MEDCITY

Brand toolkit
Version 1.0

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Contents

SECTION 01
BRAND TONE OF VOICE

Our tone of voice is how we present ourselves to the world through written or spoken word. The way we talk to our audiences is essential in communicating who we are, what we do and how we can help.

WE ARE
OPEN AND COLLABORATIVE

Open and collaborative

We are
welcoming
supportive
inclusive
accessible
approachable
sociable
connected

Copy to be developed as we create
the content for the website.

We are not
cold
distant
closed
corporate
authoritative

'...built on collaboration. We convene and connect leading businesses, industry investors, academic institutions and public health providers in order to support and grow the rich life science eco-system of our region and beyond.'

Using words such as 'convene' and 'connecting' and phrases such as 'support and grow' feels open and collaborative.

'We are open for... business, innovation, collaboration'
'An unrivalled network'

'Collaboration' and 'network' are keywords here.

WE ARE
PROACTIVE
AND RESPONSIVE

Proactive and responsive

We are
dynamic
enterprising
agile
positive
practical
hands-on

We are not
static
slow
bureaucratic
theoretical

Copy to be developed as we create
the content for the website.

'...proactive in our approach. We're committed to making things happen – helping our partners by identifying, accelerating and leveraging life science opportunities in our region.'

Here 'proactive', 'making things happen', 'identifying', 'accelerating' and 'leveraging' all convey the proactive and responsive theme.

'We help businesses turn plans into action'
'Seizing opportunities'

'Action' and 'seizing opportunities' are keywords here.

WE ARE AMBITIOUS AND FORWARD–THINKING

Ambitious and forward-thinking

We are
visionary
cutting-edge
driven
future-focused
inspiring
proud
confident

We are not
shy
retrospective
contemplative
academic
day dreamers

Copy to be developed as we create the content for the website.

'...driven by progress. Our vision is to transform the healthcare landscape of London and the Greater South East, striving to be the place of choice for world-leading health and life science enterprises and institutions.'

Using words such as 'vision', 'transform', and phrases such as 'driven by progress' and 'world-leading' feels ambitious and forward-thinking.

'Driving excellence'
'Championing the region'

'Driving' and 'championing' are keywords here.

WE ARE EXPERTS AND LEADERS IN OUR FIELD

Experts and leaders in our field

We are
experienced
skilled
credible
knowledgeable
trustworthy
influential

We are not
pretentious
superior
exclusive
autocratic

Copy to be developed as we create the content for the website.

'...experts in our field. Our sector knowledge and industry experience means we are trusted by our partners to guide and support them to successfully do business in the region.'

The use of 'experts in our field', 'experience', 'guide' and 'support' all convey the experts and leaders in our field theme.

'Insider knowledge from industry experts'
'Trusted brokers'

'Knowledge', 'experts' and 'trusted' are keywords here.

SECTION 02
KEY BRAND ELEMENTS

Our logo

This is our logo and is the primary choice to be used across all communication.

Historically our logo takes its roots from the 'Golden triangle' of Oxford, London and Cambridge and incorporates the double helix to represent the life sciences sector.

As our organisation has evolved and our reach and vision has grown, our logo has evolved beyond representing the golden triangle, instead it represents our role of connecting the three core areas: industry, academia and public health organisations.

Avoid placing anything in the logo safe area as shown and consider the minimum size of the logo when printing.

Please note that the logo should not be altered in any way beyond what is shown in these guidelines.

Safe area

Minimum size

22mm
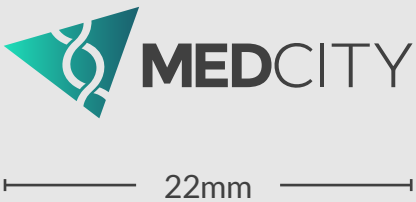
Logo colour ways

Our logo can also be shown in white on any of our brand colours or gradients.

If necessary, the logo may be shown in mono (black).

Please contact xxx for the full suite of logos, available as pngs, jpegs and eps' in RGB and CMYK.

Digital colour palette

This is our digital colour palette to be used for all on-screen communication.

Our core colour palette is our primary set of colours and should be used most prominently in any designs. These colours have been chosen to represent our integral role in the health and life sciences sector and give our brand a trusted professional feel.

Our grey palette are a set of supporting neutral background colours to help section and segment key information and for use with body copy.

Our secondary palette is a set of accent colours to be used to provide energy and diversity in our designs. Secondary colours should be used in support of the primary palette, not in replacement of them.

Core colour palette

BRIGHT BLUE R90 G250 B250 #5AFAFA	TURQUOISE R30 G222 B185 #1EDEB9	TEAL R27 G98 B111 #1B626F	DARK BLUE R0 G9 B66 #000942

Grey palette

GREY 10 R230 G230 B230 #E6E6E6	GREY 20 R204 G204 B204 #CCCCCC	GREY 50 R128 G128 B128 #808080	GREY 75 R64 G64 B64 #404040	GREY 95 R13 G13 B13 #0D0D0D

Secondary colour palette

BRIGHT GREEN R76 G250 B135 #4CFA87	BLUE R90 G102 B252 #5A66FC	PURPLE R154 G85 B247 #9A55F7	PINK R246 G87 B146 #F65792	ORANGE R246 G83 B66 #F65342

Print colour palette

For printed communications, our print colour palette must be used.

Please note that due to the nature of print, these colours will appear more muted than the digital colour palette.

Core colour palette

BRIGHT BLUE	TURQUOISE	TEAL	DARK BLUE
C52 M0 Y15 K0	C63 M0 Y41 K0	C85 M41 Y42 K28	C100 M93 Y41 K54
PANTONE 3105 C	PANTONE 333C	PANTONE 2214C	PANTONE 275C

Grey palette

GREY 10	GREY 20	GREY 50	GREY 75	GREY 95
C12 M8 Y9 K0	C23 M17 Y18 K1	C50 M39 Y39 K20	C66 M56 Y53 K57	C82 M72 Y62 K91
PANTONE COOL GRAY 1C	PANTONE COOL GRAY 2C	PANTONE COOL GRAY 8C	PANTONE 4287C	PANTONE 419C

Secondary colour palette

BRIGHT GREEN	BLUE	PURPLE	PINK	ORANGE
C58 M0 Y68 K0	C78 M64 Y0 K0	C67 M70 Y0 K0	C0 M78 Y9 K0	C0 M78 Y71 K0
PANTONE 2412C	PANTONE 2130C	PANTONE 265C	PANTONE 2038C	PANTONE 2027C

Gradients

Our core and secondary colour palettes can be combined to create gradients within designs.

Our gradients create a modern feel and will provide interest and variety in applications with multiple pages and large amounts of content.

Core colour palette gradients
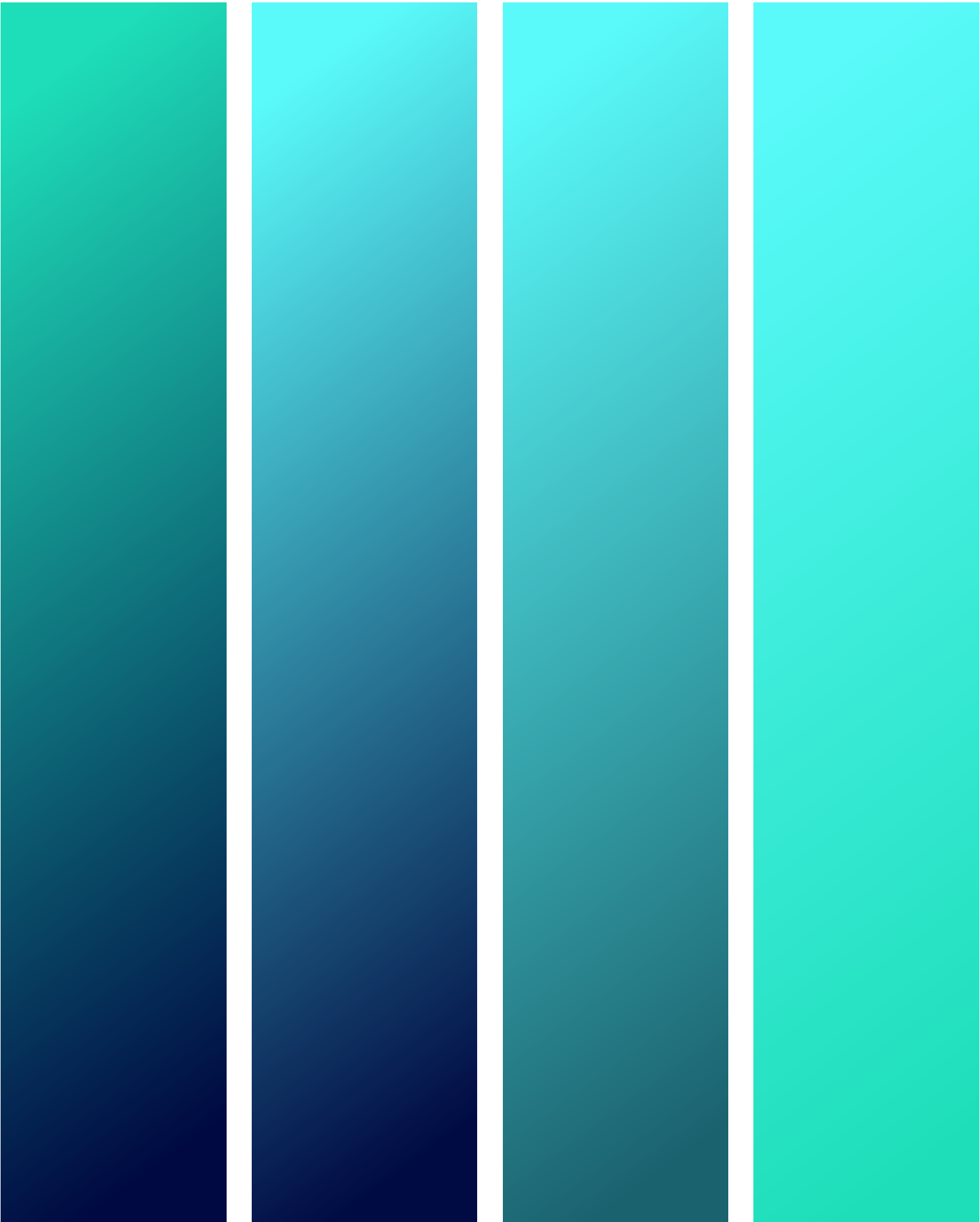
Secondary colour palette gradients

Primary typeface

Lato is our brand font. It is a free Google Font with a large variety of weights which provides a good combination of accessibility and flexibility.

