



BRAND GUIDELINES

Version 1 - November 2014



NEWHAM
& THE PORT
OF TRURO

Introduction

Background

What we stand for

Our logo

Logo usage

Colour palette

Typography

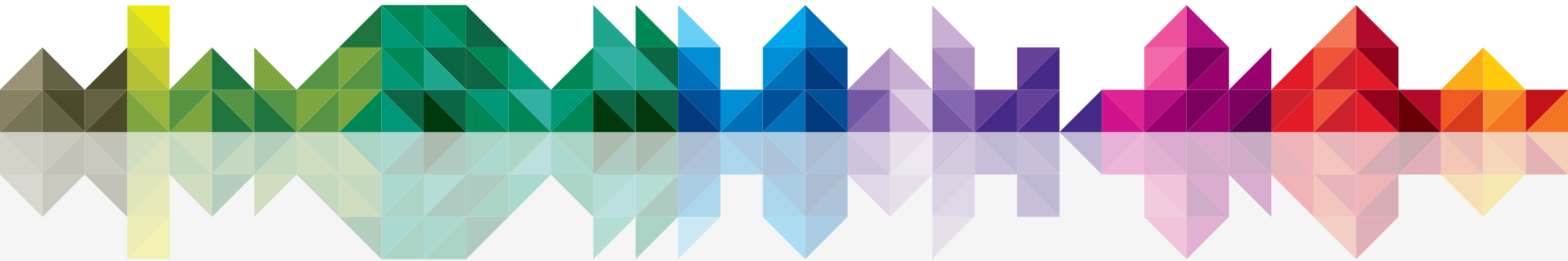
Patterns

Examples

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Welcome to the Newham & The Port of Truro brand guidelines. We've tried to keep things short and sweet here. Just the essentials. Enough for everyone using our brand to be inspired and proud to share it with the world.

The following pages guide you through what we stand for, introduce our brand elements and provide some simple guidance on how to keep our brand identity consistent and vibrant.



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Newham as an area to trade and do business has its challenges. None more so than appearance, visibility and accessibility. Each contributing to negative perceptions which are far from representative of the exciting potential of a place that has been at the heart of Truro's trading infrastructure for centuries. With over 100 businesses now operating from Newham it's time to communicate what the area and its businesses can offer Cornwall and the South West.

Here are just some of the qualities from the businesses and the environment that we have introduced into our brand DNA...

NATURAL ENVIRONMENT

(Surrounded by natural beauty)

RICH HERITAGE

(Over 100 years of trade)

AWARD WINNING

(Skinners Brewery / MJ Medical / Absolute Interiors / Cornish Mutual amongst others)

INDUSTRY LEADING

(MJ Medical / Swathe Services / Cymaz Music amongst others)

INTERNATIONAL CLIENTS

(MJ Medical / Swathe Services amongst others)

USEFUL & CONVENIENT

(Cornwall Wood Burners / ATS / Jewson Macsalvors / Truro Gold Warehouse / Tile Wise Stringers Gym amongst others)

GROUND BREAKING & INNOVATIVE

(MJ Medical / Swathe Services Cymaz Music amongst others)

CHARITABLE

(Cornwall Blind Association / Cymaz / British Red Cross amongst others)



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The aim of the brand is...

To change perceptions about Newham as an area to work in and visit

To raise awareness about what's on offer in Newham – 100 businesses

To reflect the exciting successes of the Newham businesses / Retail outlets

To encourage people to visit and to return again and again

To encourage people to talk positively about Newham – word of mouth

To create a brand identity that evokes a real sense of place that business owners embrace and are proud of

And ultimately...

To help improve business and trade considerably over the coming months and years and to help make Newham an appealing place to visit, shop and do business.



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Our name is representative of not only the businesses and retail outlets that operate in the area but also the port and maritime industry. The name that the businesses of Newham chose is

NEWHAM & THE PORT OF TRURO

The area should always be referred to as this and in written text format the name should appear as **Newham & The Port of Truro** unless abbreviated for internal documentation, in which case **N&TPOT** can be used.



