THE
PORTICO
Sadie Massey Awards

Contents

Our Brand

3. Our Brand

4. Our Values

Brand Ingredients

5. Logo

8. Colour

14. Brand Graphics

15. Collage Elements

16. Image

19. Typography

20. Mockups

Print

22. Overview

23. Posters

24. Certificate

25. Poster Templates

Social / Digital

26. Headers

27. Facebook

28. Social Posts

29. Animation

30. Websites

Our Brand

We exist to inspire, nurture & empower the next generation, giving them the tools they need to fulfil their potential.

At a fundemental level reading / writing is about passing on knowledge and experience. Using language to educate and inspire the reader, encouraging them to evolve into somebody who may one day offer their experiences to somebody else.

As a brand we take the role of a book. We draw on all of our experience and resources to offer an opportunity of growth to the next generation, to tell their story and pass on their unique experiences to others.

We want to be the pebble thrown into the centre of the lake, creating ripples that reach the shore.

Our Values

INCLUSIVE

Representing the diversity in the North.

EMPOWERING

Empowering young people to tell their own story.

INSPIRATIONAL

Inspiring young people through the stories of others.

PLAYFUL

Representing playful nature of stories.

YOUTHFUL

Using modern eye catching designs.

Logo

THE
PORTICO
Sadie Massey Awards

Expanding on the original logo for The Portico Library, we have added the name of the awards in a simple signature style.

Logo

The logo should always have at least 1x space around the outside.
1x is equal to the size of the T.

Logo

The logo can be used in white on a Blue background.

The logo can be used in white on a Red background.

Don’t use logo in black on a coloured background.

Don’t change the layout of the logo in any way.

The logo can be used in white on a Grey background.

The logo can be used in white on a Light Blue background.

Don’t change the colour of the logo.

Don’t add any shadow or other effects to the logo.

The logo should be used in Black on a white background

The logo can be used in white on a Black background.

Don’t change the colour of any part of the logo.

Don’t change the weight or style of the typography.

Colour

Grey is the default background.

Grey PANTONE: 412C HEX: #323232	R: 321 G: 115 B: 116	C: 69 M: 60 Y: 56 K: 66

Yellow is the universal spot colour that can be used on all backgrounds.

Yellow PANTONE: 1205C HEX: #ffee8a	R: 255 G: 238 B: 138	C: 2 M: 3 Y: 57 K: 0

Blue can be used as both a background and a decorative colour.

Blue PANTONE: 2171C HEX: #579ce2	R: 87 G: 156 B: 226	C: 65 M: 30 Y: 0 K: 0

Light Blue can be used as both a background and a decorative colour.

Light Blue PANTONE: 630C HEX: #7fccd8	R: 127 G: 204 B: 216	C: 52 M: 0 Y: 17 K: 0

Red can be used as both a background and a decorative colour.

Red PANTONE: 230C HEX: #e77374	R: 127 G: 204 B: 216	C: 5 M: 68 Y: 46 K: 0

Colour

Main Colour: Grey

All 4 colours can be used together.

Colour

Main Colour: Light Blue

Spot Colour: Yellow

Decorative: Red

Colour

Main Colour: Grey

Spot Colour: Yellow

Decorative: Red

Colour

Main Colour: Light Blue

Spot Colour: Yellow

Decorative: Red

Colour

Main Colour: Red

Spot Colour: Yellow

Decorative: Light Blue

Brand Graphics

Compass

To represent the northern identity.

Factory

To represent the industrial heritage of the North.

Imagination

To represent the infinite potential of stories.

Paper Planes

To represent the playful nature of writing.

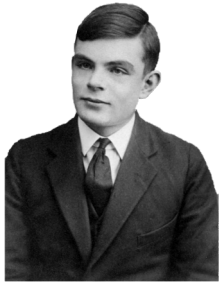
North Star

To respresent the North.

Writing

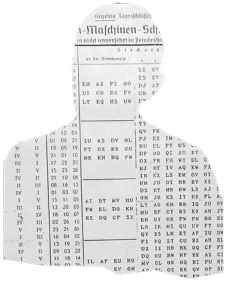
To represent the act of writing by hand.

Collage Elements



Portrait

Black & White Photography.



Paper

Old text inside the silhoutte.

Shadow

Same silhoutte in the Primary colour.

