Central District Alliance

Brand Guidelines
June 2021

Contents

Our vision is to be recognised as
London's most progressive BID, inspiring
a sense of pride and discovery in our local
area, and connecting people in a shared
purpose to realise the full potential of
this diverse part of London.

Our brand framework

Our purpose Why we exist	We exist to further the economic objectives of our levy-payers within the context of our wider ecosystem.			
Reasons to believe We contribute by acting as...	Facilitators		Custodians	Ambassadors
Our vision What we're doing this for	Our vision is to be recognised as London's most progressive BID, inspiring a sense of pride and discovery in our local area, and connecting people in a shared purpose to realise the full potential of this diverse part of London.			
Brand pillars The foundations on which our vision is built	**Progressive** We ignite positive change and move things forward; we innovate, and aren't afraid to challenge the status quo and think differently if it delivers the best results for our members and wider community.	**Inspirational** We're aspirational, and inspire discovery and participation; we celebrate the diversity of our members and our local area and all of the benefits that it brings to this part of London.	**Collaborative** We're a facilitator; we create meaningful connections between individuals, businesses, and places, and support our members and other stakeholders to work together to achieve their shared goals.	**Impactful** We maximise the potential within our local area and raise its profile further afield; we deliver real-world results and think long-term and big picture; our work makes a difference and adds real value.
Brand values The essence of our brand	Diversity	Inclusivity	Creativity	Sustainability	Accountability
Our proposition Why we matter	We inspire discovery and positive change, creating opportunities for everyone to flourish, in one of London's most diverse and well-connected areas.			

How we look

Logo

Typefaces

Colours

Central District Alliance

Freight Big

Medium
Bold

Proxima Nova

Regular
Semibold
Bold

White	Dark Grey	Lime

Pale Grey	Mid Grey	Dark Green
Teal	Mid Blue	Royal Blue

To ensure consistency and brand recognition, there are some rules that we follow when using our brand and creating branded collateral.

A modern serif font feels both professional and human, aligning with our brand pillars and values and having appeal across our different audiences; it also speaks to both the historical and modern parts of our districts

Central District Alliance

Different weights for the two parts of our name enables us to add emphasis where we choose; to the physical place, or to our organisation

Our roundel is made up of two equal halves (our C and D) representing the different parts that make up our ecosystem, their unification into a whole, and how they create something that is more than the sum of its individual parts; a true alliance and representation of our role as a connector and our values of diversity, inclusivity, and sustainability

The circle is also recognised as a symbol of unity, and has a friendly, encompassing, and inclusive feel representing our pillar of collaboration and our value of inclusivity

The circle is also used as a marker to represent the exact centre of something, acting as a literal representation of our physical geography

We use our logo and explainer separately
as much as possible. This enables us to tailer the
level of explanation needed (e.g. BID or Business
Improvement District) to specific audiences without
having to repeat ourselves. It also helps up build
up brand value in our name.

Where it isn't possible to include a separate
explainer, and we are talking to an audience
who don't know us, then we use our Explainer
Version Logo.

Central District Alliance

The BID for Holborn
and Clerkenwell
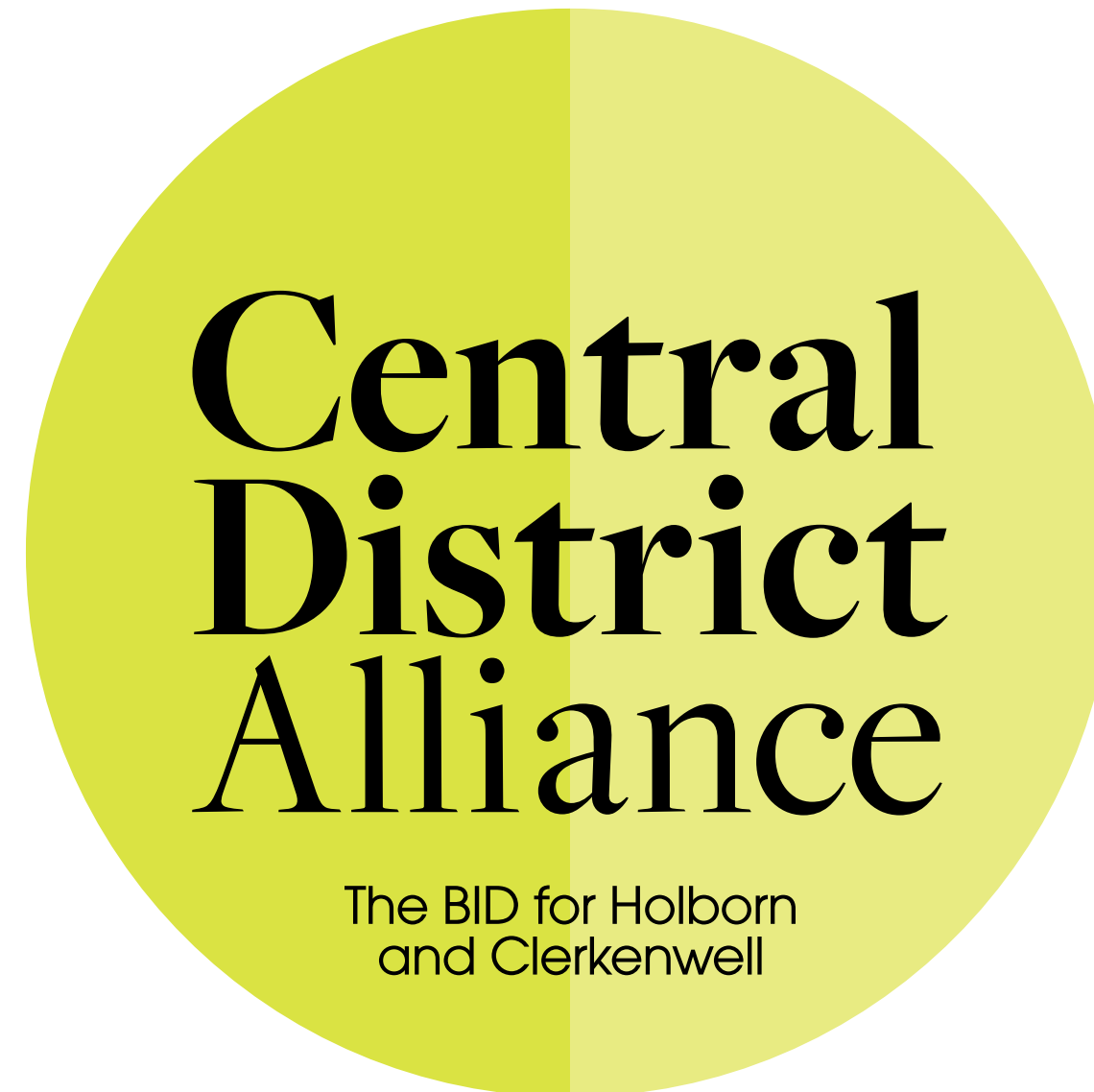
Logo colour

Our logo is available in three colourways:
Colour / White / Black

It should only used from the approved
logosuite and not edited in any way.

On occasion a specialist print process may
be required. For this the black + white logo
must be used with either a black foil or
blind deboss.

Colour

Central
District
Alliance

White

Central
District
Alliance

Black

Central
District
Alliance

Logo size

Our logo should look consistent and balanced across different size formats.

The table opposite provides guidance for sizing the logo for standard A-Size formats.

