

Holbeck **Urban Village** Brand Bible



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Holbeck Urban Village: The story so far

Holbeck Urban Village was the birthplace of the Industrial Revolution in Leeds and thanks to engineering legends such as Matthew Murray and John Marshall it is home to over 33 listed buildings of outstanding heritage and architecture.

From Egyptian temples, to round foundries and Italianate towers the urban village has a showcase of innovative, unique buildings all of which are receiving a new lease of life as part of the regeneration of the area.

In 1999 Holbeck Urban Village was declared as a 50 acre regeneration area. This area connects the communities of Holbeck and Beeston in south Leeds with the city centre, therefore allowing access to transport links, employment opportunities and leisure activities.

A partnership between Leeds City Council and Yorkshire Forward continues to work closely with a number of private developers to drive forward the regeneration of the area, creating new urban spaces and revealing and restoring forgotten architectural relics.

Added to this Holbeck Urban Village will also become a new home for creative and digital media in the city providing great networks and distinctive spaces for some of the UK's leading creative professionals.

Our overall aim is to create a vibrant, sustainable and dynamic business and residential location for Leeds, which connects communities and drives forward investment in the high value creative and digital media sector.

To watch the story as it unfolds visit: www.holbeckurbanvillage.co.uk

Introducing: The brand family

Holbeck Urban Village is for many different audiences and as such we have developed a family of brands to cater for everyone's needs.

We have a master brand which will be used on communication that informs all audiences such as our newsletter and website. A series of sub-brands have been developed which are intended for targeted communication to specific audiences.



Master brand



Generic black logo



Generic white logo



Community brand



Creative business brand



Regeneration brand



Using the: master brand

If you are communicating generally about Holbeck Urban Village in all its guises then this brand should be used. Think of this as our parent or umbrella brand - we use the master brand for newsletters and websites and other communication which talks to all of our audiences at the same time.



1. Master brand



Brand colours



P 1815c
C - 0
M -
Y - 100
K - 51



P 200c
C - 0
M - 100
Y - 63
K - 12



P 145c
C - 8
M - 49
Y - 89
K - 1

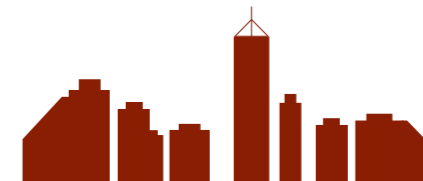
Typeface

Helvetica Neue
Condensed

**Helvetica Neue
Bold Condensed**

Supporting Graphic

We use the supporting graphic throughout all of the brand family to bring out the character of the area and remind people of the physical nature of Holbeck Urban Village. If the audience doesn't already know about us they may be aware of the key landmarks dominating the skyline and can therefore identify with the area we are talking about.



Using the brand: for community

This brand is used to communicate with a very local audience who will use the area for work, for leisure and as their home. Use this brand for:

- Local community groups
- Local residents



2. Community brand



Brand colours



Black



P 145c
C - 8
M - 49
Y - 89
K - 1



P 431c
C - 11
M - 1
Y - 0
K - 64

Typeface

Helvetica Neue
Condensed

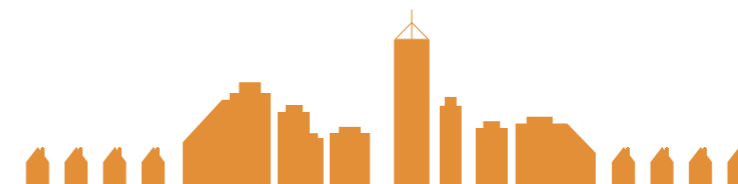
Helvetica Neue
Bold Condensed

Supporting Graphic

Each brand's supporting graphic represents something that audience cares about and recognises. For community we have chosen to show Holbeck Urban Village's key landmarks as part of the wider community of Holbeck and Beeston with a silhouette set against the more traditional low-rise housing in these areas.

Image examples

The imagery used to communicate with this audience is centred around the real people who make up this diverse community. The images aren't posed, and show elements of everyday life.



Using the brand: for creative business

As a developing location for creative and digital industries in the city it is important that we make people aware of the development and opportunities before, during and after they happen. Use this brand to communicate with:

- Creative and digital industries
- Business and investment audiences
- Arts and creative sectors



3. Creative business brand



Brand colours



Black



P 200c
C - 0
M - 100
Y - 63
K - 12



P 431c
C - 11
M - 1
Y - 0
K - 64

Typeface

Helvetica Neue
Condensed

**Helvetica Neue
Bold Condensed**

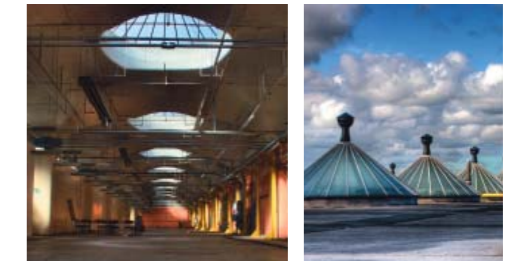
Supporting Graphic

This graphic maintains the physical elements of Holbeck Urban Village whilst alluding to a more artistic side. It adds a visual appeal for creative audiences as it slightly obscures what is really there.