Story

Black & White photography of items that relate to that story.

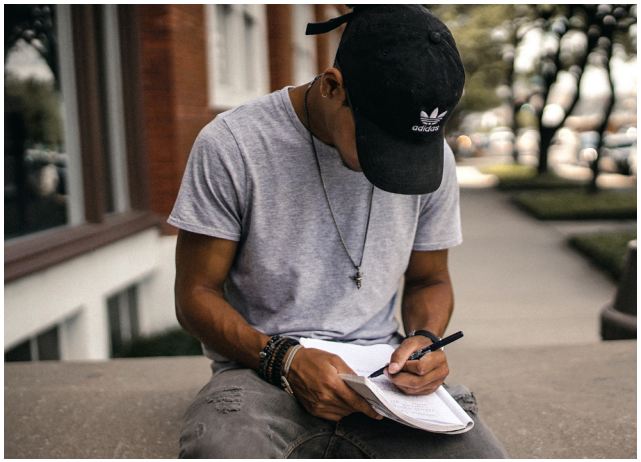
Personality

Simple graphics & photographs that relate to the personality of the subject.

Flower

Each design has a flower in the background that relates to the subject.

Image



People In History

Black & White portrait photography of inspirational historical figures.

People Today

Young adults reading & writing.

People Of The Future

Young People getting involved with reading or writing.

Image

Explore

Surreal and fantastical environmental shots to emphasise the exploration in imagination.

Adventure

Showing a person on some kind of adventure in a surreal environment.

Playful

More humorous images referencing reading & writing.

Images should be driven by narrative and emotion, showing reading / writing from the outside and the inside. Ideally, there should always be a human element and it should be a diverse in it’s representation. We should also prioritise bright vivid colours where possible.

- **Human Element**
- **Narrative**
- **Negative Space**
- **Minimal**
- **Vivid & Bright Colours**

Typography

We will use the same two fonts as used for The Portico branding, this will help keep it simple and consistent.

Text should always be left aligned, this is to represent the books in the library and the stories created in the competition.

Very large titles should appear in all capitals using Helvetica Neue Bold. Smaller titles should appear in Libre Baskerville Bold. Body text should appear in Helvetica Neue Regular.

