

Brand Guidelines

Version 1.0



Our Logo

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Primary

This is the primary version of our logo (Pantone 360 + White), it should be used whenever possible.

When placing our logo on a dark background use the white and green (Pantone 360) version. Ensure that the logo is placed in the correct location, see applications section.

See the next page for using our logo on a white background.



Always use the official logo files and never try to recreate our logo. Do not stretch or rotate our logo, make sure it always looks exactly as it does here in these guidelines.



Secondary

When using our logo on a white background, use the Pantone 303 + Pantone 360 version.



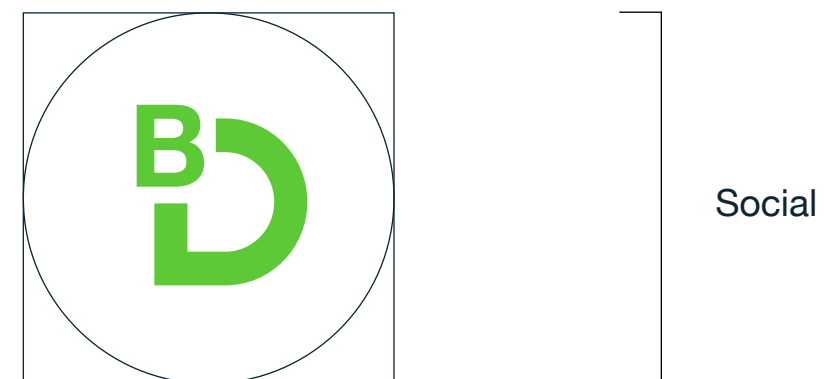
Black & white versions of our logo are available for when printing in full colour is not an option.

Clearspace

A minimum clearspace, the size of the icon within the logo, must be retained around the logo at all times to maintain clarity and impact.



This measurement is proportional, so the larger the logo, the larger the clearspace will be.



Minimum size

Avoid making our logo any smaller than the sizes provided here, this helps maintain the legibility and impact of the mark.

In some cases, such as for social media icons the logo may need to be used smaller than the minimum sizes stated. In this case, only use the 'BD' symbol. See page 41 for social avatar details.



Colour Palette

- 14 References
- 15 Basic uses

Pantone 303

C100 M33 Y6 K84

R15 G37 B48

#0F2530

90%

80%

70%

60%

50%

40%

30%

20%

10%

Pantone 360

C59 M0 Y90 K0

R94 G201 B54

#5EC936

90%

80%

70%

60%

50%

40%

30%

20%

10%

References

Our brand consists of two colours (plus black), Pantone 303 and Pantone 360.

Pantone 303 is our primary colour and is used for primary headlines and as a solid background colour.

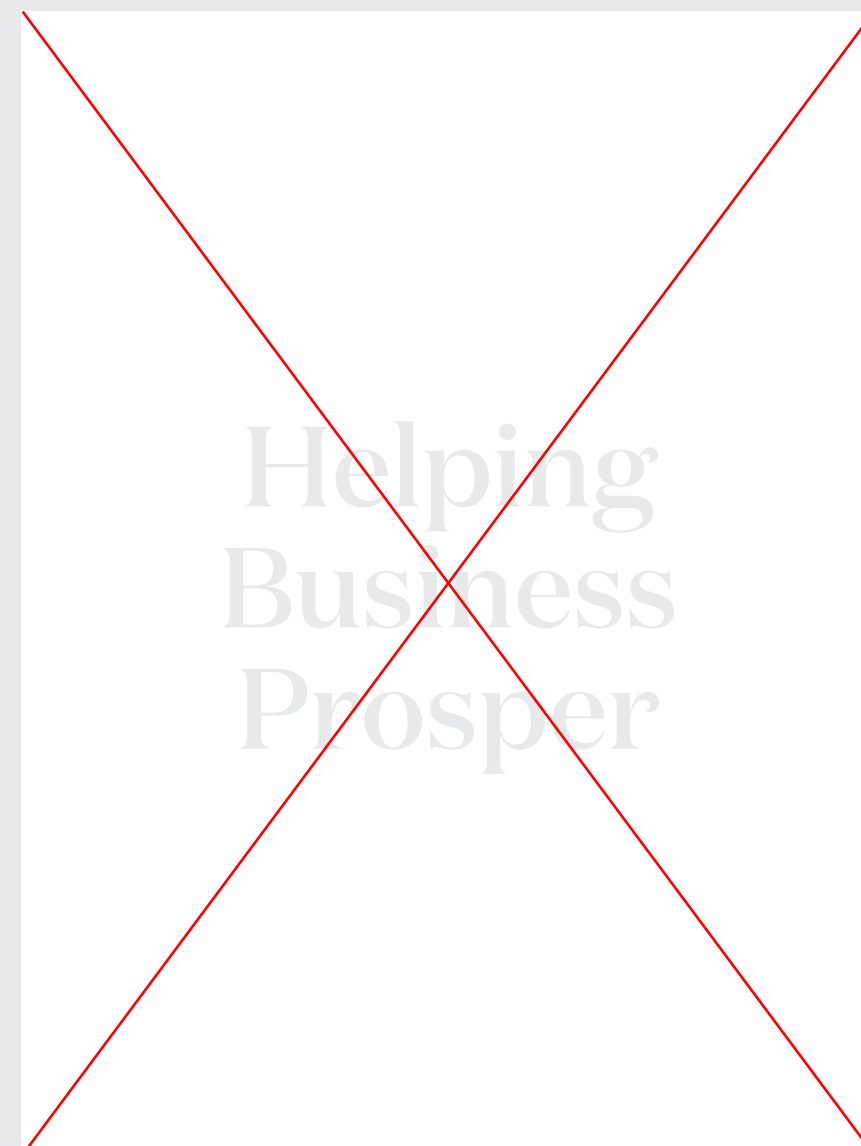
Pantone 360 is used as an accent colour, primarily for our brand patterns and subtle details. Black copy is used for main body copy to maintain legibility when printed.

See the application section for further guidance on how to use our colours.

Do's



Dont's



Basic uses

Although we only have two colours, they are used in a specific way to ensure consistency across all media.

When using tints of our brand colours, make sure there is enough contrast so that content remains legible.

Never use our green as a primary background colour.

4.0

Typography

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- 19 Body copy
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Domaine

**Bold &
Intelligent**

Helvetica

**Neutral &
Familiar**

Introduction

Our typography is made of up two typefaces: Domaine Display for headings and Helvetica Neue for body copy.

See the applications section for examples of how we use these type styles.



Domaine

Display

Semi-bold
Medium
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline typeface

Domaine Display is our headline typeface. It is used for all primary headings, secondary headings, introduction paragraphs and larger statements.

Primary headings use the Semi-Bold weight.

Secondary headings use the Medium weight.

Introduction paragraphs and larger statements use the Regular weight.



For external facing media and communications, always use the correct primary typeface.

Helvetica

Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

Bold Italic

Medium

Medium Italic

Regular

Regular Italic

Light

Light Italic

Body copy typeface

For body copy and smaller headlines we use the full Helvetica Neue typeface.

The regular weight should be used for main body copy with other weights used to create hierarchy and emphasis. Bolder weights should only be used for smaller headings.

See the following page for examples.

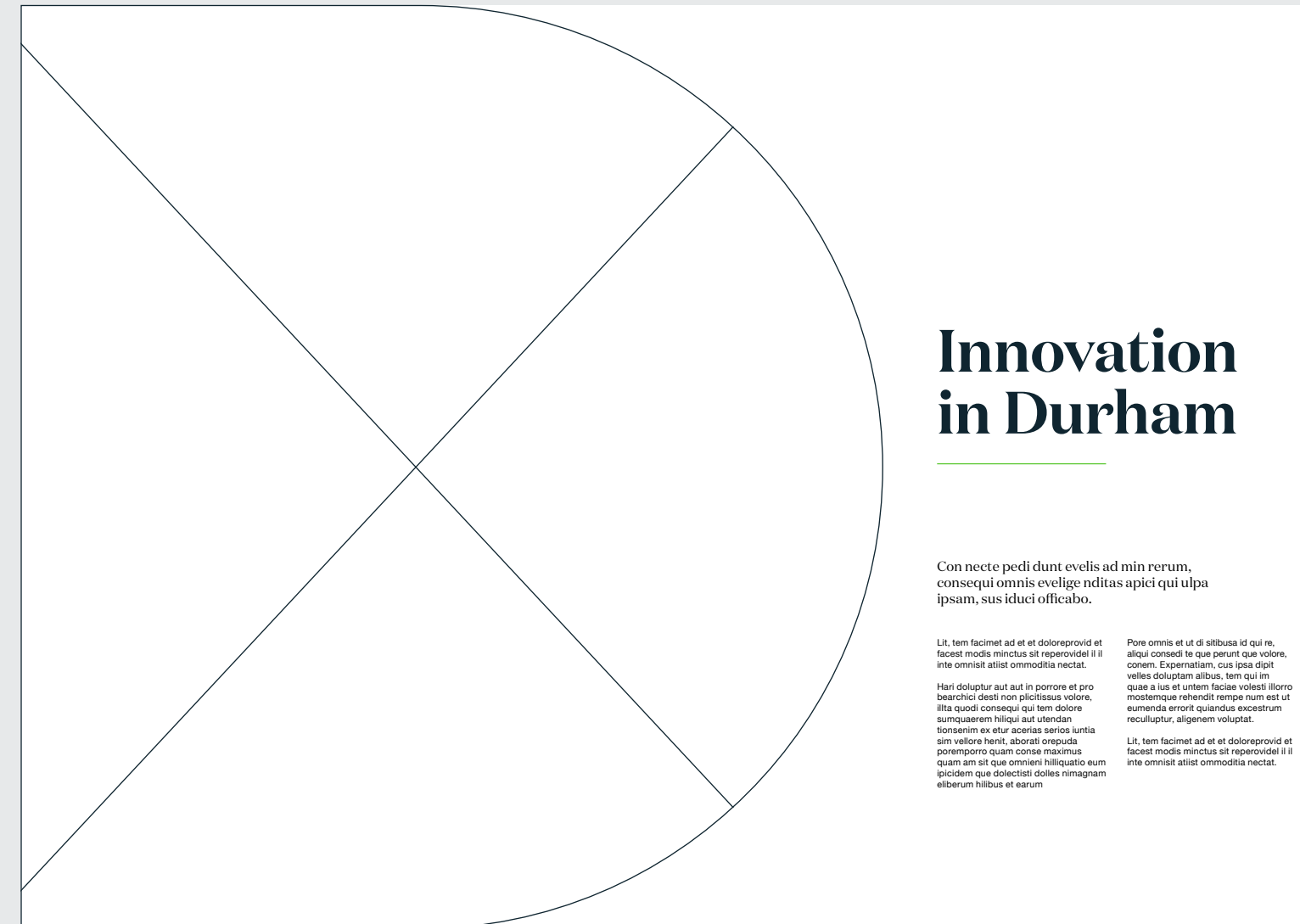


For external facing media and communications, always use the correct primary typeface.