For non-standard formats use this table as a starting point and exercise best judgement.

Logo minimum size

The minimum size for our logo is a width of 20mm in print, and 100px in digital applications. Bear in mind that this is an absolute minimum so always try to size it larger to maximise brand visibility.
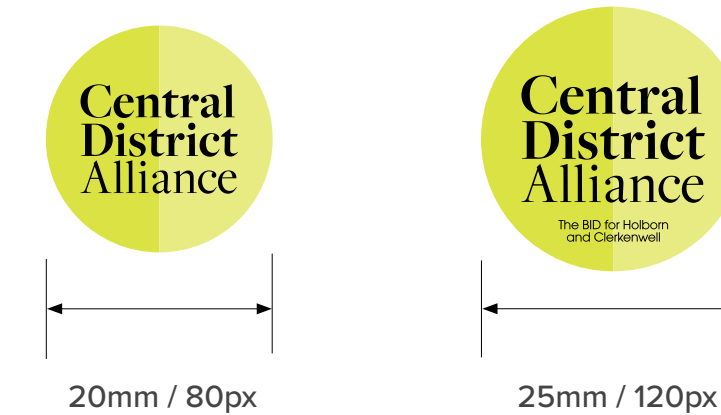
Recommended minimum logo size for standard A-Size formats

Format	Logo width
A6	30mm
A5	40mm
A4	50mm
A3	60mm
A2	80mm
A1	100mm

These sizes are the same for portrait and landscape format equivalents.

Absolute minimum size

20mm / 80px wide

20mm / 80px

25mm / 120px

Because our roundel is self-contained its positioning within a layout can be flexible.

We have four positions that should be used whenever possible to ensure brand consistency.

Within layouts

When using our logo it should always be right aligned and placed in the top or bottom corner.

If the design has been created with two distinct sections, the logo should then sit right aligned and vertically across the division, i.e. centred at the point where the image and colour block meet, as shown.

Promotional items

When using just the logo or a simple branded message, it is horizontally and vertically centred across the promotional item.
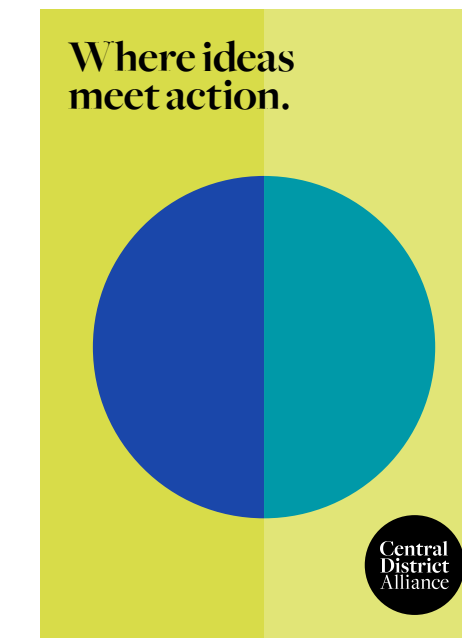
Layouts

Vertically centred where image and colour block meet

Bottom right

Top right

Promotional items

Centred

Logo clear space

To ensure that our logo stands out we add a clear space around it into which no other element can be placed.

The clear space diameter (c) should be a minimum of the space between the circle edge (a) and word mark (b) of the logo as shown here.

(c)

Central District Alliance

(a)   (b)

Logo don'ts
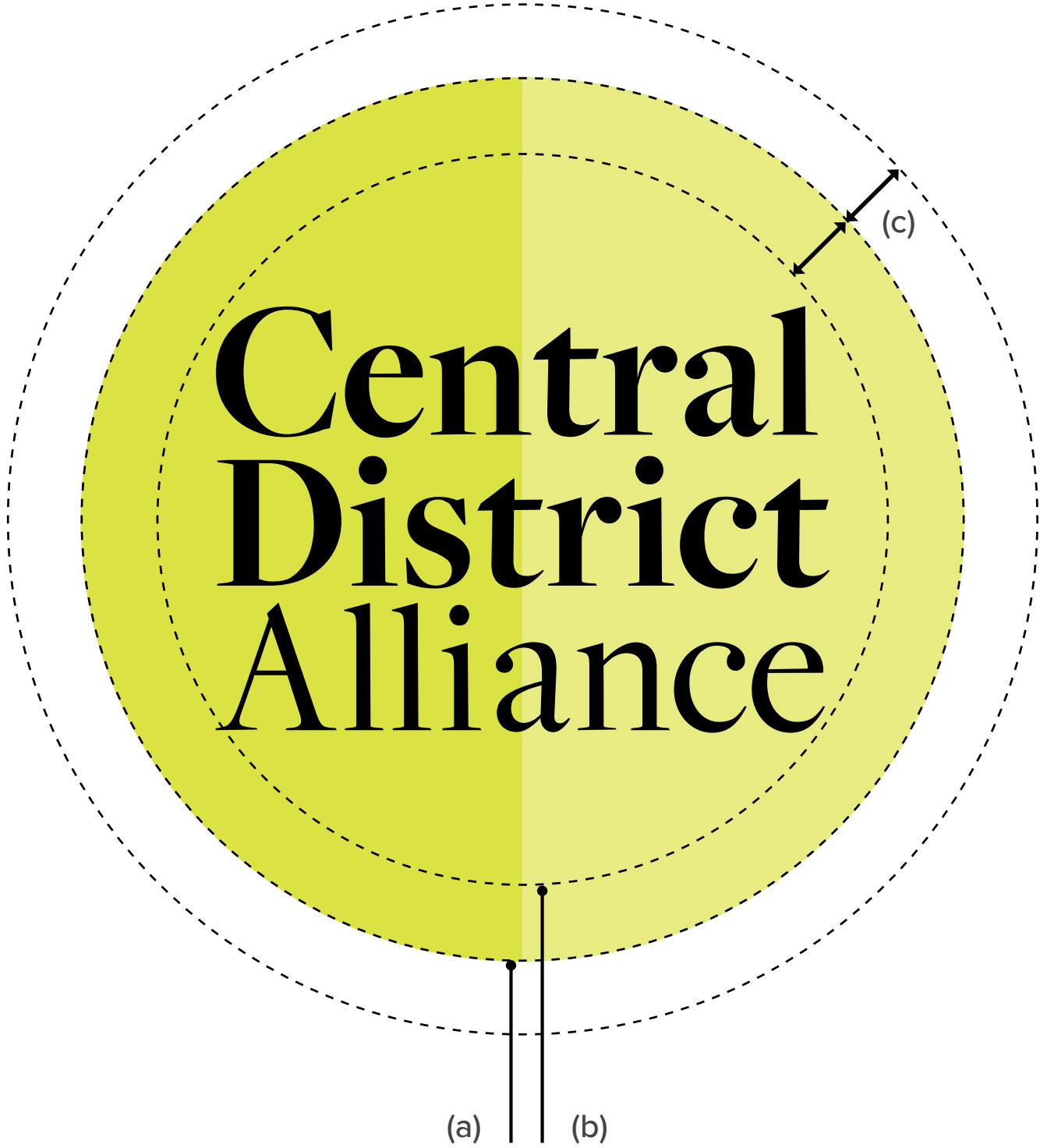
X Don't use a logo version that doesn't have enough contrast with the background colour or image.