It can be downloaded here:
fonts.google.com/specimen/Lato

When it is not possible to use Lato, our default system font is Arial.

HAIRLINE
THIN
LIGHT
REGULAR
MEDIUM

SEMIBOLD
BOLD
HEAVY
BLACK

Lato Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890,.:;'"/(?&@£#)

Lato Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890,.:;'"/(?&@£#)**

Typography in use

Use typography in a bold, confident way in order to elevate our key messages.

Using type in caps in a bigger, bolder way will demand that we use a shorter, more engaging and impactful tone of voice, which communicates key messages more efficiently.

BOLD
CONFIDENT
PROFESSIONAL
approachable

Brand graphics

Our main brand graphic is taken from the triangle used in the MedCity logo.

It can be used in a variety of ways to create an engaging, consistent and distinctive brand device.
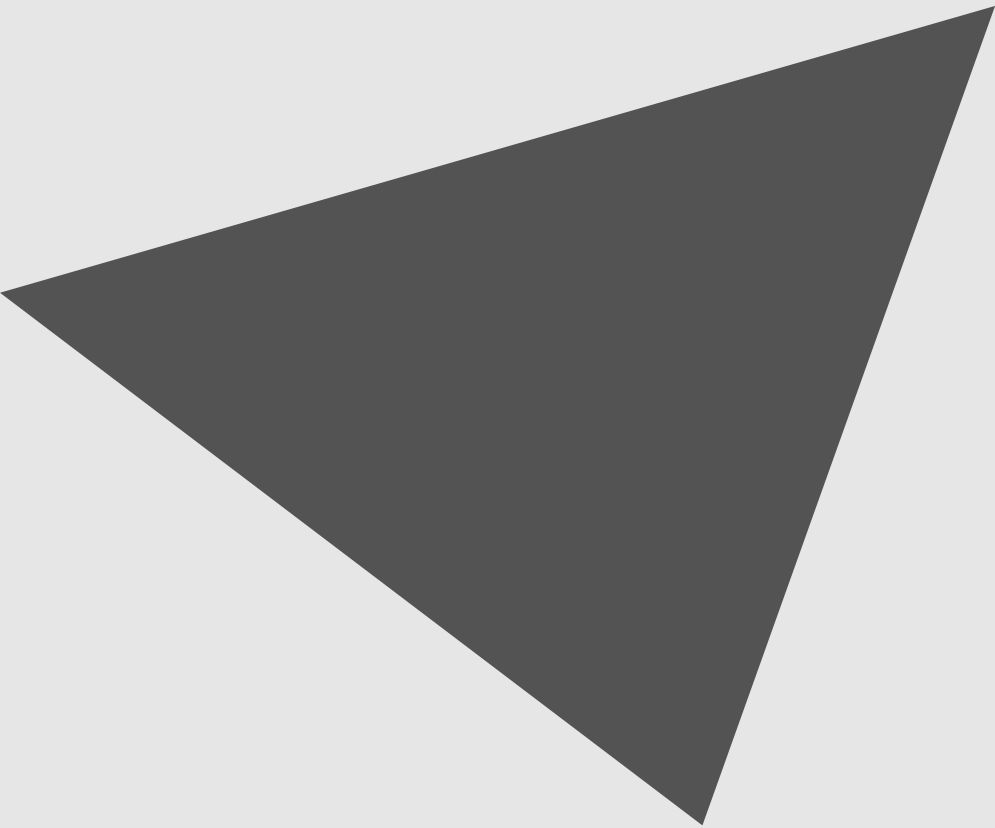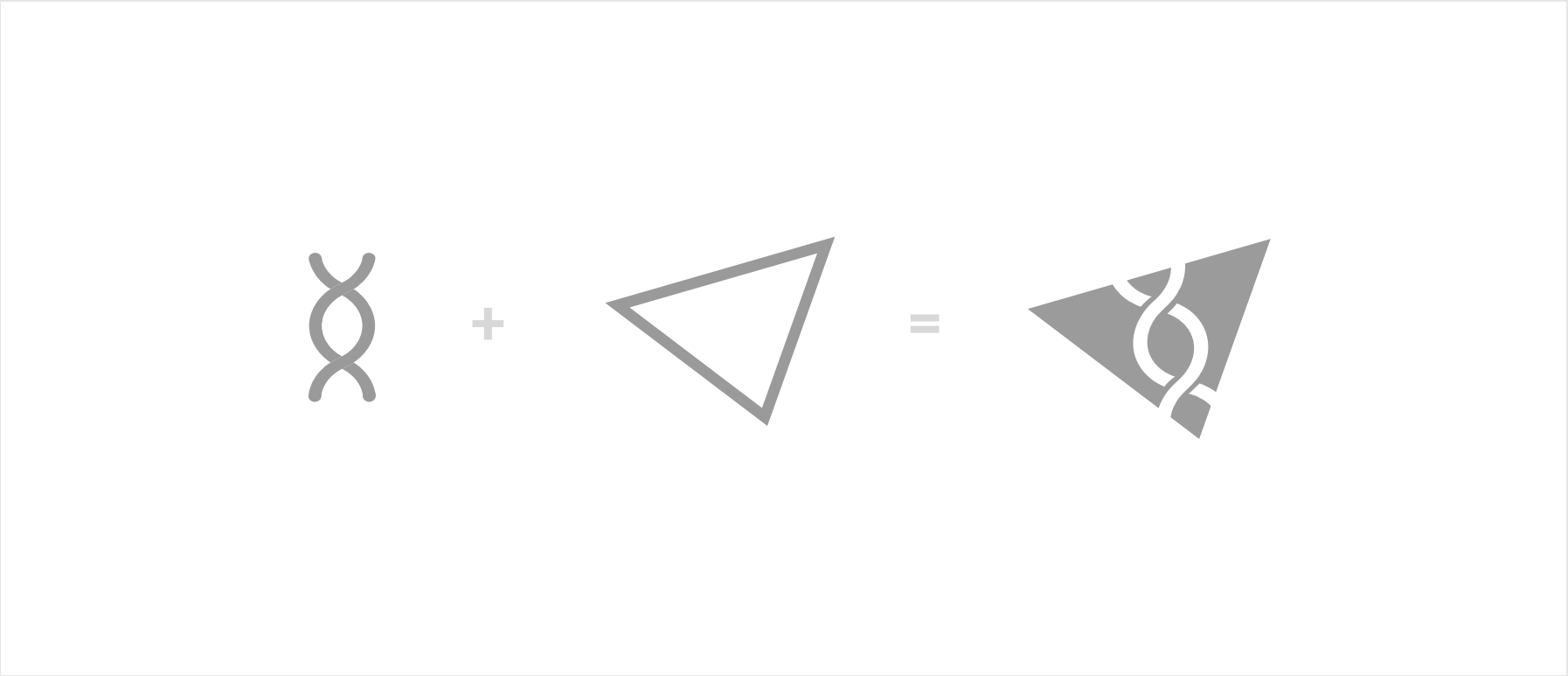
Brand graphics

Use the triangle shape in a bold, graphic way to provide interest and draw attention to your communications.

