

TEESSIDE

Made for living

Teesside: Made for Living

Graphic guidelines

Version 1 - September 2016

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MFL Banner

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The Made for Living identity has been designed to promote the Teesside area to prospective healthcare workers - GPs, paramedics, nurses - with a view to attracting them to live and work in the region.

Purpose of the logo and identity

A recognisable logo and identity together help present a consistent and unified image to help promote Teesside to people who currently reside outside of the area.

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Why Teesside is 'Made for Living'

Teesside offers more than just a great work opportunity. It offers an entire package of 'living' (better) which extends beyond practice. Access to the great countryside and coastlines, smaller commutes, a great sense of community, a great place to raise a family and set down roots.

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Clear space



Minimum size for print



Minimum size for screen



Clear Space

To ensure the logo always appears prominently, leave sufficient clear space around it. The minimum clear space is equal to the height of the logo. The logo must be clear and legible. It should not be reproduced any smaller than the minimum sizes given above. There is no maximum size.

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Preferred CMYK version



Black version

Logo - which version?

The logo looks best when reproduced in colour on a white background. A black version of the logo is available for when colour reproduction is not available, or is not a viable option. This can be found, along with the full colour version in your logo pack.

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Don't reproduce the logo in any other colours



Don't place the logo in a block or lozenge



Don't skew the logo



Don't change the logo's aspect ratio

Logo - things to avoid

Our logo must always be reproduced from the logo pack versions supplied with these guidelines. It should not be altered or recreated in any way - some common things to avoid are shown above. It is the cornerstone of our communications and should be used in a consistent manner in order to foster engagement with our users.

Introduction

Logo

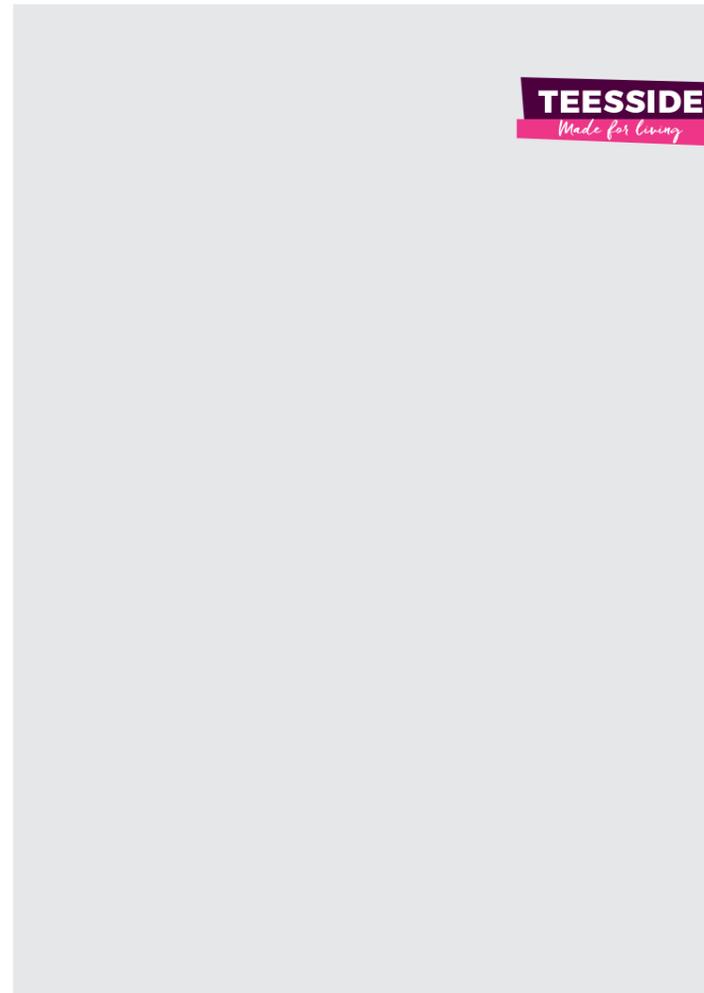
MFL Banner

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Made for Living top right

Logo positioning

The Made for Living logo should ideally be positioned to the right on all communications. This ensures the logo is clearly visible at all times - from adverts to racked leaflets to presentations.

