

Made Smarter

Partner & Supporter Brand Guidelines

**MADE
SMARTER**

Here's where you make a difference

Digital technologies are transforming industry.

Today, over 20 billion devices connect with each other every single day.

Industrial Digital Technologies are the key to strengthening our economy, creating many new, exciting and well-paid jobs.

This is a renaissance for the UK as a nation of makers.

So, where do you come in?

Well, we need to stand together to spread a message to all corners of the UK. To empower British makers on the global stage. And we need to do it with one voice and one vision. Clear, consistent and united. These guidelines will help you do just that.



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Made Smarter

Partner & Supporter Guidelines

01

Made Smarter
Brand Strategy

Our mission

Inspire the new
industrial revolution,
turning the UK into a
world leader in digital
tools and technologies.

How?

Made Smarter helps makers keep their competitive edge, with digital tools that let people make an everyday difference to their business.



Meet the makers

Who exactly are these 'makers'?

Well, they're anyone in the business of making things - from the production lines to boardrooms.

And they are all, by their nature, competitive.

They don't yet consider what we offer as a priority.

Their preconception is that tech is a threat to jobs and heritage.

They think it'll cost too much.

So we have to be compelling. Difficult to ignore.

Whether they're making engine parts or party hats.

Circuit boards or skateboards.

We must create a brand and communicate in such a way that cuts through all the everyday noise and resonates with these owners and workers alike.

Made Better.
Made Stronger.
Made Smarter.

We're here to equip our makers with new ways to stay competitive.

We're not here to change who they are, or what they do. Their business is still their business, we work with them to create a better, more competitive version of it.

Our target market is tired of 'business support' models that promise meaningful change but offer just a generic solution.

We are more like a personal trainer, tailoring solutions that keep a maker's business fighting fit, hungry for the opportunity and ready for the next challenge.

So, like a personal trainer we must be encouraging, motivate and inject energy into everything we do.

We've developed a set of principles to guide the Made Smarter brand

Practical – applied to business problems/benefits, not academic or theoretical.

Business-like – not 'business support'. Placing a value on both sides' time.

Forward-focused – but not futuristic or visionary. Realistic business horizons.

Ground-level – bottom up/hands on. Factory-floor level, not top down or governmental.

People/jobs centred – we should always put workers at the heart of the story.

Technology as tools – powerful in the right hands – not an end in themselves.

Together, we can help UK manufacturers make the difference.

MADE SMARTER NURTURES THE UK MANUFACTURING INDUSTRY BY EQUIPPING BUSINESS LEADERS WITH A TANGIBLE, STRATEGIC ROADMAP AND THE PEOPLE WITH THE DIGITAL TOOLS SO WHATEVER IS MADE, CAN BE MADE SMARTER.

We appreciate each supporter of Made Smarter, and recognise that in order to help you grow your most valuable relationships with prospects and existing manufacturing clients, you need access to the UK-wide digital transformation movement offering the impartial, expert advice, skills & leadership training and access to funding for the tools and technology your customers need to grow.

We are proud to share with you our dynamic brand which includes a new brand purpose and logo to inspire your clients overcome current challenges and future-proof themselves for the journey ahead.

As a proud supporter of Made Smarter, we ask that the visual presentation of our brand is coordinated and consistent. This guide has been developed to help ensure that both the Made Smarter brand marks and your organisations marks are presented in a way that reflects the core ambitions of both parties sympathetically. Therefore, we ask you for the following:

- ✓ Prior to creating collaborative marketing materials, please discuss them with us and obtain approval to proceed.
- ✓ When creating collaborative marketing materials, please refer to this guide as it should address most of your questions.
- ✓ Once your material has been created, submit it to madesmartermarketing@growthco.uk for final approval before it is published/released.

If you are part of the local, operational delivery network for the programme, you are authorised to use the "Masterbrand" word mark only (introduced on page 27). If you are supporter of the Made Smarter brand, you are authorised to use the "Supporter" mark only (introduced on page 31). If you have any questions as to which logo is appropriate for you to use, please reach out to the Made Smarter marketing team.

Please note that this guide is secondary to the rights and restrictions in any contract you have with Made Smarter. For example, if your contract does not grant you the right to use the Made Smarter brand, then this guide is not applicable.



