



National Federated Compute Services NetworkPlus



Identity guide

Strategy

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**The National Federated Compute
Services Network Plus is a
collaborative initiative aimed at
creating a federated framework for
computational research in the UK**

Strategy

Vision

Pillars

Values

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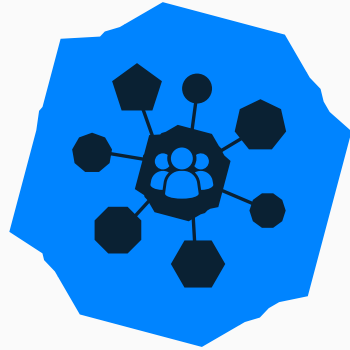
**A federated compute ecosystem
that transcends disciplines, enabling
new knowledge at the intersection
of science, technology, engineering,
arts, health and environment.**

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Vision

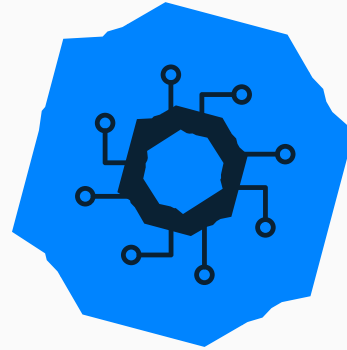
Pillars

Values



Community

- Building communities
- Engaging stakeholders
- Identifying user stories
- Establishing common standards and nomenclature



Technology

- Surveying current practices and state-of-the-art solutions
- Knowledge exchange
- Evaluating technological components for federation
- Identifying core federation services



Policy

- Identifying governance and policy frameworks
- Mapping policy requirements based on business cases and user needs
- Developing an outline policy framework