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- Brand Positioning

- Brand Values

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To communicate to the world what Newham & The Port of Truro is and represents we have a positioning statement or strapline. It should be used at all times in brand communications and in conversation to build a positive and credible perception of the area.

TRURO'S BUSINESS QUARTER

Our brand position is built on and is strengthened by our brand values...



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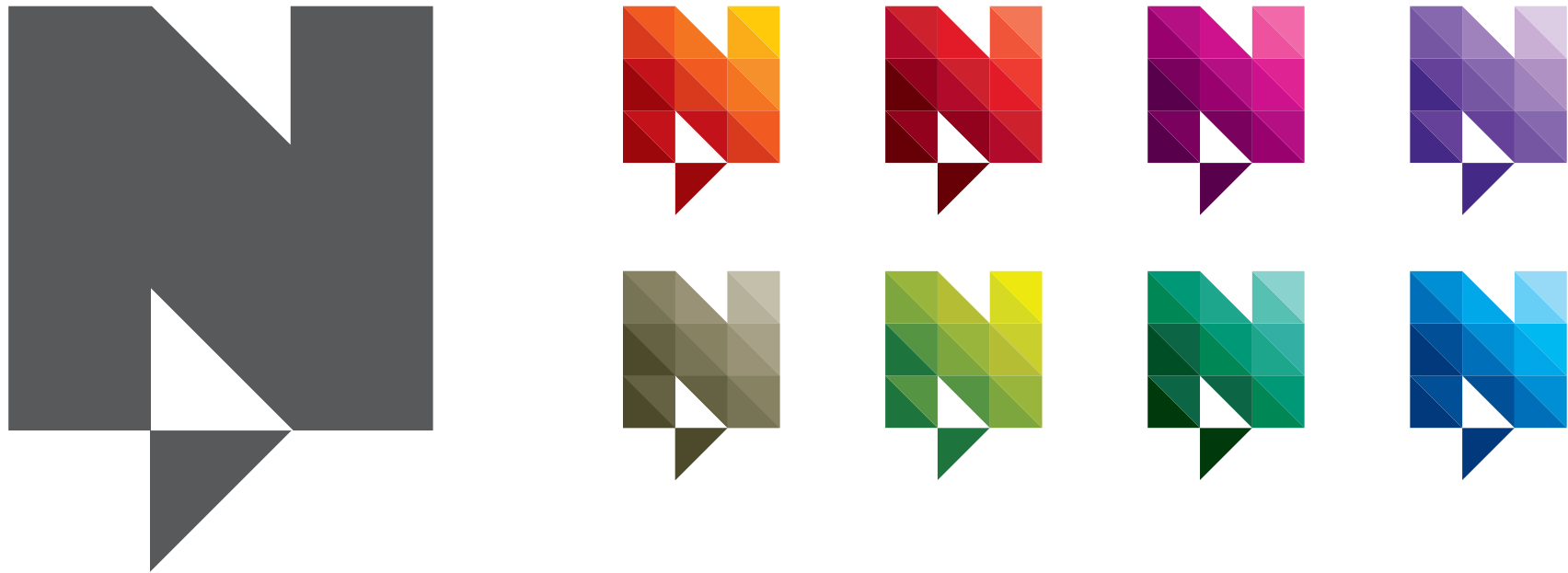
Our brand values represent what we stand for. They are how we would like to be perceived by our audience. Everything that we do and produce are in the spirit of the following five descriptors...

BUSINESSLIKE & SMART
GROWING & IMPROVING
ACCESSIBLE & EXCITING
BRIGHT & VIBRANT
INNOVATIVE & CREATIVE



Our logo

This is the Newham & The Port of Truro logo chosen by the businesses of Newham. Its vibrancy and variation provides an identity that can be used to represent a variety of meanings and contexts.