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Partner & Supporter Guidelines

02

Made Smarter

Brand Positioning



Positioning:

**Make
the
difference**



Made Smarter Guidelines

This is our manifesto. It's a way of articulating our 'Make the difference' positioning. Bringing it to life. It's not meant for external use, but as a way to ensure everyone internally understands what our positioning stands for.

Manifesto

Like you we understand the margins for success in business are narrow. We realise the value in being competitive and keeping that all important competitive edge. And we know this is only possible by staying alert to new opportunities.

Now, forward thinkers have a chance to stand out. With game-changing technologies creating the perfect partnership of people and tools. Together we can help UK manufacturing industries work smarter.

Help us to help your clients make everyday improvements and truly make the difference to the UK economy.

Made Smarter boilerplates

These can be reused over and over in publications without change as an overview of Made Smarter at a regional operational delivery level and nationally.

Boilerplate - North West

Made Smarter is a national programme to help businesses who make things capitalise on new digital technologies. Our North West pilot connects makers to the digital tools that will make an everyday difference to their business.

The £20 million partnership between government and industry will provide match-funding, specialist advice, student placements and leadership training. Helping up to 3,000 small and medium-sized businesses – and the people in them – keep their competitive edge. And adding up to £115 million to the region's economy.

For more information visit madesmarter.uk today.

Boilerplate - National

Made Smarter is a national movement to drive growth amongst UK makers and advance the UK economy. Backed by world-renowned businesses and the UK government, it will improve the development and adoption of emerging technologies. Making a real, everyday difference to people from the boardroom to the factory floor.

Made Smarter was formed following a nationwide review into UK manufacturing that recommended three key changes: More ambitious leadership. More innovation in developing new technologies. And faster implementation and adoption of those technologies. We'll be boosting the digital skills of industry leaders, bringing businesses and research development together to develop new technology, and helping makers embrace new digital tools. In doing so, we'll inspire the next industrial revolution and make the UK a leader in digital technologies.

For more information, visit madesmarter.uk today.

Made Smarter standard descriptors

These are to be used when talking about Made Smarter in the third person, to describe what we do for publications, presentations and websites.

SME Focused

Whatever you make, make it smarter.

Do you want to grow your business with emerging digital technologies? Increase your efficiency? Reduce your downtime? Get to market faster?

If you're a small or medium-sized maker based in the North West, Made Smarter can help.

This programme is backed by world-renowned businesses and the UK government. Our team of specialist technology experts can give you personalised advice, identify the right digital tools and help you make everyday improvements to your business. Up to 50% match funding is available, and we'll offer guidance on developing an effective digital roadmap to set you on the best path.

You can develop your own skills with leadership training designed to make your transition to digital technology easier. You'll even get the chance to bring onboard digital-native talent with a funded digital technology intern.

So find your competitive edge with Made Smarter. Register for a free, personalised assessment now at [madesmarter.uk](https://www.madesmarter.uk)

Generic

Inspiring the UK's next industrial revolution.

Formed following a nationwide review into digital technology in industry, Made Smarter is a national programme backed by world-renowned businesses and the UK government. We aim to drive growth amongst UK makers and advance the UK economy by improving the development and adoption of emerging technologies.

We have three key areas of focus: More ambitious leadership. More innovation in developing new technologies. And better implementation and adoption of those technologies. How will we do this? By building confidence amongst industry leaders with specialist training. By bringing researchers and makers together to boost innovation on an industrial scale. And by equipping makers with digital tools that make an everyday difference to their business.

Implementing these changes across the country will enable us to start the next industrial revolution and make the UK a global leader in the creation, adoption and export of advanced digital technologies.

To find out more and see how you can play your part, visit [madesmarter.uk](https://www.madesmarter.uk)

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Made Smarter Tone of Voice

Our voice is

LEAN

PERSONAL

EVERYDAY

ENERGISING

Lean:

Makers are busy people, and so are we. Respect our audience's time and our own by keeping things sharp and concise.

Think of it like a production line: we want to keep them moving through our copy, and complexity or awkwardness can bring things to a grinding halt.



Businesses are in the ideal position to benefit from the changes brought about by the increased implementation of new, cutting-edge technology solutions.



Your business is perfectly placed to make the most of emerging digital tools.

Personal:

With all this talk of tech, it's important we don't forget the human element. Always make people the focus of your story. Having an individual reader in mind for each piece of communication can also help.