Dots and lines can also be used to communicate the idea of networks, connection and collaboration.
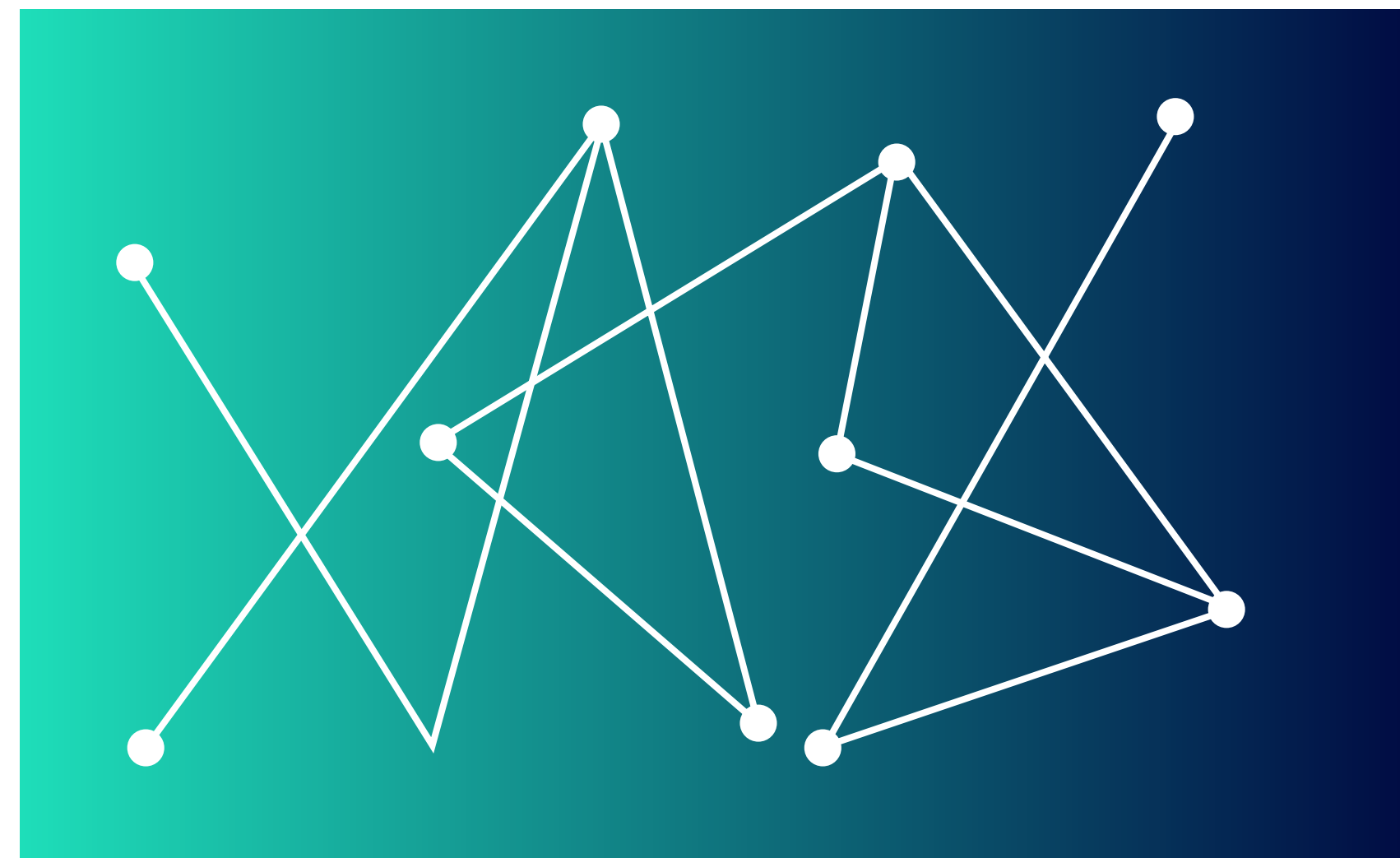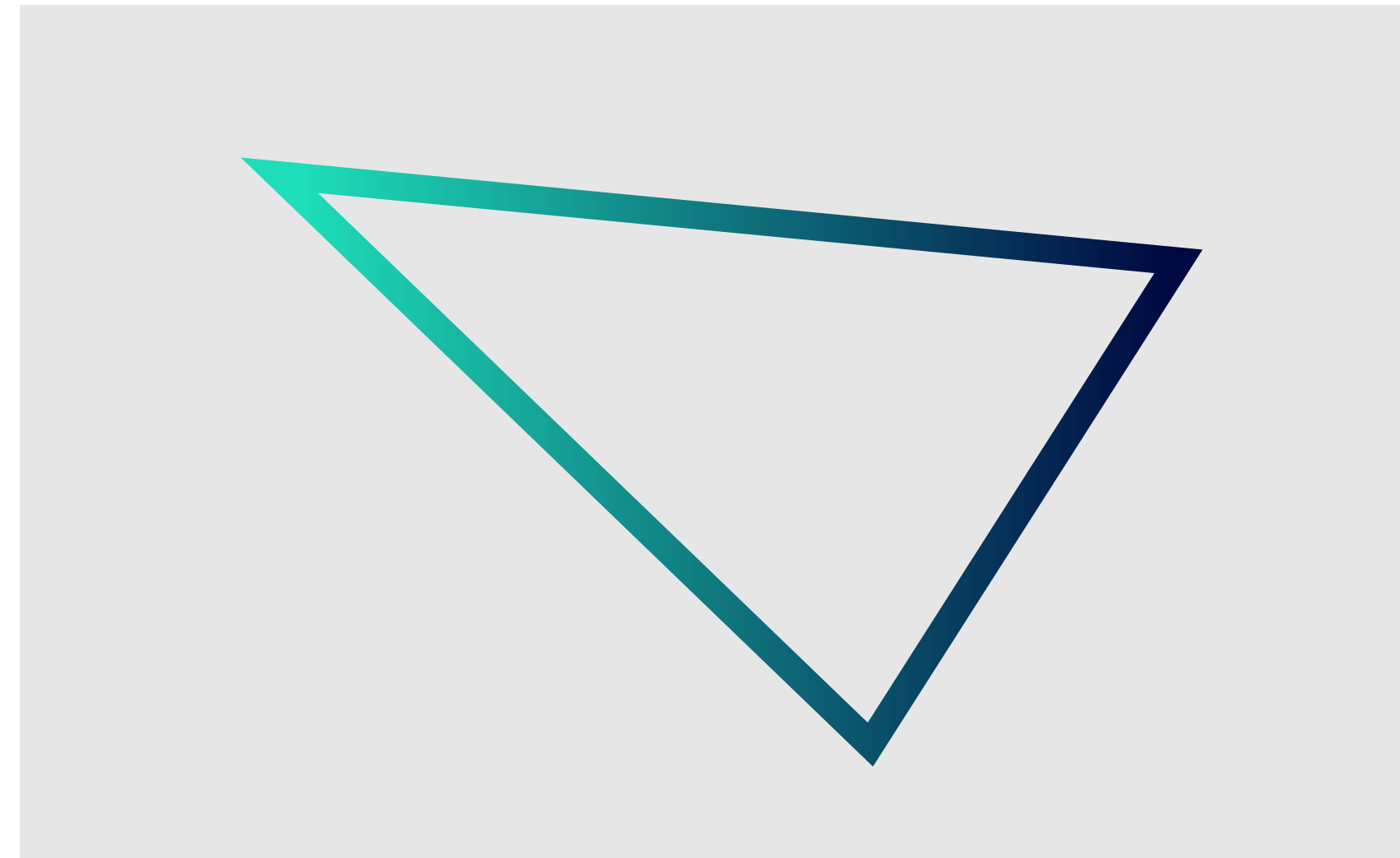
Brand graphics

Angling the triangle creates arrows and directional graphics which represent the forward-thinking, progressive nature of the brand.

Brand graphics

Arrows can be used to interact with
and overlay imagery.
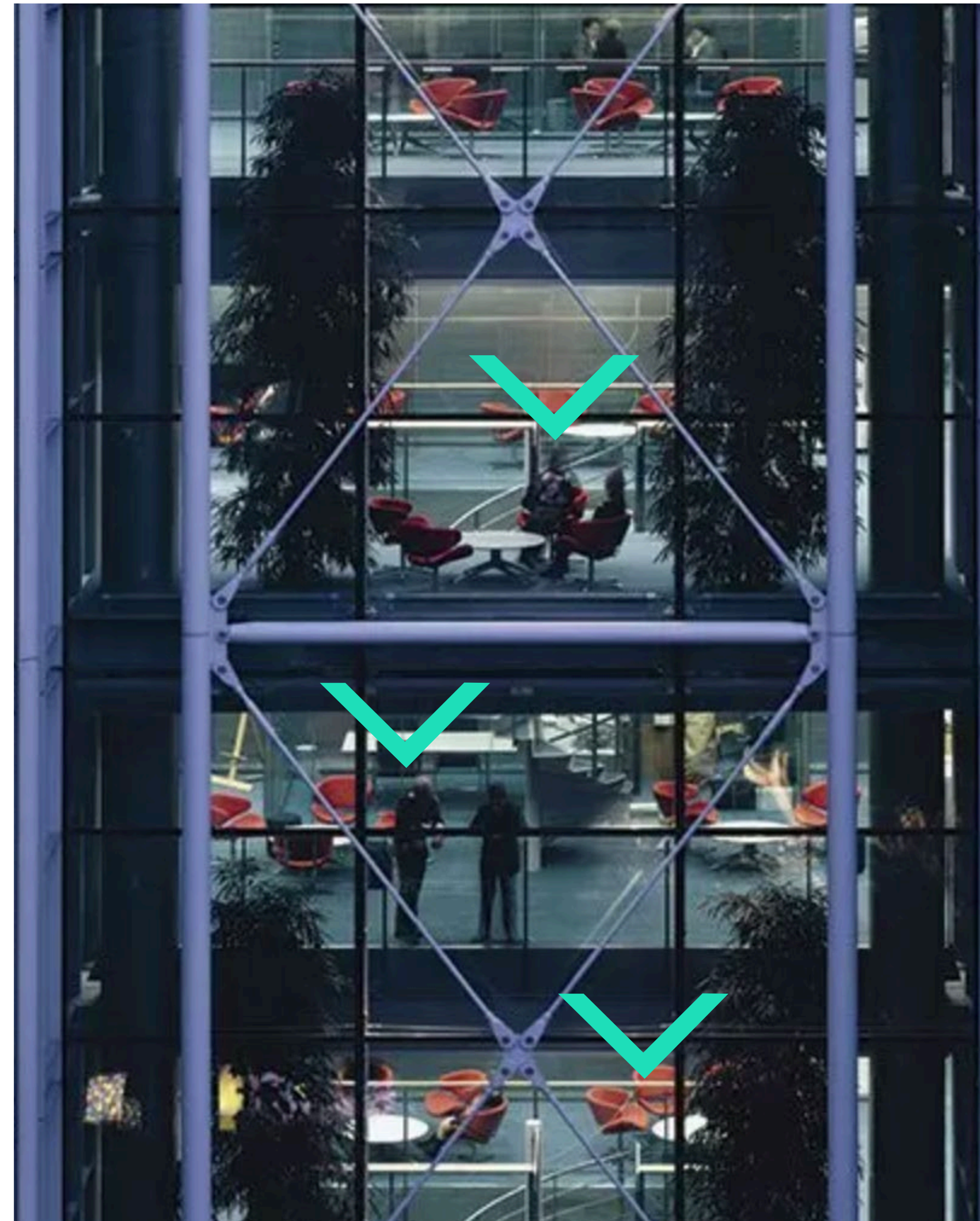
Brand graphics

