



Mansfield District Council
Cultural Services

Mansfield Cultural Services

Brand Guidelines October 2021

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Introduction

This document provides a practical guide for everyone involved in Mansfield Cultural Services' communication process.

By following the guidelines set out in this document we will achieve a consistent approach across all content relating to Mansfield Cultural Services and its 'Five key strands of work'.



Mansfield District Council
Cultural Services

Mansfield Cultural Services' identity is designed with the Mansfield District Council identity in mind. The typography is recognisable and is a constant across all our communications.

The logo elements include five 'M's arranged in a wreath, each representing the 'key strands' of Mansfield Cultural Services, those being; Mansfield Palace Theatre, Mansfield Museum, Learning & Engagement, Giving and Conferencing & Commercial.

Stacked Logo



Mansfield District Council
Cultural Services

Logo

Horizontal and stacked versions of the logo are available. These are created to be used alongside the Mansfield District Council corporate logo and corporate guidelines.

Horizontal Logo



Mansfield District Council
Cultural Services

Logo Alternates

There are alternate versions of the logo, designed to be used in different circumstances. Please use the version that best suits your project requirements. Consider legibility when using on dark or light backgrounds.



Mansfield District Council
Cultural Services



Mansfield District Council
Cultural Services



Mansfield District Council
Cultural Services



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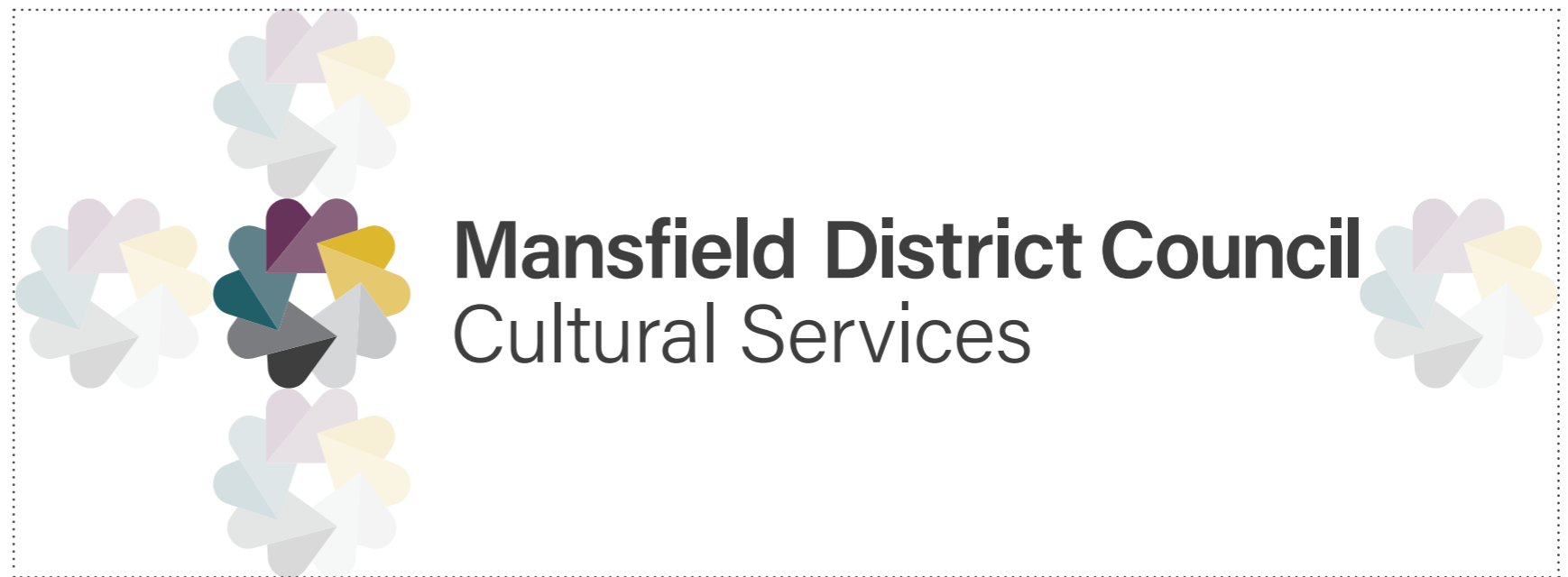
Mansfield District Council
Cultural Services

Logo Position and Size

The logo must not be stretched or distorted and the text must always be legible. We recommend a minimum height of 10mm.

