



# 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 ( ) !?/:%**

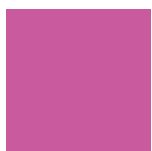
If Museo Sans is not available, on a Windows PC for example, Gill Sans is an acceptable alternative.

# The Marketing Derby Colour Palette

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

## Corporate

### 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 |               |    |



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