

the commercial district

corporate guidelines



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Principally these corporate identity guidelines are the culmination of a wide-ranging feedback process involving members of the Liverpool Commercial District Partnership. One of the findings was a feeling that a modern and eye-catching presentation of the Commercial District was needed if the organisation was to fulfil its role of both promoting the area as an international-class business district, as well as acting as a mechanism for co-operation and dialogue for member companies. The exercise has resulted in the creation of a new name and brand signature; **the Commercial District**. The design is supported by a positioning statement that expresses clearly the area's key selling message; **a vibrant business location at the heart of Liverpool**.

Used consistently, the new identity will help Liverpool's commercial quarter to create a striking, unified and coherent image as it continues to transform itself into one of the UK's key business locations. This document provides members with detailed guidance on how the identity should be used in primary applications that promote the Commercial District directly – eg, printed literature, display material and public realm enhancement – in addition to secondary promotion such as 'affiliation branding' on members' corporate stationery.

Finally, as with all corporate ID programmes, miscellaneous issues will undoubtedly arise as the identity's application gathers momentum. Our design team will be happy to offer guidance on any identity enquiry. For contact details please refer to the back page of this document.

2. Brand signature with positioning statement – Mono version

Version 1: **Mono Stacked**

the
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district

a vibrant business location
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Version 2: **Mono Stacked - Reversed**



Version 3: **Mono Linear**

the commercial district

a vibrant business location at the heart of Liverpool

Minimum Reproduction Size

For reduced-scale reproduction, the minimum sizes for the linear and stacked brand signatures are 50mm and 26mm wide respectively. If for any reason the signature can only be used at a size smaller than these, then for the sake of clear communication, it is permissible to remove the positioning statement.



This page shows the three mono versions of the brand signature with positioning statement. It is arranged in either linear or stacked versions. Unique in its construction, the signature has been created in such a way as to brand the area in a clean, disciplined fashion, whilst highlighting its unified, integrated structure through the series of connected, conjoined letters. As the examples show, the Commercial District title appears as either 100% black on a white background, or white out of a solid black background. The positioning statement is reproduced as a 50% tint of black on either white or black background. There may be occasions when the positioning statement is not required. Therefore it is acceptable to use the brand signature remotely from the statement. Please note, the brand signature should never be re-originated – all master artwork versions are freely available to members in .jpg and .eps format.

3. Brand signature with positioning statement – Clear Zone, Do’s and Don’ts

Clear Zone
To maximise legibility and branding, a clear zone around the signature should be maintained. This is calculated by maintaining a space equal to the square of the x-height, which in return is determined by the signature’s specific reproduction size.



Do’s and Don’ts
To maintain consistent signature presentation, it is important that the signature style is strictly adhered to. Some of the more common misuses are shown above.

the
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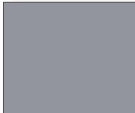
a vibrant business location
at the heart of Liverpool

the
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district

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4. Brand signature with positioning statement – Colour version

Besides black, the brand signature has been designed in three additional colourways – orange, blue and red. This will enable the identity to maintain its freshness and versatility over the course of its lifetime. The specified colours are vibrant and contemporary and as the examples show, they work equally well on white or black backgrounds. The palette also offers flexibility for using a specific colourway in a particular communication environment. For example, the red signature might be more appropriate in a marketing piece requiring high visual impact. Alternatively, the orange or blue colourways could be used in more contemporary or formal design settings. In effect, there are no preset rules – the identity is not intended to be overly prescriptive and ultimately the choice of colour should remain at the discretion of the Designer.

 Pantone 158C	CMYK 0 Cyan 61 Magenta 97 Yellow 0 Black	 Pantone 542C	CMYK 62 Cyan 22 Magenta 0 Yellow 3 Black	 Pantone 193C	CMYK 0 Cyan 100 Magenta 66 Yellow 13 Black
 Pantone BlackC	CMYK 0 Cyan 0 Yellow 0 Magenta 100 Black	 Pantone Cool Grey 9C	CMYK 0 Cyan 0 Yellow 0 Magenta 50 Black		
	RGB 238 Red 125 Green 17 Blue		RGB 98 Red 164 Green 211 Blue		RGB 205 Red 0 Green 58 Blue
	RGB 20 Red 18 Green 10 Blue		RGB 154 Red 154 Green 157 Blue		

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5. Brand signature – Reversed colour options



Both the linear and stacked signatures can be reversed out of the backgrounds of each of the three colourways. As the matrix shows, the corporate identity system allows for great flexibility on how the signature and positioning statement is reproduced.

