Made Smarter

Brand Guidelines

MADE SMARTER

Here's where you make a difference

Digital technologies are transforming industry.

By 2020, 20 billion devices will be connecting 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.

3

Made Smarter
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.

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 that cuts through 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.

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.

02
Made Smarter
Brand Positioning

Positioning:

Make the difference

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

The margins for success in business are narrow.

Being competitive means keeping your edge.

Staying alert to new opportunities.

Now, forward thinkers like you have a chance to stand out.

With game-changing technologies creating the perfect partnership of people and tools.

So you can work smarter. Make everyday improvements.

And truly make the difference to your business.

03
Made Smarter
Tone of Voice

Copy is an important tool for connecting business owners with Made Smarter. Ours should inform, inspire and ultimately help them transform their processes through technology.

These guidelines outline the Made Smarter tone of voice and how to develop copy that fits in with it.

Our voice is

LEAN

PERSONAL

EVERYDAY

ENERGISING

Made Smarter
Guidelines

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.

DON'T

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

DO

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

Made Smarter
Guidelines

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.

Made Smarter
Guidelines

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.

DON'T

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

DO

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.

Made Smarter
Guidelines

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.

DON'T

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

DO

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

04
Made Smarter
Copy Templates

The following pages provide example messaging for a variety of document templates. It's designed to illustrate our writing style for different audiences and occasions. Feel free to copy it wholesale or use parts of it for the basis of your own writing. If you are going to modify any of the copy for your own collateral, remember to stick to the tone of voice outlined in this set of guidelines.

Editorial guidelines

While our tone of voice sets out the distinct feel of our communications, the Editorial Guidelines deal more with the nuts and bolts of how we write. In this document you'll find rules on things like style and formatting. Editorial guidelines are important because they ensure absolute consistency across everything we produce. So whether you're sending out a press release or writing an internal memo, the documents all look like they're coming from the same person.

Things like bullet point style may seem minor on the surface, but all of these rules play their part in presenting a cohesive brand. Combine the rules here with the stylistic guidelines of our tone of voice, and you can craft perfectly on-brand Made Smarter communications.

Consistent use of Made Smarter

- Write Made Smarter with a capital 'M' and 'S'

- Use the full name Made Smarter - without acronyms or hyphens (like Make Smarter, MS). We shouldn't make assumptions about what readers already know or understand about us.

- Made Smarter should always be referred to in the singular, i.e. 'Made Smarter is…'. However, once introduced, we should talk about ourselves as if we're the team delivering it, not the scheme, so use 'we' where appropriate.

Calls to action and links

Include a call to action in every piece of communication. Be clear about what people can or should do next. For instance, a link to the Made Smarter website, LinkedIn or Twitter page, or a stand number at an exhibition. Links should generally be to the most appropriate content based on the context, not just to the generic homepage.

In social media posts, be sure you have a clear idea what you want the user to do next. There are lots of calls to action built into social media, and it's easier to get people to engage with 'native' functions such as 'likes' than to leave the site. Use the #madesmarter hashtag on social media posts too.

Style

Your writing should be professional and everyday, which means accessible for anyone. So avoid slang and colloquialisms. Don't use exclamation marks (!) or emojis in copy, they tend to look unprofessional.

Keep the style flowing and moving forward. Long paragraphs are off-putting and can really slow readers down, so be concise. Start a new paragraph every four or five sentences.

To hold readers' attention, avoid repeating or overusing specific phrases and starting consecutive sentences with the same word.

It's fine to use contractions where appropriate. Terms like 'do not' and 'will not' can often feel too stuffy and formal. If in doubt, refer back to our tone of voice guidelines.

Headlines should be written in sentence case – capitalise the first letter of the first word, then use lower case for the rest of the headline. Using too many capitals can come across as if you are shouting.

Proper nouns (names of places, people and organisations) should always start with a capital letter, even in the middle of headlines. Job titles should be treated in the same way. Capitalise the first letter of each word, i.e.

John Smith, Lead Engineer at Company Name.

Despite what you may remember from school, it's OK to start sentences with words like 'and' or 'but'. Just make sure you don't overdo it.

Write web addresses lower case and don't bother with all the http stuff. Just: **madesmarter.uk**.

Editorial guidelines

Numbers

As a general rule, numbers above ten should be written as numerals (11, 12, 13 etc.), while numbers ten and below should be written as words. There may be times when you have numbers above and below ten in the same sentence. In these cases, use numerals for both to avoid confusion, i.e.:

Whether you have 5 or 25 employees, you can benefit from new digital tools.

To make things easier for readers, percentages and monetary values should always be in numeral form, i.e. 10%, £50.

Formatting

To give headlines in Word documents added impact, format them in bold. If your document has a title as well as headlines, use bold and underline formatting to ensure it looks sufficiently distinct.

Legibility is a key concern, so make sure you always use a minimum point size of ten. In Word documents, headlines can be two points larger and titles four points larger than body copy if required. However, context is important, so please use the Typography section of the brand guidelines as your main point of reference.

Bullet points are very helpful for breaking complex blocks of text into digestible chunks.

· Use round, indented bullet points

· Start bullet points with a capital letter

· End each list of bullets with a full stop.

Use speech marks ("") for direct quotes. If longer quotes are appearing in a paragraph of their own outside body copy (for instance, in a press release or white paper), put them in italics. Quotes should be attributed with a name, job title and organisation wherever possible.

When making reference to a source such as a piece of research, mark them with numerals in superscript after punctuation, i.e.