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Values



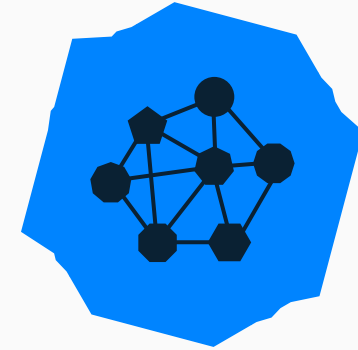
Future facing

Anticipating emerging challenges and focussed on positive long term impacts



Ethical

Inclusive, diverse, human-centred governance

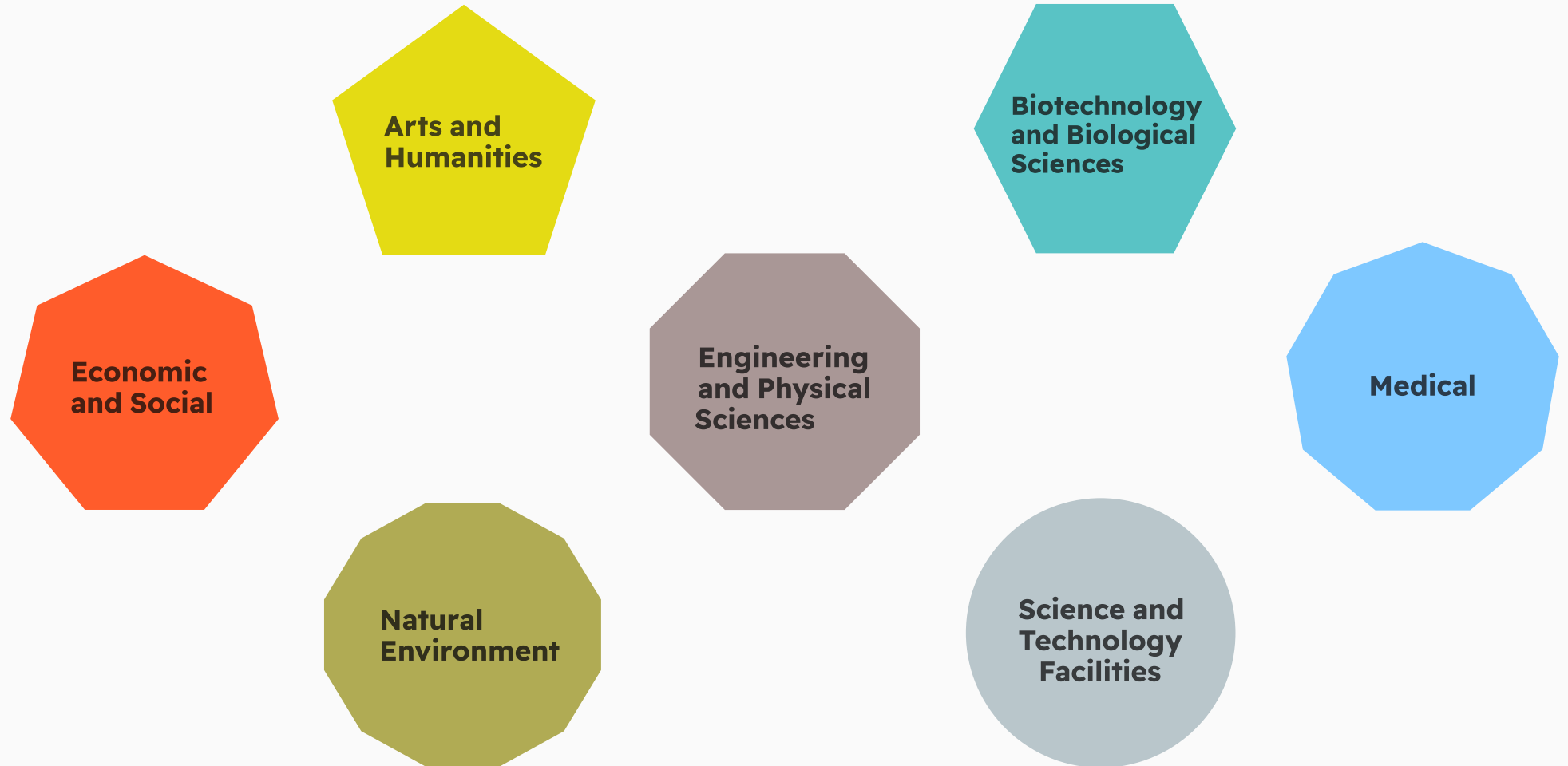


Interdisciplinary

Uniting disciplines to solve the most critical and wicked global challenges

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The National Federated Compute Service brings together opportunities for collaboration and shared resources across all areas of UK's research and innovation ecosystem.



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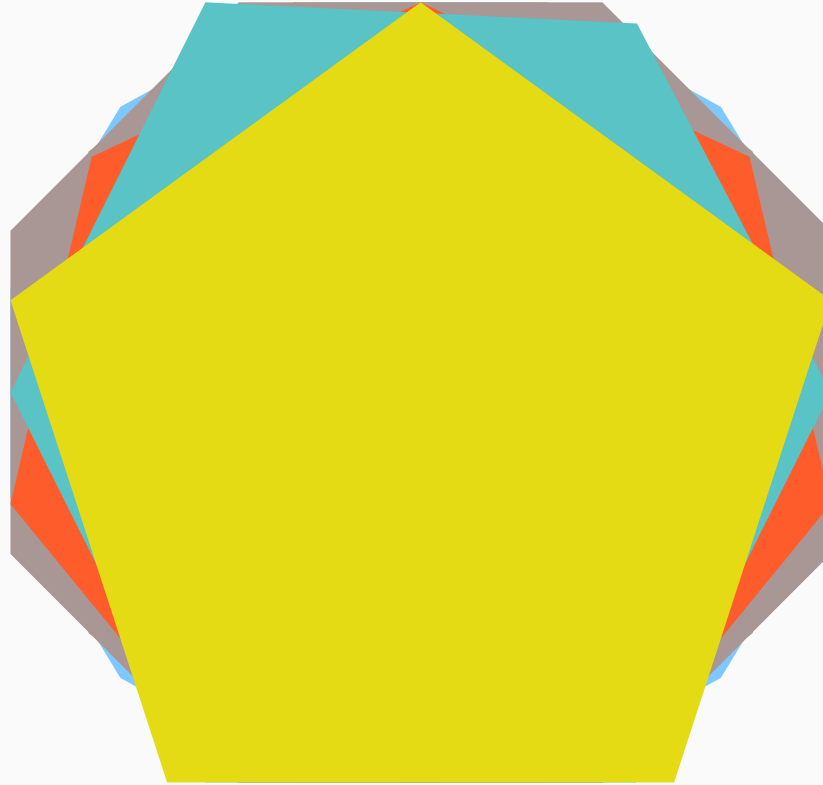
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A way for distinct groups to join together and collaborate toward a shared objective, free from the challenges associated with operating in isolation.



