

BRAND GUIDELINES

LOGO	
Primary Logo	3
Alternative Stacked Logo	4
Logo Usage	5
Logo Placement	6
Logo Dos and Don'ts	7
COLOUR PALETTE	8
TYPOGRAPHY	
Typography	9
Typography Sizes	10
STATIONERY	
Business Cards	11
Word Documents	12
PowerPoint	13
IMAGERY	14

Primary Logo

Wherever possible, use the full colour logotype, which should be positioned on a clear white background for optimum clarity and resolution.

When using black, white or coloured backgrounds, use the appropriate logo type. Please note that black and white versions of the logotype are not offered as an alternative to the full colour logotype – these versions shouldn't be used in any situation where the full colour logo could be used.



Full colour



Reversed on a coloured background



Black



Reversed on a black background

Alternative Stacked Logo

A stacked version of the logo is available for situations where a narrower logotype works best in the space provided, or when the logo is centralised on the artwork. The same usage guidelines apply.



Full colour



Reversed on a coloured background



Black



Reversed on a black background

Logo Usage

It is important that the logo should not be reproduced at less than 40mm (primary logo) or 28.5mm (stacked logo) to ensure legibility of the logotype.

The logo should always be surrounded by an exclusion zone (a minimum area of space) to ensure that text or other elements do not encroach on the logo. The exclusion zone is defined by using an element of the logo's icon to create the relevant empty space around the logo.

When placing the logo alongside other brand logos, judgement will be required whether the primary or stacked logo works best with the surrounding logos. Again the exclusion zone should be applied.



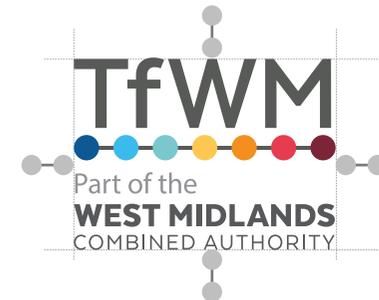
Minimum size 60mm



Minimum size 28.5mm



Exclusion zone

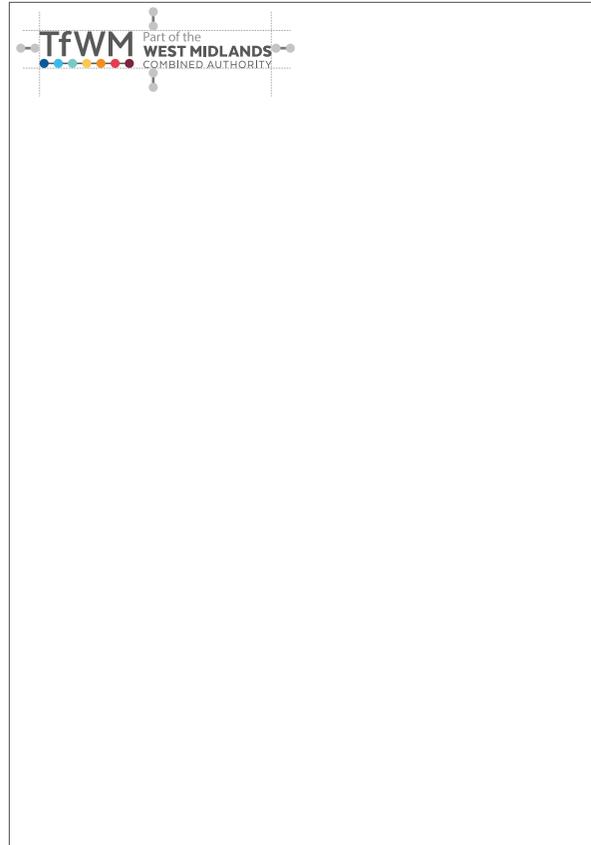


Exclusion zone

Logo Placement

The logo should be bottom left aligned where possible, when the logo is required to sit at the top of the document, for example a letterhead (as shown), then the logo must remain left aligned. The correct exclusion zone should be applied.

In cases where the stacked logo is required, ideally this should only be used when the logo is in a central position.



A4 letterhead example



Compliment slip example

Logo Dos and Don'ts

The logo has a set of rules in order to maintain brand consistency throughout multiple platforms and build a recognisable identity.

