato Bold

Leading set to 120%(auto)

Subheading in Gentium Book Plus Bold

Leading set to 120%(auto)

Body copy

Body copy in Lato Regular with leading set to 120% (auto)

Quotes and Pullouts

Quotes or pullouts set to Gentium Book Plus Regular (not italics) with leading set to 120% (auto)

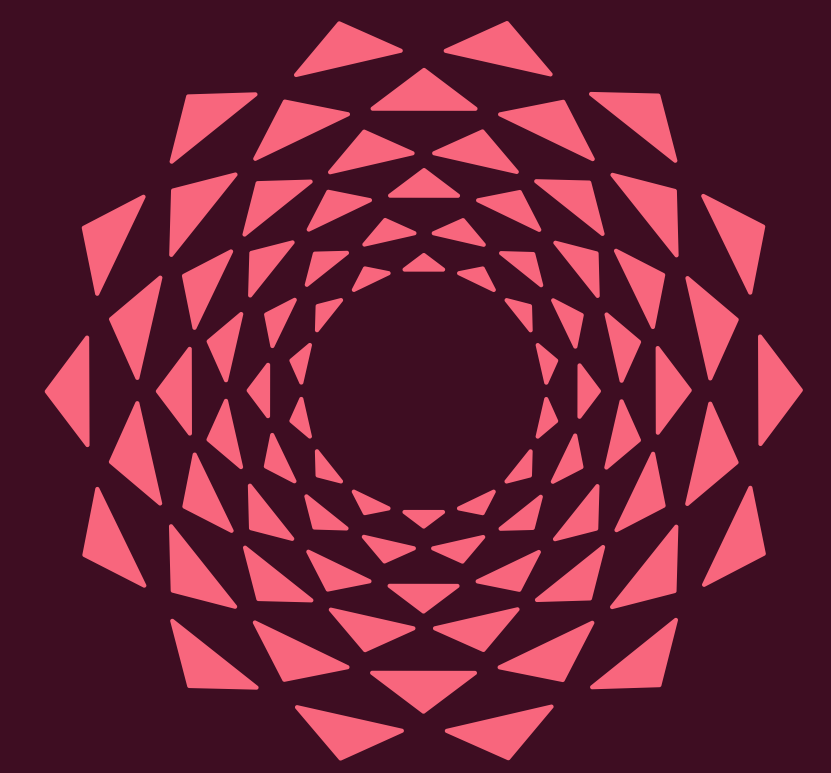
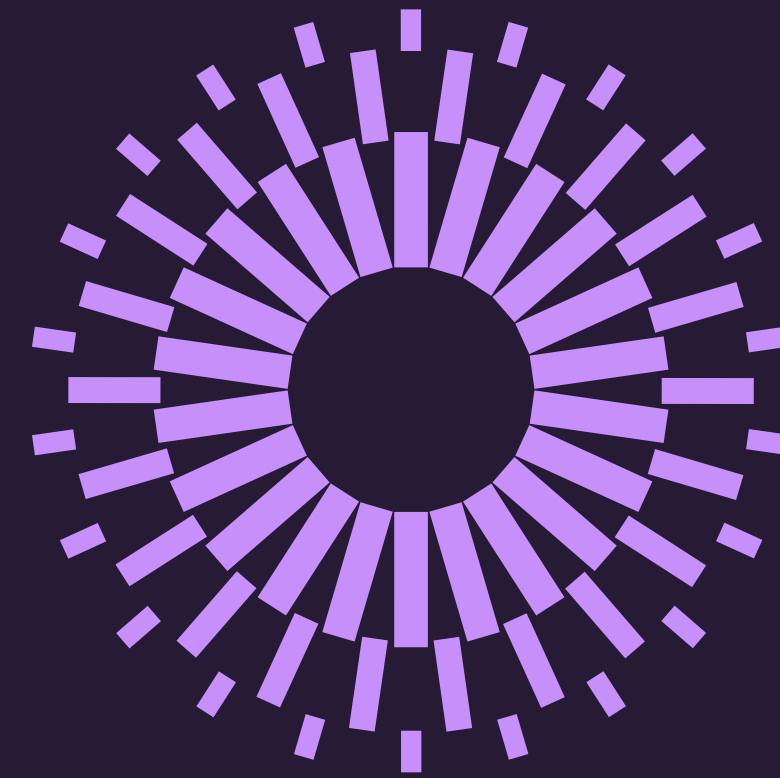
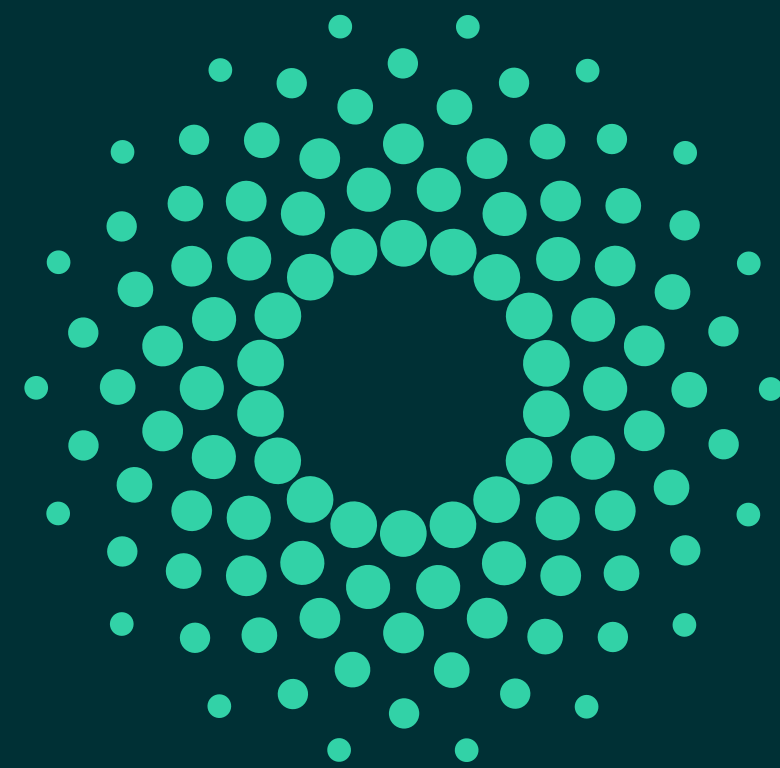
Patterns

Overview

Our patterns are a dynamic visual expression of ADR UK's data-driven approach and the potential it has to create meaningful societal impact.

Constructed from repeating and scaling geometric shapes, they convey a sense of **momentum, connectivity, and collaboration**, reflecting the way data can be combined and interpreted to drive change.

Each ADR nation—England, Northern Ireland, Scotland, and Wales—has its own unique pattern, designed to complement its individual brand identity while remaining consistent with the wider ADR UK system. Patterns are **exclusive to their respective brands**, and should **never be mixed** between ADR UK and the nations, ensuring clarity, cohesion, and a strong visual distinction across all applications.



Patterns

ADR UK

Examples of the correct use of the ADR UK pattern.

Isolated use

Using the ADR UK patterns as standalone visual assets is a simple and effective way to reinforce brand presence across any collateral. The patterns are flexible by design and can be displayed in full, cropped, or repeated to create a variety of distinctive compositions. You may also recolour elements of the pattern, **but only using the approved ADR UK colours**, to maintain brand consistency.

Use with images

Patterns can be combined with photography to create layered, multi-asset visuals that connect people and data in a cohesive and engaging way. This approach can make stock images feel more ownable and distinctive. Patterns may be simply layered over images, or, if software capabilities allow, integrated directly by isolating the subject and placing it on a new foreground layer. To ensure success, choose images where the subject is clearly distinguishable from the background or other elements, allowing the pattern to complement rather than overwhelm the composition.



Patterns

ADR Northern Ireland

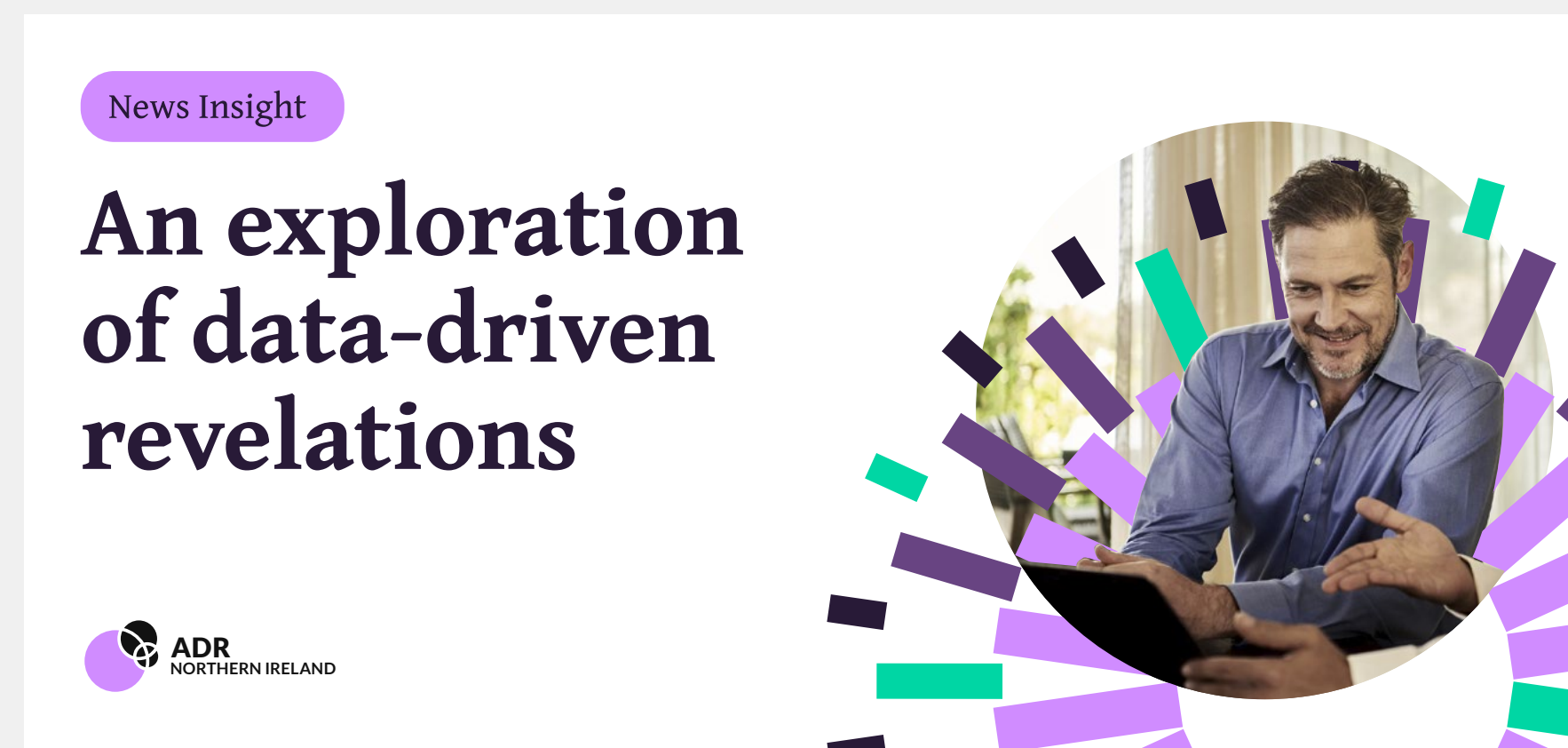
Examples of the correct use of the ADR Northern Ireland pattern.