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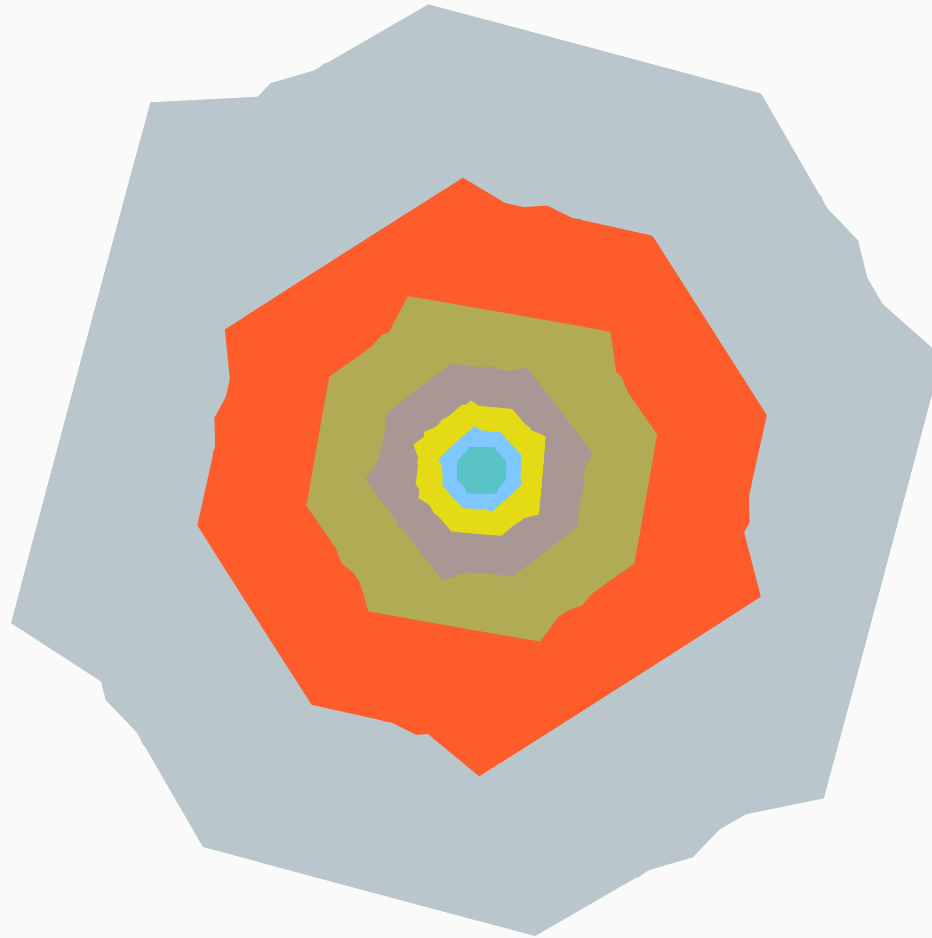
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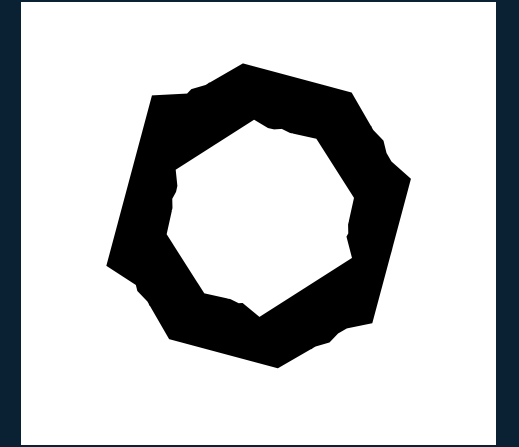
Contact

The final form is created through repeated cycles of the Fibonacci sequence, with each cycle rotated according to the Fibonacci angle, building a pattern that grows and transforms with each step.



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‘The Chemical Basis of Morphogenesis’ is an article that Alan Turing wrote in 1952. It describes how patterns in nature, such as stripes and spirals, can arise naturally from a homogeneous, uniform state.