Request all logo formats

Use the logo on multiple media platforms

Use the alternative formats when suitable

Don't

Stretch or shrink the logo

Move the logo icon

Rotate the logo

Recolour the logo or icon in a single colour

Edit the text



Colour Palette

The West Midlands Combined Authority colour palette contains seven primary colours, as per the logo icon, plus an additional dark grey from the logotype, this can be used within infographics and as an alternative text colour when required. Percentage tints can also be used for any of the primary seven colours.

Colours can look different when used on screen, so for digital use each colour is presented with web-safe hexadecimal values.



CMYK	0/0/0/80
RGB	87/87/86
Pantone	425 C
Hex	575756



CMYK	0/87/60/0
RGB	237/41/57
Pantone	Red 032 C
Hex	ED2939



CMYK	100/54/4/19
RGB	0/82/147
Pantone	301 C
Hex	005293



CMYK	19/88/45/51
RGB	130/60/71
Pantone	697 C
Hex	823C47



CMYK	67/2/0/0
RGB	61/183/228
Pantone	298 C
Hex	3DB7E4



CMYK	0/23/76/0
RGB	255/197/80
Pantone	135 C
Hex	FFC550



CMYK	54/0/22/0
RGB	99/206/202
Pantone	325 C
Hex	63CECA



CMYK	0/51/94/0
RGB	255/160/47
Pantone	1375 C
Hex	FFA02F

Typography

The West Midlands Combined Authority uses the typeface Texta in three weights, Regular, Bold and Black.

Where a supplementary font needs to be used on printed material of email newsletters, wherever possible use Tahoma.

Texta Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£@£\$%^&*()_+=

Texta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£@£\$%^&*()_+=

Texta Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£@£\$%^&*()_+=

Typography Sizes

The typeface Texta has suggested sizes for main headings, introductory paragraphs, sub headings and body copy when producing print documents.

These are suggested sizes to ensure consistency with previous collateral. However, fonts sizes are flexible to suit the application and these should be used as a guide.

Colour of the headings and sub headings are to be coloured per section of a document. If the document is not in sections or chapters, select one colour from the primary palette and use this consistently through the document.

Colour of the body copy is 100% black, however, the dark grey from the colour palette can be used for infographics, standalone sentences and captions.

UPPERCASE text can be used to highlight standalone words or sentences. When uppercase is used, increase the tracking to between 100 and 200 to suit the application.

Main Headings ● Texta Regular, text size 32 pt, leading 38.4 pt

**Introductory text. Nequam faccupate et pel
etum lacepe voluptatur sequo blaborro eos
inveliquat lit pre rest ut qui testius daectem qui
imus volore optus ulla praerchil ius dus, iundae.
Aspit aut eaquatem nim seque sanducideles
dit eaque perum remolup taquatem erum,
solloriasim conesti anturepro mod exerum
remporem qui ommolorro beatur, sit quiae ex
experov itiunt et, que nempore prature pudandi
picipsa piditatum fuga.** ● Texta Black, text size 12 pt, leading 15 pt

Body copy. Nam illandis exerio blaut ipieni omnis dis nossime
nimillecum etur reniendae reiciam, et reiume ped exeaque vendi
blatiaerum inctemporum eum nos ressinvel es unt parionem
ressit is sectur, cusda volorum liquodi pitiasp editae labo. ● Texta Regular, text size 9 pt, leading 12 pt

Sub Headings ● Texta Regular, text size 14 pt, leading 16.8 pt

Body copy. Nam illandis exerio blaut ipieni omnis dis nossime
nimillecum etur reniendae reiciam, et reiume ped exeaque vendi
blatiaerum inctemporum eum nos ressinvel es unt parionem
ressit is sectur, cusda volorum liquodi pitiasp editae labo.

Business Cards

The example shown is a suggested business card design. The front is a simple white background, to display the logo in the clearest form. The back is a solid colour, which could be adjusted to any of the seven primary colours to represent different authorities.

As the website URL is a long number of characters, ideally the business card should be landscape to enable the URL font size to be legible.



Business card front example



Business card reverse example