Research shows that 20% of small businesses are looking to invest in digital technology this year.[1]

There are lots of different style guides for how to write sources. For the sake of simplicity, follow this formula: Author Name, Title of Article (Year)

If referencing an online source such as a web article or downloadable PDF, include a hyperlink to it when possible.

Case study usage terms and conditions

Case studies from the Made Smarter North West pilot are a vital part of showing and promoting the benefits of new digital technologies, and celebrating our successes.

Case studies rely on the participation and goodwill of their subjects. They have given their permission based on an agreement on how they will be used. So to make sure we get the most out of all our case studies, we need to have some rules about how we use them.

Who can use our case studies?

Only the following stakeholders of the Made Smarter programme can use our case studies:

- The National Commission Members and Sub Group(s) members
- The North West Pilot Steering Board members
- The Growth Company
- Greater Manchester Combined Authority
- North West Local Enterprise Partnerships
- North West Business Growth Hubs
- Official strategic partners
- Made Smarter businesses

When using case studies, clearly refer to your role in the Made Smarter North West pilot or national programme. If relevant, include your involvement or connection with the particular company/case study.

What channels can they be used in?

Case studies can be used in the following communications channels: Partner/stakeholder websites, social media channels, reports and presentations.

General rules

- The case study must be represented as produced. In no circumstance should the text, imagery or context of the case study be changed without prior permission from the Head of Marketing & External Relations (contact details below).
- The case studies will be provided as a PDF document. These must not be rebranded or edited.
- Case studies need to be clearly referred to as Made Smarter case studies by including the Made Smarter logo or a written reference to Made Smarter
- If the case study will be hosted on any website other than madesmarter.uk, there must be a clear link to madesmarter.uk.
- When using a case study on social media channels please use #madesmarter.

Media use of case studies

To use a case study in media and press, first get permission from the Head of Marketing & External Relations via **madesmartermarketing@growthco.uk**, allowing a minimum of five working days' notice. We need to be sure there is no duplication of other planned Made Smarter press activity.

Any other use of case studies

Any use not specified in these terms and conditions requires written permission. You'll need to email Made Smarter's Head of Marketing & External Relations on **madesmartermarketing@growthco.uk** allowing two weeks' notice.

Boilerplates

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
Guidelines

Standard text

SMEs

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 student placement.

So find your competitive edge with Made Smarter. Register for a free, personalised assessment now at **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** today.

Made Smarter
Guidelines

SME copy template

Whatever you make, make it smarter.

Do you want to grow your business with emerging digital technologies? Go to market faster? Cut costs? Reduce downtime? If you're a maker based in the North West, Made Smarter can help.

What is Made Smarter?

Made Smarter is a programme backed by world-renowned businesses and the UK government. We aim to connect makers like you to the digital tools that will transform the way you work.

How can I benefit?

Join Made Smarter and you'll benefit from fully-funded advice from specialist technology experts. We'll help you identify the right digital tools and use them to make everyday improvements to your business. Up to 50% match funding is available, as well as guidance on creating an effective digital roadmap to ensure the right technology is taking your business in the right direction.

In addition, you can advance your own skills with our leadership training programme. Developed with Lancaster University Management School, it's designed to enhance your leadership capabilities and make your transition to digital technology easier.

You even have the opportunity to bring onboard digital-native talent with a funded student placement.

Am I eligible?

Made Smarter supports makers across Cheshire and Warrington, Cumbria, Greater Manchester, Lancashire and the Liverpool City Region. You will need to have fewer than 250 employees and a turnover of less than £44 million, or a balance sheet total of less than £38.5 million.

Find your competitive edge

Register for a free, personalised assessment now at **madesmarter.uk** and discover how new digital technologies can help you make the difference for your business.

Made Smarter
Guidelines

Student-focused
copy template

Bring your talent to a North West business

Are you looking for paid work experience in the engineering or manufacturing industries? Register with Made Smarter today and you could secure a placement with a top maker in the region.

Bring your skills and insight to a North West business, helping them implement new digital tools while gaining valuable experience for your CV. You'll be paid £5,760 across three months of full-time work, and part-time options are also available.

What will you be doing?

Playing a vital role in helping a maker improve their business, you'll be working on a live project that will have a real effect on the business's long-term success. You could be implementing new hardware or software, or developing a digital road map and strategy to support their digital transformation. The placement can be tailored to suit your needs. And your digital expertise and insight will be key.

Get started

This is your chance to make a real difference to a North West business – laying the foundations for your future career as a maker or engineer. Register at **madesmarter.uk** today to start your journey.

Discover if you're eligible

Placements are open to second and third year undergraduates, MSC students at any stage of their course and postgraduate students in the North West of England. Course subject areas are flexible but you may be studying:

• Manufacturing

• Mechanical Engineering

• Technology Design

• Digital Technology

• Data Design Engineering

• Virtual Reality

• Augmented or Mixed Reality

• 3D Design or CAD.

About Made Smarter

Made Smarter's North West pilot programme connects makers to the digital tools that will make an everyday difference to their business. The £20 million partnership between government and industry offers funding, advice and skills training to help businesses – and the people in them – find their competitive edge. Register your details at **madesmarter.uk** today to find out more.

Made Smarter
Guidelines

Technology provider
copy template

Discover how you can make a difference to British makers

Do you want to earn new contracts while helping other British businesses – and the economy as a whole? Made Smarter is running a pilot programme to help makers in the North West take advantage of emerging digital technology. The aim is to enable businesses to adopt new digital tools that help them create competitive advantage and increase efficiency and growth. It's part of a larger plan to make the UK a global leader in the creation, adoption and export of advanced digital technologies.

Where do you come in?

