



Brand Guidelines

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Created by Toucan Communications Ltd - March 2021



Overview

Big Northumberland Gear Change is a communications and marketing campaign by Northumberland County Council designed to encourage people to change their behaviours and adopt sustainable ways of moving around the county by walking, cycling and using public transport more often. The key campaign messages are as follows:

- **Become part of a big change across Northumberland** - a life changing positive journey to better health and happier lives.
- **Northumberland is changing gear** - we're doing transport differently and we want everyone to join in.
- **Make a pledge to yourself, your community and the environment.**
- **Benefits to the individual** - improved mental and physical health and fitness, cost savings, rediscovering simple pleasures, forming new habits and breaking old ones.
- **Benefits for the community** - getting to know neighbours, being proud of where people live.
- **Benefits for the environment** - polluting and commuting less, more people getting to experience and appreciate nature up close.
- We are at a unique moment in time where many people have been forced to change their behaviours for the better due to lock down - **let's help people to keep the good feeling of living slower, simpler more sustainable lives.**

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01.

The logo

Primary logo

(for use on white)

This is the Big Northumberland Gear Change logo. It should be used in conjunction with Northumberland County Council's logo to identify the Big Northumberland Gear Change campaign. Please see the council's overarching brand guidelines for use of the main council logo.



Alternative logos

An outlined version of the logo can be used in place of the primary logo where a solid colour or image is used behind it.

An almost black and white version of the logo can be used if needed (flag stays full colour)..

The logos are interchangeable and the version which best fits the space available should be used.



Safe zone

The logo needs breathing room when close to any other graphical elements. The minimum safe zone should be the width of the 'BIG' part of the logo. This also applies to the alternative version of the logo.



02.

Typography

Accent typeface

Suez One

Suez One is an original Hebrew and Latin display serif typeface with a single weight. The Hebrew design for a modern serif is inspired by Hebrew calligraphy.

The font should be used very sparingly as an accent font in designs to add interest only.

Suez One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!@£\$%&?)

Main typeface

Open Sans Bold & Regular

For all body copy use Open Sans regular 10-12pt with its native tracking, and leading set to between 26 and 30pt depending on the application.

Open Sans bold can be used sparingly to add design interest.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!@£\$%&?)

03.

Misuse

Misuse

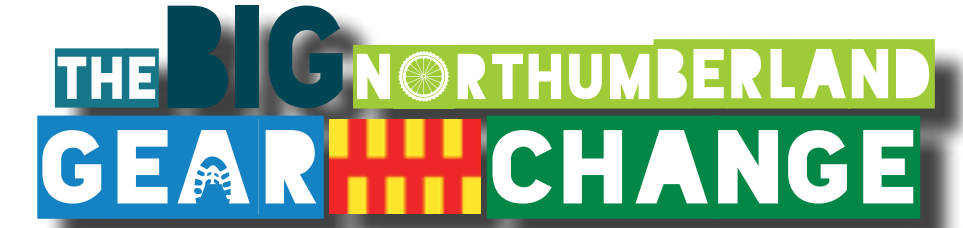
A strong brand is applied consistently. It is important that a brand mark is never altered. Where possible use the logo on a solid colour. If the logo is to be used over a photo, the outlines version must be used.

The logo text should not be altered and should always appear in white.

The logo may change orientation and a slim modern style drop shadow may be used if appropriate.



Do not apply outlines



Do not use heavy drop shadows



Do not stretch or skew



Do not adapt



Do not change colours



Do not contain in a shape

04.

Colour guide

Colour palette

The Big Northumberland Gear Change colours can be freely and creatively applied within designed items.

Tints can be used only in partnership with the parent colour - e.g. for accent text or coloured graphic shapes.

Tints can not be used as stand alone colours.

