

# **West Midlands Combined Authority**

## Brand Guidelines

# Introduction

**West Midlands Combined Authority Brand Guidelines**  
Version 6.0 - 28.05.21

This is a living document, always check back on Asset Bank for  
the most recent version.

# **West Midlands Combined Authority (WMCA) has been created to deliver an ambitious plan to drive inclusive economic growth in the West Midlands and to build a healthier, happier, better connected and more prosperous region.**

Made up of eighteen local authorities, three Local Enterprise Partnerships (LEPs) and chaired by the Mayor of the West Midlands, WMCA is working together to move powers from Whitehall to the West Midlands and its locally elected politicians, who know this region best.

This document helps to ensure that WMCA communicates consistently and in a way which reflects the character of the region we represent. It looks at the way in which our organisational mark is applied on its own, with sub-brands, community brands and alongside our mayoral mark.

Our starting point has been the Make Your Mark, West Midlands brand. We want to ensure that WMCA's tone and approach is consistent with that brand. The West Midlands brand has four pillars:

- **Heritage:** A history of creativity, innovation, design and making.
- **People:** A region full of youth, diversity and opportunity.
- **Place:** Located at the heart of the nation.
- **Spirit:** A region of doers and achievers, where deeds mean more than words.

WMCA will embrace these brand pillars and they will influence how we look, how we speak, and how we act. This ensures consistency across the West Midlands and plays its part in showing the West Midlands as a dynamic, thriving, cosmopolitan region, emerging from an industrious past and forging a positive future.

A future in which once again we Make Our Mark on the world.

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Many of the assets within these guidelines are available from: [wmca.assetbank-server.com](http://wmca.assetbank-server.com)

If you have any queries about these guidelines, or need to request assets that are not publicly available, please contact the **WMCA Design Team** using the contact details on the back cover.

# Narrative

**A desire to innovate and a determination to succeed in improving people's lives have long been defining characteristics of the West Midlands. Our region has been making its mark on the world for hundreds of years. That spirit lives on today, embodied by WMCA.**

We are driven to make a positive impact for this generation, and for generations to come. The time to transform the region we serve is now – time to build a healthier, happier, better connected and more prosperous West Midlands. We are the catalyst for transformation, focused on housing, skills, transport, local industrial and public sector reform. Delivering sustained and inclusive growth for all our communities across the whole region is our reason for being.

West Midlands Combined Authority is ambitious. We want to be the best performing region in the UK. Once again, the West Midlands will be recognised as the productive heart of the country - creating more jobs and opportunities for residents; acting as a magnet for aspiring individuals and businesses.

Made up of eighteen local authorities, three Local Enterprise Partnerships (LEPs) and chaired by the Mayor of the West Midlands, WMCA is collaborative and accountable.

Together we know this region best. Together we will take it forward.

# Our Values

WMCA has clear brand values. They reflect who we are and what we strive for. Linked to these values are a set of behaviours.

Together they not only help to inform communication, they help guide future policy actions and initiatives within the region.

Value	→	Behaviour
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## Innovative

Innovation is in the West Midlands DNA. We were home to the Lunar Men - experimenters, tradesmen and artisans who defined the future and changed the world. We value original thought and encourage ideas from all who work here and those who collaborate with us.

Be open to new possibilities and explore new ideas to solve challenges. Seek new and better ways of doing things. Change things for the better. Embrace transformation. Find original ways of ensuring the West Midlands progresses and succeeds.

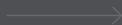
Value	→	Behaviour
-------	---	-----------

## Inclusive

Our region is built on diverse communities. It has been a magnet for people from all over the world in search of a better future. For the West Midlands to succeed we must ensure that all communities share in that success.

Work together. Understand each other. Welcome others. Seek all opinions before taking decisions. Recognise and celebrate our diversity. Encourage different groups of people to engage with each other. Help build community cohesion. Create opportunities across the region that are available to all.