Image examples

Our communication has a strong focus on high quality images. For the creative business brand images are striking and beautifully shot from a creative perspective regardless of subject matter.



Using the brand: for regeneration

The area is undergoing major regeneration delivered through a number of different developers. This will continue for the foreseeable future and as such it is important to maintain communication with this key audience. Use this brand for:

- Developers
- Regeneration professionals



4. Regeneration brand



Brand colours



Black



P 1815c
C - 0
M - 90
Y - 100
K - 51



P 431c
C - 11
M - 1
Y - 0
K - 64

Typeface

Helvetica Neue
Condensed

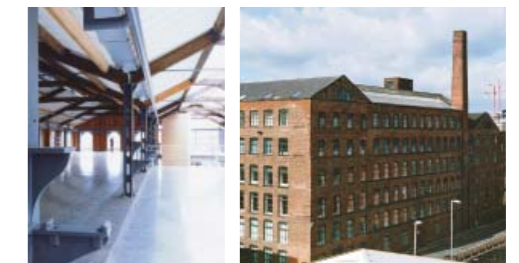
**Helvetica Neue
Bold Condensed**

Supporting Graphic

The regeneration graphic reflects the built environment and the changing shape of the urban village. For this we have used a series of key landmark as the central focus and incorporated newer buildings.

Image examples

Again high quality imagery dominates communication with this audience but the focus is with the built environment displaying architecture and the public realm. Artist's impressions are also used frequently.



Correct usage

This section applies to all of the logos within the brand family.

Size

To ensure legibility and clarity we recommend the logo is never displayed smaller than the recommended minimum size.



minimum size
20mm

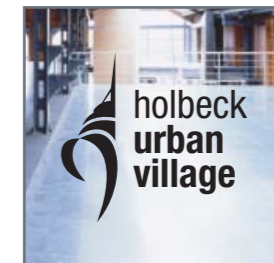
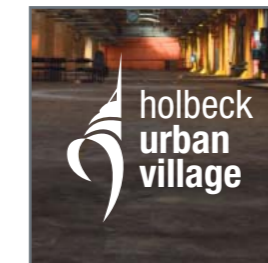
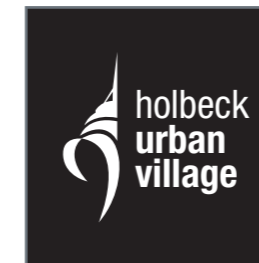
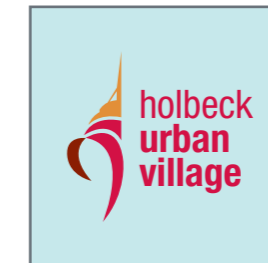
Exclusion zone

To ensure the logo stands out on the page an exclusion zone should be used. This zone is worked out using the height of the urban 'b' which, when positioned around the logo creates the minimum space required.



minimum exclusion
zone

The logo has been designed to be suitable for most applications. This logo is perfectly acceptable on white, or any colour except those used within the logo. However, when the logo is to be placed on top of a photograph which is dark the white version of the logo should be used. This is the opposite when placing the logo on a light photograph as the black logo should be used.



Incorrect usage

This section applies to all of the logos within the brand family.

1. **Never:** change the colour



2. **Never:** skew the logo



3. **Never:** stretch the logo



4. **Never:** try to recreate the logo or alter the fonts



5. **Never:** add extra wording



6. **Never:** add extra graphics



The logo is part of a brand and inappropriate presentations can have a damaging effect on our outward facing image. The most important overall rule is to use only official digital logo artwork, supplied by Holbeck Urban Village. Do not attempt to scan, recreate or alter it in any way.



Using the brand: in partnership working

We understand that there will always be a need for partnership working whether that is a joint venture at a national show or event, or a collaboration on a brochure or leaflet.

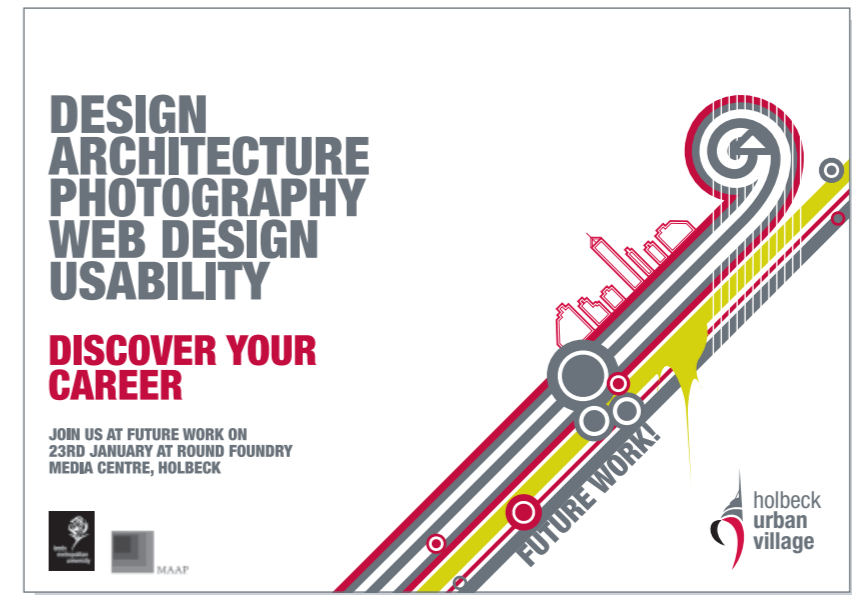
We also understand that all partners involved need to gain a level of brand recognition, and the nature of the communication needs to reflect the level of involvement that each of the partners has committed to.