As a specialist technology provider, you can play a key role by providing the technology and expertise that will make the difference to North West makers.

Join our Supplier Directory and take your place in this exciting new pilot. Connect with like-minded businesses. Win new contracts. And play your part in the future success of UK manufacturing.

How does it work?

Our team of experts will work with makers to develop a technology adoption strategy and provide up to 50% match funding. We'll highlight the most appropriate technology providers, and the business will choose who they want to work with. By joining our Supplier Directory, you can ensure you're in the running for these projects.

Who can join?

If you're based in the UK and provide technology in one of the following areas, you can join Made Smarter:

- Additive Manufacturing (3D printing)
- Augmented & Virtual Reality / Simulation
- Big Data & Analytics
- Cognitive Computing & Artificial Intelligence
- Data & Systems Integration
- Industrial Cyber Security
- Industrial Internet of Things (Sensors)
- Mobile Devices & Wearable Technology
- Robotics & Process Control Automation.

Register now at **madesmarter.uk** and we'll be in touch when a suitable project starts.

Made Smarter
Guidelines

Leadership & skills
standard copy template

Enhance your leadership and your business

Giving your business a competitive edge takes more than just the right digital tools – it needs business leaders to embrace and drive that change. Made Smarter can make this transition easier for you with our leadership development programme. Developed and delivered by Lancaster University Management School, the eight-month programme will help you enhance your leadership capabilities while implementing new digital tools for your business.

What will you do during the course?

- Take a strategic view on adopting new digital technology into your production processes

- Gain insights on how digital-ready your business is

- Learn how to measure the true impact of new technology

- Discover the best ways to bring employees and other stakeholders on your digital journey

- Test new ideas in special project 'sprints'.

Make the difference for your business every day

Being part of this programme will ultimately enable you to sharpen your leadership capabilities while developing the skills to drive technological change in your business. It's also a chance to build a peer network of like-minded makers.

Register your interest in the course now by emailing **madesmarter@lancaster.ac.uk**

05
Made Smarter
Identity

Made Smarter
Guidelines

Logo variations

Our primary logo consists of our wordmark in black, shown here on yellow and white backgrounds. You can also use it in negative, i.e. a white wordmark on a black background.

For brand profiles or banners within socail media platforms the lead colour combination is the black wordmark on a yellow background.

Stick to these three formats wherever possible. Consistency is really important if we want to remain recognisable, so please don't redraw or alter the logo in any way.
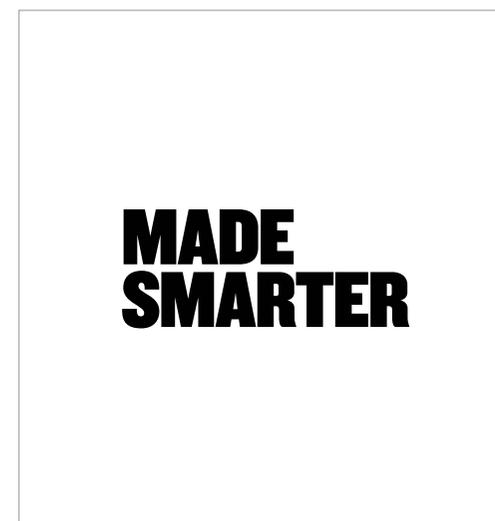
Logo specifications

To keep the logo looking its best, please follow these rules about the space it sits in and its size. The exclusion zone shows the minimum amount of space you should leave around the logo. This prevents it from seeming crowded or out of place.

We want the logo to remain legible at all times, so avoid reproducing it below the size of 22mm in print and 90px in digital communications.
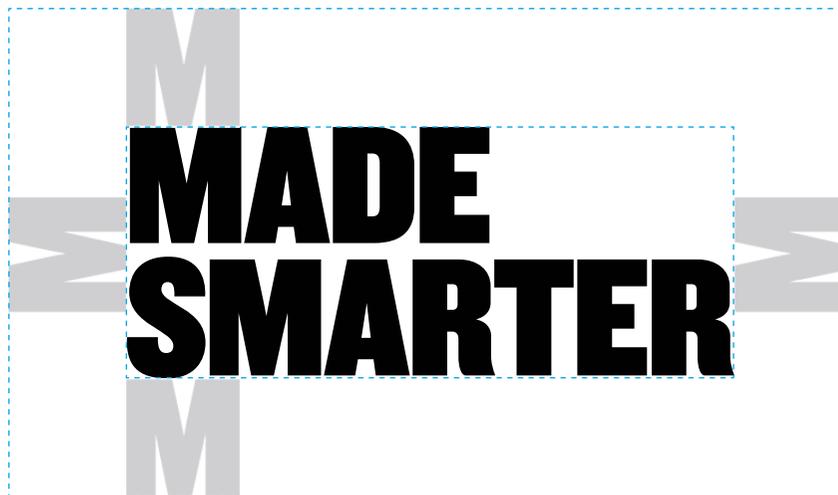
Exclusion zone

Minimum size
Print
22mm

Minimum size
Screen
90px

Logo: what to avoid

We want to maintain a consistent visual style, and the logo is a big part of that.

So please avoid the following when reproducing the logo in any form.
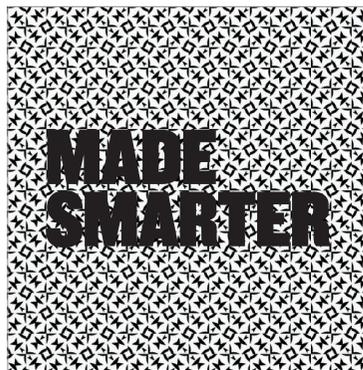
Do not use the logo on strong distracting backgrounds

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 positioning

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 mentioned on page 33.

