

**N O R
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Northampton brand guidelines



Northampton brand guidelines

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Introduction and positioning



INTRODUCTION

Northampton is a special place built on fascinating heritage and culture, globally significant craft and industry, and a diverse, vibrant and welcoming community.

We have captured the essence of Northampton in an authentic, distinctive and contemporary identity and positioning, designed to propel the town forward for years to come.

We want this identity and positioning to galvanise the people and businesses of Northampton.

We want to build civic pride and help the town and its stakeholders to communicate in a more consistent, cohesive and coherent way.

We want external audiences, be they visitors, investors or residents to understand the exciting possibilities that lay ahead for Northampton.

POSITIONING

The 'Independent Spirit' positioning was developed from the true distinctiveness and DNA of Northampton.

Strong brands make credible, relevant, and distinctive brand promises.

Even more importantly, they need to fulfill these promises every day.

This means that you have to strive for coherence in your promise.

Merely expressing your brand's positioning in your communication is no longer enough to gain trust from your residents, businesses, investors and students.

A strong brand lives and breathes its positioning, not only in its marketing and communications, but in everything it does.

POSITIONING

This is why we need key partners and stakeholders to contribute.

We want to support projects and individuals who reinforce the brand positioning.

Independent spirit can manifest itself in many ways...

Stories will emerge from our vibrant and diverse communities.

Our heritage and culture is littered with numerous stories which highlight our independent spirit.

We champion democracy, fairness and equality.

New stories are emerging every day from high growth, purpose led businesses to artists and makers, from groundbreaking university research to amazing community-led projects.

Independent spirit is the platform from which we will curate and communicate the essence of modern Northampton.

BRAND POSITIONING

Independent Spirit

BRAND PILLARS

Heritage and Culture

Craft and Industry

Community

BRAND VALUES

Innovative

Spirited

Bold

Resilient

BRAND PILLARS



HERITAGE AND CULTURE

Our cultural heritage is broad and fascinating. Our medieval roots are deep and our industrial exploits over the centuries have created a unique townscape, celebrating Gothic, Classical and Modernist architecture in equal measure. We are home to original thinkers and have always been a home for those who challenge convention.

From Francis Crick, who helped model the structure of DNA, to the celebrated people’s champion Charles Bradlaugh, to Tyrone Frampton who shot to prominence with his compelling social commentary on modern Britain as the rapper Slowthai.



CRAFT AND INDUSTRY

There’s a pride in Northampton born of true craftsmanship and innovation. We’re world renowned for hand-crafted, quality goods. So much so that global design giant, Prada, invested here.

We’re a forward thinking bunch and constantly seeking enhancement and improvement. Northampton is a vibrant mix of craft and industry where artisan makers and producers sit alongside high-growth SMEs and large corporations in a high-performing modern economy.



COMMUNITY

Our population has grown significantly over the years, welcoming a vibrant and diverse influx of new communities. Anyone is welcome to join our movement to learn, develop, rise and prosper.

We value togetherness, and champion fairness. Our university is teeming with thought leaders in social innovation and impact and we celebrate a strong and resilient cluster of dynamic social enterprises. Our ambition is to be a place of opportunity for all.

Innovative

In Northampton we sidestep convention, take the best bits, move it on and make something better.

We are creative, always busy, always improving, generating and evolving. Our original ideas produce great leaders, great engineers, artists, musicians and politicians. There’s always something to change, and we love changes for the better.

Bold

Confident and forward thinking, we’re assertive and commit 100 per cent. We’re straight talking, grounded and not afraid to roll our sleeves up and get on with the job.

We celebrate the good things, love getting results and are happy to leave the comfort zone behind to venture into the unknown to move things forward together.

Spirited

We are full of energy, enthusiasm and ambition. We celebrate the good and are united in helping each other thrive. We champion independent spirit and by pulling together, we’re even stronger. We are positive and empowered, driven to love Northampton again.

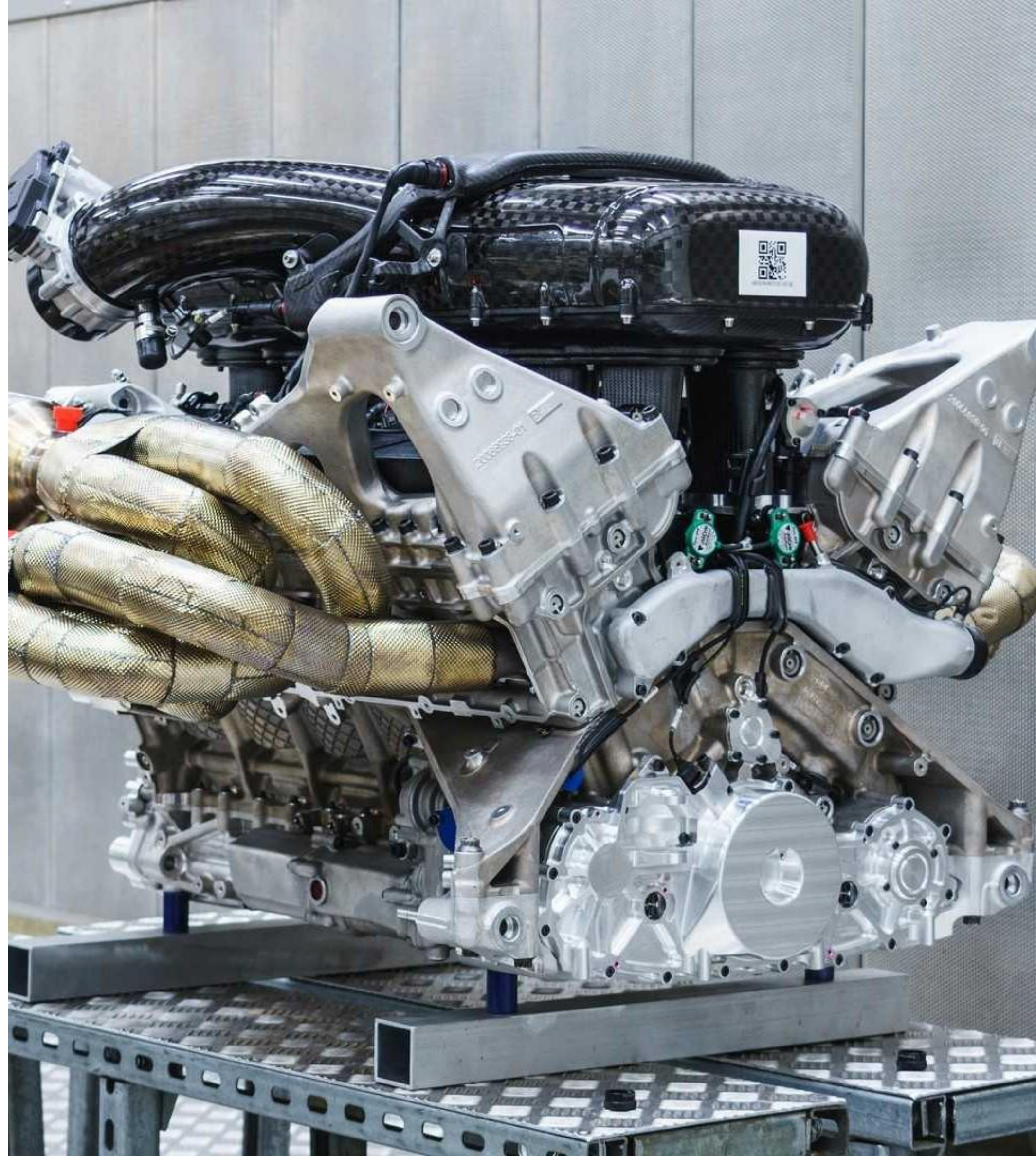
Together we’re excited to see what’s new, what can be achieved and what’s next.

Resilient

We’re made of strong stuff in Northampton. We’ve overcome major setbacks before and emerged stronger. We’re proud of our past but we’re determined to build a better future for our people.

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Tone of voice



TONE OF VOICE

As a brand, Northampton has a strong personality. It's full of energy, it's eclectic and ambitious. This should be reflected in the way we communicate.

Northampton is: We, us and our

There should be no 'them or they' only 'we, us and our'. We want to engender a strong sense of participation and ownership from our residents and stakeholders. Shakespeare said 'What is the city but the people.'

Example

We are incredibly proud of our great heritage.

We are excited by the new wave of investment that will regenerate the town and create opportunities for our people.

We are

We are bold, innovative and ambitious.

We have a strong sense of pragmatism and like to get things done. We have one of the highest start-up rates in the UK and an amazing community of thriving SME businesses.

Don't say

Northampton is the county town of Northamptonshire, the rose of the shires and famous for shoe making.

