

# LOGO USAGE GUIDELINES

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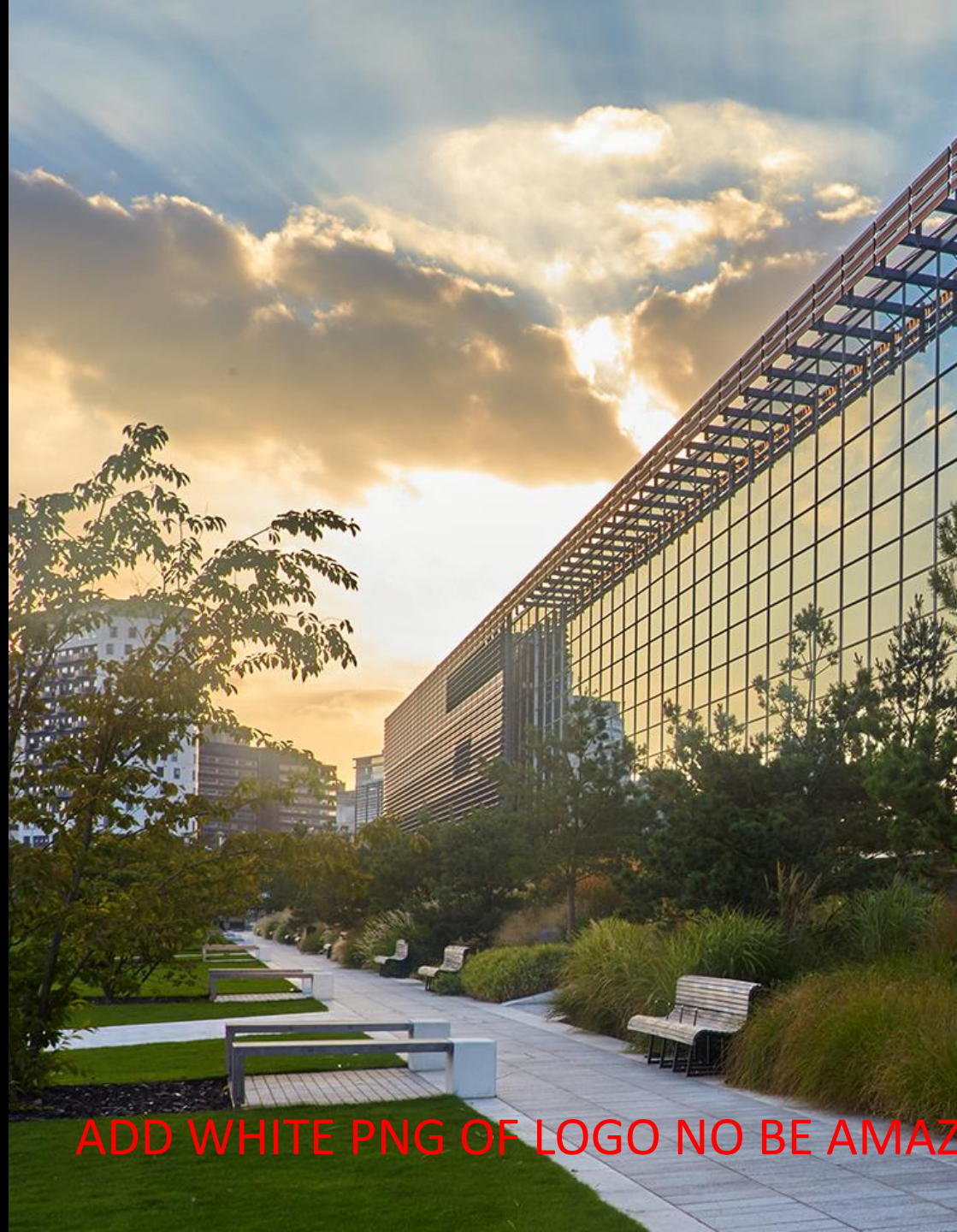


# OUR LOGO IS IMPORTANT TO US

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It is a signifier to the world of the projects we run, the activities we deliver and the support we give

We ask anybody who is given permission to use our logo to follow the guidelines laid out in this document



ADD WHITE PNG OF LOGO NO BE AMAZ

# LOGO TYPE

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Our primary logo consists of two elements: The 'MP' Marque and the logotype.

No organisation other than Millennium Point should use the MP Marque element on its own without the accompanying logotype.