The exception to this rule would be when using contrasting substrates e.g. a foil-blocked logo on a matt paper or fabric background.
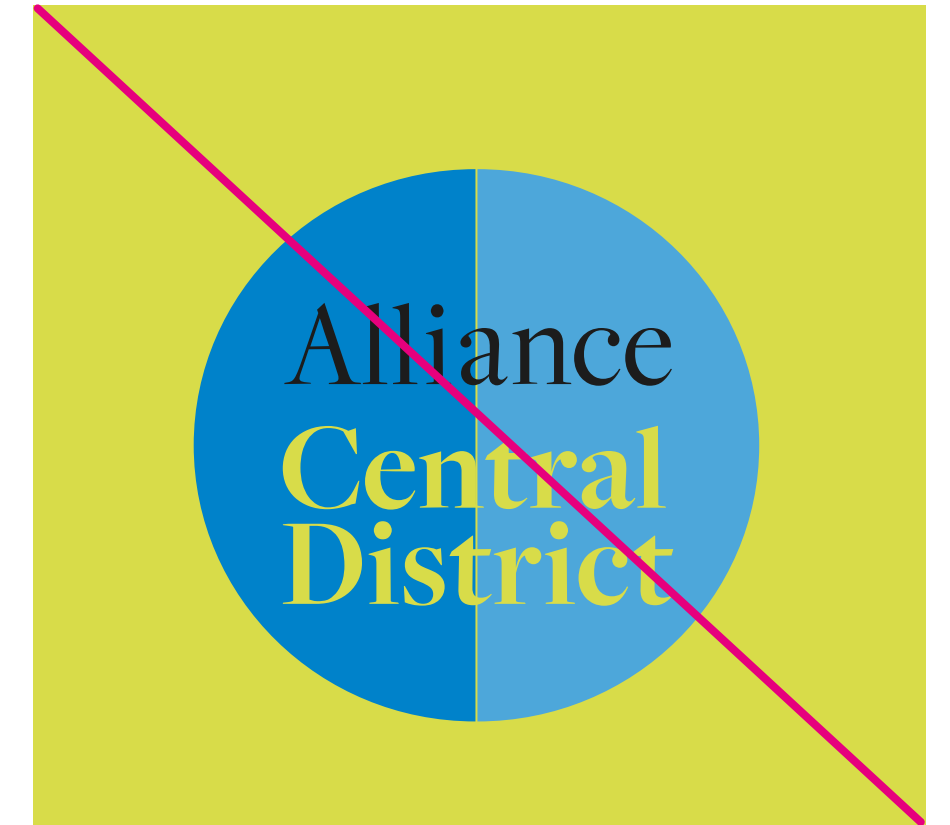
X Don't crop into the logo or bleed off the page. The logo should never be stretched or distorted.

X Don't break the clear space rules. The logo must not sit too close to borders or other elements.

X Don't sit the logo above or below the horizontal design break. It must always sit centrally through these two sections.

X Don't change the master logo artwork or the position of elements within our logo lockup.

Brand colours

Core colours

White

PMS n/a
c0 m0 y0 k0
r255 g255 b255
HTML ffffff

Dark Grey

PMS Process Black 85%
c0 m0 y0 k85
r68 g68 b68
HTML 444444

Lime

PMS 380
c23 m0 y81 k0
r218 g227 b67
HTML DAE343

Complementary colours

Pale Grey

PMS Warm Grey 1
c3 m3 y6 k7
r224 g222 b216
HTML E0DED8

Mid Grey

PMS 400
c6 m7 y11 k16
r203 g199 b191
HTML CBC7BF

Dark Green

PMS 384
c45 m28 y100 k12
r2148 g147 b0
HTML 797D25

Teal

PMS 320
c100 m0 y30 k2
r0 g154 b166
HTML 009AA6

Mid Blue

PMS Process Blue
c100 m13 y1 k2
r0 g136 b206
HTML 0088CE

Royal Blue

PMS 286
c100 m75 y0 k0
r0 g57 b166
HTML 0039A6

Freight Big

Medium
Bold

Proxima Nova

Regular
Semibold
Bold

Proxima Nova

Regular
Semibold
Bold

Our brand typefaces are Freight Big and Proxima Nova.

We use them in different ways depending on where we are using them and what we are saying.

Our header font is always in sentence case Freight Big Bold.

We can also use Freight Big Medium for short standfirsts when we are introducing a longer bit of copy.

Leading should be set to 105% e.g. 40pt type on 42pt leading.

We use Proxima Nova in sentence case for **all body copy.**

Occasionally we may need a heavier weight version, for example, when reversing text out of an image at a small point size. In these circumstances, to preserve legibility, we use Proxima Nova Semibold or Bold.

Leading should be set to 120% e.g. 10pt type on 12pt leading ('auto' in InDesign).

We use Proxima Nova in sentence case for **labels, image captions, and disclaimers** when a smaller point size is needed.

Leading should be set to 120% e.g. 7pt type on 8.4pt leading ('auto' in InDesign).

Georgia
Regular
Bold

Arial
Regular
Bold

Arial
Regular
Bold

When we can't use our brand typefaces, we use Georgia and Arial. They are standard websafe fonts, making them accessible for all users.

Only use Arial and Georgia when Freight Big and Proxima Nova are not available such as when using PowerPoint or some online applications.

Same roles and styles

Arial is used in the same way as Proxima Nova, and Georgia is used in the same way as Freight Big.

Our **alternative header font** is Georgia.

We also use Georgia for short standfirsts when we are introducing a longer bit of copy, in either Regular or Bold.

Our **alternative body copy font** is Arial, and can be used in both Regular and Bold.

We use Arial in sentence case for **labels, image captions, and disclaimers** when a smaller point size is needed.

Image style

Our people and lifestyle imagery is natural and un-posed, with a focus on activity and collaboration. It should capture the variety and diversity within our districts.

When we can't show people within our own districts, for example when using stock imagery, the background should be cropped close or show a generic, unidentifiable background.

We use both black and white and colour photography:

Colour imagery

Our colour imagery should be soft and convey an open, friendly feel. It should use warm, natural colour tones.

B&W imagery

Our black and white imagery is high contrast. We use it when we want to create a striking hero image.

We can also convert colour images to black and white when they don't fit into our warm colour palette to ensure all our images have a consistent feel.

Warm, natural, and soft

High contrast and striking

Images are subject to copyright laws, please check before use.

Colour imagery examples

Images are subject to copyright laws, please check before use.

B&W imagery examples

Our patterns

Our patterns are bold and modern and allude to the fact that our district is more than the sum of its parts.

They are linear, angular, and directional to contrast with our roundel.

When to use

We use our patterns when we want to add depth or texture to make a layout more interesting, but we don't want to use photography.

Where to use

We use them for things like the inside of covers, or backgrounds on promotional items, or pattern fills.