Do say

Northampton is the fastest growing town in the UK, situated within the global science corridor of the Oxford Cambridge ARC. World famous for craft and industry the area is now a global leader in automotive innovation.

tone of voice

Positive and aspirational

Always supportive. Always driving the community forward, inclusivity and togetherness is at the heart but it's not an empty promise, it's authentic.

Don't say

Join our lively café scene.

We have lots of lovely cafes for lazy Sunday mornings and fun get-togethers with friends.

Do say

Lazy Sundays sorted. Grab a full English, a latte and a comfy seat in one of our buzzing park side cafes.

Details make all the difference

We are not generic, so our writing shouldn't be either. We are descriptive, emotive and conjure up a motivational feeling, so the reader wants to be here. Generic doesn't tap into any desire. It doesn't push anyone's buttons. Being specific with carefully chosen words really grabs attention.

Don't say

Located 60 minutes from London we are a cost-effective place to live and work.

Do say

Come and join our growing community of independently minded entrepreneurs and innovators. You'll be surrounded by heritage, culture and green spaces. Space to think and grow.

TONE OF VOICE

Be original

We are innovators so let's not follow the herd, we are proud to be different. To reinforce 'Independent Spirit', we need to drop cliches and avoid the expected. Think of new, inspiring ways to word sentences. Use playful humour too, if it feels right. Don't pick up overused phrases, be distinctive.

Don't say

We want what other towns and cities have got. We are in the middle of the country in easy reach of everywhere.

Do say

We have our own strong sense of identity forged as a medieval market town. We champion democracy, fairness and equality. We are makers, creators and innovators. We are Northampton.

Less is more

Only say what we need to say.

We don't advocate overuse of hyphens, colons and semi-colons. They're too fussy, too pretentious and not that straight-talking voice we want.

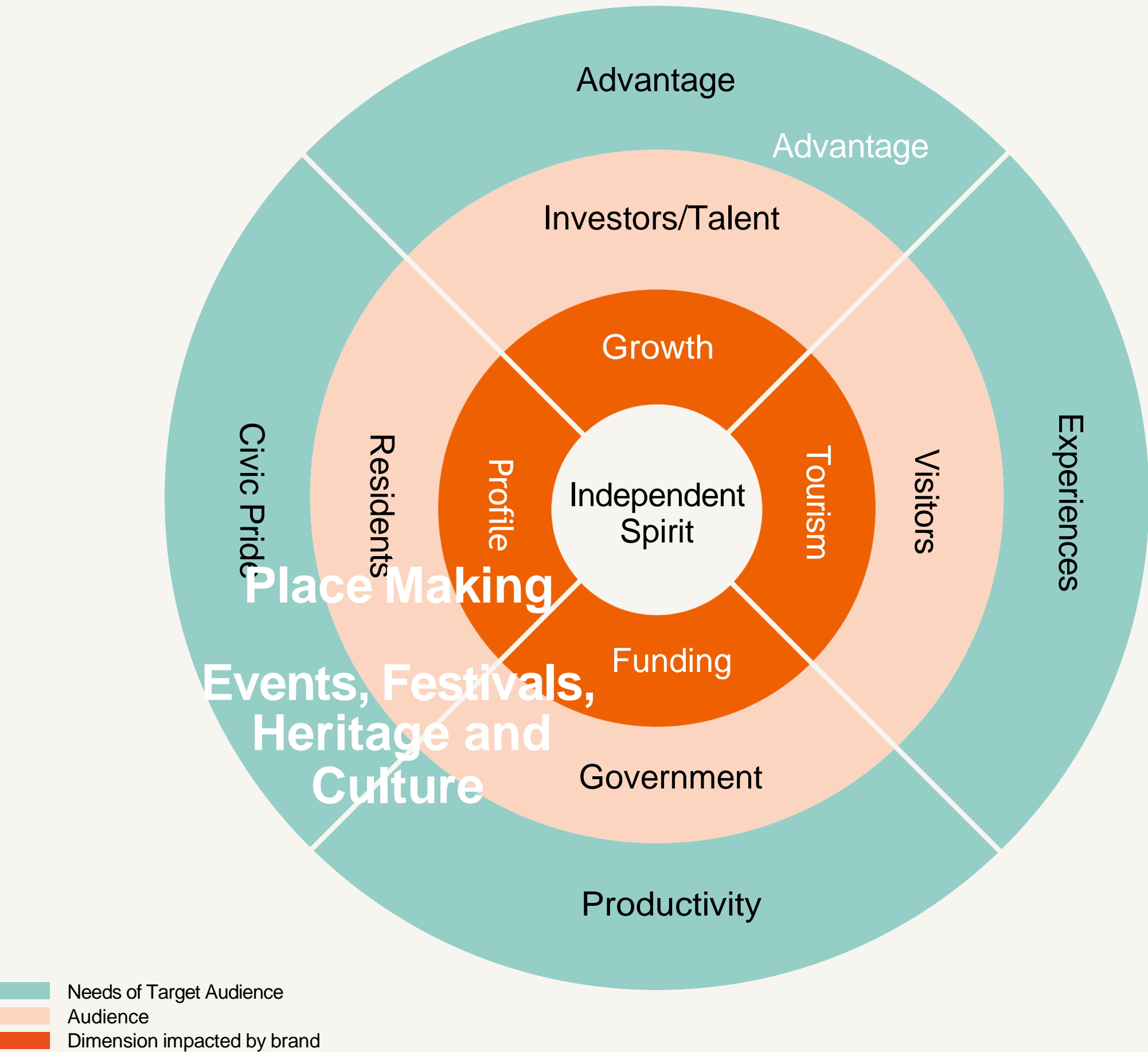
Keep it real

Short words are friendlier and quicker to understand. We are subscribers to the 'Plain English' campaign.

TARGET AUDIENCES

We need to consider how our brand positioning and messaging will resonate with different audience groups.

We should always have our audience and their needs in our mind when creating content and assets. The model opposite helps us to consider how we communicate across our priority audiences.



WHO ARE WE TALKING TO?



BUSINESSES

Independent spirit, teamed with craftsmanship and innovation is an exciting mix. It's making growing creative and digital businesses sit up and take notice of Northampton. We're a hotspot for enterprise with one of the best start-up rates in the UK. Northampton has a dynamic business community, from savvy entrepreneurs and agile freelancers to growing SMEs and global names such as Carlsberg and Avon which chose Northampton as their base due to the combination of talent and strategic location. Our creative hub at Vulcan Works is welcoming the next generation of creators, makers and producers.



RESIDENTS

We know it hasn't always been easy for our residents. A combination of population growth, the need for new development, and the changing nature of high streets and town centres have created challenges for our identity. We now have a once in a generation opportunity to involve people in shaping our future as part of our significant Investment Plan which has secured major investment from the UK Government. We want to be inclusive and transparent in order to create a bold new vision for Northampton and unleash the passion, pride and persistence so evident in our people.

