



MIDLANDS  
FUTURE  
MOBILITY

# Identity Guidelines

Version 2 – Nov 2020

## Logomark

Our primary logomark consists of our name, display stacked and encircled by our brand device.

Our brand device is a collection of four circles that represent the four aims of Midlands Future Mobility;

- improving safety
- improving traffic flow / energy efficiency / air quality
- improving comfort and convenience for all
- freeing up time

The primary colourway is wording in black, circles in green.



## Logomark

You can also use our logomark in the following other colour combinations, all using colours from our brand palette:

- Black wording / blue device
- Black wording / orange device
- White wording / white device
- Black wording / black device



The white version should be used against darker imagery and block coloured backgrounds.

The black version of the logomark should be used against a light background or image, and only if none of the other colour combinations work well.

We never use any other coloured version of the logomark.



## Logomark considerations

Always allow for a minimum exclusion zone around the logomark.

Use the letter 'O' from the word 'Mobility' to measure the correct amount of clear space.

To ensure the logomark is always legible and clearly visible, it must not be used at a size smaller than 25mm in width.

Don't stretch, distort, recolour or change the logomark in any way.

The brand asset pack contains the logo as a jpg, png and eps file.



## Wordmark

When space dictates a more compact representation of our brand, we use a wordmark only version.

We only use the wordmark in black or white, dependent on the wider design and the colour it will sit on.



MIDLANDS  
FUTURE  
MOBILITY



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MOBILITY



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FUTURE  
MOBILITY

## Wordmark considerations

Always allow for a minimum exclusion zone around the wordmark.

Use the letter 'O' from the word 'Mobility' to measure the correct amount of clear space.

To ensure the wordmark is always legible and clearly visible, it must not be used at a size smaller than 20mm in width.

Don't stretch, distort, recolour or change the wordmark in any way.

The brand asset pack contains the logo as a jpg, png and eps file.

Minimum exclusion zone



Minimum size

MIDLANDS  
FUTURE  
MOBILITY



20mm

# Strapline

Our strapline expresses what Midlands Future Mobility does in a clear and direct way.

It should always feature within a design, however there are various ways it can appear;

- as a centre-aligned title (a)
- as a left-aligned title (b)
- with a distant alignment relationship with the logo (c)
- in a direct lock up with the logo (d)

The various versions of the strapline are available in our brand asset pack.

(a)



(c)



(b)



**Accelerating  
future mobility  
solutions**

(d)

