



Government
Office for Science

Celebrating Science Advice

Campaign Guidance
December 2025

Introduction

The Celebrating Science Advice campaign is an initiative by the Government Office for Science running from December 2025 – March 2026. It aims to showcase the fundamental role independent evidence and expert science advice play in effective government decision-making.

You and your organisation are an important part of this celebration, so we would be thrilled to have you on board with our campaign.

How to get involved:

- **Share on social media:** use our ready-made assets across your social media accounts with the hashtag #CelebratingScienceAdvice and tag us or create your own assets and include our stamp. We will be sure to amplify any posts.
- **Tell your story:** write a short blog or case study describing where your organisation has provided excellent science advice into government. We will help amplify.

This slide deck includes all the information you need for your organisation to get involved in all the fantastic things going on across the campaign!

Asset: Case study

We're looking to showcase the fantastic science advice that is shaping decision-making across government and more widely. Case studies are a great way to do this and provide a way to shine a light on the people doing the work.

To support you in creating a case study, we have outlined a rough plan for your own case study.

- A maximum of 400 words in non-technical, jargon-free language aiming at a reading age of 12
- What was the situation?
- What action was taken?
- Any result, benefit or impact of the action?
- Audience for these case studies are the general public and lay policy makers.

Asset: Social media

Option 1:

We're #CelebratingScienceAdvice!
Here at [insert organisation name],
we work with various academics
and experts to help put science
and evidence at the heart of
decision-making.

We'd love to hear how you're doing
the same in the comments!

@The Government Office for Science

#ScienceAdvice
#EvidenceMatters
#BetterDecisions

Option 2:

From complex questions to
practical solutions, science advice
helps organisations make informed
choices that benefit people and
communities.

We're working with
@The Government Office for Science
#CelebratingScienceAdvice and
showcasing the fantastic work
going on to support government
decision-making.

#ScienceAdvice
#DecisionMaking

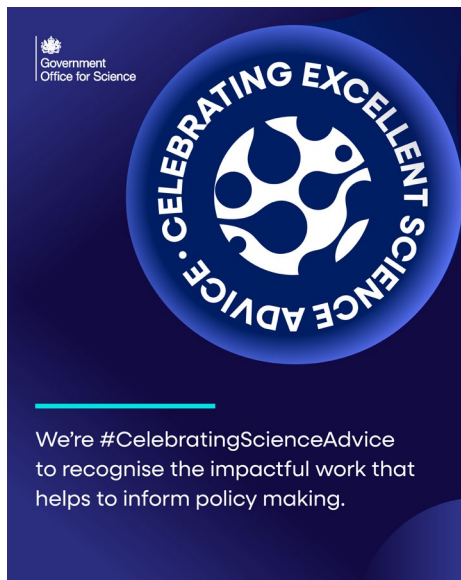
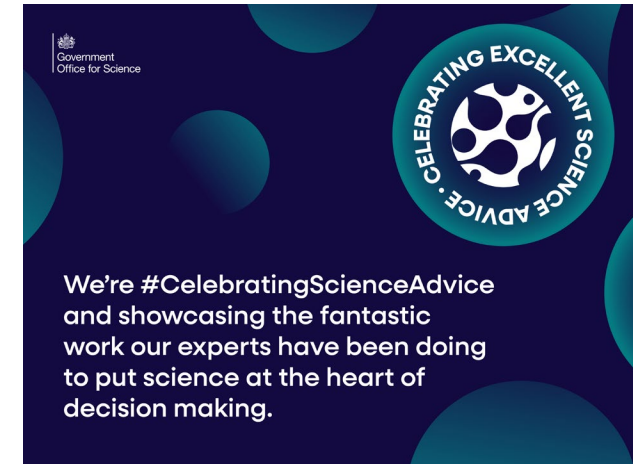
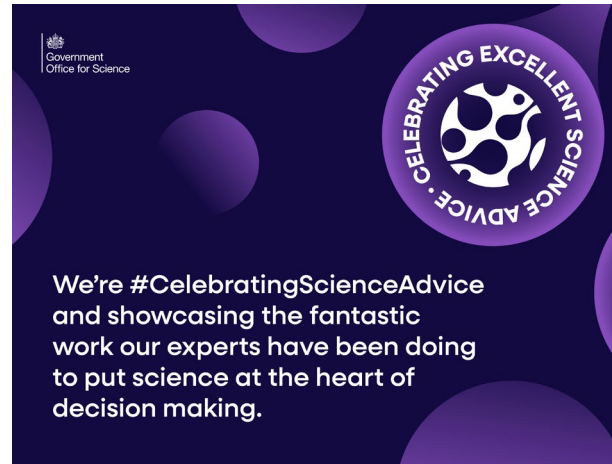
Option 3:

Today we're shining a light on the
fantastic scientists, engineers
and researchers who put science
advice right at the heart of
decision-making.

Read about some of the great
work going on in our blog: [link]

#CelebrateScienceAdvice
#DecisionMaking
#EvidenceMatters

Asset: Social media



Stamp Design

The campaign stamp is a key visual element designed to reinforce the identity and message of the campaign.

To maintain consistency and impact across all materials, please follow these guidelines when using the stamp.



Stamp Colours

								
								
Dark Blue #120A42	Navy Blue #001E64	Purple #5C43E2	Blue #5970F2	Grey Blue #669BBC	Teal #00BAA6	Green #6CCC8A	Orange #FFBF8C	Pink #C673FF

Exclusion zone

This page shows the minimum exclusion areas. Whenever possible, leave more space around the logo than the exclusion zone.

Exclusion zone for print

The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

Exclusion zone for digital

Digital applications (websites, apps, social media.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller area equivalent to half the width of the Royal Coat of Arms is acceptable.



Stamp sizes

Minimum size for print

On A4 the stamp should be 40mm x 40mm.

On A5 the stamp should be 28mm x 28mm.

Minimum size for digital

On a social media post the main thing is to ensure that the text is readable.

Minimum size is 180px x 180px.



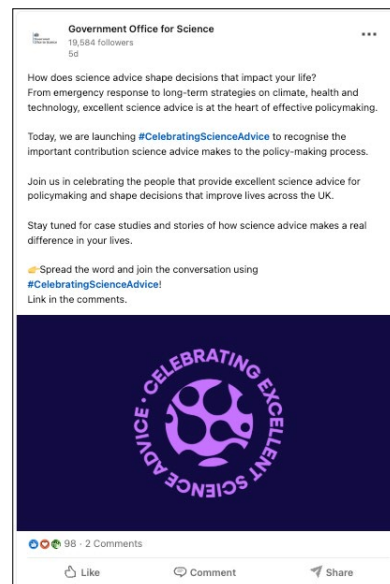
Stamp in use

Print

Document mark.
Poster mark.

Digital

Social media post
image/video/gif.
PowerPoint mark.
Email signature.



Contacts

If you have any questions about the brand or templates, please contact:

GOSComms@go-science.gov.uk

