



MIDDLEHAVEN
a brighter future for Middlesbrough

BRAND GUIDELINES
JUNE 2013



INTRODUCTION

The following brand guidelines are intended to assist key partners and stakeholders in adopting the Middlehaven brand marque as a way of visually consolidating various developments in Middlehaven.

The new logo and associated identity has been developed to present Middlehaven as a unique contemporary development with a particular and important historical context. Middlehaven is integral to the future success of Middlesbrough, application of the following identity will help highlight current successes and attract future projects to the area.

 this symbol denotes an asset's location in the brand toolkit

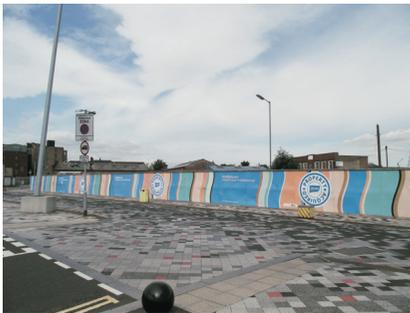


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1: COLOURS

The chosen colours are consistent with the beginnings of the Middlehaven brand which can be seen site-wide on ambient applications.

 [MH_Swatches.ase](#)



**PANTONE PROCESS
CYAN**

CMYK
C100 M0 Y0 K0

RGB
R0 G174 B240



PANTONE 362C

CMYK
C72 M0 Y100 K0

RGB
R72 G183 B73



PANTONE 230C

CMYK
C0 M50 Y10 K0

RGB
R245 G153 B178



PANTONE 423C

CMYK
C0 M0 Y0 K47

RGB
R155 G154 B155



PANTONE BLACK 6C

CMYK
C22 M30 Y0 K100

RGB
R20 G3 B22



PANTONE 390C

CMYK
C23 M3 Y100 K0

RGB
R206 G213 B41



PANTONE 152C

CMYK
C0 M50 Y100 K0

RGB
R247 G148 B29



PANTONE 470C

CMYK
C40 M66 Y100 K0

RGB
R168 G109 B54



PANTONE 101C

CMYK
C0 M0 Y80 K0

RGB
R255 G245 B85



PANTONE 124C

CMYK
C0 M24 Y94 K0

RGB
R255 G197 B39

Black is to be used only for newsprint printed type where necessary.
Pantone 423C is used exclusively for body copy.

2: LOGOS

Where possible, the logo should be used with the strapline, providing type is readable (see logo rules). Tags denote the file names supplied as part of the brand toolkit.

Primary logo with strap

MH_Primary.pdf MH_Primary.jpg
MH_Primary.ai MH_Primary.ps



Primary logo without strap

MH_Primary_No_Strap.pdf MH_Primary_No_Strap.jpg
MH_Primary_No_Strap.ai MH_Primary_No_Strap.ps



The single colour logos can be reproduced in any of the brand colours except yellow. We recommend cyan for the majority of applications.

single colour with strap

MH_SC.pdf MH_SC.jpg
MH_SC.ai MH_SC.ps



single colour without strap

MH_SC_No_Strap.pdf MH_SC_No_Strap.jpg
MH_SC_No_Strap.ai MH_SC_No_Strap.ps



3: LOGO RULES

Logos should not be used below the minimum sizes specified - the rules opposite apply to both single and full colour versions.

In exceptional cases, the graphic device may be released from the logotype lock (see 9: Banners).

Minimum size - logo with strap



Minimum size - logo without strap



Please follow the exclusion zone rules in order for the logo to have the most impact possible.



Exclusion zone



4: LOGO - PARTNER USE

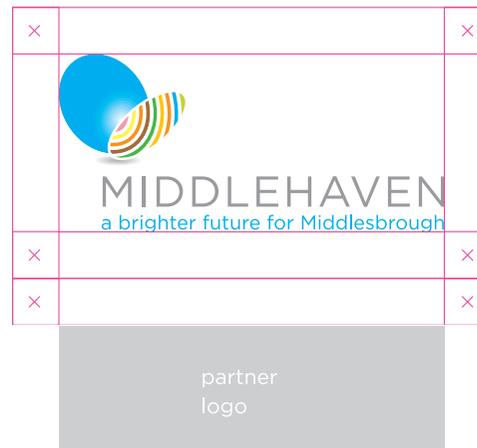
Please use these notes as a guide, the designer of the application is charged with creating a balanced visual composition.