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**Value****Behaviour**

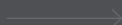
---

**Driven**

Those who have achieved success know that it rarely comes easy. Transformation requires vision, imagination and above all determination. We are driven. We have the resolve to overcome the challenges and obstacles we face everyday.

Be determined. Don't give up. Go the extra mile. Set targets and challenge yourself. Share our passion for and belief in the region we serve. Focus on the things which will really make a difference.

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**Value****Behaviour**

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**Collaborative**

The West Midlands will achieve more when we all work together for the success of the region. WMCA is, at its heart, a partnership of organisations and individuals working together to improve the fortunes of the West Midlands.

Make our mark together. Work together to create the conditions that enable success. Focus on bigger goals not narrow agendas. Find common ground. Seek pragmatic solutions. Involve others in decision making. Be open to different views.

# Tone of Voice

# Our Voice

Proud of where we've been.  
And excited about where we're going.  
We've so many stories to tell you.  
But we'll tell you them in the West Midlands way.  
Assured, but unpretentious.  
Never arrogant or boastful.  
We're keen to make every word count.  
We are imaginative and creative.  
But with our feet firmly on the ground.  
We only use real examples of our successes.  
And on occasions, we use wit and humour  
to tell the West Midlands story.

# Brand Family

Organisational Mark



**West Midlands  
Combined Authority**

Transport Mark

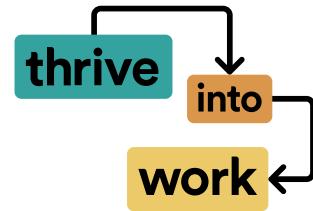


Mayoral Mark

**Mayor of the  
West Midlands**

There are [separate guidelines](#) for the Transport for West Midlands brand family.

## Community Brands

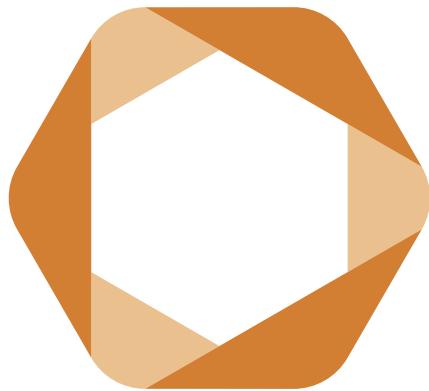


# Organisational Mark



# West Midlands Combined Authority

**Mark**  
**West Midlands**  
**Combined**  
**Authority**



**West Midlands  
Combined Authority**

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## Mark Variants

When there isn't enough space for the primary lock up of the mark to be used, use the landscape version.



**West Midlands  
Combined Authority**

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## Colour Variants

The mark can be coloured in four additional ways if the primary state doesn't work on the background it is placed on. If these variants do not work for your application, contact the WMCA Design Team.



# Rules of Use

## Single Line Marks



## Do not

- use the mark without the text
- distort the mark
- colour the mark in a colour outside the brand palette
- rotate the mark
- change the typeface
- use the mark without the hexagon
- colour the mark in a shade that does not stand out against the background colour

# Rules of Use

## Minimum Size



35mm  
200px

63mm  
280px

## Minimum Size

As a rule, the portrait mark should not be smaller than 35mm for print and 200px for web use.

The landscape mark should not be smaller than 63mm when used in print and 280px for web use.

# Rules of Use

## Exclusion Zone



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## Exclusion Zone

It is important to keep the mark clear of any other graphic elements. Use the inside hexagon shape as a guide for the exclusion zone.

# Rules of Use

## Printing and Digital

## Printing

The outer parts of the logo are always PANTONE 158 as per the colour palette on page 61.