There must be ample clear space around the logo. We recommend the size of the wreath's width and height to surround the logo, as illustrated.

Clear Space



Stacked Lock-up



Mansfield District Council
Cultural Services



Mansfield
District Council

MDC Lock-up

The logo is designed to sit alongside the MDC identity. Please use the lock-ups suggested. Do not combine stacked and horizontal logos.

Horizontal Lock-up



Mansfield District Council
Cultural Services

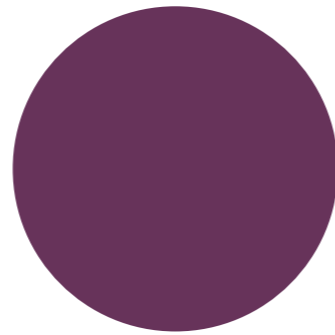


Mansfield
District Council

Colour Palette

The Mansfield Cultural Services identity uses the Mansfield District Council colour palette, with the addition of a fifth complimentary colour.

Please use the correct colour space for your project. For digital and screen based content reference the RGB or Hex values. For print based projects use CMYK or Pantone reference.

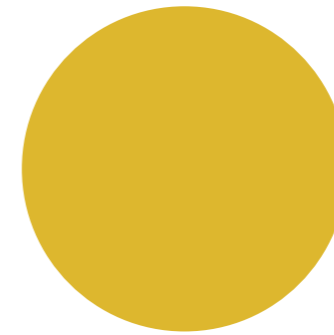


MDC Purple

R: 110 G: 51 B: 87

#6e3357

C: 55 M: 85 Y: 35 K: 30

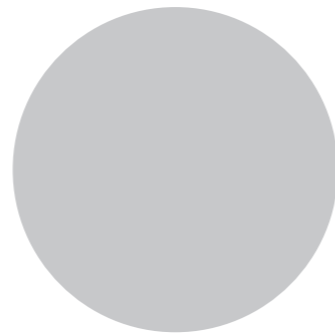


MDC Gold

R: 221 G: 184 B: 47

#ddb82f

C: 15 M: 25 Y: 96 K: 0

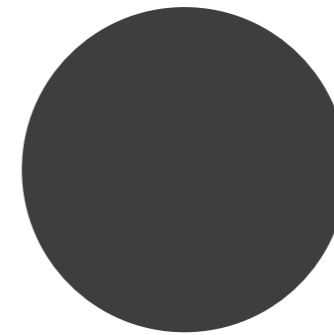


MDC Light Grey

R: 217 G: 217 B: 217

#d9d9d9

C: 0 M: 0 Y: 0 K: 25

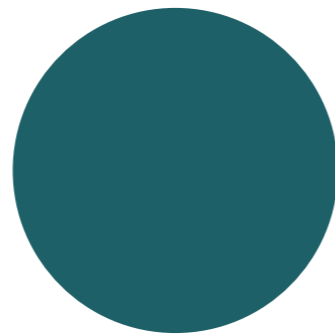


MDC Dark Grey

R: 64 G: 64 B: 64

#404040

C: 0 M: 0 Y: 0 K: 90



MDC Dark Teal

R: 37 G: 95 B: 106







#255f6a

C: 83 M: 42 Y: 43 K: 30




Colours and Accessibility

Within the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, there are standards we must meet. AA is currently the legal accessibility standard but we should be aiming for AAA as it is expected that this will be the new requirement in the future. To help make our brand as accessible as possible, the purple and dark grey are the main body colours which are to be used with white text. The gold and light grey are accent colours. Here's a breakdown of accessible colour pairings.