Isolated use

Using the ADR Northern Ireland patterns as standalone visual assets is a simple and effective way to reinforce brand presence across any collateral. The patterns are flexible by design and can be displayed in full, cropped, or repeated to create a variety of distinctive compositions. You may also recolour elements of the pattern, **but only using the approved ADR Northern Ireland colours**, to maintain brand consistency.

Use with images

Patterns can be combined with photography to create layered, multi-asset visuals that connect people and data in a cohesive and engaging way. This approach can make stock images feel more ownable and distinctive. Patterns may be simply layered over images, or, if software capabilities allow, integrated directly by isolating the subject and placing it on a new foreground layer. To ensure success, choose images where the subject is clearly distinguishable from the background or other elements, allowing the pattern to complement rather than overwhelm the composition.



Patterns

ADR Wales

Examples of the correct use of the ADR Wales pattern.

Isolated use

Using the ADR Wales patterns as standalone visual assets is a simple and effective way to reinforce brand presence across any collateral. The patterns are flexible by design and can be displayed in full, cropped, or repeated to create a variety of distinctive compositions. You may also recolour elements of the pattern, **but only using the approved ADR Wales colours**, to maintain brand consistency.

Use with images

Patterns can be combined with photography to create layered, multi-asset visuals that connect people and data in a cohesive and engaging way. This approach can make stock images feel more ownable and distinctive. Patterns may be simply layered over images, or, if software capabilities allow, integrated directly by isolating the subject and placing it on a new foreground layer. To ensure success, choose images where the subject is clearly distinguishable from the background or other elements, allowing the pattern to complement rather than overwhelm the composition.



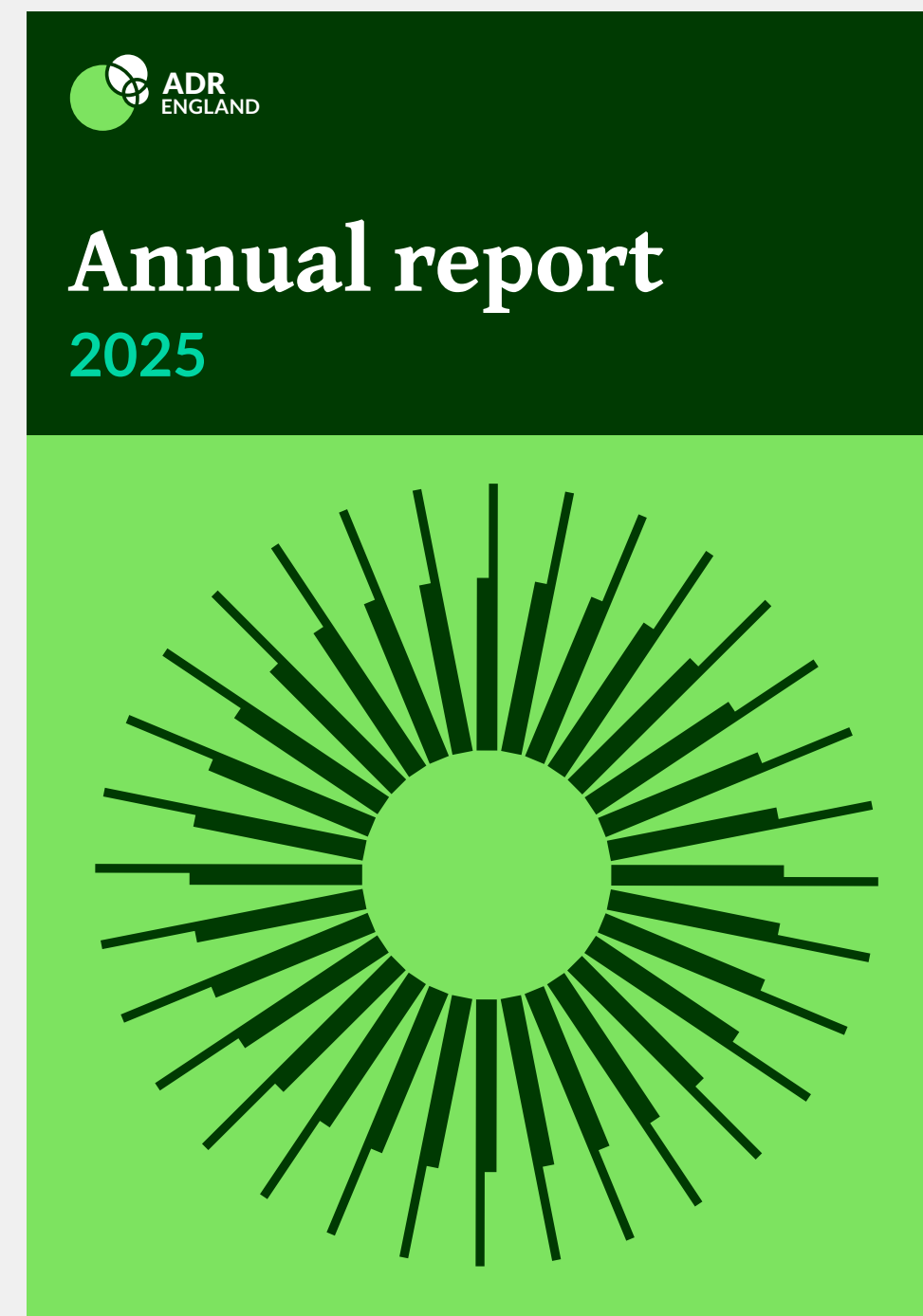
Patterns

ADR England

Examples of the correct use of the ADR England pattern.

Isolated use
Using the ADR England patterns as standalone visual assets is a simple and effective way to reinforce brand presence across any collateral. The patterns are flexible by design and can be displayed in full, cropped, or repeated to create a variety of distinctive compositions. You may also recolour elements of the pattern, **but only using the approved ADR England colours**, to maintain brand consistency.

Use with images
Patterns can be combined with photography to create layered, multi-asset visuals that connect people and data in a cohesive and engaging way. This approach can make stock images feel more ownable and distinctive. Patterns may be simply layered over images, or, if software capabilities allow, integrated directly by isolating the subject and placing it on a new foreground layer. To ensure success, choose images where the subject is clearly distinguishable from the background or other elements, allowing the pattern to complement rather than overwhelm the composition.



Patterns

ADR Scotland

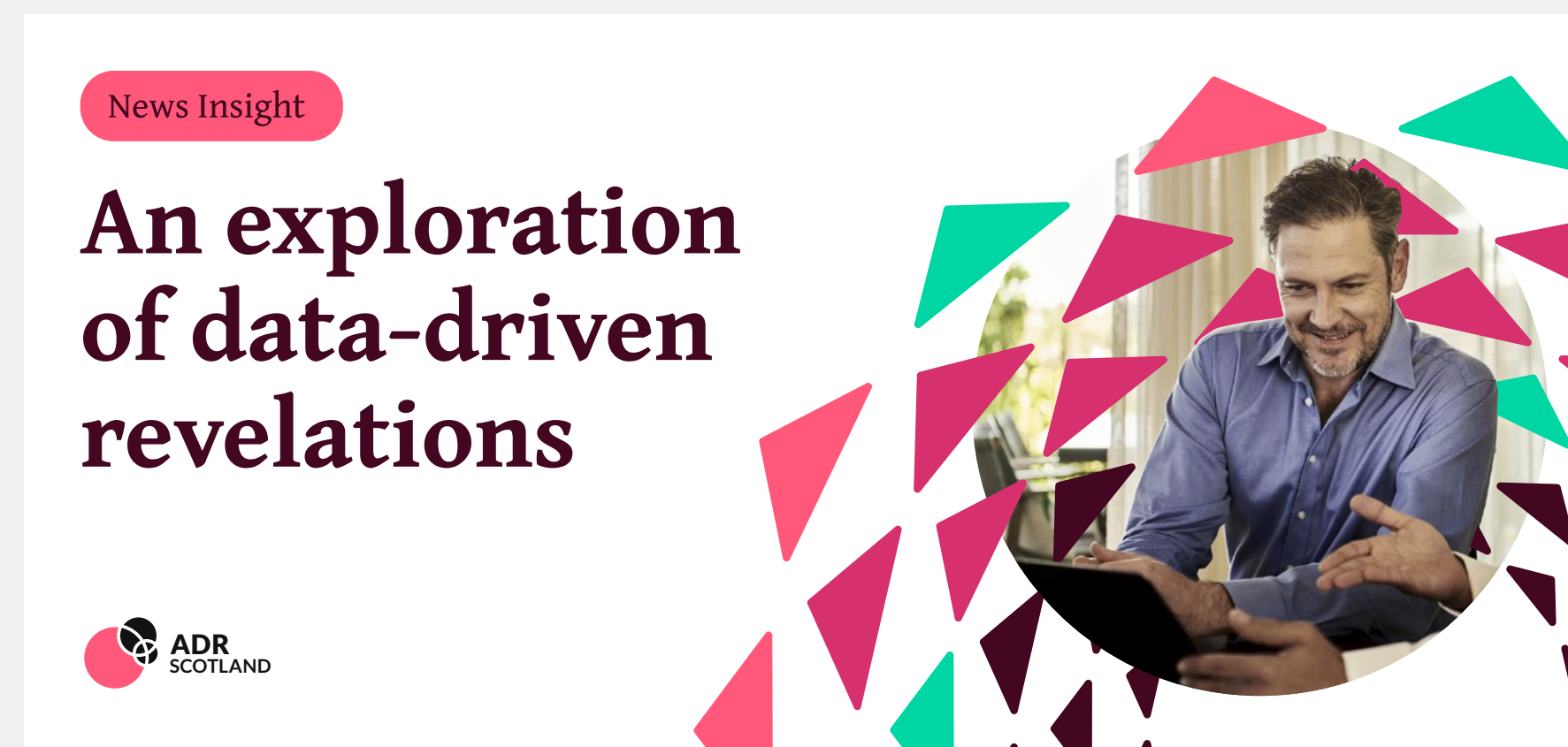
Examples of the correct use of the ADR Scotland pattern.

