

An aerial photograph of Mount Edgumbe park, showing a large green area with many trees, a body of water on the left, and a building in the distance. A green rectangular overlay box is positioned in the top left corner, containing the text 'Mount Edgumbe' and 'Britain's historic park by the sea'.

Mount
Edgumbe
Britain's historic park by the sea

Brand Guidelines
May 2009

WELCOME TO THE MOUNT EDGCUMBE BRAND GUIDELINES

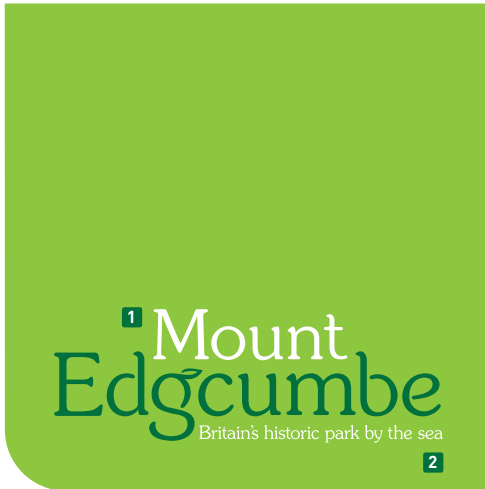
We have a distinctive identity that represents who we are as a park and what we stand for. It is very important that our identity is applied consistently across all our communications – from advertising to exhibitions.

These guidelines cover the basic elements of our identity and how they should be used in corporate communications.

A strong brand is built on more than an identity. How we introduce ourselves, how we write, even how we sound – in fact every experience people have of Mount Edgcombe reflects our brand and our values.

Please take some time to familiarise yourself with these guidelines. If you have any queries about using this identity please contact 01752 822236 or email mt.edgcumbe@plymouth.gov.uk

1.1 Basic elements



THE LOGO

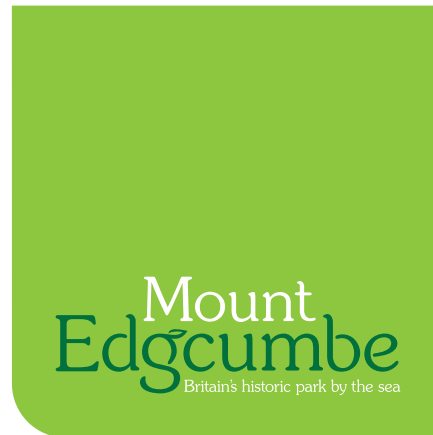
The logo for Mount Edgcumbe is an important and valued element and must always be used consistently and appropriately.

The logo is broken down into two areas -
1) the namestyle and 2) the strapline.

The logo should ideally be contained in the green device for all communications.



Full colour version



Full colour version within holding device

1.2 Basic elements

THE POSITIONING STATEMENT

In the majority of situations, the namestyle should always be supported by the positioning statement.

The positioning statement may only be removed if a) the logo is printed below 40mm or b) if the statement is used as a lead message.



Example of separated positioning statement

1.3 Basic elements



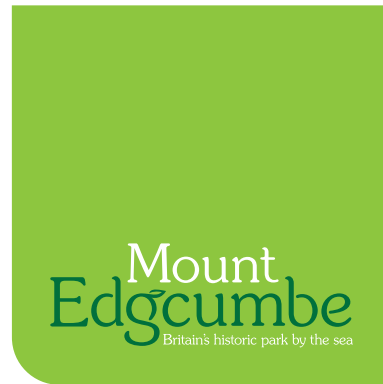
Minimum size 40mm
With strapline



Below 40mm
Without strapline

Britain's historic park by the sea

Below 40mm
strapline same width
as logo



Minimum size 50mm
With strapline

LOGO USAGE

Minimum size

If the logo is contained within the green device, the minimum size is 50mm. The minimum size of the logo with the strapline for all applications is 40mm. If the logo size goes below 40mm, the strapline can either be separated and maintain the same width as the main logo, or you can have the main logo by itself. Below this size the strapline loses clarity and impact.

To ensure consistent quality at any printed size, always use the vector version of the logo.