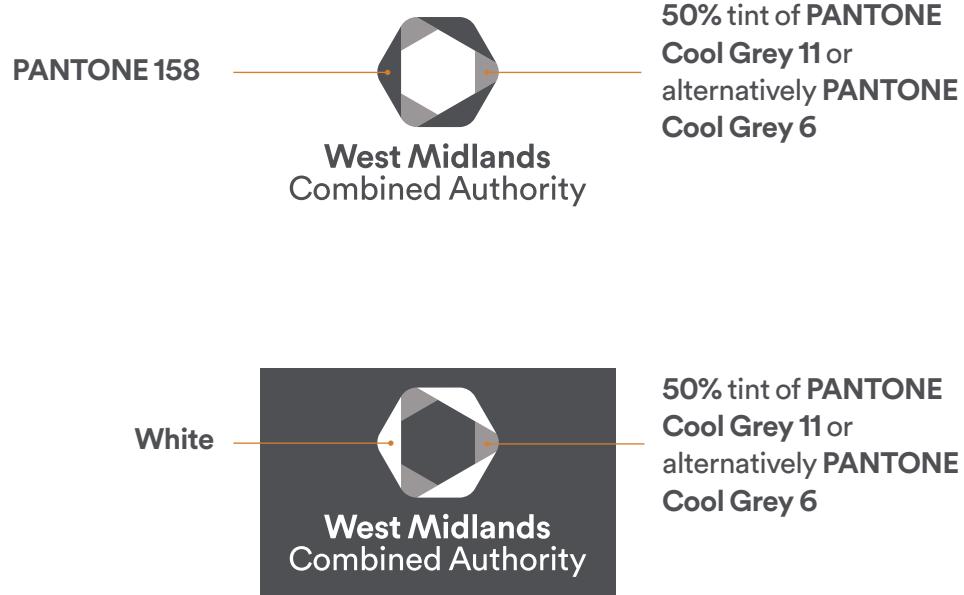
The inner part of the logo will, wherever possible, be a 50% tint of PANTONE 158.

There will be times when printing a tint is not possible and you will need to use a specified colour. In this instance, we recommend PANTONE 713.



## Printing

The below colours should be used for the alternative logo colour variants.



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## Digital

The interior elements of the mark should be 50% transparent, allowing the background colour through.



# WMCA Business Card



# WMCA Letterhead



# Mayoral Mark

# **Mayor of the West Midlands**

# **Mark Mayor of the West Midlands**

The Mayoral Mark is used when there is a need to show Mayoral involvement or support for an initiative.

As it is a mark of authority, wherever possible it should be used in a way which emphasises the prestige and importance of the mark.

# **Mayor of the West Midlands**

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## Colour Variants

When placed on coloured backgrounds the mark can be coloured white or orange.



**Mayor of the  
West Midlands**

# Co-branding Initiatives

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## **When co-branding an initiative with Mayor of the West Midlands**

There will be times where you need to use both the WMCA and the Mayoral marks. We have created the lockup below to show how this will look. This is only appropriate where the initiative is equally supported by both WMCA and the Mayor.

Give consideration to the target audience when deciding what mark is appropriate.

If possible, we recommend that you use either the WMCA or Mayoral mark on their own. This lockup is should only used where it is not possible to do so.

### **Lockup**



**West Midlands  
Combined Authority**

**Mayor of the  
West Midlands**

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## When co-branding an initiative with Transport for West Midlands (TfWM)

There will be times where you need to use both the WMCA and the TfWM Marks. For example, when communicating transport investment and governance. We have created the lockup below show how this will look.

Give consideration to the target audience when deciding what mark is appropriate. For example, use only the TfWM mark on the transport network. Refer to the TfWM Brand Guidelines for full guidance on its usage.

### Primary Landscape Lockup



### Secondary Portrait Lockup



## Applications

The following pages show examples where the co-branded lockups could be used. As above, discretion needs to be exercised in using the appropriate mark for the communication.