Isolated use

Using the ADR Scotland patterns as standalone visual assets is a simple and effective way to reinforce brand presence across any collateral. The patterns are flexible by design and can be displayed in full, cropped, or repeated to create a variety of distinctive compositions. You may also recolour elements of the pattern, **but only using the approved ADR Scotland colours**, to maintain brand consistency.

Use with images

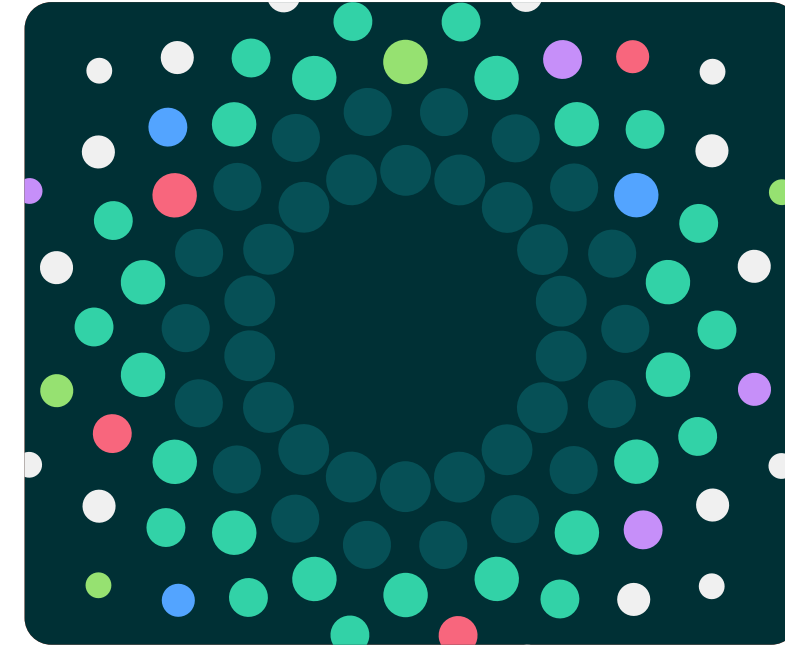
Patterns can be combined with photography to create layered, multi-asset visuals that connect people and data in a cohesive and engaging way. This approach can make stock images feel more ownable and distinctive. Patterns may be simply layered over images, or, if software capabilities allow, integrated directly by isolating the subject and placing it on a new foreground layer. To ensure success, choose images where the subject is clearly distinguishable from the background or other elements, allowing the pattern to complement rather than overwhelm the composition.



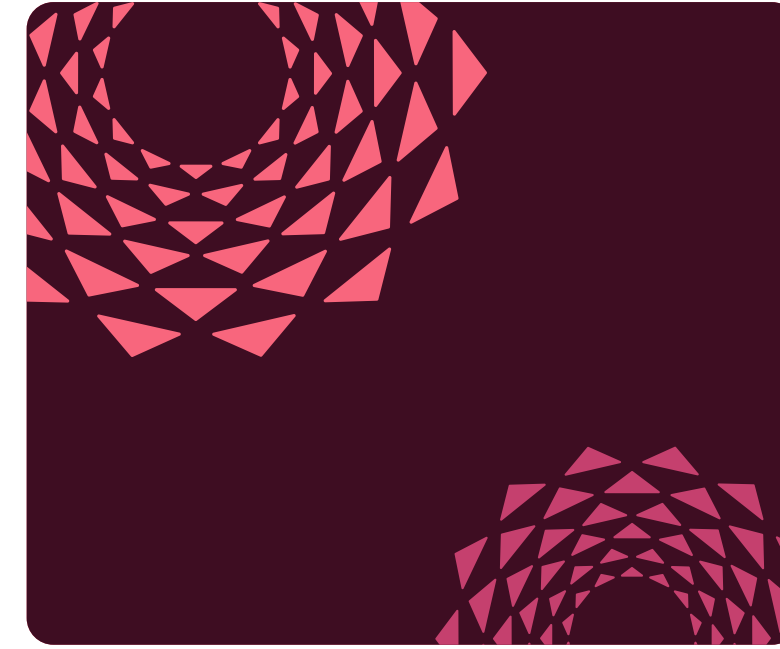
Patterns

Guidance on use

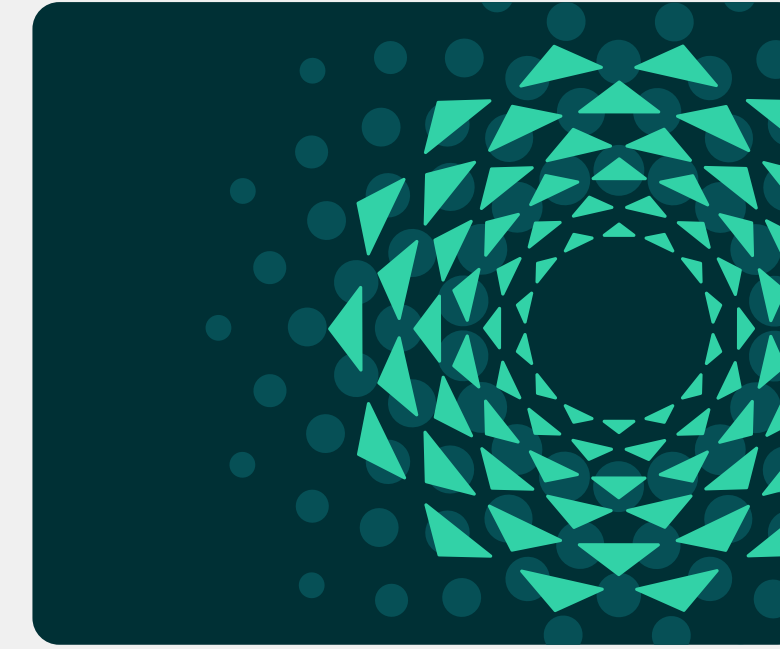
This page shows examples of how ADR UK and nation patterns should be applied to ensure consistency and maintain the integrity of the brand.



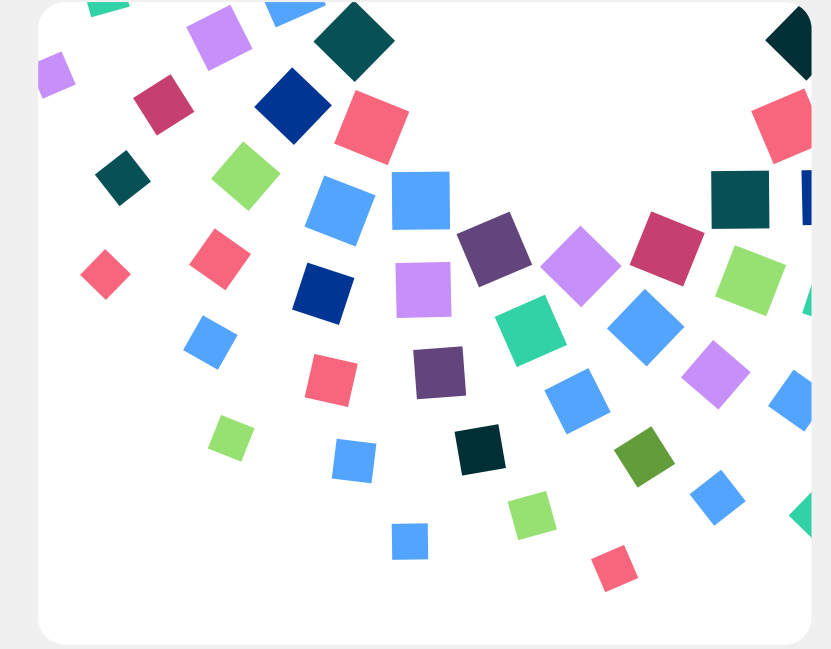
✓ When representing ADR UK structure, it is acceptable to carefully incorporate nation colours into the ADR UK pattern.



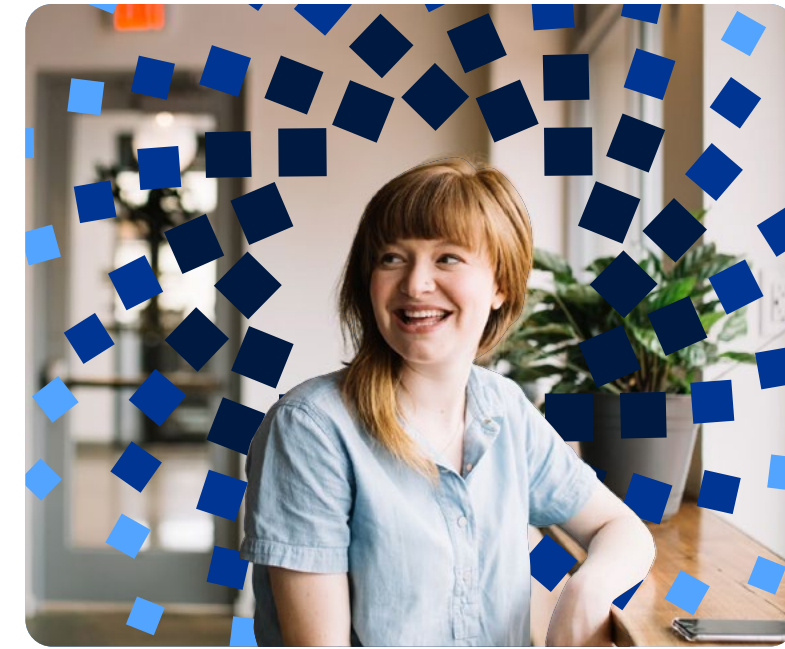
✓ Patterns can be duplicated to create varied compositions, ensuring that at least 25% of each pattern remains visible.



✗ Don't combine patterns from different nations.