DON'T

Digital technology is playing a major role in the success of British businesses.



DO

You can make an everyday difference to your business with a new range of digital tools.

Everyday:

Our goal is to make digital technology more accessible for all makers – which means on the shop floor as well as in the boardroom. So always use language that any maker can understand. Keep clear of industry jargon and simplify wherever you can.



A shift towards industrial digitalisation could be the driving force for generational transformation and improved cost efficiency in processes like prototyping.



You can really improve the efficiency of your processes with digital tools. For instance, many makers are starting to use 3D printing in their prototyping process.

Energising:

We're here to help makers get things done and create positive change. We should always be giving makers simple steps to take and the confidence to take them. We want people to take action, so let's use action-based language like verbs in the active voice where possible.



Businesses that register for our newsletter will receive all the latest information about emerging technologies and the businesses that have benefitted from it.



Get inspired by real-life stories of businesses transformed by digital tools. Sign up to our newsletter today.

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Made Smarter

Partner & Supporter Guidelines

04

Web Style Guide

One Voice.
One Vision.
One Goal.

We're really excited that you want to be part of the Made Smarter national movement to enable UK makers to realise the technology, tools and skills they need to sharpen their competitive edge.

We appreciate that the key to unlocking wider understanding and adoption is demonstrating the opportunities digital technologies can provide and the everyday business challenges they can overcome.

We need you as experts in your fields to share your industry 4.0 articles, news, videos and success stories.

But we need to ensure we do it with one voice and one vision. Clear, consistent and united.

Copy & Layout Specification

DO:

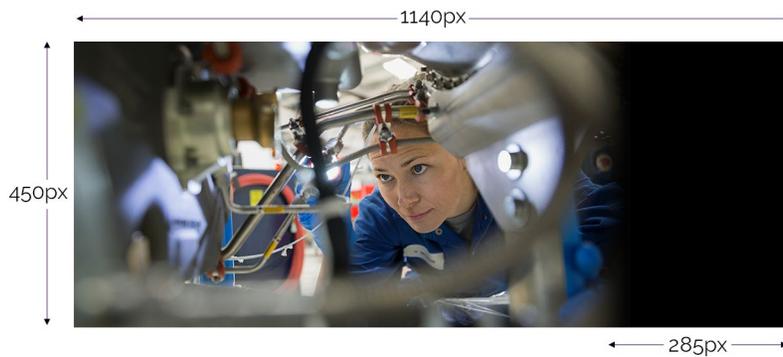
- Supply the Made Smarter team with Industry 4.0 articles, news and success stories ensuring the copy is written with the Made Smarter Tone of Voice in mind. [See page 17]
- Consider the varied audience with all copy, ensuring it informs, is easily understood and digestible, with clear takeaways.
- Provide copy between 500-800 words* per article. Where article, guide or content exceeds this Made Smarter can embed a download link to the full file.
- Provide a supporting image for hero banner and feature image. [Specifications overleaf]
- Criteria for submission (for filtering) – The **Made Smarter resource submission template** is available on request
 1. State "article type". These are:
Article | Blog | Case Study | Guide | News | Podcast | Video
 2. State "Delivery Region". Regions are
East Midlands | East of England | London | North East | North West | South East | South West | West Midlands | Yorkshire and Humber | All regions
 3. State "Technology". These are
Additive Manufacturing | Artificial Intelligence, Machine Learning & Data Analytics | Virtual Reality & Augmented Reality (Visualisation/Immersive Tech) | Industrial Internet of Things | Robotics & Automation |

*Where content is a video file a title and short introduction to the video will suffice.

Made Smarter Website Image Styling

We are a brand based around makers and their business and their energy. So people should be present in imagery at all times. The style we have chosen shows makers in the act of making or technology providers working on their solutions wherever possible. For website content submission we require a high resolution hero banner image and a feature image dimensions for this are below.

Hero Banner: 1140px x 450px with 285px dead zone



Feature Image: 820px x 547px



04

Made Smarter Brand Identity

The Branding Overview

TYPES OF MADE SMARTER MARKS

There are two Made Smarter brand marks (logos) offered to partners and supporters:

- The Made Smarter word mark
- The Made Smarter supporter mark

A Made Smarter partner may use one of the two marks to signify the level of Made Smarter involvement with their company. Which brand mark is used is determined on the level of collaborative role Made Smarter plays as per below.