Artist's impression  
Perry Barr Station

arr

Working in collaboration with  
our funding partners

West Midlands Combined Authority

Transport for West Midlands

UNIVERSITY OF BIRMINGHAM

Greater Birmingham & Solihull Local Enterprise Partnership

Department for Transport

NHS University Hospitals Birmingham NHS Foundation Trust



**Giving Day**

**Mayor's  
Community  
Weekend**



## **West Midlands Giving Day**

Friday 28 June 2019

This is a chance for your business to show off their CSR, do a little extra, and think about your impact on local communities. The point is to celebrate giving and to do that by giving back.

Each organisation will decide what they want to do on the day and who they want to "give" to. Giving is not just monetary but also in sharing expertise and time with others.

Please register your business at  
[wmca.org.uk/GivingDay](http://wmca.org.uk/GivingDay)

If you would like to find out more about sponsorship opportunities please contact  
[Helen.taylor@wmca.org.uk](mailto:Helen.taylor@wmca.org.uk)



**West Midlands  
Combined Authority**

**Mayor of the  
West Midlands**

# Mark Selection

**When deciding on the appropriate mark to feature on your communication it is very important to consider the following:**

- The intended audience and purpose for the communication/initiative
- Any other factors that influence the decision such as political considerations, funding considerations, regional sensitivities, stakeholder management or to tackle specific public relations challenges

**There is flexibility built into this brand system but there are some simple guidelines to follow:**

- The WMCA mark is the primary mark, and should be used wherever possible
- Community brands should be shown alongside the WMCA mark
- Where two marks are shown WMCA mark must be shown first
- When communicating transport investment, strategy and governance; **always** co-brand with the TfWM mark:



**West Midlands  
Combined Authority**



**Transport for  
West Midlands**

- The Mayoral mark should be used when the Mayor is directly involved. ‘Supported by’ should be added to the Mayoral mark to signal an endorsement by the Mayor.
- The Mayoral mark can also be used alongside the TfWM mark where appropriate. When you do this, the TfWM mark must be shown first.

The above are guidelines only and are not rules. There will be times where discretion will be needed to arrive at the correct arrangement of marks for that piece of communication. Focussing on the purpose of the communication and the intended audience will ensure that you arrive at the correct arrangement.

If in doubt please consult with the WMCA Design Team using the contact details on the back cover.

**Support Brands**

# Community Brands

## Community Brands

For a number of priority areas, initiative marks have been developed that sit alongside the organisational mark.

As a general rule if the Community Brand logo has a similar height and length then we recommend partnering it with the WMCA portrait mark as shown in the Thrive at Work example. If the Community Brand is long and thin then we recommend pairing it with the landscape version of the WMCA mark.

The principles on the following pages can be extended to any Community Brand that is in existence or that is to be created.