1



2



3



Basic principles

These are some basic type styles that we use. They should be used as a starting point for creating all typography. Font sizes should be adjusted in relation the format.

1

Font cover style

This style is used for top level applications such as document covers and adverts. The primary heading is set in **Domaine Display Semi Bold** with **Helvetica Regular** used for supporting copy.

2

Spread style one

This layout uses a large image which covers most of the spread. A thin hairline stroke is used to create a separation between the large heading and body copy styles. It is equal in width to a single body copy column.

3

Spread style two

This example uses a large statement set in **Domaine Display Regular**. The type can go across two pages, maximising the impact of the message. A smaller heading is also used, set in **Domaine Display Medium**.

Headlines

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fall-back fonts

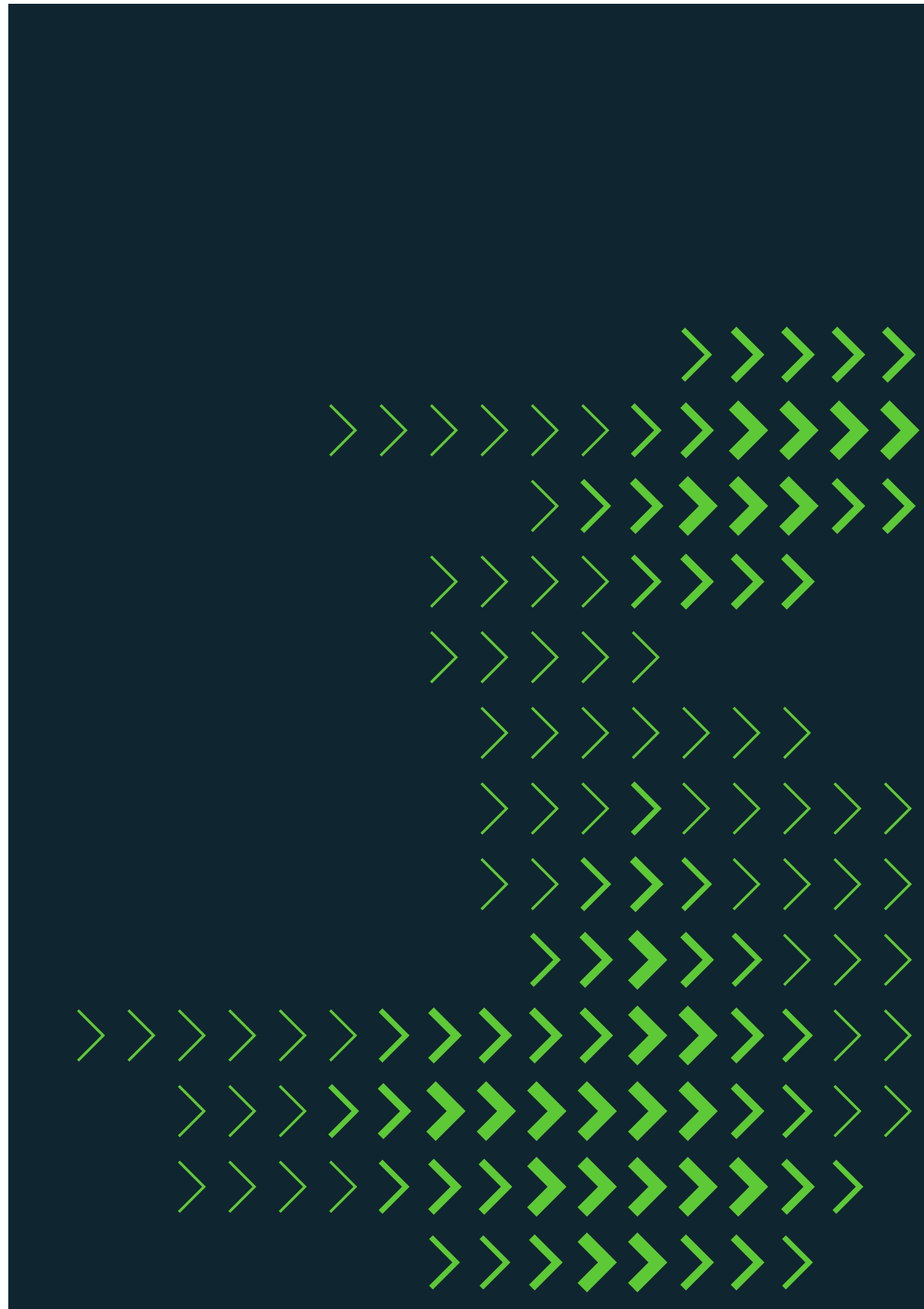
Our brand typefaces should be used whenever available. When they are not available Georgia Bold should be used as a fall-back font for Domane Display. Arial should be used as a fall-back typeface for Helvetica Neue. This may be the case when using company computers that don't have the correct typefaces installed.

The same guidelines apply to these typefaces as our main brand typefaces.

