



a brand for
our region

Head Office
Northwest Development Agency
Renaissance House
PO Box 37, Centre Park
Warrington WA1 1XB

Tel: 01925 400100
Fax: 01925 400400
www.nwda.co.uk
www.englandsnorthwest.com

INVESTING IN
englandsnorthwest

Printed on Zanders Mega Matt which is 50% recycled and de-inked fibres and 50% totally chlorine free virgin pulp from a sustainable managed forest.

LF03/03

englandsnorthwest

englandsnorthwest

This brand is your brand

The England's Northwest brand is designed for everyone who wants to promote or endorse their own part of England's Northwest, from the world famous brands of the region, to your own local areas, attractions and cultural or business activities.

The England's Northwest brand has been created by the Northwest Development Agency (NWDA) and members of the Regional Marketing Forum.

The brand is a unique stand-alone mark designed for a region that is working together to promote the best of the Northwest to the rest of the UK and overseas. It is also intended to create a sense of regional identity and pride for the people who live and work here. It is important to remember that the

England's Northwest brand does not represent an organisation, it belongs to everyone who has something positive to say about our region.

This guide sets out the main elements of the brand, with some examples and guidelines to help you use it as a creative communications tool. The enclosed CD contains all the master artwork you will need.

Use it with pride.

Contents

regional values
the brand mark
the brand voice
using the brand

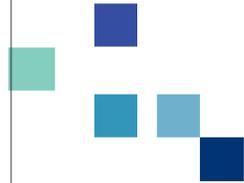
02
04
06
08

protecting the brand
applying the brand
using imagery
make it work for you
master artwork CD

12
14
18
20
21

regional values

The England's Northwest mark provides a geographic locator, as well as a representation of the values that underpin the region as a vibrant and contemporary place to live and work.



regional brand essence revolution

To recognise and celebrate the revolutionary spirit of England's Northwest.

competitive



England's Northwest is ambitious, energetic and welcomes a challenge.

We are confident in our abilities, proud of our world-class success and we are a winning region.

open



England's Northwest is welcoming and inclusive.

We are flexible and quick to learn, honest and open-minded, a warm and friendly region.

surprising



Image provided by the Alsop Consortium

England's Northwest is a unique and diverse region with a creative flair.

We have vibrant culture, inspiring landscapes and a passion for innovation.

the brand mark

At the heart of the regional brand identity is the England's Northwest mark, a unique, specially drawn namestyle.



The England's Northwest mark and messages must be reproduced from digital master artwork. **Do not attempt to create your own brand/message versions.**

englandsnorthwest

englandsnorthwest

The England's Northwest mark

The brand mark must always be reproduced from digital master artwork and must never be modified in any way. **Do not try to re-draw it, separate or adjust any elements of it.** It must always appear on an uncluttered background

or colour to ensure clarity. The mark does not exist as a typeface so it cannot be recreated or have additional elements added which would detract from its integrity.

The mark should never be used as part of a phrase or sentence.

Brand message prefix

englandsnorthwest

englandsnorthwest

Brand message affix

To support the brand namestyle, a system of brand messages has been created. These take the form of prefixes and affixes added to the brand namestyle.

The England's Northwest mark must not be used without a prefix or an affix.

The full set of these brand messages and how to choose them is shown on pages 6 and 7.

The brand mark and all of its prefixes and affixes have been created as specially drawn digital master artwork and must never be modified in any way. **Do not attempt to create your own brand message versions.**

A directory of all the available artwork is shown on page 20.

the brand voice

Support England's Northwest through your own communications. We all have unique and valuable things to say about our region and to help get the region's voice heard, a set of brand messages has been created.



The England's Northwest mark and messages must be reproduced from digital master artwork. Do not attempt to create your own brand/message versions.

Options

These brand messages have been designed for use by anyone who would like to identify their organisation, event, business or local area with the England's Northwest brand.

<p>INVESTING IN englandsnorthwest</p>	<p>WORKING TOGETHER FOR englandsnorthwest</p>
<p>SUPPORTING englandsnorthwest</p>	<p>PROUD TO BE IN englandsnorthwest</p>
<p>DISCOVER englandsnorthwest</p>	<p>englandsnorthwest BE INSPIRED</p>

Inward Investment activities only

This option must only be used for inward investment marketing and promotion.

englandsnorthwest
BE WITH THE BEST

Listed are suggestions for how the brand messages could be used by different sectors:

- Tourism and Leisure: **'Discover'** or **'Proud to be in'**
- Culture and Sport: **'Be inspired'** or **'Proud to be in'**
- Science and Technology: **'Investing in'**, **'Working together for'** or **'Be inspired'**
- Skills and Education: **'Be inspired'**, **'Proud to be in'** or **'Working together for'**



using the brand

To ensure that the brand retains its integrity and impact it is important to set out the basic principles of using the brand.



