



MD
Marketing
Derby

Brand Identity and
Communication Guidelines

The Marketing Derby Logo

The Marketing Derby logo consists of three colours - **Pantone 1915** for the letter M, **Pantone 7433C** for the letter D and **Pantone 447** for the words "Marketing Derby." The font used in the logo is Alfa Slab One.



Pantone 1915

CMYK breakdown	
Cyan	1
Magenta	85
Yellow	31
Black	0

RGB breakdown	
R	225
G	0
B	112



Pantone 7433C

CMYK breakdown	
Cyan	26
Magenta	91
Yellow	37
Black	3

RGB breakdown	
R	197
G	0
B	103



Pantone 447

CMYK breakdown	
Cyan	69
Magenta	64
Yellow	62
Black	59

RGB breakdown	
R	51
G	50
B	50

Exclusion Zone

An exclusion zone of a minimum of 5mm should be applied in all cases.



Minimum Size

The minimum size for the Marketing Derby logo is 20mm x 14mm



The Marketing Derby Logo

Wherever possible, the full colour, stacked Marketing Derby logo should be used. The full colour version should be used on a white or pale backgrounds. On a coloured or dark background, there are two versions that may be used. Where the layout prevents the stacked logo to be used in an aesthetic way, e.g. narrow designs, a split version is permitted.

Stacked Marketing Derby logo



On a white background



On a dark background



Split Marketing Derby logo



On a white background



On a dark background

Incorrect use of the Marketing Derby logo

Below are some examples of how not to use the logo:



Never stretch or distort the logo in anyway



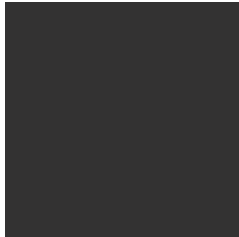
Never alter the logo in anyway.
Never leave out any of the elements
or use them separately.



The logo must only be displayed
horizontally, it must never be rotated

Marketing Derby Font - Museo Sans

The corporate typeface used throughout Marketing Derby material for body text is **Museo Sans**. Choose from the weights, 100, 300, 500, 700 or 900 to provide a consistent approach across the material. Museo Sans 300 should be used for main body text and Museo Sans 700 or 900 for embolding words. On a white or light background, **Pantone 447** should be used in body copy and **Pantone 1915** in headers.



Pantone 447 / 333232

CMYK breakdown		RGB breakdown	
Cyan	69	R	51
Magenta	64	G	50
Yellow	62	B	50
Black	59		



Pantone 1915 / ff0070

CMYK breakdown		RGB breakdown	
Cyan	1	R	225
Magenta	85	G	0
Yellow	31	B	112
Black	0		

Museo Sans 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () !?/:%

Museo Sans 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () !?/:%

Museo Sans 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () !?/:%

Museo Sans 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () !?/:%

Museo Sans 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () !?/:%

If Museo Sans is not available, on a Windows PC for example, Gill Sans is an acceptable alternative.

The Marketing Derby Colour Palette

There are three main colour palettes - one for each of the different activities of Marketing Derby: **Corporate** and **Derby and Derbyshire (D2)**, **Invest in Derby** and **Invest in Derbyshire**.

Corporate and D2

Pantone 674C / ca5a9d



CMYK breakdown		RGB breakdown	
Cyan	19	R	204
Magenta	78	G	86
Yellow	1	B	154
Black	0		

Pantone 1915 / ff0070



CMYK breakdown		RGB breakdown	
Cyan	1	R	225
Magenta	85	G	0
Yellow	31	B	112
Black	0		

Pantone 7433C / c50067



CMYK breakdown		RGB breakdown	
Cyan	26	R	197
Magenta	91	G	0
Yellow	37	B	103
Black	3		

Pantone 242C / 8a2264



CMYK breakdown		RGB breakdown	
Cyan	47	R	138
Magenta	97	G	34
Yellow	24	B	100
Black	15		

Invest in Derby

Pantone 306 / 00b6e7



CMYK breakdown		RGB breakdown	
Cyan	81	R	0
Magenta	3	G	182
Yellow	4	B	161
Black	0		

Pantone 7459C / 179967



CMYK breakdown		RGB breakdown	
Cyan	73	R	23
Magenta	27	G	153
Yellow	20	B	183
Black	0		

Pantone 7697C / 0089a1



CMYK breakdown		RGB breakdown	
Cyan	79	R	0
Magenta	35	G	137
Yellow	29	B	161
Black	2		

Pantone 296C / 122138



CMYK breakdown		RGB breakdown	
Cyan	92	R	18
Magenta	79	G	33
Yellow	50	B	56
Black	58		

Invest in Derbyshire

Pantone 250C / eac1fb



CMYK breakdown		RGB breakdown	
Cyan	15	R	234
Magenta	30	G	193
Yellow	0	B	251
Black	0		

Pantone 265C / ad4dcf



CMYK breakdown		RGB breakdown	
Cyan	47	R	173
Magenta	68	G	77
Yellow	0	B	207
Black	0		

Pantone 268C / 5a0071



CMYK breakdown		RGB breakdown	
Cyan	83	R	90
Magenta	100	G	0
Yellow	22	B	113
Black	10		

Pantone 2695C / 331047



CMYK breakdown		RGB breakdown	
Cyan	88	R	51
Magenta	96	G	16
Yellow	40	B	71
Black	43		



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