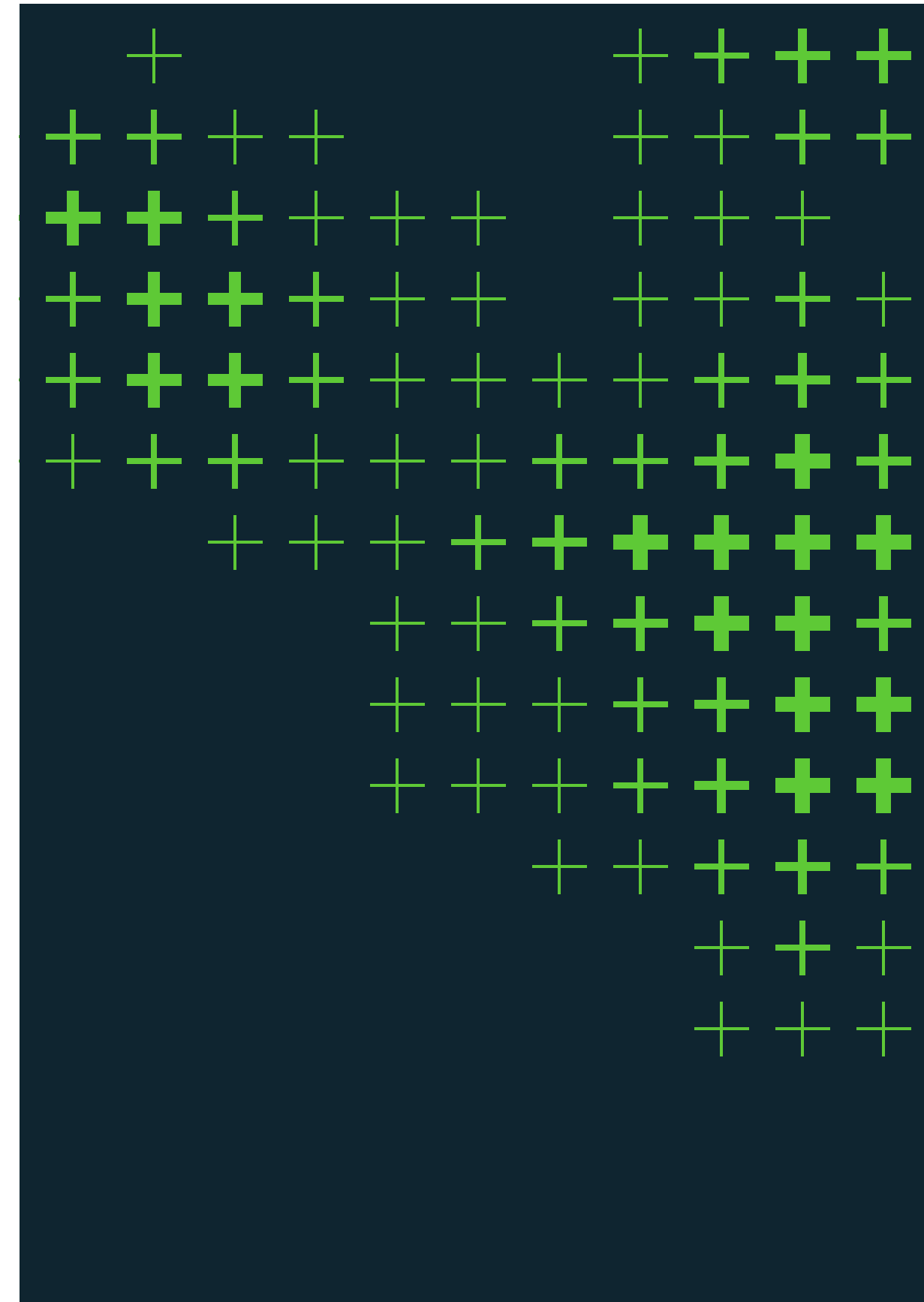


Graphic Elements

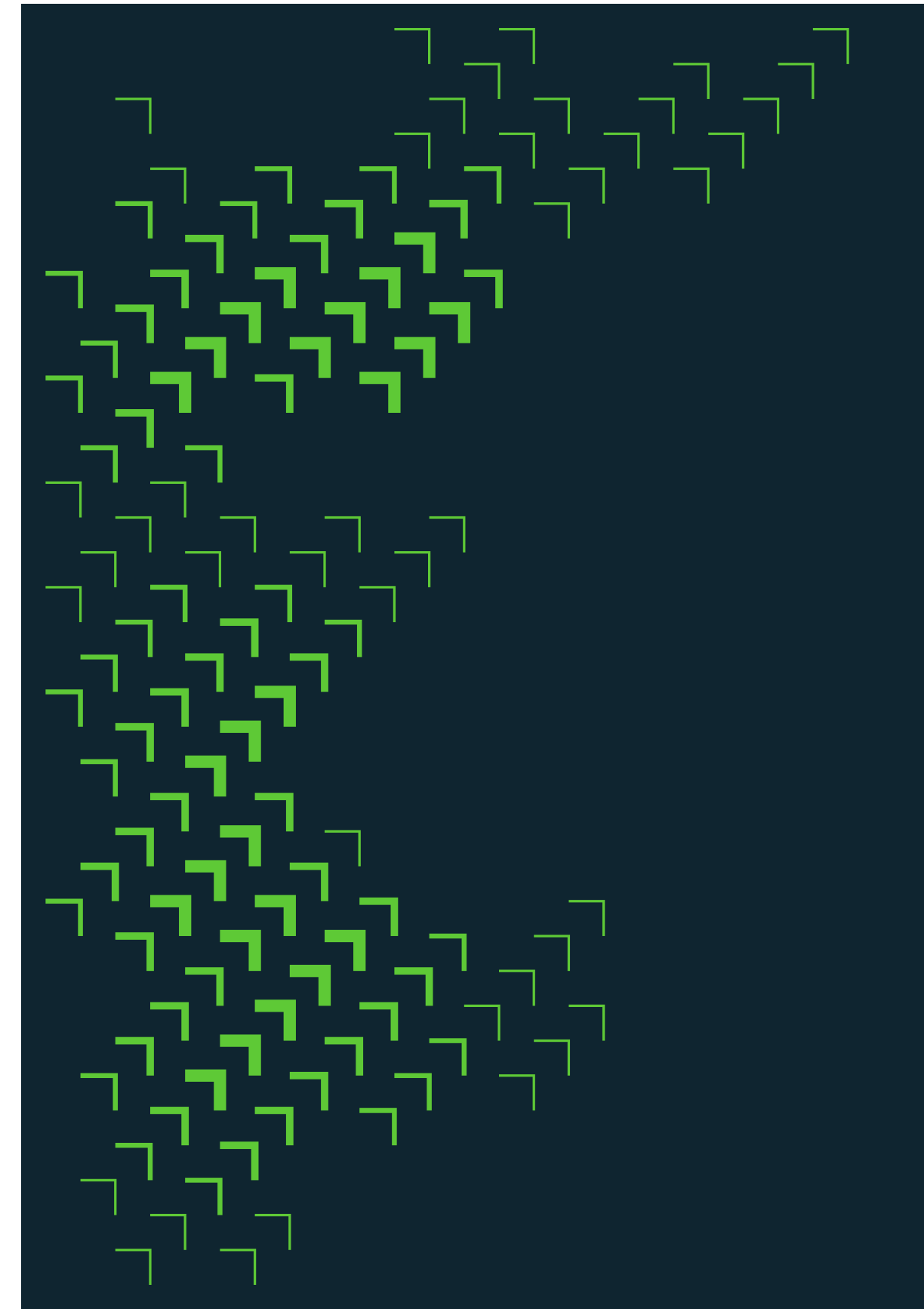
- 23 Brand patterns
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Progress



Positivity



Growth

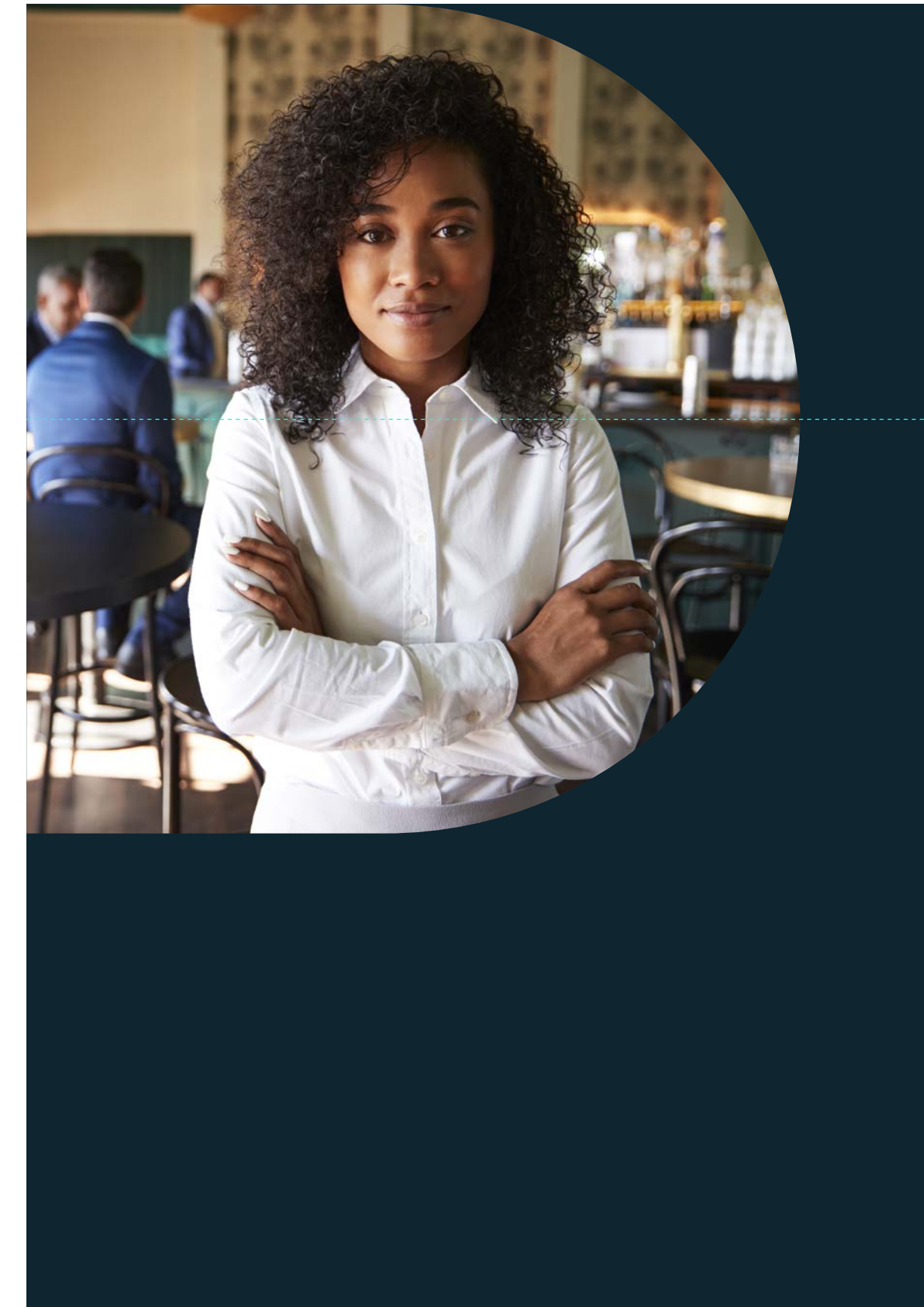
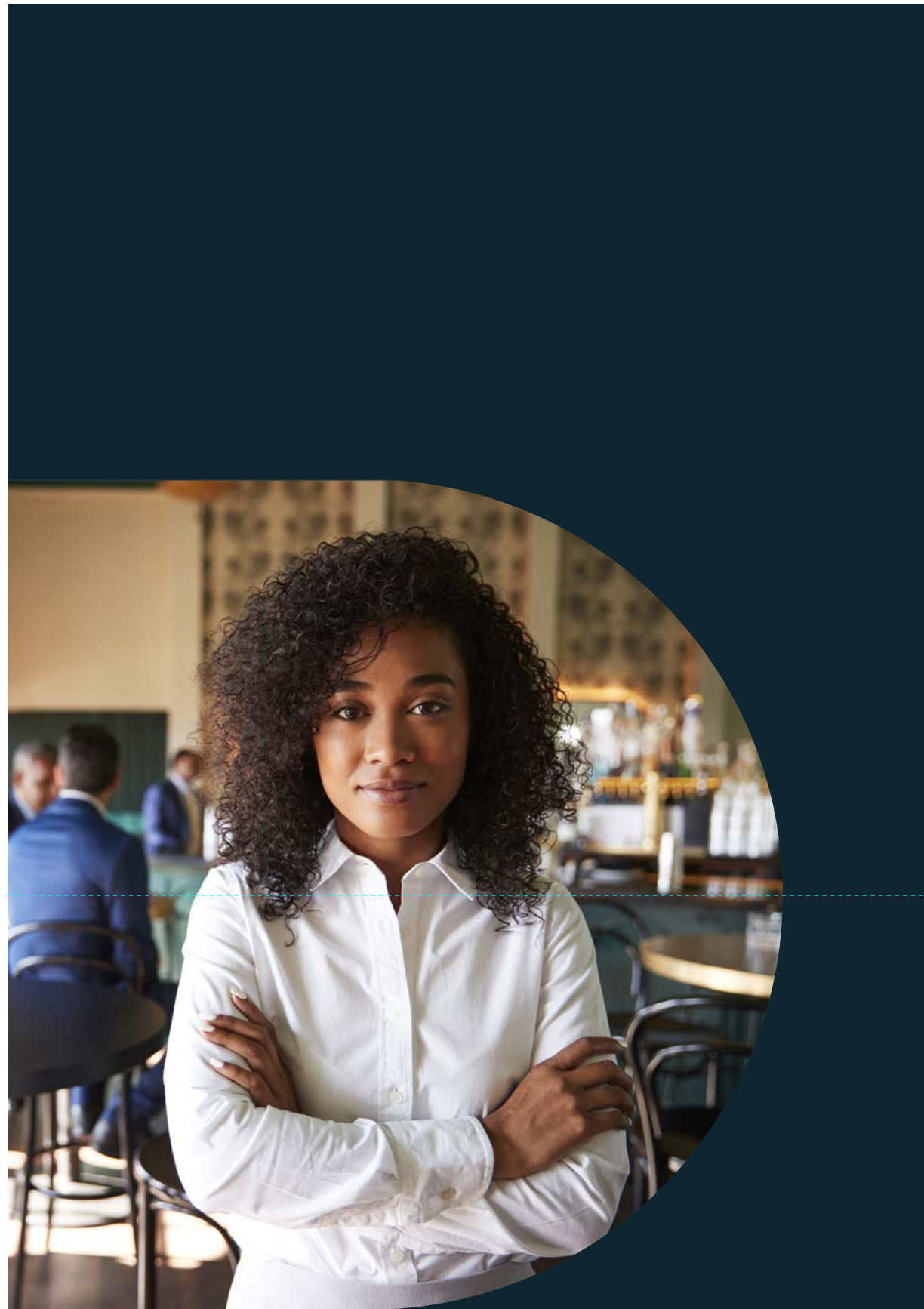
Patterns

These are our brand patterns. They represent our end goal to help businesses grow and progress positively within Durham.