**MIDLANDS  
FUTURE  
MOBILITY**

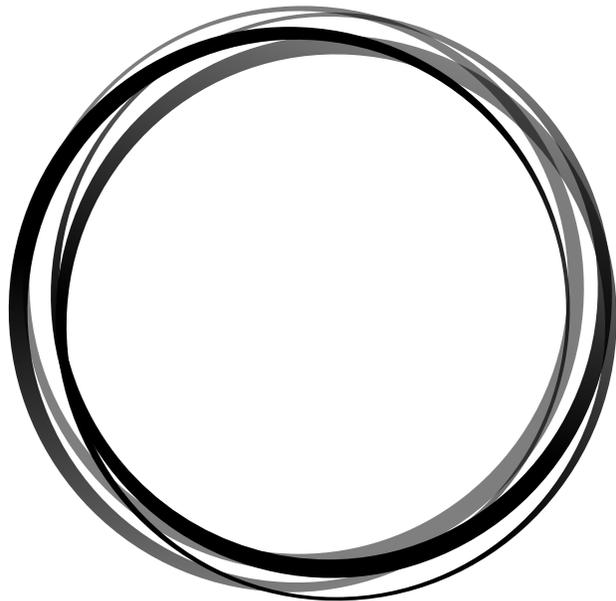
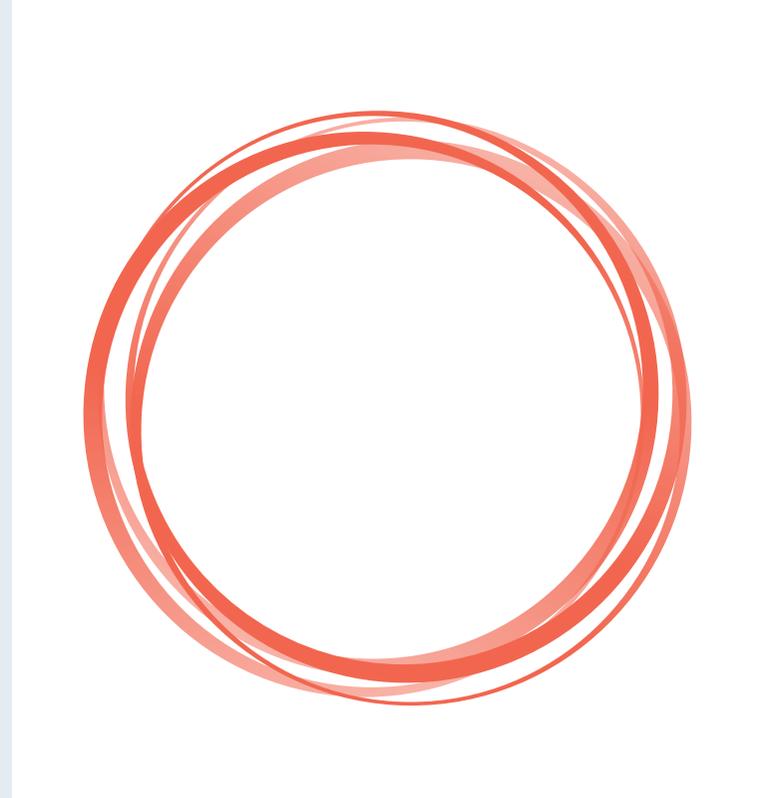
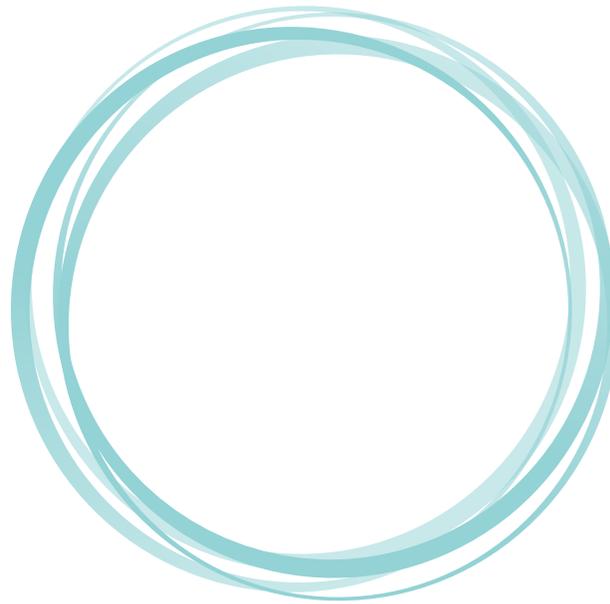
Accelerating future  
mobility solutions

## Brand device

The brand device creates a feeling of movement and brings a driving energy to our identity.

We use this device to hold content, icons or to create focus within an image.

The device is available in green, orange, blue, white and black in our brand asset pack.



# Colour palette

Our colour palette is forward-facing and helps make us stand out.

It's important that it is used with care, making sure that the colours are working together, and not against each other.

Our primary colour is modern green. We use this colour in all designs, alongside white and black.

Our secondary colours are warm orange and soft blue. We use these colours to highlight a call to action or to support the green.

We use the cool grey as an alternative option to white, for a subtle background colour.

Sometimes we use a tint of the soft blue and cool grey, at 75%, 50% or 25%, when a lighter colour is needed.

