

# Brand Manual

Logo and Identity Guidelines 2016

we are  
**north tyneside.**

## Brand Manual

These guidelines outline a framework for creating communications for We Are North Tyneside.

All artwork elements can be supplied in relevant digital format, for any queries please contact:

### **North Tyneside Council**

Dawn Tindle  
dawn.tindle@northtyneside.gov.uk

### **Unwritten**

Amy Jackson  
amy@unwrittencreative.co.uk

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## Brand

The preference is to use the logo in colour where possible.

For black and white documents the mono versions must be used.

**DO NOT** stretch, distort, rotate, alter or apply effects to the logo.

## Logo

a. full logo - colour

we are  
**north tyneside.**

b. supporting symbol



c. full logo - mono

we are  
**north tyneside.**

d. full logo - white-out

we are  
**north tyneside.**

## Brand

**DO NOT** stretch, distort, rotate, alter or apply effects to the logo.

The logo has a safe area surrounding it which should be the same as the height of the marker symbol as a guide (see visual f). This is to make sure that text or other design elements do not encroach upon the logo.

### Minimum reproduction size:

#### 5mm high

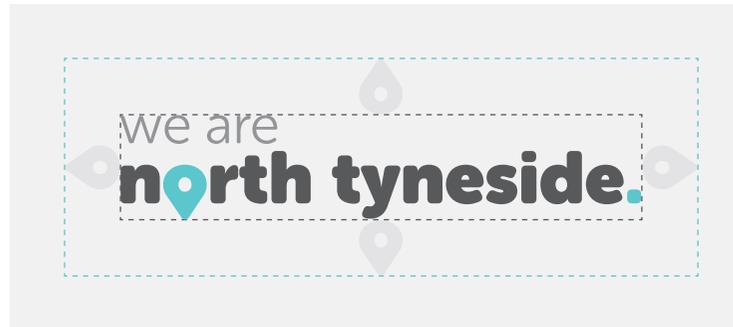
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

### Web Minimum Size:

#### 24px high

## Logo

### f. safe area



### g. minimum height

For print: 5mm (h)

we are  
**north tyneside.**

For web: 24px (h)

we are  
**north tyneside.**

## Colours

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

When the logo is used in colour it must always be in the following colours:

**Pantone 319**  
**80% Black**  
**50% Black**

If artwork needs to be printed in mono, please use as shown on page 3.

This brand, however, isn't restricted to just one colour way. A selection of colours have been chosen to help give an example of ways the brand can be used.

If choosing new colours, its recommended that a Pantone colour is used when possible, and that the colour is relevant and complimentary to any photography used.

## Colour Scheme

### a. primary colours

 <p>PANTONE 319 CMYK 59 0 22 0 RGB 91 198 207 HTML 5ac5cc</p>	 <p>CMYK 0 0 0 80 RGB 88 89 91 HTML 333333</p>	 <p>CMYK 0 0 0 50 RGB 147 149 152 HTML 808080</p>
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### b. secondary colours

 <p>PANTONE 2725 CMYK 76 76 0 0 RGB 104 91 199 HTML 685bc7</p>	 <p>PANTONE 116 CMYK 0 14 100 0 RGB 255 205 0 HTML ffc000</p>	 <p>PANTONE 375 CMYK 46 0 90 0 RGB 151 215 0 HTML 97d700</p>
 <p>PANTONE 1795 CMYK 0 96 93 2 RGB 210 38 48 HTML d22630</p>	 <p>PANTONE 285 CMYK 90 48 0 0 RGB 0 114 206 HTML 0072ce</p>	 <p>PANTONE 144 CMYK 0 51 100 0 RGB 237 139 0 HTML ed8b00</p>

## Typography

We Are North Tyneside brand has one main font family, Museo Sans Rounded, primarily using two weights, 1000 and 100.

Secondary weights can be used if needed. These include 700 and 300.

Kerning for all text should be kept at 0.

Replacing fonts with alternatives should not be done under any circumstances.

## Primary Typefaces

a. Museo Sans Rounded - 1000

**THE QUICK BROWN FOX JUMPS OVER  
A LAZY DOG.**

**the quick brown fox jumps over a lazy dog.  
0123456789**

b. Museo Sans Rounded - 100

THE QUICK BROWN FOX JUMPS OVER  
A LAZY DOG.

the quick brown fox jumps over a lazy dog.  
0123456789

## Typeface

### Secondary Typefaces

**d.** Museo Sans Rounded - 700

**THE QUICK BROWN FOX JUMPS OVER  
A LAZY DOG.**

**the quick brown fox jumps over a lazy dog.  
0123456789**

**f.** Museo Sans Rounded - 300

THE QUICK BROWN FOX JUMPS OVER  
A LAZY DOG.

the quick brown fox jumps over a lazy dog.  
0123456789

## Key Messages

The campaign revolves around the key message 'We Are North Tyneside', creating a sense of community, and showing what North Tyneside really stands for in terms of tourism, business and residential circles.

Each item created for this campaign must include a key message beginning 'We are...'; addressing the relevant audience within one of the three core groups.

For consistency reasons, key messages should always be lowercase, stay between 2 and 4 lines in length and ideally contain fewer than 6 words.

Buyer personas have been created to aid the development of key messages to each of the three groups. These can be requested from:

### **North Tyneside Council**

Dawn Tindle  
dawn.tindle@northtyneside.gov.uk

### **Unwritten**

Amy Jackson  
amy@unwrittencreative.co.uk

## Key Message Examples

**we are  
a great  
day out**

**we are  
world-class  
heritage**

**we are  
innovative  
business**

**we are  
award-winning  
beaches**

**we are  
outstanding  
schools**

**we are  
foodies**

## Sub-brands

**DO NOT** stretch, distort, rotate, alter or apply effects to the logo.

The preference is to use the logo in colour where possible.

For black and white documents the mono versions must be used.

Each of the sub-brands created for this campaign must include a key message beginning 'we are...', highlighting the relevance to the company using it (ie. A restaurant would use 'we are great food').

For consistency reasons, this line should always be lowercase and stay between 3 and 5 words in length.

If you are looking for advice on which sub-brand message to use, this can be requested from:

### North Tyneside Council

Dawn Tindle

dawn.tindle@northtyneside.gov.uk

## Sub-brands

### a. full logo - colour

we are  
**north tyneside.**  
we are business

we are  
**north tyneside.**  
we are tourism

we are  
**north tyneside.**  
we are retail

we are  
**north tyneside.**  
we are great food

### b. safe area



we are  
**north tyneside.**

North Tyneside Council, Quadrant, The Silverlink North,  
Cobalt Business Park, North Tyneside, NE27 0BY

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