MASTERBRAND "WORD MARK" STRATEGY

Use of the Made Smarter word mark indicates a brand relationship where either there is an operational delivery contract in place or where there is an agreed vested interest for both parties to use the Made Smarter mark. This mark is available in Brand Yellow, Black, and White-Out.

PARTNER LOGO

**PARTNER
LOGO**

WORD MARK

**MADE
SMARTER**

DEFINITION

This is the primary word mark for Made Smarter.

This mark is the approved logo for all national stakeholders, partners and operational delivery networks. When used by a partner, this mark indicates an organisation's delivery and/or partnership with Made Smarter

PARTNER BRAND "SUPPORTER" STRATEGY

Use of the Made Smarter supporter mark indicates a brand relationship where the partner supports Made Smarter without formalised delivery or vested interest contract. This mark is available in Brand Yellow, Black, and White-Out.

PARTNER LOGO

**PARTNER
LOGO**

SUPPORTER MARK

Proud to support
**MADE
SMARTER**

DEFINITION

This mark is the approved logo for all supporters of Made Smarter.

This mark indicates a partner's support of Made Smarter and should be used where no contract or agreed vested interest is formalised.

Made Smarter Word Mark Colour

The word mark only appears in the three colour variants shown on this page. Avoid any other colour combinations. Use single colour black or white-out on a colour background.

ACCESSIBILITY

The word mark must always contrast well against the background to ensure maximum impact and accessibility.

Clear space is required around the word mark (see following page).

PMS
Pantone 116 C®

**MADE
SMARTER**

CMYK
C0 M20 Y100 K0

**MADE
SMARTER**

RGB
R254 G203 B0

**MADE
SMARTER**

GRAYSCALE
Black 60%

**MADE
SMARTER**

BLACK

**MADE
SMARTER**

WHITE-OUT

**MADE
SMARTER**

Made Smarter Word Mark Clear Space and Minimum Size

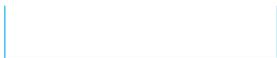
To maximize its visual presence, the word mark requires a surrounding area clear of any other graphic elements or text.

The word mark needs a generous amount of space around it. The height of the "M" is the module used to measure clear space.



MINIMUM SIZE

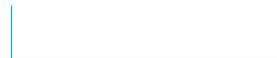
**MADE
SMARTER**



Minimum size

Print
22mm

**MADE
SMARTER**



Minimum size

Screen
90px

Made Smarter Word Mark: What to avoid

Do not alter the word mark in any way. Do not animate, colour, rotate, skew or apply effects to the word mark. Do not separate the elements. Never attempt to recreate the word mark, change the font or alter its size or proportions. Do not attempt to alter the space between the letters of the word mark. Do not enclose the word mark within a box that is not part of a predesigned brand mark lockup. Never place the primary colour word mark on a colour or image background. No type, style, colour or configurations may be used other than those illustrated on previous pages.



Do not use the logo on strong distracting backgrounds



Do not re-size elements in the logo



Do not rotate the logo



Do not add effects to the logo



Do not try to recreate logo using the Made Smarter font



Do not crop the logo

Made Smarter Supporter Mark Colours

The supporter mark only appears in the three colour variants shown on this page. Avoid any other colour combinations. Use single colour black or white-out on a colour background.

ACCESSIBILITY

The word mark must always contrast well against the background to ensure maximum impact and accessibility.

Clear space is required around the word mark (see following page).