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MFL banner - version A



MFL banner - version B

MFL Banner

The Made for Living banner may be used to support the MFL logo on external communications. If the MFL logo is positioned separately from the banner then use version A. If the two are to be combined, use version B. This is left to the discretion of the designer. The banner should ideally be positioned at the bottom of communications.

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Primary palette

<p>MFL Purple C37 M100 Y67 K0 #0085CA</p>
<p>MFL Pink C0 M90 Y10 K0 #EE3D8A</p>

Secondary palette

<p>MFL Hill Green C75 M0 Y100 K40 #197B30</p>	<p>MFL Grass Green C75 M0 Y100 K0 #39B54A</p>	
<p>MFL Coast Blue C63 M0 Y18 K0 #47C3D3</p>	<p>MFL Sand Yellow C0 M16 Y100 K0 #FFD200</p>	<p>MFL Sunset Orange C0 M40 Y90 K0 #FAA634</p>

Colours

Using the MFL Purple and MFL Pink in a consistent manner ensures end users recognise our communications. However, careful use of additional colours can help bring communications to life: these secondary colours are shown in the table above. These are also the colours that feature in our MFL banner.

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Montserrat Bold

Use this weight for headlines in tactical adverts

Montserrat Regular

Use this weight for subheads or for highlighting text elements

Montserrat Light

Use this weight for body copy

Arial

Use this for online communications including website, emails

Typography

Typography plays an important role in our identity. We use two typefaces for most communications: Montserrat and Freeland. For internet applications and desktop publishing, where these may not be available, Arial should be used in their place.

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Freeland

Use this weight for headlines in brand adverts or for headlines which use the 'Made for.....' prefix.

Typography

Freeland should be used for setting headlines in brand adverts or for headlines where the 'Made for...' prefix is used. See the brand adverts examples in the Examples section.

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TEESSIDE
Made for Living

Wind down after work on one of our award-winning beaches.

180 miles of pristine coastline within 15 minutes of our major towns.
 Just one of the reasons why **Teesside is made for living.**

Salaried GP
Yarm Medical Centre
 Salary £9,500 per session per year
 Contract type: Permanent
 Hours: Full-Time
 Reference no
 Closing date: 21/10/2016

An exciting opportunity has arisen for an enthusiastic and committed doctor to join our dynamic practice in Yarm. reptatius quide ped quistem quaerum

Salaried GP
Redcar Medical Centre
 Salary £9,500 per session per year
 Contract type: Permanent
 Hours: Full-Time
 Reference no
 Closing date: 21/10/2016

An exciting opportunity has arisen for an enthusiastic and committed doctor to join our dynamic practice in Yarm. reptatius quide ped quistem quaerum

Paramedic
Cleveland Region
 Salary £9,500 per session per year
 Contract type: Permanent
 Hours: Full-Time
 Reference no
 Closing date: 21/10/2016

An exciting opportunity has arisen for an enthusiastic and committed doctor to join our dynamic practice in Yarm. reptatius quide ped quistem quaerum volest quid enducim utectetur rerro iusci dundani hitiis modi dempos arum am remodis essim nostio eos et labori dolumetur sintin nonsequae. Et porit occur et. natem volorepreptae commollabor alignihictia doluptiam ilibeariste nat quis re percliet molupta quisit aboremq uatus. ut ut molent. temoloris qui conet asin reraepu ditaquibus nonsection con earum quiatur suntias experem est. sum entis voluptio berore cus necusda epedipsam veri optae aut poraerum in por as magnim

RGN Nurses
Middlesbrough General
 Salary £9,500 per session per year
 Contract type: Permanent
 Hours: Full-Time
 Reference no
 Closing date: 21/10/2016

An exciting opportunity has arisen for an enthusiastic and committed doctor to join our dynamic practice in Yarm. reptatius quide ped quistem quaerum volest quid enducim remodis essim