Note that discretion should be used and patterns should not be over-used within a single piece of collateral to the point that it becomes too busy or heavy.
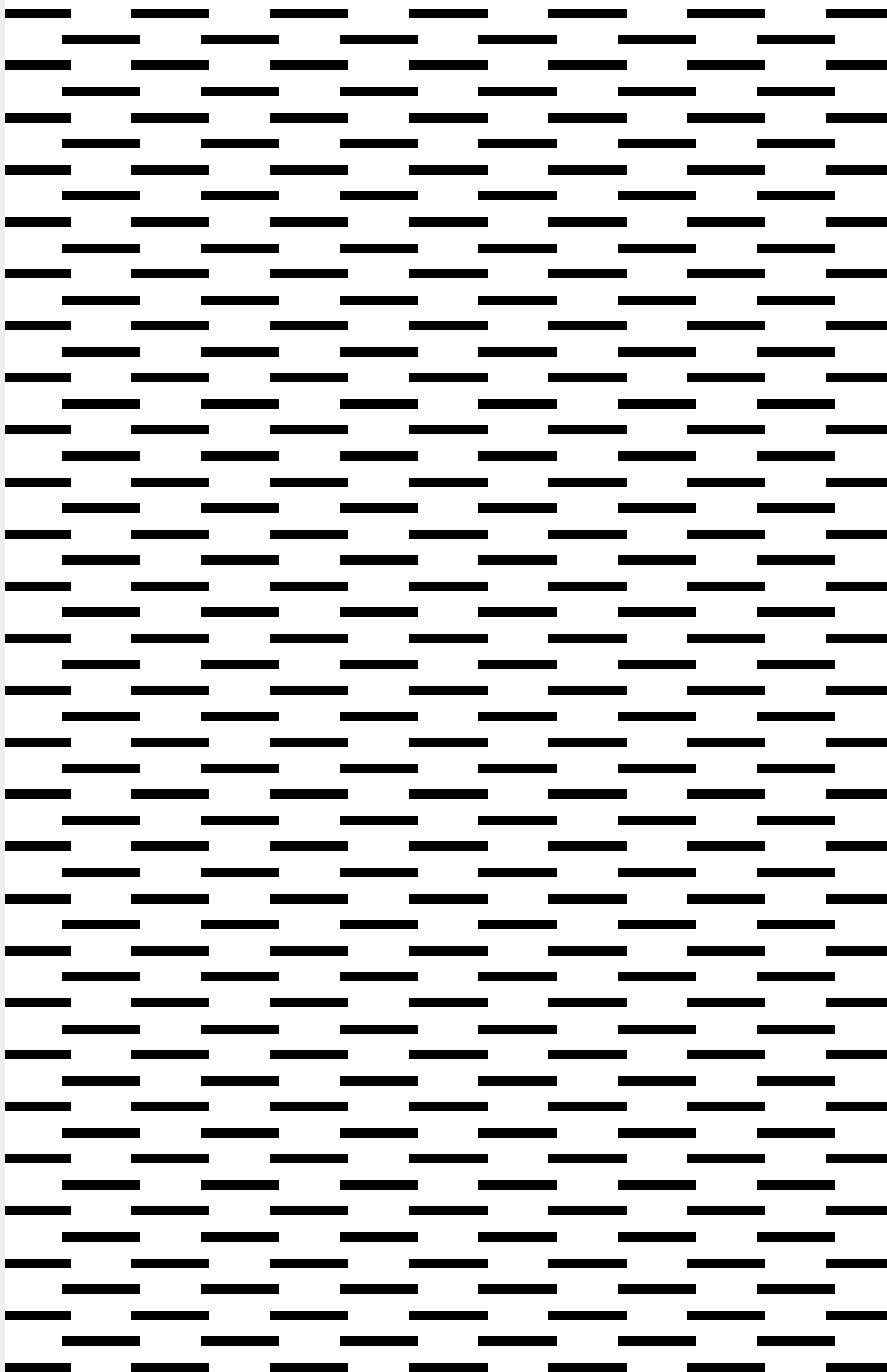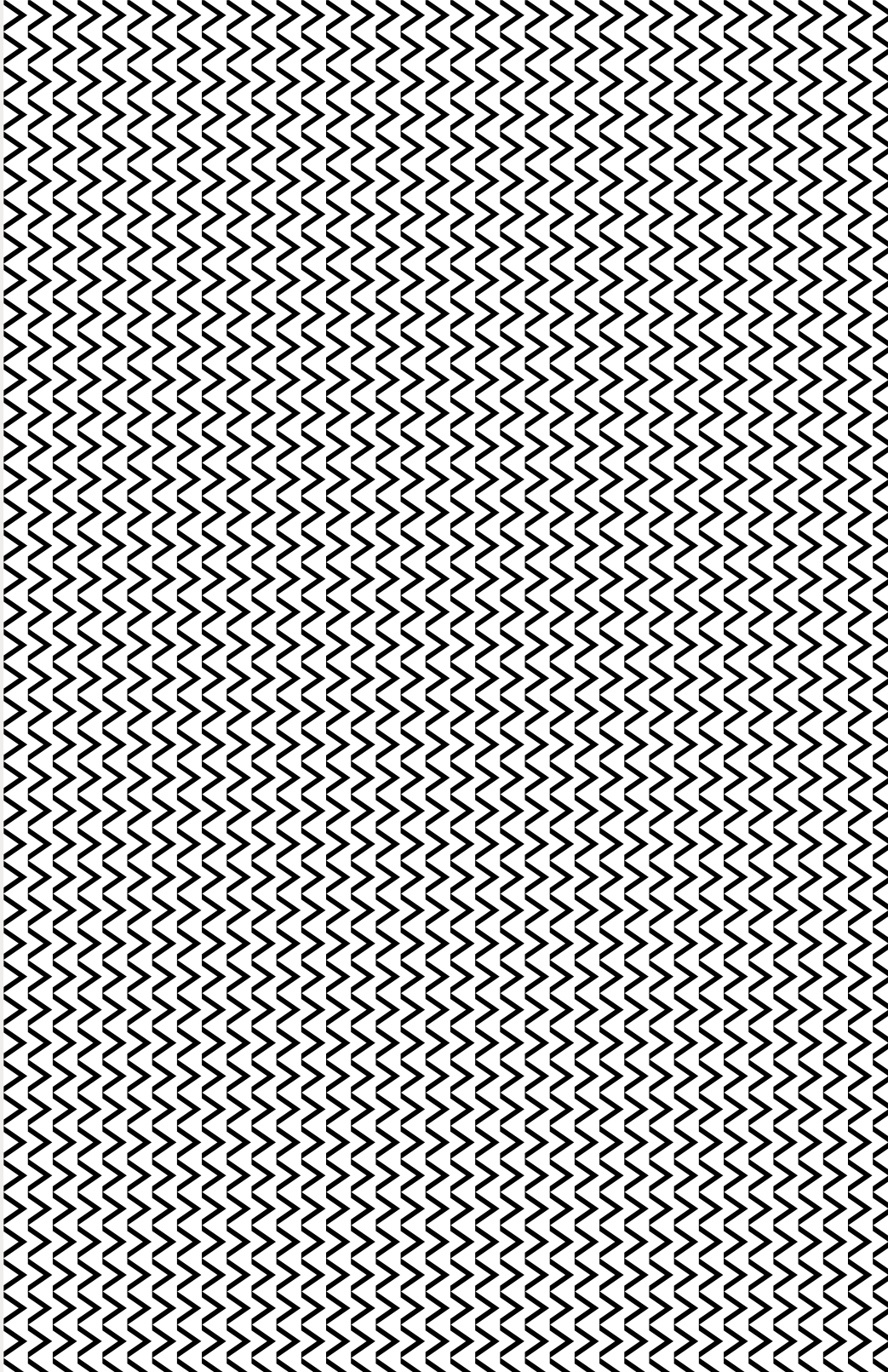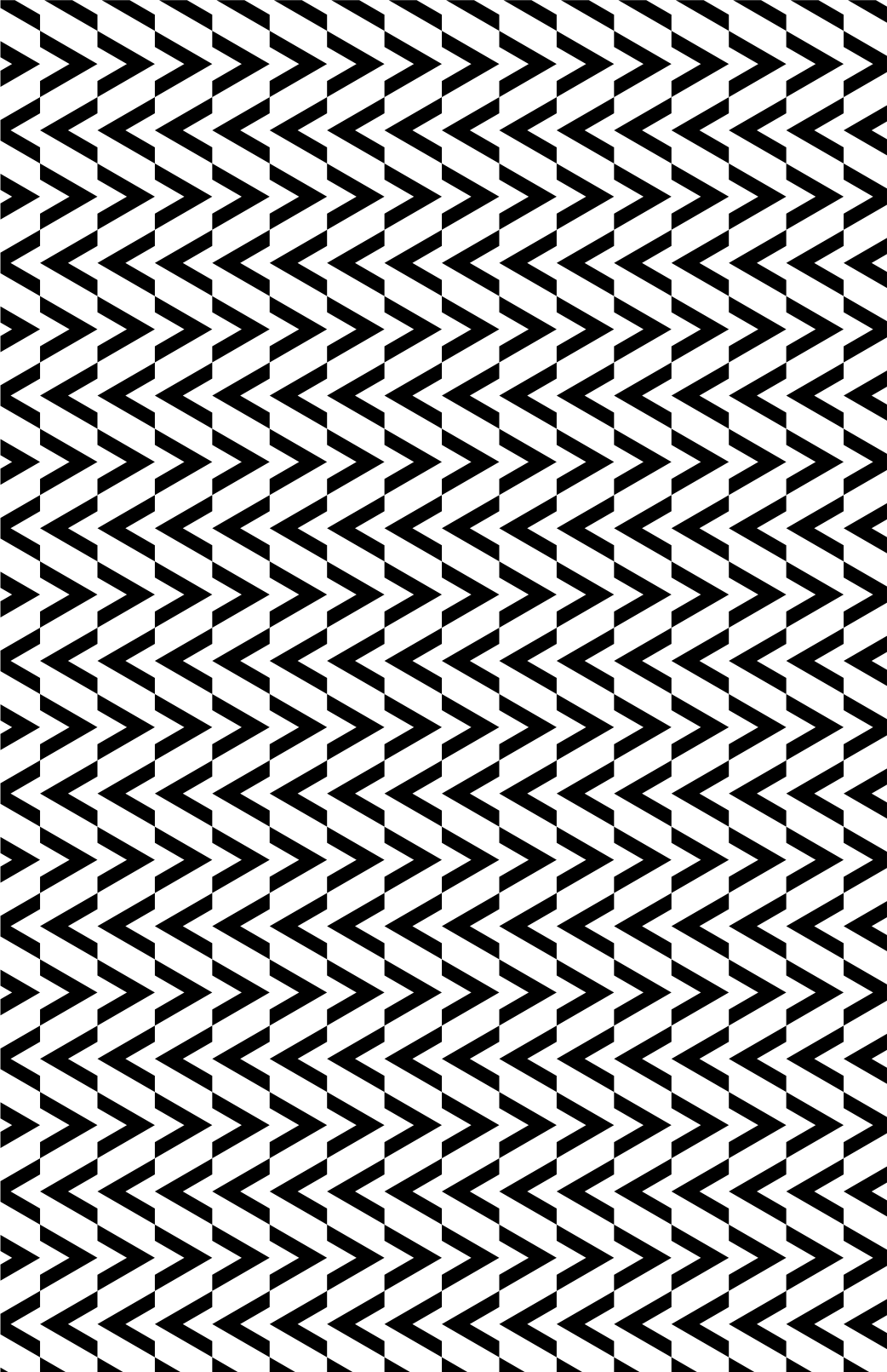
Examples of use

