

Show you're
Passionate
about

north east
england

north east england

Colour



Cyan: **100**
Magenta: **72**
Yellow: **0**
Black: **32**

Pantone matching system 4 colour process (CMYK)



Please make sure there is sufficient contrast between the logo and background colour to safeguard clarity. This also applies when placing over photographic imagery.

Minimum size

north east
england

Minimum
width 16mm



Example of North East England logo used in purple swoosh with *Passionate people. Passionate places.*



How to use the North East England logo:

The North East England logo is the 'starting point' and is important because it locates the region geographically.

- **It is the only element of the branding that can be used alone.**
- It must always be included when using 'Passionate people. Passionate places' and 'Passionate about' branding.
- The North East England logo often appears in a purple swoosh but in this format must be accompanied by the 'Passionate' line and should not be used on its own. See example below.

Colour

- For spot colour use the Pantone matching system number Pantone 281.
- Where the printing of spot colours is not appropriate, the four colour process mix should be used. (C:100 M:72 Y:0 K:32)
- You can also use the logo in any single colour to suit your needs and own colour schemes.
- Please make sure there is sufficient contrast between the logo and background colour to safeguard clarity. This also applies when placing over photographic imagery.
- The North East England logo can also be used in mono - black on a white background or reversed out.



Minimum size

- For minimum safe reproduction the width of the logo should be no less than 16mm. To make sure that the logo is accessible to as many people as possible the 'x height' of the word 'england' should be no smaller than 1mm.

Please note:

The North East England logo can be downloaded from www.northeastengland.co.uk or you can request a pdf/jpg or other file from a member of the Regional Image team at One NorthEast on 0191 229 6861 or e-mail northeastengland@onenortheast.co.uk

Passionate people. Passionate places.

north east england

North East England logo should always be right aligned

Colour



Cyan: **100**
Magenta: **72**
Yellow: **0**
Black: **32**



Cyan: **51**
Magenta: **79**
Yellow: **0**
Black: **0**

Pantone matching system 4 colour process (CMYK) Pantone matching system 4 colour process (CMYK)

Minimum size



Too small! In this case the North East England logo should be used on its own.



How to use 'Passionate people. Passionate places' branding:

This is the 'strapline' of the Regional Image campaign.

- It can be used as a 'single line' logo or, if appropriate, it can be used as a 'block' two line logo.
- **'Passionate people. Passionate places' must always appear with the 'north east england' branding.**

Colour

- 'Passionate people. Passionate places' can appear white on blue (Pantone 281) or blue on white, as a block or single line.
- For spot colour use the Pantone matching system number Pantone 281.
- The colour of the swoosh must be purple (Pantone 258). (Four colour process mix C:51 M:79 Y:0 K:0)
- Where the printing of spot colours is not appropriate, the four colour process mix should be used.

Mono

- The 'Passionate people. Passionate places' brand and North East England logo can also be used in black and white. In mono, the Passionate line should appear in black on white only and the North East England logo can appear in white font on a black swoosh or in black font 'loose', right aligned, without the swoosh.



Minimum size

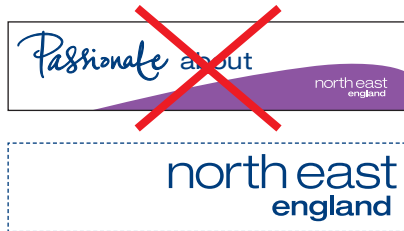
- For minimum safe reproduction, the width of the 'single line' logo should be no less than 75mm and the width of the 'block' logo should be no less than 55mm.
- If it is not possible to reproduce the logo at this size, the 'North East England' logo should be used on its own.

Please note:

The 'Passionate people. Passionate places' logo can be downloaded from www.northeastengland.co.uk or you can request a pdf/jpg or other file from a member of the Regional Image team at One NorthEast on 0191 229 6861 or e-mail northeastengland@onenortheast.co.uk

Passionate about

Minimum size



Too small! In this case the North East England logo should be used on its own.