West Midlands  
Combined Authority



West Midlands  
Combined Authority

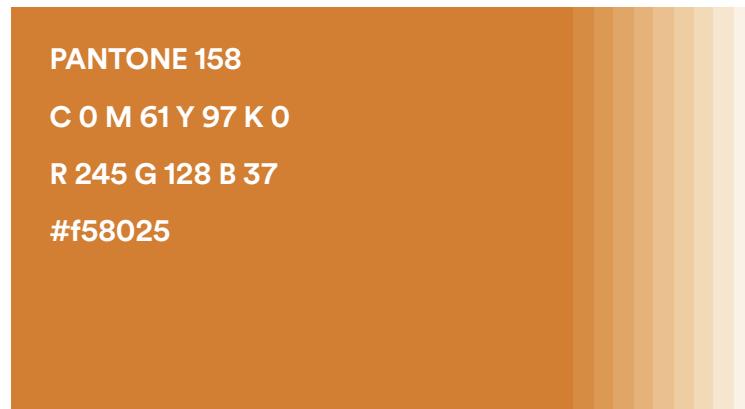


Construction  
Gateway

# Colour Palette

## Primary

## WM Furnace Orange



PANTONE 158

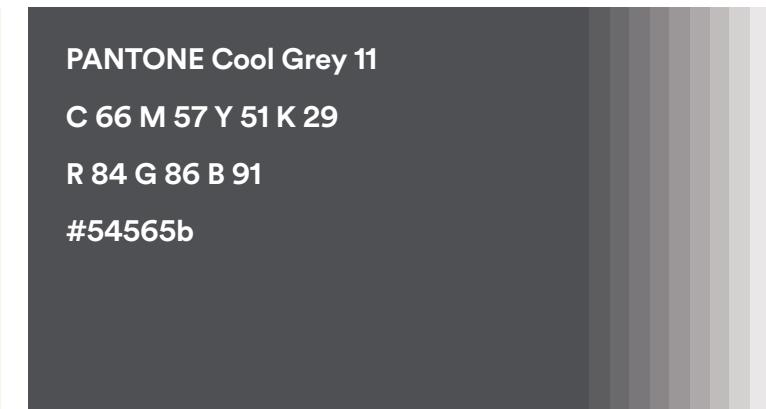
C 0 M 61 Y 97 K 0

R 245 G 128 B 37

#f58025

## Tints

## WM Gunmetal Grey



PANTONE Cool Grey 11

C 66 M 57 Y 51 K 29

R 84 G 86 B 91

#54565b

## Tints

## WM Carbon Black



PANTONE Black

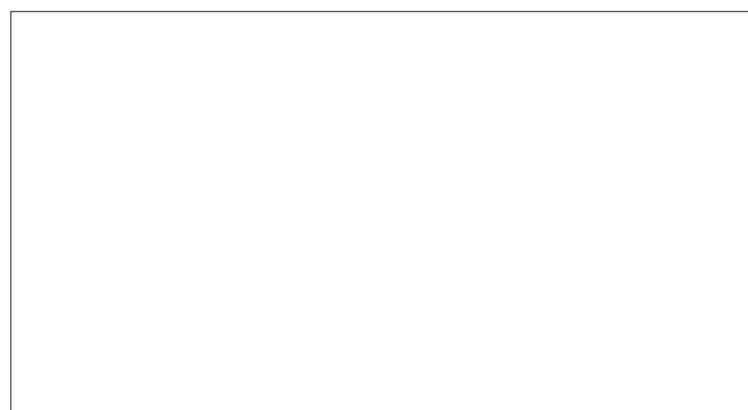
C 0 M 0 Y 0 K 100

R 35 G 31 B 32

#231f20

## Tints

## Background



## Colour Palette

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all our communications.

It has been created with a wide range of applications in mind. These colours, where possible, should be produced as PANTONE® spot colours, and should be the benchmark for matching all other colour systems.

# Colour Palette

## Secondary

## WM Green

### Tints

PANTONE 3272

C 100 M 0 Y 48 K 0

R 0 G 161 B 156

#00a19c

## WM Red

PANTONE 206

C 8 M 100 Y 68 K 2

R 214 G 0 B 55

#d60037

### Tints

## WM Purple

### Tints

PANTONE 513

C 61 M 89 Y 0 K 0

R 148 G 54 B 141

# 94368d

## WM Blue

### Tints

PANTONE 313

C 100 M 12 Y 18 K 2

R 0 G 143 B 191

#008fbf

## Colour Palette

Our secondary colour palette has been created to allow for variety while maintaining our brand identity. The secondary colour palette has four bright tones which provide a balance that works with the primary palette.

The palette can be used on marketing material to provide emphasis on infographics, graphs, etc. Do not use all of our secondary colours at once as they can distract from your overall message.

