

## VISUAL IDENTITY GUIDELINES



**MIDAS**

---

MANCHESTER INVESTMENT  
DEVELOPMENT AGENCY SERVICE

[www.investinmanchester.com](http://www.investinmanchester.com)



MIDAS  
**MANCHESTER**

---

INWARD INVESTMENT AGENCY

[www.investinmanchester.com](http://www.investinmanchester.com)

# CONTENTS

03	THE MIDAS LOGO
04	THE MAIN REGIONAL LOGO (v.1A)
05	THE MAIN INTERNATIONAL LOGO (v.1B)
06	CLEAR ZONE AND MINIMUM SIZE
07	LOGO VARIATIONS (v.2A, v.2B)
08	LOGO VARIATIONS (v.3A, v.3B)
09	LOGO VARIATIONS (v.3A, v.3B)
10	LOGO COLOUR PALETTE
11	LOGO USAGE
12	CORPORATE TYPEFACES
13	USING THE LOGO
14	USING THE LOGO
15	A4 DOCUMENT GUIDELINES
16	THE STANDARD REGIONAL DESCRIPTIONS
17	THE STANDARD INTERNATIONAL DESCRIPTIONS
18	MASTER ARTWORK

## THE MIDAS LOGO

MIDAS, Manchester's inward investment and development agency, has two core logos - the regional version and the international version.

The main regional logo for MIDAS (v.1A), should be used wherever possible as the first choice when promoting MIDAS activities locally, regionally, nationally and on a day-to-day basis.

The main international logo for MIDAS (v.1B), should be used wherever possible as the first choice when promoting MIDAS activities on international focused collateral.

The logo used is determined by the market it is aimed towards.

If you have any questions about which logo to use, please contact Natasha Howells by telephone on **0161 877 3000** or email **natasha.howells@midas.org.uk**



v.1A - The main regional logo



v.1B - The main international logo

## THE MAIN REGIONAL LOGO (v. 1 A)

This is the main regional logo for MIDAS and should be used wherever possible as the first choice when promoting MIDAS activities locally, regionally and on a day-to-day basis.

The logo must always be reproduced from digital master artwork and must never be modified in any way. Do not try to re-draw it, separate or adjust any elements of it.

It must always appear on an uncluttered background or colour, preferably black or white, to ensure clarity.

Typographic elements should be used from files supplied and never typeset separately and added to the symbol.



## THE MAIN INTERNATIONAL LOGO (v. 1 B)

This is the main international logo for MIDAS and should be used wherever possible as the first choice when promoting MIDAS activities on international focused collateral.

The logo must always be reproduced from digital master artwork and must never be modified in any way. Do not try to re-draw it, separate or adjust any elements of it.

It must always appear on an uncluttered background or colour, preferably black or white, to ensure clarity.

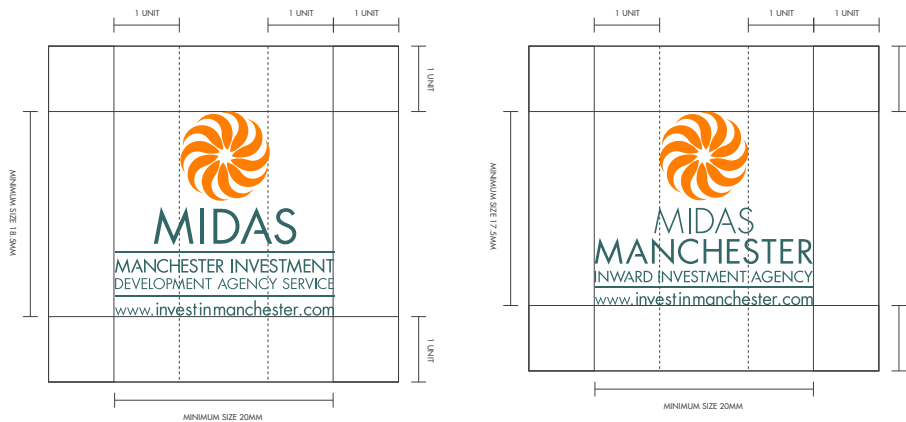
Typographic elements should be used from files supplied and never typeset separately and added to the symbol.



## CLEAR ZONE AND MINIMUM SIZE

To ensure visual impact, the logo must be positioned in its own clear space standing apart from other images and text. It must therefore be surrounded by a minimum clear zone as shown. The clear zone helps protect the status of the logo and ensures it is always displayed to best effect.

The exception to this is when overprinting or reversing the logo out of suitable photographic backgrounds.



## LOGO VARIATIONS (v.2A, v.2B)

There are alternative versions of the MIDAS regional and international logos.