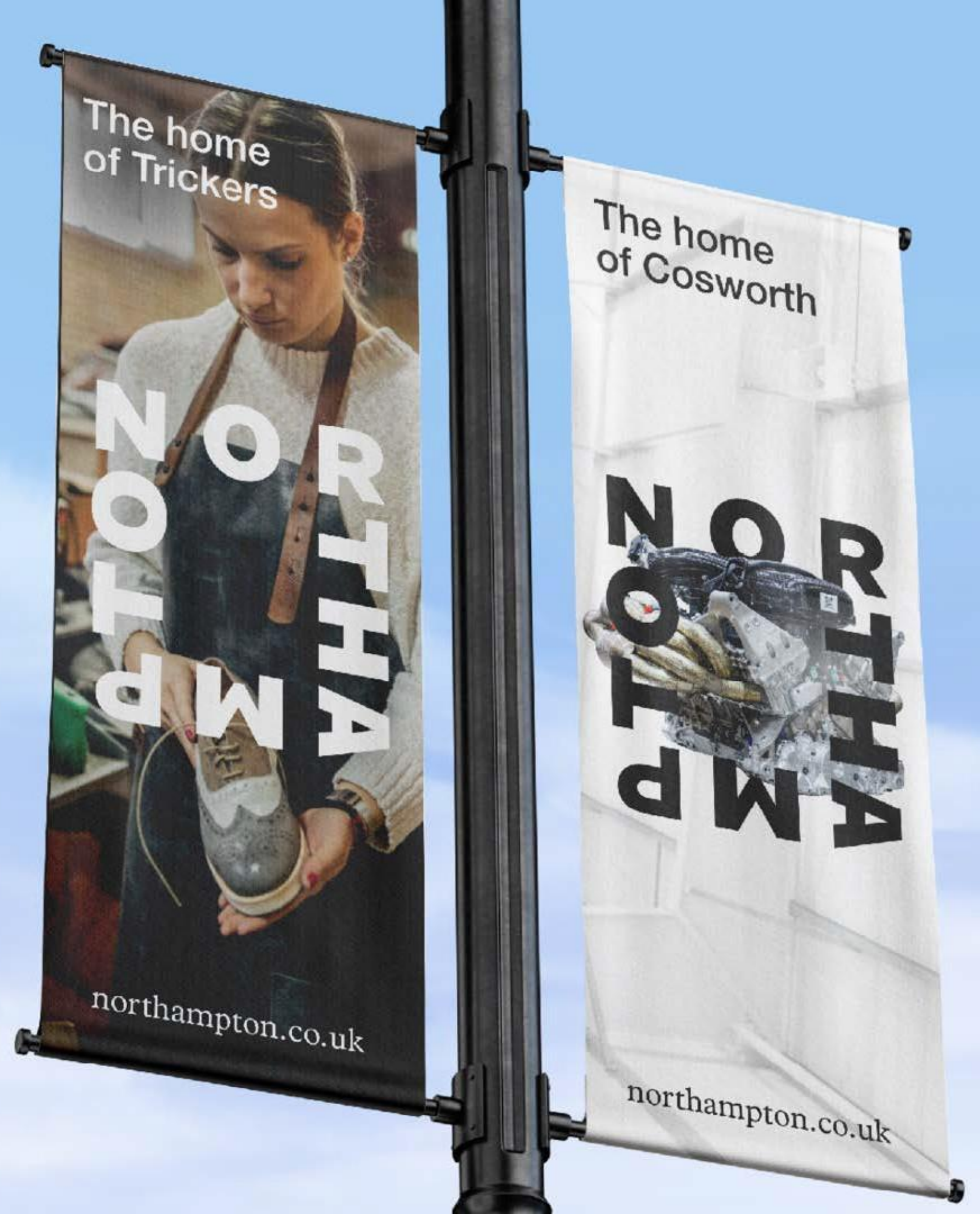


VISITORS

Northampton has a fascinating backstory and we want to help visitors with an intuitive and engaging programme of events and destinations. The stunning regeneration of Northampton Museum and Art Gallery has ignited the vibrant Cultural Quarter, boasting the Royal and Derngate Theatre complex, NN Contemporary Art, 78 Derngate and Northampton Filmhouse. Close by are the wonderful parklands and gardens that surround the historic Delapre Abbey, set on the River Nene with a magnificent medieval history.

NORTHAMPTON

Applying the brand



COLOUR

A strong colour palette provides real depth to a brand.

We need a colour palette that reinforces ‘Independent Spirit’ and our brand values - innovative, bold, spirited, resilient.

Our colour palette has been inspired by the Northampton brand pillars of craft and industry, heritage and culture, community.

The extended Northampton brand colour palette consists of 14 colours (in addition to black and white) that combine to create complementing and contrasting pairings.

Effective colour combinations can elicit strength and vibrancy or subtlety and calm, depending on the message.

This interplay of colour within our pairings should always be considered when selecting colours for communications.

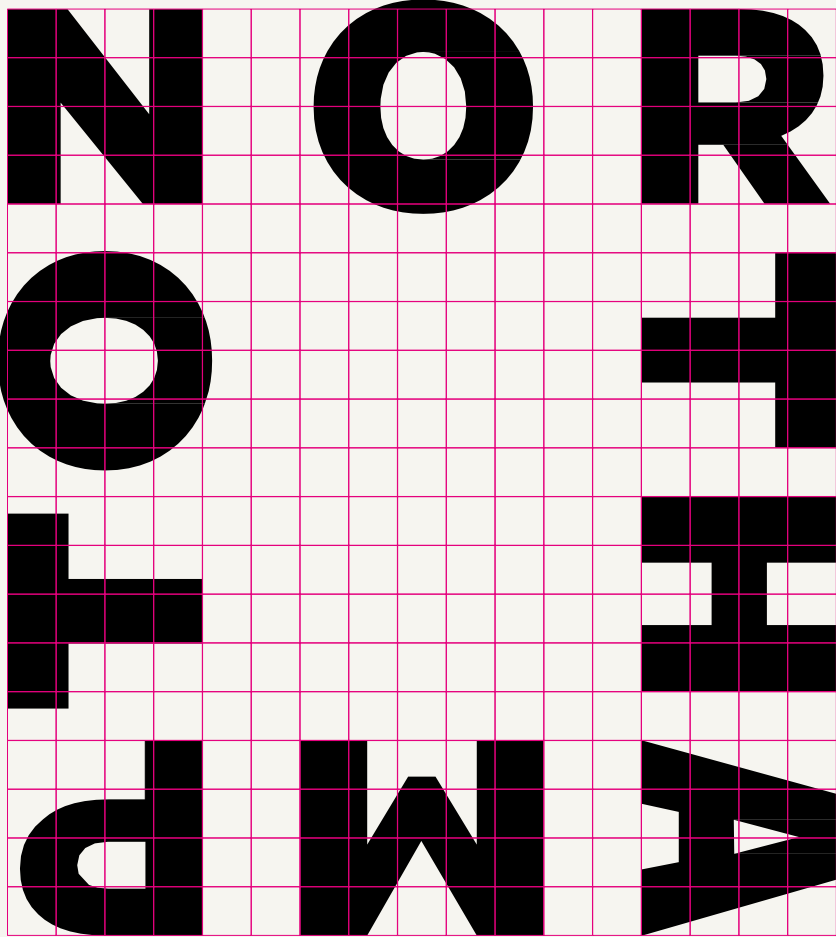
Do not use colors that are not found in the Northampton core colour palette.

<div>BLACK</div> <div>R:0 G:0 B:0</div> <div>C:91 M:79 Y:62 K:97</div> <div>HEX: 000000</div>				<div>WHITE</div> <div>R:255 G:255 B:255</div> <div>C:0 M:0 Y:0 K:0</div> <div>HEX: ffffff</div>		
<div>PANTONE:021</div> <div>R:238 G:96 B:1</div> <div>C:0 M:72 Y:100 K:0</div> <div>HEX: ee6001</div>	<div>PANTONE:1235</div> <div>R:255 G:190 B:11</div> <div>C:0 M:29 Y:92 K:0</div> <div>HEX: ffbe0b</div>	<div>PANTONE:396</div> <div>R:233 G:255 B:0</div> <div>C:20 M:0 Y:100 K:0</div> <div>HEX: e9ff00</div>	<div>PANTONE:3268</div> <div>R:42 G:157 B:143</div> <div>C:76 M:15 Y:50 K:1</div> <div>HEX: 2a9d8f</div>	<div>PANTONE:2655</div> <div>R:178 G:152 B:220</div> <div>C:36 M:44 Y:0 K:0</div> <div>HEX: b298dc</div>	<div>PANTONE:652</div> <div>R:142 G:153 B:173</div> <div>C:49 M:34 Y:22 K:5</div> <div>HEX: 8e99ad</div>	<div>PANTONE:WARM GREY 3</div> <div>R:221 G:211 B:199</div> <div>C:15 M:16 Y:22 K:1</div> <div>HEX: ddd3c7</div>
<div>PANTONE:474</div> <div>R:252 G:213 B:192</div> <div>C:0 M:22 Y:25 K:0</div> <div>HEX: fcd5c0</div>	<div>PANTONE:7506</div> <div>R:239 G:235 B:204</div> <div>C:8 M:5 Y:25 K:0</div> <div>HEX: efebcc</div>	<div>PANTONE:386</div> <div>R:248 G:255 B:179</div> <div>C:7 M:0 Y:39 K:0</div> <div>HEX: f8ffb3</div>	<div>PANTONE:7471</div> <div>R:149 G:206 B:199</div> <div>C:46 M:1 Y:26 K:0</div> <div>HEX: 95cec7</div>	<div>PANTONE:664</div> <div>R:232 G:224 B:244</div> <div>C:10 M:14 Y:0 K:0</div> <div>HEX: e8e0f4</div>	<div>PANTONE:656</div> <div>R:220 G:230 B:233</div> <div>C:17 M:6 Y:9 K:0</div> <div>HEX: dce6e9</div>	<div>PANTONE:WARM GREY 1</div> <div>R:235 G:229 B:221</div> <div>C:10 M:10 Y:13 K:0</div> <div>HEX: ebe5dd</div>

LOGO

The logotype should always be used in accordance with these guidelines. The logotype must not be changed, distorted or altered in any way.