# Typography

**These are exciting times for  
the West Midlands. Growth is  
strong and optimism is high.  
You can see it in the cranes on  
our skyline. You can feel it in our  
vibrant city centres. You can  
judge it by the unprecedented  
investment that Government is  
making in the region.**



**Andy Street**  
Mayor of the West Midlands

# Typography

## Primary

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

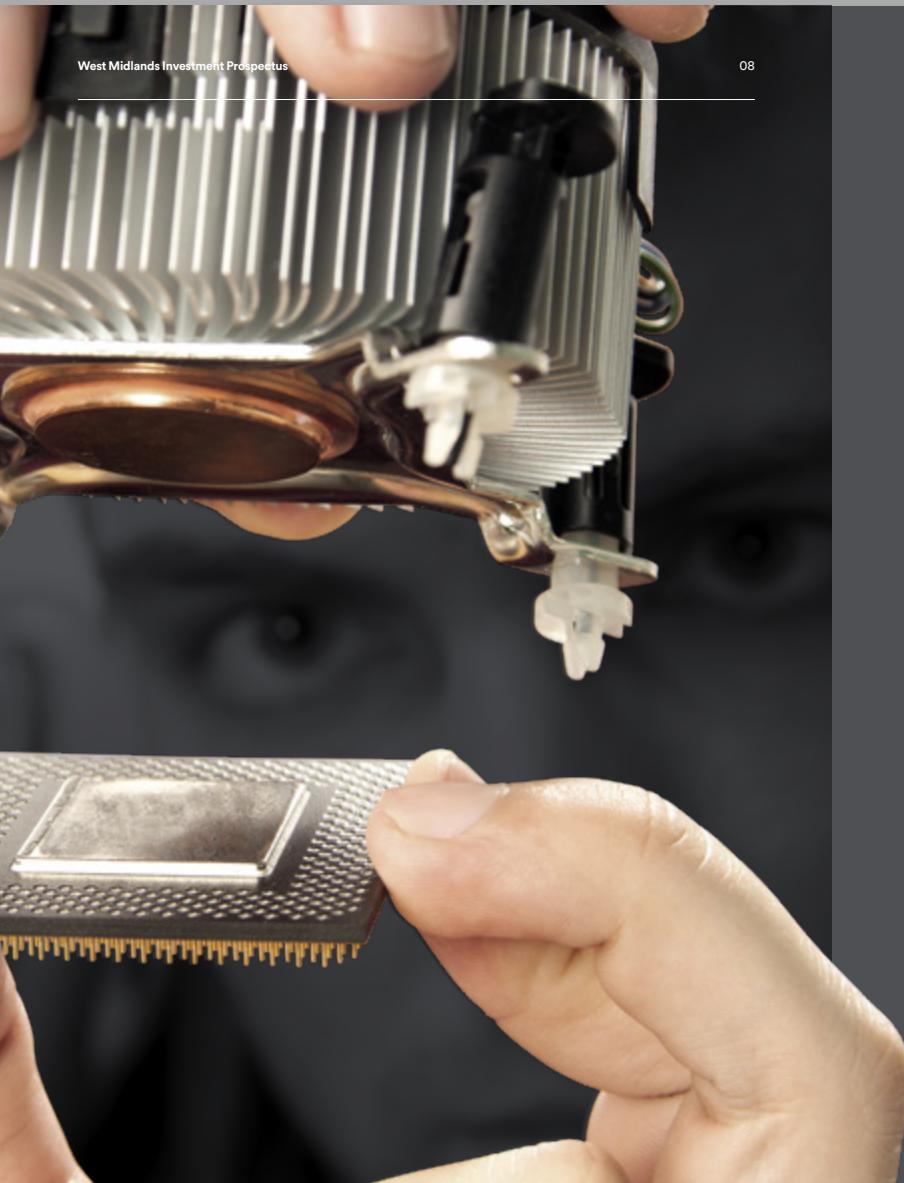
---

### WMCA Circular CapNum Family

Our primary typeface is WMCA Circular CapNum. It is used for headlines and body copy. It is a high-quality typeface that has been selected to ensure clarity and add modernity to our communications, and is a key part of the West Midlands brand identity. There are two weights which are used to add pace and structure to copy. Book, and bold.

If you need a copy of this font, contact the Design Team using the details on the back cover.

