Midlands Connect

Powering the Midlands Engine

Brand Guidelines

Logo

Logo
Variations

The Midlands Connect logo forms the most significant feature of the identity and should be used on all aspects of branded communication.

The logo should never be altered, tilted, distorted, manipulated or disassembled on any application.

When to use them

The primary logo (A.) is to be used on the majority of communications for clarity and consistency and should always be placed on top of the MC Dark Blue colour.

Where the primary logo cannot be applied the dark blue logo (B.) should be used and should always be visible and on top of a light colour background.
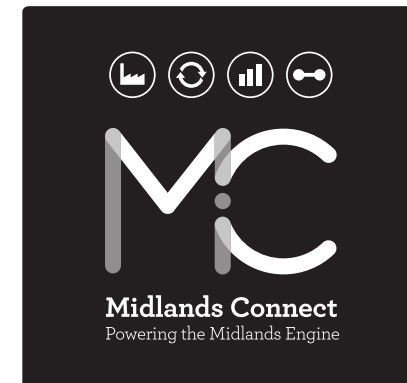

A.

B.

Monotone.

White.

Logo
Clear Space

In order to gain maximum visibility, the logo should always appear with a minimum area of clear space around it. This area should be free of any type or graphic element.

The clear space is 2x the height of the circle surrounding the icons. This clear space should be applied around the entire logo. The striped area represents the safe area for graphical elements to appear.

This rule applies to all versions of the Midlands Connect logo on all mediums.
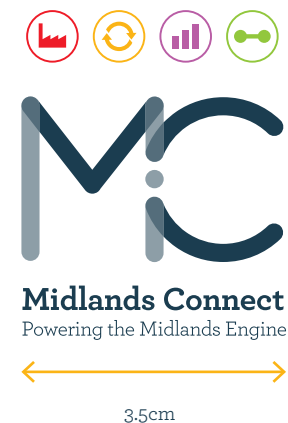
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Logo
Size

It is vital that the Midlands Connect logo is displayed in the correct size for maximum clarity at all times.

The minimum size for the primary logo is 35mm wide on printed material, or 85 pixels on digital communications.

The minimum size for the strapline logo is 50mm on printed material, or 188 pixels on digital communications.

There is no maximum size for either logo.

Midlands Connect
Powering the Midlands Engine

3.5cm

Midlands Connect
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85px

Typeface

Typeface Details

Archer is our primary font, a versatile font which can be used across the Midlands Connect brand. Its rounded corners show it as both clean and professional as well as friendly and approachable.

Text should be as follows:

Headers: Archer Bold (MC Green)

Intro Text: Archer Book (MC Dark Blue)

Subheaders: Archer Bold (MC Purple)

Body Text: Archer Book (MC Dark Blue)

Microsoft standard fonts

When Archer is not available, Constantia should be used.

Archer

0123456789 (.,:;"?!£$&@-*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (.,:;"?!£$&@-*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (.,:;"?!£$&@-*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example Dolor Atem

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Lorem ipsum dolor sit amet

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> Ionecus enis ma quiducia

Headers & Numbering

Section Headers should be Archer Bold and approximately twice the size of the subheaders.

When subheaders are used in a document on white, the subheader should be Archer Bold and in MC Purple as shown in (A).

If the sub headers are numbered and have further sub sections, e.g. 2.1.1, 2.1.2 etc the further sub sections should be Archer Bold but the same size as the body copy, as shown in (B).

(A).   **2.1 Lorem ipsum dolor sit amet**

Doluptat iustiossint dolupis consequatem serchiciet verfers pellorum eicitius quatquam nihil moluptatur sequia esti de voluptibus aut int omni ni quo molorente niminimus suntur.

(B).   **2.1.1 Lorem ipsum dolor sit amet**

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Working on
MC Dark Blue

When working on the MC Dark Blue colour all headers and body copy should revert to white, subheaders should be in MC Green, as shown.

Example Dolor Atem

"Te ommolumquis quatur aut modis re non conemquuntis nobisquatio tem qui unt et ut asperci atiusdae consequo in"

Lorem ipsum dolor sit amet

Doluptat iustiossint dolupis consequatem serchiciet verfers pellorum eicitius quatquam nihil moluptatur sequia esti de voluptibus aut int omni ni quo molorente niminimus suntur.

However when titles are longer and consistent across the document they may be split up as seen here.

Example Dolor:
Atem qui verfers eicitius

"Te ommolumquis quatur aut modis re non flo in"

Lorem ipsum dolor sit amet

Doluptat iustiossint dolupis consequatem serchiciet verfers pellorum eicitius quatquam nihil moluptatur sequia esti de voluptibus aut int niminimus suntur.

Colours

Colour Specifications

Colour is a primary means of visual identification that we use to create an emotional response. The colours were chosen with care to convey that Midlands Connect is a bold and innovative, yet safe and secure brand. The consistent use of a limited number of colours will build strong external recognition and memorability for Midlands Connect.

Primary colours

MC Dark Blue, MC Green and MC Purple are our primary to be used across all of our material.

Highlight colours

When other colours are required to highlight or emphasise content, the yellow and red are to be used. They complement the primary colours nicely, but should be used sparingly so as not to cause a visual imbalance.
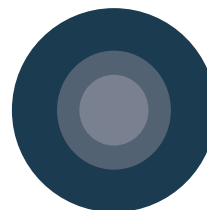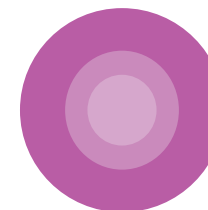
MC Dark Blue

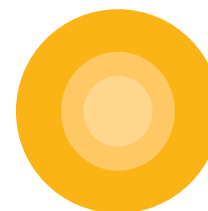CMYK: 89, 66, 44, 42
RGB: 36, 61, 81
HEX: 243C50

MC Green

CMYK: 48, 0, 100, 0
RGB: 155, 195, 28
HEX: 9AC21B

MC Purple

CMYK: 27, 76, 0, 0
RGB: 191, 89, 157
HEX: BF589D

MC Yellow

CMYK: 0, 32, 100, 0
RGB: 250, 182, 0
HEX: FAB500

MC Red

CMYK: 0, 100, 95, 0
RGB: 227, 5, 27
HEX: E3051A

Imagery

Photography

People focussed

The end user is an important element to highlight through imagery, with a focus on Midlands Connect's positive effects. The subjects should appear natural, and not posing.

Roadmaps / Railways

To represent Midlands Connect, railways and roads can be part of the imagery. The sceneries should be clean, safe and not too crowded.

Transport

With transportation at the heart of Midlands Connect, photographs should be used that show transportation connecting people across the Midlands. These images should show transportation in a positive light and therefore should be bright and not crowded.

Examples

Applying
These Guidelines

Here are examples of how these rules can be applied to a document clearly, offering consistency across Midlands Connect.

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For more information on the brand identity and assets, please contact:

Atkins Creative Design Team

Birmingham