MADE SMARTER

MADE SMARTER
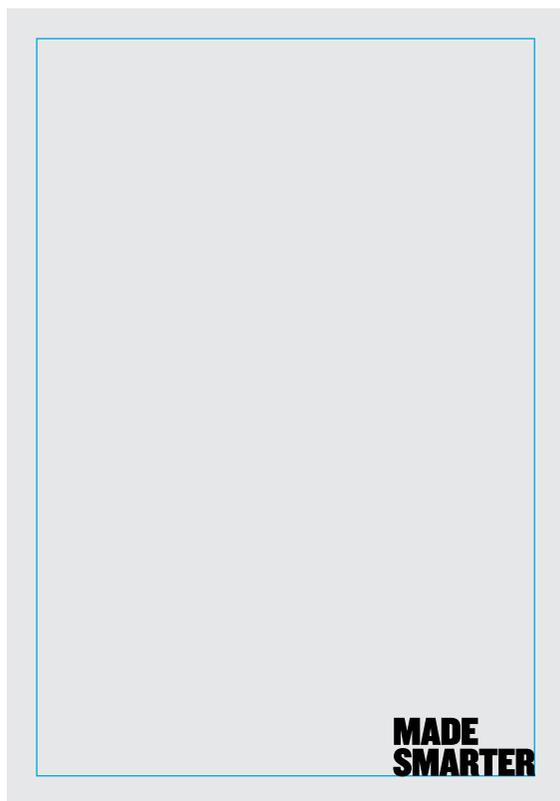
Margin

Margin

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 48) 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 35) the ideal placement on communications is bottom right. Remember to consider the minimum size and exclusion zone for both logos.
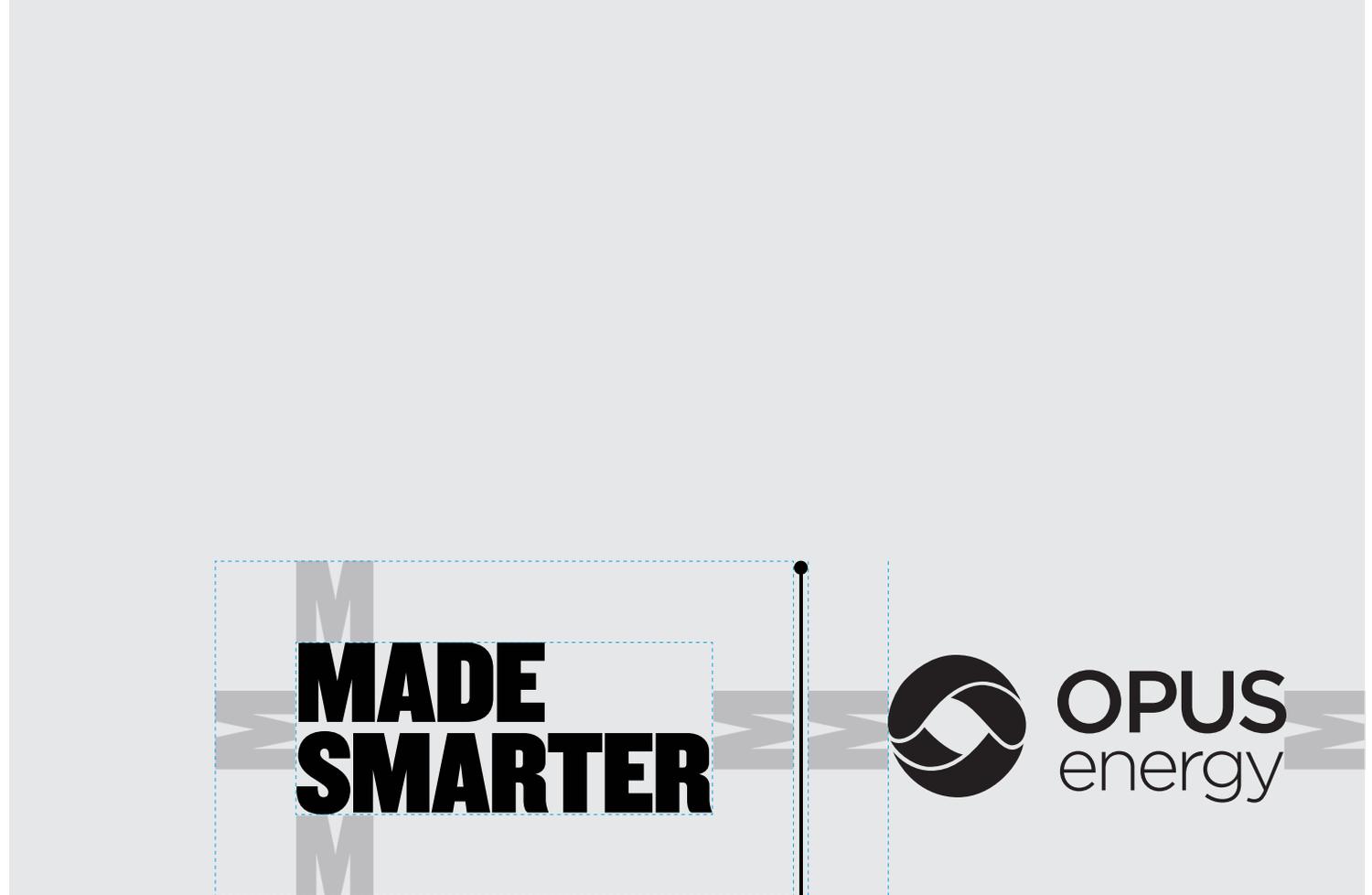
06
Made Smarter Colour

Colour specifications

Our hero colour is Made Smarter Yellow. As the key part of our primary palette, you can use it to reinforce our identity and aid recognition of our brand. Add secondary colours where appropriate to bring vibrancy and variety to our communications.