For websites and apps, make sure you use the fonts specified in the WMCA Design System ([page 66](#))



## WHY THE UK

The West Midlands is situated in the heart of the United Kingdom - **the world's sixth largest economy and a magnet for investment.**

Our geographic position, global language and Commonwealth ties make the UK the crossroads of the world; renowned for our dynamism and openness.

The fundamentals of the British economy are strong, with the unemployment rate at its lowest for 40 years, [20] quarters of continuous economic growth behind us, and GDP predicted to increase by around 2% over the next year and the year after.

Britain boasts leading businesses and institutions. We have a reputation for innovation. In finance and aerospace, tech and life sciences, the products and services made in the UK shape the way billions live now.

The UK is also a soft power super power, with unparalleled heritage assets and a vibrant modern culture. Whether it's British films winning Academy Awards, British music sweeping the global charts or the BBC broadcasting to millions, our creative industries inspire the world.

The Government has made clear that Brexit will enhance this reputation for trade, dynamism and innovation, not diminish it. The objective of leaving the European Union is to pursue a more open approach to the world beyond Europe – engaging with the fastest-growing nations and boosting economic growth.

To support this, the Government has set out an ambitious industrial strategy. It lays the foundations for a major upgrade to the UK's infrastructure, more high-skilled jobs, and investment in new technologies.

From the industrial revolution two centuries ago to the pro-market reforms of 30 years ago, the UK has always led the way. When it comes to the technological revolution that is transforming our planet, we are determined to do so again.

**6th largest economy**

**No.1 financial centre**

**Europe's top insurance market**

**Four of the world's top ten universities**

**More Nobel Prize winners per capita than the USA**

**Low tax, pro-market economy**

**The world's choice for property investment**

# Typography System

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

---

## Arial Family

To complement our primary typeface, WMCA Circular CapNum, we use Arial as our system font. It should be used for word processing, PowerPoint and letters. It has been chosen as it provides clarity and accessibility and will help create consistent communications and presentations.

# Talent

Our most powerful asset is our people. We are proud to have a young and entrepreneurial population, with more than 1.3 million under 25s living in the region.

**Eight universities**

**52,000 university graduates a year**

**67,000 finance professionals**

# Photography

## An overview

Photography plays an important role in WMCA brand communication and is a powerful way to communicate our brand identity and narrative.

This relies on us using photography of real people, businesses and places. Featuring them is key to showing how WMCA can have a positive effect on the region. Photography should always be engaging, inspiring, eye-catching and should feel natural and unstaged.

Wherever possible we should use real people. People should be natural and in relevant surroundings. A reportage/fly on the wall style of photography may also be used, capturing real glimpses of people in their real lives.

## Less is more

Simple, direct, and honest images are the best way to express who we are to our outside audiences. Our photography should be free of noise and clutter with good depth of field to distinguish between the focal point and the background. Our images are edited with a vibrancy in their colour and contrast and look visually strong.

One way to achieve a strong look is to use single-focus compositions that hold the foreground or subject in sharp focus while allowing the background to go soft or out of focus. We like to use layers within our photography to add depth to the shot.

## More is too much

Be aware of all the essential components of an image before shooting or using them in communications. Avoid using images that are busy, too complicated, out of focus, low resolution, or too darkly lit.

## Use our colour palette

Where possible, part of the image should reflect our primary and secondary colour palette.

# Photography

## Use of Stock Images

There is often a temptation to use an image in every piece of communication which can sometimes lead to sourcing images from royalty free libraries. If stock images are used, ensure that they are a true reflection of West Midlands people, businesses and places. There are guidelines on the purchase of royalty free images on the next page.

- Overused metaphor and cliché stock images should not be used
- If no image is available use a typographic or illustrative/icon treatment

The use of clip art does not represent the brand values of WMCA and is not an ownable style.

Here are some examples of stock imagery that should be avoided.

X



X



X



X



# Photography

## Copyright and Consent

It is imperative that an organisation like WMCA operates within the law. In order to do this, please only use images we own the copyright for.