Where creativity meets commerce.

Central District Alliance

Our patterns
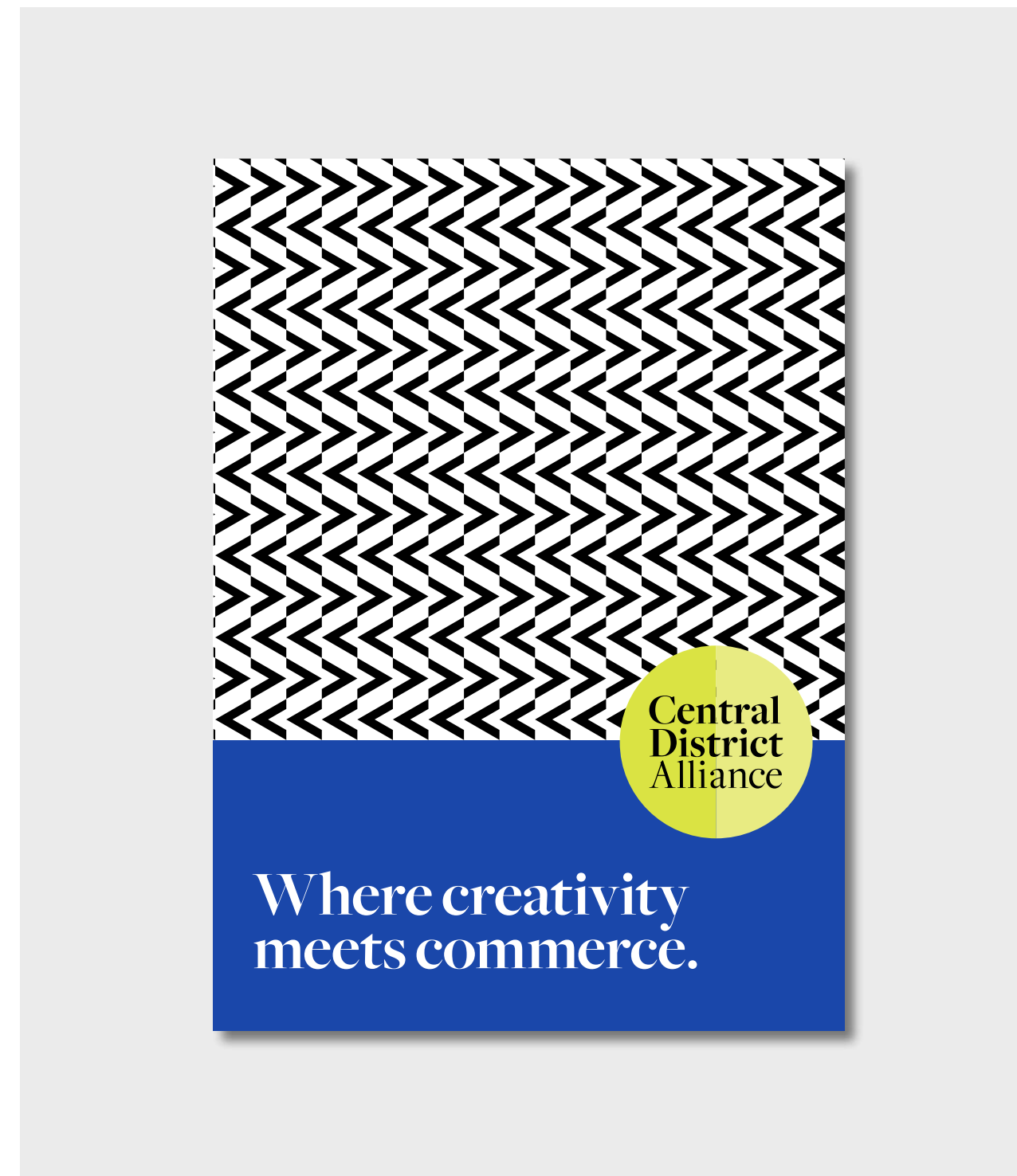
Triangle
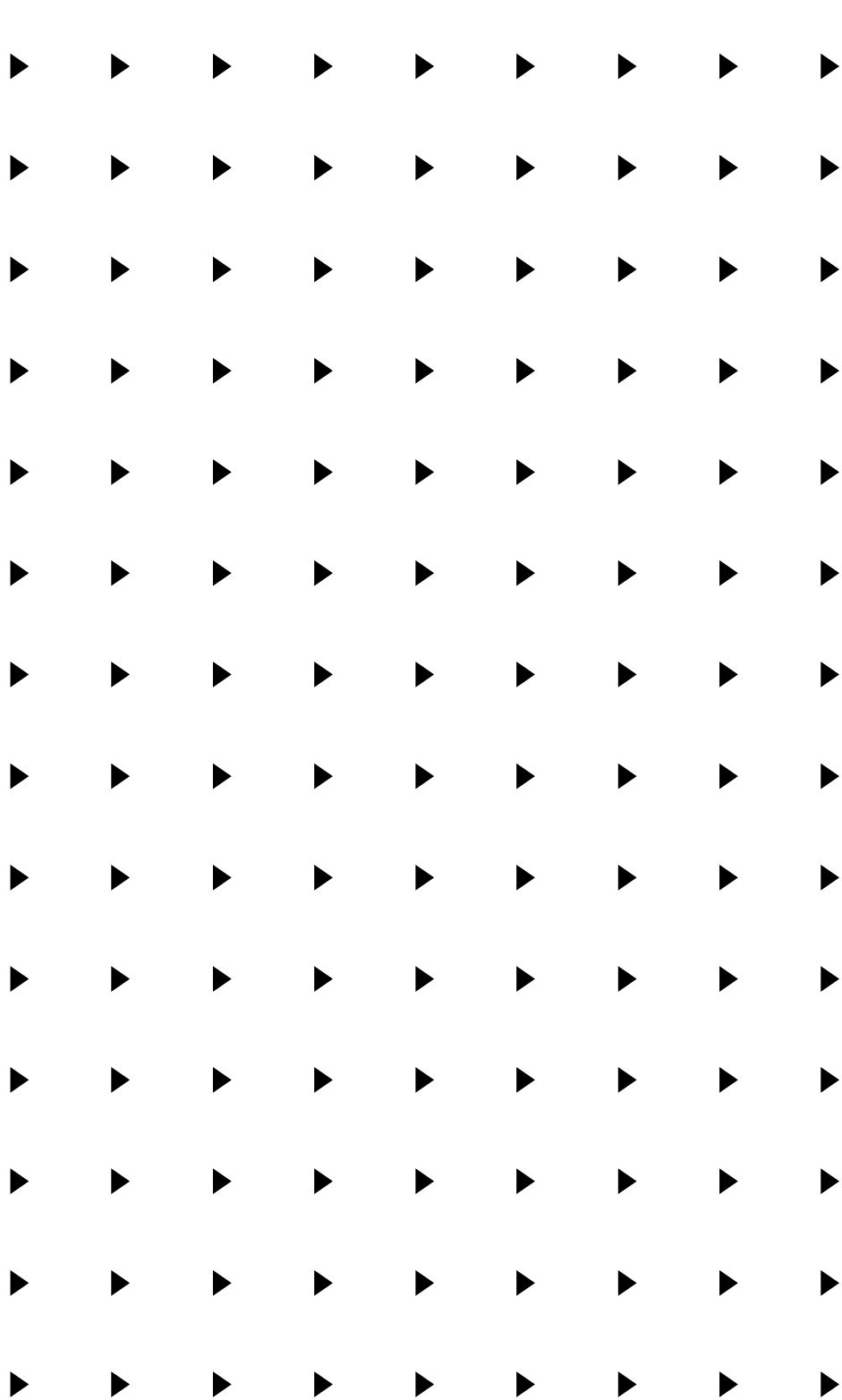
Line

Zigzag

Arrow

Topline headings

Topline headings are our lead messaging. In our content hierarchy, they have the most prominence within a layout.

When we are talking about our organisation or our district we have a set style of heading which we use to celebrate the diversity and variety of our district, and to bring to life the idea of different things coming together.

Note that discretion should be used and this structure not be forced if it isn't appropriate for the subject matter. Nor should it be over-used within a single piece of collateral to the point that it becomes repetitive.

Structure

Where (x) meets (y).

Examples in use

Where ideas meet action.

Where business meets community.

Where creativity meets commerce.

Where history meets culture.

Where home meets office.