Arrows are can be used to create icons and illustrations to help us communicate quickly and concisely.
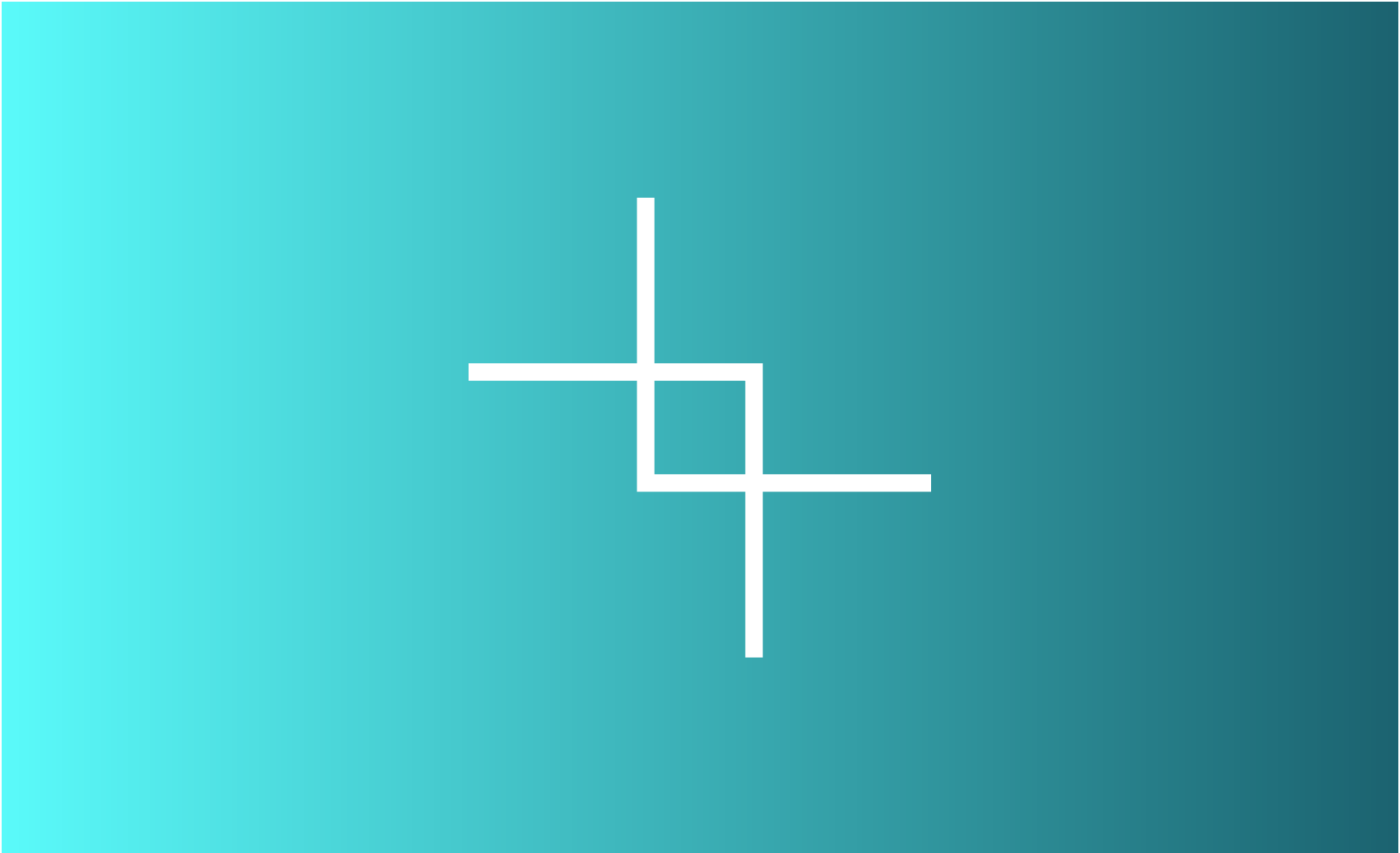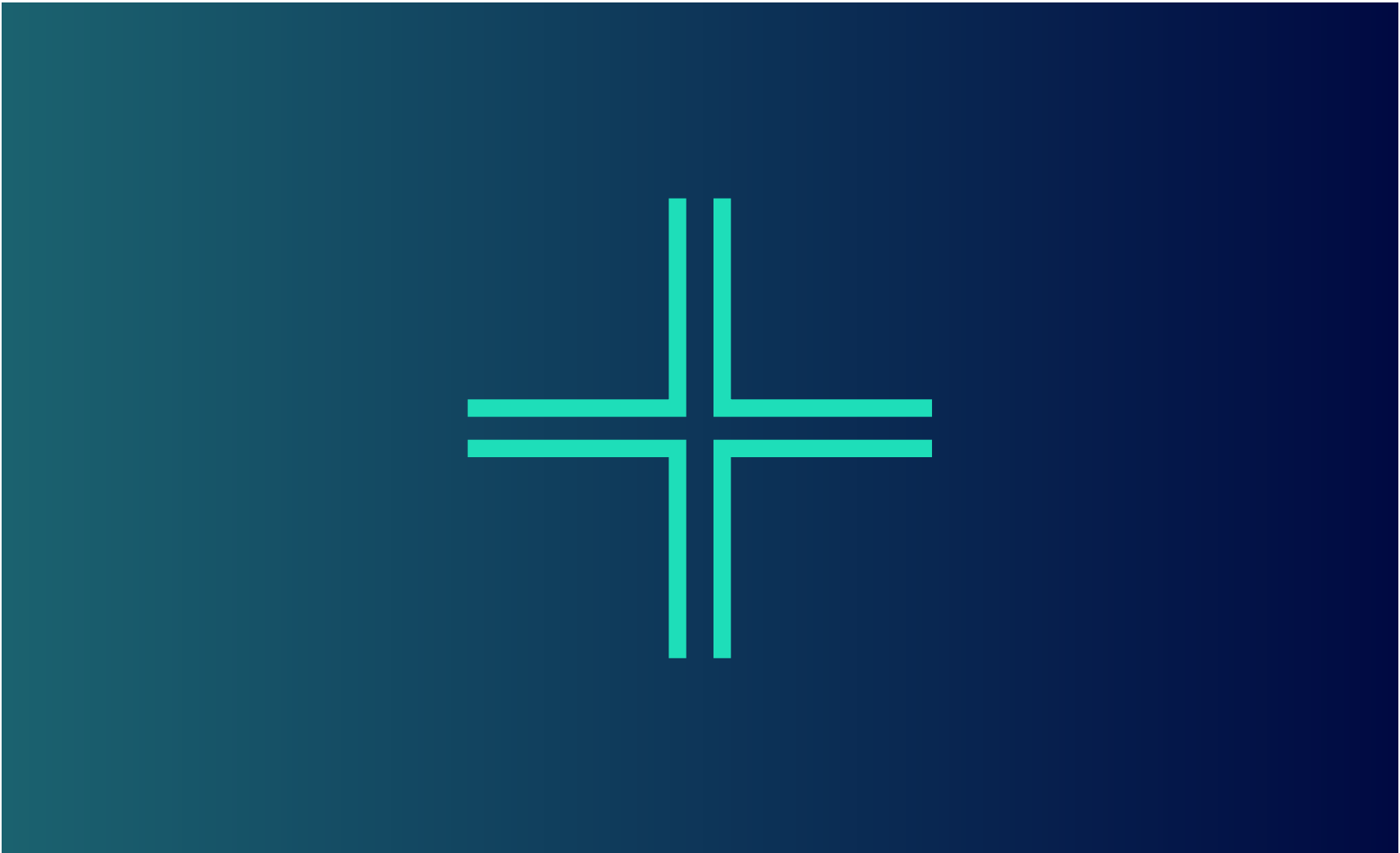
Brand graphics

The arrow is also a useful and functional element of the brand.

