

There's **more** in  
**Todmorden**

*Brand Guidelines*



# What's this for?

The 'Mor in Todmorden' identity is an initiative created at the **Destination Tod** workshop in January 2019 which was attended by many leading groups in the town.

The objective was to find a collective unifying identity that could be applied to support businesses, community groups or individuals who represent the town's wide range of attributes to the outside world. It was designed to support other local brands, be that a church group, school, manufacturer, estate agent, festival or visitor attraction. An accompanying film can also be used and linked to by any business, community group or individual who needs to promote the Town.

The following guidelines were drafted to indicate how you can get the best out of the branding with a view to keeping some uniformity.

# The logo

The logo was decided upon as it was thought to best communicate the town of Todmorden as a place that has more to it than first meets the eye. There are two versions of the logo depending on who is using it.

There's **more** in  
**Todmorden**

Primary  
Logo

This version of the logo is for use when promoting itself only.



Endorsement  
Logo

This version of the logo is for use as an endorsement mark when supporting a business or campaign

# 1. Using the primary logo

This version of the logo is the primary logo which is for use when a promotion comes from the **More In Todmorden** Initiative itself. In order to make the best out of the branding's look and feel, please refer to the following pages in **section 1** of these guides.



# 1.1 The logo needs space

## Clear space

It's important that the logo is clearly legible whenever it is applied. An exclusion zone around the logo has been created to prevent the identity from being overcrowded. This exclusion zone should always be respected and no other elements should appear within it.



The exclusion zone around the logo is created proportionally by measuring the width of the logo and dividing it by 20 as shown above.

# 1.2 The colours

It's important that the logo appears consistently. The chart below gives guidance on the colour break down for type of printing.

**PMS**  
Pantone Matching System  
for printing on  
coated (C) and uncoated  
paper (U) using  
Litho printing

**Tod Green**

**361C**  
**361U**

**Tod Black**

**Black C**  
**Black U**

**Tod Grey**

**Warm Grey 11 C**  
**Warm Grey 11 U**

**CMYK**  
For digital print  
applications

**C 75**  
**M 0**  
**Y 100**  
**K 0**

**C 100**      **C 0**  
**M 100**      **M 0**  
**Y 100**      **Y 0**  
**K 100**      **K 100**

**or**

**C 46**  
**M 42**  
**Y 43**  
**K 26**

**RGB**  
For on-screen  
applications

**R 58**  
**G 170**  
**B 53**

**R 127**  
**G 119**  
**B 115**

# 1.3 How it works on light backgrounds

Ideally the logo should appear in the standard positive version of black and green on white, however there will be applications which require the logo to be applied with restrictive colour options. Below are examples of permissible colour variations.

## Standard master version

- 1 Black with 'more' letters in green  
Should appear ideally on a plain white background
- 2 It can appear on a light tinted background no less than 25% of the solid colour
- 3 It can appear on a light photographic background

## Single colour tonal version

- 4 This can be black or in the Tod Green with the 'more' letters in 50% tint

## Single colour version

- 5 If only 4 colour printing is not available the word mark can appear in a single colour black or Tod Green

## Standard positive version



## Single colour tonal version



## Single colour version





# 1.5 How it works on dark backgrounds

Ideally the logo should appear in the standard positive version. However there will be applications which require the mark to sit on a solid or dark coloured background. The examples shown here demonstrate which version of the logo to use.

## On a black background

- 1 Use the reverse version in white with the 'mor' letters in green.
- 2 Where printing is restricted use The 'mor' letters may appear as white and the rest as 30% tint of black
- 3 The logo may appear all in white.

## On Tod Green background

- 4 Use the reverse version with the 'more' letters in black.
- 5 The reverse version with the 'mor' letters appear white and the rest 30% tint of green
- 6 The mark may appear all in white

## On a dark photographic background

- 7 Choose the darkest area and use the reverse version with the 'more' lettering in green'.

## On Tod Green 50% tinted background

- 8 Use the solid version with the 'mor' letters in white.

## On a dark grey background

- 9 Use the reverse version with the 'mor' letters in green'.

## On strong colour backgrounds

- 10 Use the reverse version white only.





# 1.6 Straplines

When the logo appears with secondary promotional information such as a strapline, the logo should be used with a sympathetic type face at a size that does not dominate it. The minimum clear space should be observed.



# 1.7 Misuse of the logo

The logo is a valuable asset that is legally protected.  
Incorrect use of the logo will seriously devalue the mark and confuse the viewer.  
Do not try to create or change the logo.



Never stretch or warp the logo



Never substitute another colour for the black lettering of the logo unless reversing white out of a dark background.



Never place the logo in an outlined box or shape.



Never substitute another typeface for the logo



Never show the logo in outline



Never use a background colour that is tonally close to the main colours.

# 1.8 Typography

In order to create a strong and consistent look across all MoreinTod communications, a set of typeface families should be used. The typeface Din has been selected to complement the mark. The typeface Dear Jo 5 (casual) may also be used with the logo. If these fonts are not available for digital use, please use the closest visual match to the fonts shown.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk

Din Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk

Din Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk

Din Condensed Bold

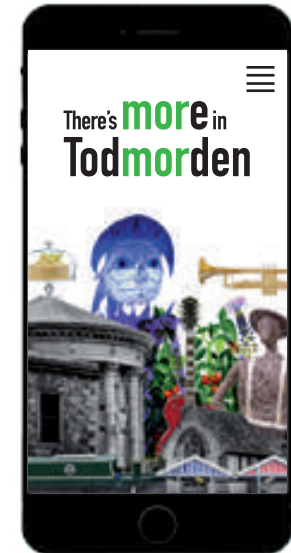
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Dear Jo 5



# 1.9 Looking it's best

Applying the logo to promotional applications.  
In order to make the best and clear impression,  
the logo should appear ideally on a white or light  
background



# 1.9 Putting everything together in print

The examples shown here demonstrate how to use the logo and identity elements to give a strong and consistent feel on printed or digital promotions.



