



In²science^{UK}

Partner toolkit 2025

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Introduction

Thank you for supporting In2scienceUK!

We are excited to have you as a partner in our mission to support young people from low-income backgrounds by widening access to science, technology, engineering, and maths (STEM). Your commitment to inclusion and diversity in STEM makes a meaningful impact, and we're grateful to have you on board.

Collaboration with organisations and individuals like you is essential in raising awareness of In2scienceUK's work and advocating for a more inclusive STEM sector.

To ensure a seamless and effective partnership, we have created this comprehensive toolkit. It provides the necessary branding and marketing guidelines to help you promote your collaboration with In2scienceUK while aligning with our values of inclusivity, professionalism, and passion.

Thank you for being part of our mission!



About us

In2scienceUK is an award-winning social mobility charity dedicated to unlocking the potential of young people from lower socioeconomic backgrounds by providing life-changing opportunities in STEM.

Founded in 2010, our mission is to equip young people with the knowledge, skills, and confidence to pursue careers in STEM. We achieve this through our core programmes: [In2STEM](#) and [In2research](#).

Our organisation should always be written as **In2scienceUK**, not in2scienceuk, In2ScienceUK, In2science UK or In2science. The same applies to our programmes regarding capitalisation: **In2research** and **In2STEM**.

When promoting a partnership with us, please acknowledge In2scienceUK as the overarching charity alongside the programme you support. This raises awareness of our broader mission and encourages others to explore our full impact.

If sharing on social media (such as LinkedIn, Instagram or X), please tag In2scienceUK's corresponding accounts, listed below:

- [LinkedIn](#)
- [Instagram](#)
- [X](#)

For visual communications like slideshows or posters, please include our main logo. To maintain visibility, use the white In2scienceUK logo on dark backgrounds (left) and the black logo on light backgrounds (right).



Branding our programmes

Whether you are supporting one programme or all three, understanding their unique focus and target audience will help you effectively communicate your support and advocate for our broader mission. Each programme has a distinct colour identity, making it easy to differentiate and recognise across our marketing materials.

In the following section, you'll find a summary of each programme along with branding guidelines to ensure consistency and clarity in your communications. If you are advocating for a specific programme, please use these to guide your communication.



In2STEM

Overview

The In2STEM programme is an annual initiative held each summer to support young people in Year 12 or S5/S6 from low socioeconomic backgrounds living all over the UK. A cornerstone of the programme is a placement with an inspiring STEM professional based in a STEM organisation, such as a higher education institution or a local STEM industry.

Placements are enhanced by interactive online workshops and career panels led by STEM experts and industry professionals. These cover education pathways, insights and experiences shared directly by STEM professionals, and key employability skills. Additionally, participants have the opportunity to engage in public engagement competitions by creating blogs, videos, or posters to communicate their STEM interests.

Logos



To maintain visibility, use the white and green In2STEM logo on dark backgrounds (left) and the black and green logo on light backgrounds (right).

Colours

When designing additional materials, select complementary colours aligned with In2STEM branding to ensure consistency and recognisability. Below is a guide of colourways that can be used:

Title:
#FFFFFF - White
Text body:
#F5F8FA - Silk White

Background:
#2A3034 - Darkest Grey

Title:
#000000 - Black
Text body:
#2A3034 - Darkest Grey

Background:
#3AE281 - Matrix Green

In2research

Overview

In2research is a one-year programme developed by In2scienceUK and UCL, designed to enhance access to postgraduate research degrees and career opportunities for people from low socioeconomic backgrounds and underrepresented groups.

In2research provides participants with a comprehensive programme designed to demystify the PhD process. This includes in-person away days focusing on transferable skills, networking, and insights from researchers. Participants also attend online skills-building workshops and receive mentoring from a subject-specific mentor. Finally, participants take part in an eight-week summer research placement at a top university or institute supported by a stipend.

Logos



Use the white and yellow In2research logo on dark backgrounds (left) and the black and yellow logo on light backgrounds (right).

Colours

When designing additional materials, select complementary colours aligned with In2research branding to ensure consistency and recognisability. Below is a guide of colourways that can be used:

Title:
#FFFFFF - White
Text body:
#F5F8FA - Silk White

Background:
#2A3034 - Darkest Grey

Title:
#000000 - Black
Text body:
#2A3034 - Darkest Grey

Background:
#F4D03F - Mature Yellow

Partnership communication

Tone and language

When sharing your partnership with In2scienceUK, it's important to align with our tone and language to ensure consistency and clarity. This helps maintain our trusted reputation and ensures that our initiatives are presented in an engaging and accessible way to a diverse audience.