6. Supporting typeface family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Black

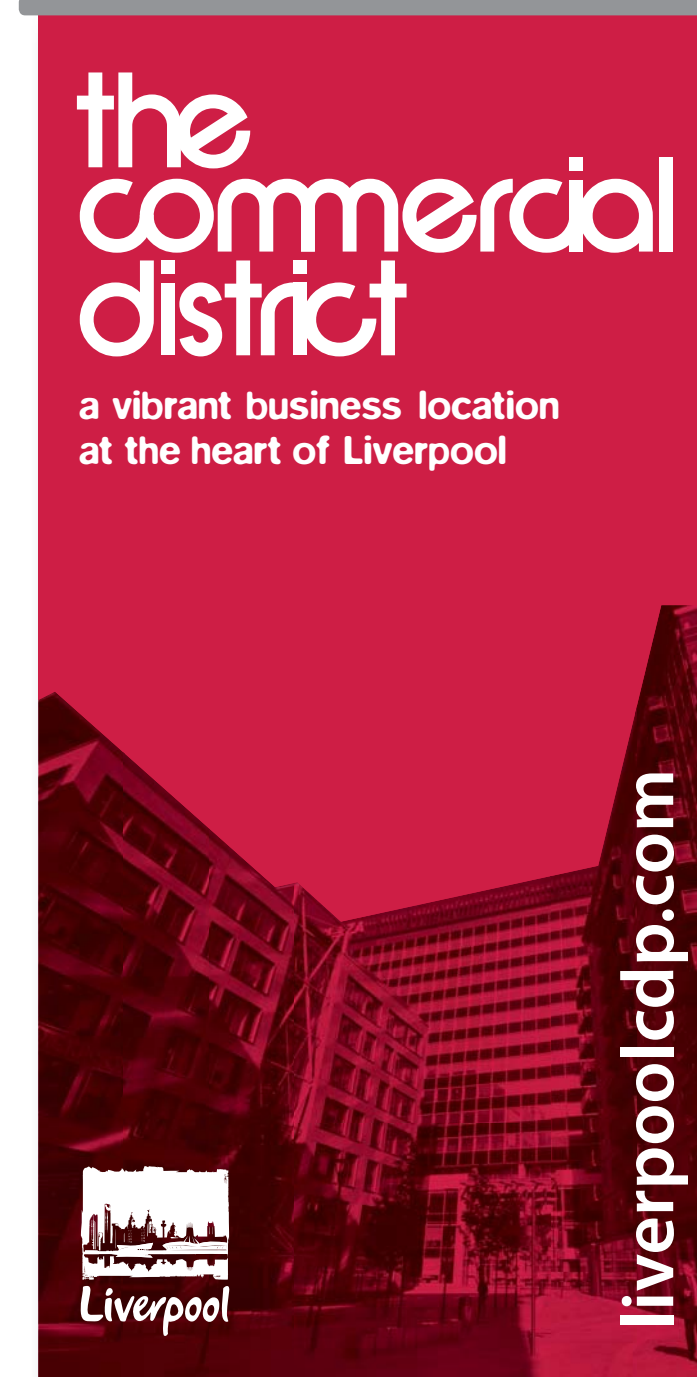
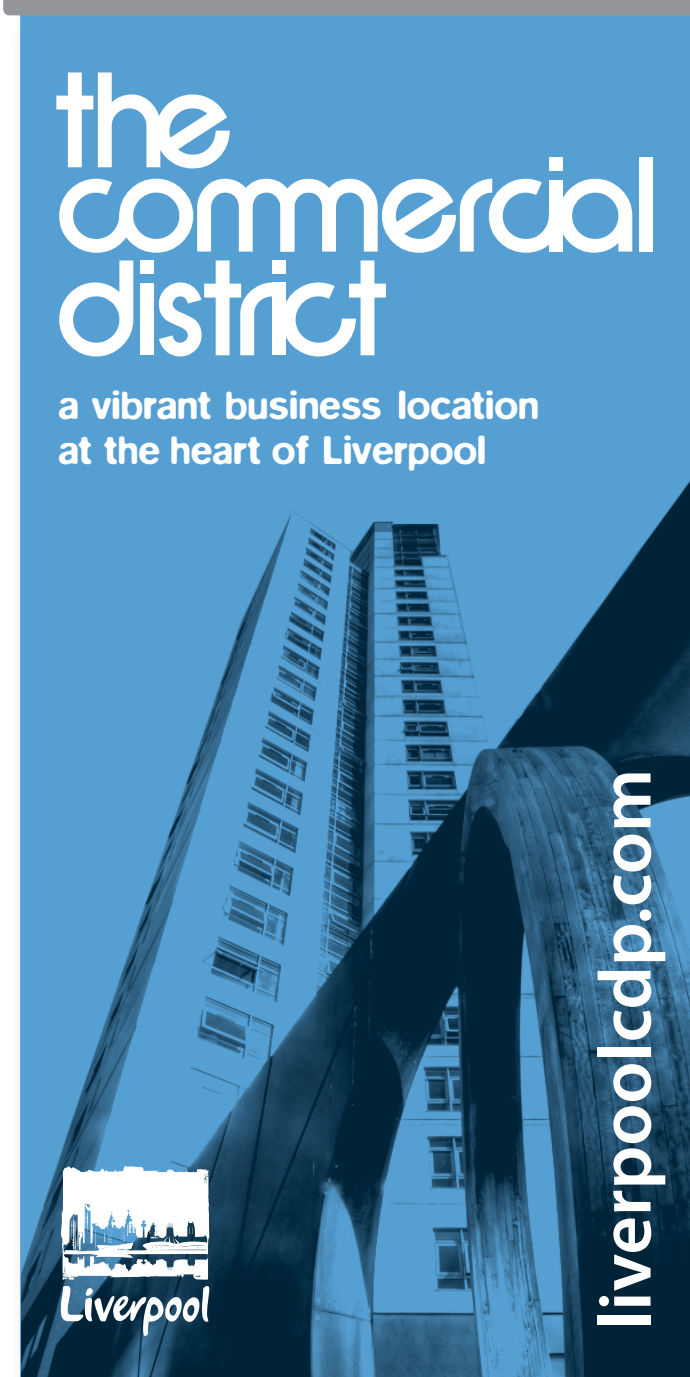
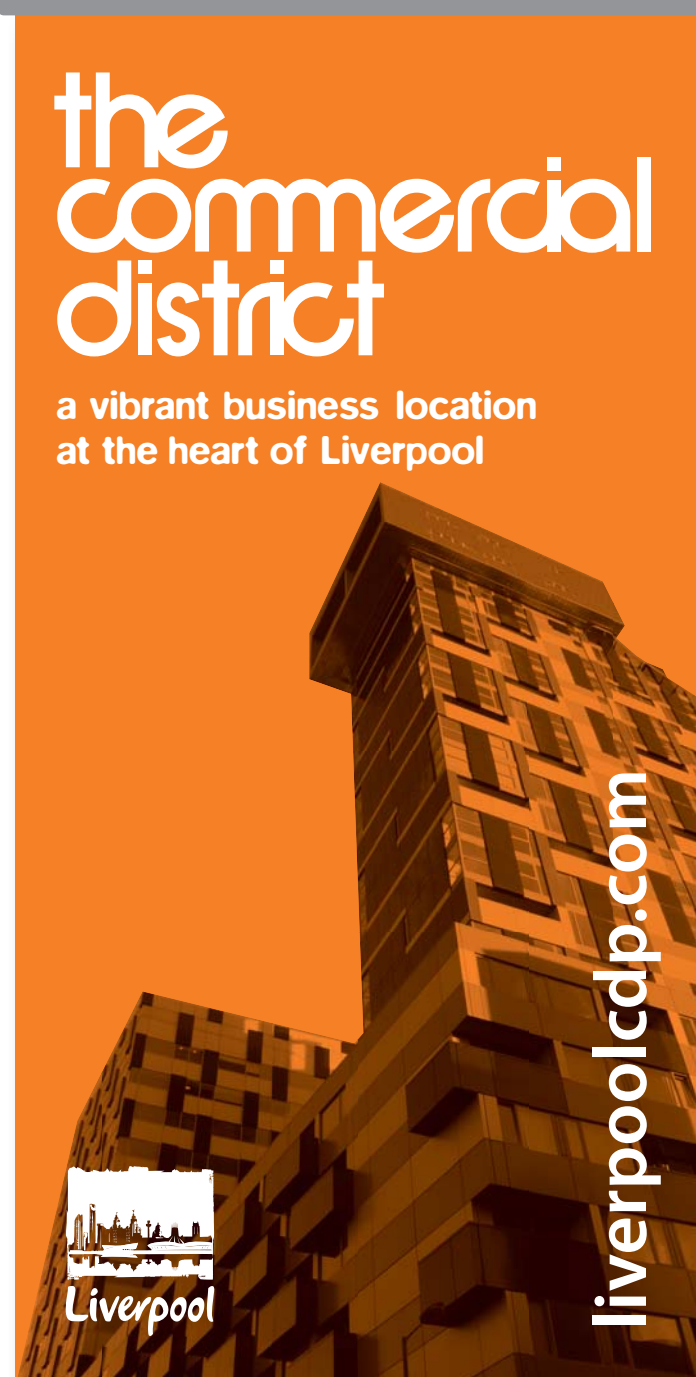
DIN is the designated supporting typeface family. It should be specified on all forms of communication and messaging produced on behalf of the organisation. Legible in all text sizes, it is a stylish and versatile font that is available in a good selection of weights. Its condensed and precise cut complements the more rounded and symmetrical letterforms within the Commercial District brand signature.