Minimum size clearance between logos.
Based on the established exclusion zone, there should be a minimum of 2x width between partner and Middlehaven logos

Horizontal arrangement



Vertical arrangement



5: FONT

The Middlehaven identity employs a modern yet familiar feeling typeface with a range of weights to give out clear & confident messages.

For web applications or correspondence produced on a computer where the use of Gotham is not possible, Arial may be used.

The use of italics & underlining is not encouraged as this can restrict readability and clutter key messages. Heavier weights of the typeface should be used to accent copy.

Text should always be ranged left.

When composing blocks of text, ensure body copy and headlines are consistent.

Headline text may be coloured using any of the brand colours except yellow. Body text is best coloured with the brand grey, although press advertisements may require 100% black colouring in order to aid readability.

Headlines should be a minimum of 2.5x greater in size than body copy as shown.

25pt

**Work, live
and be**

10pt

m non dapibus purus. Donec
tincidunt pellentesque sapien,
at viverra leo elementum at.
Nulla justo odio, blandit et

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black

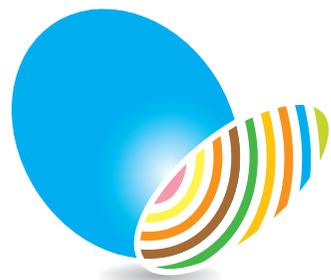
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

6: KEY GRAPHIC ELEMENT

The Middlehaven 'marque' references the area's stand-out public art installation Temenos which symbolises a positive and bright future for the area.

Promotional material for the area should use interesting visual crops of the logo's graphic element. This ensures a positive, colourful and visually arresting background on which to promote key messaging.

Cropping the 'marque' to form an integral part of promotional material provides energy and visual excitement. Example crops below.



MH_marque.pdf
MH_marque.ai

7: GRAPHIC PATTERNS

Middlehaven is constantly growing and developing. A range of graphic patterns have been developed opposite which can be incorporated into various applications to visually represent success and change in the area.

We welcome patterns being added to this bank in much the same way Middlehaven's initial ambient applications marked the beginning of the project.

 [MH_Pattern.ai](#)
[MH_Pattern.pdf](#)



8: IMAGERY

Middlehaven is an exciting and promising venture. The photography we use should be consistent in delivering an interesting and confident vision.

Images should focus on the people that make up Middlehaven's future in order to enliven the brand.

Below are examples of photography that strongly complements and gives life to the Middlehaven brand. The example images were created for a separate campaign, we would advise creating a bank of images specific to the Middlehaven brand.



Boho One.jpg



CIAC Promotional.jpg



Boho Promotional.jpg



CIAC.jpg



Inside Manhattan Gate.jpg



MC6.jpg

8: IMAGERY contd.



Temenos.jpg



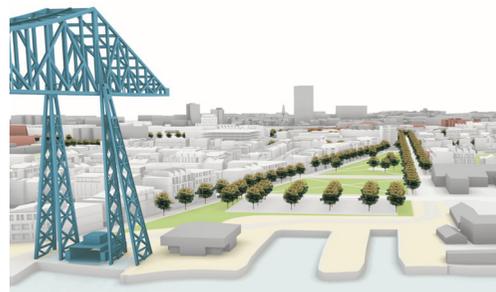
Transporter & River.jpg



Middlesbrough College.jpg



The Gateway Illustration.jpg



Model of new Urban Park.jpg



Model of Middlehaven Development.jpg

9: BANNERS

Key placement of Middlehaven branded banners will help to fuse the various areas into a more cohesive, unified Middlehaven.

The examples show a choice of colourways which should be picked and alternated dependent on the site.

These banners have been created to a width/height ratio of 1:4, although exact measurements will need to be confirmed through site visits.