Again, consistency is key. So always use the colour formulas listed. Don't adjust them or use values resulting from converting from one colour system to another.

When content (copy or icons) is set in black with a coloured background the formula opposite must be used rather than defaulting to using just 100% black.

For added flexibility, you can also use tints in 10% increments. But please do so sparingly and only when necessary.

Primary

Made Smarter Yellow
Pantone 116
C0 M20 Y100 K0
R254 G203 B0

White
C0 M0 Y0 K0
R255 G255 B255

Black
C40 M40 Y40 K100
R0 G0 B0

Secondary

Pink
Pantone 1915
C0 M83 Y16 K0
R234 G80 B132

Blue
Pantone 7460
C100 M0 Y0 K5
R0 G150 B223

Green
Pantone 376
C50 M0 Y100 K0
R128 G189 B38

Light Sky
Pantone 545
C21 M2 Y0 K1
R196 G217 B228

Steel
Pantone 5435
C31 M8 Y6 K11
R166 G188 B198

Stone
Pantone
Warm Grey 2
C0 M2 Y5 K9
R227 G220 B211

Colour balance

You can create fresh, bold and impactful designs by making use of multiple colours from our palettes. Feel free to add complementary colours alongside our brand yellow, but ensure the yellow is always the dominant colour.

The figures opposite show the correct (Fig 01) and incorrect (Fig 02) use of our colours.

Fig 01

DO
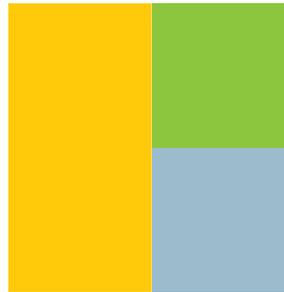
Correct colour usage
The yellow dominates and there is a good balance of secondary colours.

Fig 02

DON'T
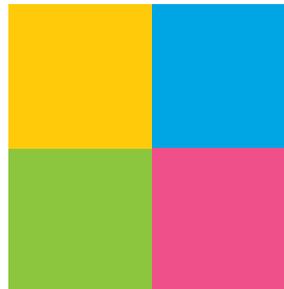
Incorrect colour usage
There are too many bright colours and not enough yellow.

Made Smarter
Guidelines

Colour clusters

For the sake of simplicity and consistency, we've developed a system of colour 'clusters' for you to follow for individual pieces of collateral. You'll find some examples opposite.

Use the brand yellow as the main colour, then add two complementary accent colours – usually one additional bright colour and one more 'neutral' colour.

Clusters are designed to work across individual pieces of collateral such as a press ad or flyer. For things like websites or annual reports that have more content, you can use multiple clusters.

However, don't add multiple clusters to one layout. Each cluster should appear in a separate page or section.

Colour prominence

As our primary colour, yellow should be the first one people see on any piece of communications (Fig 01). Brochure front covers, presentation title slides or website landing pages should all have yellow as the most prominent colour. It must also play a part throughout these pieces of collateral.

Black can play a role beyond this point (Fig 02), providing a background to give imagery and colour increased stand-out. Again, use yellow as a constant. Add vibrancy and life and accentuate the yellow by using the secondary palette (Fig 03). You can also balance the use of these colours with white.

Fig 01

Fig 02
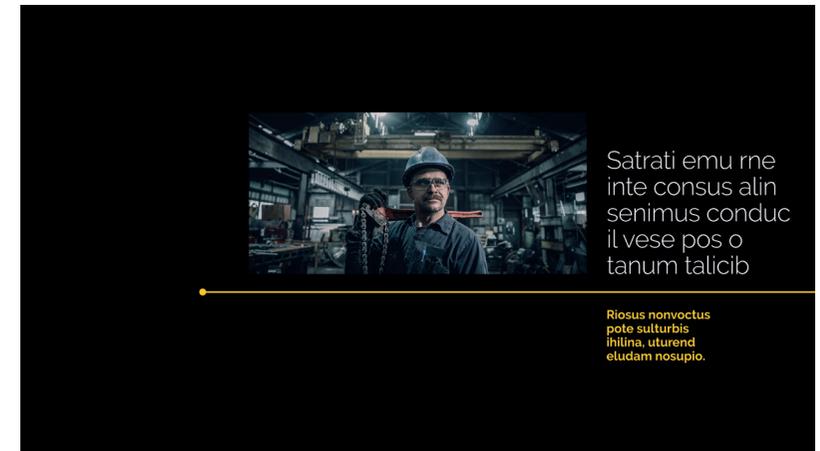
Fig 03

07

Made Smarter Typography

Made Smarter
Guidelines

Typefaces

We've chosen Raleway as our primary typeface. It's clean, precise and highly legible, making it ideal for both large displays and small text applications. Use it across all print and digital communications.

There may be some rare cases where our primary typeface isn't available – for example, in email and office applications – use Arial instead.

Raleway Light
Raleway Regular
Raleway Medium
Raleway Bold

Arial Regular
Arial Bold

Hierarchy

The examples opposite show the flexibility of our typeface.

When you're designing primary branded collateral such as brochure covers and website homepages, use the configuration in Fig 01 for impact.

If headlines are going to be a little longer, a lighter touch is needed. Choose the configuration in Fig 02.

Set body copy in the style of Fig 03. When body copy appears on a white background it should be set in 80% black.