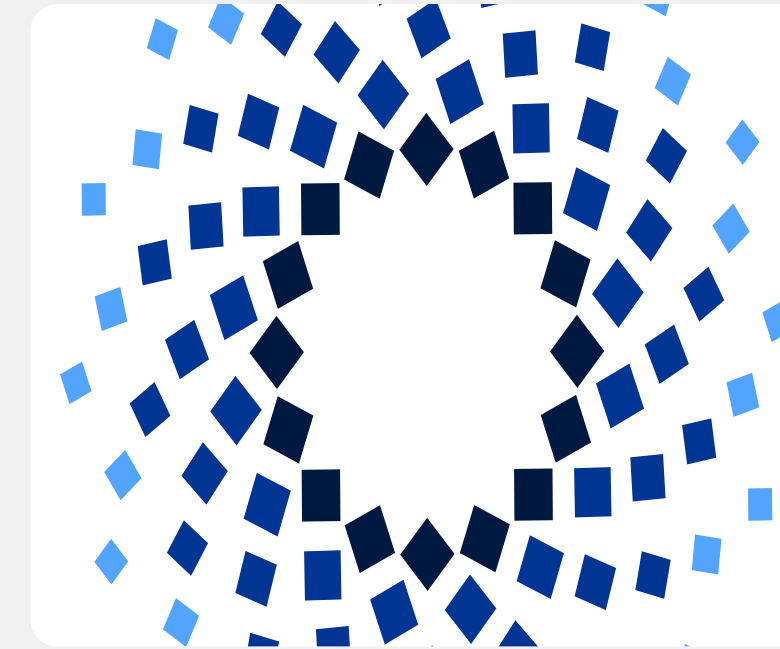
✗ Don't mix colours from other ADR nations when creating nation-specific assets.



✓ Give subjects ample space around their heads when layering patterns over photography.



✓ Consider background colours carefully when applying pattern colours to maintain legibility and clarity.



✗ Don't skew or distort patterns.



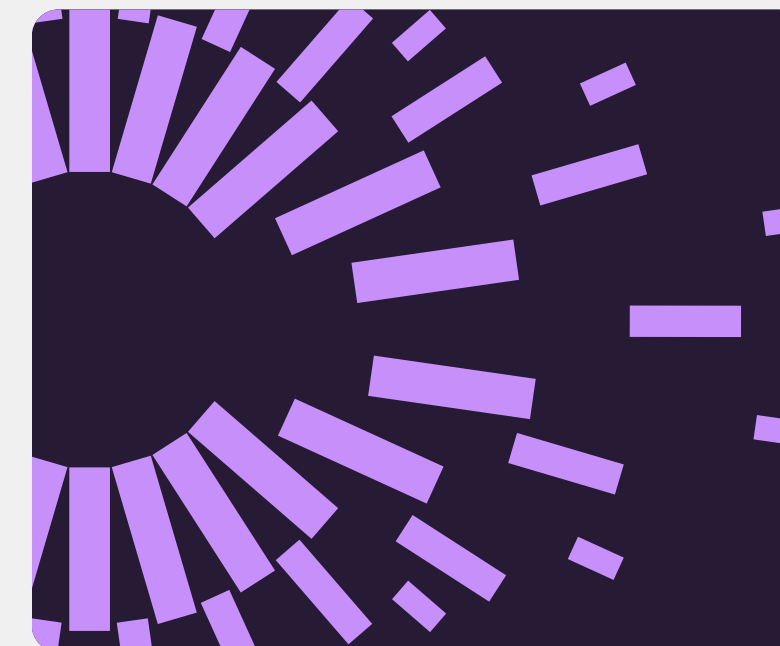
✗ Avoid encroaching on text when patterns are used at full strength.



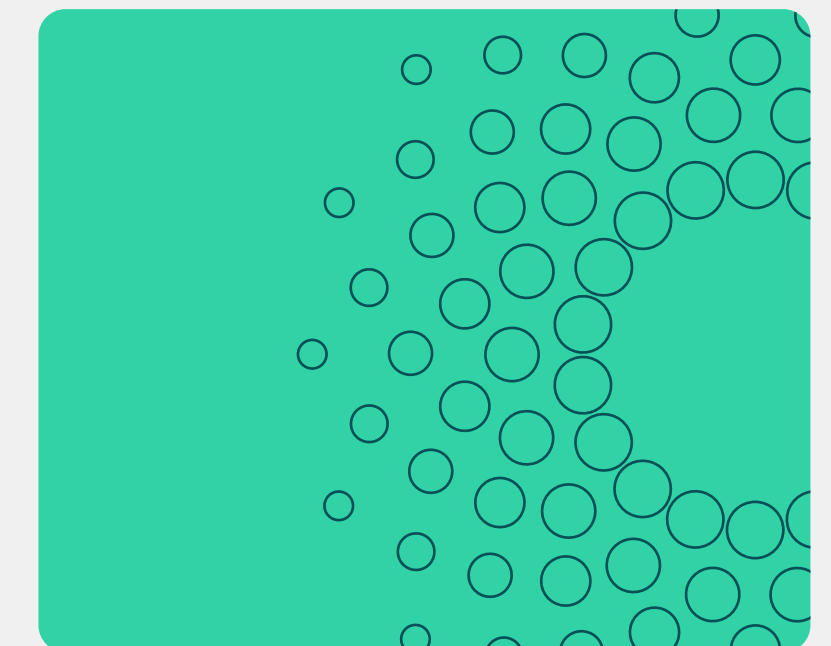
✓ Use patterns subtly as background textures with the neutral palette to support content without overpowering it.



✓ ADR UK Teal may be incorporated into nation patterns to reinforce visual connection to the wider ADR UK brand.



✗ Don't reposition individual elements within a pattern.