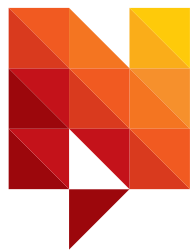
The Newham & The Port of Truro logo can be interpreted in many ways, its abstract design allows it to mean different things to different people. It's designed around a reflection of a boat on the water and its directional shapes give the logo a dynamic appearance that's both business-like and appealing to visitors and customers.



Our logo
- Logo versions

There are two versions of the logo. A standard version and a strapline version, each of them available in ten different colour themes.

Versions



NEWHAM
& THE PORT
OF TRURO

Standard Version



NEWHAM
& THE PORT
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Truro's Business Quarter

Strapline Version

Colour Themes



Orange Red Pink Purple Blue Green Lime Stone Grey Black White



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Our various colour themed logos are designed to suit any business's logos so they can be used in synergy on business stationery and collateral.



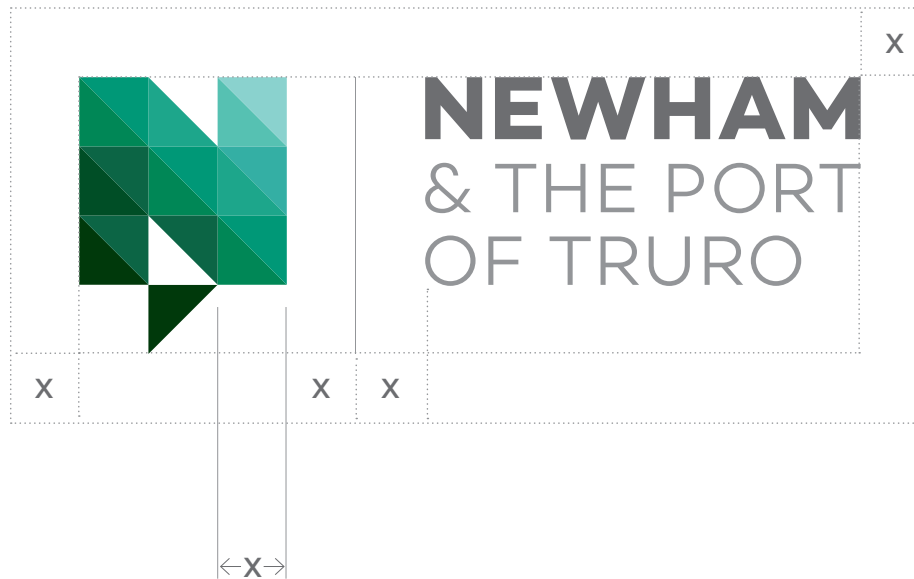
Brand synergy

These examples show some Newham business logos sitting alongside a logo that suits the brand colour.



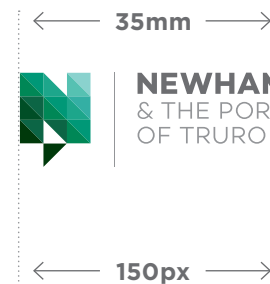
Logo usage

Here are some simple ways to ensure our logo has clarity at all times.



Clear space

Making sure that our logo has its own space is important. No text or graphics should encroach on the clear space. When placing the logo at the edge of a page the clear space should determine how far from the side of the page the logo should be. The clear space parameter is determined by the width of the ascender on the 'N'.



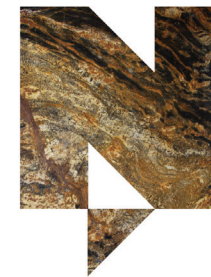
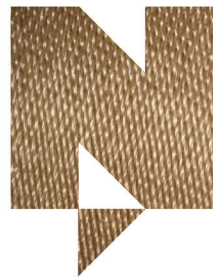
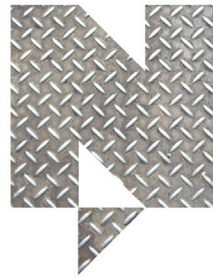
Minimum size

To make sure the logo is legible at all times there is a minimum reproduction size of 35mm (in print) and 150 pixels (for online applications).



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Our logo can also be used as a window to abstract imagery. This abstract imagery should be relevant to the Newham environment and visitor experience.