They can be used on a Pantone 303 or white coloured background. Never place them on colours not stated in these guidelines.



Always use the official pattern files & templates. Do not stretch or re-colour our patterns, make sure they always look exactly as they do here in these guidelines.



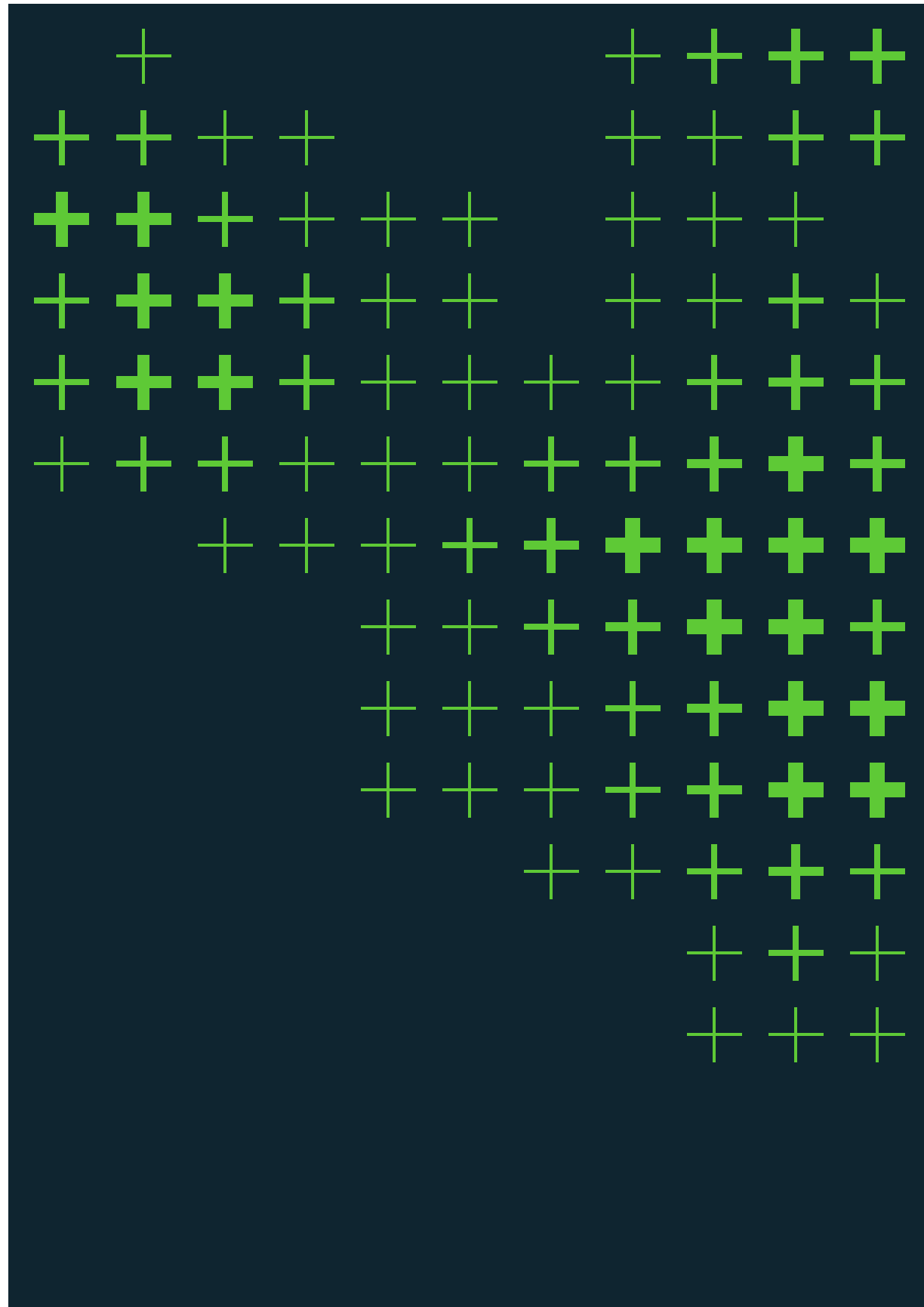
Frame device

To compliment our brand patterns, we make use of a framing device that is derived from the shape of the logo.

It must always be anchored to the left edge of a page and can be positioned anywhere on a vertical axis.



See the grid system section for details on how to structure layouts using the graphic elements.



Pattern only

Where do I use it?

- ✓ Document covers and adverts
- ✓ Editorial layouts



Pattern & frame

Where do I use it?

- ✓ Document covers and adverts
- ✗ Editorial layouts



Frame only

Where do I use it?

- ✗ Document covers and adverts
- ✓ Editorial layouts

Basic uses

These are the only three ways in which we can use our patterns and frame device, they all have specific rules as to where they can be used.



See the grid system section for details on how to structure layouts using the graphic elements.



Examples

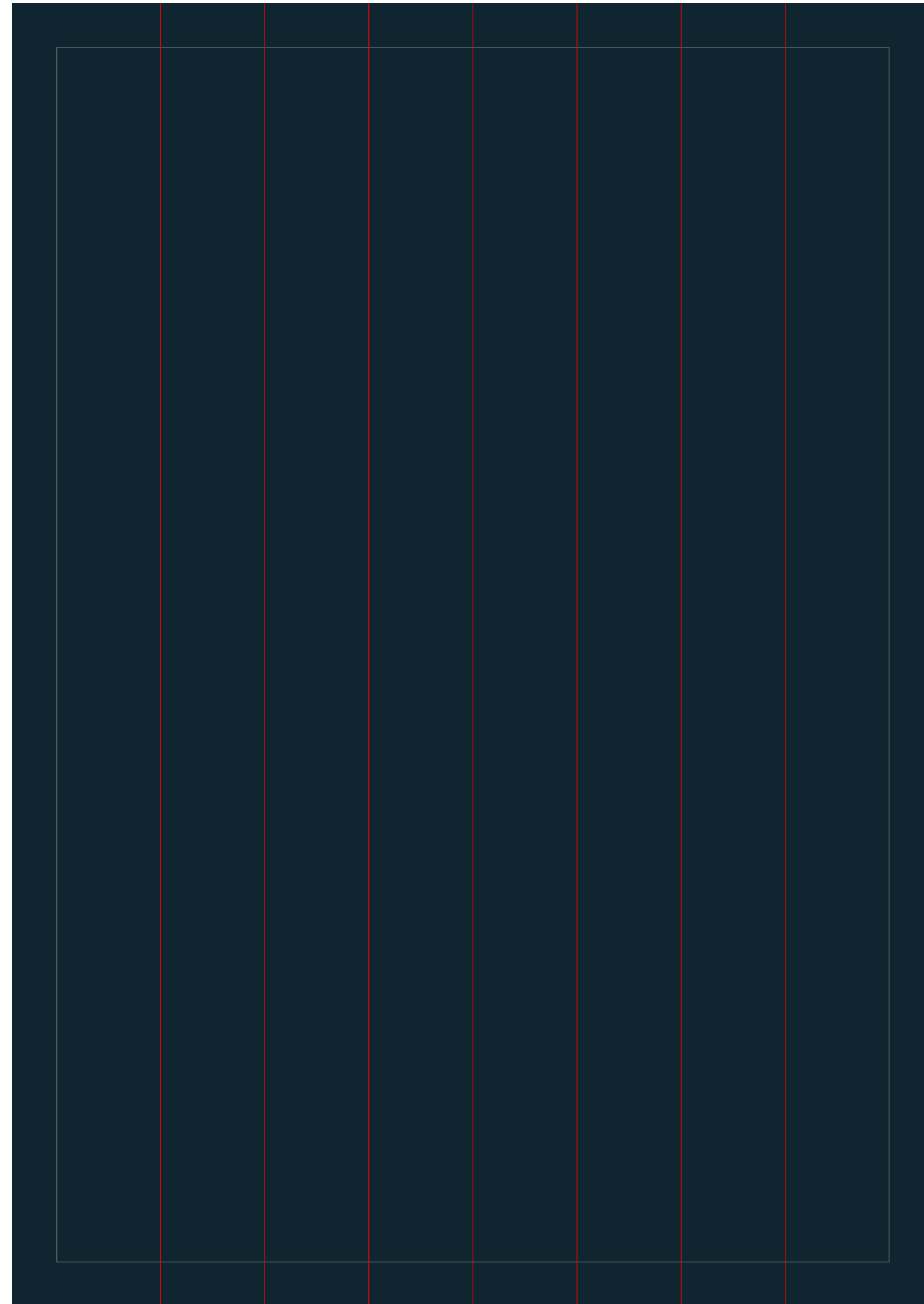
Our graphic elements can be used throughout a document, but always consider the flow. Use them sparingly so that they retain their visual impact and don't become monotonous.