INVESTING IN
englandsnorthwest

Minimum size 30mm

Clear zone for the brand

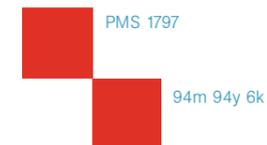
The brand must be positioned in its own clear space, standing apart from other images and text. It must therefore be surrounded by a minimum clear zone as shown.

The clear zone helps protect the trade mark status of the brand and ensures it is always displayed to best effect.

Minimum size

The minimum reproduction size for the mark is 30mm.

Corporate Colour Palette (England's Northwest)



The England's Northwest mark and messages must be reproduced from digital master artwork.

Do not attempt to create your own brand/message versions.

Brand colours

The corporate colour for the England's Northwest brand is Pantone 1797. Where the England's Northwest brand is used as a secondary or supporting brand, it is accepted that most

users will need to work within their own corporate colour palette.

Appropriate mid to dark toned colours should be used to ensure confidence, strength and clarity. Light or pastel tones should be avoided.

Corporate colour

INVESTING IN
englandsnorthwest

It is acceptable for users to reproduce the England's Northwest mark within their own corporate colour palette.



White-out use

The brand may be used white-out of black or other appropriate colours or even photographic imagery. Where photography is used ensure that the background to the logo is uncluttered and provides enough contrast to ensure clarity.

using the brand

Never use the England's Northwest brand in continuous text

To protect the integrity of the mark, it should never be used as part of a title, headline or in continuous text. Where the region's name is included in a title or in text, it should be set in the standard typeface for the publication.



With a population of over 7 million, the region combines a very high quality of life, competitive house prices, impressive levels of education, friendly people and good links to European cities. **England's Northwest** has a confident, cosmopolitan outlook, particularly reflected in its major cities where outstanding shopping, dining and nightlife opportunities abound.

Example use in continuous text

The England's Northwest web address should be written as one word in body copy. For example:

www.englandsnorthwest.com



A Business Vision for England's Northwest Consultation Document

INVESTING IN
englandsnorthwest

Document title example

Logo

A business vision for englandsnorthwest
Consultation Document

Document title example



The England's Northwest mark and messages must be reproduced from digital master artwork. Do not attempt to create your own brand/message versions.



With a population of over 7 million, the region combines a very high quality of life, competitive house prices, impressive levels of education, friendly people and good links to European cities. **englandsnorthwest** has a confident, cosmopolitan outlook, particularly reflected in its major cities where outstanding shopping, dining and nightlife opportunities abound.

Example use in continuous text

protecting the brand

It is essential that the England's Northwest mark and its associated messages are applied in a consistent manner, especially as its users will be many and diverse.

Variations and mistakes, however small, will collectively erode the overall integrity and reduce the impact of the brand.



The England's Northwest mark and messages must be reproduced from digital master artwork. **Do not attempt to create your own brand/message versions.**

X Discover englandsnorthwest

Do not use the mark as part of a title or phrase.

X discoverenglandsnorthwest

Do not use typefaces which are similar in style to the mark – this detracts from its unique identity.

X sportnorthwest

Do not create new namestyles using the England's Northwest brand.

X englandsnorthwest

INVESTING IN



englandsnorthwest

BE INSPIRED

Do not move the prefix or affix text.

X INVESTING IN englands northwest

X INVESTING IN englandsnorthwest

Do not split the England's Northwest mark by using space or colour.

X investing in englandsnorthwest

Do not change brand message text to different fonts.

X INVESTING IN englandsnorthwest

X INVESTING IN englandsnorthwest

Do not print a positive mark on a dark background.

Do not reverse the mark on a light background.

X INVESTING IN englandsnorthwest

Do not print the mark on a cluttered background.

Use master artwork only.

applying the brand

The England's Northwest brand can complement your own style and approach. The following examples demonstrate ideas for using the brand and its brand messages.