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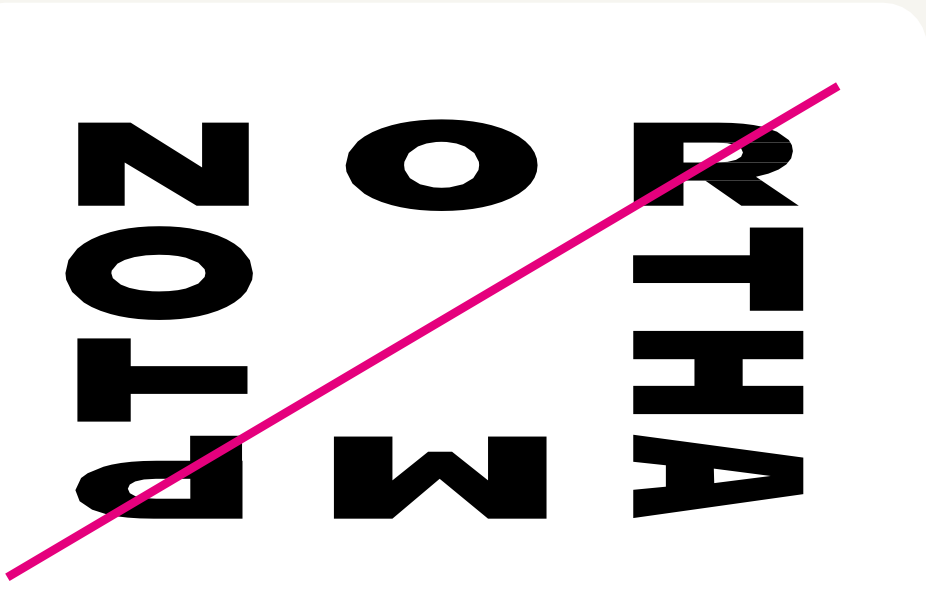
LOGO

Clear space and minimum size.
We must always make sure our
logo is easy to see and legible.
This page shows the clear space
we want to keep around it and
the minimum size we want it to
be used at.

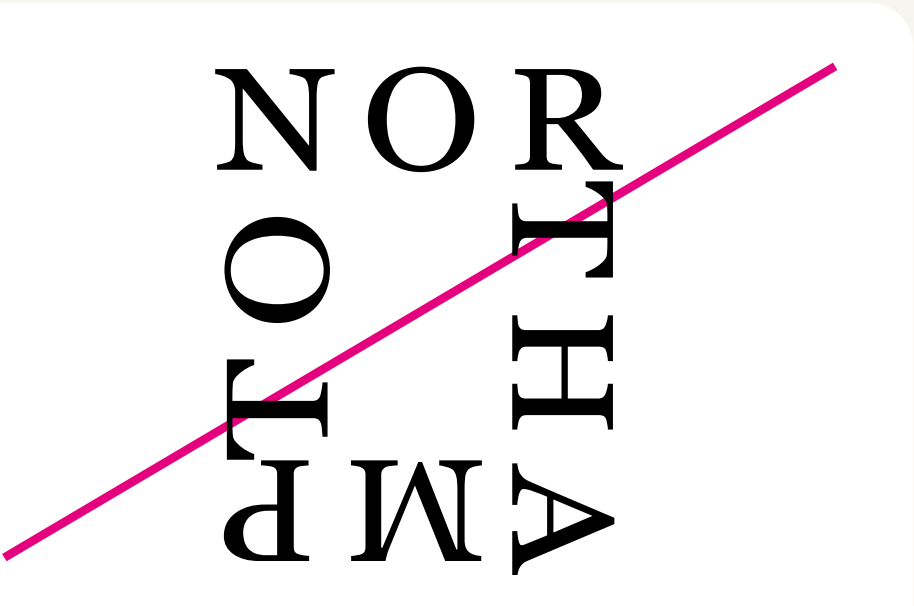


LOGO

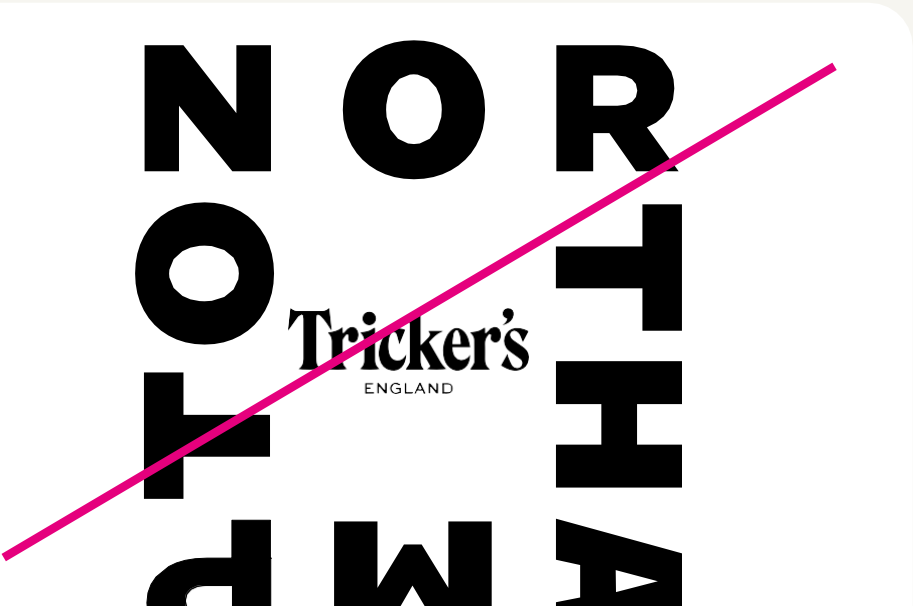
Always use our logo according to the principles within these guidelines. Here are some basic errors to avoid.



Don't distort or alter any of the elements.



Don't re-typeset our logotype.



Always observe our co-branding guides.



Always make sure our logotype is legible.



Always observe our frame guide when using images with logotype.

COLLABORATIONS

Cross-brand collaborations have become an increasingly important marketing tool.
A good reason for collaboration is to open new, complementary markets and get Northampton in front of new potential customers.

Collaborations will vastly increase your brand reach as you're talking to two sets of customers rather than one and gives a signal from one brand that the other brand can be trusted.

N O R T H A M P T O N X **COSWORTH**

N O R T H A M P T O N X *VINTAGE GURU*

N O R T H A M P T O N X **Tricker's**
ENGLAND



TYPEFACE

We use our typefaces to project our personalities onto the written word. Consistent use of our typefaces will reinforce our brand and bring clarity to our communications

Helvetica is our primary typeface. It is widely available and helps us communicate in a clear and confident manner.

We recommend only using Helvetica Regular. Use of other weights will give our communications a much different feel and as such will become ‘off brand’. Try and avoid using anything other than the specified weights.

Helvetica should be used for headings, and can also be used for subheadings and body copy.

Plantin MT Pro is our secondary font. This allows us to have another typeface that will help us create the brand personality we want to achieve.

Plantin should be mainly used for body copy, but you can also use it as subheadings when the audience and the message require a slightly different approach.

See the ‘Brand in action’ section of these guidelines for examples of how to use the typefaces.