The main logo (v.1A or v.1B) should always be used wherever possible as first choice. However, the below version may be used where it is not necessary to include the URL, for example, on material where the MIDAS website is predominantly displayed elsewhere.



**v.2A** - Minimum reproduction size:  
20mm wide x 18.5mm tall



**v.2B** - Minimum reproduction size:  
20mm wide x 17.5mm tall

## LOGO VARIATIONS (v.3A, v.3B)

The main logo (v.1A or v.1B) should always be used wherever possible as first choice, but must not be reproduced smaller than 20mm wide as an entity.

If reproduction size is an issue (i.e. where the logo appears as sponsorship of an event on promotional material) the below v.3A or v.3B may be used.



**v.3A** - Minimum reproduction size:  
10mm wide x 10mm tall



**v.3B** - Minimum reproduction size:  
14mm wide x 10mm tall

## LOGO VARIATIONS (v.4A, v.4B)

In certain circumstances, for example in the production of a banner, or where a layout demands an elongated format, v.4A or v.4B may be used. However, where the format for use allows, v.1A or v.1B must always be considered as the first option.



**v. 4A** - Minimum reproduction size:  
15mm wide x 5mm tall



**v.4B** - Minimum reproduction size:  
25mm wide x 5mm tall

## LOGO COLOUR PALETTE

Whenever possible, the logo must always be produced in the Pantone colours identified.

In some cases (ie advertorials, partner sponsorship etc) it is acceptable to reproduce the logo in the CMYK version.

**MIDAS ORANGE**  
PANTONE 151  
C0 M50 Y100 K0  
R255 G125 B0  
FF7D00

**MIDAS SLATE GREEN**  
PANTONE 5477  
C56 M0 Y27 K74  
R51 G102 B102  
336666



**MIDAS**

MANCHESTER INVESTMENT  
DEVELOPMENT AGENCY SERVICE

[www.investinmanchester.com](http://www.investinmanchester.com)

## LOGO USAGE

Wherever practicable the logo should be used on a white background. However, in certain circumstances the logo (typography and symbol) may be used in the following ways.



It is allowable to reproduce the logo in MIDAS orange on another coloured background and reverse the typography white out of that background.



When the background colour affects legibility, the symbol and typography can be reversed white out to ensure clarity.



In exceptional circumstances it is allowable to reproduce the logo in MIDAS orange with black typography.



The logo can also be used on photographic images. Ensure that the background is uncluttered and provides enough contrast to ensure clarity of the logo.

## CORPORATE TYPEFACES

To help create a consistent and identifiable style for MIDAS, the following fonts have been selected to use for body copy.

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@?  
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@?  
abcdefghijklmnopqrstuvwxyz 1234567890

**Futura Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ!@?  
abcdefghijklmnopqrstuvwxyz 1234567890**

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@?  
abcdefghijklmnopqrstuvwxyz 1234567890

**Sabon Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ!@?  
abcdefghijklmnopqrstuvwxyz 1234567890**

## USING THE LOGO

These examples show how the MIDAS logo retains its impact and integrity by following the basic principles in this guide.

**MANCHESTER** THE UK'S  
HOME TO BEST CITY  
THE BEST UK FOR A NEW  
AIRPORT 2006 HEADQUARTERS  
TRAVEL WEEKLY GLOBE AWARDS CUSHMAN & WAKEFIELD  
UK CITIES MONITOR 2007


THE MOST CREATIVE CITY  
IN THE UK BOHO CREATIVITY INDEX


ONE OF THE WORLDS  
TOP 7 BACK OFFICE  
INTELLIGENT COMMUNITIES FUNCTION  
OF 2006 CUSHMAN & WAKEFIELD  
UK CITIES MONITOR 2007


BRITAIN'S BEST CITY FOR BUSINESS 2006  
OMIS BRITAIN'S BEST BUSINESS SURVEY 2006

RATED 1ST IN EUROPE FOR BOTH INDUSTRIAL  
AND RETAIL PROPERTY KNIGHT FRANK  
DRIVING THE UK'S LARGEST AND FASTEST GROWING  
REGIONAL ECONOMY

THE ORIGINAL MODERN CITY

  
**MIDAS**  
MANCHESTER INVESTMENT  
DEVELOPMENT AGENCY SERVICE  
www.investinmanchester.com

 **MIDAS**  
investinmanchester.com

Supported by  
 Northwest  
INVESTING IN  
england'snorthwest

## USING THE LOGO

This example shows how the MIDAS logo retains its impact and integrity printed on a monochrome advert where only black and white is available.