Main Font

HELVETICA NEUE BOLD

Helvetica Bold

ABCDEFGHIJKLMNO
PQRSTUVWYZ

Helvetica Regular

abcdefghijklmno
pqrstuvwxyz

Secondary Font

Libre Baskerville

Libre Baskerville Bold

ABCDEFGHIJKLMNO
PQRSTUVWYZ

Libre Baskerville Regular

abcdefghijklmno
pqrstuvwxyz

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Print

ALAN
Alan Turing received an OBE for his work in cracking the Enigma code during WW2. Afterwards, he was based at the University of Manchester, where he designed the world's first stored-programme computer.
What's Your Story?
If you're between 7 and 16 years old, we want you to review a book or write a story based on a person living in the North of England.
Winners receive writing mentorships, prize bundles and more.
Deadline: Midnight on Friday 26 March 2021.
Find out more: www.theportico.org.uk/portico-sadie-massey-awards
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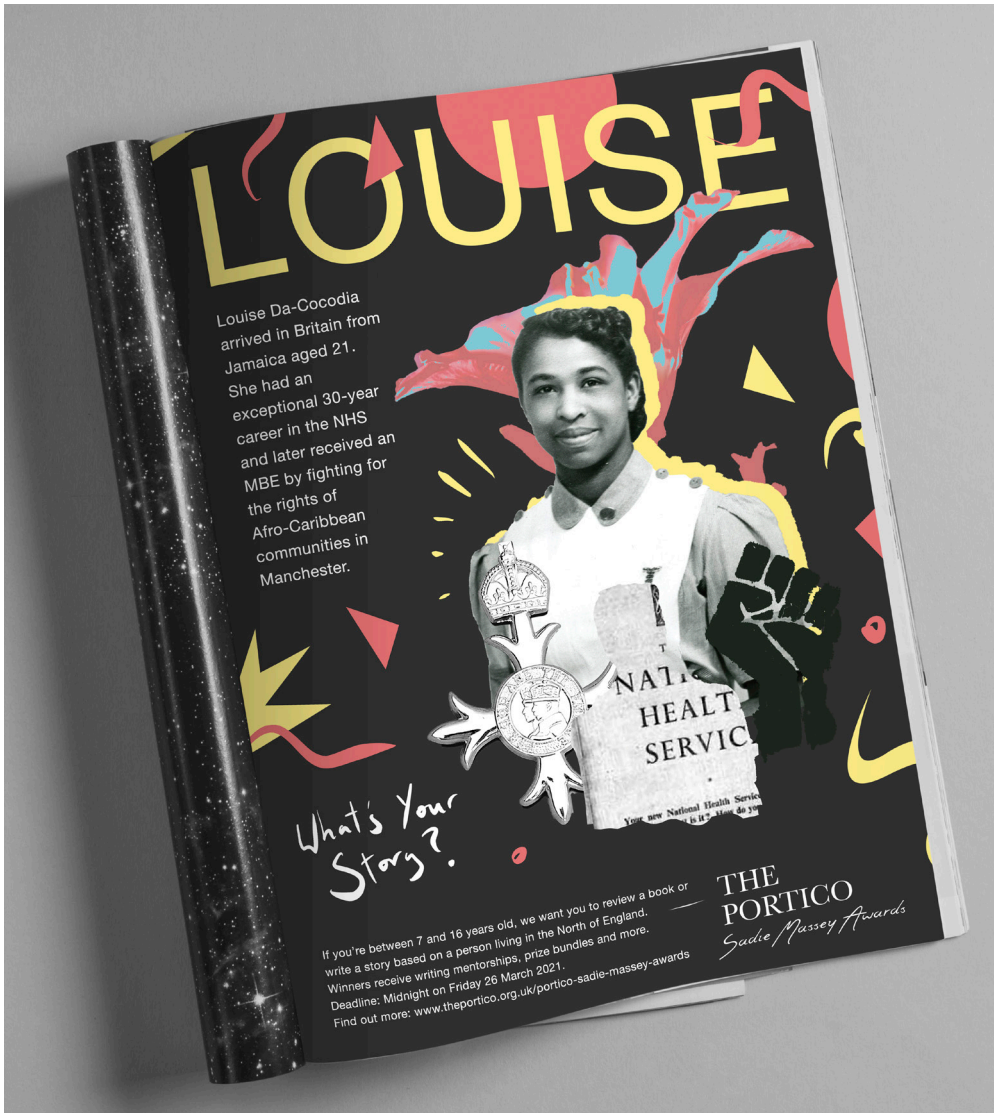
LOUISE
Louise Da-Cocodia arrived in Britain from Jamaica aged 21. She had an exceptional 30-year career in the NHS and later received an MBE by fighting for the rights of Afro-Caribbean communities in Manchester.
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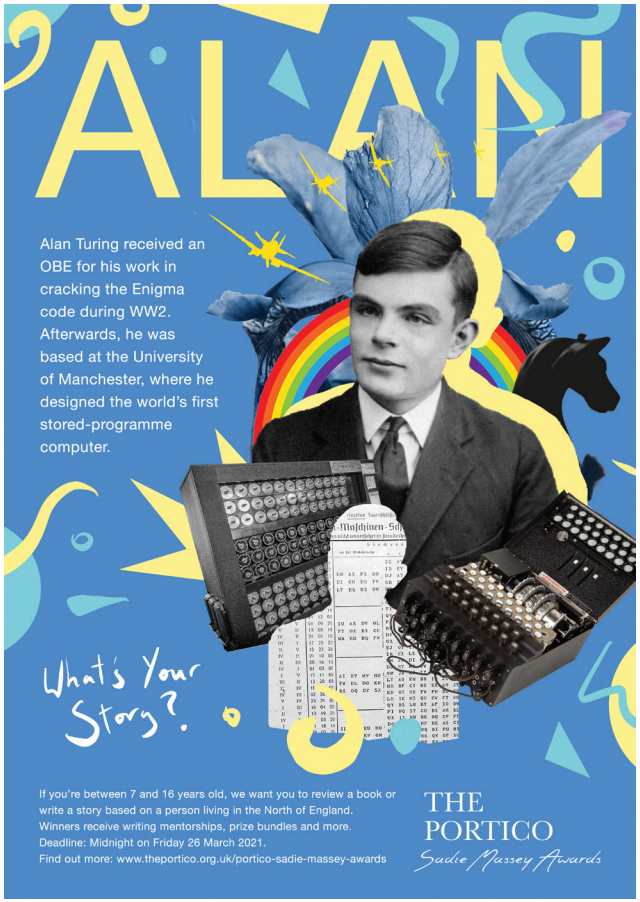
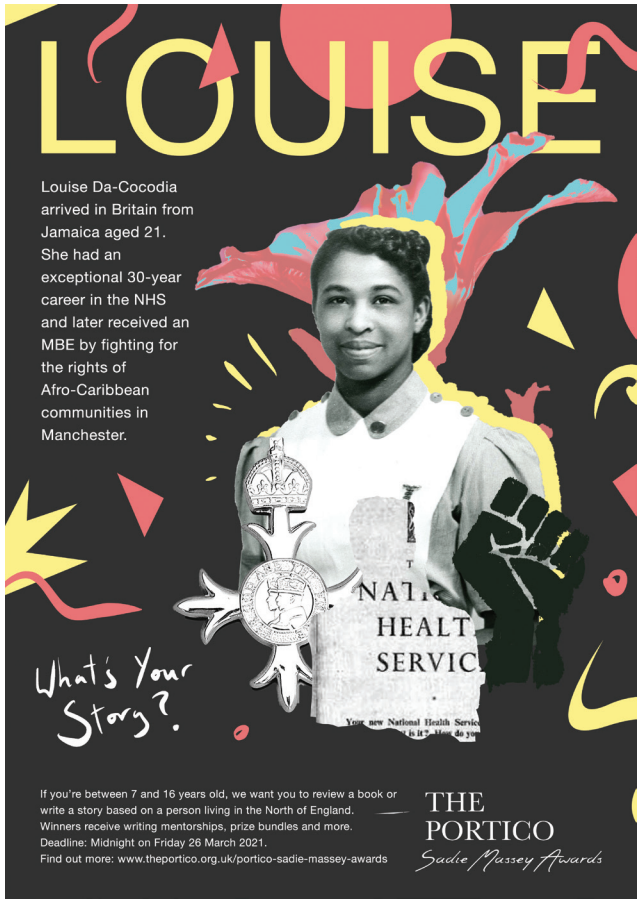
Posters