Logo

Company Name
Address line 1
Address line 2
Address line 3
Postcode
Telephone: 0000 000000
Fax: 0000 000000
www.company.co.uk

Our Ref 000 000

11 March 03

Company Name
Address line 1
Address line 2
Address line 3
Postcode

Dear Sir

RE: Mole duis autem vel eum iriure dolor in hendrerit

In vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu ismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Yours sincerely

Mr Smith
Chief Executive

INVESTING IN
englandsnorthwest

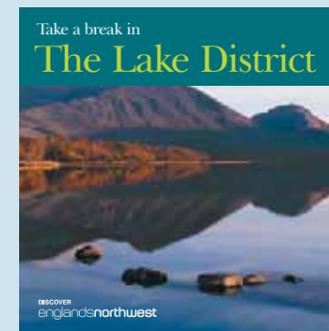
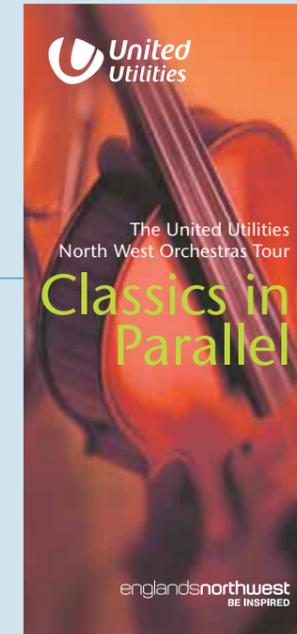
Stationery example

Supporting your organisation

This example shows how the brand can be used to identify your organisation's activity with the region. By respecting the integrity of the brand and adhering to the 'clear zone' principles, you will build brand recognition and consistency.



The England's Northwest mark and messages must be reproduced from digital master artwork. **Do not attempt to create your own brand/message versions.**



Examples of publications

Using the brand can add a sense of brand promise and pride to your communications, and collectively benefits the whole region.

Brand hierarchy

When using the brand with other brands, it is important to separate England's Northwest from the logos of individual organisations. The England's Northwest brand can also be used to

support and endorse the collective activities of organisations working together for the good of the region. Examples of how to achieve this are shown below:

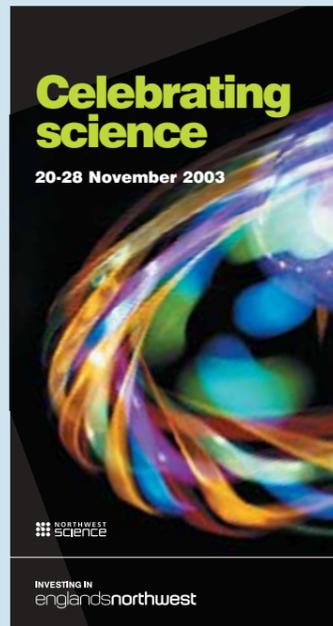


The England's Northwest mark and messages must be reproduced from digital master artwork. **Do not attempt to create your own brand/message versions.**



When used in a band the minimum clear zone should be respected.

Typical leaflet covers



Typical back cover

When the England's Northwest brand is used to support the activities of a group of organisations it should be separated and applied in a band or by using a dividing rule.

This can be achieved by using a coloured band where appropriate, or a vertical dividing keyline.



using imagery

Building a brand is about putting a face to a name. Every image we use contributes to the way the region is perceived. Imagery should be dynamic, creative and inspiring and should reflect the brand values.

 Visit the England's Northwest Image Bank, a source of original and creative images of the region.

www.englandsnorthwest.com/images



unique



warm



innovative



creative



vibrant



inspiring

make it work for you

For queries about using and applying the brand contact:
steve.kerner@nwda.co.uk Telephone: 01925 400100

Additional copies of these brand guidelines
can be downloaded from:

www.englandsnorthwest.com/brand

Master artwork CD directory

Line art – Illustrator eps files	CMYK – Full colour process files	Jpeg files
ENW_be inspired.eps ENW_investing in.eps ENW_proud to be in.eps ENW_working together for.eps ENW_supporting.eps ENW_discover.eps	ENW_be inspired_cmyk.eps ENW_investing in_cmyk.eps ENW_proud to be in_cmyk.eps ENW_working together for_cmyk.eps ENW_supporting_cmyk.eps ENW_discover_cmyk.eps	ENW_be inspired.jpg ENW_investing in.jpg ENW_proud to be in.jpg ENW_working together for.jpg ENW_supporting.jpg ENW_discover.jpg
Inward Investment only ENW_be with the best.eps	Inward Investment only ENW_be with the best_cmyk.eps	Inward Investment only ENW_be with the best.jpg

master artwork

Master artwork for all of the England's Northwest brand
versions are supplied on the enclosed CD.