AAA standard:

-  Purple and white
-  Dark grey and white
-  Dark grey and light grey
-  Light grey and black
-  Gold and black
-  Teal and White

AA standard:

-  Purple and gold
-  Purple and light grey
-  Dark grey and gold

Fail:

-  Purple and black
-  Purple and dark grey
-  Dark grey and black
-  Light grey and gold
-  Light grey and white
-  Gold and white
-  Teal and black

Typeface

Our corporate font is Arial point size 12 in black. This should be used in all written correspondence and body copy for publications and articles. Our corporate web font is Open Sans point size 12 in black which is used on our website. Where possible, for bold headers larger than 17pt we recommend a kerning value of between -10pt to -30pt to be applied depending on point size.

In the event that arial is unavailable for your website project, the suggested alternate google webfonts are: **'Open Sans Semibold'** and 'Open Sans Regular'.

Preferred Body Copy Font - Print

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Preferred Body Copy Font - Web

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

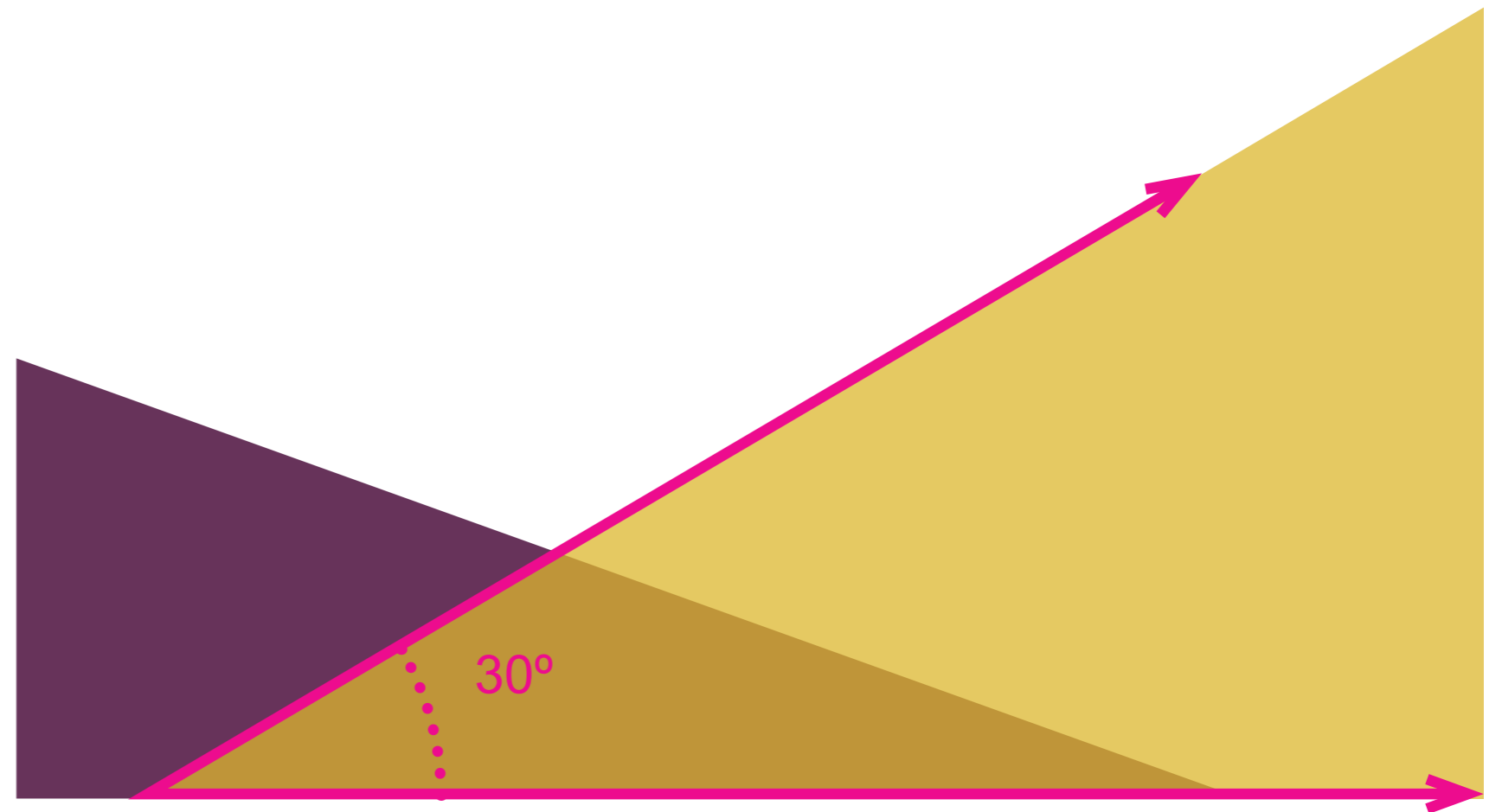
Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Design Features