Collage based, playful artwork that tells a historical story connected to the North.

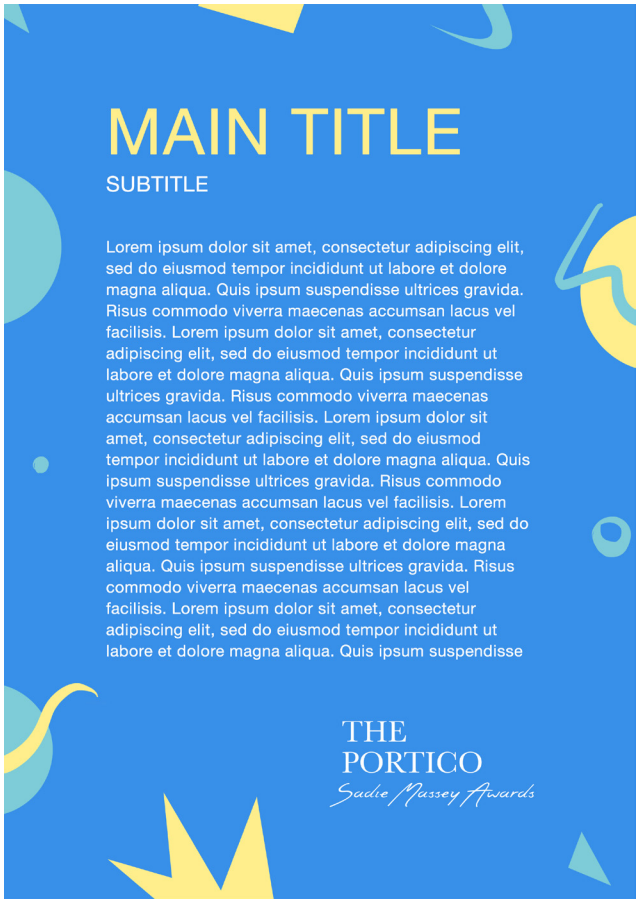
A selection of historical figures that represent the diversity of the North.



A simple bio of the historical figure, then asking the viewer to tell their own story.