## 2.Using the endorsement logo

This version of the logo is the endorsement logo which is for use when a business or organisation wants to use the logo as a secondary brand to it's own as a supporter or link to their initiative or promotion. In order to make the best out of the branding's look and feel, please refer to the following pages in **section 2** of these guides.



**Endorsement  
Logo**



# 2.1 Using the best version

Use one of these versions of the logo when it is needed to endorse another organisations promotional campaign. Do not try to create another shape for the logo to sit in.

## Endorsement logos

### For 4 colour use

- 1 White and black lettering on green oval
- 2 Black and Tod green letters on white oval
- 3 White and Tod green letters on black oval

### For single colour tonal use

- 4 Green oval with 'mor' lettering in white, remaining letters in 30% tint of Tod green
- 5 White oval with 'mor' lettering in 50% tint of black, remaining letters in solid black.
- 6 Black oval with 'mor' lettering in white, remaining letters 30% tint of black.

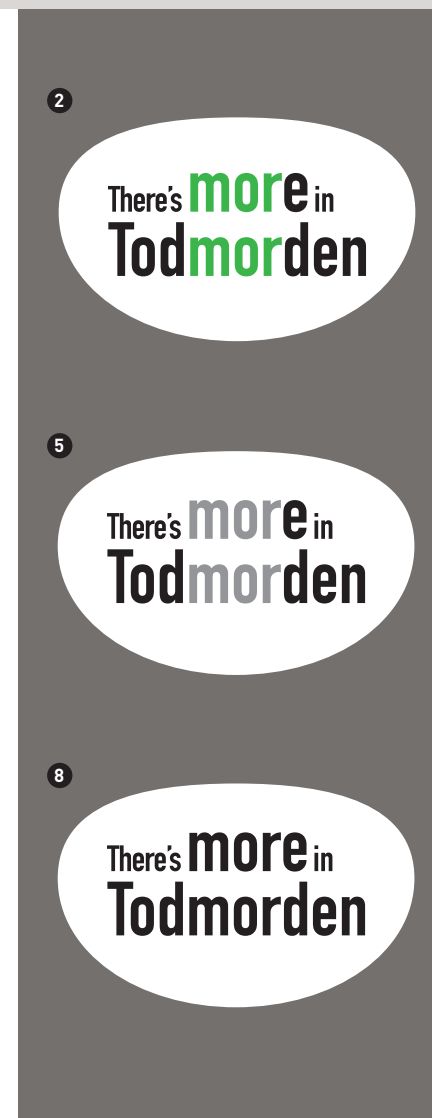
### For single colour use

- 1 Oval in Tod green with white reverse lettering
- 2 Oval in white with lettering in black and Tod green
- 3 Oval in black with white reverse lettering

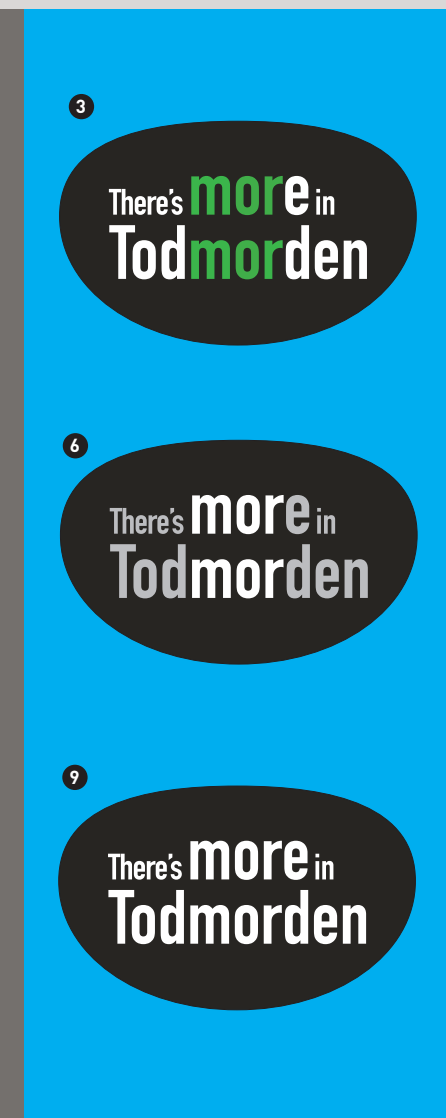
Use the green oval on a light background



Use the white oval on a dark background



Use the black oval on a strong coloured background





## 2.2 Straplines

When the logo appears with secondary promotional information such as a strapline, the logo should be used with a sympathetic type face at a size that does not dominate it. The minimum clear space should be observed.



**#visittodmorden**



**thereismoreintodmorden.co.uk**



*Come and see for yourself*



*More reasons to come and visit*

## 2.3 Applying the logo as an endorsement

By using the logo in the oval shape, it allows it to be placed on any background and still be clear and legible and fit with another company or organisations campaign or promotion. The examples shown here demonstrate it's use.



# Where to get the logo from?

The master versions of the logo and guidelines on how to use it will be held in digital form and accessible via the websites of:

**UCVR: [ucvr.org.uk](http://ucvr.org.uk)**

**Todconnect: [todconnect.co.uk](http://todconnect.co.uk)**

You can also email your request to the following organisations:

**UCVR e: [info@ucvr.org.uk](mailto:info@ucvr.org.uk)**

**Todconnect: e: [hello@todconncet.co.uk](mailto:hello@todconncet.co.uk)**