Cropped image logos

These examples show how the abstract images should be dropped into the logo shape. This would need to be created in Adobe Illustrator and used as a clipping mask. For more information please contact us.



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In order to maintain a strong and consistent look there are a few things to avoid when using our logo.

The image shows four panels illustrating incorrect logo usage, each crossed out with a diagonal orange line. The panels are:

- Don't distort:** The logo is stretched horizontally.
- Don't change the elements:** The logo is recolored to a different shade of blue.
- Don't obstruct:** The logo is partially covered by the text "BIG WORD" in a large, bold font.
- Don't place on conflicting backgrounds:** The logo is placed on a background of rippling water.



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Our colour palette is an important part of our identity that needs to be followed at all times. It's varied and matches up to our logo colour themes.

<p>C 0 M 0 Y 0 K 50 R X G X B X</p>	<p>C 0 M 67 Y 100 K 0 R X G X B X</p>	<p>C 0 M 100 Y 100 K 0 R X G X B X</p>	<p>C 6 M 94 Y 0 K 0 R X G X B X</p>	<p>C 39 M 53 Y 0 K 0 R X G X B X</p>
<p>C 0 M 0 Y 0 K 70 R X G X B X</p>	<p>C 0 M 100 Y 100 K 20 R X G X B X</p>	<p>C 0 M 100 Y 77 K 46 R X G X B X</p>	<p>C 30 M 100 Y 0 K 39 R X G X B X</p>	<p>C 73 M 89 Y 0 K 0 R X G X B X</p>
<p>C 0 M 0 Y 0 K 100 R X G X B X</p>	<p>C 0 M 0 Y 40 K 75 R X G X B X</p>	<p>C 72 M 23 Y 100 K 4 R X G X B X</p>	<p>C 95 M 41 Y 86 K 21 R X G X B X</p>	<p>C 100 M 68 Y 0 K 16 R X G X B X</p>
<p>C 0 M 0 Y 34 K 85 R X G X B X</p>	<p>C 0 M 0 Y 34 K 58 R X G X B X</p>	<p>C 25 M 7 Y 100 K 0 R X G X B X</p>	<p>C 79 M 10 Y 58 K 0 R X G X B X</p>	<p>C 100 M 5 Y 0 K 0 R X G X B X</p>



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Our typographic style is an important part of our identity. It is professional and confident and here are a couple of pointers to keep things consistent.

CAMPTON BOLD (CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%&(){}

For headlines and pull out quotes

Campton Bold is the font used in our logo. It should only be used in Caps form and should be used for headlines and pull-out quotes.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&(){}

For body copy

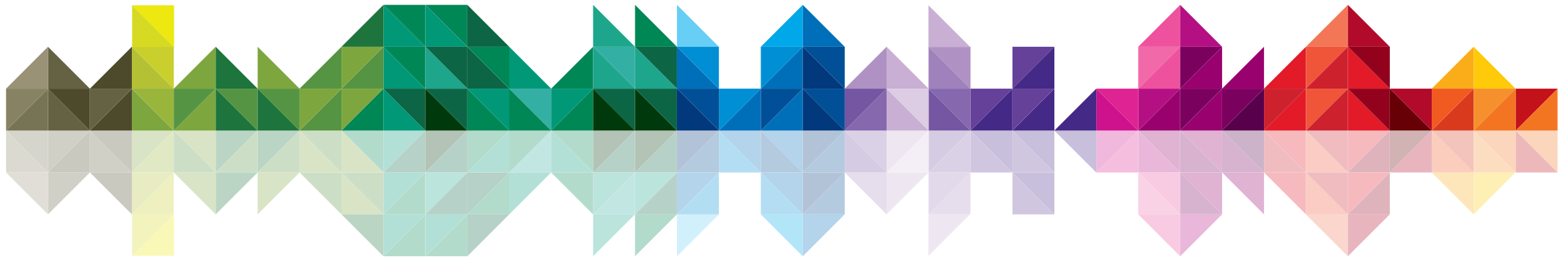
Gotham Light works nicely with Campton Bold and should be used for body copy and introduction text only.