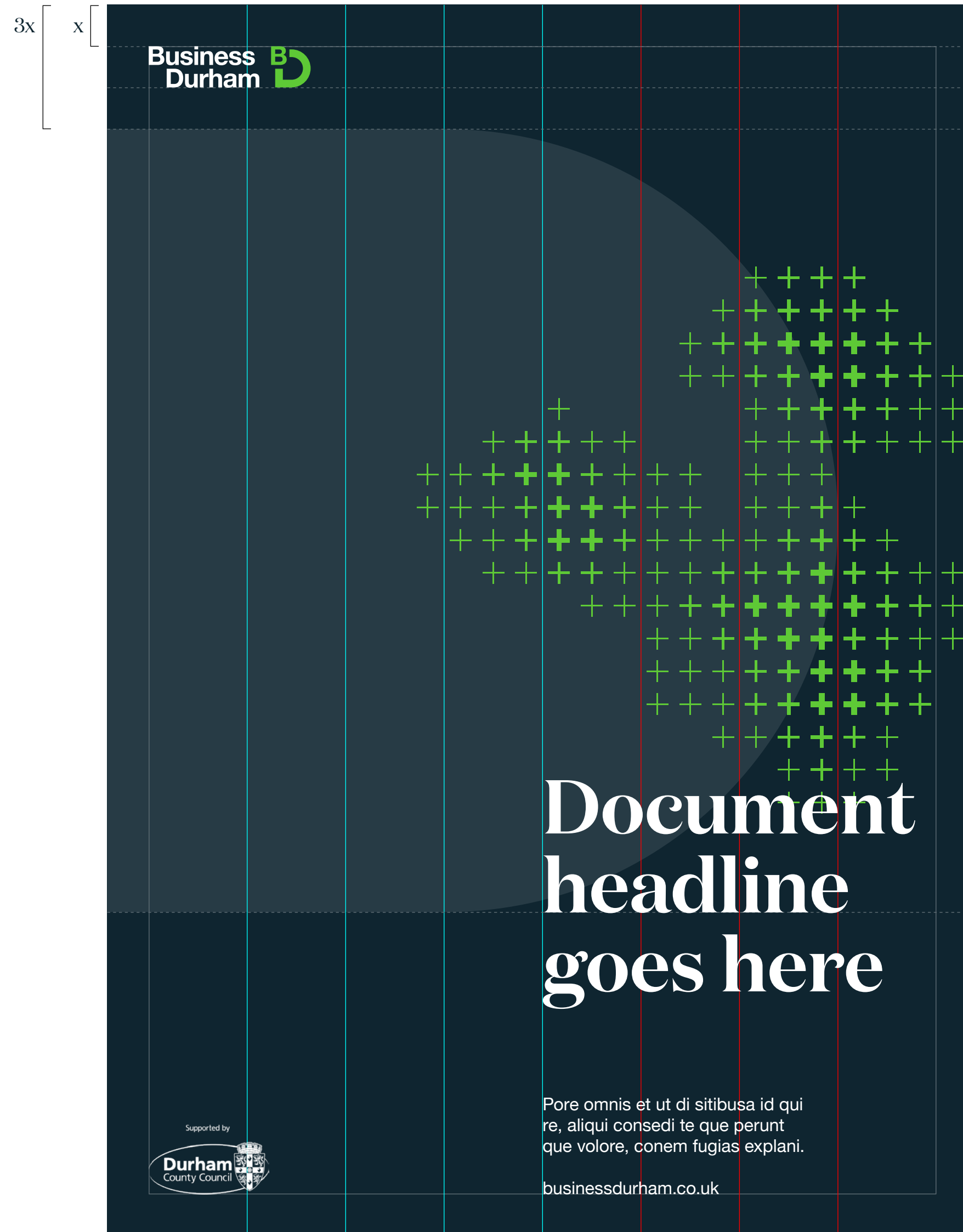
Grid System

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Introduction

This is our grid used for top level applications such as front covers and adverts. It helps us to produce a consistent look and style whilst giving enough flexibility for different headline lengths and graphic elements, such as our brand patterns.



Basic principles

The grid is made up of page margins and 7 vertical guides that divide the area into 8 even columns.

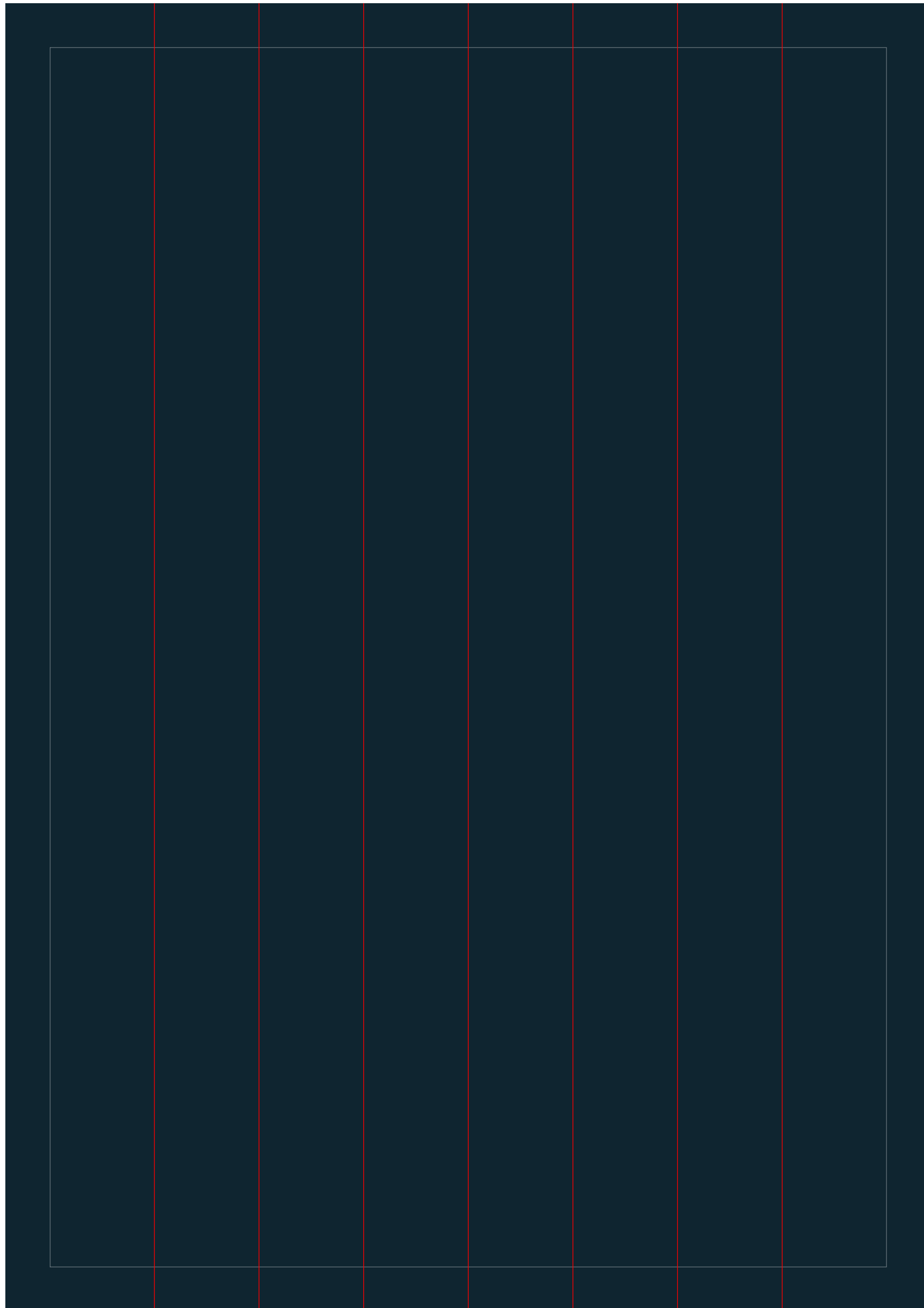
The logo should always align to the top left hand corner and be the same height as the page margins.

Headline text should align to the guides marked in blue, as well as the left margin.

Align our patterns to at least one edge of the page and overlay on top of imagery but beneath the headline.

The frame device can be as wide as the guides marked in green, but never as wide as the page margin.

When partner logos are required, they should be placed along the bottom margin, anchored left or right, and be less dominant than our logo.