Tone of voice

Our tone of voice flexes depending on who we're talking to, what we're saying, and what kind of impression we want to make.
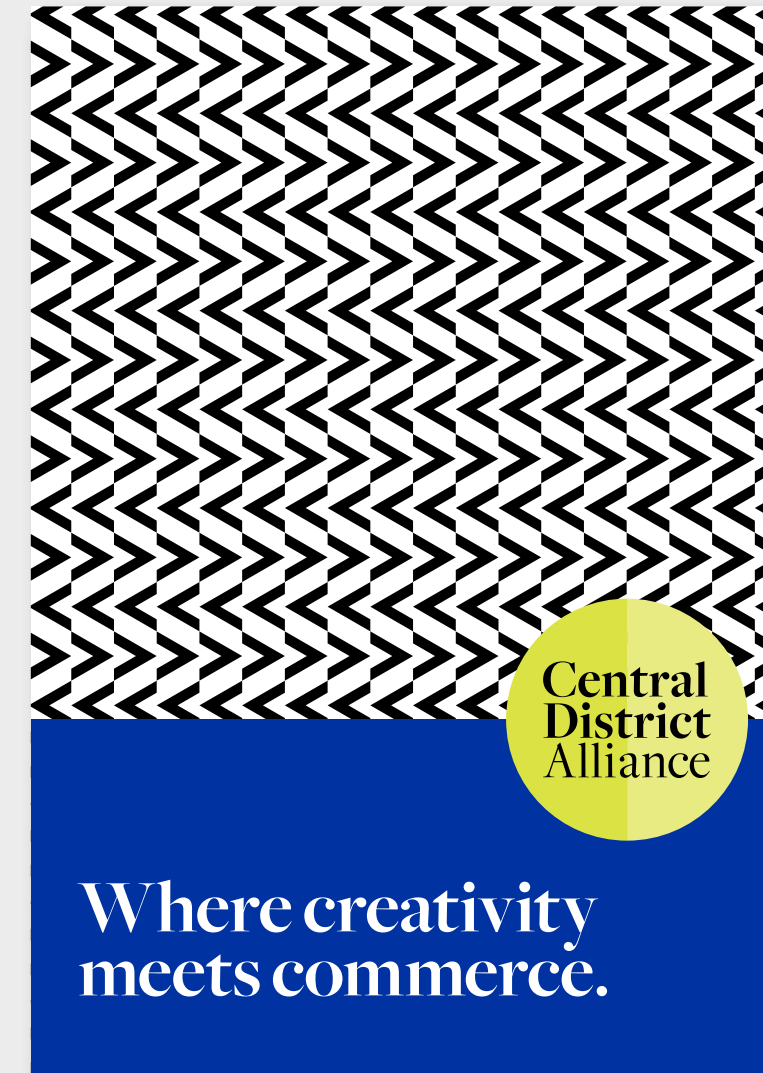
We use our pared back, neutral colours when we need a quieter or more serious tone of voice, and we use our bright, contrasting colours when we want to make an impact and be seen.
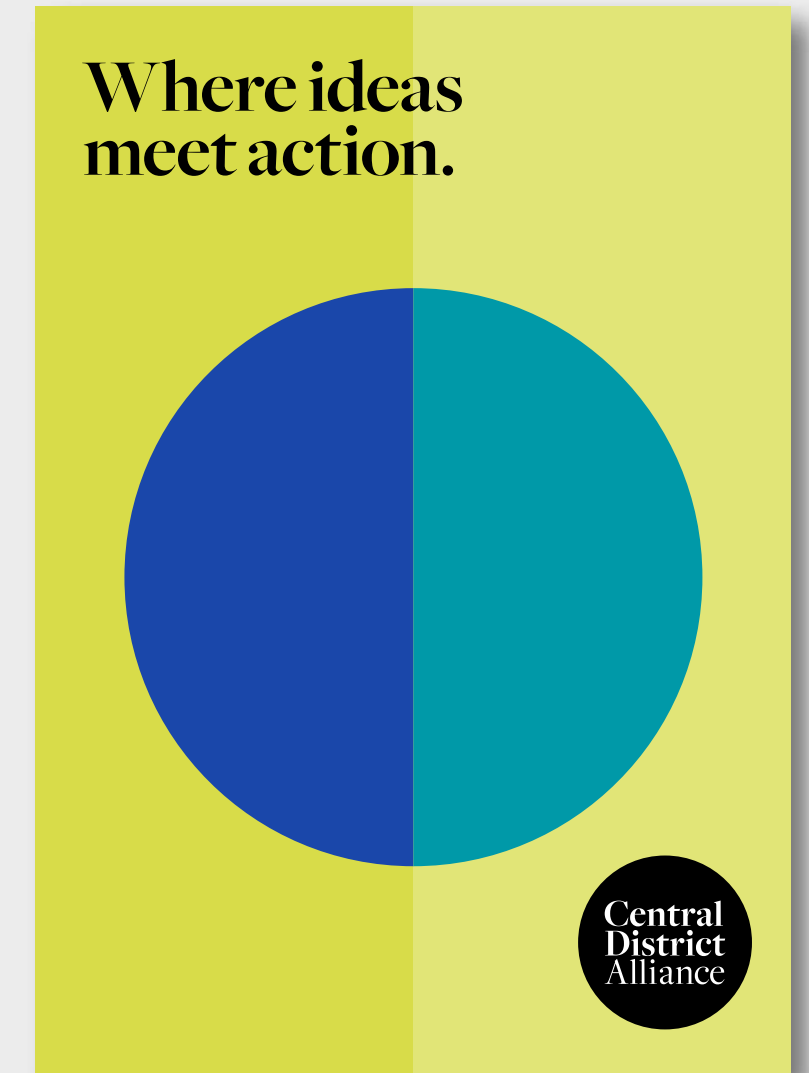
QUIET ←——————————————→ LOUD
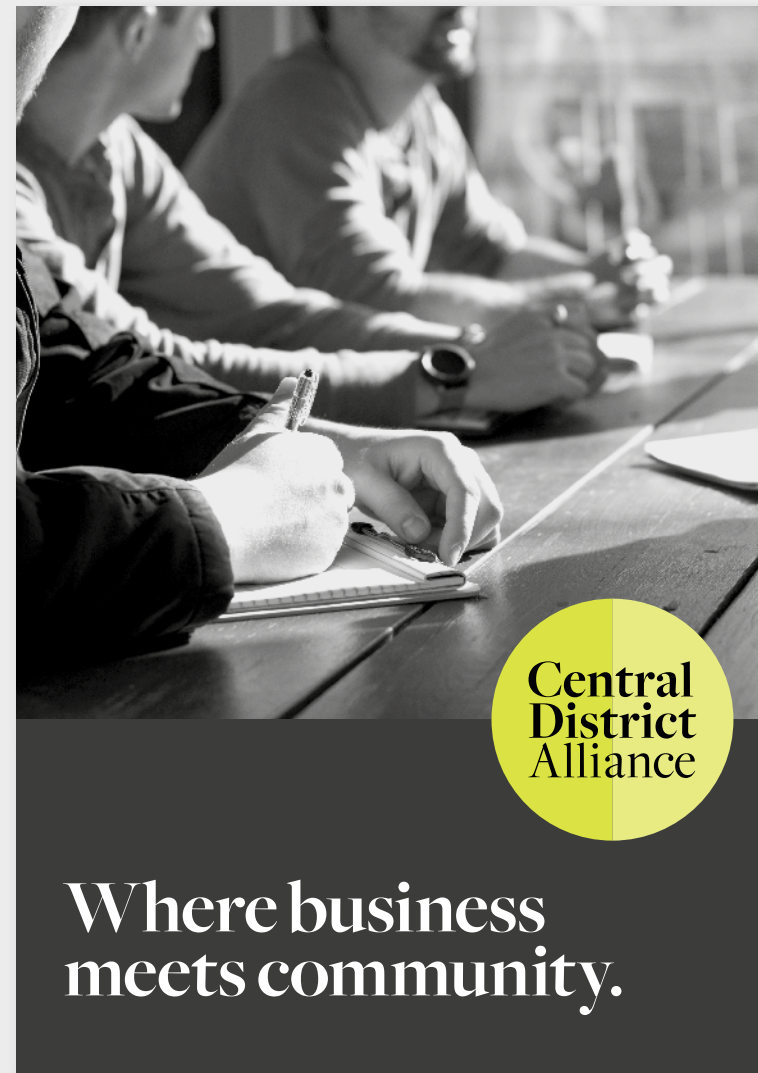
Pared back