If Gotham cannot be used then Arial or Source should be used.



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We have created some patterns that can be used to add depth and vibrancy to brand communications. The patterns are based on views of Newham & The Port of Truro from the water but are intended to be abstract and open to allow for variation in usage.

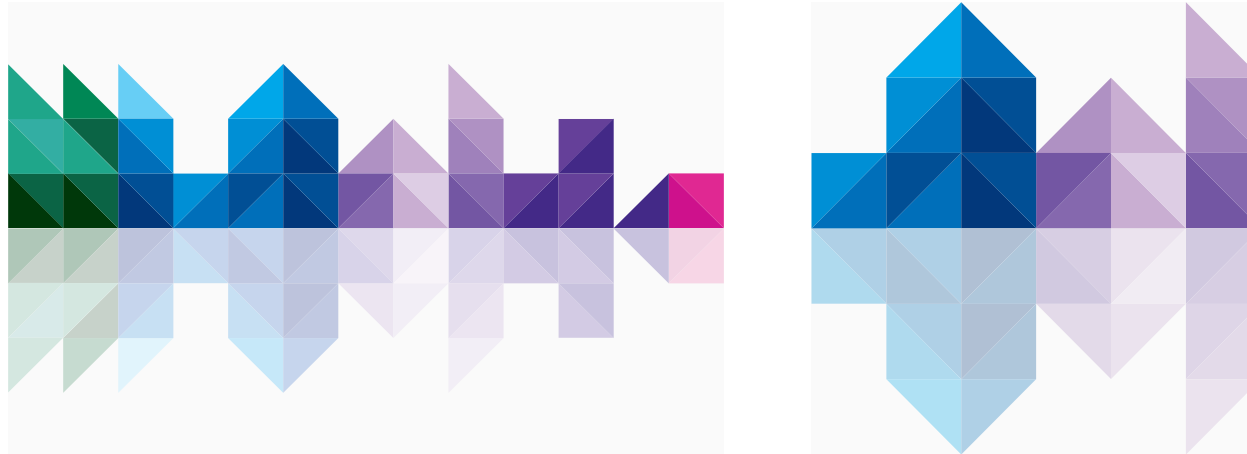


The complete pattern

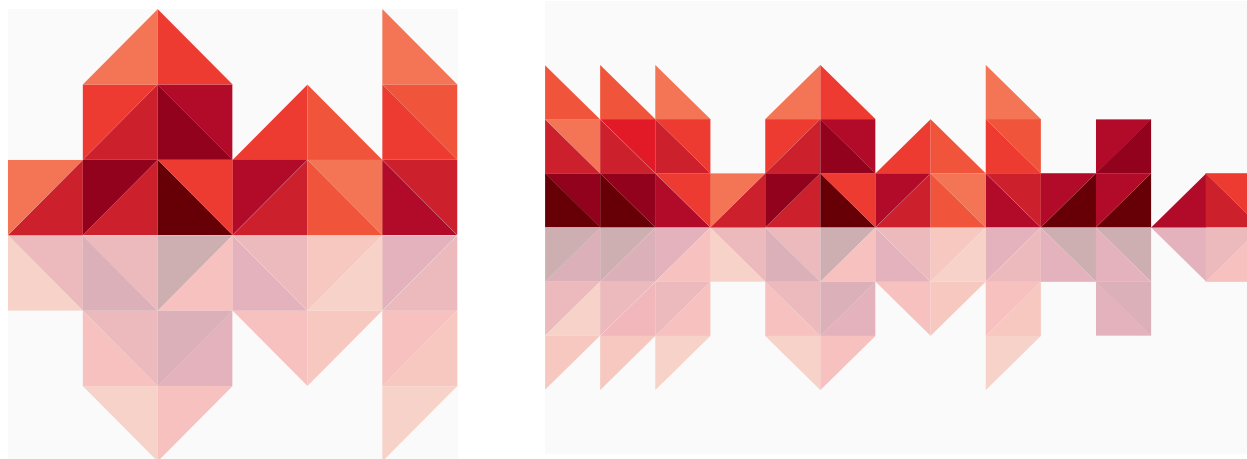


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Our patterns can be cropped and available in both multi-colour or mono versions. All pattern artwork is available on request.