PMS

Pantone 116 C®

Proud to support

**MADE
SMARTER**

CMYK

C0 M20 Y100 K0

Proud to support

**MADE
SMARTER**

RGB

R254 G203 B0

Proud to support

**MADE
SMARTER**

GRAYSCALE

Black 60%

Proud to support

**MADE
SMARTER**

BLACK

Proud to support

**MADE
SMARTER**

WHITE-OUT

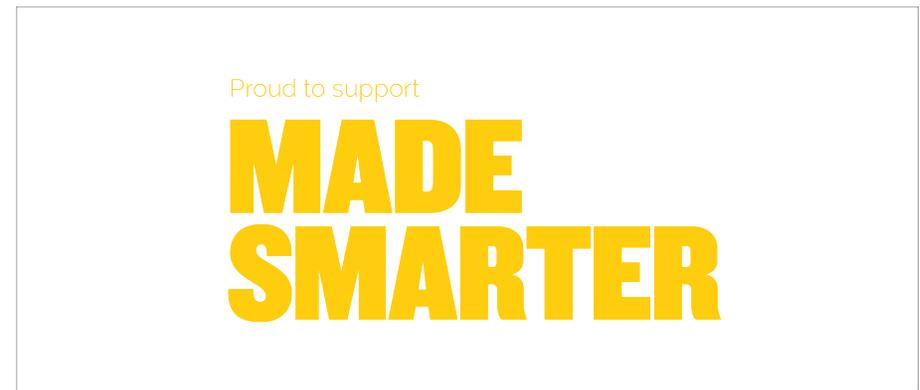
Proud to support

**MADE
SMARTER**

Made Smarter Supporter Mark Clear Space and Minimum Size

To maximize its visual presence, the supporter mark requires a surrounding area clear of any other graphic elements or text.

The supporter mark needs a generous amount of space around it. The height of the "M" is the module used to measure clear space.



MINIMUM SIZE



Minimum size
Print
22mm



Minimum size
Screen
90px

Made Smarter Supporter Mark: What to avoid

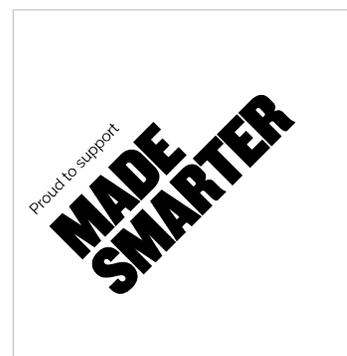
Do not alter the supporter mark in any way. Do not animate, color, rotate, skew or apply effects to the supporter mark. Do not separate the elements. Never attempt to recreate the supporter mark, change the font or alter its size or proportions. Do not attempt to alter the space between the letters of the supporter mark. Do not enclose the supporter mark within a box that is not part of a predesigned brand mark lockup. Never place the primary color supporter mark on a color or image background. No type, style, color or configurations may be used other than those illustrated on previous pages.



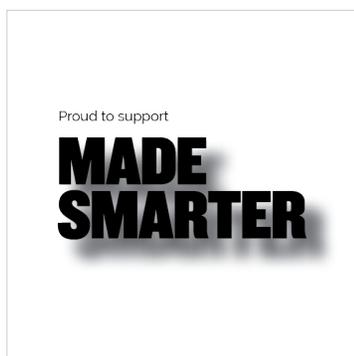
Do not use the logo on strong distracting backgrounds



Do not re-size elements in the logo



Do not rotate the logo



Do not add effects to the logo



Do not try to recreate logo using the Made Smarter font

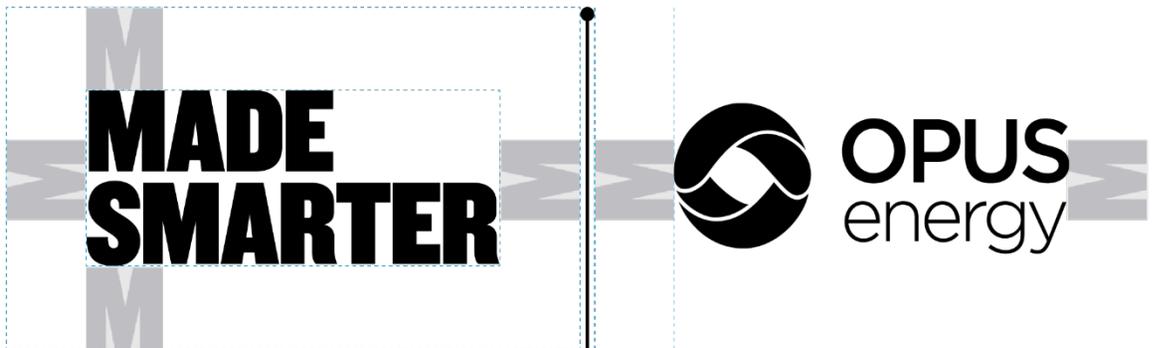
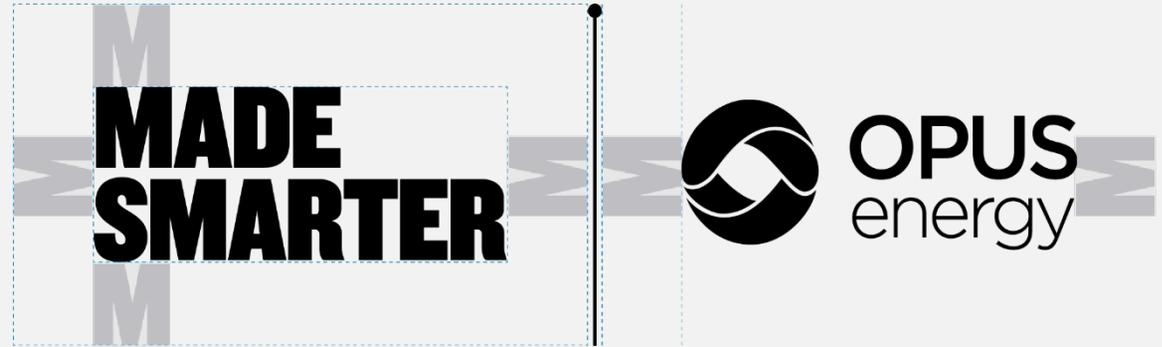