Our logo shouldn't be used in body copy. Instead, set the words 'Made Smarter' in the same style used in the text. Be sure to capitalise both the M and S.

When numbers appear in headlines or display copy they should be aligned as shown in Fig 04.

Fig 01

Headline copy Raleway Bold

Sub-head copy Raleway Light

Fig 02

Headline copy Raleway Light enimet dolo con eate sit eatiunt volupta sus simolum, odit ut vel intori ad eos dolo.

Sub-head copy Raleway Bold sulturbis ihilina, uturend eludam nosupio.

Fig 03

Body copy sub-heads Raleway Bold
Body copy Raleway Regular enimet dolo con eate sit eatiunt volupta sus simolum, odit ut vel intori ad eos dolore volendit el intibus aliquiae cus iumetur solesequae vento quiatem alit que pre rest aut dus.

Que int harcias acepudantias ab in eiur, que por sitatibus desti dolorest, sam dion reri stiam omnintelaris ius hentissimis ina, mus, nondam diistilis facteatum pribuli civivastius ocreba.

Fig 04

467 467

Hierarchy examples

Take a look at the examples opposite
to see how our typeface looks in-situ.
It's a flexible yet structured approach.

Headlines and subheads do not
overpower or dominate the design –
they are balanced and considered
within the space. Try to stick to this
approach as much as possible.

A competitive edge
to keep you ahead.

Make
the
difference

to your business

**MADE
SMARTER**

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

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ihilina, uturend eludam nosupio.**

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Vel explaborro
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nisquaerrum doluptat

Dolo tet accupta

Made Smarter
Guidelines

Legibility

Always keep legibility in mind when combining type and colour. The examples opposite are a good reference point.

Legible copy

Legible copy

Monitor legibility of copy

Legible copy

Monitor legibility of copy

Legible copy

Illegible copy

Legible copy

08
Made Smarter Assets

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.

4x

x

The journey line: size guide

When you're using the journey line on different-sized documents, follow the guidelines opposite to ensure all of the components are scaled correctly.

A5

Created:
Line height: 0.35mm
Circle diameter: 1.4mm

Keyline:
Stroke weight: 1pt

A4

Created:
Line height: 0.493mm
Circle diameter: 1.974mm

Keyline:
Stroke weight: 1.41pt

A3

Created:
Line height: 0.696mm
Circle diameter: 2.783mm

Keyline:
Stroke weight: 1.98pt

The journey line: with type

The journey line works well as a divider between lines of type. Use the example on the page opposite as a guide to the relationship between the elements.

The copy length will dictate the relationship between the copy sizes. The secondary smaller copy size can be three quarters, a half or a third of the primary lead size, they should balance visually.

We don't want to make our copy difficult to read, so save this technique for things like headlines and sublines, rather than body copy.

Make the difference

x

Point size = y

1x

1x

to your business

Point size = ¾y

The journey line: alignment

The examples opposite show how you can maintain uniformity when aligning the journey line with other elements within a grid.

Align copy to the margin edge and start the journey line inside the margin itself (Fig 01).

For layouts with more text, align the copy with the grid, and start the journey line within the gutter (Fig 02).

Fig 01

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Margin

Fig 02

Que int harcias acepudantias ab in eiur, que por sitatibus desti dolorest, sam dion reristiam omn intelaris ius hentiss. Dolo con eate sit eatiunt volupta sus simolum, odut vel intori ad eos dolore volendit el intibus aliquiae cus iumetur solesequae vento qaiem alit que pre rest aut dus.

48

Subtitle
Qui nobist faces seque niati beatur sapiendiatem quo volore veribus, etur, untis as et audam faccus eiciis voluptatus, quaeptatcus, sequ iamvt.

318

Subtitle
Tendaescia voluptis reictibus et, odi rectis ut escit et volu ptasimet aut optat liasit failla borerio ssitam id que andelic idelectur se ommodem rem re non.

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Gutter

The journey line: usage

You can also use the journey line as a graphic to illustrate a process or benefit.

The examples opposite show the milestones of a Made Smarter journey (Fig 01) and the connected benefits of a partnership (Fig 02). To maintain the impact of this device, use it sparingly and only within the main body of a piece of communication. Don't use it on primary touchpoints like front covers or press ads.

Fig 01



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utam alit por
epudis ullorias

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Fig 02

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Icons

Icons are a useful way to represent concepts and benefits in easy-to-understand illustrations. Which make them an important extension of our storytelling. They are used as a visual shorthand accompanying headlines, titles and infographics and should be used sparingly. The selection of an icon will be guided by the subject matter.

The selection opposite shows our simple, fine-line style for icons. If you need to create new ones, follow this style as closely as possible. Icons can be used white out of any of the brand colours or solid. The legibility points on page 46 should be referenced.