The option of cropping in at different scales and colours provide a lot of variety in designs.



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The following pages show some examples of how following these guidelines can produce some exciting and inspiring communications.



Example business directory cover

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Examples of the brand identity in action...

100
BUSINESSES

75
PRESTIGIOUS
AWARDS

800 SKILLED
PROFESSIONALS

20 MAJOR RETAIL
OUTLETS

150
YEARS

You might be suprised by the quality and success of the businesses and retail outlets based down here at Newham & The Port of Truro, Cornwall's most established trading quarter.

 **NEWHAM & THE PORT OF TRURO**
Truro's Business Quarter

www.newhamtruro.com



Example advert

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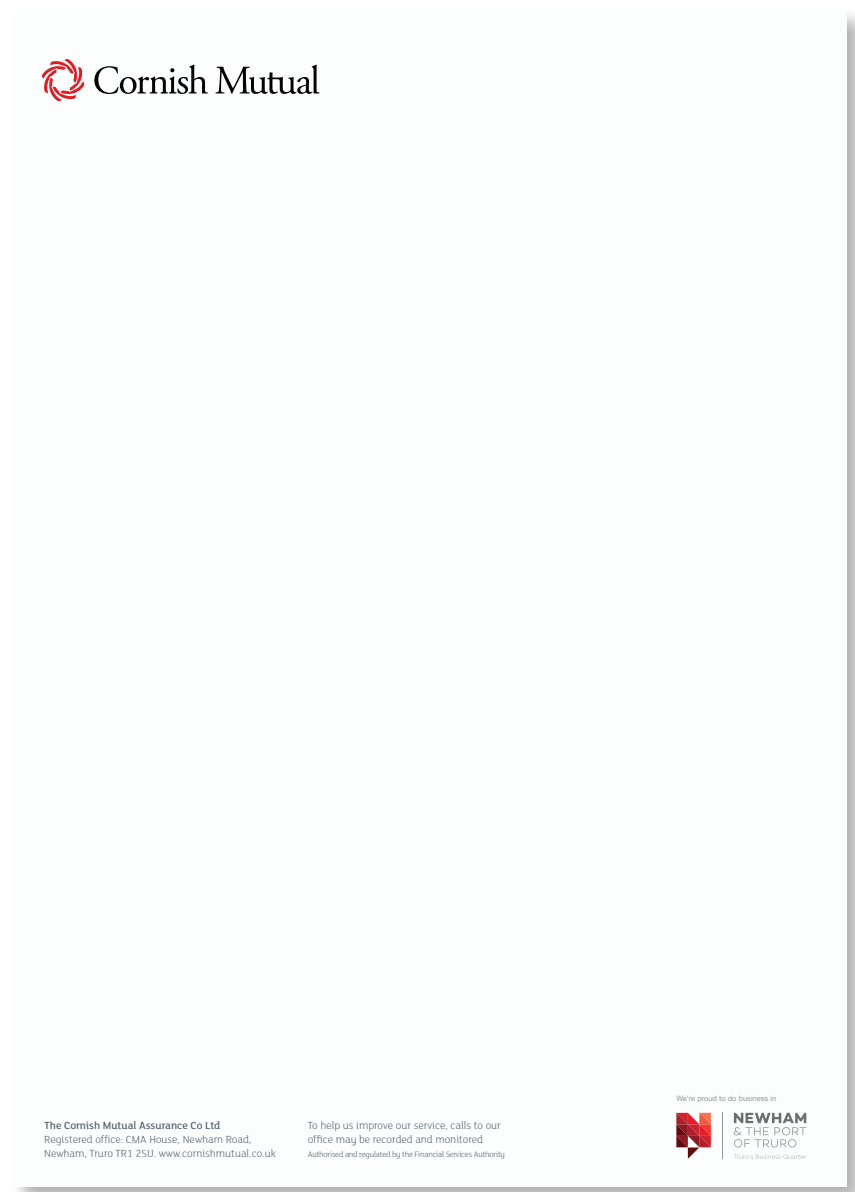
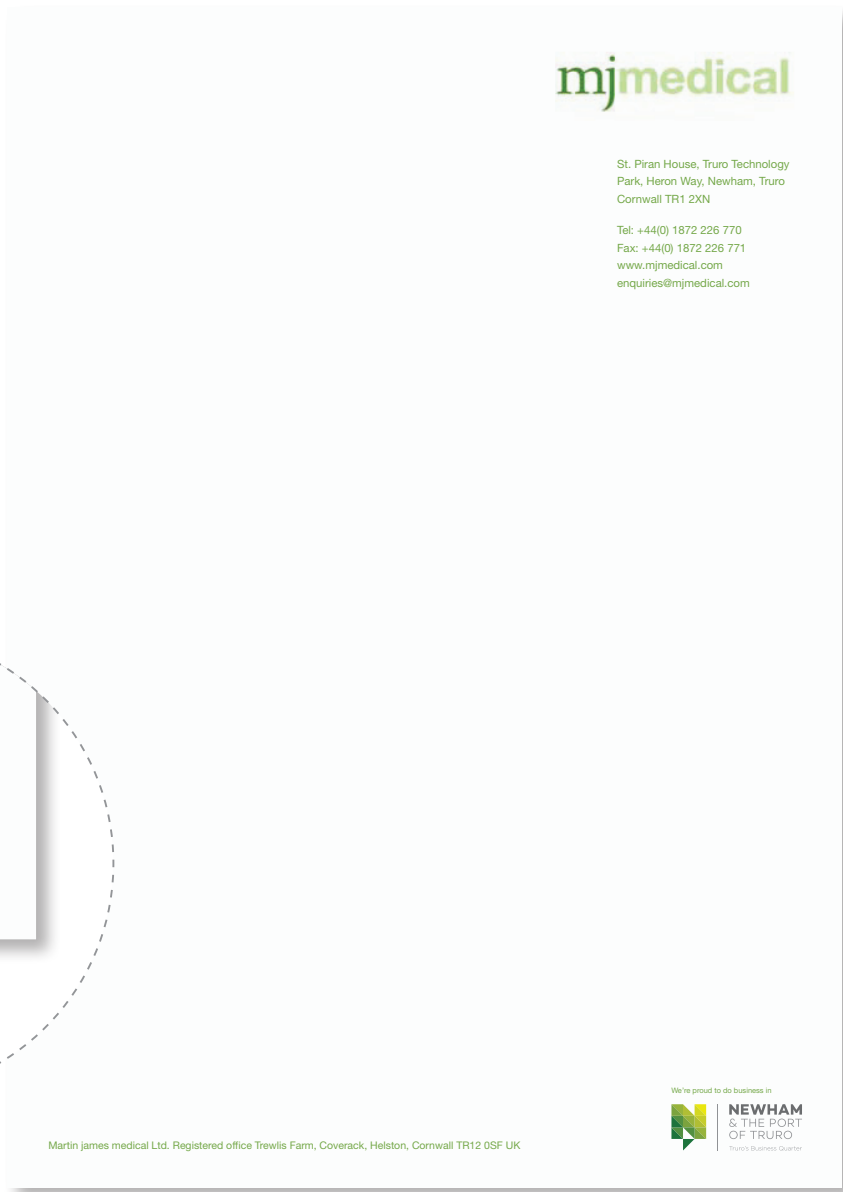


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Examples of the brand identity in action...



Co-branded stationery



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Contact

If you have any questions or would like to request artwork please contact us...

Design Contact

John Lowdon
Changing Brands

Email: john@changingbrands.co.uk
Tel: 01326 259828

Newham BID Contact

Alison Elvey
Newham BID

Email: alisonelvey@newhambid.co.uk
Tel: 07817385998