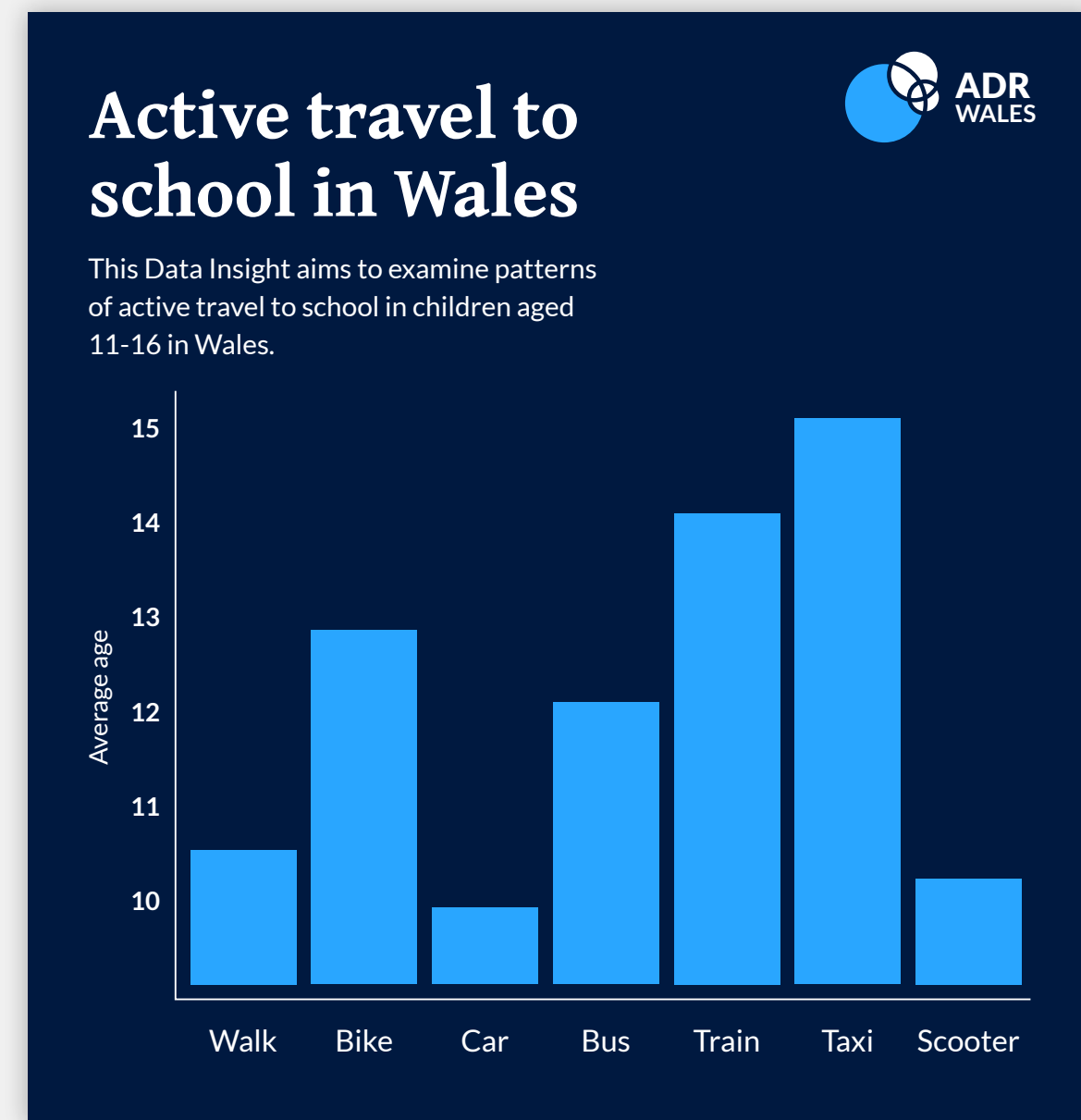
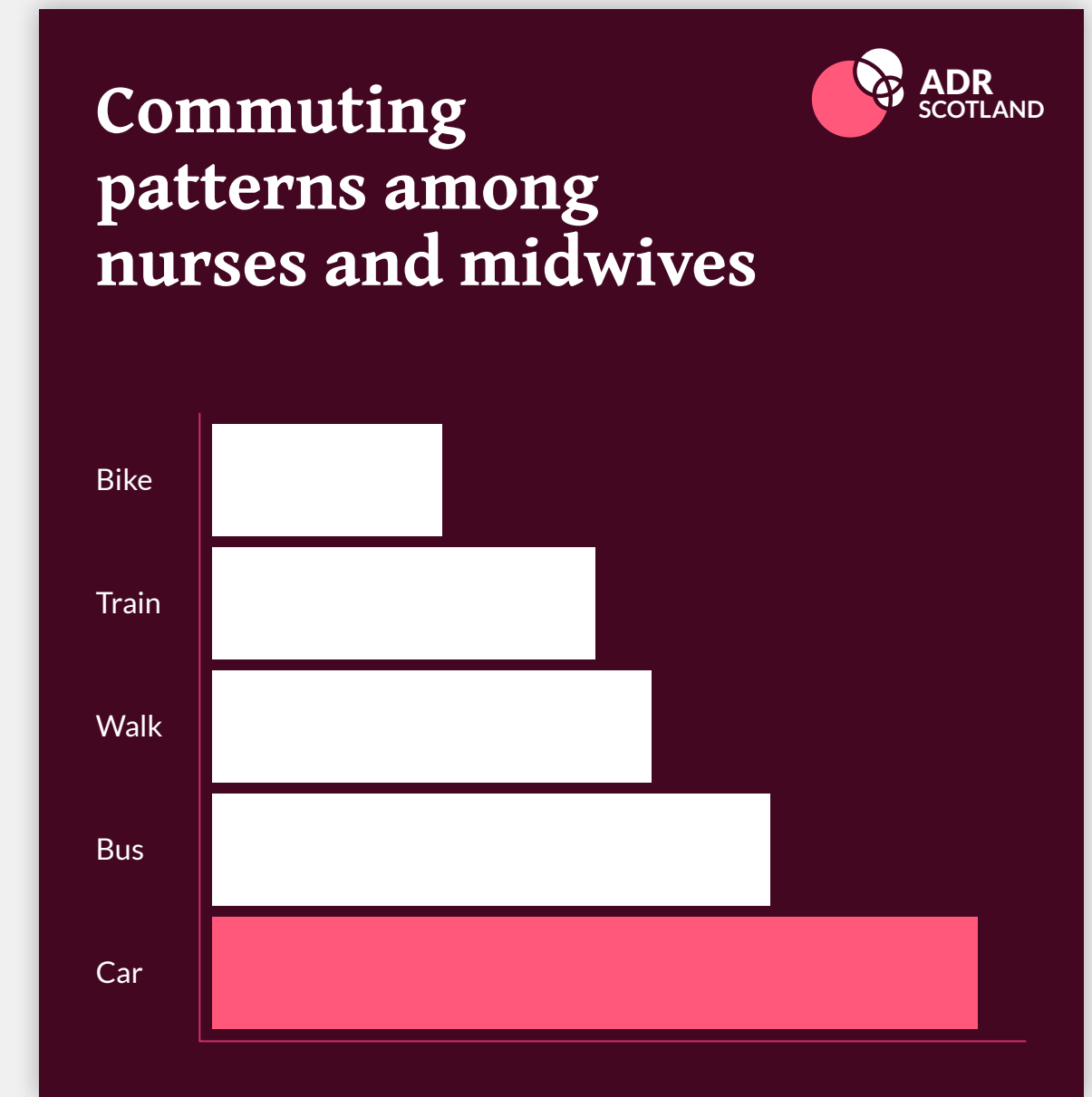
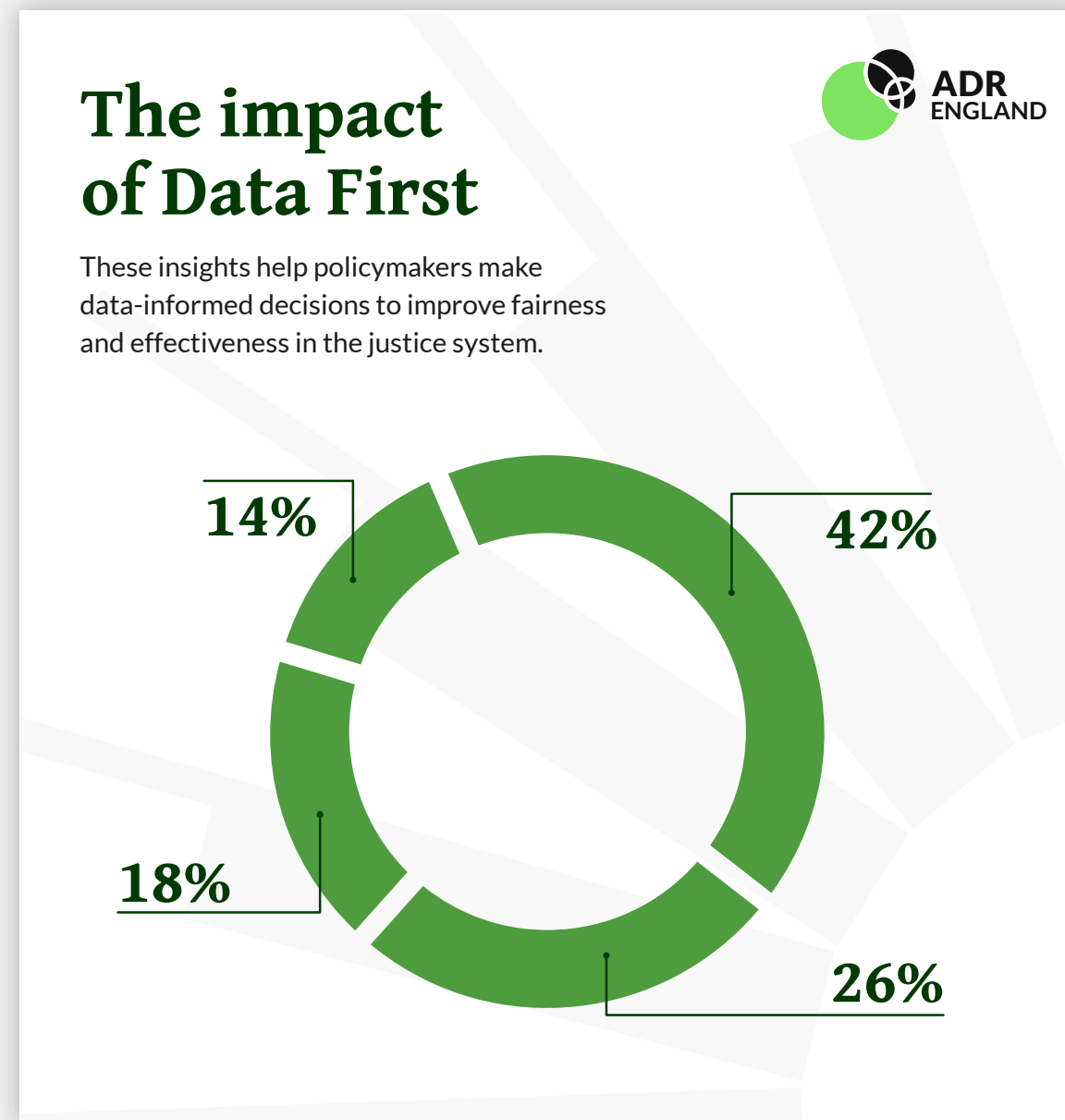


✗ Don't add keylines or outlines to patterns.

Data visualisation

Overview

ADR UK and the nations use data visualisation to articulate figures clearly. The next couple of pages offer example of best practice and guidance on how to create clear, consistent data visualisations.



Data visualisation

Guidance on creation

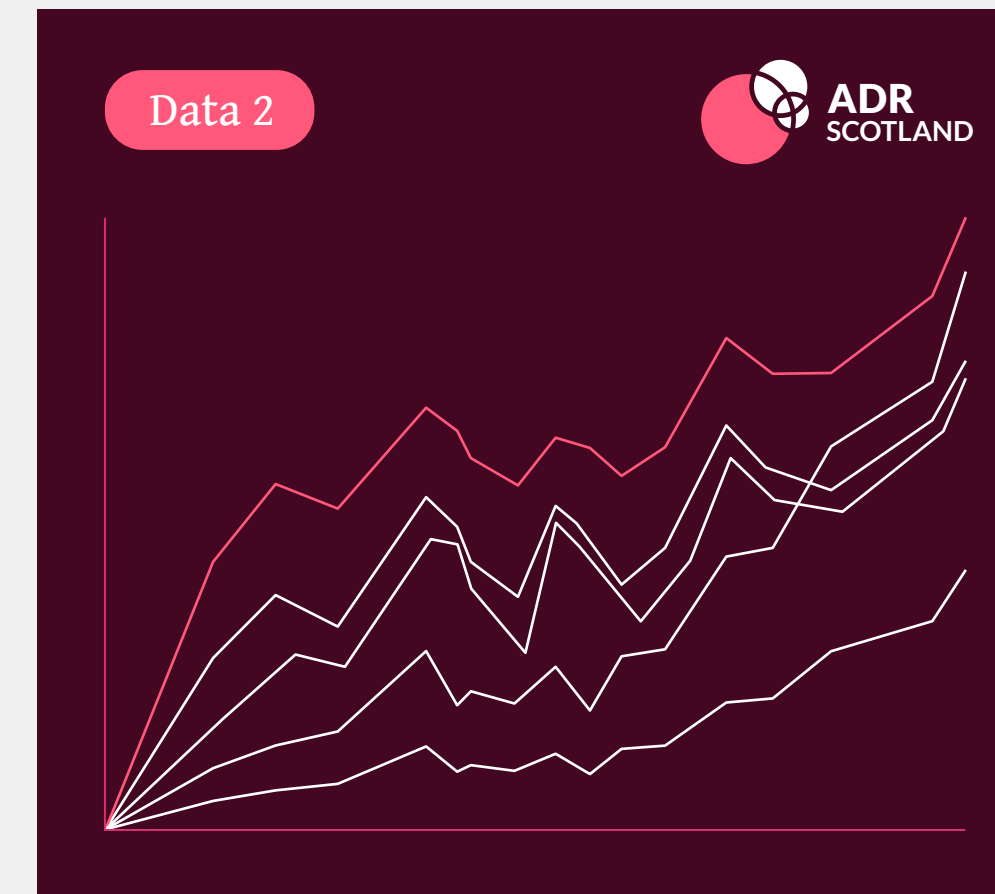
Here are some overview rules on how to create data visualisations using the ADR UK and nations brands.

Accessibility: Be mindful of colour use for complex data visualisation, including ensuring suitable contrast if colour only is used to indicate results. Take guidance from specialists where needed.

