

MIDLANDS ENGINE LOGO

Main logo

The Midlands Engine logo is stacked type and held within a lozenge with a border around the outside. The main use for the logo is to be used overlaid on images, the Midlands Engine words are cutaway so the image behind shows through. In effect the actual colour and texture of the Midlands Engine logo is a direct representation of the Midlands.

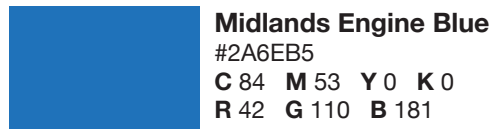


Usage on images

When in use on an image the logo should primarily be in white, the colour of the logo used should always ensure clarity and legibility.



LOGO COLOURWAYS



Blue

To be used for when there is no image and needs to sit on a white background



Grey

To be used for monotone applications only



White

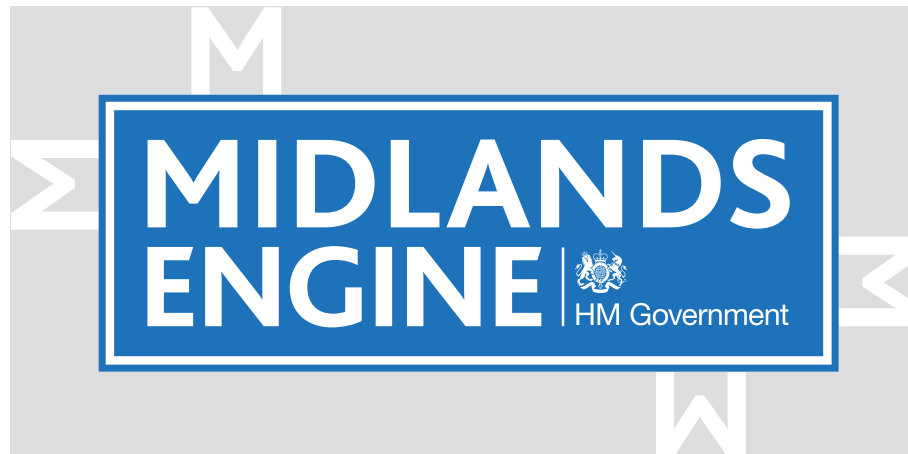
For use on dark sections of images



LOGO CLEAR SPACE AND MINIMUM SIZE

Clear space

To protect the logo from other elements a clear space has been defined, equivalent to the height of the 'M' in Midlands Engine on all sides.



Minimum size

To ensure 'Midlands Engine' is always legible we have defined the minimum size at which it should be used.

Print



25mm

Digital



80px

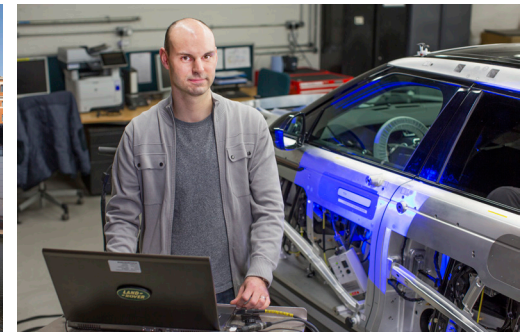
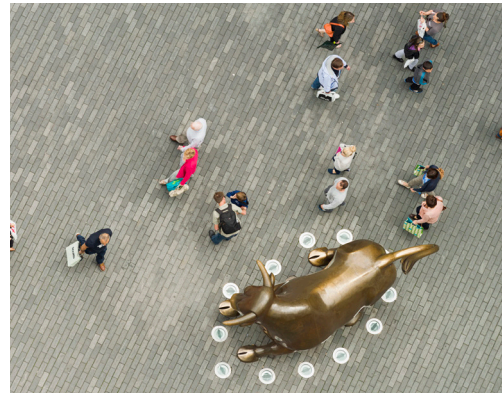
IMAGE USAGE

The campaign celebrates the Midlands as an open and aspirational place for people to live, work and invest in and images should embody this.