Headline font

Helvetica Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ0123456789/!?!%*

Txt font

Helvetica Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ0123456789/!?!%*

Secondary font

Plantin MT Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ0123456789/!?!%*

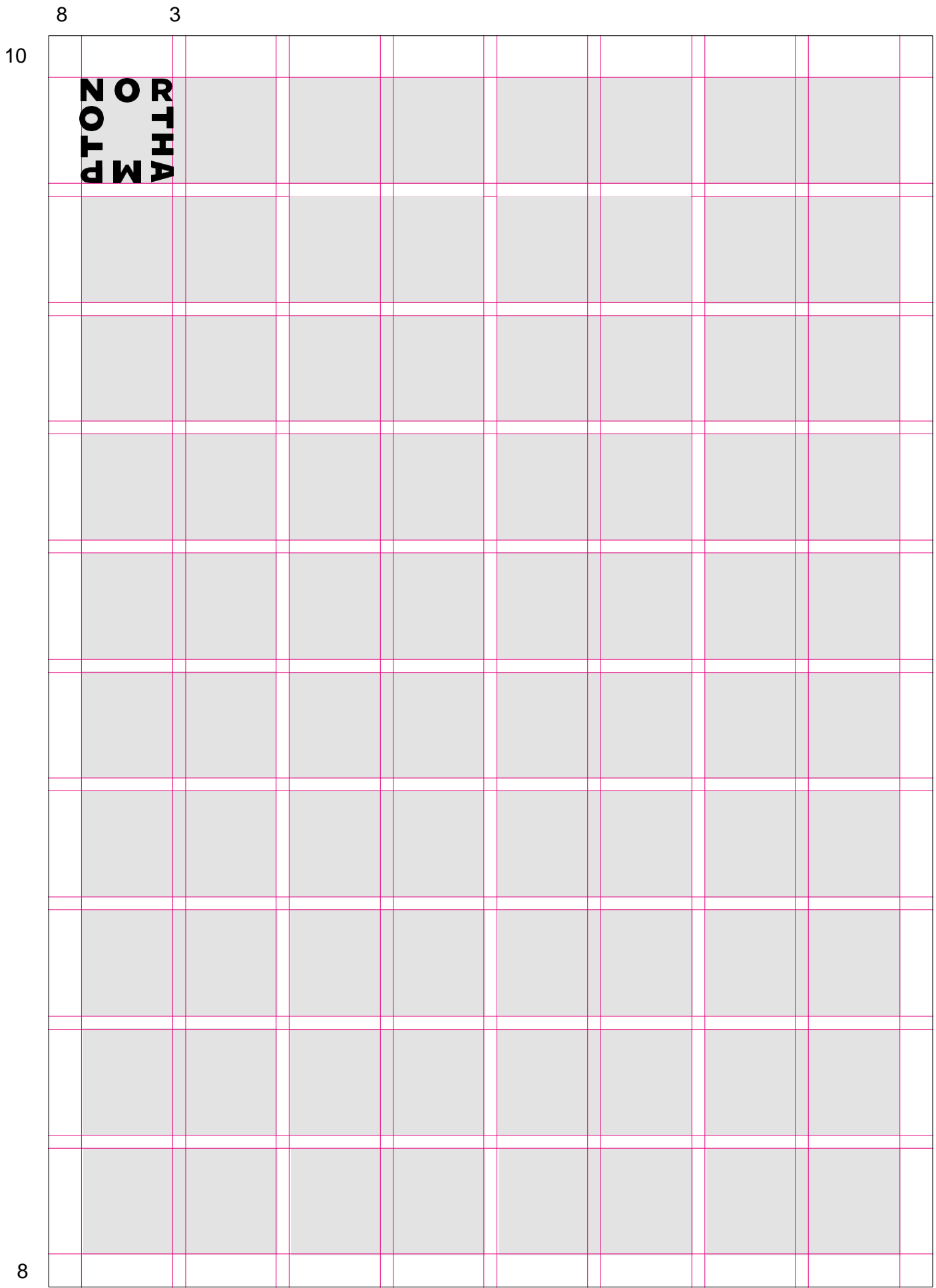
GRID SYSTEM

This standard grid is derived from the proportions of the Northampton logotype.

This system allows us the flexibility to be creative with designs, whilst keeping consistency and brand recognition across all of our communications.

A4

210x297
8 column grid
(all measurments in mm)

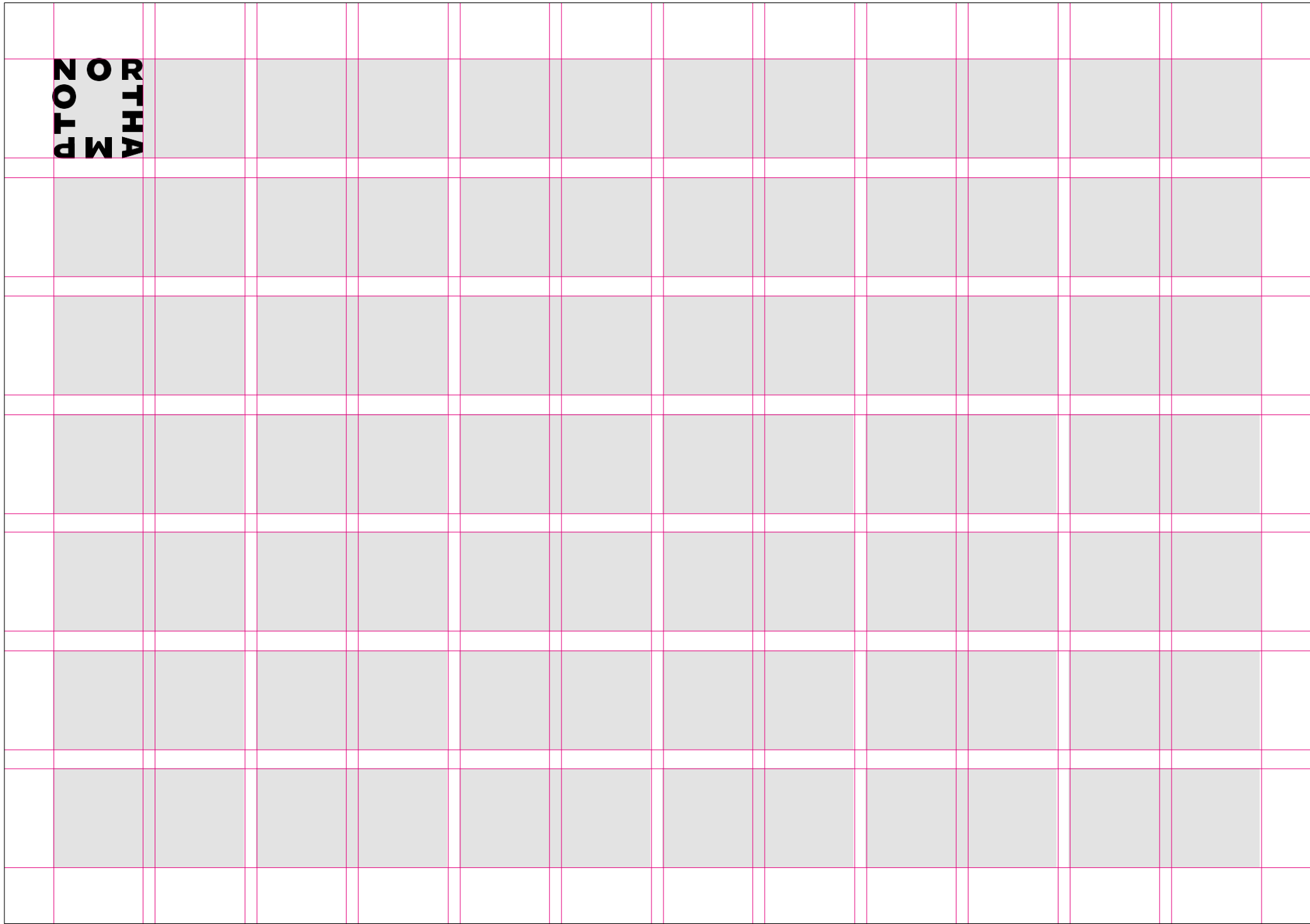


GRID SYSTEM

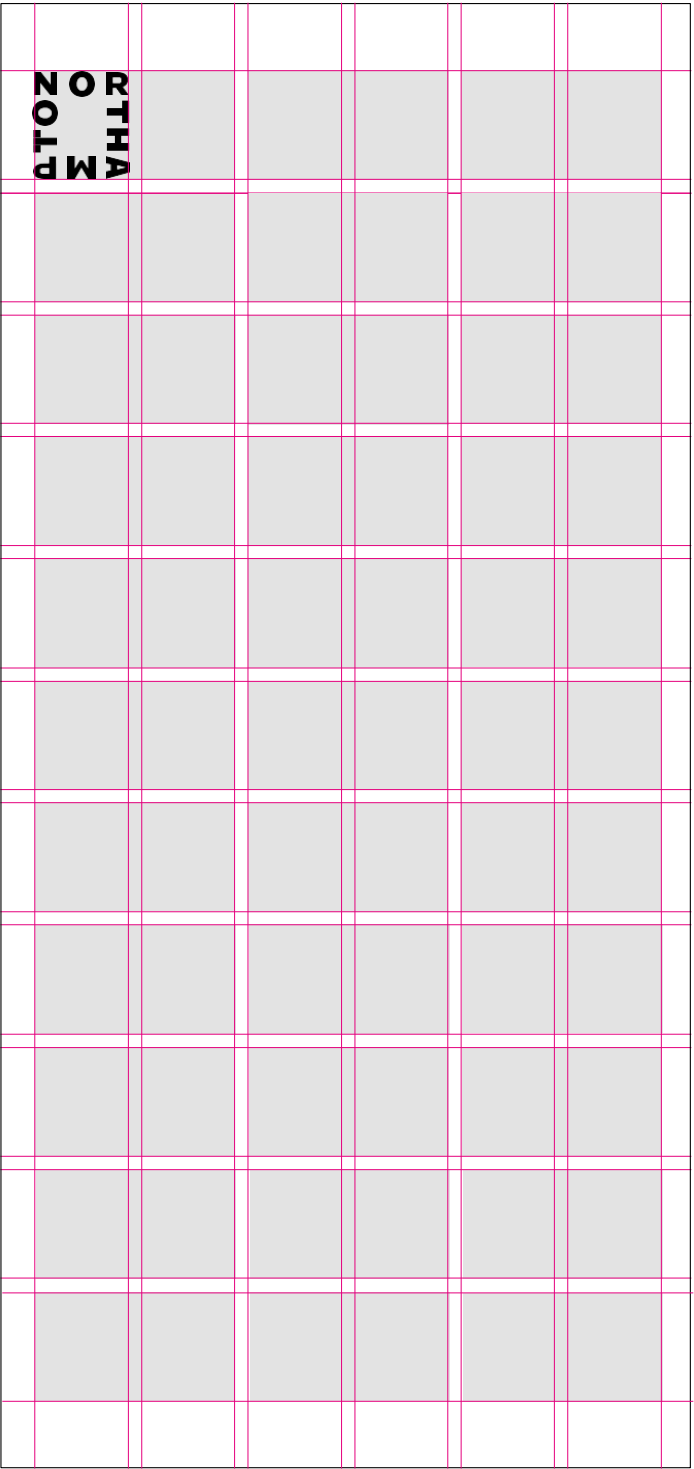
This standard grid is derived from the proportions of the Northampton logotype.