Strategy

Logo



**National Federated
Compute Services**
NetworkPlus



**National Federated
Compute Services**
NetworkPlus

Typeface

Colours

Primary logo green
(use on dark backgrounds)

Primary logo white

Icons

Imagery

Examples



**National Federated
Compute Services**
NetworkPlus



**National Federated
Compute Services**
NetworkPlus

Toolkit

Contact

Primary logo blue
(use on light backgrounds)

Primary logo black

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National Federated Compute Services

Connect, coordinate, collaborate

Logo with strapline

Strategy

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Headings (Readex Pro bold)

Sub headings (Readex Pro)

Sub headings italic (Readex Pro slanted 8°)

Body (Readex Pro regular)

Body italic (Readex Pro regular slanted 8°)

Template headings and sub headings (Arial bold and *bold italic*)

Template text (Arial regular and *italic*)



Download Readex Pro
from Fontsource

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Primary



Azure
#0084ff

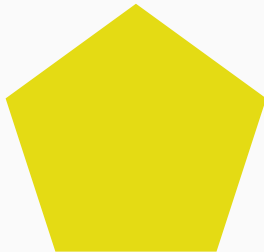


Aquamarine
#00ffba

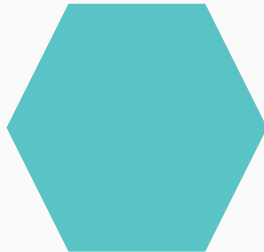


Oxford blue
#0a2133

Secondary



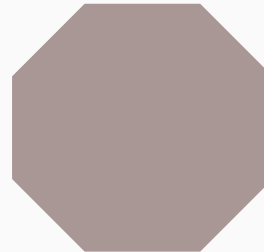
Chartreuse
#e4db14



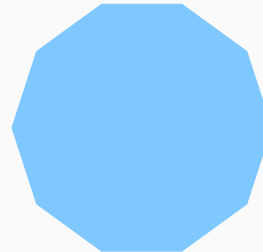
Teal
#59c3c5



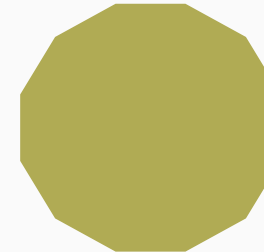
Carrot
#ff5c2b



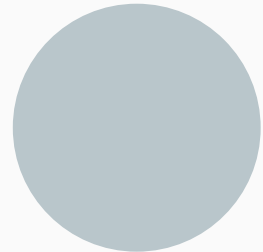
Stone
#a99796



Sky
#7ec8ff



Moss
#b0ab54



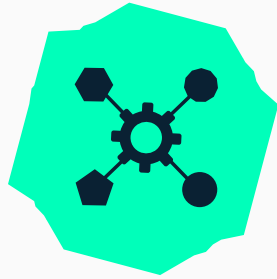
Steel
#b9c6cb

Use tints for diagrams and highlights

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Decentralisation



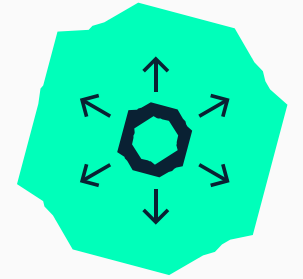
Interoperability



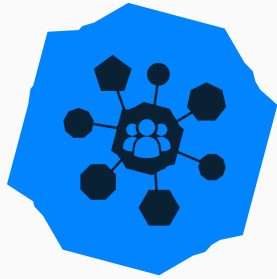
Autonomy



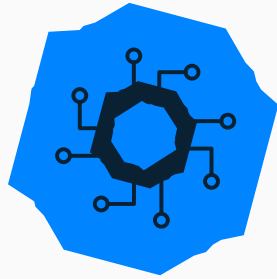
Security + privacy



Scalability



Community



Technology



Policy



Engagement



Workshops



National

Strategy

Logo

Use the logo components overlaid with various transparent effects in NCFS identity colours, to create a limitless range of striking background graphics derived from the logo.

To be used as backdrops overlaid with texts and/or original logos.

