



Made in Derbyshire
Brand Guidelines

2015 has been designated a year of celebrations and activities exploring the cultural life of Derbyshire involving arts, libraries, heritage, archives, festivals, museums, landscape and sport. To support the year, Culture Derbyshire commissioned the creation of a marque that could act as a mechanic to identify any event, product or person as being part of the 'Made in Derbyshire' year of countywide celebrations.

The 'Made in Derbyshire' campaign will promote the Derbyshire economy nationally as well as locally through culture, heritage and sports events together with associated products and festivals. It is designed to bring together new as well as existing events and activities and promote them to a broader audience by highlighting specific events and products unique to our county.

Derbyshire based creative marketing agency Origination, having been commissioned to undertake this project, commenced the process of creating a campaign marque by considering the many facets of its use. These included how a marque could be applied to a diverse range of products and services – from dry stone walling and well dressing to food and drink manufacture. Consideration also needed to be given to how it could remain timeless, being seen as valid and useful long after 2015 had finished.

For the wording 'Made in Derbyshire', the agency selected a very traditional-looking typeface entitled Gotham. This comparatively new font has remarkable similarities to the one used to inspire and inform passengers for many decades in British Railways' publicity material and signage – an industry synonymous with Derbyshire for 175 years.

Origination complemented the use of this sans serif font with the introduction of vibrant shades of green. This colour was chosen to echo the complexity and variety of landscape and rolling countryside that spans the length and breadth of Derbyshire.

Gotham Bold

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ123456**

Creating the brand

In exploring a host of visual elements to use within the marque, some more traditional than others, Origination also had to consider brand flexibility to further encourage future use.

By offering a potential user the ability to reproduce the marque in any colour combination – including their own company/organisation branding – it should remove the often restrictive practices imposed by brand guidelines – especially in areas which are commercially or environmentally sensitive.

Following examination of the county's archives collection, a compass which appeared on an 18th century map of the area, proved to be the inspiration for central element of the finalised marque.

In the centre of the marque now appears the Derbyshire rose, a flower that has appeared on crests and coats of arms in the county since the 1400s. Over the last 100 years or so, many organisations and institutions have adopted the use of a Derbyshire rose in a variety of guises, including Derbyshire County Cricket Club, Derbyshire Building Society, the University of Derby and Derbyshire County Council, to name a few.

For more than 300 years Derbyshire people and their thinking, have influenced so much of what happens around the world today; from the development of the jet engine that powers aircraft around the globe, to the hot dog and the plimsoll line, to the steel and brick used to shape St. Pancras Railway Station. By replacing the traditional ornamental flower located at the centre of the compass with a Derbyshire rose, Origination very much felt they were symbolically placing the county as a whole at the very centre of innovation – past, present and future.

To give further flexibility and encourage even wider use of the 'Made in Derbyshire' marque, Origination has also created more linear typographical versions, which can be used with or without reference to the year 2015.



This document provides guidelines for the use of the 'Made in Derbyshire' marque, for everything from stationery to signage.

These guidelines have been laid out in a simple, but informative, way to provide hopefully a clear understanding of use of the marque.

By following these guidelines, you will help reinforce the 'Made in Derbyshire' brand.



Primary Marque

The 'Made in Derbyshire' marque should be used with a clear space around it. This is known as an 'exclusion zone'.

To calculate the exclusion zone a simple formula has been devised (see opposite), using the triangle element of the marque to demonstrate the minimum space required when using the device.



Secondary Marque

The use of the secondary 'Made in Derbyshire' marque is no different and requires clear space around it.

Once again, the calculation for the exclusion zone is the use of the triangle element of the marque to create the space required.





Gotham Bold

Typography plays an important role in communicating tone and quality. Careful use of typography reinforces and ensures clarity and harmony in all communications.

The following typeface should always be used for printed materials associated the 'Made in Derbyshire' marque.

Please note that this font is used for all marketing and signage communication pieces. When personalising or overprinting documents - e.g. when writing letters, producing reports or sending faxes - the family of 'Arial' typefaces should be used.