The strapline 'Be Amazed' appears at the designers discretion and must always be placed as illustrated on this page



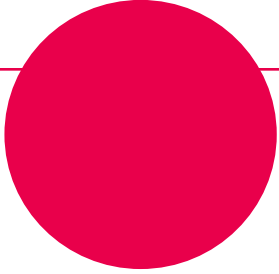
# BRAND COLOURWAY

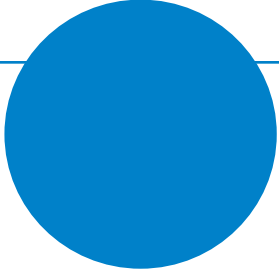
## Colour Breakdown

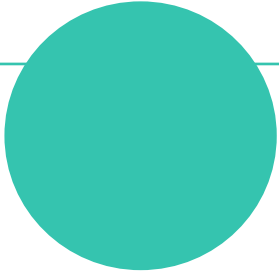
These colours have been chosen to represent Millennium Point and should be used in all visual communications, print and online

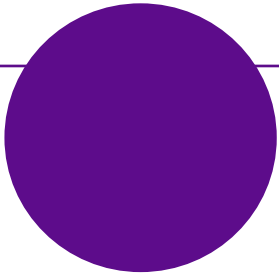
No colour has hierarchy over the others and should be used at the designer's discretion to work within the context of the project / artwork

A black and a white version of the logos also exists and can be substituted for a colour one if required

CMYK	RGB		PANTONE
0	233		PMS 1925
100	0		
53	75		
0			

CMYK	RGB		PANTONE
100	0		PMS PROCESS
28	129		BLUE
6	201		
1			

CMYK	RGB		PANTONE
55	53		PMS 3258
0	196		
6	175		
1			

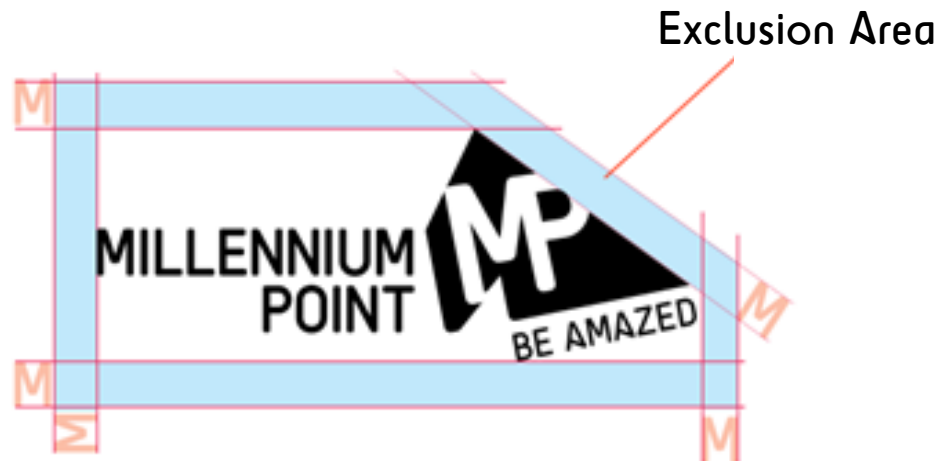
CMYK	RGB		PANTONE
0	233		PMS 1925
100	0		
53	75		
0			

# LOGO EXCLUSION ZONE

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The blue exclusion area surrounding the logo must be kept clear with no encroaching into the area.

The exclusion area for both logo versions is defined by the height of the 'M' in Millennium Point