Typeface

Colours

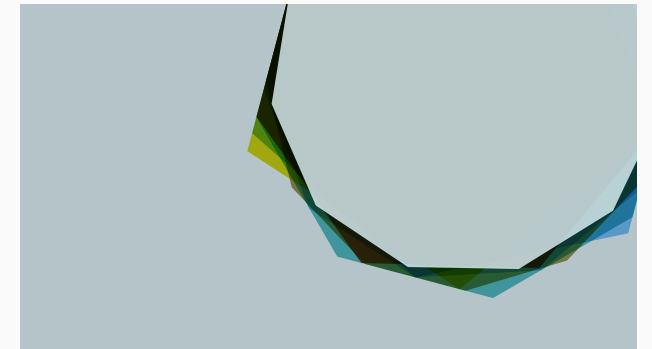
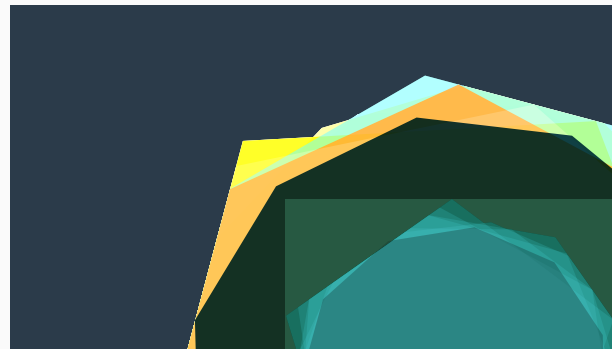
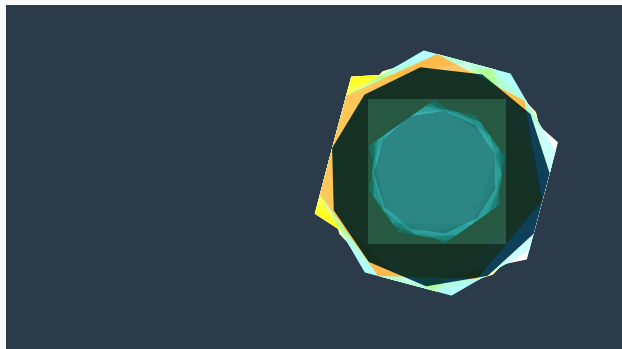
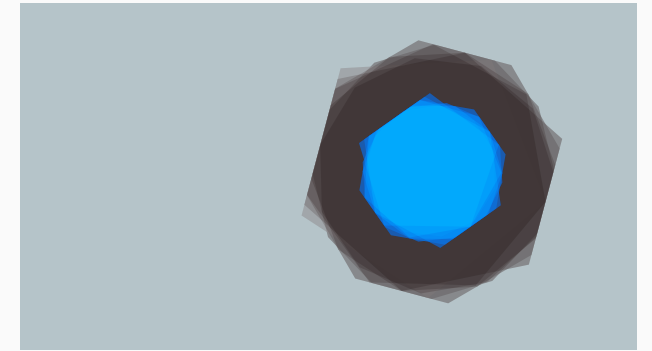
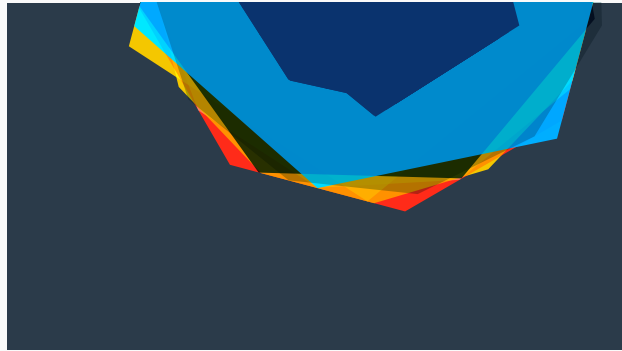
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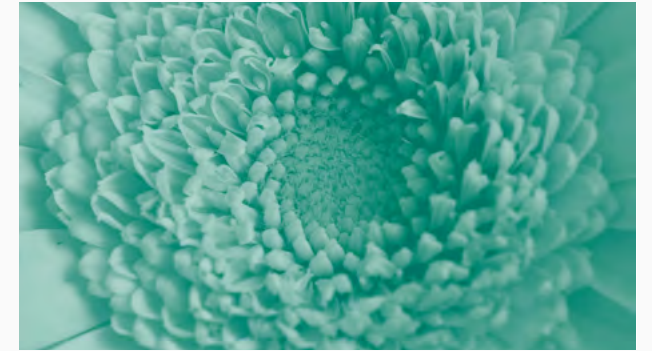
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Images from nature mixed with generative images that show fibonacci patterns in nature. Set to greyscale, 70% opacity, with a colour background selected from the identity palette.