Certificate

Poster Templates



Text Poster

A simple block colour poster with text being the priorty.

Photograph Poster

A poster with photography as the main element with text at the bottom.

Social Media

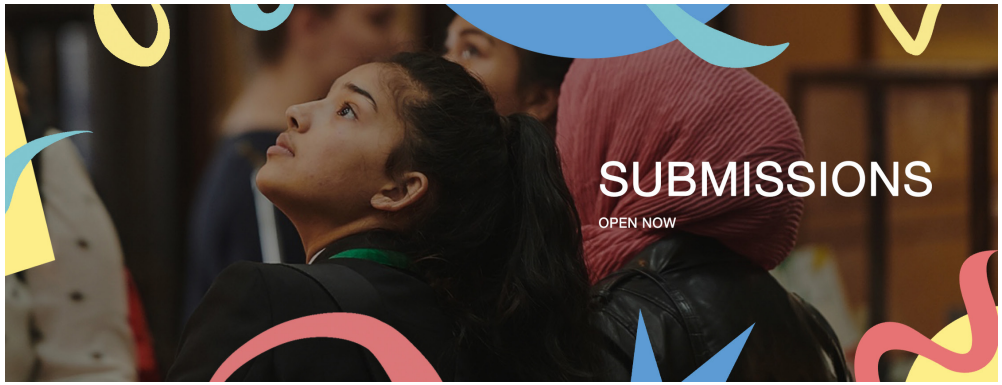
AVATAR

Across all platforms we use the logo with the grey background to maintain consistency.

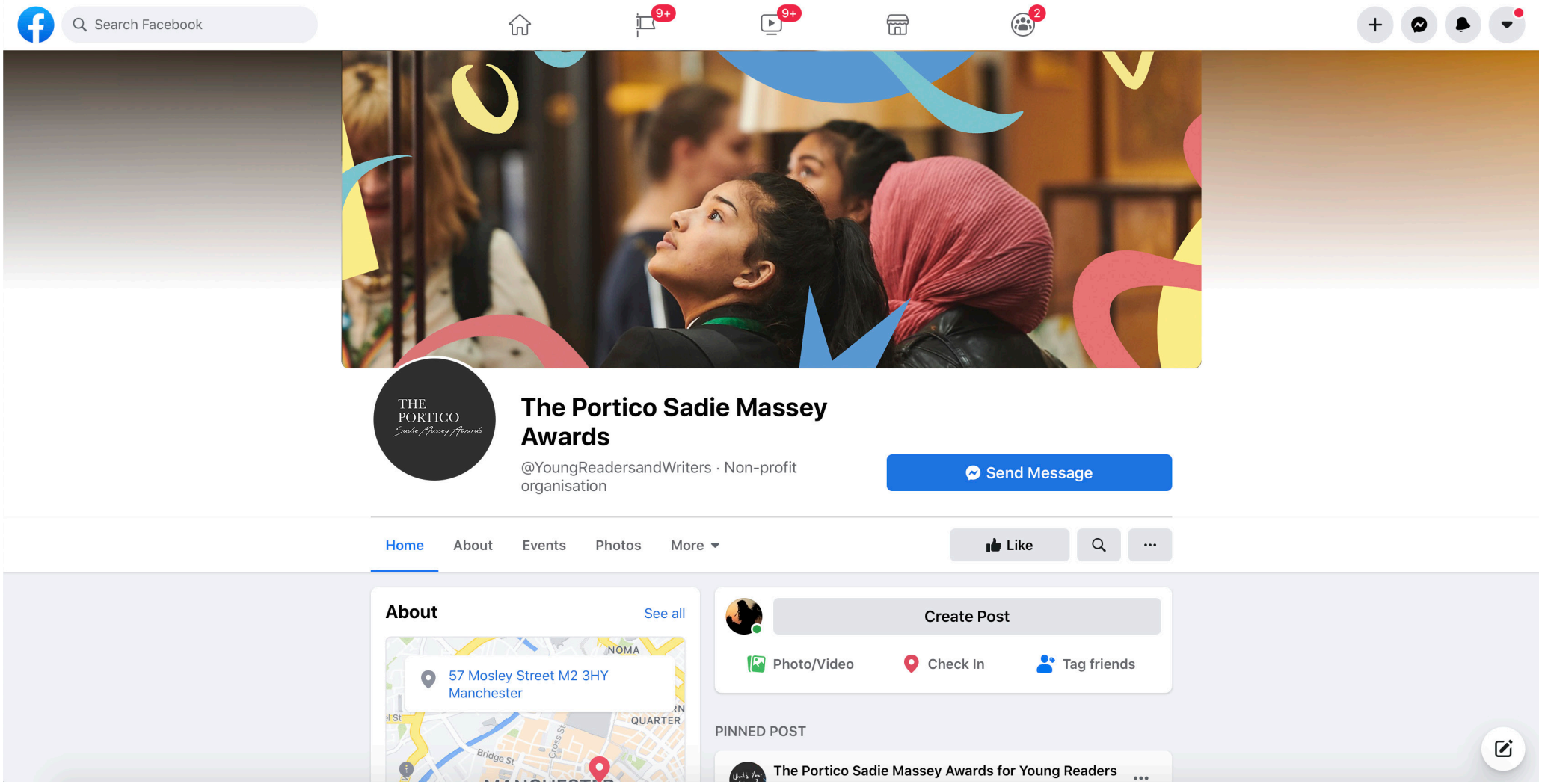
Header
Simply a photograph with the brand frame.

