

Knowledge Transfer Partnerships (KTPs)

At a glance publicity guidelines for Capacity Building

LOGO USAGE

Please ensure that the Innovate UK Logo is featured on all collateral and avoid the use of the triad (see below). The correct logos can be found at the bottom left of the following [page](#). Always ensure a good contrast between the logo and its background.



SOCIAL MEDIA POSTS / CAMPAIGNS



Always use:
@KTP_KTN and **@innovateuk**



Always use:
KTN Knowledge Transfer Partnerships
and **@innovateuk**

KNOWLEDGE TRANSFER ADVISERS

The relevant contact for your region and all Knowledge Bases can be found [here](#).

Wherever possible, photography should show collaboration set within an appropriate research, business, or industry environment. Photography should show collaboration as a positive and dynamic process with people working together with purpose towards a shared goal. People featured in photos should portray dedication, engagement, and motivation.



Images shown are for example use only and should not be commercially reproduced without the correct license.

CONTACT

If you require additional guidance in using these guidelines, please contact KTP-CB@iuk.ktn-uk.org