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North East
Mayor



Brand Guidelines | Version 2.0

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These guidelines are designed to maintain the integrity of the North East Mayoral Strategic Authority (North East MSA), ensuring that we uphold a distinctive brand identity. Consistency and authenticity are paramount as we aim to foster a sense of connection with the region.

01. Our vision.

Our vision statement articulates our common goals and purpose. It describes the future we want to create, capturing the essence of our identity and values. It guides our efforts and encourages everyone involved to come together to achieve our shared objectives.

As you read through these brand guidelines, remember our vision – it's the force behind every decision and idea that shapes our identity and direction.

Our vision.

Our purpose is to champion the full potential of our region. Collaborating with our partners and local authorities, we'll create a better way of life by connecting communities, giving people the skills to succeed, and improving wellbeing for all, so that the North East is recognised as an outstanding place to live, work, visit and invest.

This vision statement shows our dedication to being excellent, innovative, and making a positive impact in the region.

The full-length vision would be used on our website, or in literature that introduces North East MSA to a new audience.

Our vision abbreviated.

Our purpose is to connect communities, upskill people, and improve wellbeing, so the North East is recognised as an outstanding place to live, work, visit and invest.

Retaining the core elements of the full statement, this should be used for press releases or by speakers who want to quickly convey what we do.

Our vision in a line.

We'll make the North East a better place to live, work, visit and invest.

The vision can be succinctly articulated in a single sentence, serving as a concise tool for effectively communicating the purpose of North East MSA, particularly in situations with time constraints or when addressing an audience already familiar with the mayoral strategic authority's objectives.



A fairer North East.

We'll help people thrive with aspirational jobs, new skills, and better homes, improving quality of life for everyone. We'll create confidence in the North East by reducing inequalities and improving health.



A greener North East.

We'll take inspiration from our industrial heritage and unique mix of urban areas, countryside, coastline and rivers, to nurture our natural resources - creating green jobs, sustainable industry, and clean energy.



A connected North East.

We'll get behind businesses so they can improve productivity and connectivity. With better local transport networks and digital infrastructures, the North East will have a global reach, becoming the go-to place for innovative ideas and real-world results.



An international North East.

Building on our economic strength, and championing our heritage, culture, arts and sports, we'll drive the region's ambition to continually attract visitors and investment.



A successful North East.

Together, we'll speak with one voice, and define our own future, cultivating the talent, skills and innovation that will help grow our existing economy, becoming green industry leaders and a cultural destination - making the North East one of the best places to live, work, and invest.

02. Our identity.

Main identity: master logos

1) North East MSA Kim lockup

Default logo for use across all digital and physical assets, including site boards, reports, websites, and presentations.

2) Kim McGuinness short lockup

A simplified version of 1) is used for space-constrained designs, such as event sponsor boards, and for projects endorsed by the Mayor but not directly funded by the North East MSA.

3) MSA Core lockup

For materials delivered solely by the MSA.

4) North East Mayor lockup

Alternative to 1) used for long-term physical assets, such as public transport maps, timetables, development hoardings, and completed capital projects that are intended to be used beyond individual Mayoral leadership.

Full black or white versions of each logo are also available.

For help and guidance on using the logo please contact communications@northeast-ca.gov.uk



Main identity: contrast and imagery.

1 – 3

Our logo lockups can be used on top of any single-colour application in either black or white. The colour with the highest contrast should be prioritised.

4

Our logo lockups can also be overlaid on photography, but proper placement is crucial. It should only be used in areas with clear or low contrast to ensure optimal clarity in either the black or white version.

1



2



3



12

4



5



Clear space and minimum size.

Clear space

It's important to maintain a minimum clear space around the logo at all times. It ensures clarity and standout, and enables good brand visibility.

A minimum clear space can be measured proportionally from the height of the bottom right North East MSA arrow, as shown.

Minimum size

The following minimum size rules should be adhered to when using the logo in print and on screen.

Minimum print size: 8mm (h)

Minimum screen size: 25px (h)



Arrows.

The North-East 'Arrow' is a strong and increasingly recognised signifier which can be applied to the extended activities of the MSA to subtly mark ownership. Multiple colours can and should be used within the arrow and supporting material.



03. Logo usage.

Partnership lock-up.

When both businesses have equal weighting in the partnership we show both logos at the same height with a dividing line placed in the centre.