Minimum width 30mm



The Word following 'about' should start with a lower case letter (unless the word would normally start with an upper case letter eg. for place names).

How to use Passionate about...

The strapline of the Regional Image campaign can also be adapted to your specific area of business/interest by using the 'Passionate about...' line.

If you have a specific idea in mind, please contact the Regional Image team and we will prepare branding appropriate for you.

- 'Passionate people. Passionate places' must always appear with the 'North East England' branding.
- The words inserted after 'about' should be no more than 2-3 words for clarity and be Helvetica Neue Medium Ext.
- When choosing your line, it is best to keep the number of words to a minimum. One word is ideal.
- There should be just one line of text, do not stack different Passionate abouts on the same strip/block.

Colour

- 'Passionate about' can appear white on blue (Pantone 281) or blue on white, as a 'block' or 'single line'.
- For spot colour use the Pantone matching system number Pantone 281.
- The colour of the swoosh must be purple (Pantone 258). (Four colour process mix C:51 M:79 Y:0 K:0)
- Where the printing of spot colours is not appropriate, the four colour process mix should be used.

Mono

- The Passionate about brand and North East England logo can also be used in black and white. In mono, the Passionate line should appear in black on white only and the North East England logo can appear in white font on a black swoosh or in black font 'loose', right aligned without the swoosh.



By getting the Regional Image team to prepare your branding you know that you are getting it right! It also allows us to monitor the campaign's progress – which is a very important part of what we do.

Please contact a member of the Regional team at One NorthEast on 0191 229 6861 or e-mail northeastengland@onenortheast.co.uk

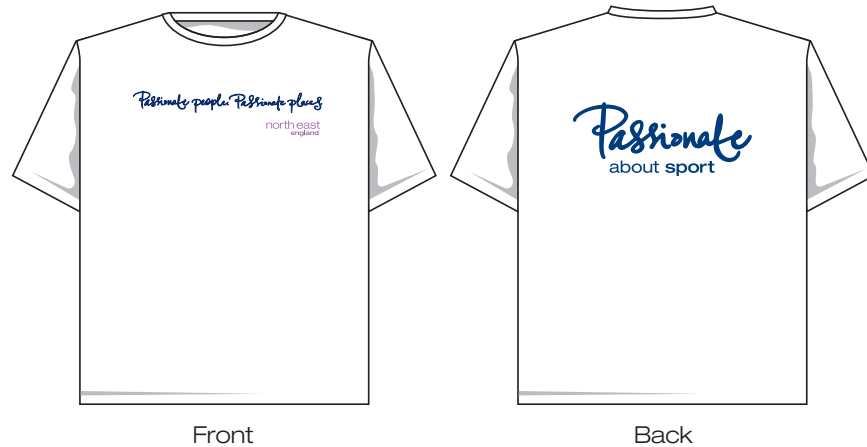
Minimum size

- For minimum safe reproduction, the width of 'Passionate' should be no less than 30mm.
- If it is not possible to reproduce the logo at this size, the 'North East England' logo should be used on its own.

In certain cases, where the brand would not fit as a 'single line' or a 'block', the Passionate about line can be used 'loose' but only in conjunction with the North East England logo.

How branding can be used....

The t-shirt below shows how the logo and branding might be used 'loose'. The North East England logo should appear on the front, left hand breast and always be right aligned with any text. The Passionate about... centred on the back.



Please note:

A number of Passionate about logo variants can be downloaded from www.northeastengland.co.uk or you can request a pdf/jpg or other file of your chosen variant from a member of the Regional Image team at One NorthEast on 0191 229 6861 or e-mail northeastengland@onenortheast.co.uk



Passionate people.
Passionate places.

www.northeastengland.co.uk

north east
england

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For further information and guidance on using the North East England brand contact:

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Regional Development
Agency