To apply for any post visit clevelandlmc.org.uk

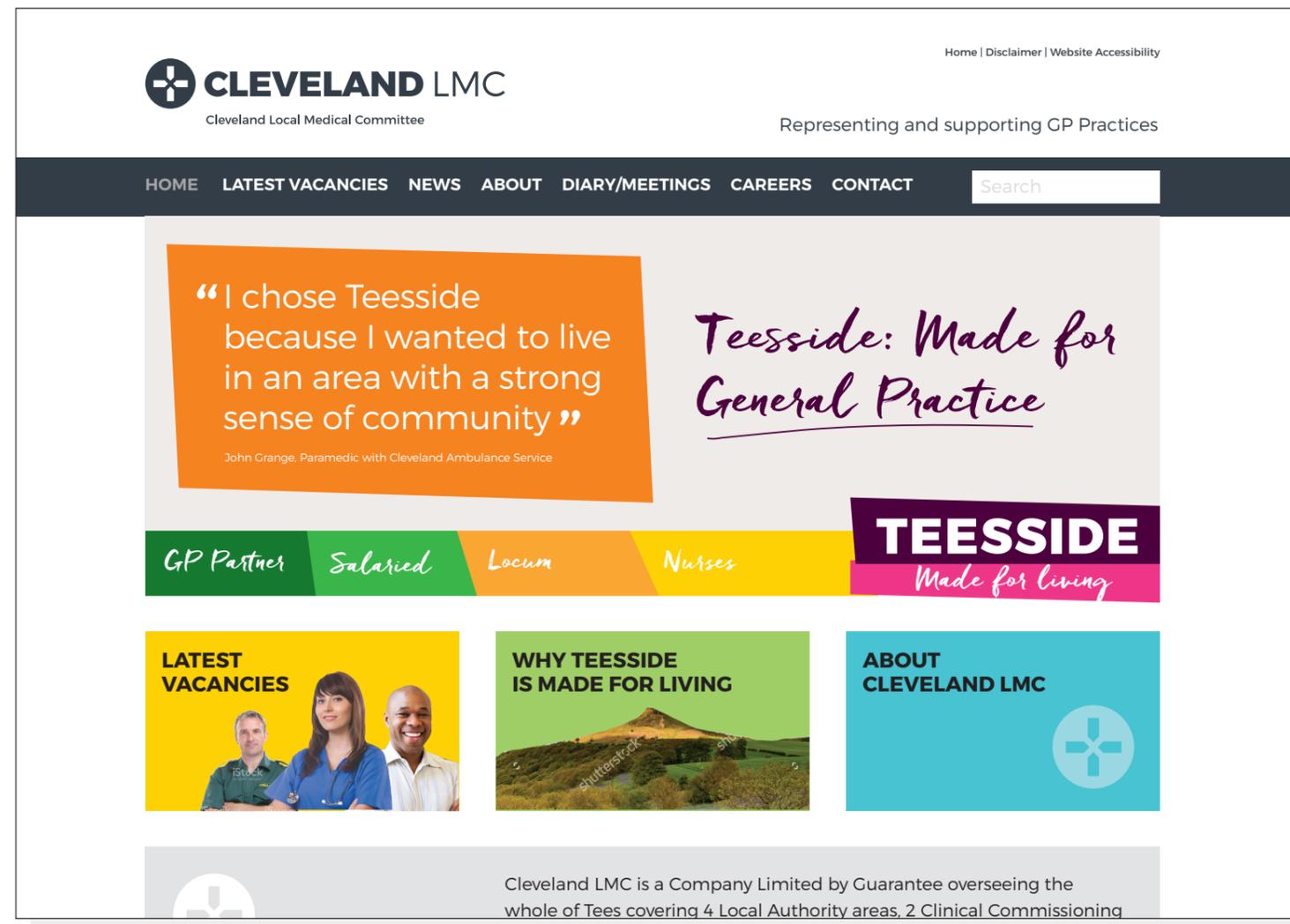
Community Great schools Natural beauty Stunning Coastlines

Cleveland LMC NHS

Examples
 Tactical advert/
 recruitment

Brands need time, money and effort to build and maintain. To avoid confusion and wasting precious resources, our overall approach is to keep things clear and efficient. Communications should avoid unnecessary embellishments and graphics should utilise a modern 'flat design' style. Our language (in common with NHS national guidance) should be clear, friendly and unambiguous.

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CLMC website

Brands need time, money and effort to build and maintain. To avoid confusion and wasting precious resources, our overall approach is to keep things clear and efficient. Communications should avoid unnecessary embellishments and graphics should utilise a modern 'flat design' style. Our language (in common with NHS national guidance) should be clear, friendly and unambiguous.

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Examples
Brand adverts

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Need a hand with something? Need to get hold of a different version of the logo? Get in touch with Cleveland Local Medical Committee at the email address below.

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