MH_Banner_1.pdf



MH_Banner_2.pdf



MH_Banner_3.pdf



MH_Banner_4.pdf



MH_Banner_5.pdf



MH_Banner_6.pdf



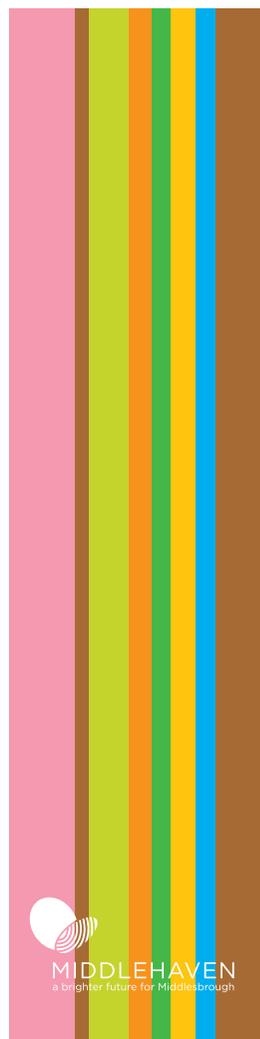
MH_Banner_7.pdf



MH_Banner_8.pdf

10: PATTERN BANNERS

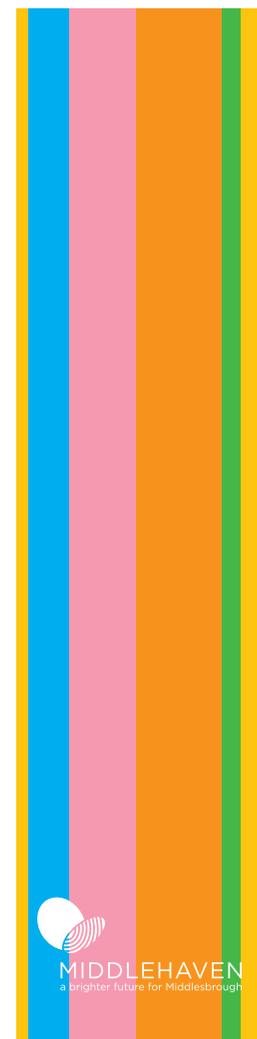
Patterned banners are intended to be used to break up the use of the previous Middlehaven branded banners.