This system allows us the flexibility to be creative with designs, whilst keeping consistency and brand recognition across all of our communications.

A4



1/3 / A4



OUR FRAME

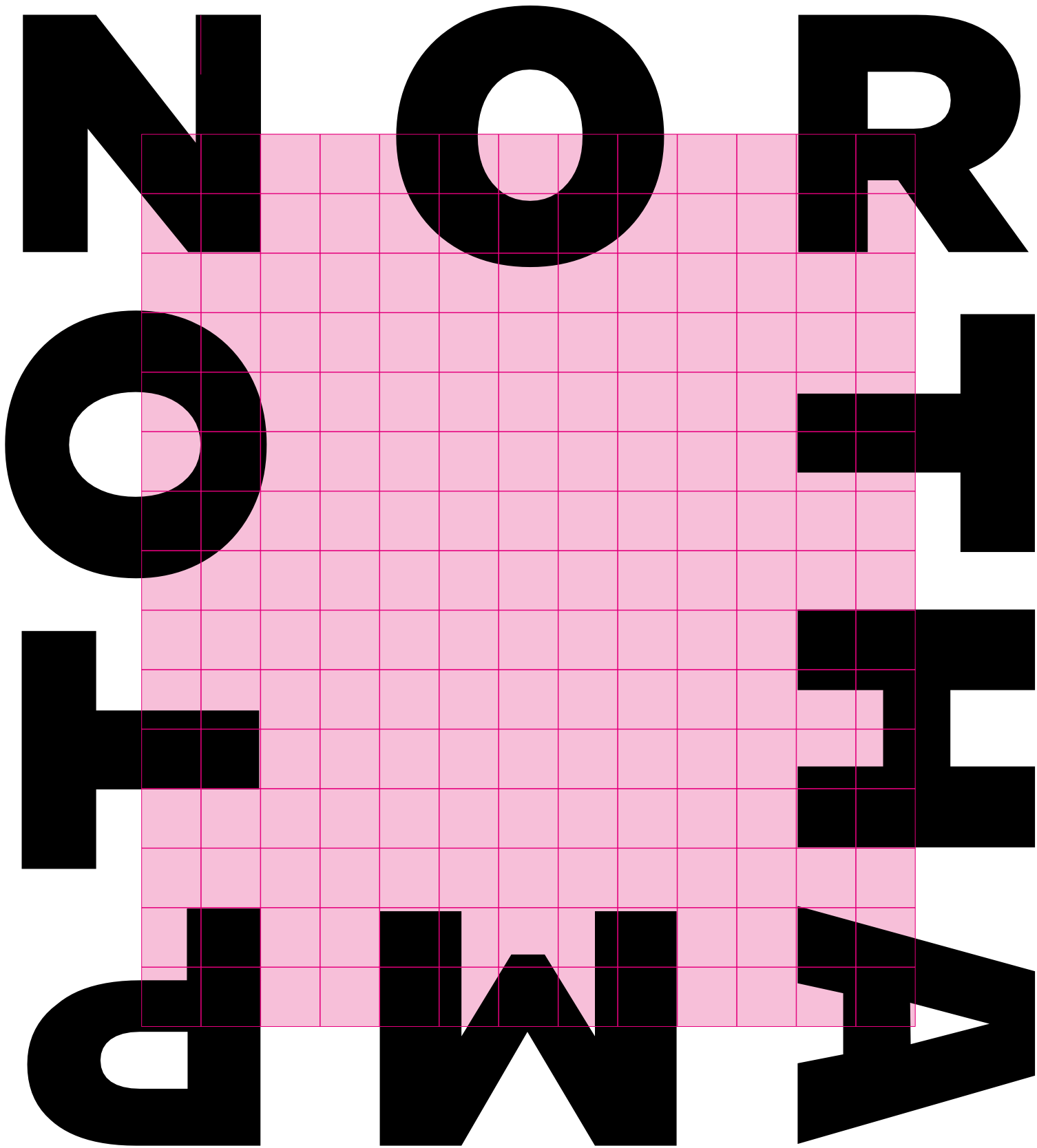
Our window device allows us the chance to frame all of the amazing stories, the people and the spirit of Northampton.

The shape of our logotype is a reference to the Market Square. It is the physical focus of the town centre and where the redevelopment of the town started, and people will see meaningful change. This frame gives us an opportunity to tell the many stories of what makes Northampton such a great place to live, work and invest.

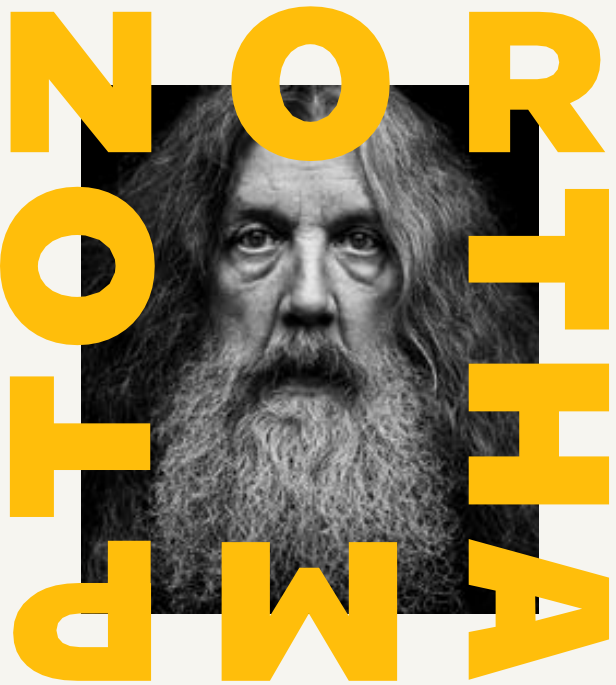
We envisage that we will use the logotype frame to contain images that help tell those stories. It is a chance to showcase our ‘Independent Spirit’ through engaging and dynamic imagery.

You can use the frame to contain images. Images can also break out of the frame, or be used within an image to highlight an aspect of a particular image.

See the following pages for examples of how we see it being used.



OUR FRAME



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Brand in action



OAC #1121

PERMIT #120341077-01-SG

OAC #1121

PERMIT #120341086-01-SG

OAC #1121

PERMIT #120341095-01-SG

Change happens here

COME AND JOIN US
AND DO WELL WHILE
DOING GOOD.


THE NORTHAMPTON COLLECTIVE
IS A GROUP OF INDIVIDUALS
WHO ARE PASSIONATE ABOUT
THEIR COMMUNITY AND
WANT TO MAKE A DIFFERENCE.

northampton.co.uk

You
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Northampton
Collective
purpose

ORTHAMPTON

Small business
looking to make a big
difference?

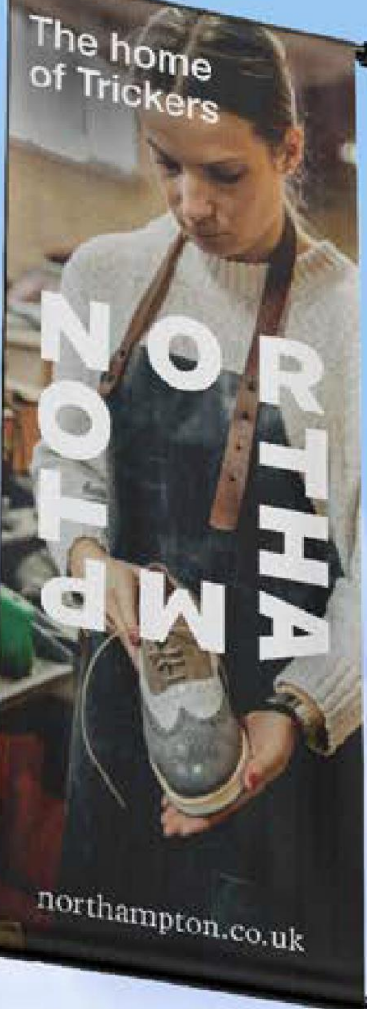


COME AND JOIN US
AND DO WELL WHILE
DOING GOOD.