Do not crop the logo

Logo partnerships:

If you're going to add a partner logo next to ours, it's important to get the right balance and relationship between the two. Use a journey line (discussed further on page 17) to separate the two logos, with the journey line bleeding off the page as shown opposite.

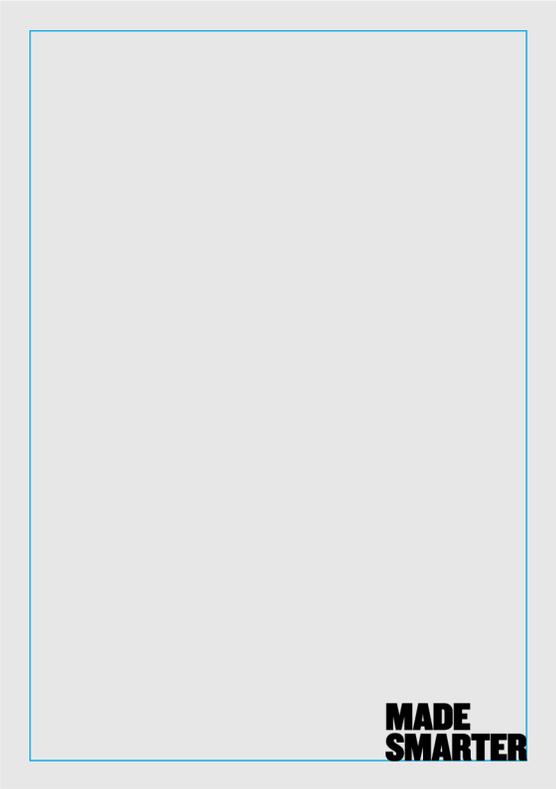
As with the positioning of the Made Smarter logo (page 18) the ideal placement on communications is bottom right. Remember to consider the minimum size and exclusion zone for both logos.



Logo placement:

These are examples of ideal logo placement in design layouts. Try to stick to them as closely as possible, using the margins of your document for alignment.

When positioning the logo, don't forget the exclusion zone.



Margin



Margin

The journey line:

To represent our connection point with makers, and the shared journey we are going on, we have created the 'journey line'.

Create a journey line by modifying the endpoint of a keyline with a circle. This technique is available in software like Adobe InDesign and Microsoft PowerPoint. If you can't use these options, create a journey line using the sizing ratios opposite.

To maintain consistency, ensure the journey line always has a starting point running from left to right. When used on a primary piece of communication such as a press ad or brochure front cover, the journey line should bleed off the end of the page.

Don't use the journey line more than once on a single layout. For things like websites or annual reports with multiple pages, you can use the journey line more than once, as long as it is on separate pages.



Photography style overview

Photography is one of the most identifiable elements of a brand. It's often one of the first things people are drawn to in a piece of communication. Because of this, it needs to grab people's attention while still being recognisably part of Made Smarter.

We are a brand based around makers and their business and their energy. So people should be present in our photography at all times. The style we have chosen shows makers in the act of making. Each image has a clear point of focus, enhanced by dramatic lighting. This lighting could even come from the activity of the makers themselves.