 MH_Banner_A1.pdf



 MH_Banner_A2.pdf

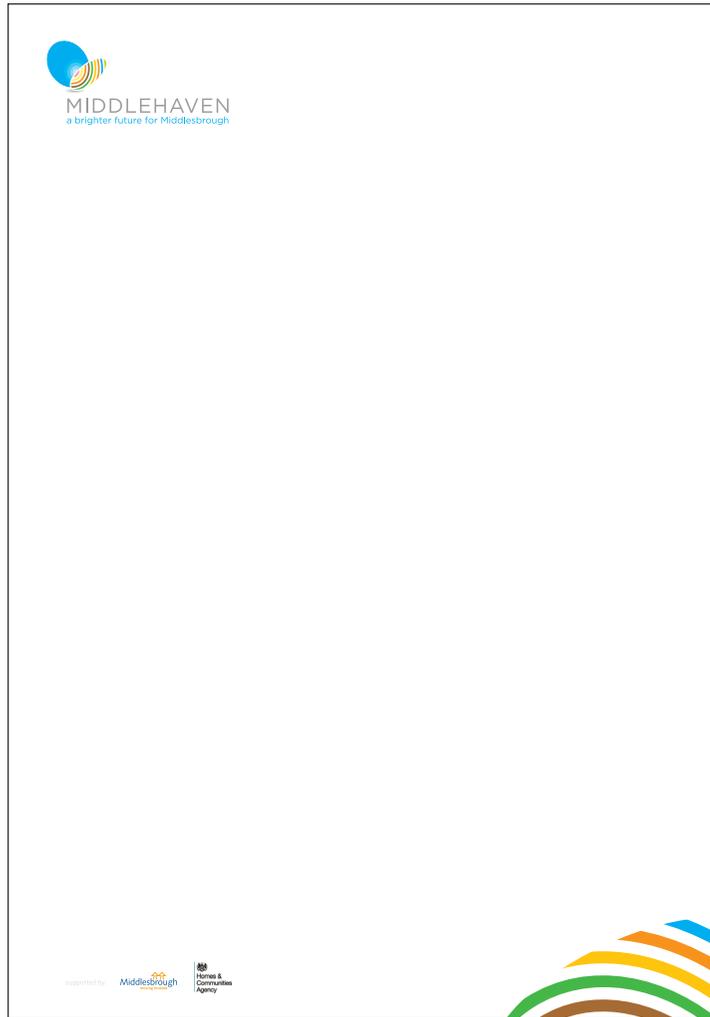


 MH_Banner_A3.pdf



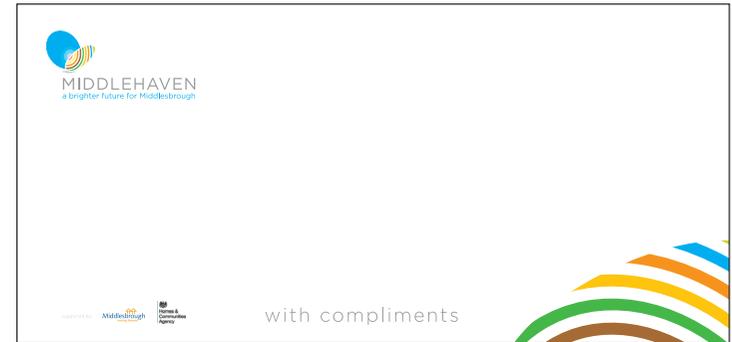
 MH_Banner_A4.pdf

11: STATIONERY



MH_Letterhead_1.pdf
MH_Letterhead_1.indd

MH_Letterhead_1.doc



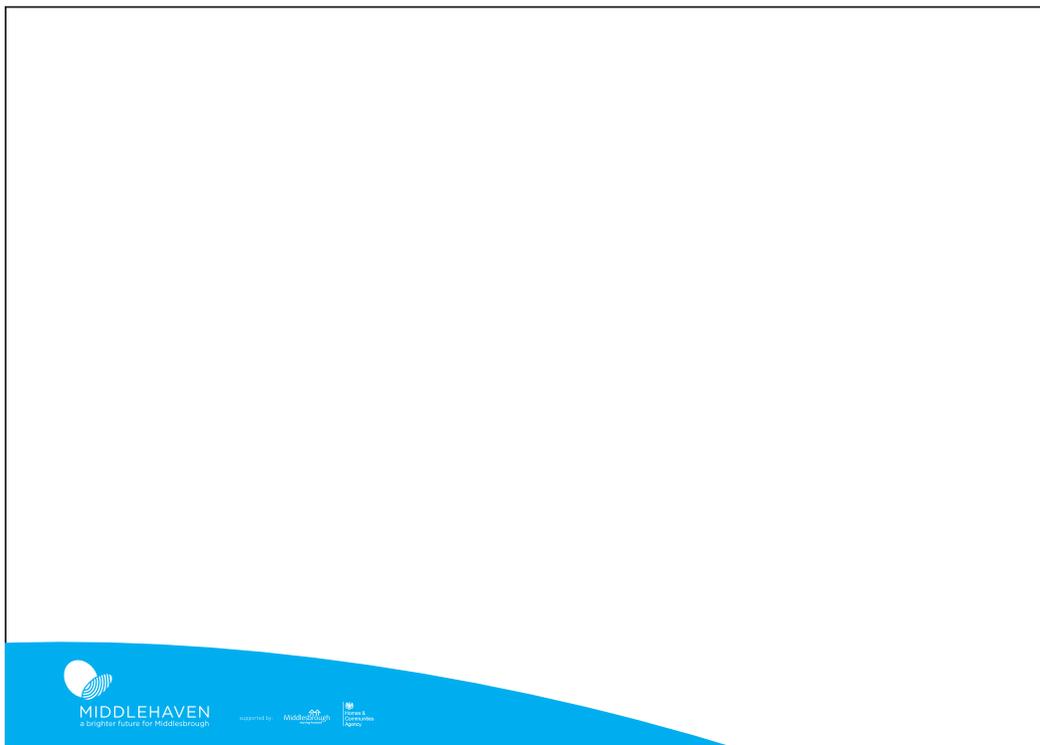
MH_Comp_Slip_1.pdf
MH_Comp_Slip_1.indd



MH_Business_Card_1.pdf
MH_Business_Card_1.indd

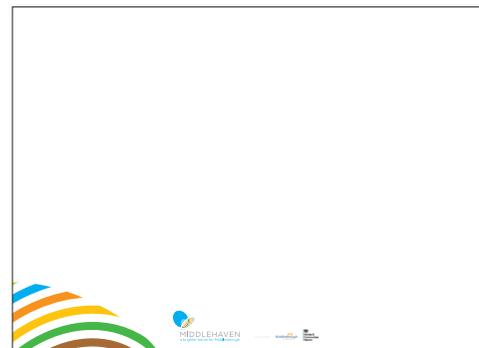


12: POWERPOINT & EMAIL



 MH_Powerpoint_Footer.jpg

Insert file at the base of each powerpoint page.



 MH_Powerpoint_Footer_Alt.jpg

Insert file at the base of each powerpoint page.



 MH_Email_Footer.jpg

Insert file after contact details.

13: ADVERTISEMENTS - INFORMATIVE

The majority of Middlehaven promotional material will rely on delivering information to the public and businesses. The examples opposite should be used as a guide when creating informative promotional material.



MH_Gazette_FP.pdf
MH_Gazette_FP.indd

Adverts can be supplied as web files for partners to display on their own sites.



Middlehaven. A place to live, work and be.