Balanced

High impact
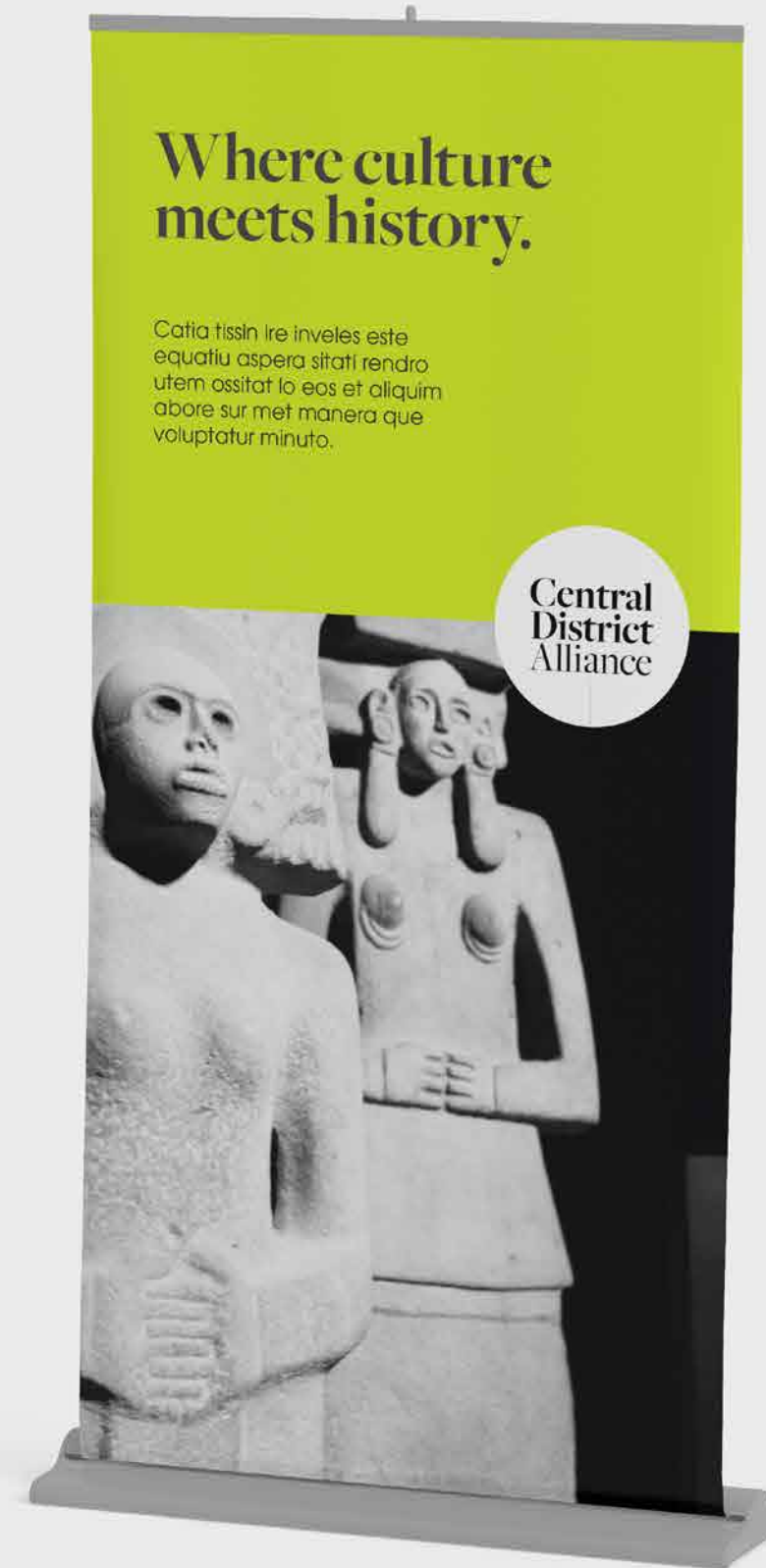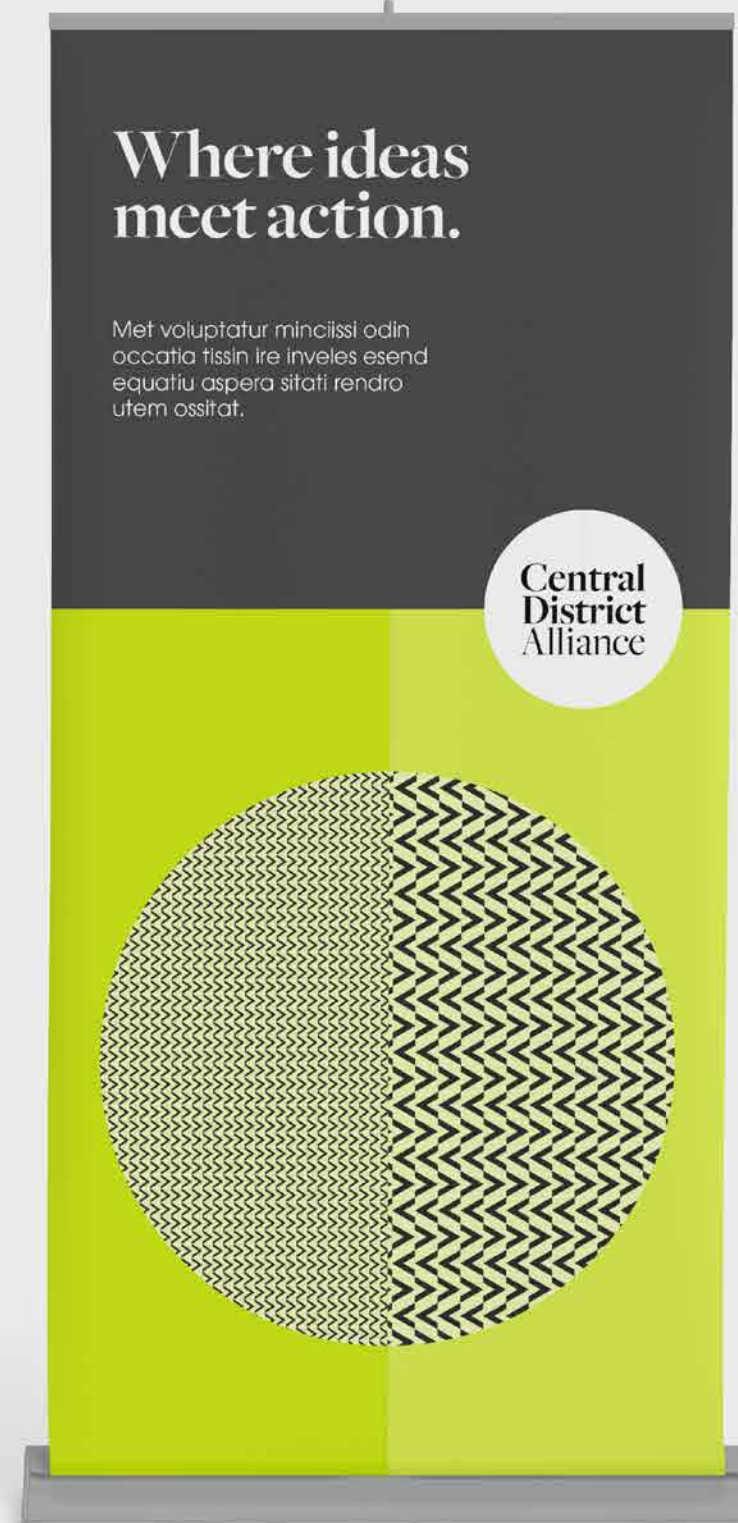
The following pages show examples of how our brand can be used across our marketing and communications collateral.

DROP IN WEBSITE DESIGN STATIC

Exhibition banners

Where business meets community.

To eos et aliqui abore sorem imet voluptatur minciissi odin occatia tissin ire inveles esend equatiu aspera sitati rendro utem ossitat.

Central District Alliance

Where ideas meet action.

Met voluptatur minciissi odin occatia tissin ire inveles esend equatiu aspera sitati rendro utem ossitat.

Central District Alliance

Where culture meets history.

Catia tissin ire inveles este equatiu aspera sitati rendro utem ossitat lo eos et aliquim abore sur met manera que voluptatur minuto.

Central District Alliance

HOLBORN AND CLERKENWELL BID
SUMMER 2021

Where business meets community.

SUMMER CRAFTS
And etusa volupti osan este ene atquibus en sta best.

OPEN CINEMA
Tomar and etusa volui osane atquibus en quien en best.

DEVELOPMENT NEWS
Etusa volupti osane atibus entro quien estan best.

Central
District
Alliance

*This issue:
Our Top 10 local
coffee spots.*

For more information

Samantha Jones
Marketing and Communications Assistant
samantha@centraldistrictalliance.com

Marcos Gold
BID Manager
marcos@centraldistrictalliance.com