Our full range of icons are available from **madesmartermarketing@growthco.uk**
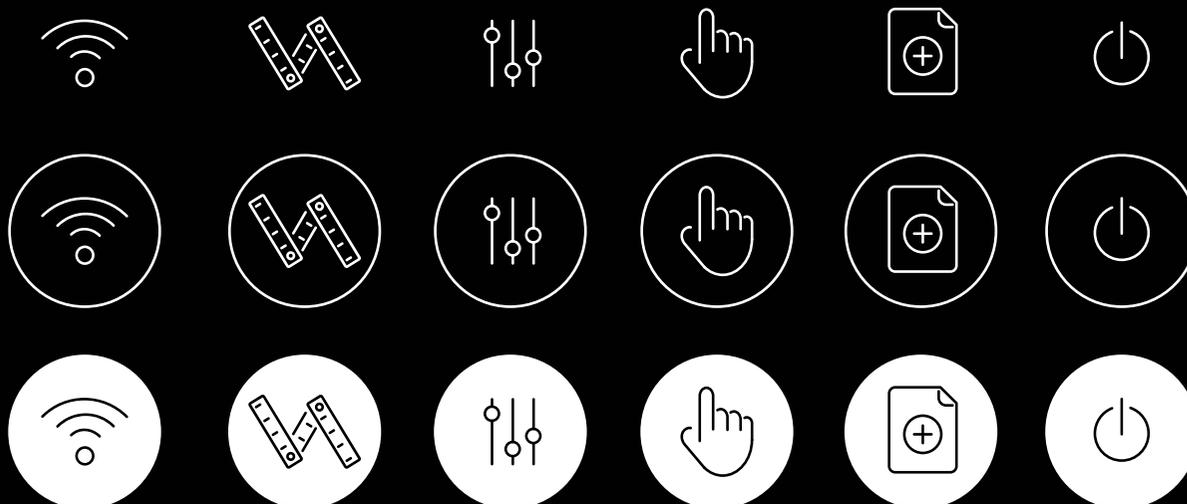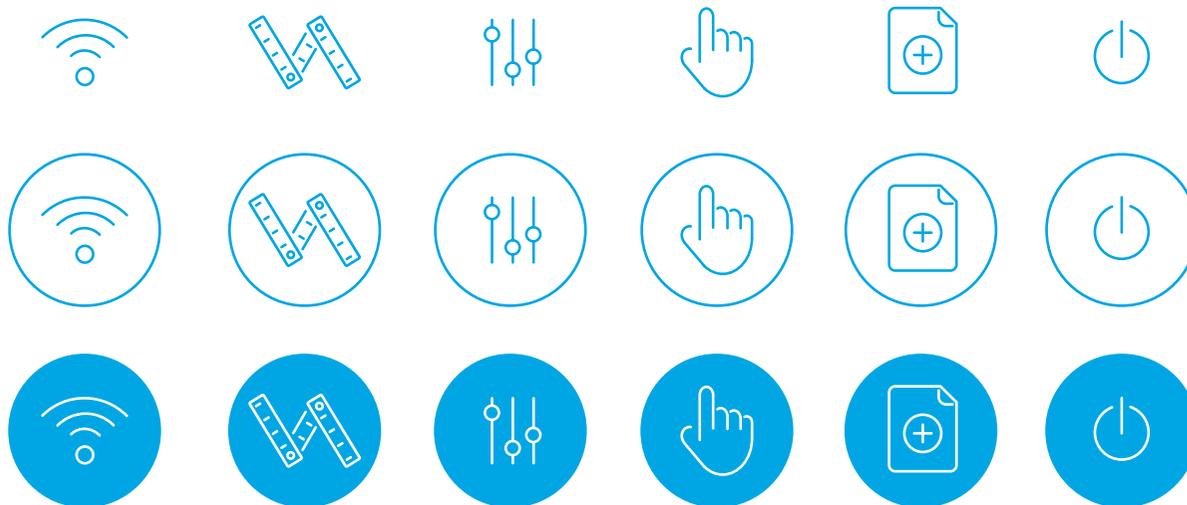
09
Made Smarter
Photography

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.

Our full suite of brand imagery is available from
madesmartermarketing@growthco.uk

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Guidelines
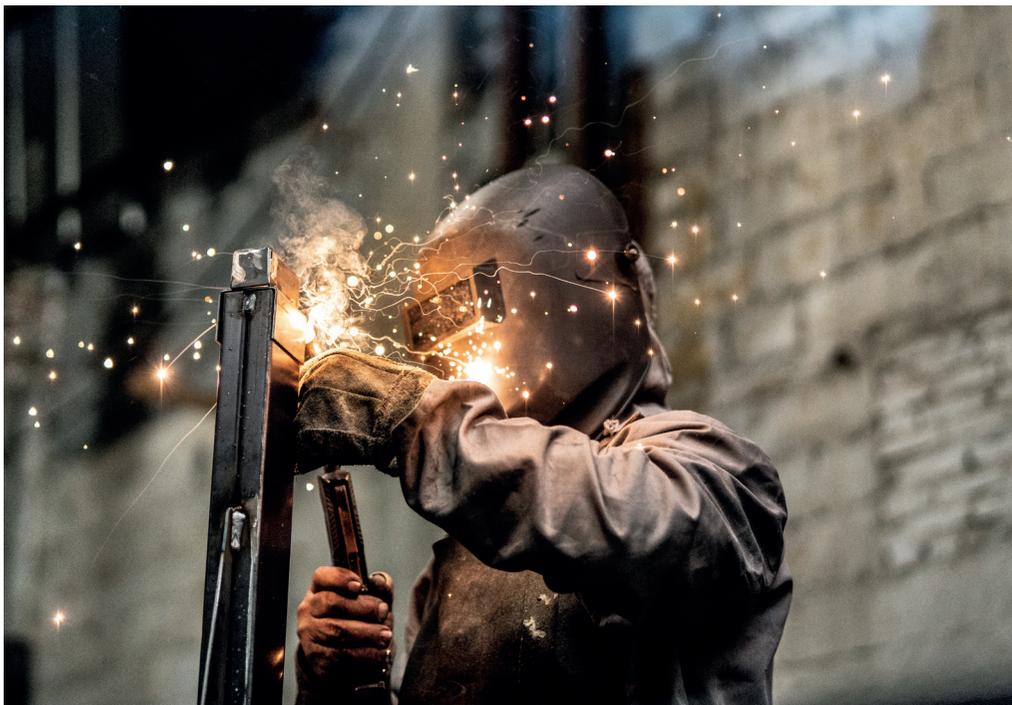
Photography tiers

To ensure we have varied imagery that can be used for a range of different purposes, we have created three distinct 'tiers' for photography. Use Tier 01 as your primary photography style, and supplement it with images from Tiers 02 and 03 where appropriate.