From nature



Generative



Strategy

Website

Social

PPT

Motion graphic

Logo

Typeface

Colours

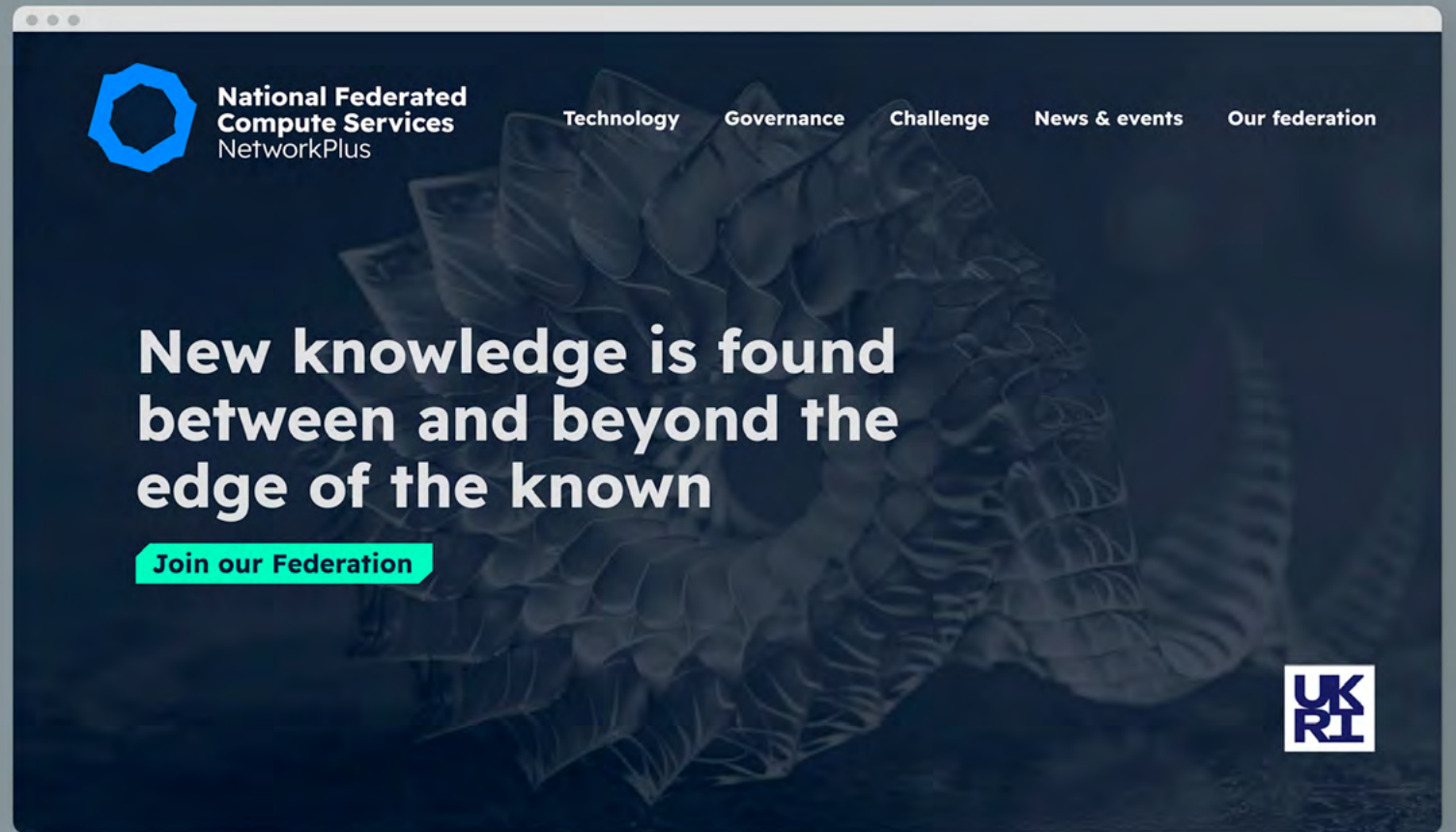
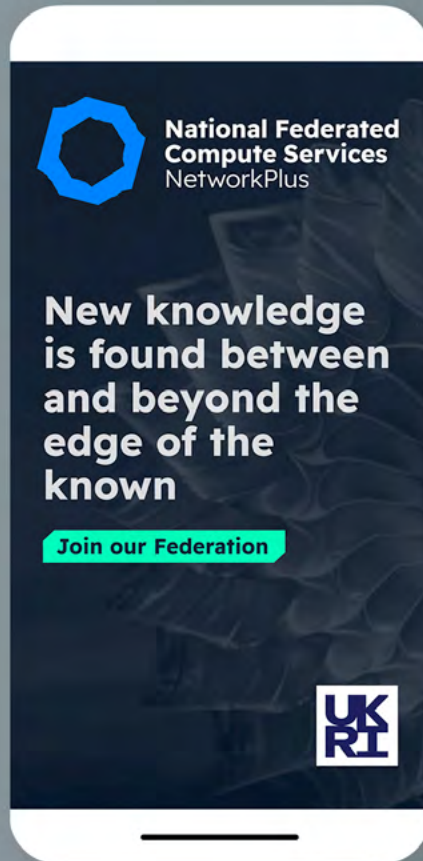
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Motion graphic