This is particular appropriate in digital applications such as online where it can be used to aid user experience.
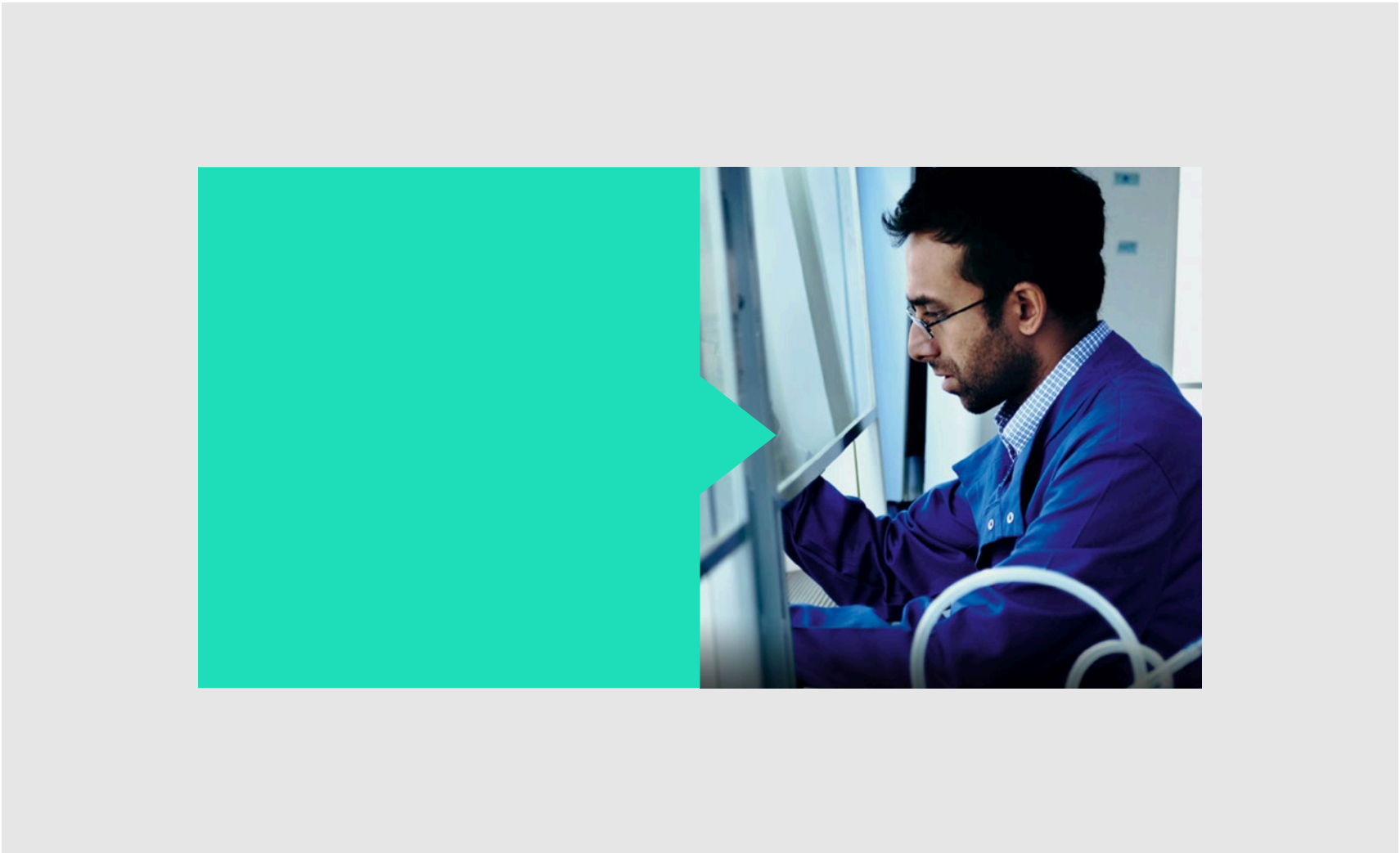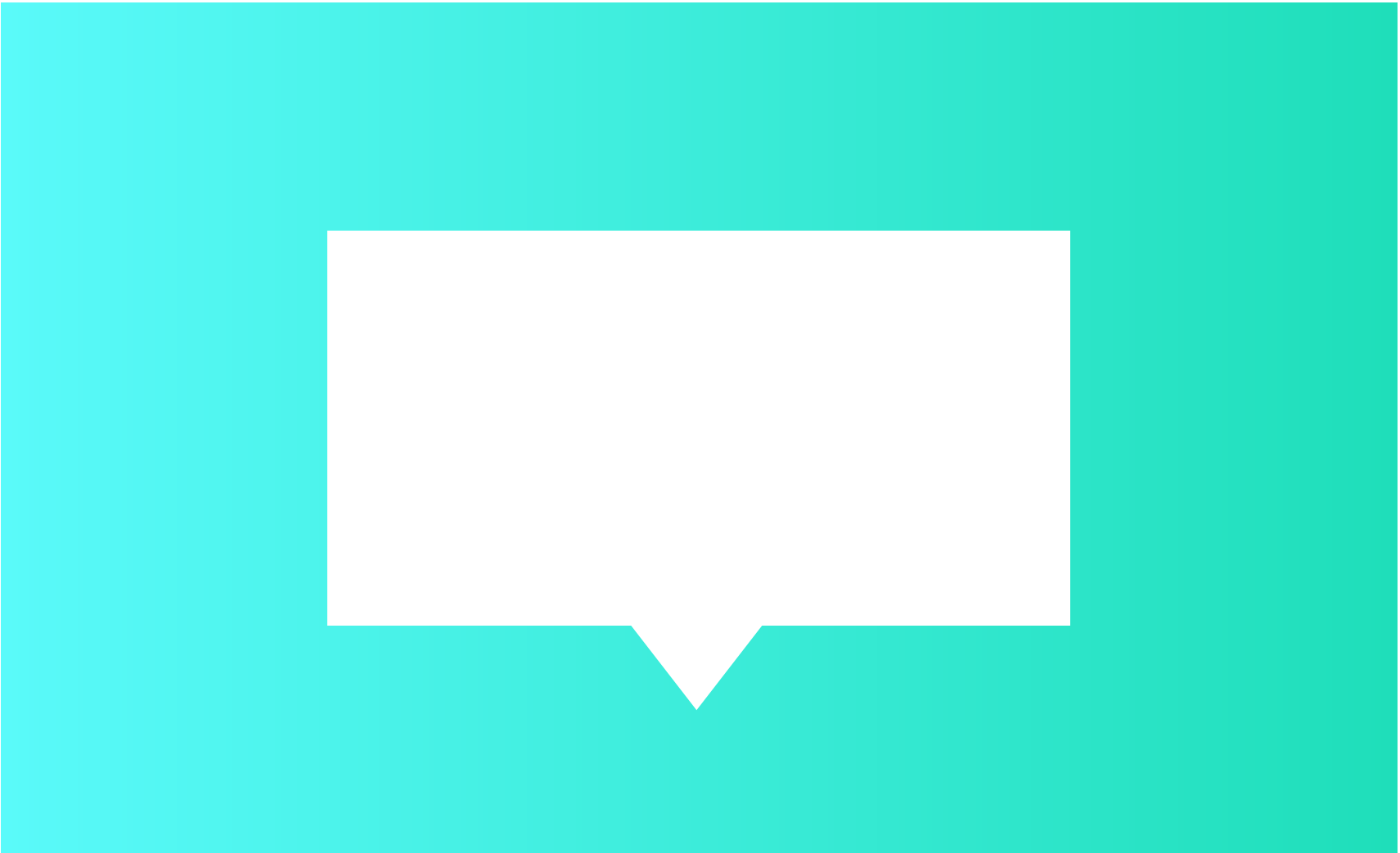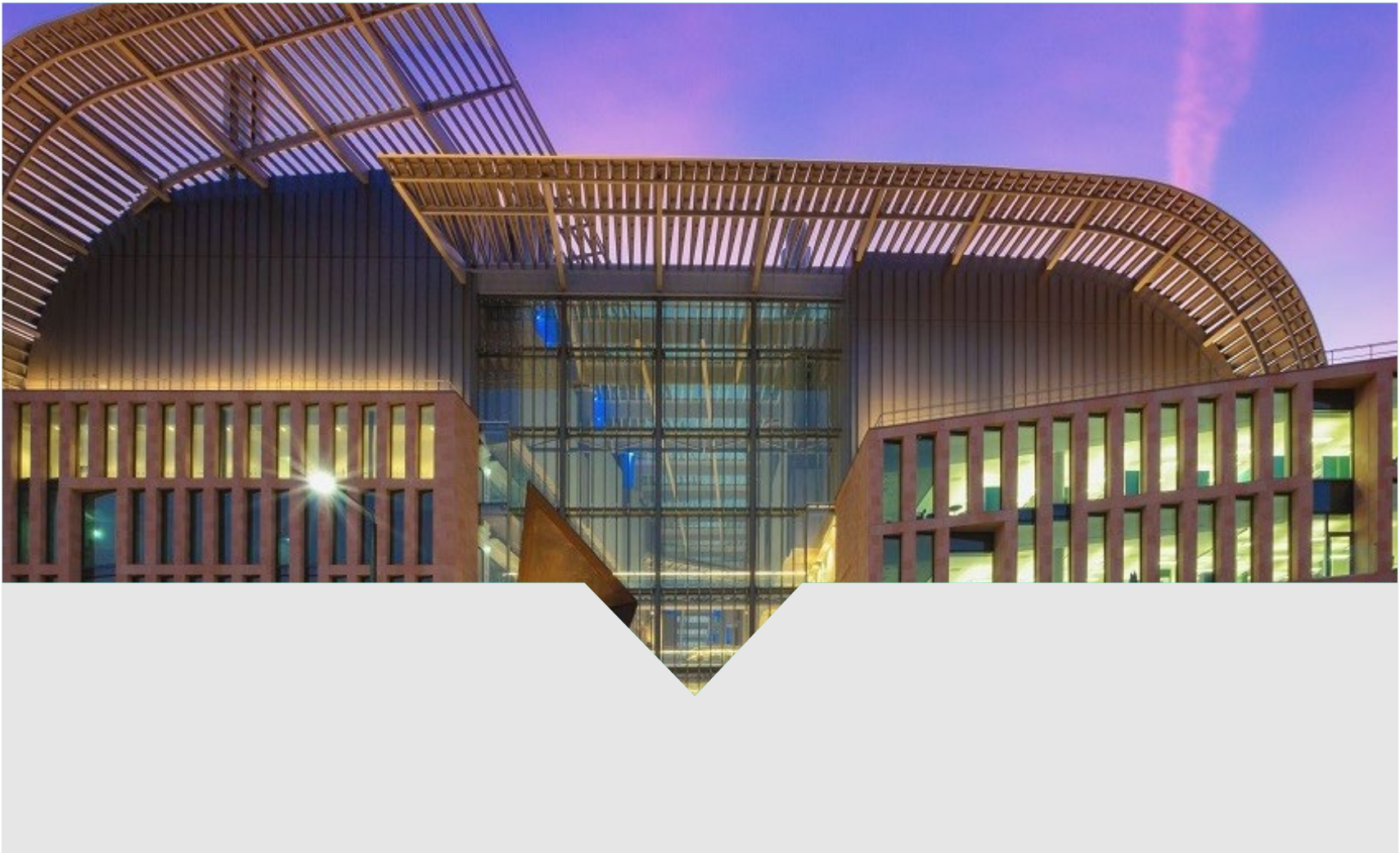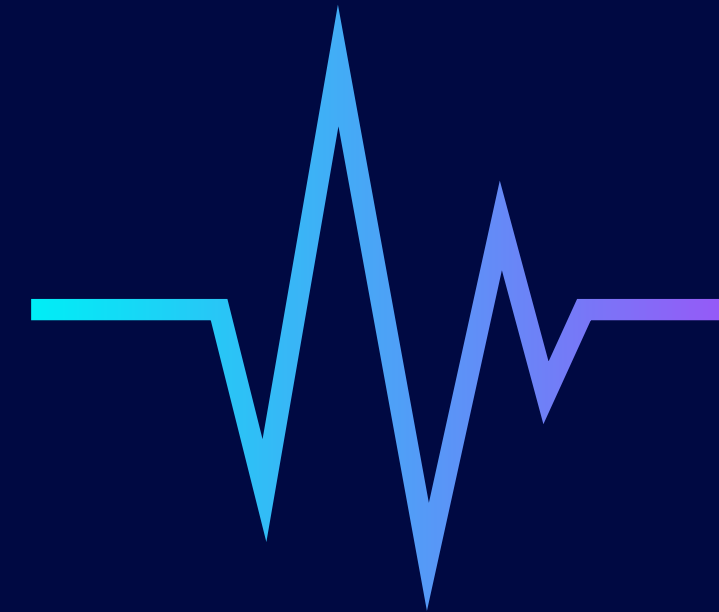
Iconography