But equally the audience will always be the most important focus for us and our communication will always be very targeted to the end-user with the interplay of brands being secondary to the needs of the audience.

To help guide this process we have included a couple of live examples from our previous work with partners.

1. Holbeck Urban Village led

If the partnership was to be led by Holbeck Urban Village and supported by other organisations, the communication would reflect this and feature the Holbeck Urban Village brand more dominantly.



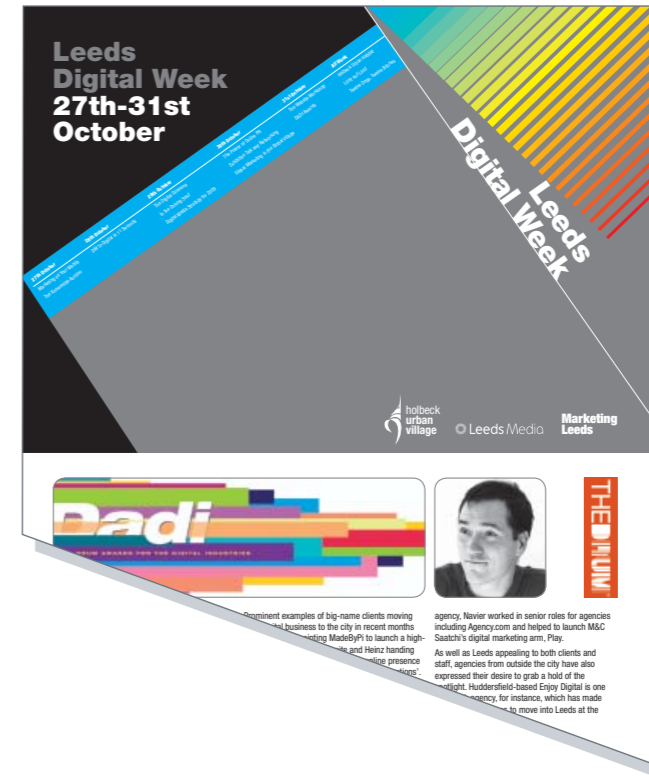
2. Partner led

However if the balance was to shift and the event became led by a partner such as Location Leeds, with Holbeck Urban Village forming a support role, as in the case of sponsorship, then it would be acceptable for the communication to reflect this, using the partner's brand as a dominant feature of the communication.



3. Equal partnership

Leeds Digital Week is an annual event delivered by an equal three-way partnership between Holbeck Urban Village, Leeds Media and Marketing Leeds. As the partnership is equal no one specific brand is used, the communication is design led to target the specific creative and digital audience and all organisations are represented equally.



Brand summary.

1. Master brand



P 1815c
C - 0
M - 90
Y - 100
K - 51

P 200c
C - 0
M - 100
Y - 63
K - 12

Typeface

Helvetica Neue
Condensed

Helvetica Neue
Bold Condensed

P 145c
C - 8
M - 49
Y - 89
K - 1

2. Community brand



Black

P 145c
C - 8
M - 49
Y - 89
K - 1

Typeface

Helvetica Neue
Condensed

Helvetica Neue
Bold Condensed

P 431c
C - 11
M - 1
Y - 0
K - 64

3. Creative business brand



Black

P 200c
C - 0
M - 100
Y - 63
K - 12

Typeface

Helvetica Neue
Condensed

Helvetica Neue
Bold Condensed

P 431c
C - 11
M - 1
Y - 0
K - 64

4. Regeneration brand



Black

P 1815c
C - 0
M - 90
Y - 100
K - 51

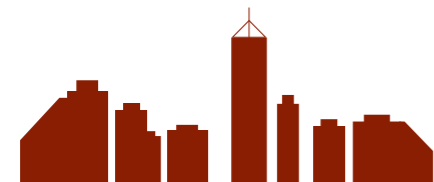
Typeface

Helvetica Neue
Condensed

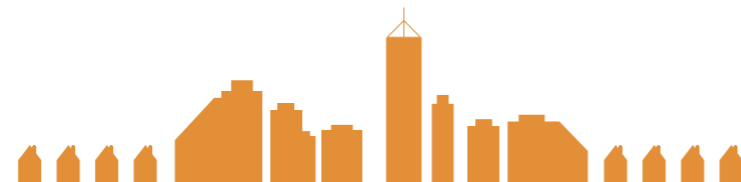
Helvetica Neue
Bold Condensed

P 431c
C - 11
M - 1
Y - 0
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Supporting Graphic



Supporting Graphic



Supporting Graphic



Supporting Graphic