THE NORTHAMPTON COLLECTIVE
IS A GROUP OF INDIVIDUALS
WHO ARE PASSIONATE ABOUT
THEIR COMMUNITY AND
WANT TO MAKE A DIFFERENCE.

The home
of Trickers


ORTHAMPTON



northampton.co.uk


The home
of Cosworth

ORTHAMPTON



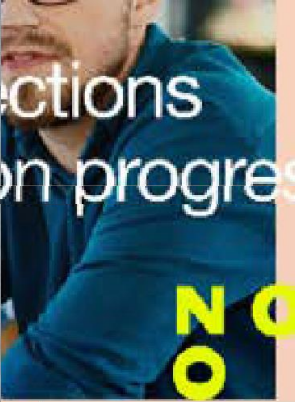
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Relocation
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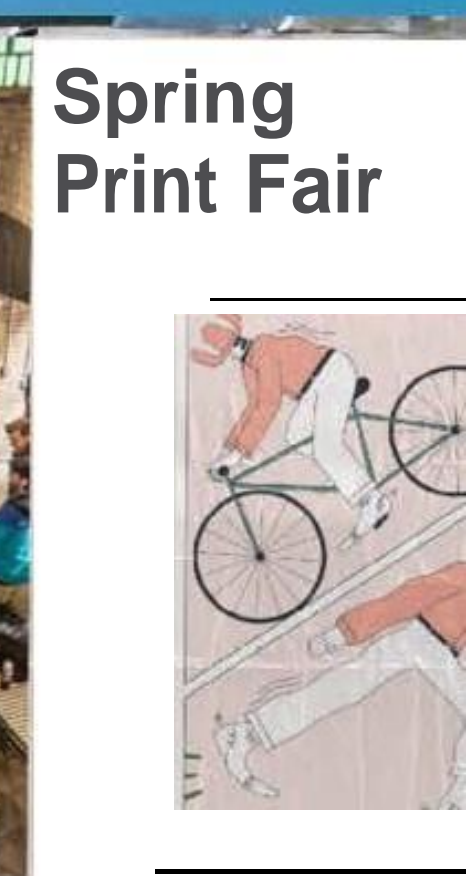
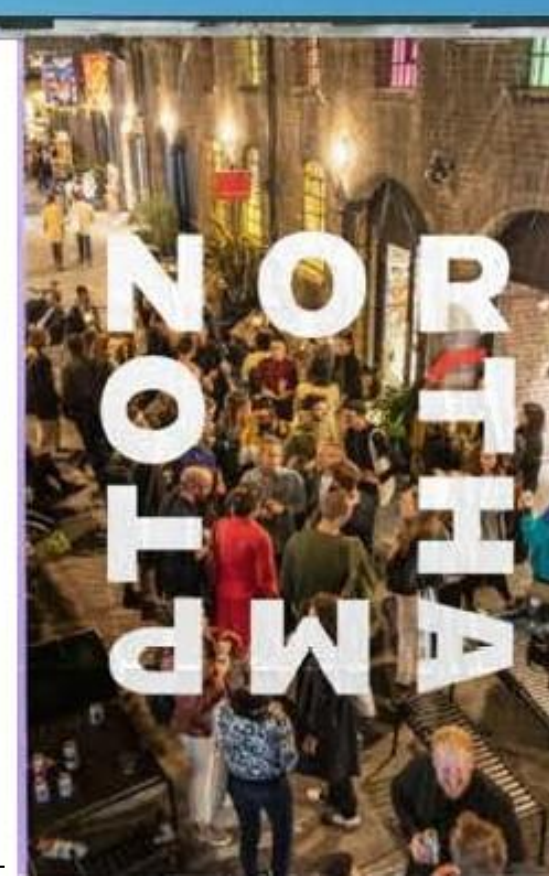
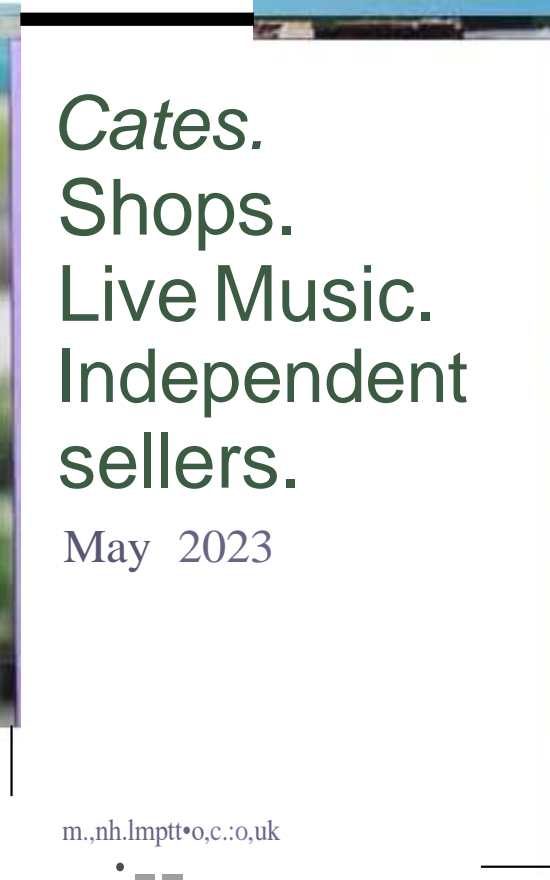
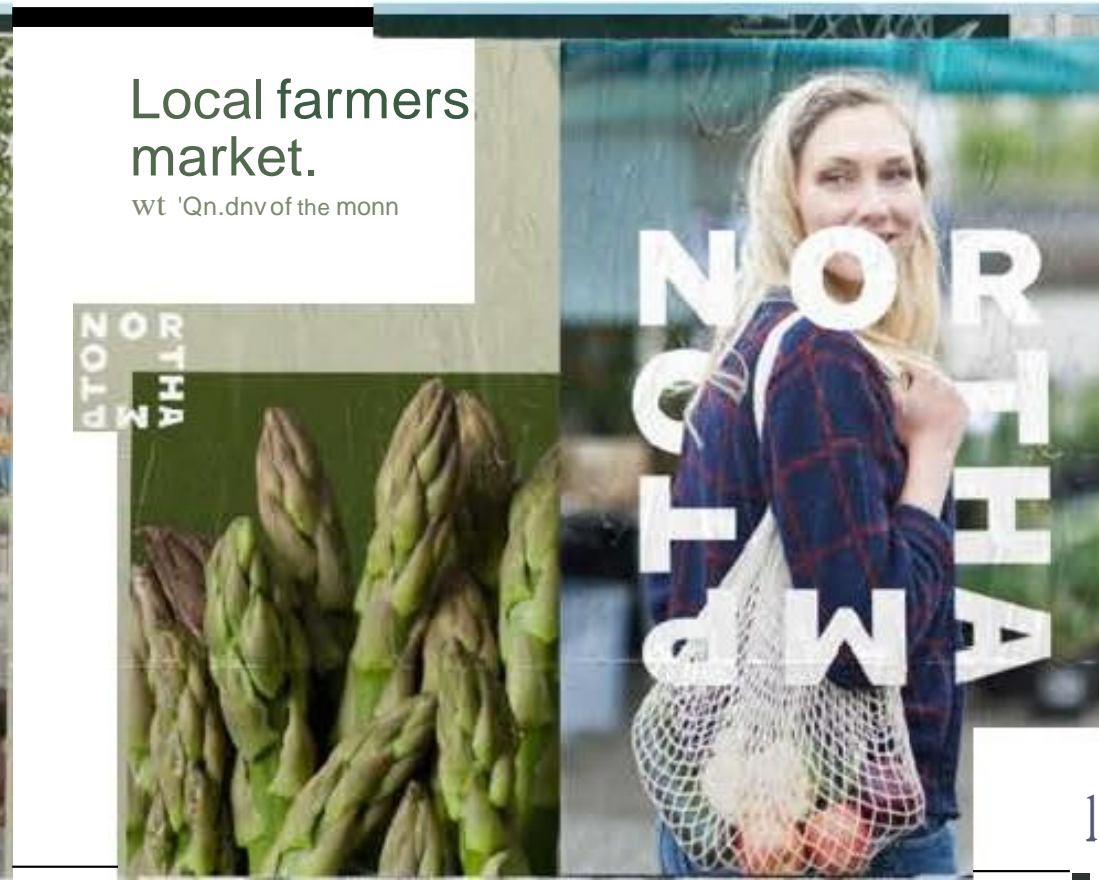
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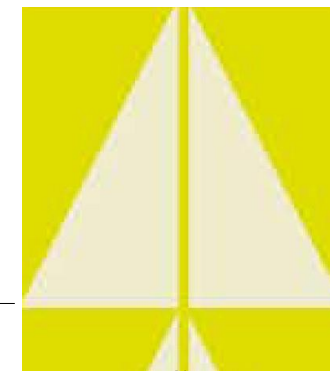