The vector files are available from mt.edgcumbe@plymouth.gov.uk

1.4 Basic elements



LOGO USAGE

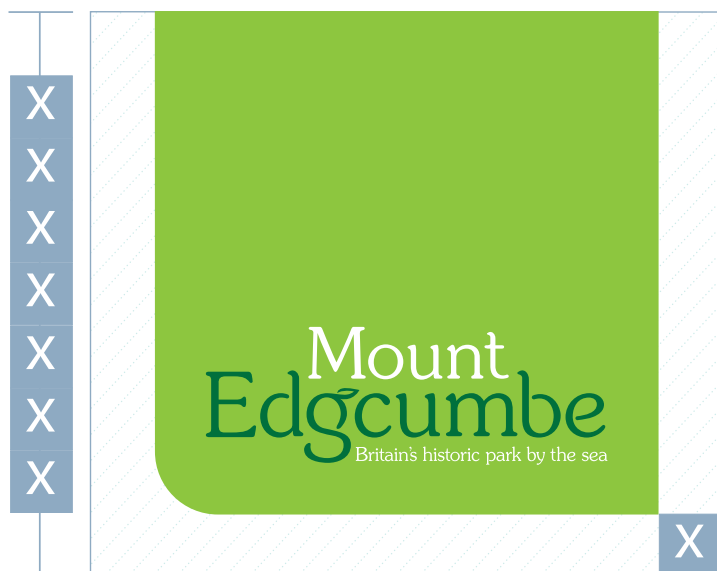
Exclusion zone

The exclusion zone of the logo is one third the height of the logo (as shown).

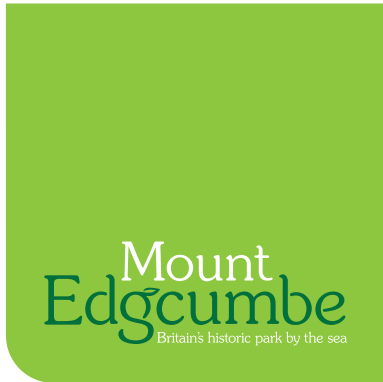
The exclusion zone of the logo and device is one ninth the height of the logo (as shown).

This dimension is relevant no matter what size the logo is reproduced.

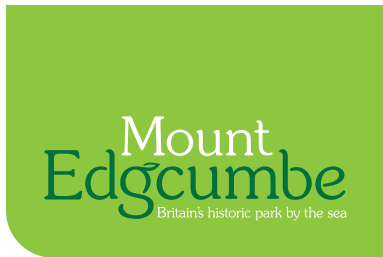
X = The minimum breathing space allowed.



1.5 Basic elements



Mount Edgcumbe square



Two thirds the height of square

LOGO USAGE

Device height

The logo and device should be used in the square format whenever possible. If this ratio does not work with the design, i.e. the logo becomes too small to read, then you may use the two thirds height of the square version.

1.6 Basic elements

Namestyle Colour



For printing on coated papers



For printing on uncoated papers

Device Colour



For printing on coated papers



For printing on uncoated papers

COLOUR PALETTE

The palette is divided into 2 sections.
The Primary palette is used for namestyle and holding device. These can also be used for all other media including website, brochures and advertising.

The logo can be printed as Pantone, CMYK, a solid black or reversed out in white. (See page 1.5).

For all screen applications, RGB jpeg files are available.

It should never be printed in any other colours or combination of colours.

1.7

Basic elements

	Main	Retail	Weddings	Events
Text	Pantone 376c 50/0/100/0	Pantone 349c 100/0/90/42	Pantone 7499c 0/0/22/1	Process cyan 100/0/0/0
Background colour	Pantone 349c 100/0/90/42	Pantone 376c 50/0/100/0	Pantone 201c 0/100/60/36	Pantone 534c 100/80/30/05

COLOUR PALETTE

The Secondary palette is a series of colours used for supporting material such as the main brochure and sector specific leaflets.

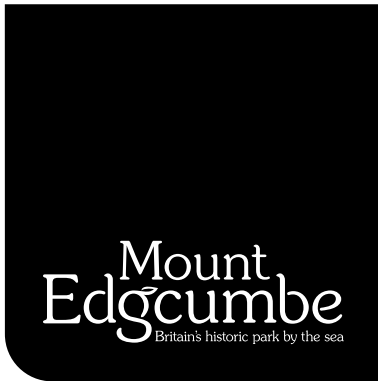
The logo can be printed as a pantone, CMYK, a solid black or reversed out in white. (See page 1.5).

It should never be printed in any other colours or combination of colours.

Wildlife / nature	Transport	Catering	History
Pantone 376c 50/0/100/0	Pantone 2985c 59/0/6/0	Pantone 109c 0/10/100/0	Pantone 130c 0/30/100/0
Pantone 7532c 0/17/50/65	Pantone 315c 100/0/12/43	Pantone 158c 0/61/97/0	Pantone 254c 50/100/0/0

1.8

Basic elements

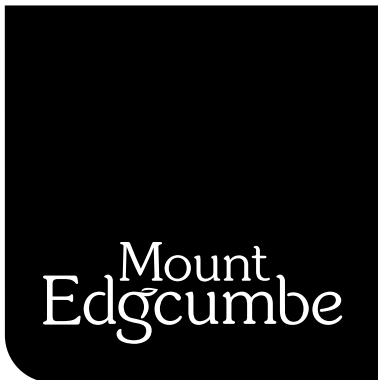


Black and white



SINGLE COLOUR USAGE

The same rules governing size and exclusion zones apply for the black and white version.