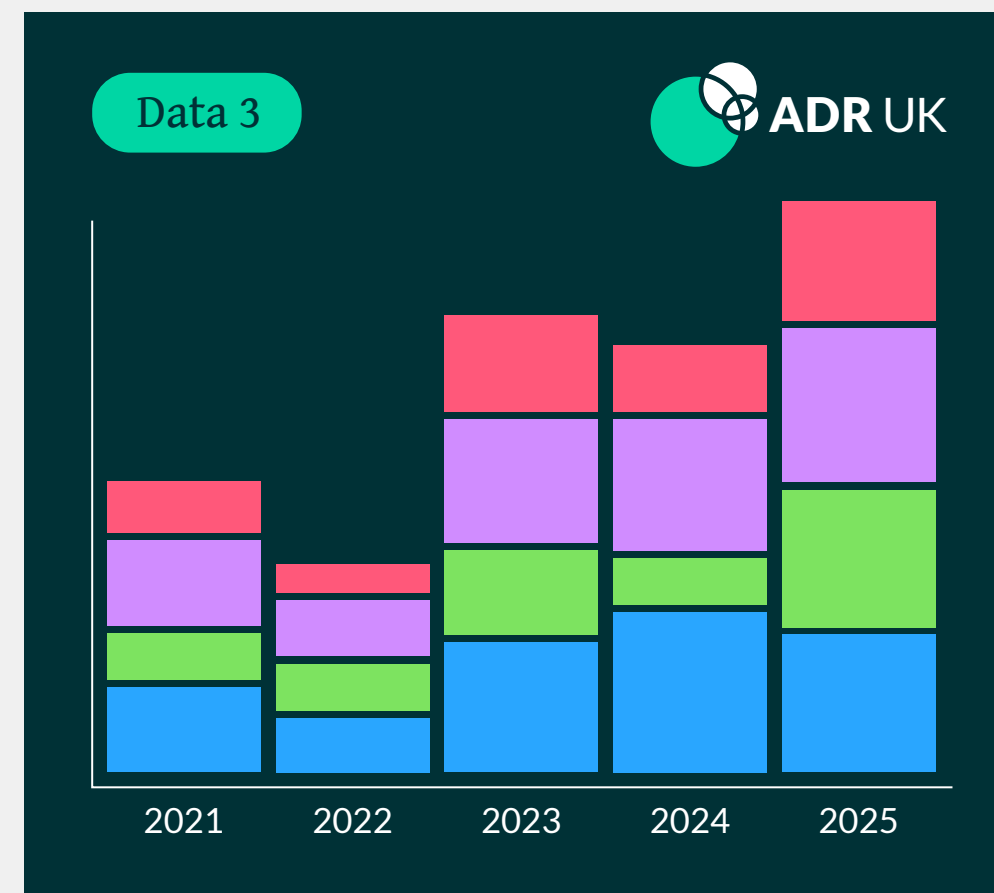
✓ Do



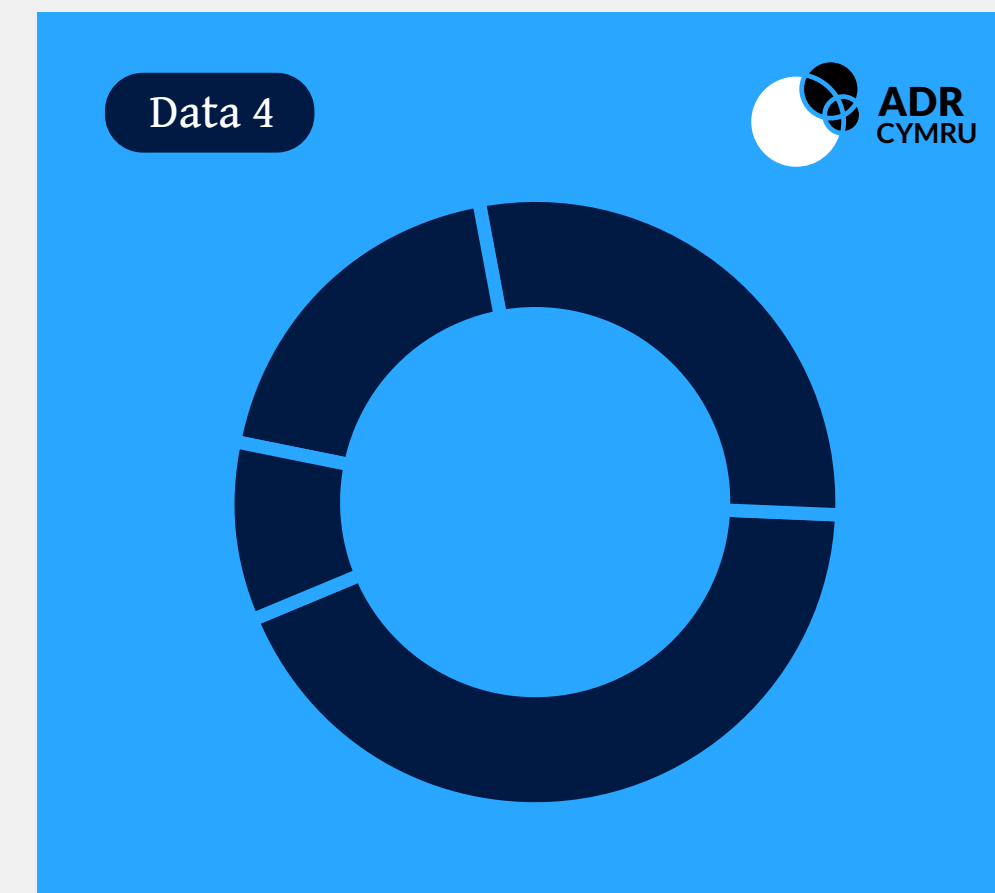
✓ When working on a light background, use medium or dark tones to differentiate data points. For the ADR UK brand, **ADR UK Teal** can be used to emphasise key data points. Similarly, for the nations, their **core colour** can highlight important values.



✓ On dark backgrounds, use **White** or **Light Grey** for the main data points. Bright accent colours from the relevant brand may be applied to highlight key figures, ensuring they stand out clearly.

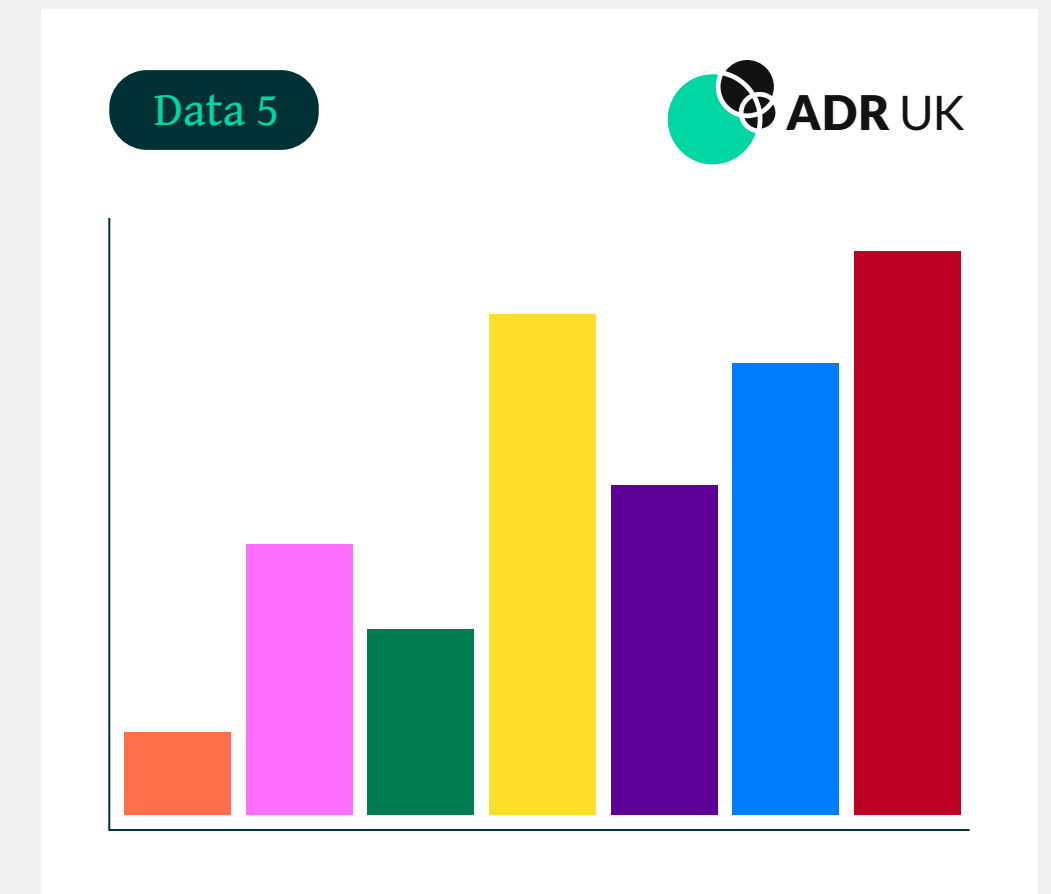


✓ Colours from ADR nations may be used to represent data **directly linked to that nation**. This ensures clarity and reinforces the connection between data and its origin.

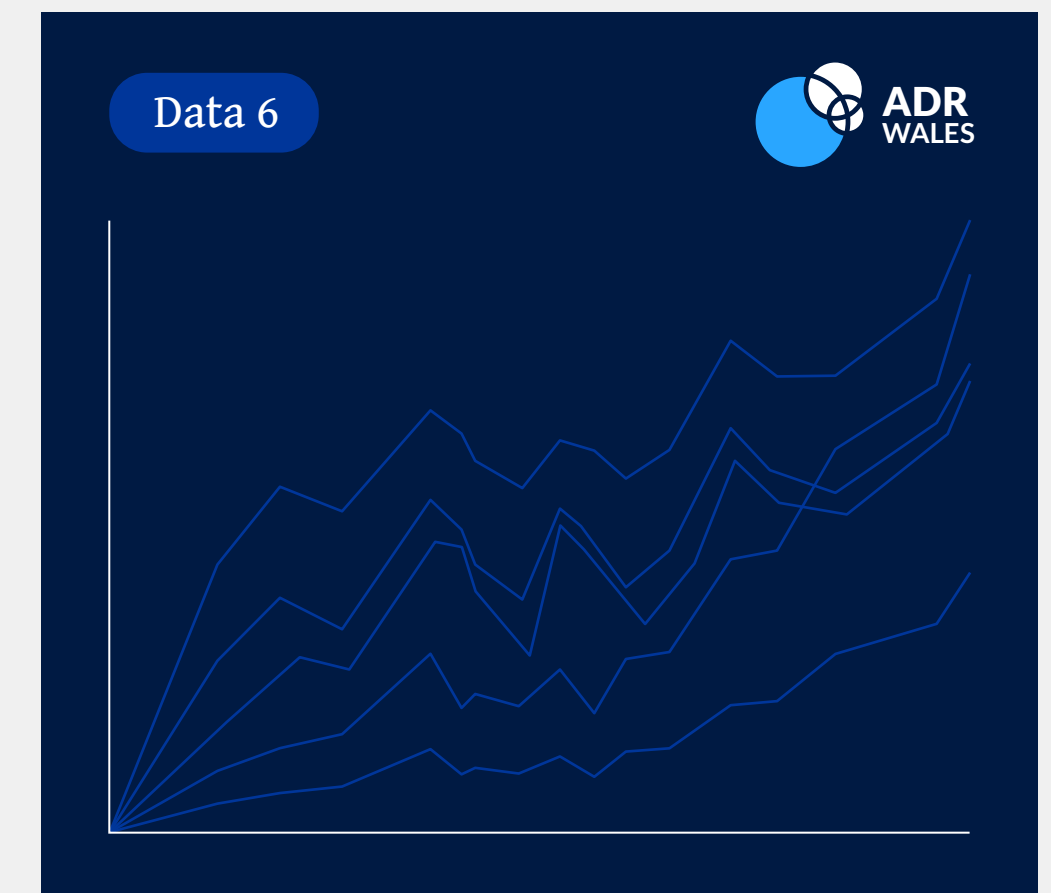


✓ If all data points use the same colour, make sure there is **sufficient visual spacing or separation** between points to avoid confusion and maintain readability.