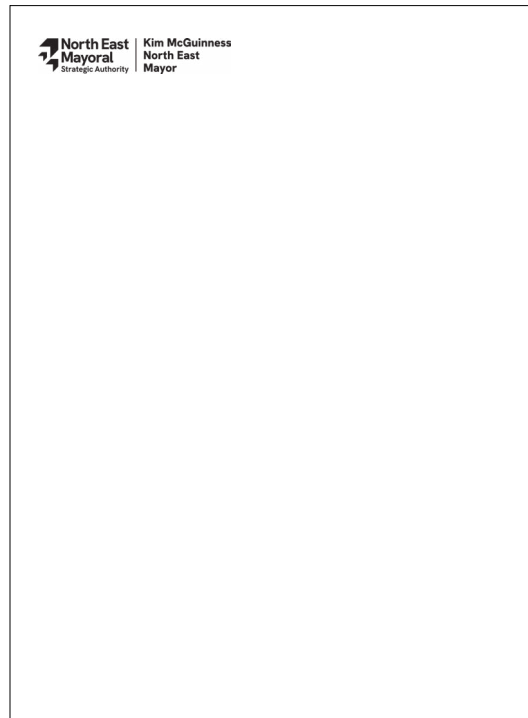
The distance between the three elements should be even. Using the N from North East Mayor at the intended scale will ensure consistency across various materials.

This format is best used when we are working in a formal partnership with another organisation.



Logo placement.

The lockup has to be top left as a primary and if not possible bottom left .



Brand family.

We have established a set style for the North East MSA brand family. These sub-brands integrate the arrow element from the North East MSA logo as well as the brand typeface to reinforce our brand recognition.

By adhering to this standardised design guideline, we continue to communicate a strong and unified brand presence.

 **North East
Evidence Hub**

 **North East
Growth Hub**

 **North East
Ambition**

04. Brand elements.

Hanken Grotesk

Typeface.

Hanken Grotesk is our brand typeface. Using this ensures a unified and distinctive visual language across all our communication channels.

With its versatile range of weights, from light to bold, Hanken Grotesk provides the flexibility to convey our brand's message with precision and impact.

Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Aptos

System typeface.

In the event of Hanken Grotesk being unavailable we use Aptos which is a Microsoft font. Arial is also acceptable.

This may be used when creating everyday communications such as PowerPoint presentations and digital documents.

When Hanken Grotesk is available it should always be used as a priority.

Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Black

C:70 M:67 Y:64 K:74
R:35 G:31 B:32
HEX: #231f20

Red

C:0 M:100 Y:69 K:0
R:228 G:0 B:59
HEX: #e4003b

Primary colour palette.

Our hero colours are black and red.

Secondary colour palette.


Our supplementary colour palette adds personality and visual interest to our communications, reflecting the vibrancy, diversity, and dynamism of our identity. These colours maintain authenticity while allowing for creative expression, creating an ownable visual identity that resonates with our audience.

Specific colours represent our missions, hence produced content should be aligned to ensure consistency of messaging.



Purple
C:51 M:90 Y:8 K:0
Pantone 88-15 U

R:143 G:62 B:141
HEX: #8F3E8D



Blue
C:100 M:81 Y:18 K:4
Pantone 105-8 U

R:0 G:71 B:138
HEX: #00478A



Pink
C:0 M:100 Y:41 K:0
Pantone 65-8 U

R:237 G:17 B:99
HEX: #ED1163




Green
C:90 M:38 Y:88 K:37
Pantone 138-16 U

R:0 G:88 B:55
HEX: #005837



Orange
C:0 M:79 Y:93 K:0
Pantone 37-8 U

R:242 G:92 B:41
HEX: #F25C29



Teal
C:76 M:14 Y:54 K:1
Pantone 134-5 U

R:51 G:163 B:140
HEX: #33A38C



White
C:2 M:1 Y:1 K:0
Pantone 179-1 U

R:248 G:248 B:248
HEX: #f8f8f8

Tints.

Using tints of the colour palette is acceptable (75%, 50%,25%). This is particularly useful for adding a wider variety of colours for tables and charts.

You can also use 10% of the colour (against white) or 90% (against 100% of the same colour). For instance you may choose to use the arrow 90% North East MSA Black on a 100% North East MSA Black background to achieve a subtle watermark effect.



Colour usage.

Varying the colours we use across communication is highly important. We must ensure we remain politically neutral from a visual perspective.

When applying colour we can use any combination of the secondary palette and white or colour text on our black background.

Colours from the secondary palette can be paired with white or black easily, but do not use two secondary colours together.

White	Purple	Black 
White*	Blue	Black 
White*	Teal	Black* 
White*	Green	Black 
White*	Orange	Black* 
White*	Pink	Black 
Pink 	Green 	* Minimum font size 14pt Hanken Grotesk Bold/ Extra Bold/Black

Regional map.