Info
Option to include a title and subtitle to give a little more information.

Overlay
If you want to use a lighter photograph with the title sometimes you may need to use the optional Overlay.



Facebook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About
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Manchester
NOMA
QUARTER
Bridge St
Cross St
Create Post
Photo/Video
Check In
Tag friends
PINNED POST
The Portico Sadie Massey Awards for Young Readers

Social Media Posts

Story Artwork
Image based collage representing the story of a historical figure.

Text Post
A text based post on a coloured background with a frame of doodles.

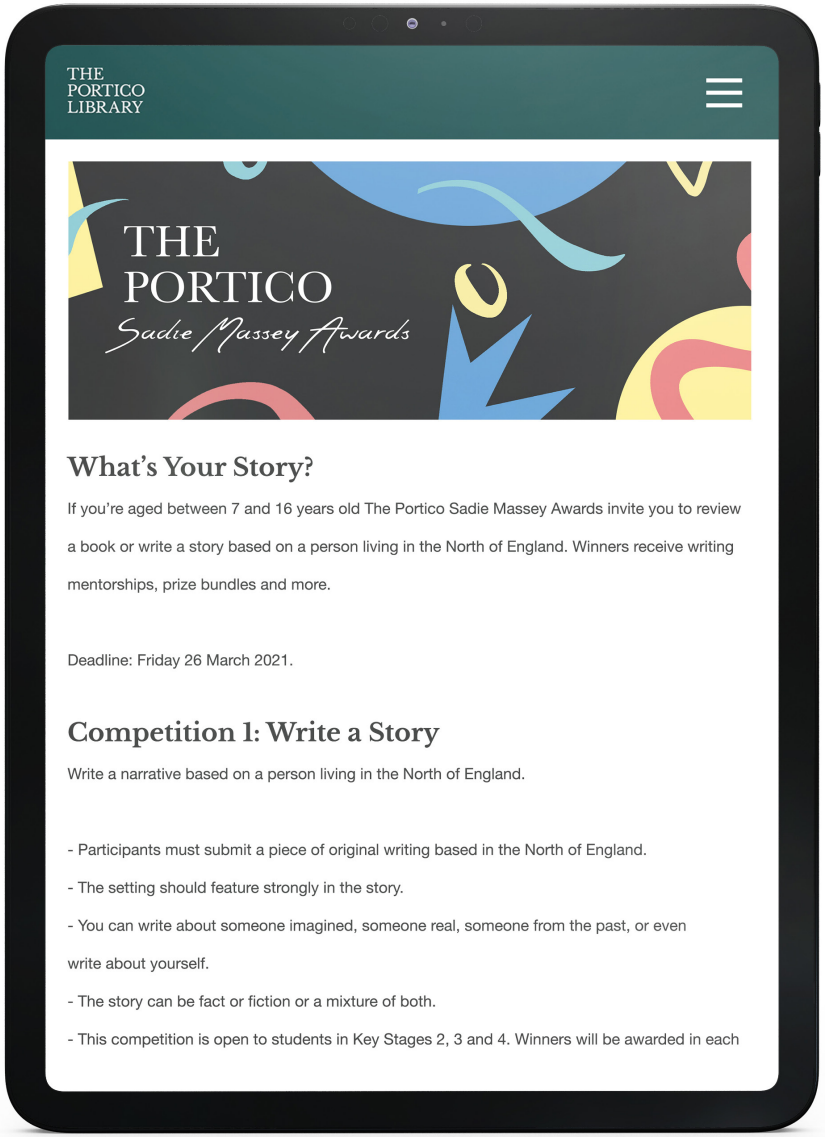
Photograph Post
Sometimes we can use a photograph that is relevant to the post.