A2 Format

Margins 20mm
Columns 47.5mm

A4 Format

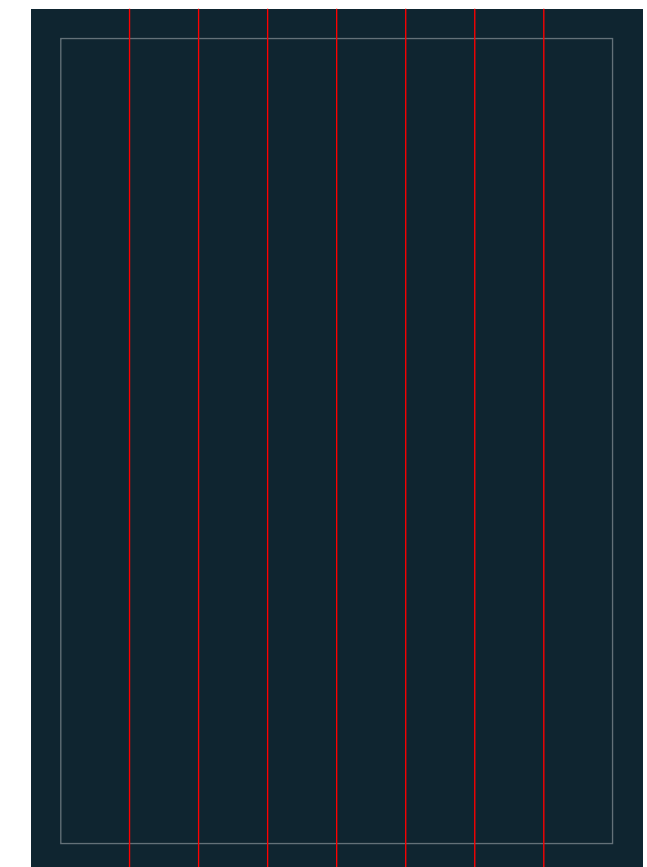
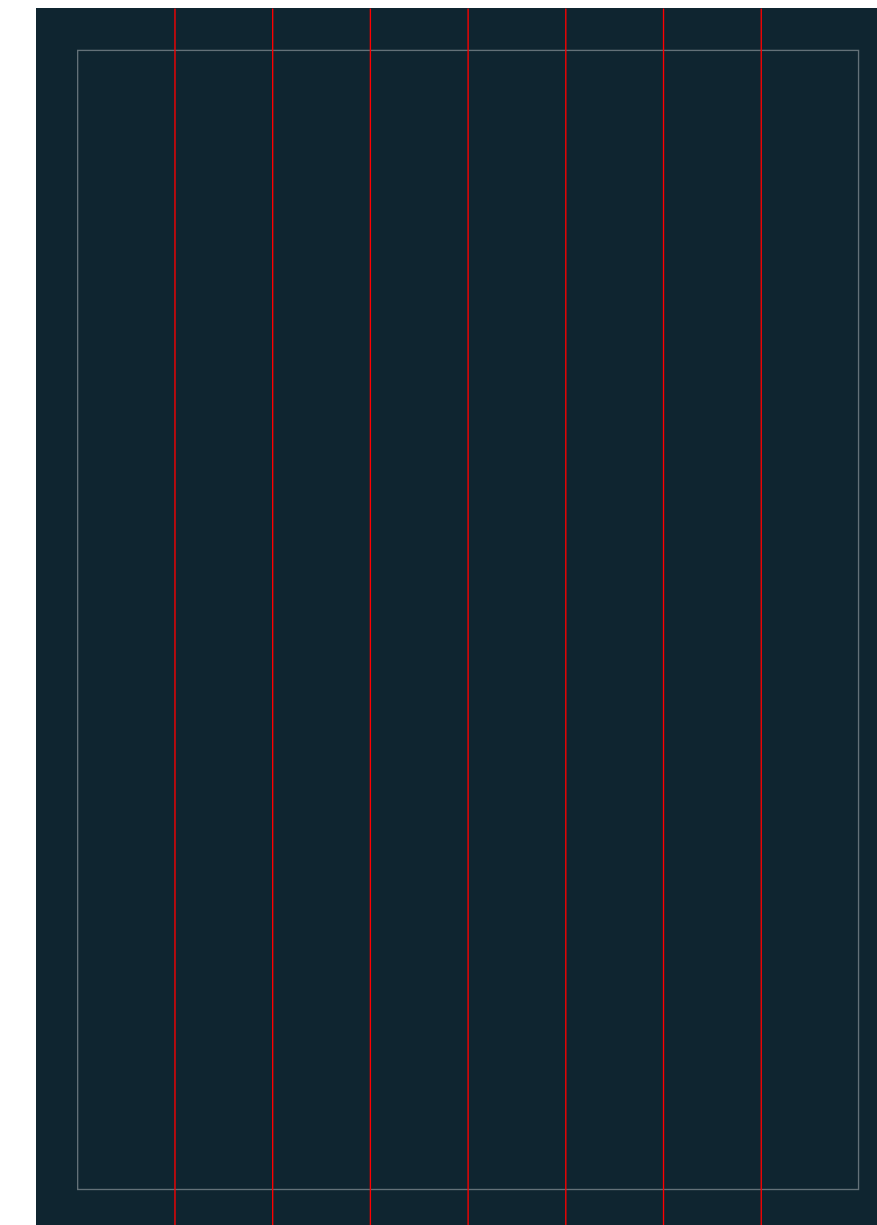
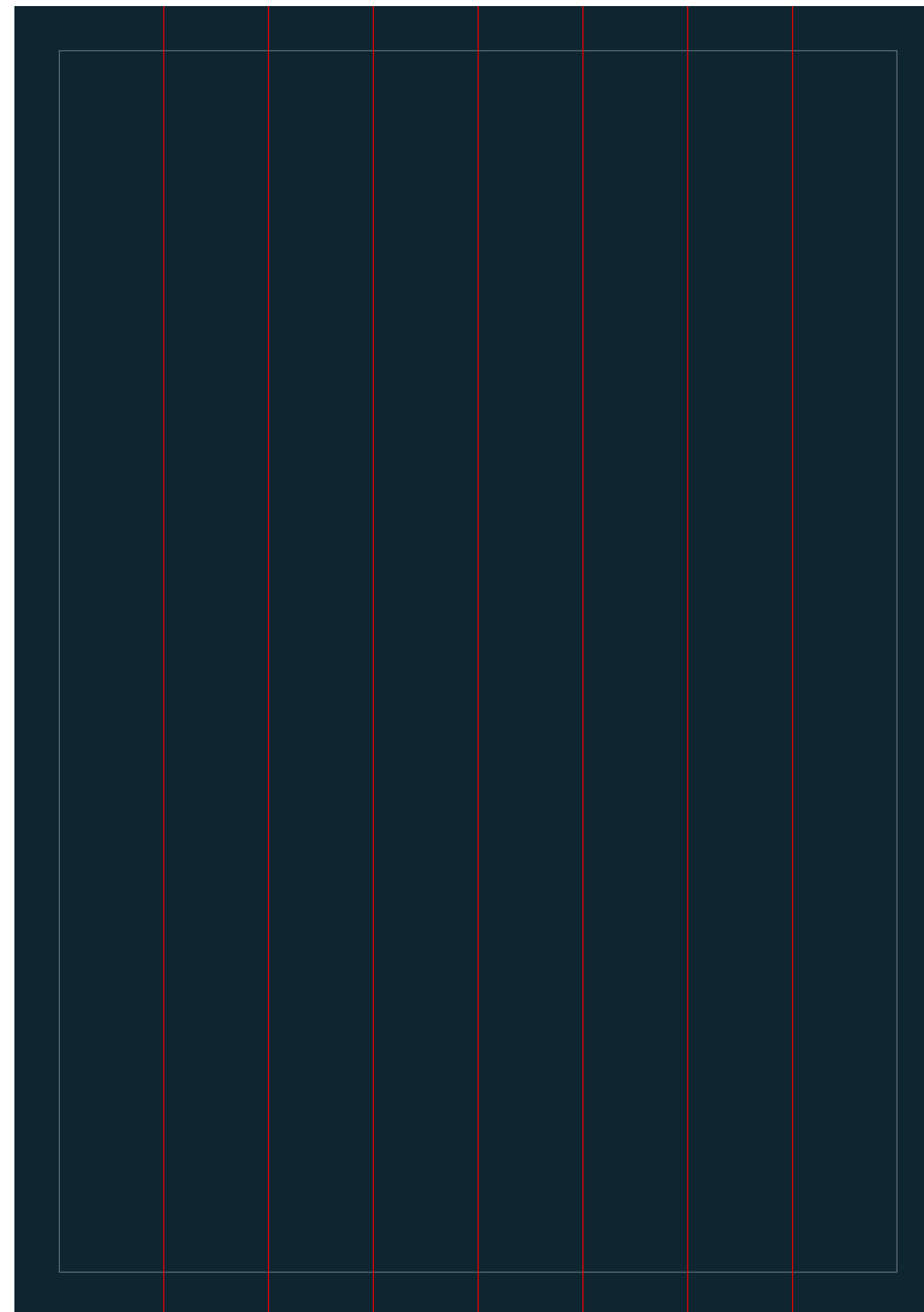
Margins 10mm
Columns 23.75mm

A3 Format

Margins 14mm
Columns 33.625mm

A5 Format

Margins 8mm
Columns 16.5mm



A-series formats

All measurements for our grid are proportional to the format you are using.

A4 portrait is the most common format we use for documents. Always use these measurements when creating new applications.




**Business
Support &
Funding**

Pore omnis et ut di sitibusa id qui re, aliqui consedi te que perunt que volore, conem fugias explani.

businessdurham.co.uk




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businessdurham.co.uk




**Business
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Funding**

Pore omnis et ut di sitibusa id qui re, aliqui consedi te que perunt que volore, conem fugias explani.

businessdurham.co.uk

Example layouts

These are examples of layouts created using our grid that show different scales and uses of our brand elements, as well as different colour combinations.

Bare in mind that these examples are only indicative and are not the only ways in which the grid can be used.



Photography

- 33 Introduction
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- 35 Workplace images



Introduction

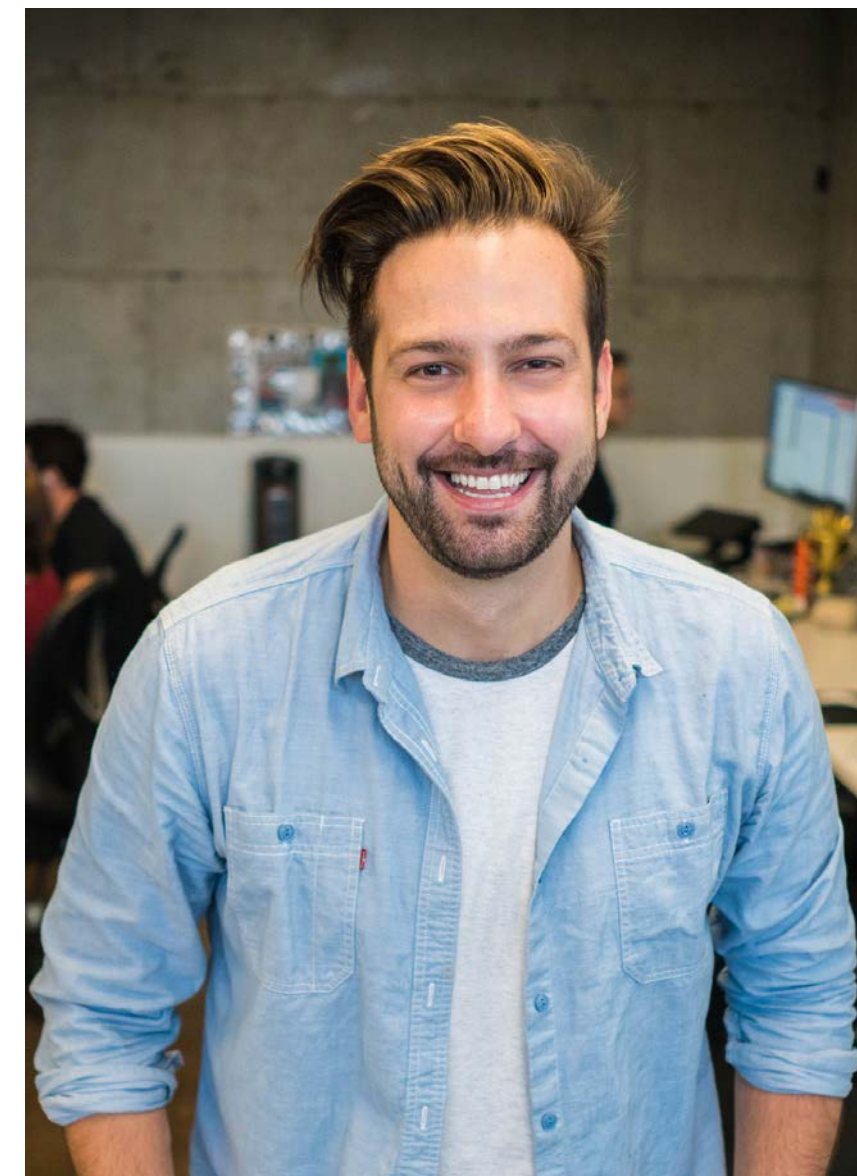
Our photography falls into two format headings: hero portraits and workplace images.

