

# Greater Manchester's Festival of Technical Education 2025 – Brand Book

## Introduction

The brand guidelines have been created to ensure we keep brand consistency across all aspects of the Festival.

You will find information regarding the use of the Festival badge, colour palette and typeface.

Please contact [mbacc@greatermanchester-ca.gov.uk](mailto:mbacc@greatermanchester-ca.gov.uk) if you have any further questions.

Thank you for your support.

## The Badge – Basic Principles

### Clear Space



To keep the impact and clarity of the Festival badge, a minimum free space has been established that should be maintained. Do not overlap the badge with any text or image.

The free space can be easily calculated using the height of the 'F' in the logotype. This way of calculating will work with any scale or size badge.

The diagram above shows how this works.

### Minimum Size

To promote good legibility, the Festival badge should be no less than 30mm (115 pixels).

Use good judgement when designing your collateral and ensure the text on the badge is clearly legible. When placing it next to another logo, ensure they are of equal size.

## Background

We have provided versions of the Festival badge that have a transparent background. Please use these on any backgrounds that are not white.

## Placement

We would recommend placing the logo in a prominent position on the design.

## Overcrowding

You do not need to use the GMCA logos on any collateral.

To keep the design clean, only use one other logo in conjunction with the Festival badge, the one of your organisation.

## The Badge – Mono Variants

Prioritise using the full colour version of the Festival badge.

The mono variants of the Festival badge should only be used when the background is the in the Festival colour palette or it is difficult to read.

### Solid mono black logo



This badge would work with the yellow colour from the Festival colour palette.

### Solid mono white logo



This badge would work with the red, blue or purple colour from the Festival colour palette.

## The Badge – Dos and Don'ts

- 1) The Festival badge should always be displayed on a clean background with plenty of space.



- 2) The Festival badge should never be placed on a coloured background. Please use the mono variants instead.



- 3) The Festival badge should never be stretched. it should always retain it's original proportions.



- 4) The Festival badge elements should never be altered in terms of sizing, positioning, colours and aspect ratio.



- 5) The Festival badge should never be seen without the location or date. It should be used in its entirety.



- 6) The Festival badge should be the same size as any other logo it is placed with.



## The Badge – Usage

Here are some recommendations of where you could place the Festival badge on collateral to maintain a consistent visual style.

We want to ensure that the badge is visually prominent but does not overshadow the rest of your content.

When used in conjunction with another logo e.g. of your organisation, the badge looks best in a corner for balance in the design.

### Bottom Left or Right Corner

These positions are less likely to distract from the main content and can be used to subtly reinforce the branding.

You can use your organisation's logo on the bottom also to show it's a co-brand. Remember to ensure they are sized equally.

This works particularly well for posters/print collateral.

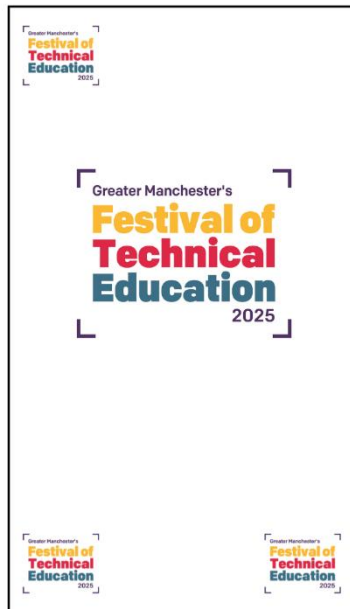
### Top Left

This is where the eye naturally focuses on a design and will highlight the badge's importance. You may wish to save this for your own organisation's logo.

## Central

If there is very limited text on the design e.g. a social media story (a countdown or booking link) or a front page of a presentation, then you could place the badge centrally to draw attention to it.

We would not recommend this for text heavy designs.



## Colours – The Palette

### Primary Brand Colours

The Festival colour palette is the same as the GMACS primary colour palette. These colours are in the Festival badge and GMACS logo.

We appreciate that for the Festival you will most likely use your own organisations colour palette.

#### Grey

- R52 G52 B52
- #343434
- C69 M59 Y56 K65

#### Red

- R221 G40 B71
- #dd2847
- C5 M94 Y62 K0

## Purple

- R79 G49 B98
- #4e3162
- C79 M89 Y29 K21

## Blue

- R60 G111 B133
- #3c6f85
- C77 M42 Y33 K18

## Yellow

- R250 G184 B51
- #fab833
- C0 M32 Y85 K0

## Typeface - Font

### Primary Typeface

The three different weights of Colfax are the preferred primary typeface:

- Colfax Black
- Colfax Medium
- Colfax Light

We understand that it is not accessible to everyone so the secondary typeface will suffice.

### Secondary Typeface

If Colfax is unavailable, please use the two different weights of Arial:

- Arial Regular
- Arial Bold

All typeface needs to be clearly legible and accessible. Keep dark colours on light backgrounds and vice versa.

## Typeface – Colours

### Text colours and backgrounds

Be wary of what colours you choose for different backgrounds. Choose fonts and backgrounds with high contrast.

For example:

A white background works with most font colours except white.

A black background works with yellow and white font colours best

Backgrounds from the colour palette work best with white font but others may be acceptable.