We have commissioned a [\*\*large bank of images that is available online\*\*](#). These images are all owned by WMCA.

If there is no suitable image within WMCA's own image banks, please ensure you purchase the right to use one from the many royalty free image sites, such as [\*\*Shutterstock\*\*](#). The image could be a photograph, a map, table or infographic.

Any images purchased from these sites should be in line with our guidelines on the previous page.

Before purchase, check the specific terms of use in the license agreement on the site where you find the image, as each site can be different. For example, see the [\*\*Shutterstock License Agreement\*\*](#).

For illustration purposes, the terms may state that you may use the image for non-commercial or educational purposes. (Unfortunately, the terms usually won't define non-commercial or educational purposes so you'll need to make that judgment call.)

**Do not use images found on Google; always assume they are copyrighted.**

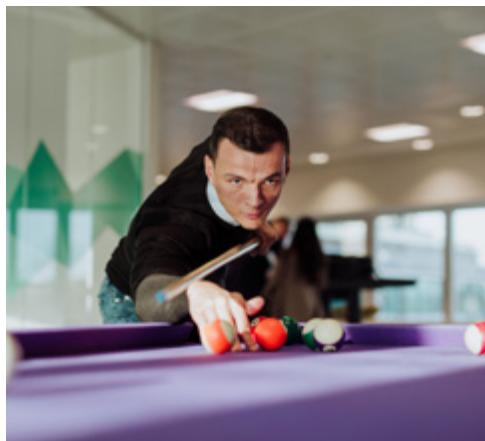
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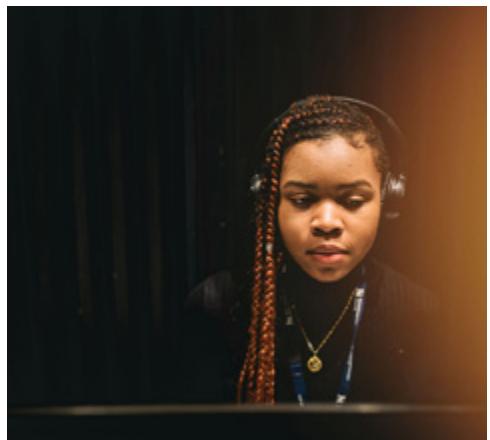
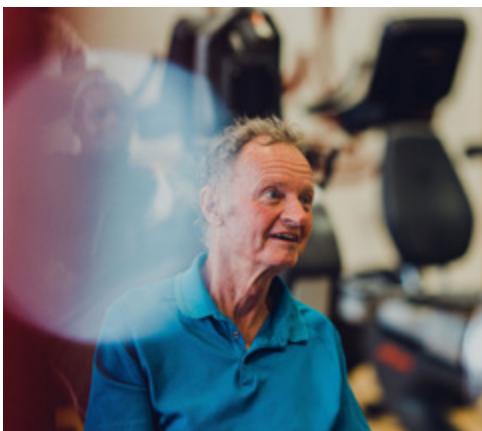
Get written consent from people if you're arranging the photography yourself.

In order to help ensure compliance with data protection law, anybody featured in photography or video for WMCA-wide Communications and Marketing purposes [\*\*must sign this consent form\*\*](#).

Think about the context; avoid showing identifiable people in connection with things that may cause offence.

# WMCA Photography Examples





# Digital Products

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## Design System

WMCA has established a single design language for digital products - all WMCA websites and apps, internal and external, must use this system.

All elements have been rigorously tested to ensure they meet accessibility standards (WCAG 2.1 AA), as required by legislation.

Code is freely available, which ensures a consistent user experience across all digital services.

The design system is constantly evolving and accepts contributions and suggestions.

The design system can be found at  
<https://wmcads.netlify.app/>



**West Midlands**  
Combined Authority

If you have any design or usage queries,  
please contact the WMCA Design Team:

**[designteam@wmca.org.uk](mailto:designteam@wmca.org.uk)**