✗ Do not



✗ Do not introduce colours outside the ADR UK or nation palettes. Colours carry strong meaning across the ADR family, and adding new ones could confuse the narrative or dilute brand consistency.

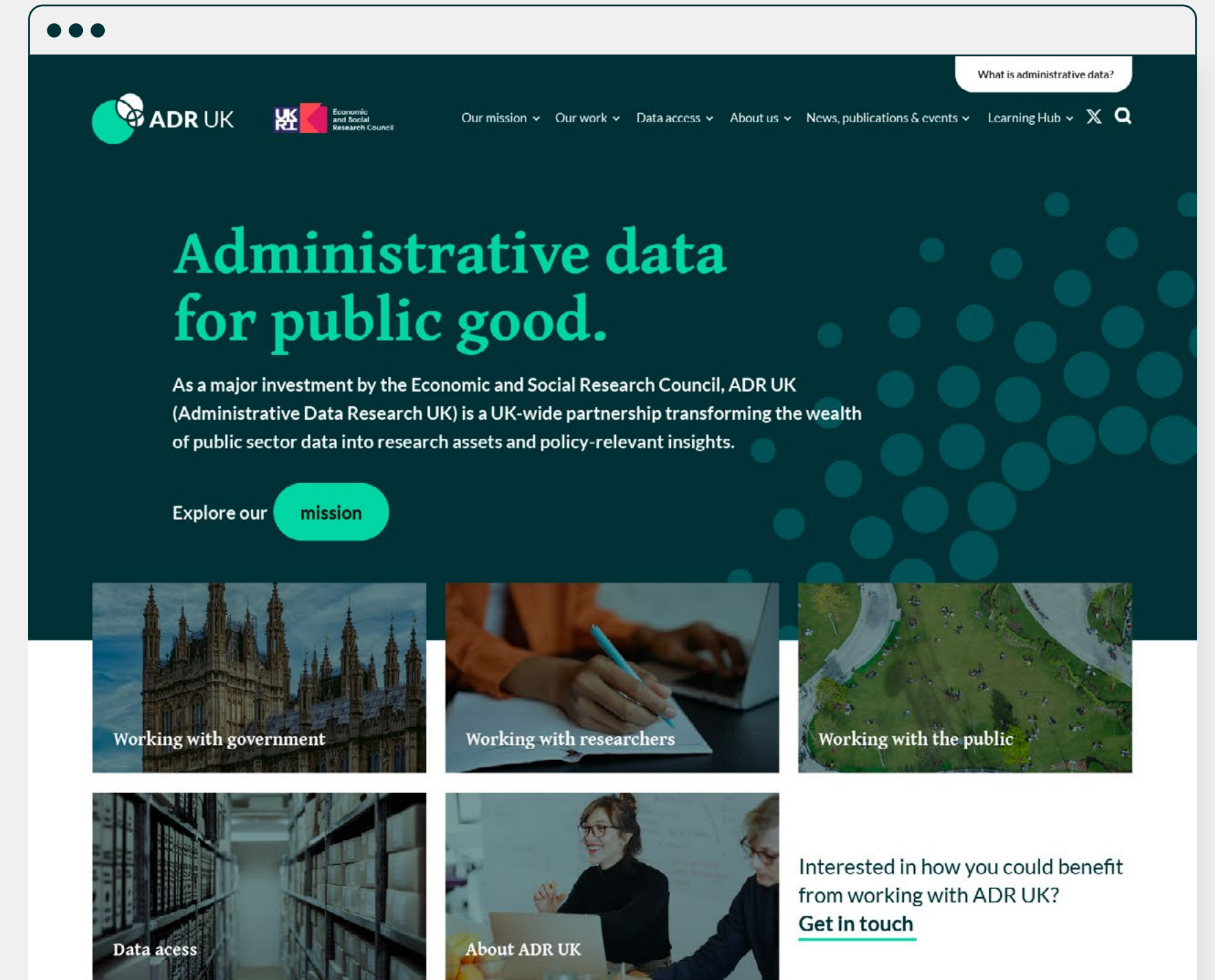
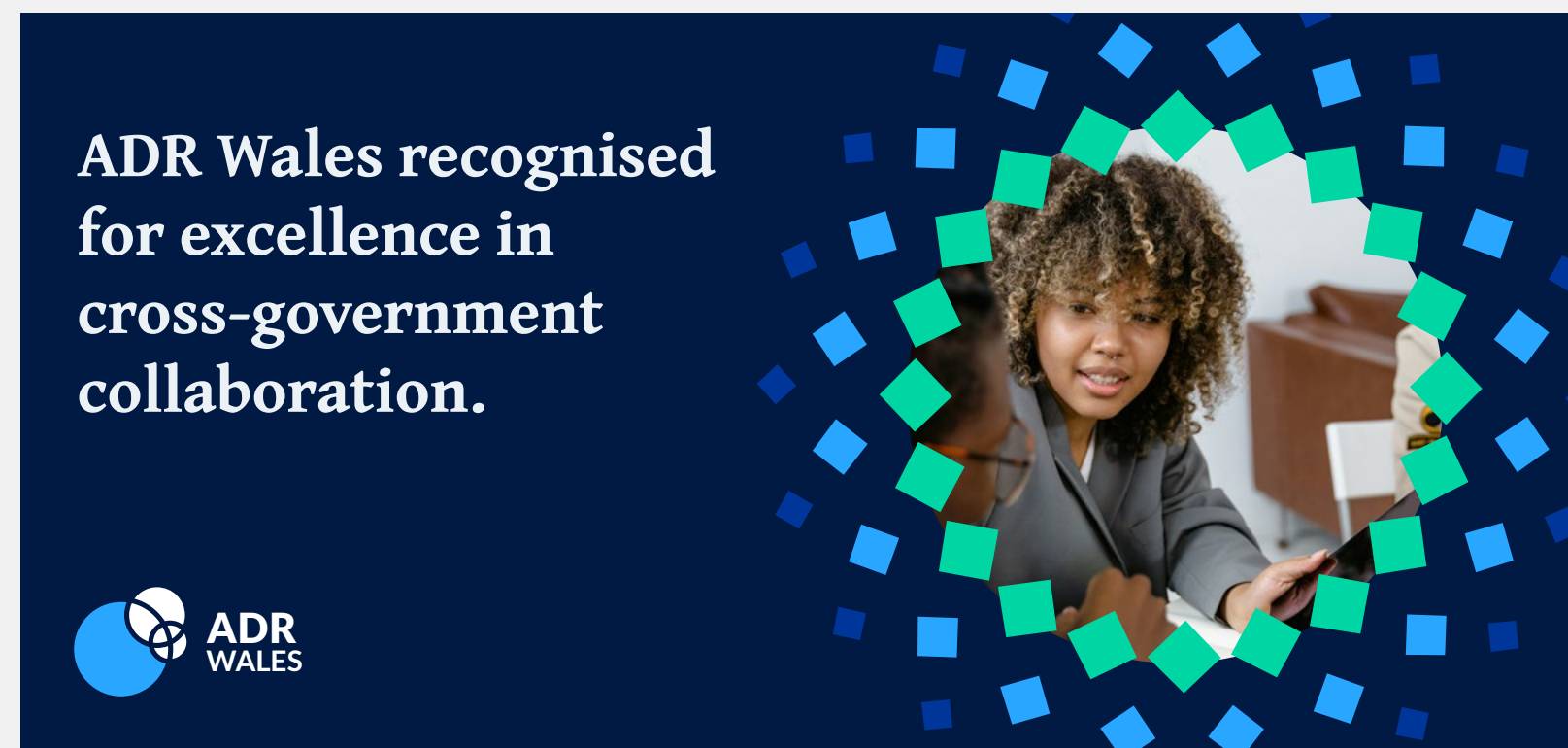


✗ Do not use colours that do not sufficiently stand out from the background. For example, medium and dark palette tones may be unsuitable on certain backgrounds, making the data difficult to read.