They should be striking, reflect Midland confidence, warmth and optimism and tell a compelling story about themes* surrounding one or more of the four pillars (see page 8). They should paint a true reflection of the Midlands (no photoshop or instagram style filters, for example) but be impactful and provide a wow factor that such beautiful or awe-inspiring locations exist in the region.

When using single images, urban scenes should be prioritised over rural. For multiple images, a maximum of one rural image should be used.

** Themes could include Connectivity, Transport, Investment, Science, Skills, Innovation, Devolution, Quality of Life, Housing, Culture.*



THE POWER OF THREE

Ideally the images should be grouped together in threes this will help to build a strong and compelling visual story. There are two routes in doing so;

1. Highlighting the pillar, location and benefit to the local community. For example to image to the right shows a car manufacturing factory (manufacturing and innovation) and image of Birmingham which shows the location and then people working in action.

1



2. You could also use the power of three to show the three areas within the Midlands Engine – Birmingham, Nottingham and Shropshire. (There should only be a maximum of one countryside image)

2



PARTNER LOGOS

When the Midlands Engine logo is to be placed next to one of their partner logos such as Birmingham airport the key line around the lozenge will extend out to encase the partner logo with it. Along with the logo there should be accompanying text which is relevant to the partner but also links the two logos together.



The logo can also be used as a supporter without a partner logo by using the lock up with either the supporter or partner text above it. When using the logo at a smaller size please ensure the accompanying text is legible and no smaller than 6pt.

Supported by

**MIDLANDS
ENGINE**

Supported by

**MIDLANDS
ENGINE**

In partnership with

**MIDLANDS
ENGINE**

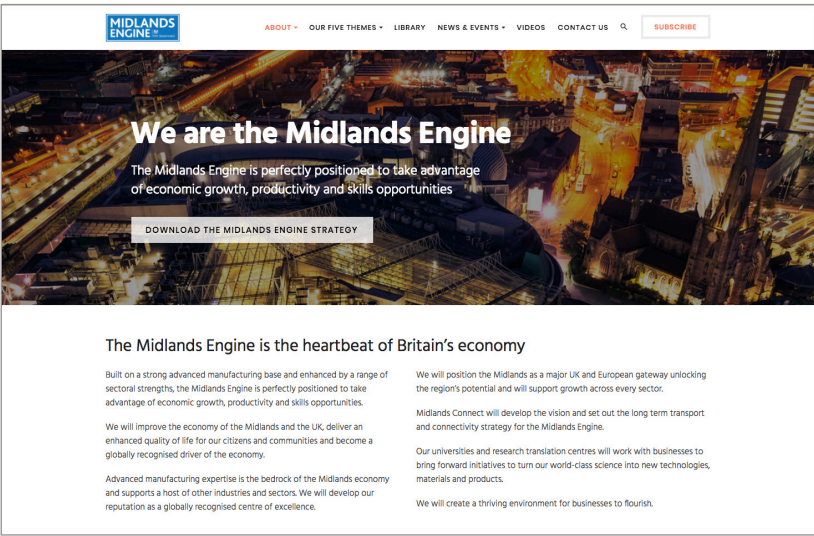
Certain principles must be adhered to when using the HMG brand which require a sign-off process. To maximise the speed in which partners can use the Partner Logos, we have omitted the HMG brand from these third party designs.



APPLICATIONS



Pull up banners



Online



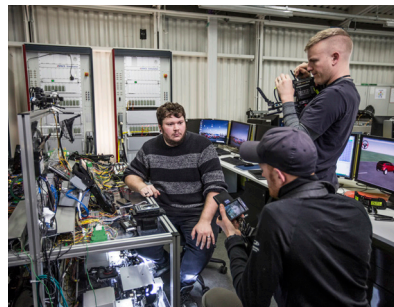
Billboards

PILLARS

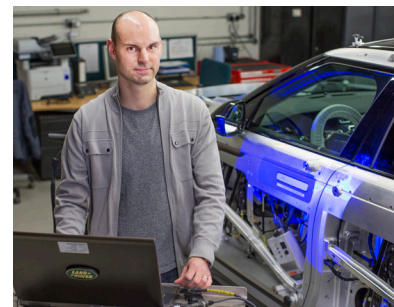
Connectivity



Skills



Innovation



Quality of life