**MADE IN
DERBYSHIRE**

Gotham Bold

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**



Colour is an important part of the 'Made in Derbyshire' marque, providing visual coherence and recognition when used consistently.

Shown are all variations of the 'Made in Derbyshire' marque as well as all colour references and values.



Process Black



CO M0 YO K100



**MADE IN
DERBYSHIRE 2015**



Pantone 382C



C28 M0 Y100 K0



**MADE IN
DERBYSHIRE 2015**



Process Black 60%



CO M0 YO K60

By offering a potential user the ability to reproduce the 'Made in Derbyshire' marque in any colour combination - including their own company/organisation branding - it should remove the often restrictive practices imposed by brand guidelines - especially in commercially or environmentally sensitive areas.

Derbyshire County Council



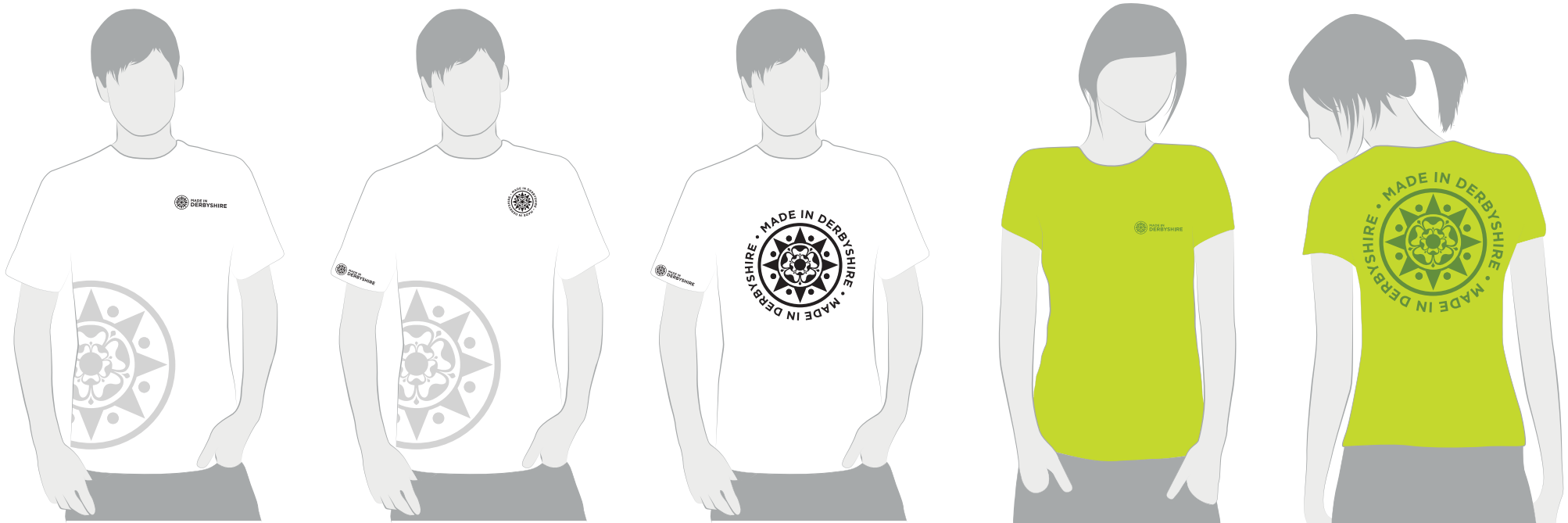
**MADE IN
DERBYSHIRE 2015**

Derbyshire County Cricket Club



**MADE IN
DERBYSHIRE 2015**

The 'Made in Derbyshire' marque can be adapted to be used commercially, as the example below highlights reproduction on clothing.



The 'Made in Derbyshire' marque can also be used on merchandise, as seen below on a pin badge.



The 'Made in Derbyshire' marque offers flexibility for use on point of sale.