Icons can be used to aid communication and communicate efficiently and effectively.

Our icons should be drawn in a consistent outlined graphic style.

Icons are a good opportunity to introduce the secondary brand colours without them being overpowering.
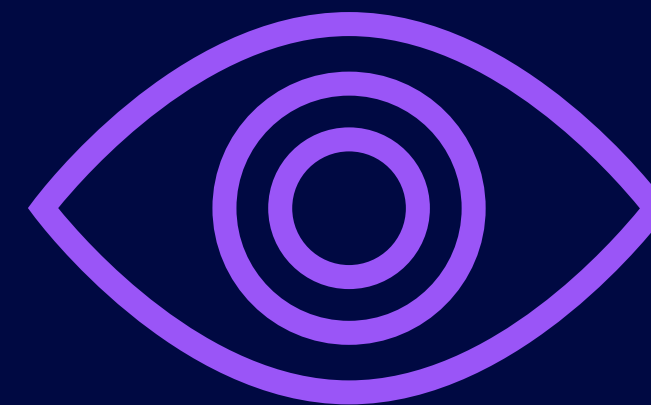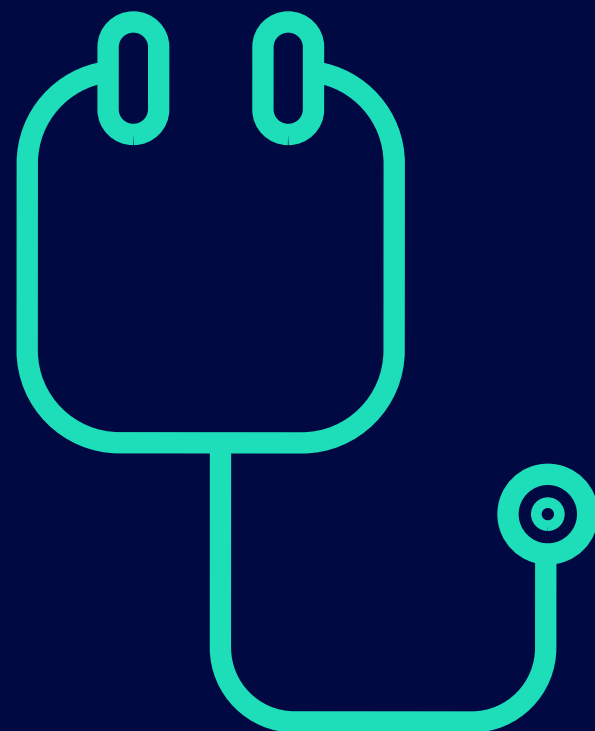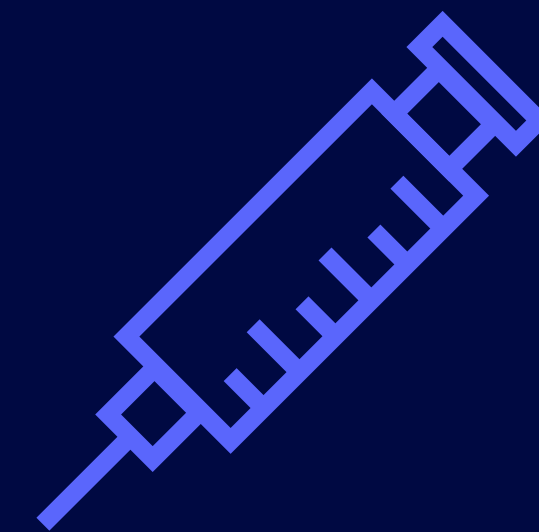
Infographics

Use bold facts and figures to present key information at a glance. These can be teamed with iconography to add visual interest.

3000
LIFE SCIENCE BUSINESSES
LOCATED IN THE REGION

59
NHS TRUSTS

5/25
OF THE WORLD'S
TOP UNIVERSITIES
ARE LOCATED HERE

Networks

As an additional brand element we use a set of lines and dots to show our role as connectors and to communicate our national and global reach.

SECTION 03
BRAND PHOTOGRAPHY

Photography

Imagery should feel active and dynamic, showcasing our region's world-class life science offer and facilities.

Photography

Photography should feel warm and welcoming and cover the diversity of MedCity's role as connectors and facilitators.

Choose bold imagery with splashes of colour to provide energy. Choose photography from a mix of different angles and viewpoints to provide a sense of dynamism and movement.

Consider imagery which represents the impact of MedCity's work on the lives of people and patients in the region and beyond.

Avoid overuse of clichéd health and life science imagery. Choose imagery which represents the diversity of our work and its relevancy to businesses and the wider economy.