The screenshot shows a LinkedIn profile page for "National Federated Compute Services NetworkPlus". The profile picture is a dark square with a glowing cyan geometric logo. The banner image is a colorful abstract graphic with blue, red, and yellow shapes. The profile name is "National Federated Compute Services NetworkPlus" with the tagline "Connect, coordinate, collaborate". Below the name, it says "Research Services · 40 followers · 2-10 employees". The navigation tabs are "Home", "About", "Posts", "Jobs", and "People", with "Posts" being the active tab. Below the tabs, there are filters for "All", "Images", "Videos", "Articles", and "Documents", with "All" selected. A "Sort by: Top" dropdown is visible. The first post is a repost from "National Federated Compute Services - NetworkPlus".

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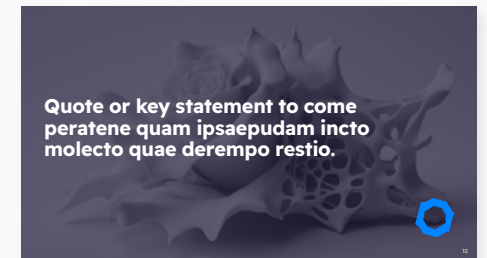
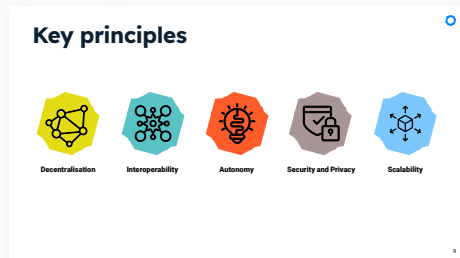
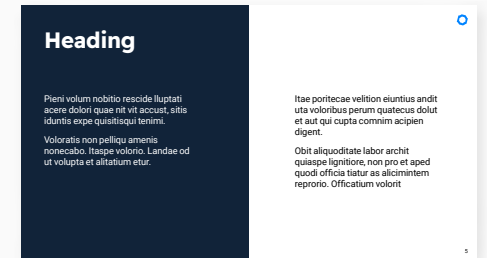
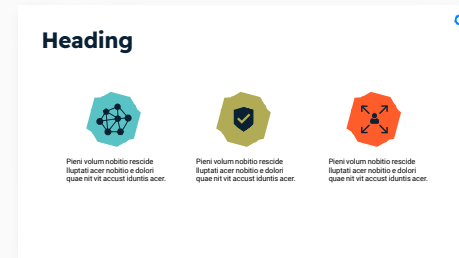
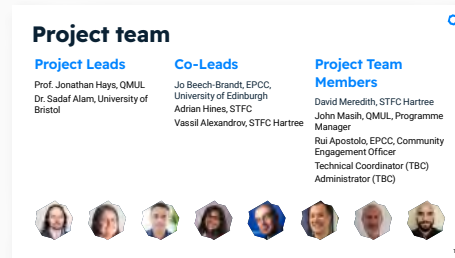
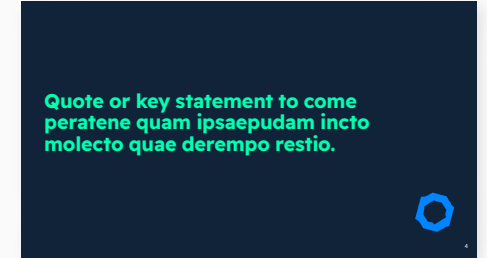
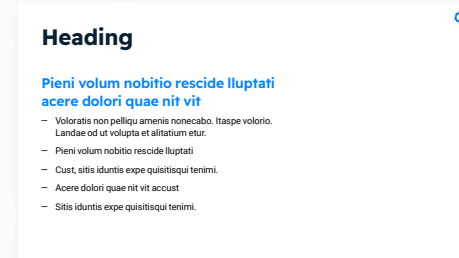
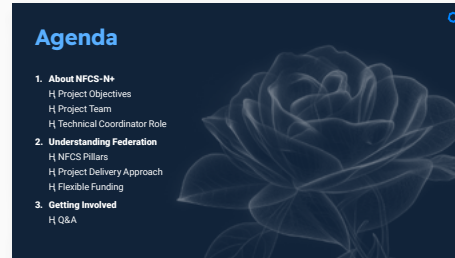
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Website