7. Photographic styling



To maintain a consistent visual look across the range of communication media, a distinctive photographic style has been devised. Monotone images of various signal projects that characterise the Commercial District are available for use within any appropriate communication environment. Dynamic angles and dramatic viewpoints portray the buildings as eye-catching examples of quality, contemporary workspace. These images are particularly useful as graphic 'backdrops' over which colour images, headlines and brand signatures can sit. Similarly, if member companies are producing their own marketing material, that includes photographic representations of Commercial District projects then this is the style to follow. Members are invited to add to the Commercial Districts photographic resource by forwarding colour and mono images of completed projects. We will endeavour to use these wherever appropriate. The black and white treatment complements the brand signature's orange, blue and red colour palette, examples of which can be seen on the following pages.

Hanging street banners



1500mm

750mm

Examples of hanging street banners. Suspended from suitable structures such as lighting standards and building facades, the banners will both demark and visually enhance the built environment within the Commercial District perimeter.

Building hoarding



The example shows how the design style can be applied to constructors' hoardings that surround development projects within the area. Using corporate colours and the bold photographic style, an attractive safety perimeter can be created that also doubles as an effective ground-level advertising medium.

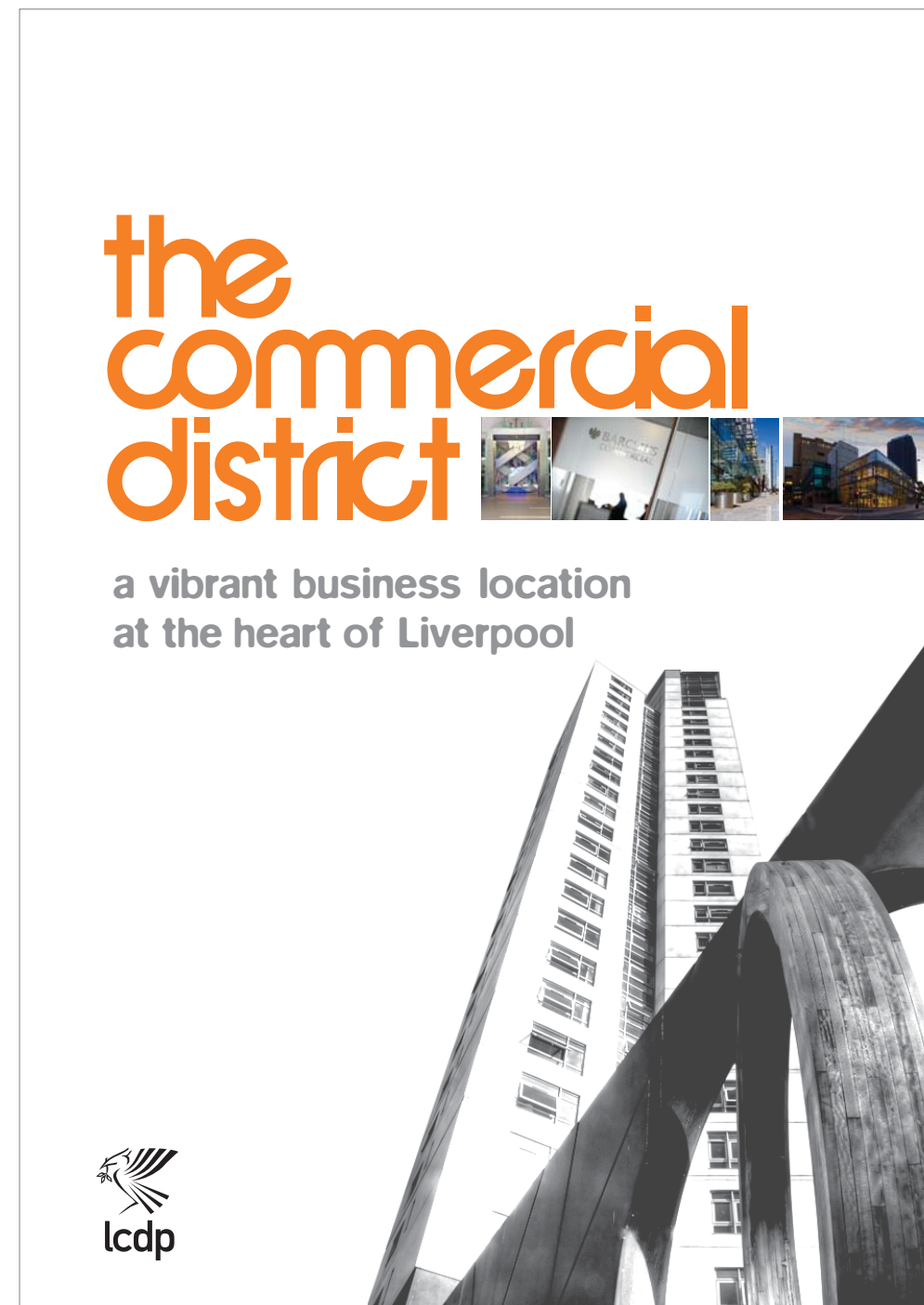
Literature



Poster Template



1/3 A4 leaflet



A4 Brochure Cover

Examples of the corporate identity style applied to typical print and literature formats.

Affiliation branding

The identity has been designed to fit smoothly within members' own marketing campaigns. The examples show how both the stacked Commercial District and LCDP signatures can be tagged onto advertising material promoting individual developments and schemes. In this instance, because of the overall photographic background, the brand signature can reside on a graphic rectangle in any of its four colourways. Only the stacked version should be used on this type of affiliation branding. For small-scale reproduction, an artwork option exists without the positioning line. Versions of all affiliation signatures can be supplied in either .jpg or .eps format.