In2scienceUK is trusted by participants, parents, teachers, volunteers, and partners alike. To uphold this, our communications are expert yet friendly, and designed to inspire, motivate, and drive positive change. We also strive for inclusivity and accessibility in everything we share.

Some key guidelines for communicating about In2scienceUK:

- Consider language accessibility – Many in our audience speak English as an additional language, so clarity and simplicity are key.
- Maintain an optimistic tone – We highlight potential, growth, and positive change in all our messaging.
- Use evidence and impact – Whenever possible, support statements with data and real-world impact taken from our [impact reports](#).
- Avoid deficit language – We do not frame our participants in ways that suggest they are inherently lacking compared to others or reinforce stereotypes (e.g. avoid terms like “poor”).
- Use correct terminology - The people who take part in our programmes are **participants**. We then use the term **alumni** for past participants of In2STEM and In2research.

By following these guidelines, you'll help ensure that communications about In2scienceUK remain clear, inspiring, and aligned with our mission.



Example messages

In2scienceUK encourages our partners and supporters to share their experiences. Word-of-mouth is one of the most powerful ways to raise awareness of our work!

This section guides you on effectively communicating our partnership across different audiences. For inspiration, check out our [LinkedIn](#), [Instagram](#), and [X](#) accounts to see our brand messaging in action.

Partner messages

When engaging with organisations or professionals, take inspiration from the example messages below to help highlight our initiatives, inspire involvement, and showcase your support.

Example 1: “We are proud to support In2scienceUK, a charity committed to widening access to STEM for young people from low-income backgrounds. Right now, we are raising funds for their In2STEM programme that empowers participants with the knowledge and confidence to shape their future careers. If you’re passionate about inclusion in STEM, join us in fundraising for this fantastic initiative and help drive real change in the industry!”

Example 2: “Did you know that black academic staff make up just 1% of all professors in the UK? The In2research programme, developed by In2scienceUK, is working to change that by breaking down barriers to PhDs and increasing access to postgraduate research for people from low socioeconomic backgrounds and underrepresented groups. Hosting an In2research placement has been an incredibly rewarding experience and a vital step toward greater inclusion in research. Applications for new hosts are now OPEN— get involved today!”





Participant messages

In addition to raising awareness of our programmes among STEM organisations to encourage involvement, it's equally important to tailor messages that engage potential participants within your network (e.g. university or high school students). Below are example messages that effectively promote our programmes to potential participants while also highlighting your support.

Example 1: "What an incredible summer! I had an amazing experience hosting a work placement for the In2STEM programme, supporting participants as they gained hands-on experience with lab equipment and built valuable skills for a future in biotechnology. If you're a student aged 16-19 and want to explore science, technology, engineering or maths through real-world experience, this programme is for you! Check out In2scienceUK's website and apply!"

Example 2: "We're excited to announce that we are supporting participants on the In2research programme in Glasgow! Applying for a PhD can be challenging, but In2research helps demystify the process. Before joining, only 8% of participants felt confident applying for postgraduate research - after the programme, that number rose to 82%! If you're in Glasgow and considering a research career, apply via the In2scienceUK website today and take the next step."

Additional media

Images, posters and banners

Along with this toolkit, you'll find a selection of files to help you share your support across different channels. These include banners, images, and posters that can be used digitally (e.g. on social media or your website) or printed for in-person events like conferences.

Please use these materials appropriately - some contain stock images, while others feature real In2scienceUK participants who have given consent for their photos to be shared. It's important to ensure they are used responsibly.

Useful links

You don't need to share all the details upfront. When promoting a specific initiative or programme, include links to relevant sections of our website so that people can explore additional information at their own pace.

Below are links to key pages on our website that you can include in your social media posts:

- [Our website homepage](#)
- [The In2STEM programme for participants](#)
- [The In2research programme for participants](#)
- [The In2STEM programme for volunteers](#)
- [The In2research programme for volunteers](#)
- [Our donations page](#)
- [Our impact reports](#)

In2scienceUK also has a [YouTube channel](#), where you can find videos to share. If you'd like to highlight our work, we recommend sharing our [Meet our students](#) video, which features first-hand accounts from real In2scienceUK participants. Amplifying these voices is a great way to showcase the impact of our programmes.

Thank you!

Your support helps us widen access to STEM and empower young people from low-income backgrounds to reach their full potential.

For any questions about the communication materials or guidance on messaging, please contact our Communications Team at comms@in2scienceuk.org.

For inquiries about your partnership or fundraising activities, reach out to our Development Team at development@in2scienceuk.org.

We appreciate your support!