Social

PPT

Motion graphic



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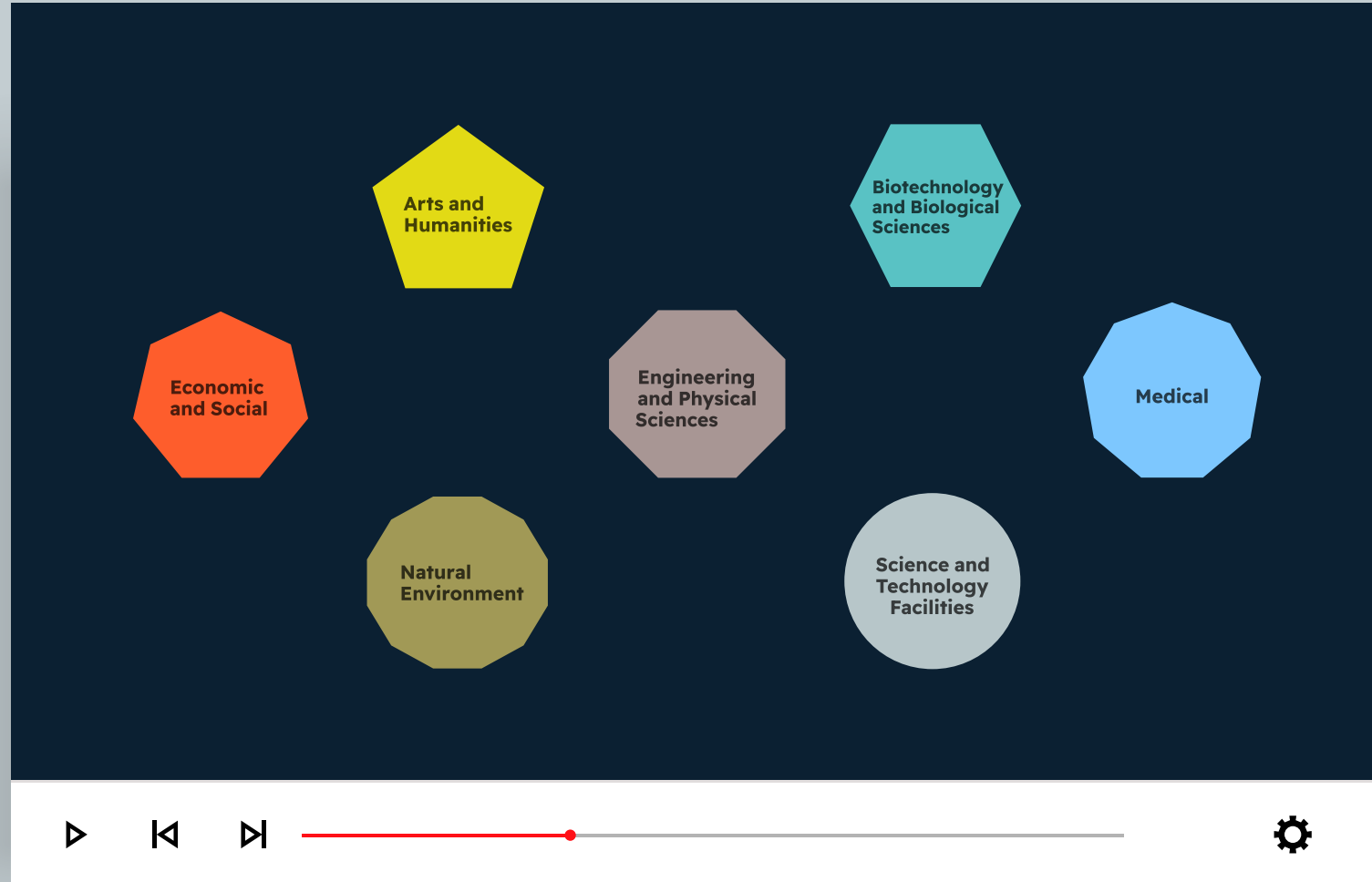
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Click on a thumbnail to access an editable template:



Powerpoint
presentation

Download toolkit 

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Need help?

Email [contact person] at [email]

This identity has been developed collaboratively by
Design Science and National Federated Compute Services

 **Design Science**



**National Federated
Compute Services**
NetworkPlus