

MIDAS
VISUAL IDENTITY GUIDELINES



MIDAS

MANCHESTER INVESTMENT
DEVELOPMENT AGENCY SERVICE

www.investinmanchester.com

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THE MIDAS LOGO

The MIDAS logo should be used when promoting MIDAS activities locally, regionally, nationally and internationally 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.

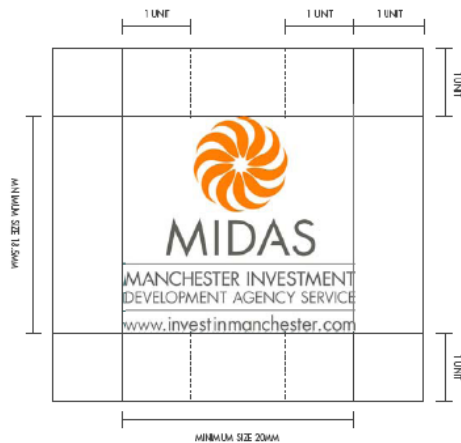
If you have any questions about its use please contact info@midas.org.uk



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)

There are alternative versions of the MIDAS logo.

The main logo 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

LOGO VARIATIONS (v.3A)

The main logo (v.1A) 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) may be used.



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

LOGO VARIATIONS (v.4A)

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



v. 4A - Minimum reproduction size:
15mm 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



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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.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@

abcdefghijklmnopqrstuvwxyz1234567890

USING THE LOGO

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



MIDAS Visual Identity Guidelines www.investinmanchester.com

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
Email: 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.


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A4 DOCUMENT GUIDELINES

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

Body copy:

Font: Calibri

Size:10pt

Style: Normal

Titles and headers:

Font: Calibri

Size:10pt

Style: Bold

Font Colour:

Grey (R70 G70 B70)

Document Margins:

Top: 2.5cm

Bottom: 1.5cm

Right: 2.5cm

Left: 2.5cm

Line spacing:

1.5

THE STANDARD MIDAS DESCRIPTIONS

Short descriptor

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

One sentence descriptor

MIDAS, Manchester's investment and development agency, offers free, confidential advice and support to businesses looking to relocate to, or expand within Manchester City Region.

Full descriptor

MIDAS, Manchester's investment and development agency, works to secure new investment and employment for Manchester City Region. This is achieved through the global business marketing of Manchester as a world-class location for business and the delivery of an extensive package of expert, free and confidential advice to national and international companies that wish to relocate to, or expand within, the city region. Working in partnership with the ten local authorities of Greater Manchester, MIDAS provides services such as relocation support, assistance in finding property solutions and advice on recruitment and training.

To learn more about how MIDAS can support your organisation, please contact a member of the team on 0161 875 2239, email info@midas.org.uk or visit www.investinmanchester.com

MASTER ARTWORK

Master artwork for all print and web versions of the MIDAS logo are available on request.

For further information on using the logo please contact info@midas.org.uk

