

Brand guidelines

Updated October 2025

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Overview

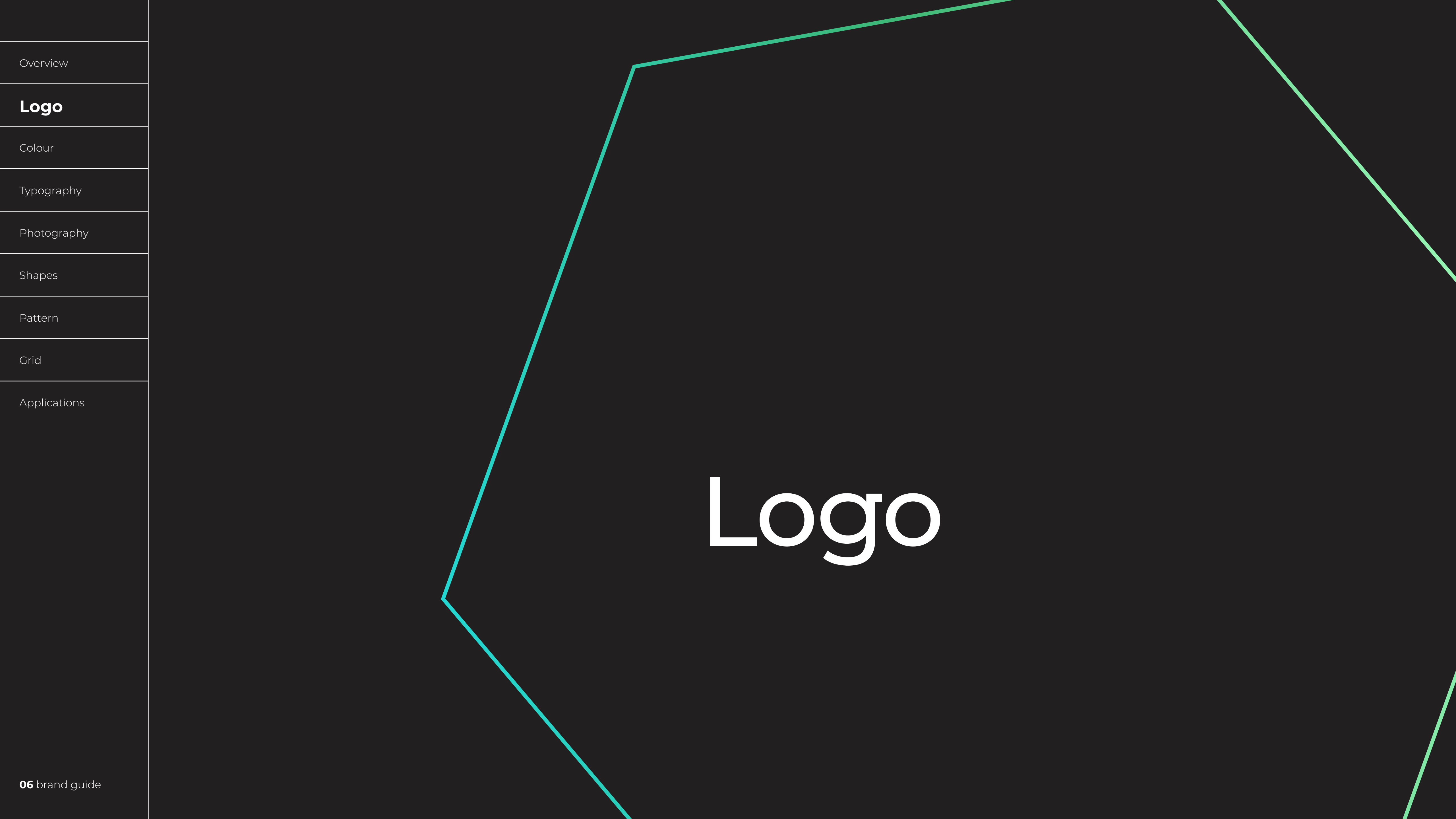
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Applications	The Royal Academy of Engineering creates and leads a community of outstanding experts and innovators to engineer better lives. As a charity and a Fellowship, we deliver public benefit from excellence in engineering and technology and convene leading businesspeople, entrepreneurs, innovators and academics from every part of the profession. As a National Academy, we provide leadership for engineering and technology, and independent, expert advice to policymakers in the UK and beyond.
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“Engineering better lives”

Our strapline captures the essence of our mission and can be introduced to our design collateral where appropriate. It appears as a standard footer on our internal documents and stationery, such as headed letters, and we encourage its use on campaign materials and corporate communications, such as fundraising calls and PowerPoint presentations about the Academy.

For our full boilerplate, to be used on publications such as reports, corporate communications, and booklets, please contact Gemma Hummerston, Senior Editorial and Brand Manager, at gemma.hummerston@raeng.org.uk



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