PRIMARY

**Rich black**

**CMYK: 40/40/40/100**

**RGB: 0/0/0**

**#000000**

**Modern green**

**CMYK: 84/22/69/7**

**RGB: 0/135/102**

**#008766**

SECONDARY

**Warm orange**

**CMYK: 0/75/71/0**

**RGB: 235/93/70**

**#eb5d46**

**Soft blue**

**CMYK: 41/1/17/0**

**RGB: 162/213/218**

**#a1d4d9**

**75%**

**Tint**

**50%**

**25%**

BACKGROUND

**Cool grey**

**CMYK: 5/0/0/5**

**RGB: 236/242/246**

**#ecf1f5**

**75%**

**Tint**

**50%**

**25%**

## Typography

Our primary font is Euclid Circular A.

We use it in two weights:  
**Regular & Semibold.**

We use Regular for all body copy.

**We use Semibold for titles.**

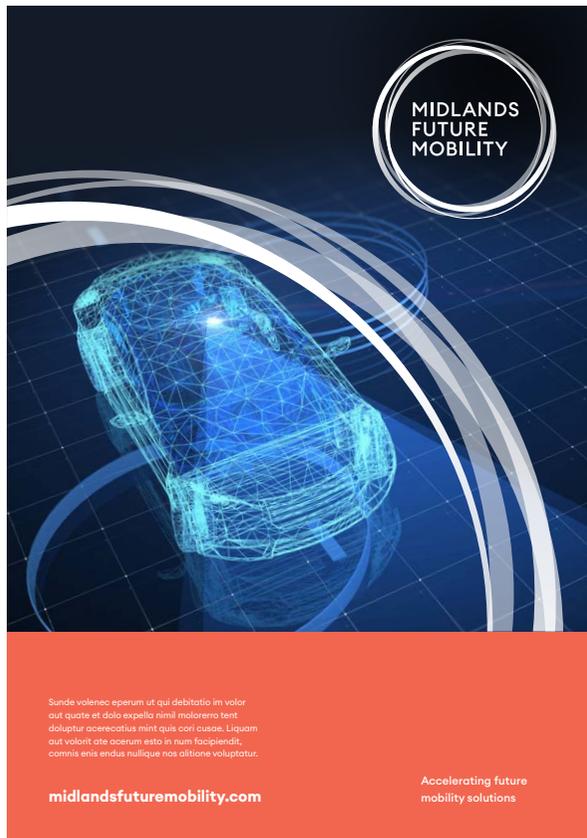
For internal documents (PowerPoint, Word etc.),  
we use **Arial** in place of Euclid Circular A.

Euclid Circular A is a paid commercial font.



# Layout

The three adcepts below demonstrate how the brand elements of logomark, device, colour and typography come together to create engaging communications.



# Icons

Sometimes we use simple icons to help explain the Midlands Future Mobility infrastructure.

If you need to create any additional icons, make sure they are simple in design. They should be block colour preferably, rather than an outline.