Tier 01 – Makers in Action (high contrast)
This tier uses a high-contrast style with a concentrated focal point and pops of colour. It should capture a genuine moment in a real location – an honest depiction of a maker at work. Lighting is dramatic and stylised, and can come from makers' activity – i.e. a blow torch. Imagery for this tier should always be modern, bold and energetic, capturing the essence of the manufacturing process.
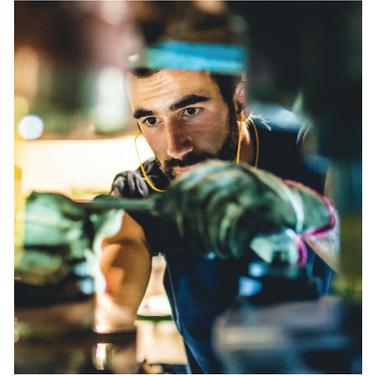
Tier 02 – Makers in Action (high visibility)
Not all environments will be conducive to the dramatic high-contrast imagery of Tier 01. However, we should stick to the same style and concepts for the sake of consistency. Use lighting to enhance the focal point within the shot, and retouch images to add in a greater sense of contrast where required. Technology is important, but don't force it into a shot or make it the focus of a composition. It should be part of the make-up of the environment and captured incidentally in use.
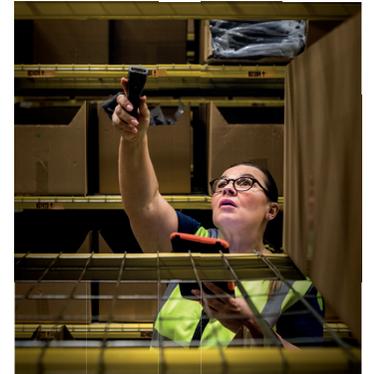
Tier 03 – Maker's Profile
There will be times, for instance in case studies and company profiles, when we need to use portraiture photography in our communications. This should follow the same styling ideals as Tiers 01 and 02. Subjects should be looking into camera straight-on or at a gentle angle. Their expression should be open, ideally smiling and confident. We should get the impression of somebody in their natural environment.

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Guidelines

Retouching and cropping

Photo retouching is a good way to
enhance images to ensure that they align
with our brand. In the example opposite,
the original shot (Fig 01a) has been
retouched to add a more dramatic focus
on the maker and match our brand style
(Fig 01b).

You can also make use of cropping to
enhance focus on a particular subject
within a shot. Fig 02b has been altered
to focus our attention on the maker in this
image. If you're creating collateral such as
press ads or brochure covers, remember
to consider the overall composition of
accompanying elements. Cropping in too
tightly will reduce the copy space and
result in a cluttered, busy layout.

Fig 01a

Fig 01b


Fig 02a

Fig 02b

10
Made Smarter
Application

Made Smarter
Guidelines

PowerPoint

When creating PowerPoint Presentations, be careful not to overload each slide with text. Use bullet points to make information more digestible and consider the hierarchy of information on each slide – we want to be clear and concise with our communications.

We have created a PowerPoint Template which is available from **madesmartermarketing@growthco.uk**

Make the difference for your business every day

Nrem fuga et dolupti undite ipis rehende ium

MADE SMARTER

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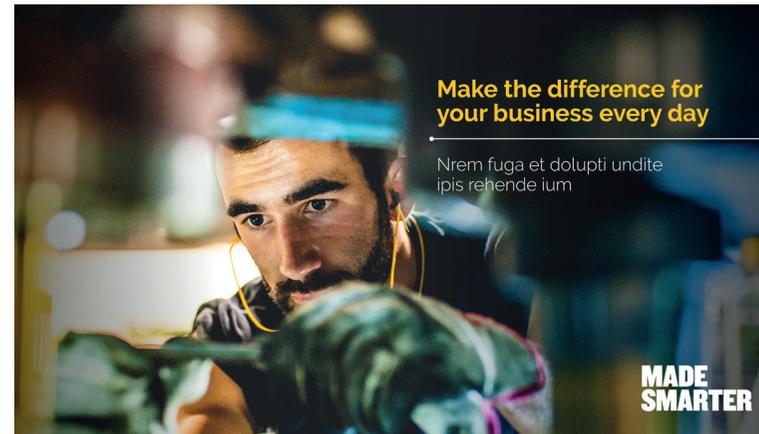
Case study:

Business Name

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48   **318**

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Flyer

Our flyer template is available from
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A competitive edge
to keep you ahead.

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difference

to your business

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SMARTER**

Get set for the future. **Now.**

Small Steps
for **Big Effects**

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Name here
Title here

To find out more about the Made Smarter national initiative
and how we can support you visit **madesmarter.uk**

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Guidelines

Word document

Our Word document
template is available from
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Get set for the future. Now.

Small Steps
for **Big Effects**

INSERT BODY COPY HERE

SUBTITLE
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SUBTITLE
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"

INSERT QUOTE OR PULL
OUT TEXT HERE

**NAME HERE
TITLE HERE**

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Further Support

For brand enquiries please contact
Made Smarter's Head of Marketing
& External Relations on
madesmartermarketing@growthco.uk