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Heritage Trail



The Charles Rennie Macintosh House

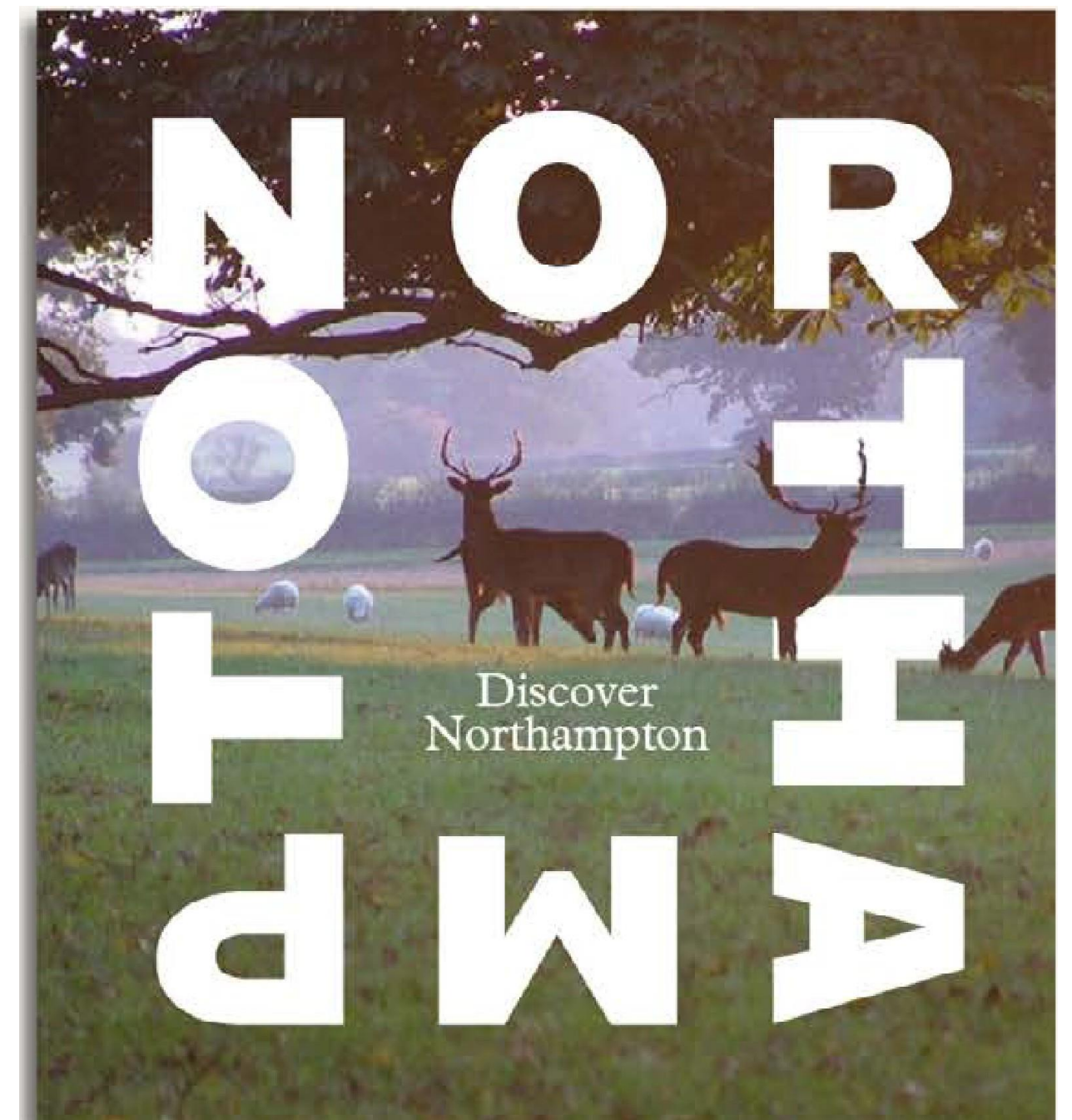


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How Althorp House
framed British history

northampton.co.uk

Where will you
go next?

Discover
Northampton

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Althorp House
The story of an English House
November 15–25th

northampton.co.uk

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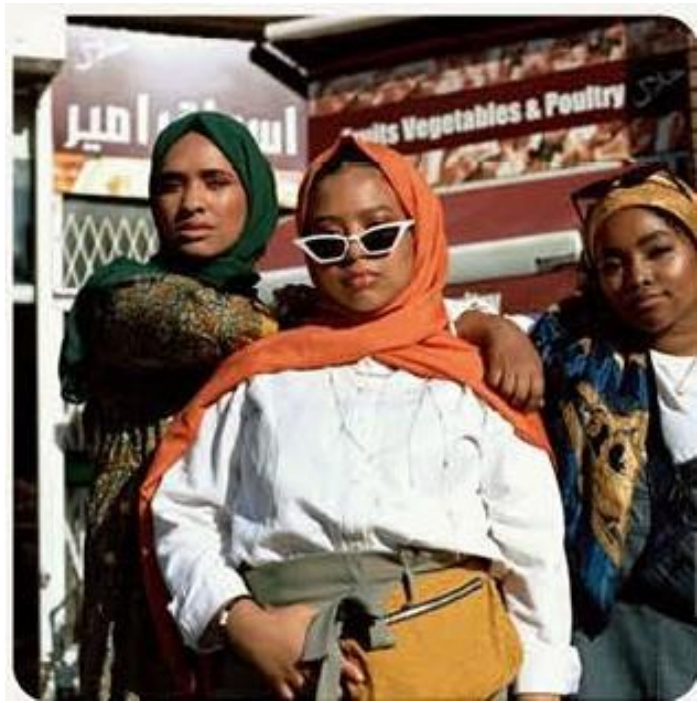




Discover Northampton

Our population has grown significantly over the years, and we continue to grow. We are a city of innovation and communities. Anyone is welcome to join our movement to learn, develop, rise and prosper.

\\valUi: tog: themcss, and Chffili)ion lairmi:-ss. Our University arc thought leaders *in* social innovation and impact. \\?e celebrate a strong and resilient cluster of dynamic social enterprises. Our ambition is to be a place of opportunity for all.



INDEPENDENT SPIRIT

Your Northampton

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WHY NORTHAMPTON

What makes us

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Business In Northampton



START UP/ SCALE UP/ EXPANSION

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LEARN MORE

FUNDING SOLUTIONS

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LEARN MORE

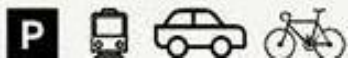
ECONOMIC DATA

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LEARN MORE

Plan Your Journey

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USEFUL LINKS

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KEY SECTORS

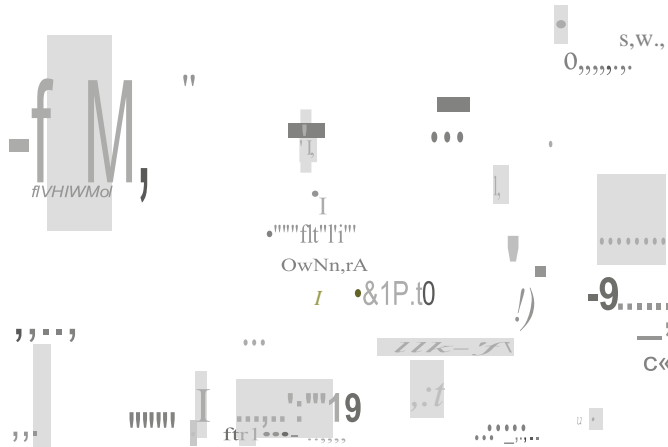
Creative & Cultural

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CONTACT

If you have any further
questions please feel
free to get in touch:

communications@westnorthants.gov.uk