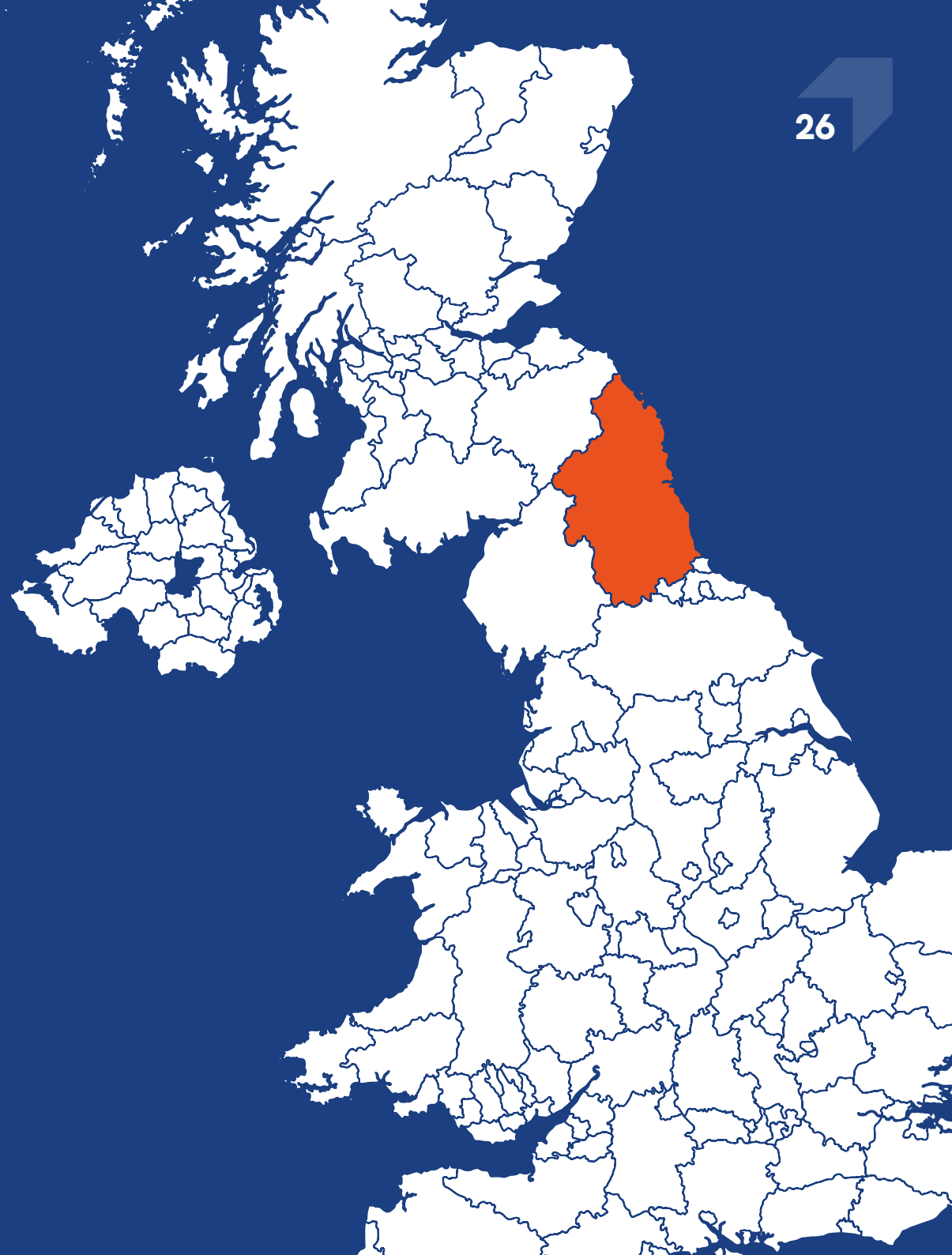
A vectorised UK map is an additional brand asset. It heroes the seven regions that form North East MSA as a single united shape.

This is to be used on the global stage to contextualise the geography relating to North East MSA.

When creating maps please ensure:

- Sea should be coloured using the Blue from the secondary colour palette.
- Land can be coloured using either the Teal, Orange or Pink. Please note Purple and Green do not have enough contrast with the blue and should not be used on any land that has a coastal boundary. They can be used on internal areas. Alternatively, if the map is complex in nature, the land can be white with coloured features overlaying.
- Only white text should be used on a coloured background and should have a minimum of size 10.5pt for digital documents, or 14pt for printed documents.
- When a white background is used, black text should be used.
- Points, highlights, or numbers can be shown in a full circle.
- A key should be provided with all maps where possible.