m non dapibus purus, Donec tincidunt pellentesque sapien, at viverra leo elementum at. Nulla justo odio, blandit et m non dapibus purus. Donec tincidunt pellentesque sapien, at viverra leo elementum at.

Go to visitmiddlesbrough.com/middlehaven



MH_15by3_Gazette.pdf
MH_15by3_Gazette.indd

14: ADVERTISEMENTS - HIGH IMPACT

In much the same way the ongoing success of Middlehaven is making a positive and bright statement about the future of Middlesbrough, these impact ad examples grab the reader's attention with a bold pattern and confident copy.

High impact adverts should be used sparingly to enhance the Middlehaven brand in an innovative and modern way.



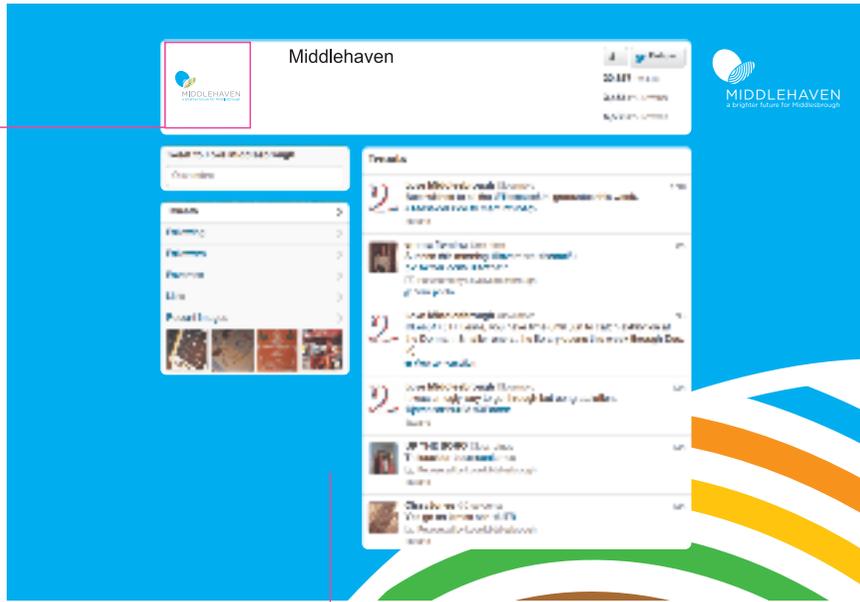
MH_Gazette_FP_alt.pdf
MH_Gazette_FP_alt.indd



MH_15by3_Gazette_alt.pdf
MH_15by3_Gazette_alt.indd

15: SOCIAL MEDIA ASSETS

Twitter



MH_Twitter_Profile.jpg

MH_Twitter_Back.jpg

Facebook



MH_Facebook_Profile.jpg

MH_Facebook_Cover.jpg

CONTACT

This guide has been developed to provide you with everything you need to adopt the Middlehaven brand. If you have any questions about the use of our brand, get in touch.

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