One of our design features is angled block colours for headers and footers within documents and graphics.

The main angle and the overlapping transparent angle should be of varying degrees. Angles can be adjusted to allow for copy, however it is recommended that you do not exceed 30°.



Five Key Strands of Work

The five key strands of Mansfield Cultural Services are Mansfield Palace Theatre, Mansfield Museum, Learning & Engagement, Giving and Conferencing & Commercial.



Mansfield Palace Theatre

There are alternate versions of the logo, designed to be used in different circumstances. Please use the version that best suits your project requirements. Consider legibility when using on dark or light backgrounds.



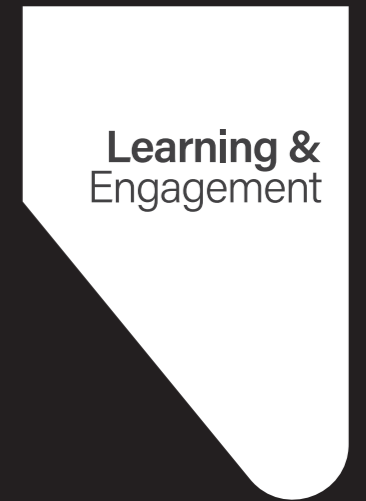
Mansfield Museum

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Learning & Engagement

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Giving

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Conferencing & Commercial

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Conferencing &
Commercial

Layout Examples



Mansfield Palace Theatre

Whats On
Spring 2022

Tuesday 22 February
Northern Ballet Pinocchio

This poster features a cartoon illustration of a young boy with brown hair, wearing a white shirt and a red and orange striped vest. He is standing in front of a red and black striped circus tent. The background is a warm, orange and yellow glow with sparkling light effects.



Mansfield Palace Theatre

Whats On
Spring 2022

Wednesday 9 February
Circus of Horrors

This poster shows a group of people in elaborate, colorful costumes. In the center, a man with long white hair and a black top hat with a skull on it is pointing directly at the viewer. Other people around him are also in costume, some with face paint. The background is dark with blue and purple lighting.



Mansfield Palace Theatre

Whats On
Spring 2022

Friday 7 January
Johnny Cash Roadshow

This poster features a photograph of a man in a dark suit and tie playing a red electric guitar on stage. He is looking down at his instrument. There are microphones in front of him. The background is dark with some stage lighting.



Mansfield Palace Theatre

Whats On
Spring 2022

Thursday 24 &
Friday 25 February
The Magic of Motown

This poster shows a woman with dark skin and curly hair, wearing a white feathered collar and a dark top. She is holding a microphone to her mouth and appears to be singing. The background is a vibrant purple and pink color.