For more complex maps or if you have an questions, please speak to the communications team.





Photography.

Our photography should be composed of images portraying the wider community and diverse locations within the North East. It should emphasise authenticity and present the North East in its most positive light. We strive for realism, but maintain an optimistic outlook, when depicting the vibrant and dynamic aspects of the region.



©North East Mayoral Strategic Authority

When capturing photography for North East MSA's brand communications, the aim is to embody the essence of the North East through authentic and captivating images.

We should create a visual narrative that resonates with the spirit of the people who live, work, and invest in the region.

Photography should be set within the diverse landscapes of the North East, including urban areas, countryside, coastlines, and rivers. The images should not only capture the physical beauty of the region but also convey the unique heritage and culture that helps define us.

When appropriate, we want to evoke a global appeal. We want to emphasise that the North East is not only a regional gem but a destination that inherently holds international value.

We encourage the use of a diverse cast of individuals, representing the various communities and backgrounds that contribute to the dynamic and inclusive nature of the North East.

Photographs should tell a story, evoking a sense of pride, connection, and aspiration for the North East. Authenticity of imagery is paramount, as we aim to portray genuine moments that reflect the spirit, diversity, and global significance of the region.

04. Brand guidelines - Brand elements.



05. Tone of voice.

Tone of voice.

We speak in a clear, informative, and down-to-earth way. We are for everyone in the North East, so our language is always inclusive and easy to understand. Even on complicated subjects, we try to keep it simple.

We're also proud of our region, we want to let people know who we are and what we stand for. We're ambitious and we want others to share our passion for the North East. That means we speak with positivity. We're here to build a better future, so our language is active and purposeful.



Snappy not snooty.

Short sentences are clear and conversational. Write as you speak. Don't write 'do not'.

Don't reach for the thesaurus too often - we don't want to sound formal or talk down to people.



Jargon kills emotion.

Being down to earth means being relatable. Jargon is the opposite of relatable, so try to avoid buzzwords and technical language when possible.

Remember, we're all about people, so personality and passion will help to connect with our audience.



Be a doer.

We're going to talk a lot about our plans for the future, so it's important to use an active voice.

That means verbs are your friends. Put people and actions at the heart of your words.



Break rules.

Sometimes, writing 'we are' or 'do not' will be the right fit. Sometimes, you might need to use a local phrase or a more formal piece of language. That's okay. And sometimes, it's okay to start a sentence with and. Context is everything.



Know your audience.

As a general rule, our tone of voice should be consistent. This guide has been written with a broad audience in mind, but also very much with the people of the North East in mind. However, there will be times when you need to be a bit more formal or business-minded. Change up your voice and style depending on your audience - you talk one way to a good friend, and another way to a relative you only see at Christmas.

How to write our name.

North East Mayoral Strategic Authority is our name, so we capitalise each word. You can abbreviate it to North East MSA if it appears several times in one place. But always use the full name the first time you write it.



The North East Mayoral Strategic Authority will strive to attract investment



North East MSA is leading the way to bring more investment to the North East



We're striving to attract international investment in the North East



NEMSA supports a wide range of projects through the various funding streams we manage

06. Design examples.

Using the design.

To maintain brand consistency across all materials, we encourage the use of clean, bold layouts. They should incorporate strong visual elements, such as dynamic typography, striking imagery, and the bold use of the arrow icon to create impactful designs.

The arrow icon from the logo can be used in its complete and abstract form to create dynamic page designs (although it must always point in a North East direction). The arrow can be used to contain photography, be filled with colour or be used in a “supersized” form to divide the page and organise content.

Cover options.

Impactful cover designs can be created using the arrow icon as a bold graphic device. We can add photography or colour from the palette to the icon to maximum effect. The arrow can be used in full or in an abstracted form (always pointing in a North East direction), to allow for flexibility and to suit the desired photography.



Page Design (print/online).

Brochures to be viewed online only should be designed in A4 landscape format.

The arrow on these examples is used in an abstract way to divide the page and can be used to create a number of design layouts to suit different content and add variety to a document.