If you have to create new photography or find new stock images, follow the above styling as closely as possible. Poses should never feel forced or staged. This is a natural snapshot of a maker hard at work.



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Made Smarter

Partner & Supporter Guidelines

05

Made Smarter

Brand Guidance

General Marketing Guidelines: Do's and Don'ts

DO:

- Promote the value of Made Smarter content as well as technology solutions to manufacturing challenges to your customers and clients through all your appropriate channels, within the bounds of the guidelines in this document and any formalised contract.
- Inform the Made Smarter marketing team of your plans to market collaboratively with Made Smarter (this includes but is not limited to any mentions of Made Smarter in your company's public relations (PR), verbal presentations, online and print materials.
- Ensure you have reviewed the Made Smarter guidelines prior to creating any marketing materials citing Made Smarter.
- Request approval for all marketing materials referencing Made Smarter in name as well as brand marks, social media and advertising
- Ensure you obtain the proper marks (logos) from Made Smarter if you want to use Made Smarter branding in any form of marketing materials

DON'T:

- Issue a press release mentioning Made Smarter without express written permission from Made Smarter
- Use Made Smarter branding or name without prior approval
- Use "Made Smarter" or any form of the programme's name as search criteria or advertising when purchasing search engine marketing unless you have written approval from Made Smarter.

General Guidelines for Using Made Smarter Brand Marks

DO USE THE MADE SMARTER BRAND MARKS:

- For the duration of the business agreement and/or contract
- In the relevant geographic area/sector as specified in the contract
- For marketing communications (e.g., marketing collateral, trade shows, or Web sites) relating to the specific product or service on which the relationship is based

DON'T USE THE MADE SMARTER BRAND MARKS:

- By passing on mark rights to a third party without explicit written permission from Made Smarter
- By featuring it larger and/or more prominent than your trade name, service name, or trademark on any materials produced or distributed by your company
- In any manner that expresses or might imply Made Smarter's affiliation, sponsorship, endorsement, or approval other than as contemplated by the contract
- As part of your own business, solutions, products/services, trade dress, design, or slogan, or incorporate Made Smarter's brand marks into logos you design for your own business, solutions, products, or services
- In any altered form: changes in color or design are not permissible, portions of the graphics may not be used, and any additional words, tag lines, or graphical elements in connection with the Made Smarter marks are not permitted.

Made Smarter Brand Mark Artwork Files

Always use authorized digital artwork when reproducing the marks; do not recreate the marks or alter them in any way. To ensure that all partners and supporters create professional, high-quality communications, digital artwork has been created in several widely-used file formats. The different file formats are intended for use in specific applications: high-resolution and commercial printing, office applications and on-screen display.

EPS ARTWORK

EPS vector artwork files contain specific color information for professional printing, and can be resized without losing image quality. EPS artwork files are provided in three different color profiles: match color, process (also referred to as four-color or CMYK) and RGB. EPS artwork is recommended for commercial printing.

PNG ARTWORK

PNG artwork files are optimized for office printing and presentations, and can be reduced in size without losing image quality. PNG artwork is the recommended file format for Microsoft® PowerPoint®, PNG files have a transparent background, and can be placed on any color. PNG artwork may also be used for websites, but not all web browsers display PNG files correctly.

GIF ARTWORK

GIF artwork files are built only for on-screen display at specific sizes, and cannot be enlarged without losing image quality. GIF artwork is the recommended file format for websites, but may also be used for PowerPoint.

GIF files always incorporate a white or colored background. Designers may use the RGB EPS artwork to create GIF artwork with a specific background color for use on partner websites.

SELECTING THE CORRECT ARTWORK

The file format you choose should be determined by where and how you plan to use the artwork. Use the list below as a guide in choosing the appropriate artwork.

EPS artwork is recommended for:

Brochures, Embroidery, Packaging, Posters, Newsletters, Silkscreening, Tradeshow graphics

PNG artwork is recommended for:

Microsoft® Excel®, Microsoft® PowerPoint®, Microsoft® Word®

GIF artwork is recommended for:

E-mail graphics, Electronic newsletters, Intranet pages, Web banner ads, Websites

Further support

For enquiries around your support of Made Smarter please contact the Head of Marketing & External Relations at **madesmartermarketing@growthco.uk**

**MADE
SMARTER**