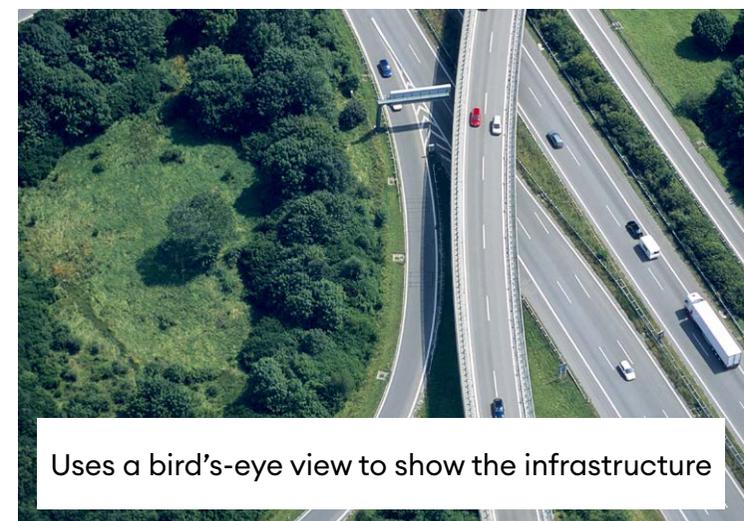
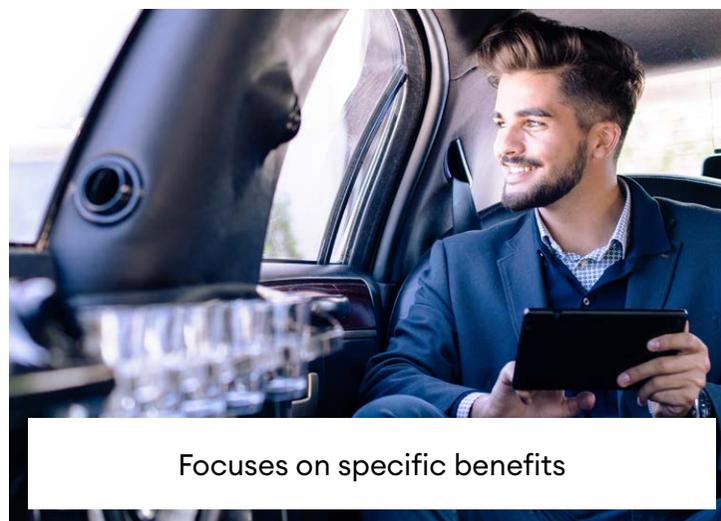
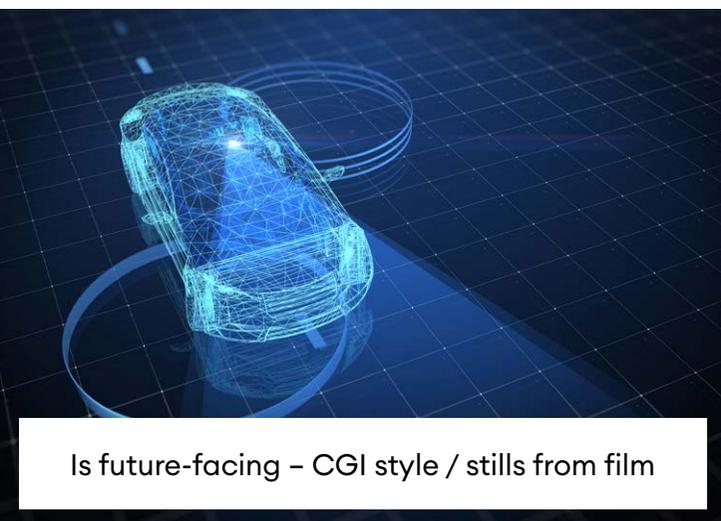
Icons can be housed within the circular brand device or appear by themselves.



# Imagery

The imagery we use should always aspire to be dynamic, engaging and purposeful.

Below are some examples of types of imagery we might use.



## Tone of voice

In our written communications, we use an engaging and informative tone of voice.

The language we use is accessible, clear and compelling and focused on the benefits of the Midlands Future Mobility project – for people, companies, the environment and technological advancements.

While we are dealing with complex technology much of the time, we steer clear of dry, technical terminology and acronyms wherever possible.

# The journeys of tomorrow start today

**Midlands Future Mobility will be developing new technologies quickly, connecting passengers and goods with vehicles in new ways.**

Together, we are developing a unique environment that will enable the testing of cutting-edge automotive and communications technologies.

## Our Partners

We work with a team of industry and academic experts, transforming the way we experience transport.

Here you can see our up-to-date partners as of 2020.

Partner logos can be supplied upon request.



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# Thank you

For more information or advice about  
using our brand, please contact  
Midlands Future Mobility

[enquiries@midlandsfuturemobility.co.uk](mailto:enquiries@midlandsfuturemobility.co.uk)  
[www.midlandsfuturemobility.co.uk](http://www.midlandsfuturemobility.co.uk)