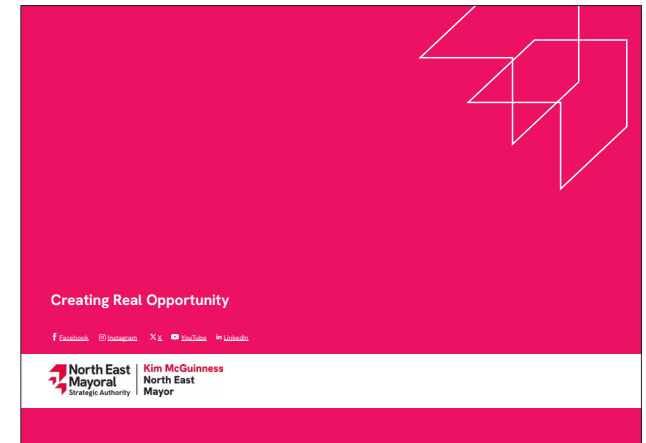
Body copy (Black on White, White on Black or Black on 15% of secondary brand colour) should be a minimum of 10pt Hanken Grotesk Regular.

Text on colour should be white only and a minimum of 14pt Hanken Grotesk Regular.



Back pages

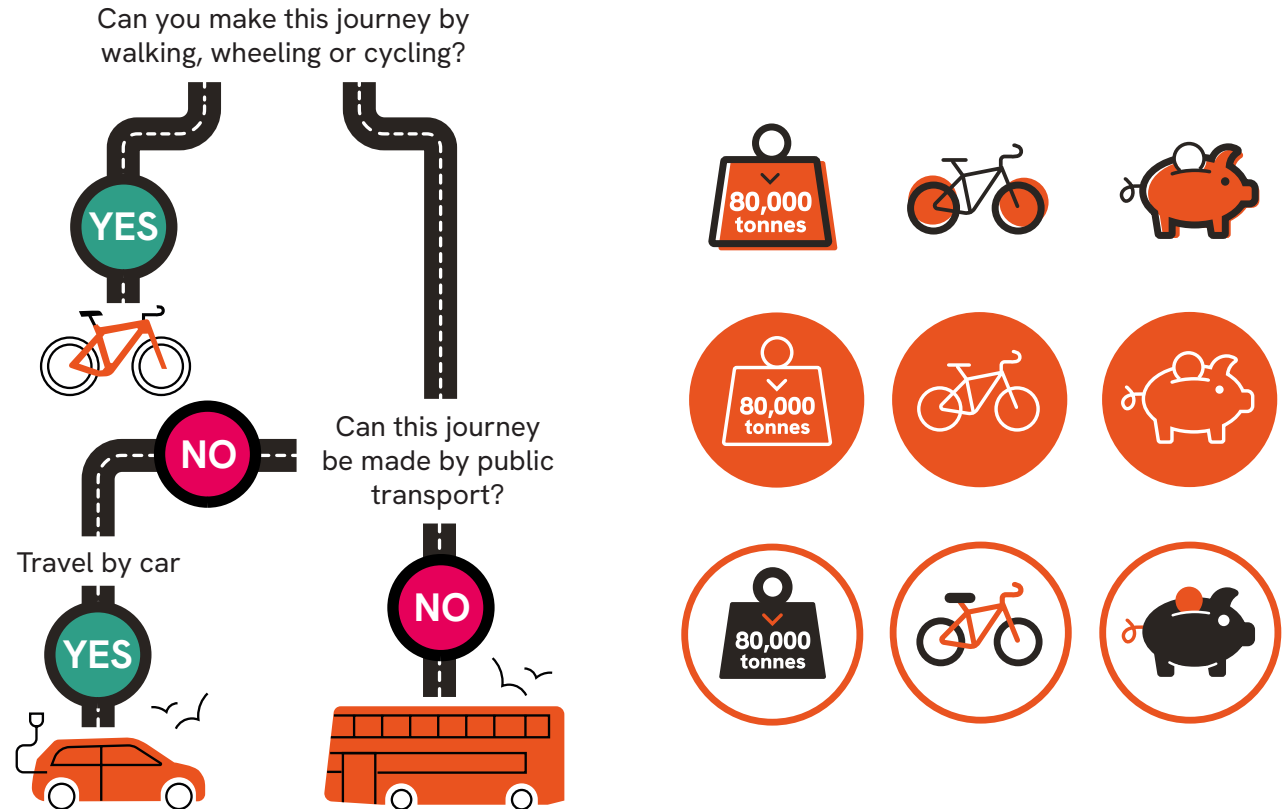
The design of the page can be flexible depending on content - arrows can be used in different ways as a graphic device to compliment or fill space.



Infographics and icons.

We encourage the use of infographics where appropriate. They offer a visually engaging way to present data and complex concepts, making information more digestible and memorable for the audience. By combining text, images, and graphical elements, infographics can effectively communicate key points in a concise and compelling manner.

The style of graphics can differ depending on context but should always adhere to the key brand fonts, colour palette and styling shown.





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North East
Mayor

**For help and guidance
using the brand.**

Contact communications@northeast-ca.gov.uk