Here are a few examples of successful brand imagery. Please note that these are for inspiration only and any imagery used should be licensed appropriately.
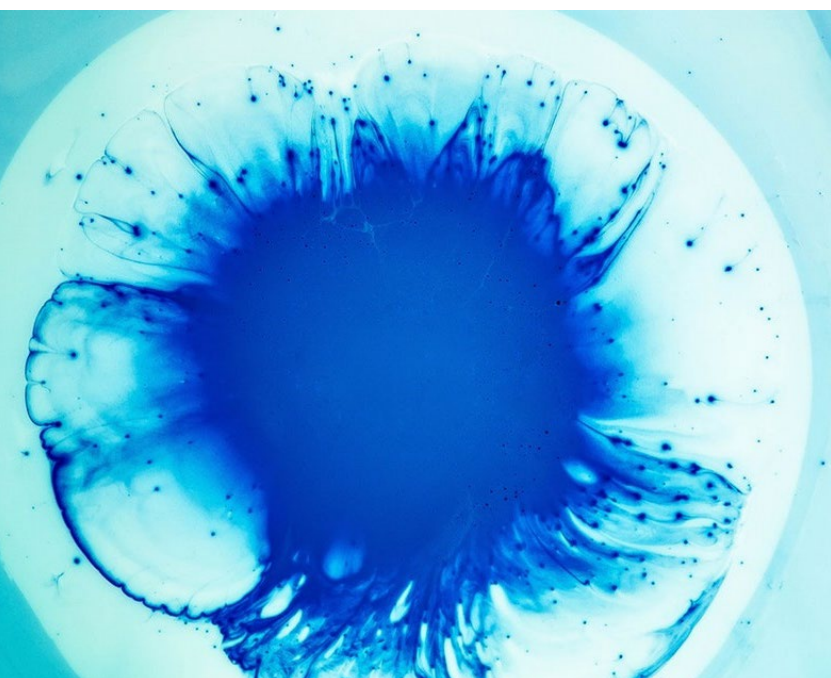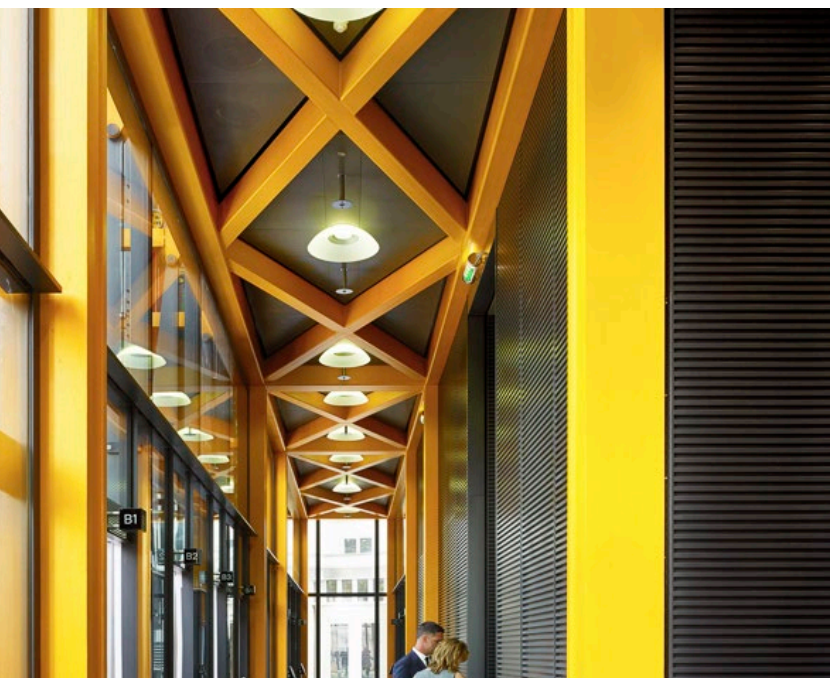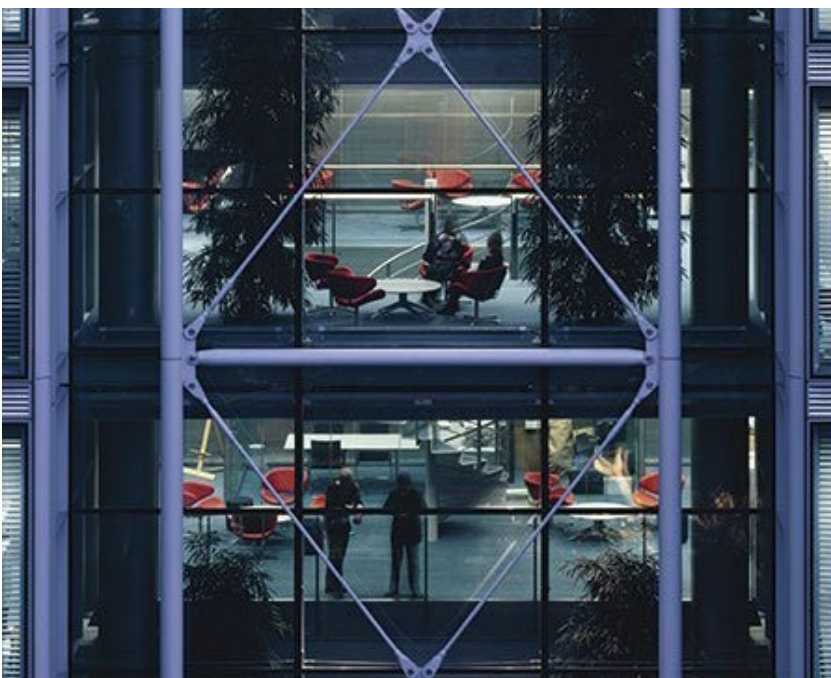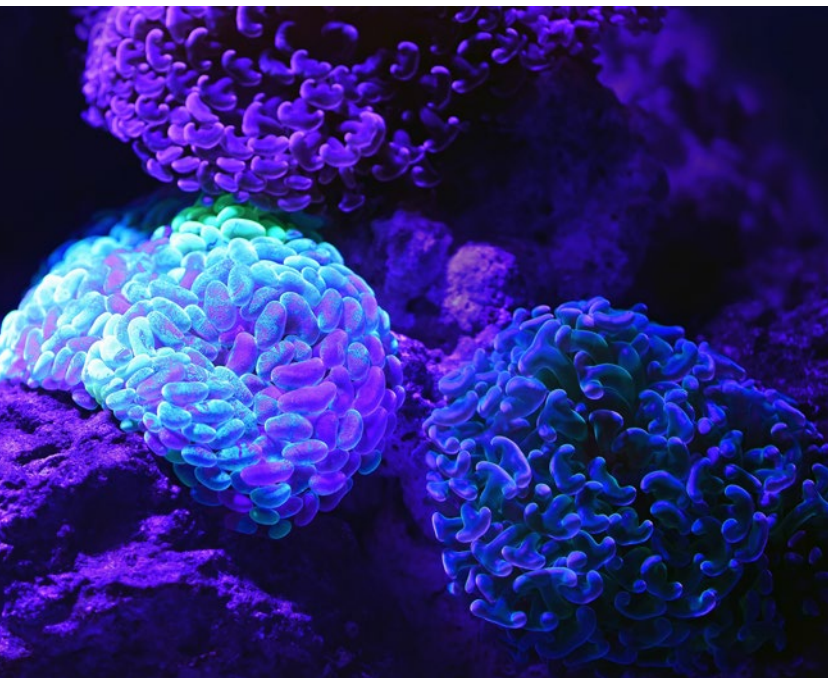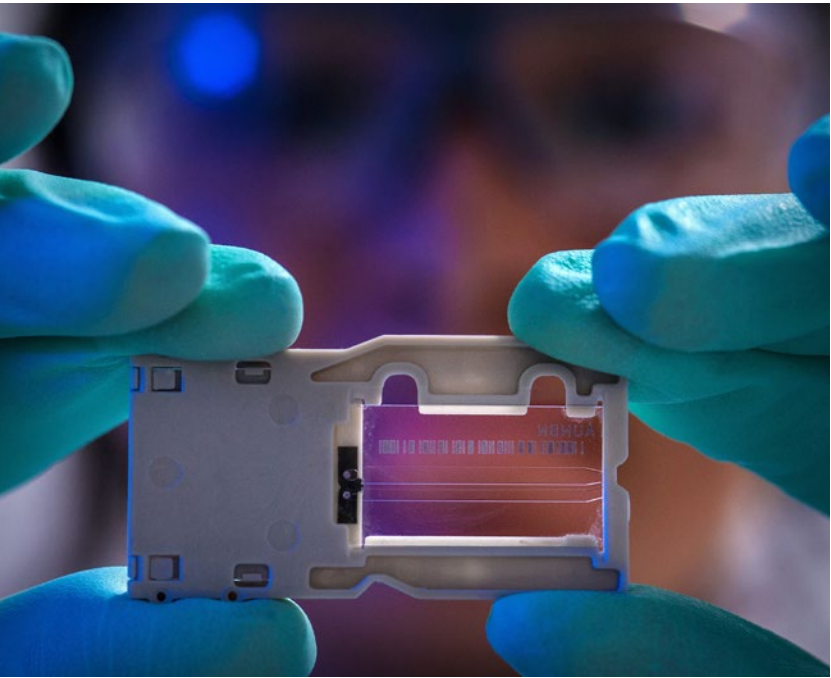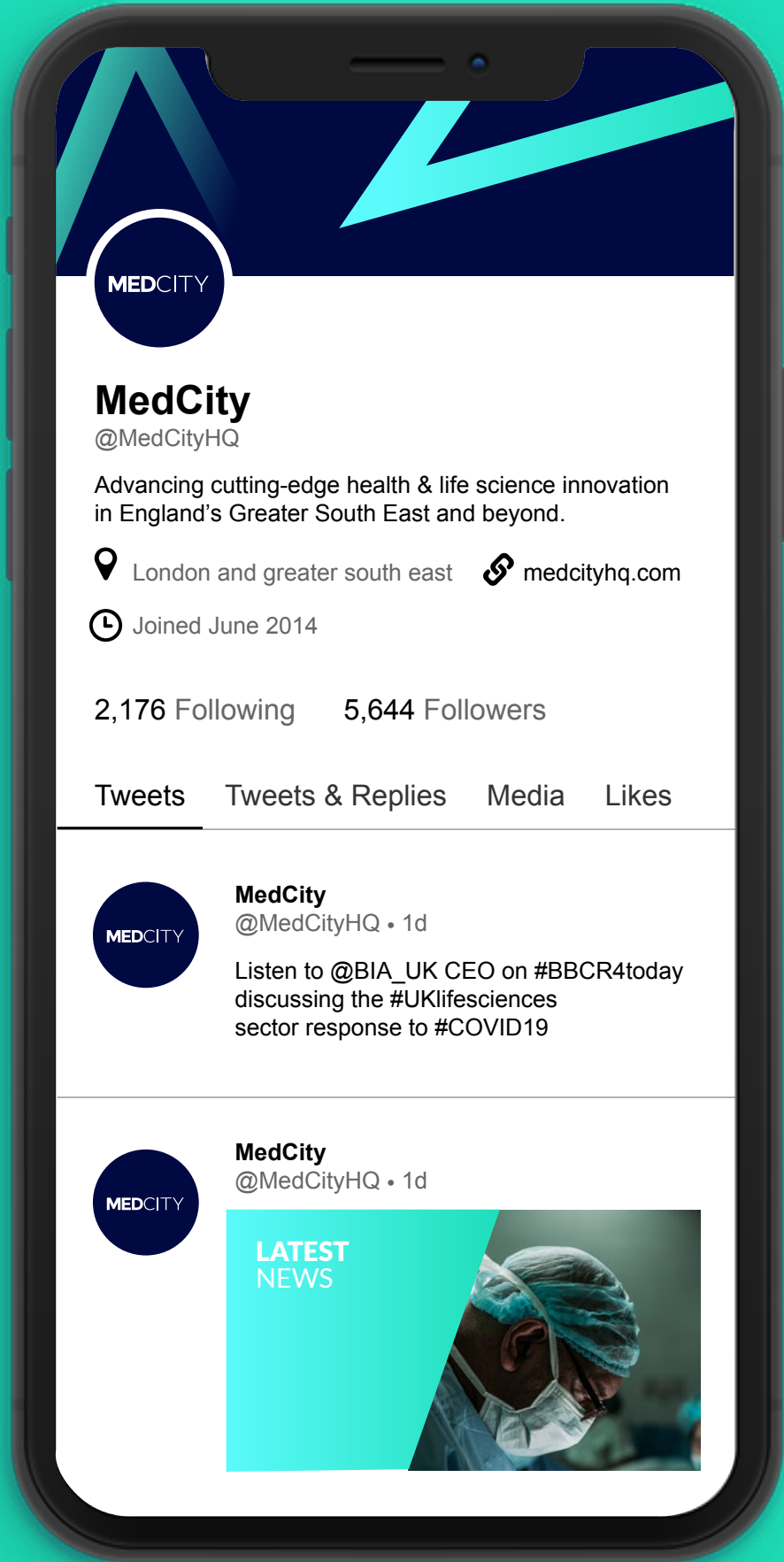
SECTION 04
BRAND IN ACTION

Social

These are examples of how the brand can be used across social applications.