Hero portraits are primarily used for top level applications as a lead image

Workplace images are used when you need to tell a story about a journey or show an example of a business that we have helped.

General Considerations

No jaunty angles. No bright direct flash to avoid harsh shadows. Never create overly posed/staged scenes to avoid it looking like stock photography.



Hero portraits

These are examples of how our hero images should look.

The aim of them is to capture the proud business owners that we help, showing a wide range of locations. They should be shot in a relevant location (such as their workplace) and feel warm, positive and uplifting. The shots can be posed but should still feel natural.

The shots need to be primarily landscape with enough space around the person so that it can be cropped easily into the D frame device.

Ensure that the shots are taken at a focal length between 35-85mm and have a shallow depth of field to achieve our desired style.



Workplace images

Our secondary photography style is less specific and can range from detail shots of someone working, group team photos and event photography.

The style is natural and relaxed and should never be overly posed.

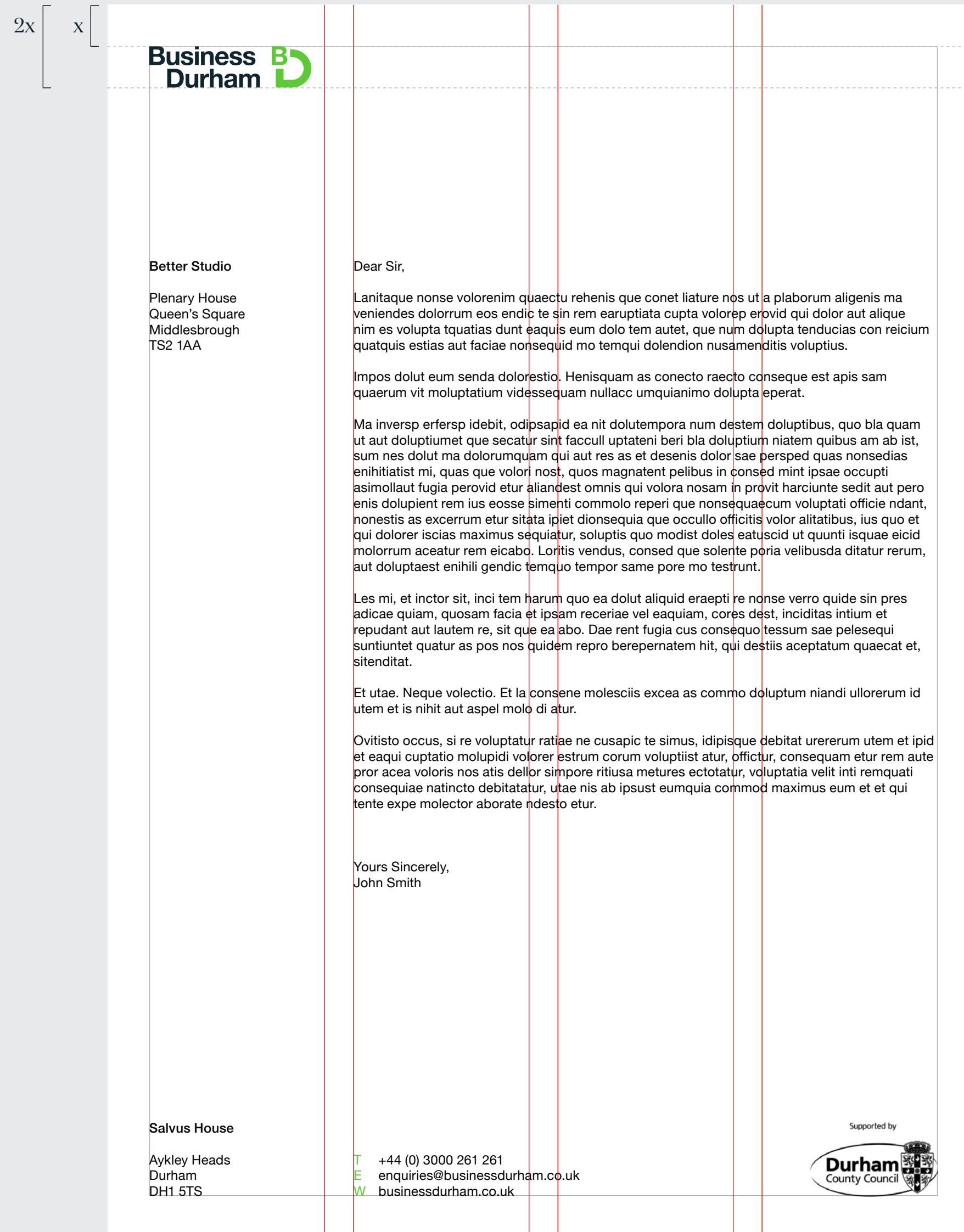
Ensure you take a mix of landscape and portrait photos to give flexibility when used in brand applications.





Applications

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Letterhead

Our letterhead template uses a 4 column grid with a 7mm gutter.

Always use our stationary templates when creating a new version.

Any additional logos should be placed to the bottom right corner of the page.

Business cards

Use the supplied templates for our business cards and never try to recreate it.





Editorial layout

These are examples of layout styles for spreads and editorial applications. They can be used for reference when creating new layouts.

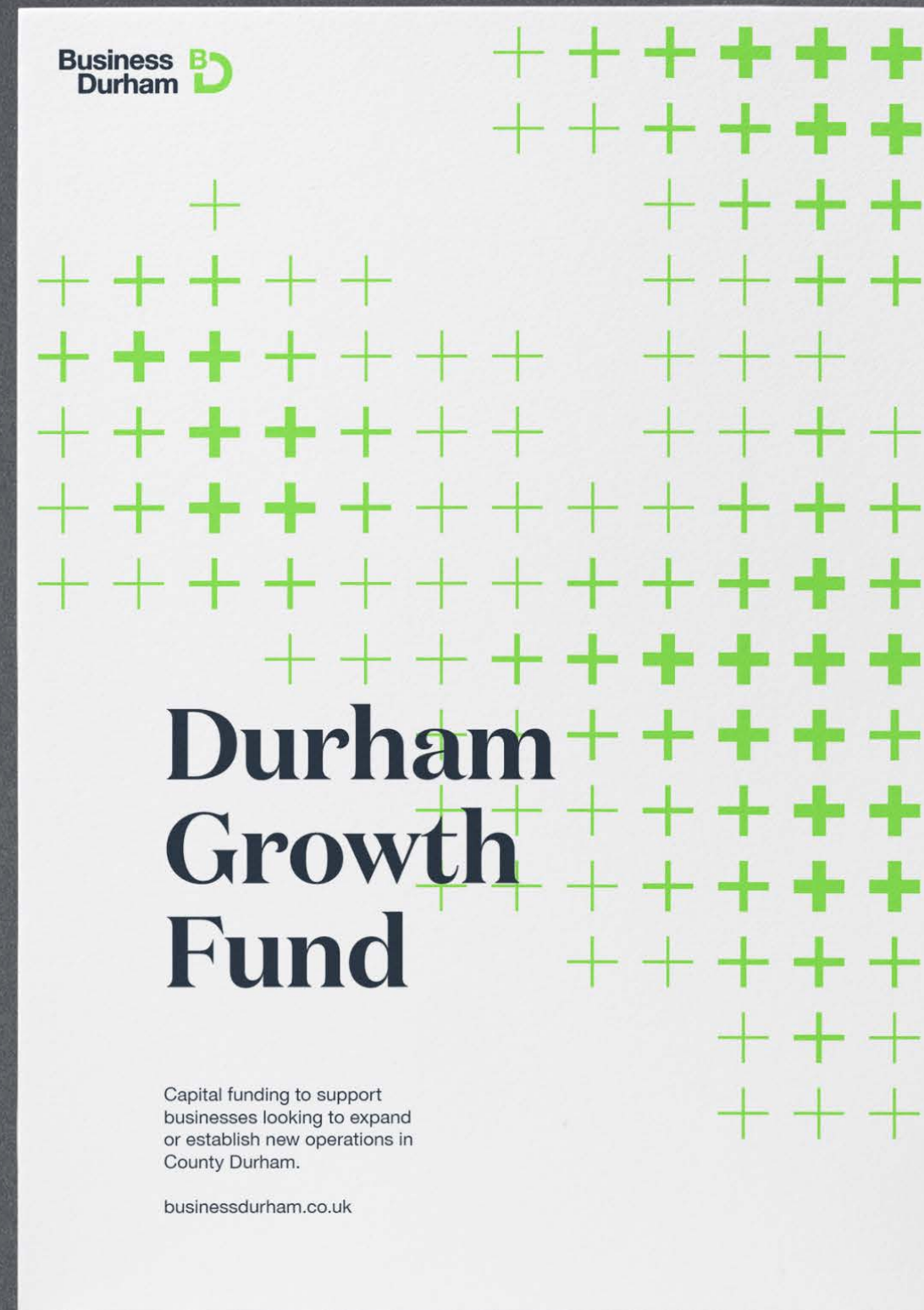
It's important that not all pages include our brand patterns to maintain a good flow throughout. Most layouts can be purely type based so that it doesn't become overused and repetitive.