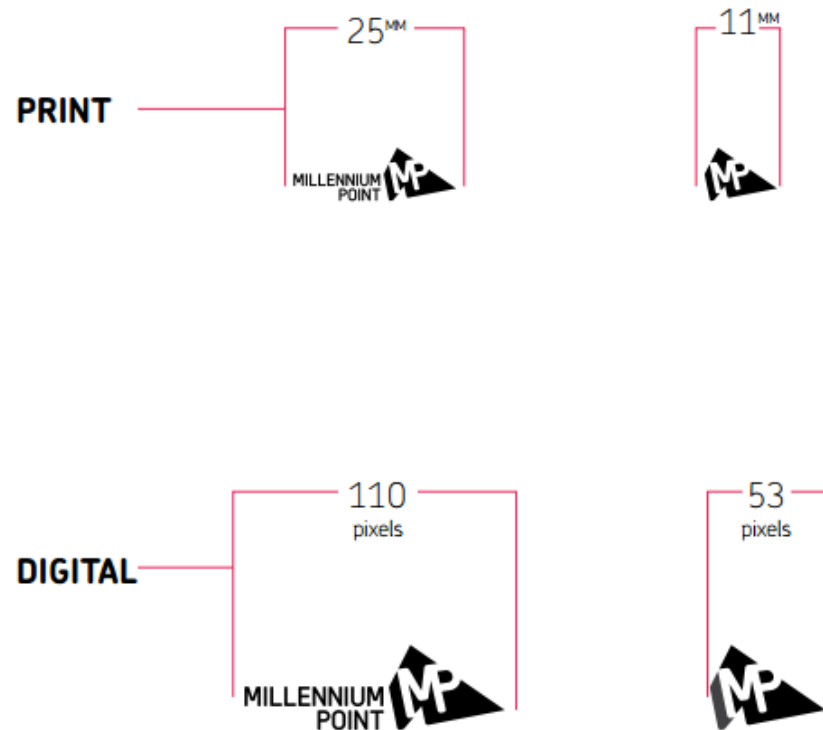
# LOGO SIZE RESTRICTION

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To avoid the logo becoming too small and illegible, minimum sizes have been specified based on the length of the logo

For print applications the logotype should not be smaller than 25mm (and the logo marque 11mm)

For digital applications the logotype should not be smaller than 110 pixels and the marque no smaller than 53 pixels



# INCORRECT LOGO USE

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## Restricted Practice

**Do Not:** Use a colour than those authorised

**Do Not:** Place images inside the logo

**Do Not:** Alter the orientation of the logo

**Do Not:** Colour parts of the logo differently

**Do Not:** Re-arrange the logos elements

**Do Not:** Use a different font

**Do Not:** Enclose the logo in a shaped area

**Do Not:** Use the logotype without the marque

**Do Not:** Outline the logo



# DESIGN APPLICATION

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# STATIONERY

## Examples

Examples of the brand identity applied to printed stationery.



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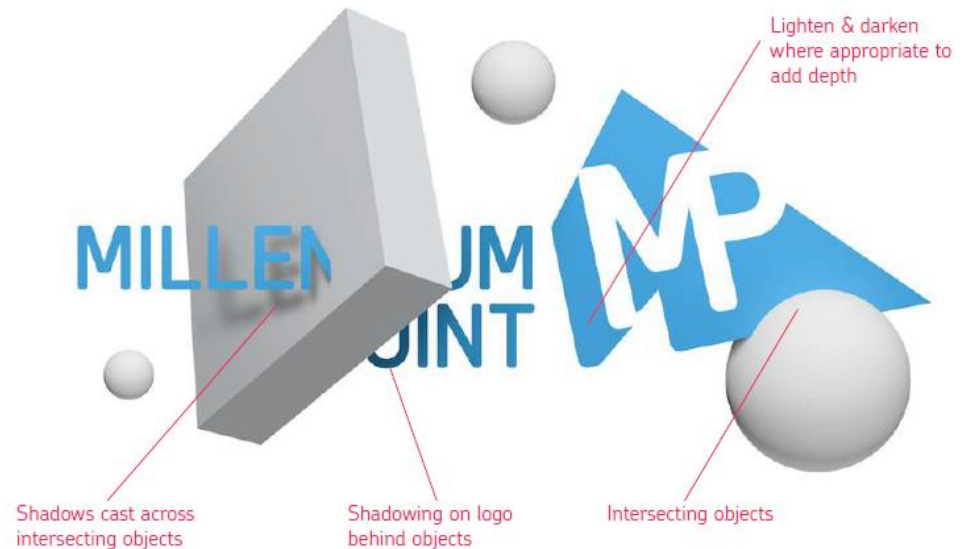


# LOGO TREATMENT

## Interactive Aspect

Where possible, the logotype and MP logo marque should take on a playful nature by interacting with photographic elements.

The examples on the right show some simple pointers for creating a visual with the correct look and feel.



Be aware of the images lighting set up



Shadowing on buildings



# APPROVAL & CONTACT

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## Further Support

We encourage you to be innovative with your communications, but if you are ever in doubt simply contact:  
**Brand@millenniumpoint.org.uk**

Millennium Point  
Curzon Street  
Birmingham  
B4 7XG  
0121 202 2200

It is your responsibility to adhere to the brand guidelines and maintain the identity by keeping things consistent. A great way to check if your choices are on brand is to ask yourself:



Is it helping to unlock the pleasure and discovery of learning?



Does it sit in line with the brand personification?



Are the following brand attribute key words describing it?

- Big
- Stunning
- Surprising
- Engaging
- Buzzing
- Alive
- Constantly changing