# CAN YOU SELL **MANCHESTER** AS A WORLD-CLASS CITY REGION?

### **BUSINESS DEVELOPMENT MANAGERS**

MIDAS - the inward investment agency for Greater Manchester - is looking to recruit additional BDMS in two key sectors - Creative, Digital, ICT & Media and Financial & Professional Services - to build relationships, create leads, handle enquiries and account manage foreign owned companies. A knowledge of either sector would be beneficial but an ability to network at the highest level is most important as you'll be selling the UK's largest and fastest growing city-region, both in London and with partners in key target markets overseas.

For an application pack: [www.investinmanchester.com/jobs](http://www.investinmanchester.com/jobs)

Email: [kirsty.rawlinson@midas.org.uk](mailto:kirsty.rawlinson@midas.org.uk) Tel: 0161 877 3000

Completed applications must be received no later than  
**Monday 15th October 2007.**

Please note that CVs will not be accepted.



## A4 DOCUMENT GUIDELINES

When creating a Word presentation document users should adhere the following guidelines:

### **Body copy:**

Font: Futura Light

Size: 10pt

Style: Normal

### **Titles and headers:**

Font: Futura Book

Size: 10pt

Style: Bold

### **Font Colour:**

Black

### **Document Margins:**

Top: 2.5cm

Bottom: 1.5cm

Right: 2.5cm

Left: 2.5cm

### **Line spacing:**

1.5

## THE STANDARD REGIONAL DESCRIPTIONS

### **Short**

MIDAS is the investment and development agency for Manchester City Region.

### **One Sentence**

MIDAS, Manchester's investment and development agency, offers free, confidential advice and support to businesses looking to relocate to – or expand within – the Greater Manchester area.

### **Ten Word Description – V1**

Creating new jobs and increasing productivity for the city region.

### **Ten Word Description – V2**

Attracting new investors and encouraging existing overseas investors to grow.

### **One Paragraph**

MIDAS, Manchester's investment and development agency, is responsible for securing significant levels of new investment, reinvestment and employment for the city region. We achieve this through the targeted global business marketing of Manchester, focusing on key markets and sectors, and offer an extensive, free and confidential package of advice and assistance for location consultants and potential investors. We also provide aftercare to investors and account manage those foreign owned companies already located here in Greater Manchester.

### **150 Words**

MIDAS, Manchester's investment and development agency, offers an extensive, free and confidential package of advice and assistance to companies looking to relocate to - or expand within – the Greater Manchester area.

MIDAS works with potential investors to secure significant levels of new investment, reinvestment and employment for the city region. We also provide aftercare to recent investors and account manage those foreign owned companies already located in Greater Manchester, creating new jobs and increasing productivity. The expertise that MIDAS has developed has directly contributed to Manchester being recognised as a Top Ten Major European City (FT fDi) and the Best UK City to Locate a New Headquarters or Back Office Function (Cushman and Wakefield).

MIDAS promotes investment in Manchester City Region on behalf of the ten local authorities of Greater Manchester - Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan – and is supported by the Northwest Regional Development Agency.

## THE STANDARD INTERNATIONAL DESCRIPTIONS

### **Short**

MIDAS is the inward investment agency for Manchester City Region.

### **One Sentence**

MIDAS, Manchester's inward investment agency, offers free, confidential advice and support to businesses looking to relocate or expand into the Greater Manchester area.

### **Ten Word Description – V1**

Creating new jobs and increasing productivity for the city region.

### **Ten Word Description – V2**

Attracting new investors and encouraging existing overseas investors to grow.

### **One Paragraph**

MIDAS, Manchester's inward investment agency, is responsible for securing significant levels of new investment, reinvestment and employment for the city region. We achieve this through the targeted global business marketing of Manchester, focusing on key markets and sectors, and offer an extensive, free and confidential package of advice and assistance for location consultants and potential investors. We also provide an account manager and aftercare service to investors.

### **150 Words**

MIDAS, Manchester's inward investment agency, offers an extensive, free and confidential package of advice and assistance to companies looking to relocate to the Greater Manchester area.

MIDAS works with potential investors to secure significant levels of new investment, reinvestment and employment for the city region. We provide an aftercare service to recent investors and account manage those foreign owned companies already located in Greater Manchester, creating new jobs and increasing productivity. The expertise that MIDAS has developed has directly contributed to Manchester being recognised as a Top Ten Major European City (FT fDi) and the Best UK City to Locate a New Headquarters or Back Office Function (Cushman and Wakefield).

MIDAS promotes investment in Manchester City Region on behalf of the ten local authorities of Greater Manchester - Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan – and is supported by the Northwest Regional Development Agency.

## MASTER ARTWORK

Master artwork for all print and web versions of the MIDAS logo are available through the Marketing Department.

For further information on using the logo please contact Natasha Howells by telephone on **0161 877 3000** or email **[natasha.howells@midas.org.uk](mailto:natasha.howells@midas.org.uk)**