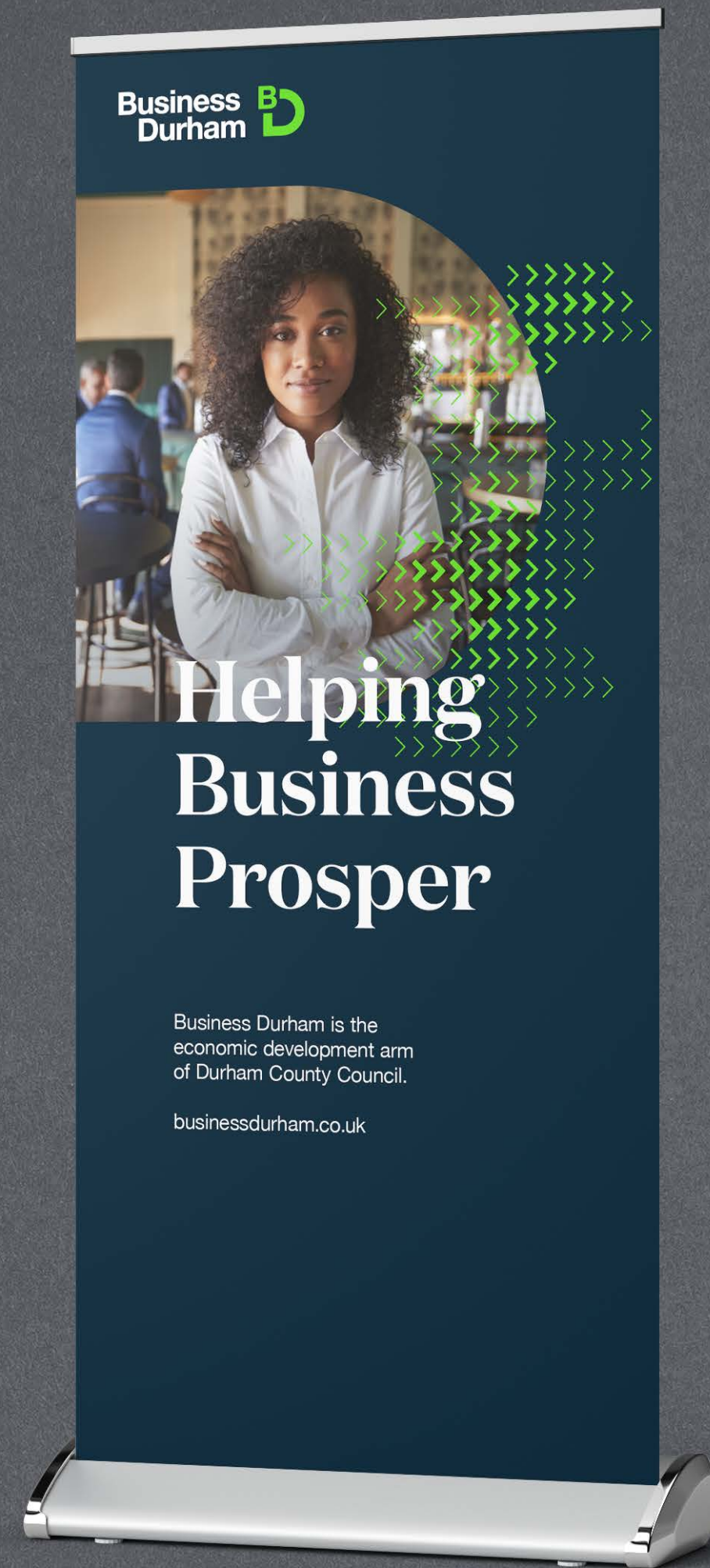
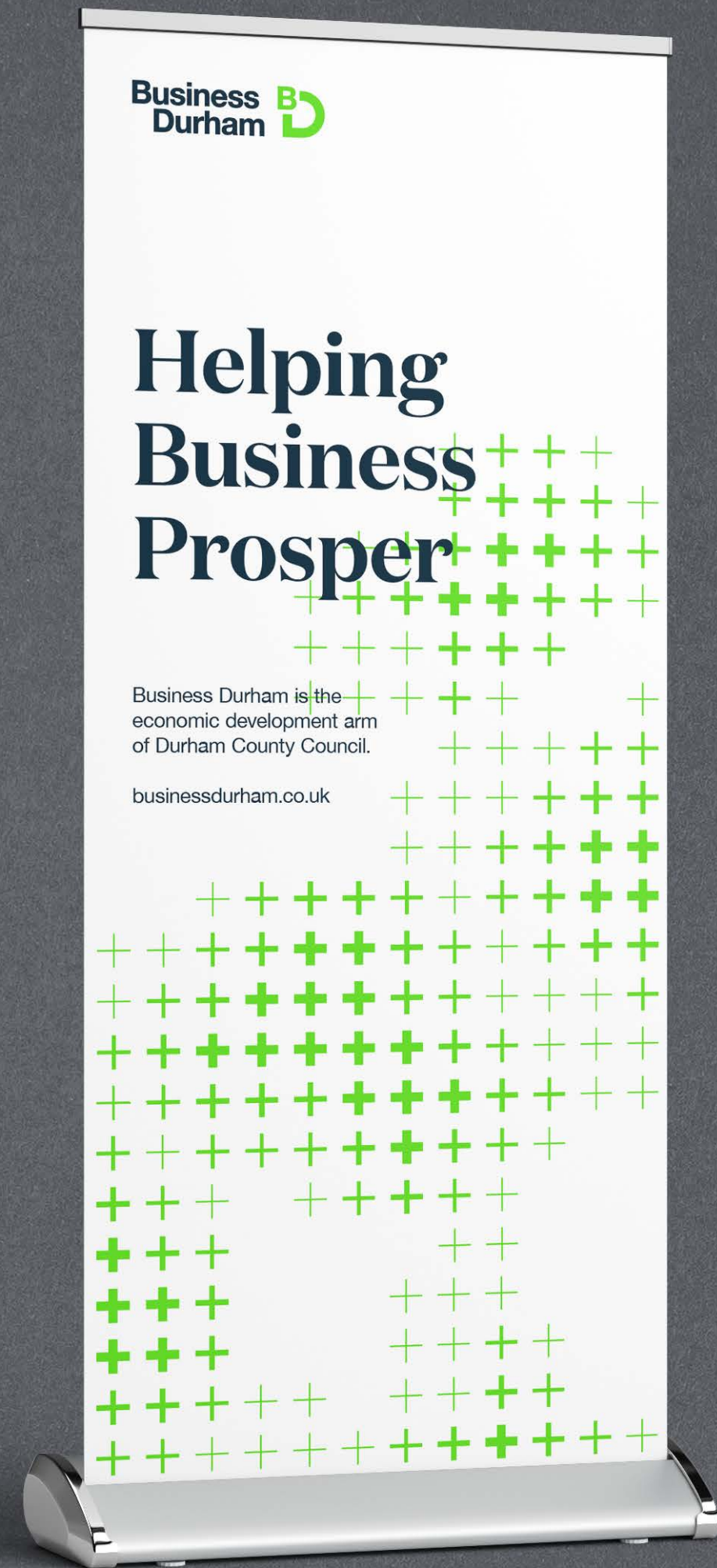


Covers

Covers should contain our logo, title, and graphic elements. They can also make use of a small introductory paragraph if necessary but this should be no longer than 20 words.

See the grid system section for how to create new cover designs.





Banners

These are examples of how our banner stands could look. They have been created using the same 8 column grid as our covers and adverts.



Annual report

For screen sized digital applications the frame must still anchor to the left side of the page, however the logo can be placed over the image. Make sure there is enough contrast between the image background and the colour of the logo selected.

If needed a gradient overlay can be applied to make the logos more legible.

North East Technology Park
 A vibrant community of world class science, engineering and technology companies





Contact



NETPark Manager Janet Todd and the team provide invaluable support creating a vibrant community of world-class science, engineering and technology companies at the park.

We have an excellent relationship with the companies on the park from the initial enquiry to discussing the types of space needed through to fit out. Our connections are of huge benefits to growing companies, with a vast network of support we can help you navigate the business support landscape helping your company grow.

You will have access to our expert and experienced team at NETPark to help you with everything from accessing financing, collaboration opportunities and new markets to product and supply chain development.

Our role at Business Durham is to offer tailored advice and support helping companies flourish - whether tenants occupying incubation space in Plexus or in larger premises, such as Kromek - our supportive relationship will help facilitate your business growth.

Contact NETPark Manager Janet Todd about moving your business to NETPark
 ✉ Janet.Todd@durham.gov.uk
 ☎ (+44) 01740 625250
 📱 @janet-todd





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Third party usage

Our logo sometimes needs to be applied to other brand documents. In this case, use our logo in white when used on other brand colours and in full colour where possible. The same clearspace and minimum size rules apply as set out in these guidelines.



Twitter Profile

400px x 400px
Displays at 200px x 200px



! Actual display



Facebook Profile

180px x 180px
Displays at 170px x 170px



! Actual display

Digital media

For all of our digital profiles we use the 'BD' icon from our logo. It is always green on a blue background.

Business Durham

Salvus House, Aykley Heads,
Durham, DH1 5TS

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E enquiries@businessdurham.co.uk
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Better Studio

Plenary House, Queen's Square,
Middlesbrough, TS2 1PA

T +44 (0) 1642 989 158
E studio@better.agency
W better.agency

Pattern templates

There is a preset selection of pattern shapes to use in our brand package.

However if the presets do not work for the application that you are creating, we also have pattern templates that can be used to create new shapes. These come in 2 different scales and cover all basic formats.

Simply select the correct format and delete shapes from the full pattern to create the desired shape.