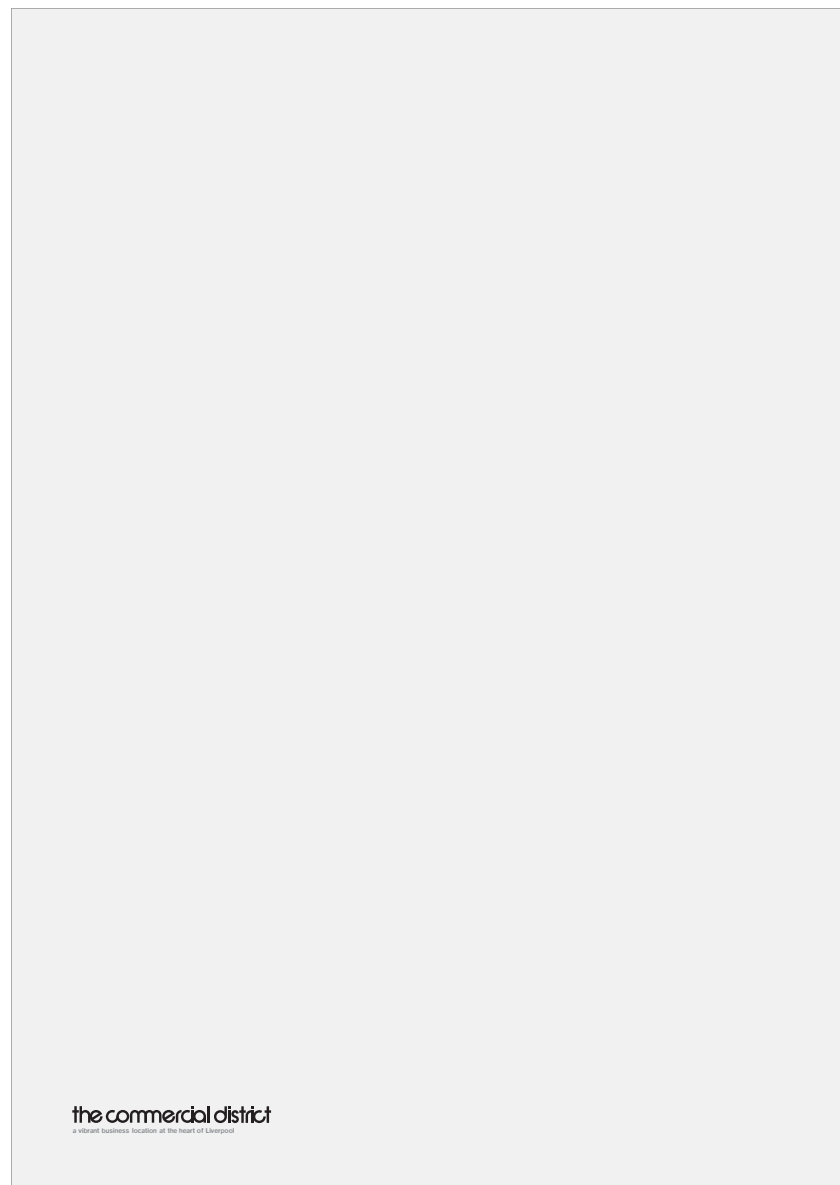
Advertising



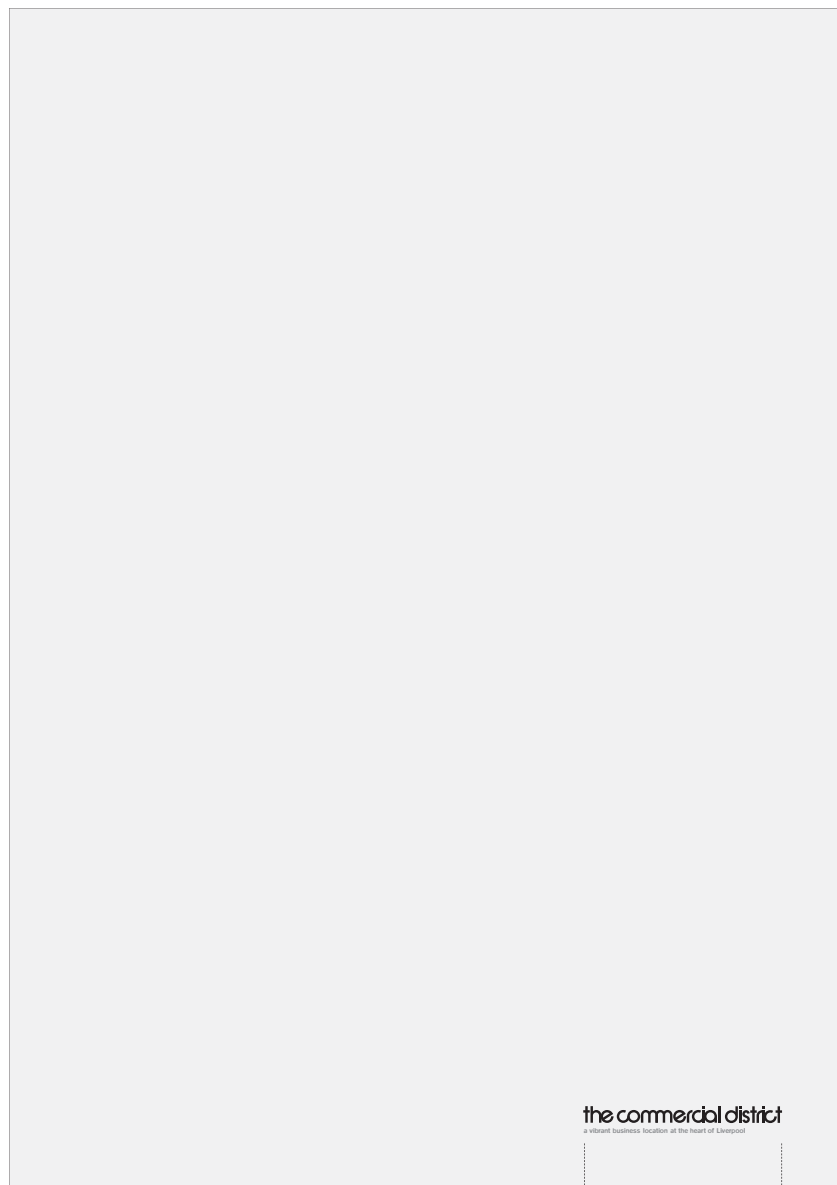
Promotional banner

12. Typical applications

Affiliation branding – Member's stationery

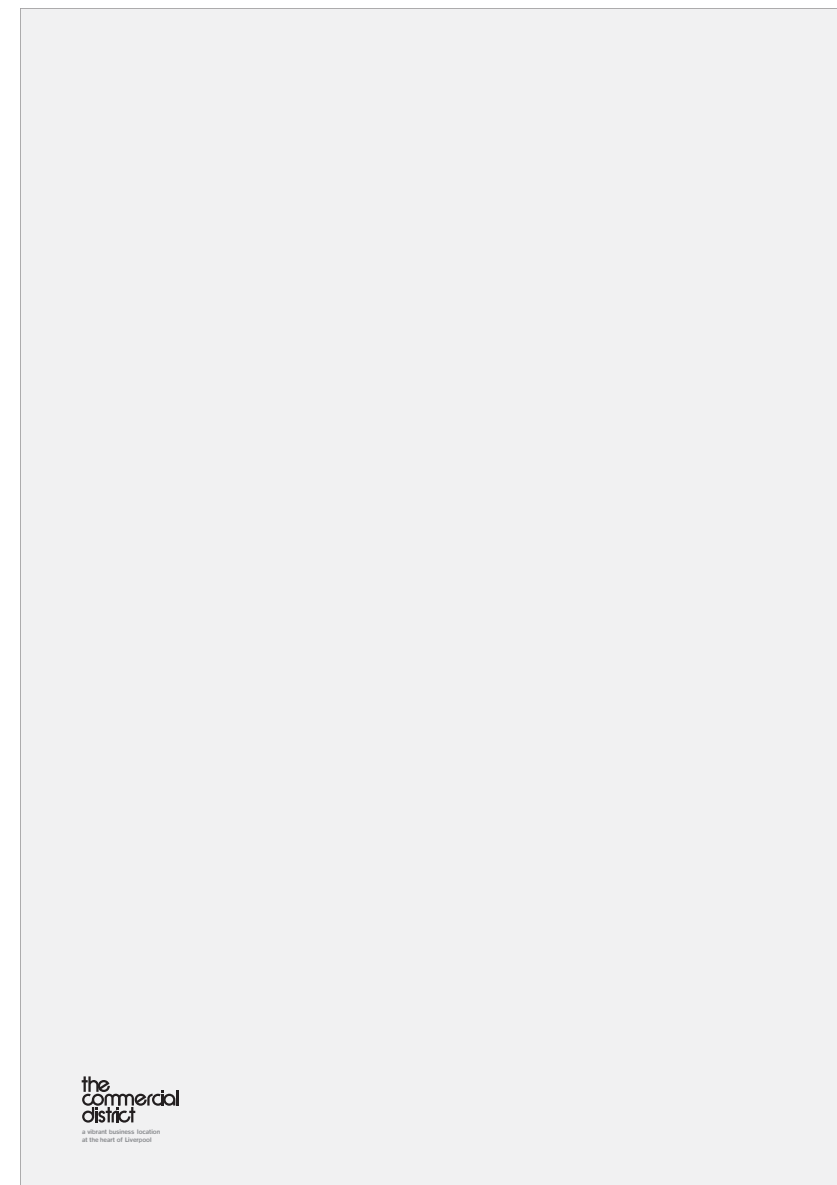


A4 Letterhead - bottom left



A4 Letterhead - bottom right

50mm
minimum width



A4 Letterhead - bottom left stacked version

The positions indicated above should conform to most stationery layouts. Please remember, the minimum reproduction width of the linear version is 50mm and 26mm for the stacked version (see page 2). Only the black colour option should be used on affiliate's stationery.

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We trust you find these guidelines useful. If you require any further clarification or assistance, please contact Paul at the numbers below, or via email.

Paul Rice, LCDP Chief Executive, on +44 (0)151 600 2900,
or email: paul.rice@liverpoolcdp.com

For technical-based enquiries or the supply of Brand Signatures our design team will also be pleased to assist.

Patrick Hilliard, **GVC Design Consultants**, on +44 (0)845 017 6422,
or email: plh@gvc.uk.com



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