Black and white no strapline



1.9

Basic elements

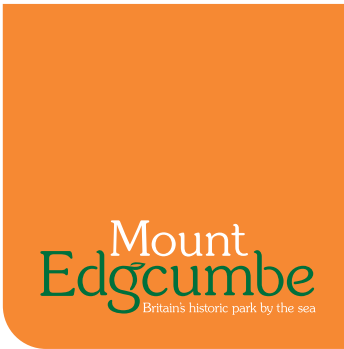
INCORRECT USAGE

Never re-arrange the elements of the logo.

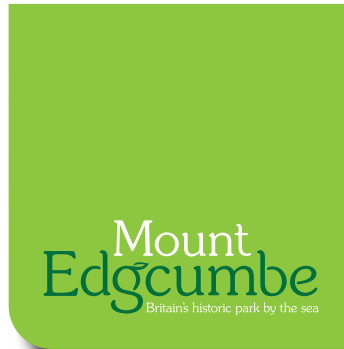
When using the logo with images, it should always hang from the top of documents, not positioned in the middle. It should be clearly visible with enough clear space around it to provide sufficient contrast.

Discretion must be used to maintain the strength of the logo in such situations.

X



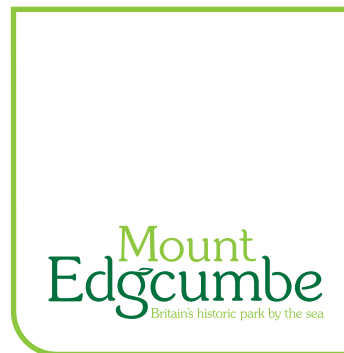
X



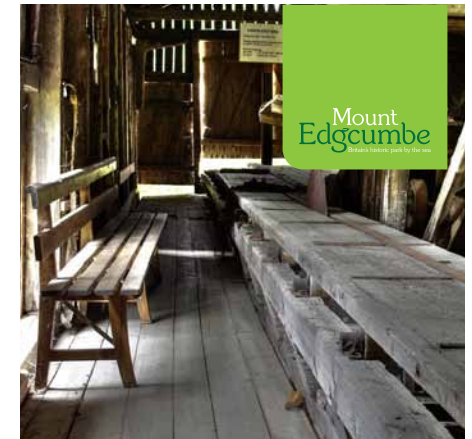
X



X



X



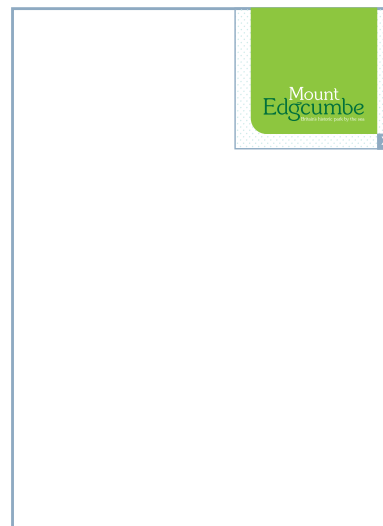
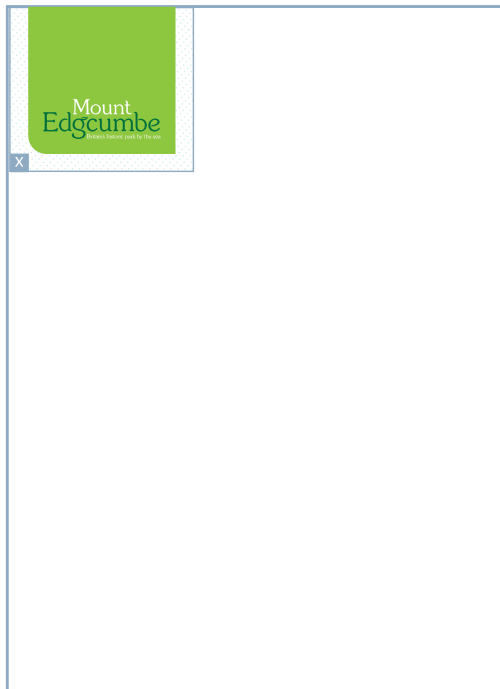
✓

THE RIGHT POSITION

For consistency, the logo is always anchored to the top left hand corner. In circumstances where this is not possible, you may position in the top or right hand corner. Always ensure you have used the correct exclusion zone measurement (see page 1.3).

In exceptional circumstances, it is permissible to position the logo in the configuration shown below.

Preferred position



A DISTINCTIVE TYPEFACE

Two typefaces have been chosen for simplicity and clarity which are available on Mac and PC.

Mundo regular is our corporate typeface, used for headings, titles body copy and advertising. Available to purchase at www.linotype.com

Mundo Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234

Mundo sans bold can also be used for headers in all documents. However these should be used in uppercase format.

Mundo Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234

Arial can be used as a generic pc font for letters and other correspondence if these are not available. Do not use any other typeface than those shown here.