Animations

Story Animation

Logo Animation

Website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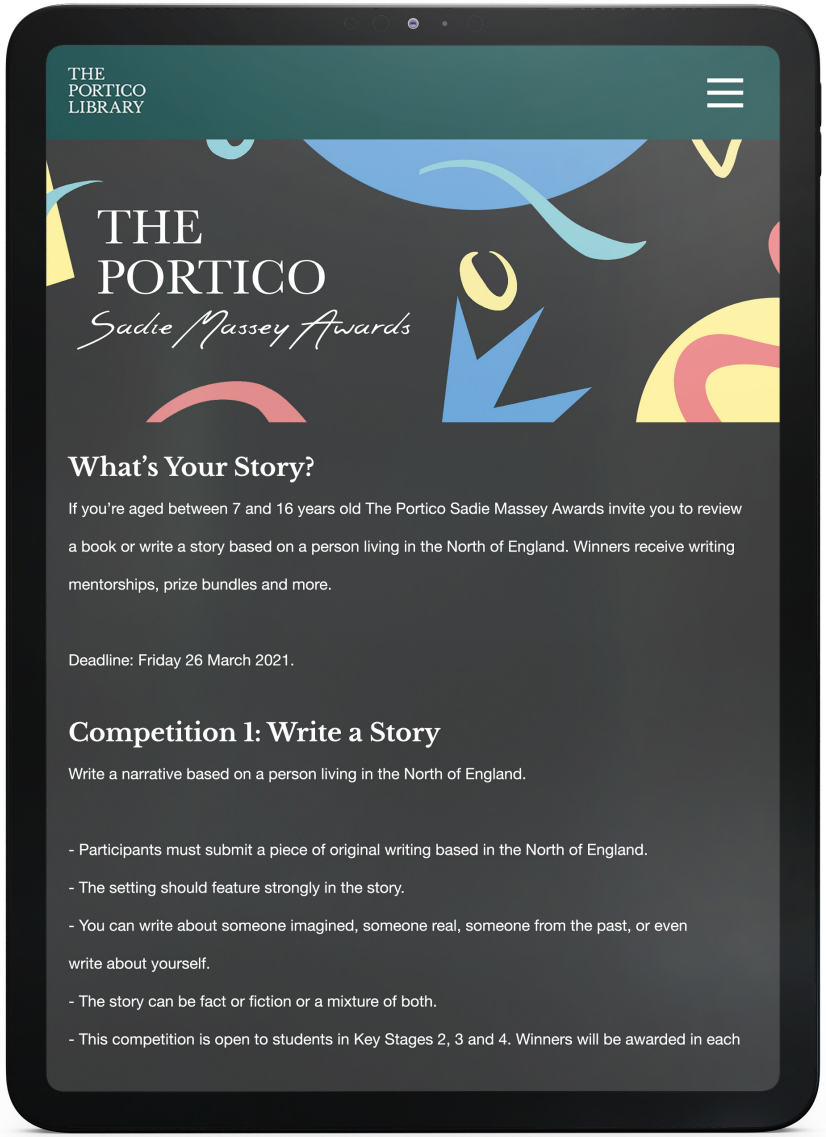
Deadline: Friday 26 March 2021.
Competition 1: Write a Story
Write a narrative based on a person living in the North of England.
- Participants must submit a piece of original writing based in the North of England.
- The setting should feature strongly in the story.
- You can write about someone imagined, someone real, someone from the past, or even write about yourself.
- The story can be fact or fiction or a mixture of both.
- This competition is open to students in Key Stages 2, 3 and 4. Winners will be awarded in each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If you have any questions please contact:

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events@theportico.org.uk