These are examples of brand avatars and social posts.

Presentation

This is an example of how a Powerpoint presentation may look.

It used a mixture of imagery, icons and charts. The use of colour is mixed so that primary brand colours feature most prominently with the secondary palette highlighting key information.

Typography is used in a bold and dynamic way to vary the layouts and draw attention to key messages.
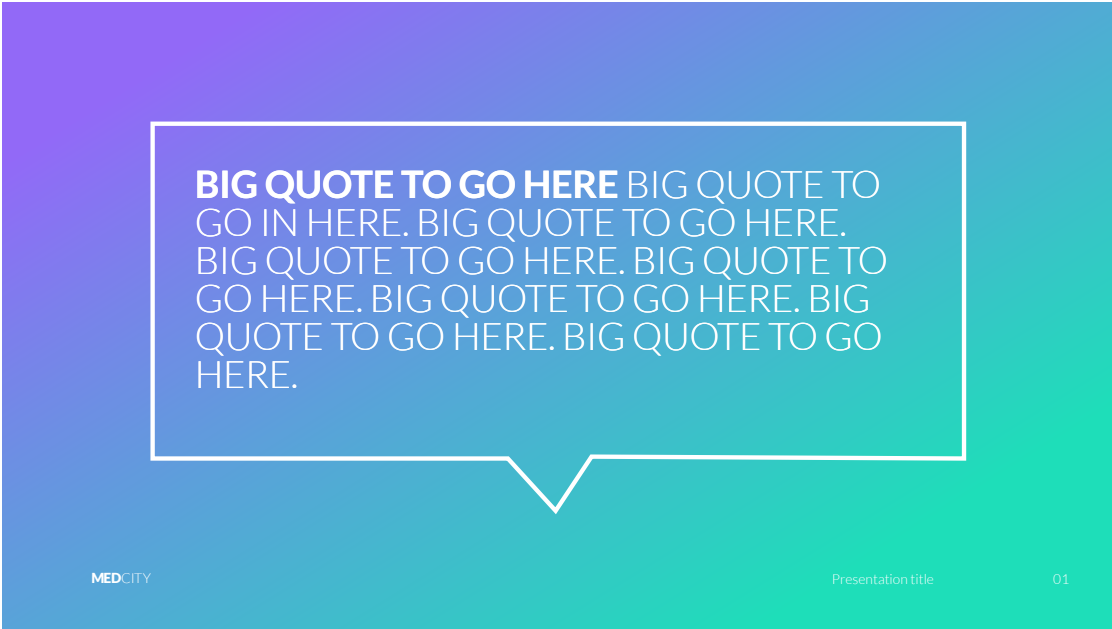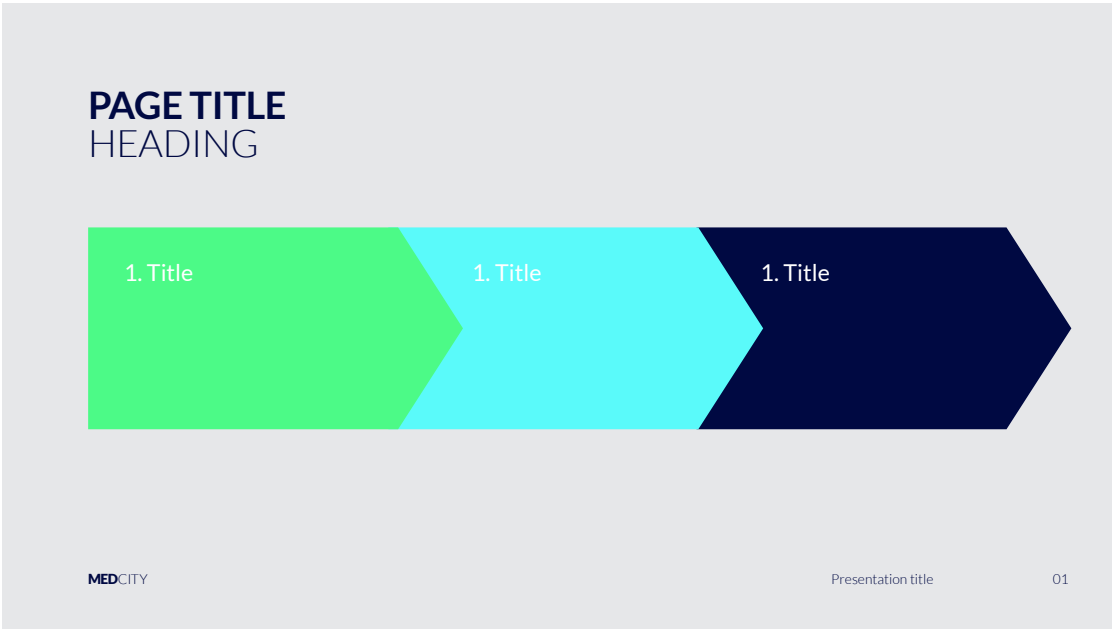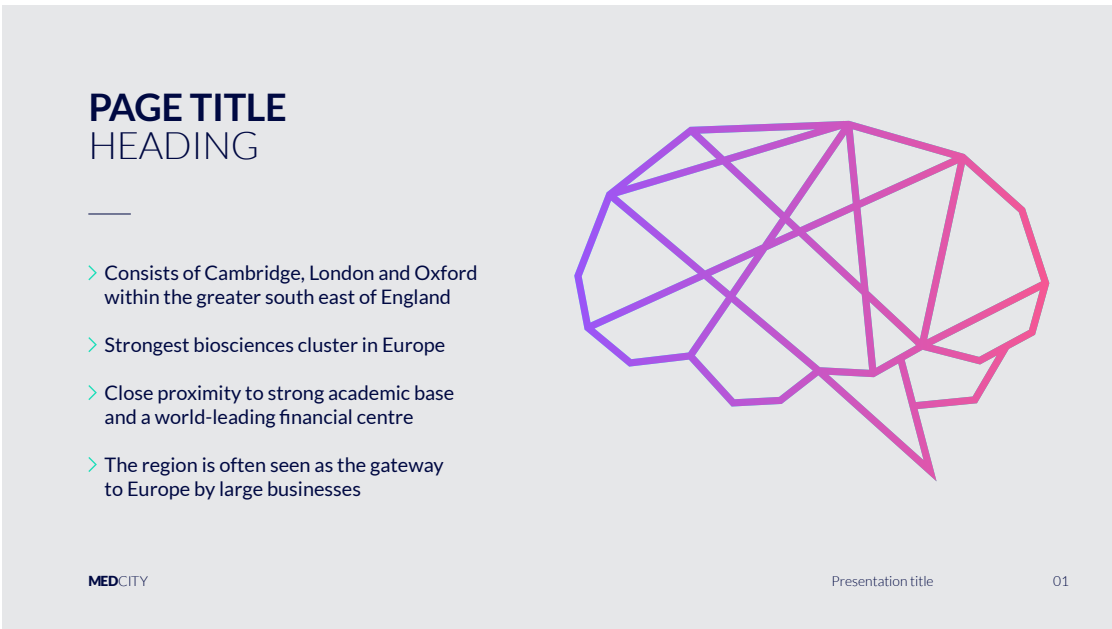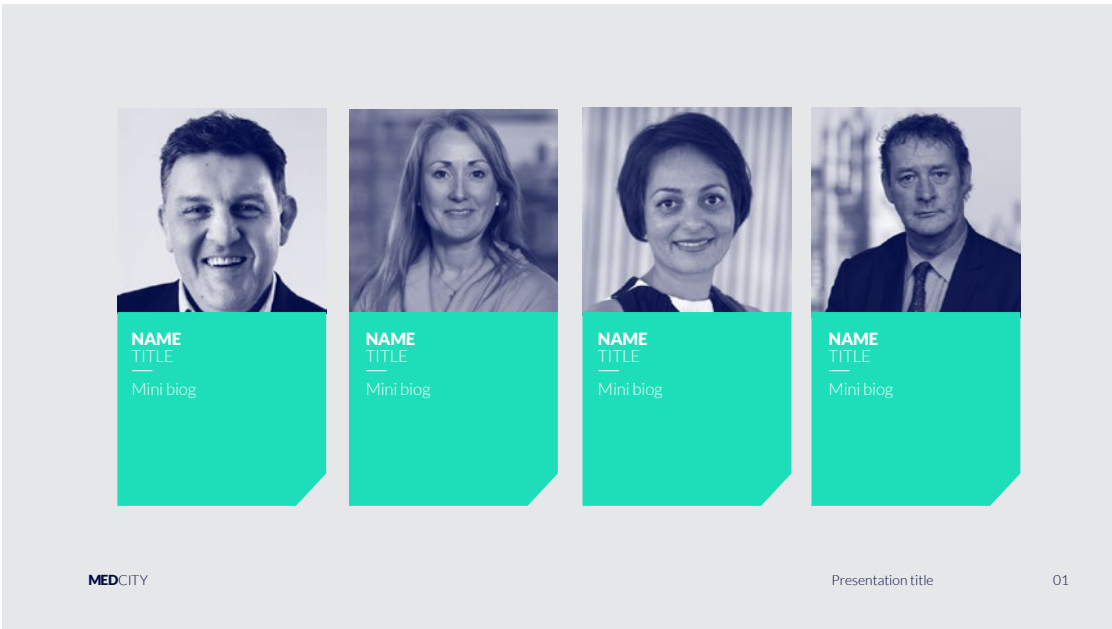
For more information and brand assets please contact:
XXX