Bringing it all together

Examples of the ADR brands in use

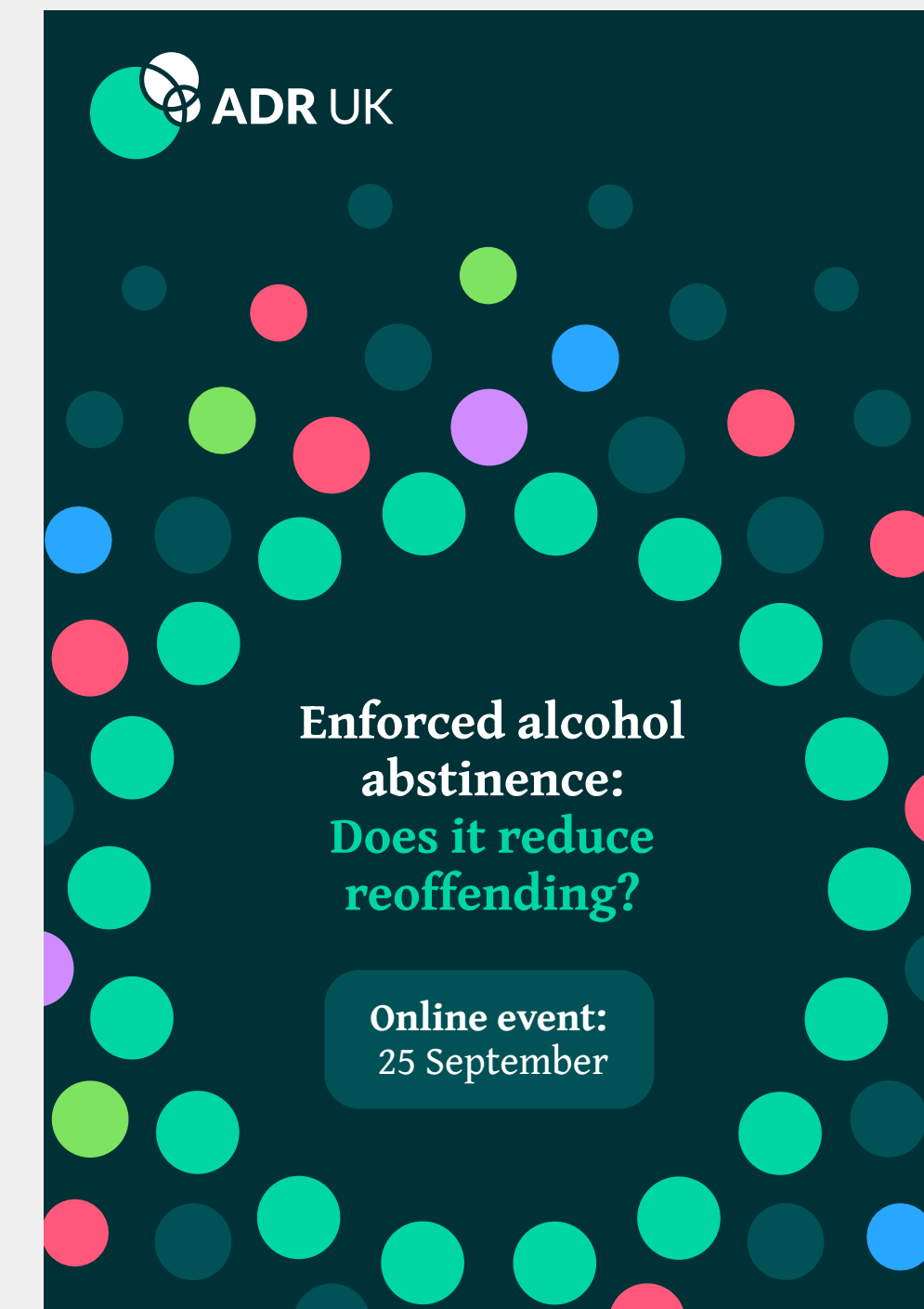
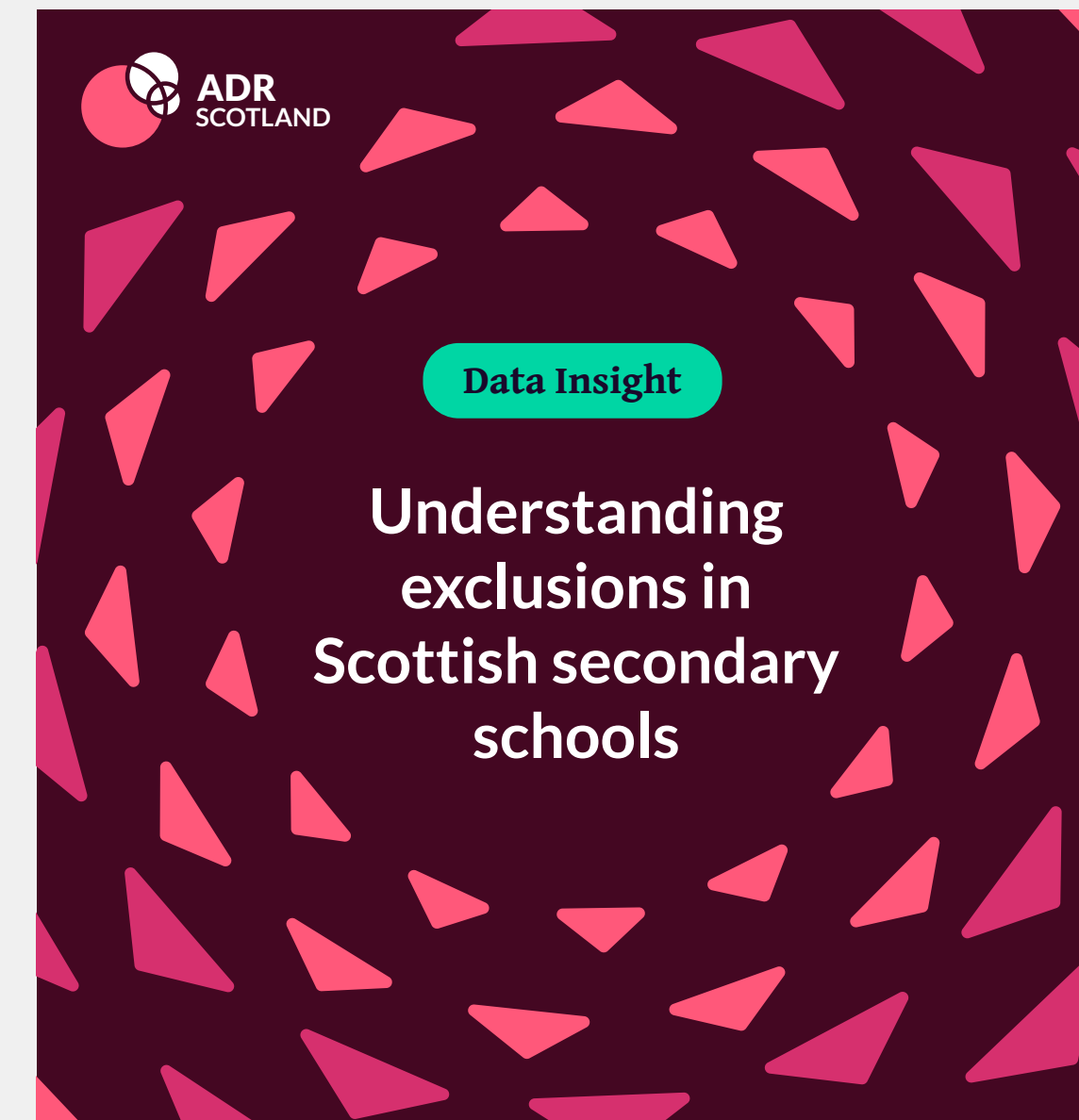
This page demonstrates how the ADR UK and nation brands can be applied across everyday touchpoints, from presentations to marketing materials. It shows the flexibility of the brand system, highlighting how colour, typography, patterns, and imagery can combine to create communications that feel both **consistent and distinctive**. These examples serve as inspiration for delivering a **recognisable, engaging, and ownable** brand presence in all general applications.



Bringing it all together

Social media examples of the ADR brands

This page illustrates how the ADR UK and nation brands can be adapted for social media. It highlights how patterns, colours, imagery, and data visuals can be used dynamically to capture attention, maintain brand cohesion, and communicate clearly in fast-moving digital formats. These examples show how the brand can be **flexed creatively while staying recognisable**, ensuring ADR content stands out and engages audiences online.



Bringing it all together

Report and layout examples of the ADR brands

This page showcases examples of the ADR brand in reports, layouts, and longer-form documents. It demonstrates how the visual system—typography, colour, patterns, and data visualisations—can create **structured, professional, and visually compelling materials**. These examples act as a guide for designing content that is both informative and **distinctly ADR**, maintaining clarity and consistency across detailed documents.



Annual report 2024

Administrative data is an invaluable resource for public good. **We're using it.**



Public sector data has the potential to help us understand how society functions - and to change it for the better. Data-driven insights equip decision-makers with the evidence they need to drive improvements in policy and practice, and to tackle pressing national and global challenges.

I've been delighted to see the ADR UK programme continue to go from strength to strength this year. By supporting researchers to access de-identified administrative data for public good research and to generate actionable insights from this data, ADR UK is making a real difference across the UK.

ADR UK is an integral part of the Economic and Social Research Council (ESRC)'s mission to enhance the UK's data research landscape. Developing researchers' skills to use social science data, and providing the suitable infrastructure for them to do so, are key priorities in ESRC's Strategic Delivery Plan. ADR UK's ambitious activities help to ensure we deliver on this vision.

Likewise, ESRC's growing portfolio of investments provides rich opportunities for collaboration. This year has seen the continued development of Smart Data Research UK, which aims to unlock the potential of data generated through everyday interactions with digital devices. And the Future Data Services programme, designed to establish what is needed for the next generation of ESRC's federated data services beyond 2024, concludes this year. It has been inspiring to see learning shared across ADR UK and ESRC's wider programmes, as we work to transform the way data is used for research that supports the public good.



Stian Westlake
Executive Chair of the Economic and Social Research Council (ESRC)

ADR UK in numbers

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Over **8,000** accredited researchers

Over **400** accessible datasets

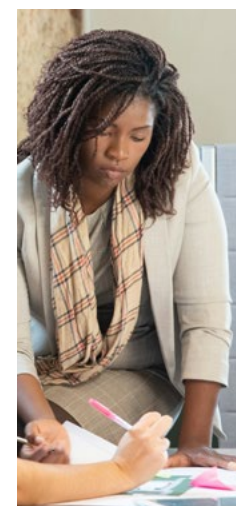
Over **1,400** live and completed research projects

Approaching **£20M** of grants awarded

There are **14** government departments engaged in active research projects

02 Key developments

Building communities around a shared vision.



November saw the ADR UK Conference 2023 kick off in Birmingham. Delivered in partnership with the Office for National Statistics, the conference focused on the theme of 'Public data for resilience and inclusion: Using administrative data to inform policy and practice in challenging times'.

The week brought almost 400 delegates together to hear from inspiring speakers and exchange knowledge and ideas across the sector. An extremely positive response showed the appetite within the community to develop and sustain these connections.

Building communities like this for the future is also a priority for the programme - which is why this year has seen the induction of 22 PhD studentships supported by ADR UK. Hosted at institutions across 13 of ESRC's Doctoral Training Partnerships in all four UK nations, these PhD studentships will use ADR UK flagship datasets to answer policy-relevant questions.

A significant milestone in ADR UK's Training & Capacity Building Strategy, these studentships reflect our ambition to increase the number of researchers trained to analyse complex linked datasets. This aim has also been supported this year through the return of the ADR UK Data Roadshow - which raises the profile of administrative data for new groups of researchers - and the development of community groups on the ADR UK website.

2024 Annual report



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Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Thank you

If you have any questions, contact the
Strategic Hub for guidance.

hub@adruk.org