

**Bold Studio**

# **West Midlands Heritage Visual Identity**

Brand Summary 2023

<b>4-9</b>	<b>Logomarks</b>
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# File Types

## Folder Structure

- > Brand Summary
  - > *This Document*
- > Logomarks
  - > EPS
    - > *Master*
    - > *Banners*
  - > *PNGs*
  - > *SVG*
- > Brand Elements
  - > EPS
    - > *Pillars in various common dimensions*
  - > *PNGs*
  - > *SVG*
- > Social Media Livery
  - > *PNGs*
    - > *Profile Pictures and Cover Images*
- > Fonts
  - > *Google Font (Adobe Fonts available with paid license)*

The following file types have been provided in your asset bundle.

EPS: Professional vector based files. This is the file type other designer and printers will most likely need. ***Please note: You need Adobe software to view these files.***

PNGs: File types that can be viewed without design software. Mostly used for online viewing, social media and internal printing .

SVG: Vector based logos, mainly used for websites and digital



WMH\_Master\_Logo\_White



WMH\_Master\_Logo\_White



WMH\_Master\_Logo\_White



WMH\_Master\_Logo\_MONO



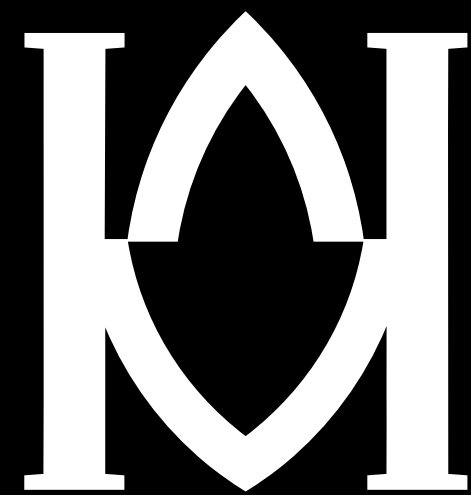
West Midlands Heritage

WMH\_Stacked\_Logo\_White



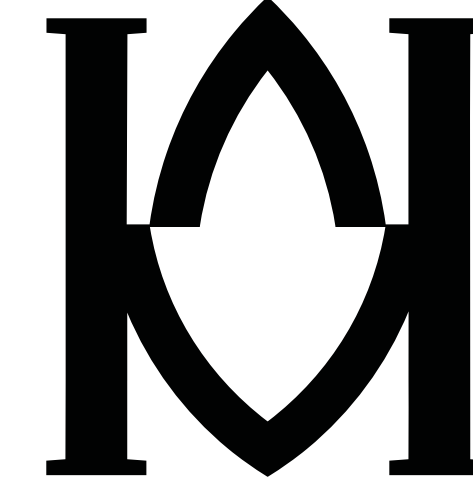
West Midlands Heritage

WMH\_Stacked\_Logo\_White



West Midlands Heritage

WMH\_Stacked\_Logo\_White



West Midlands Heritage

WMH\_Stacked\_Logo\_MONO



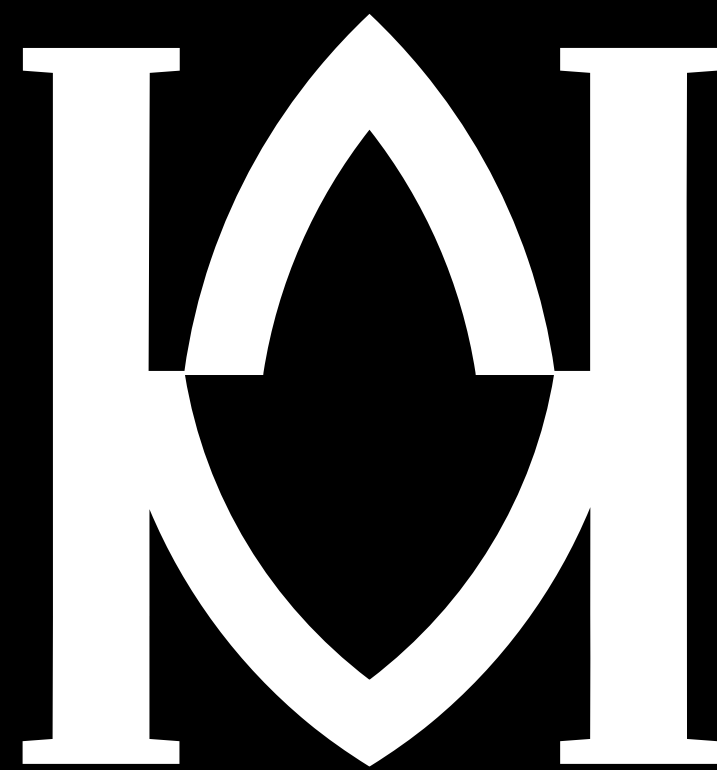
West Midlands Heritage

WMH\_Splash\_Logo\_White



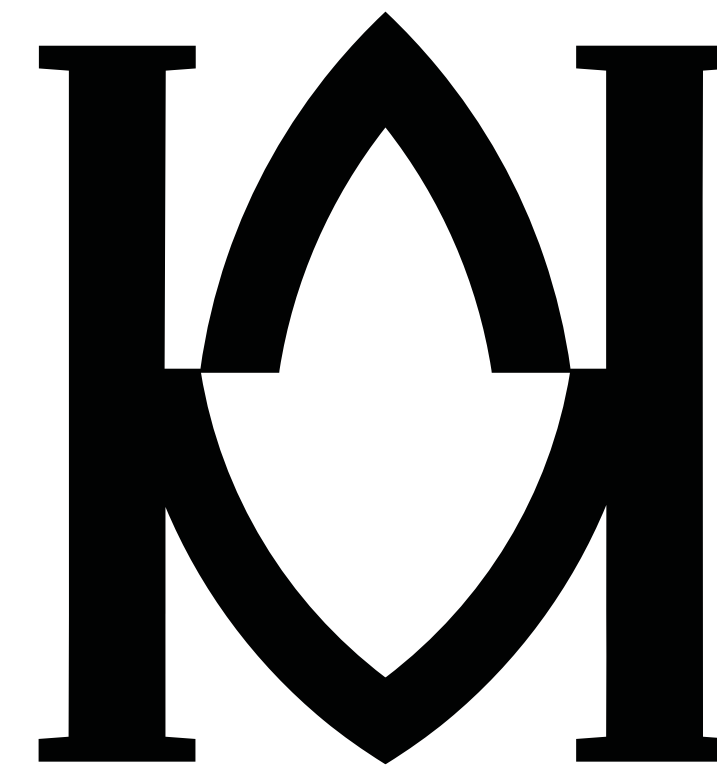
West Midlands Heritage

WMH\_Splash\_Logo\_White



West Midlands Heritage

WMH\_Splash\_Logo\_White



West Midlands Heritage

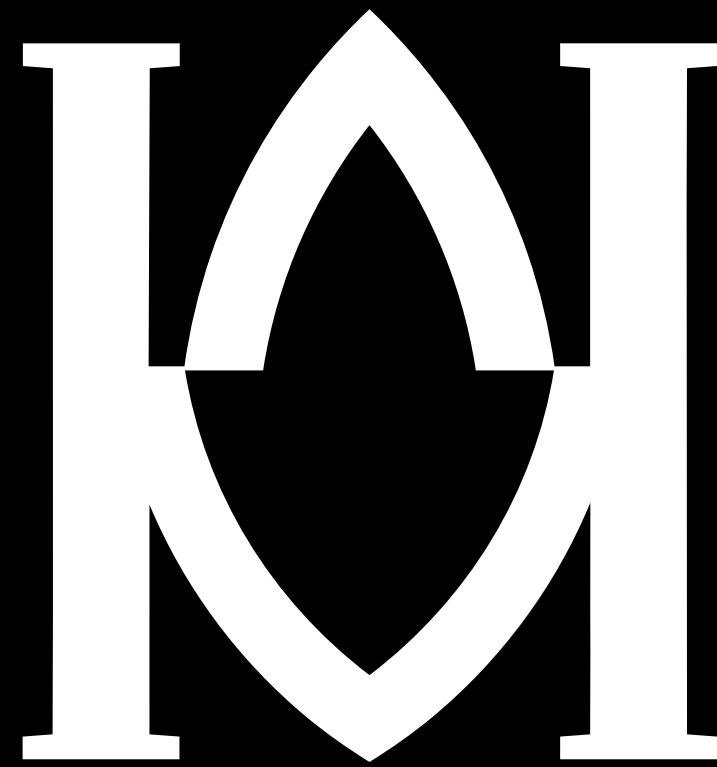
WMH\_Splash\_Logo\_MONO



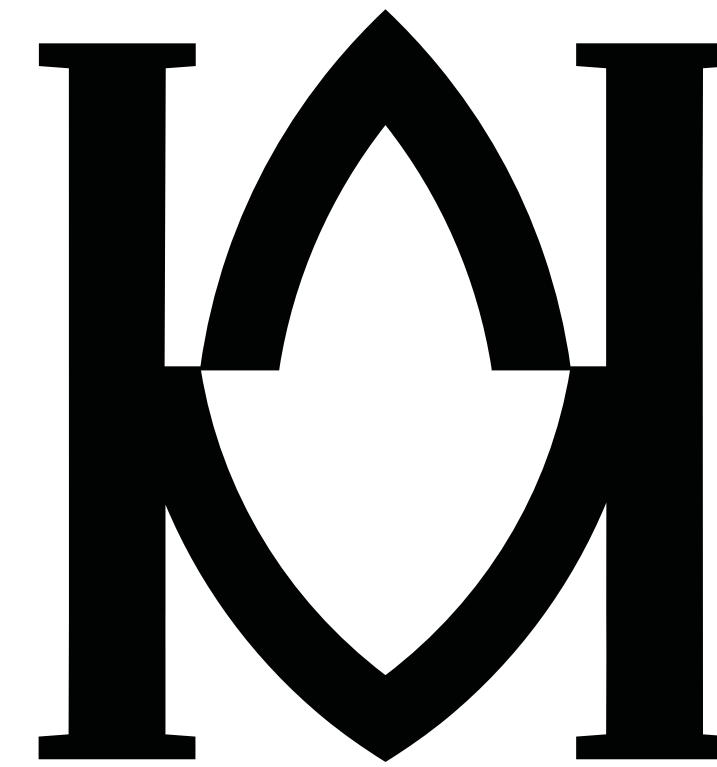
WMH\_Motif\_White



WMH\_Motif\_White



WMH\_Motif\_White



WMH\_Motif\_MONO

## Banner logo

Banner system for showing the logo on top of images or on third party collateral

The first image shows the logo in full.

The second “Motif” banner can be used in instances where the name of the organisation is already prominently shown.



WMH\_Banner\_Landscape\_Green



WMH\_Banner\_Landscape\_Orange



WMH\_Banner\_Stacked\_Green



WMH\_Banner\_Stacked\_Orange



West Midlands  
Heritage

Minimum Size 45mm



West Midlands Heritage

Minimum Size 45mm

Adobe Fonts

TITLES

**Source Sans**

BODY COPY

**Source Serif**

We aim to safeguard buildings of historical and/or architectural importance, within the West Midlands and Worcestershire, which are in danger of being lost.

Google Fonts Alternative

TITLES

**Source Sans 3**

BODY COPY

**Source Serif 4**

We aim to safeguard buildings of historical and/or architectural importance, within the West Midlands and Worcestershire, which are in danger of being lost.

# Colour Palette

CMYK 86 / 41 / 41 / 29  
RGB 20 / 96 / 110  
HEX 14606e

CMYK 0 / 75 / 87 / 0  
RGB 241 / 90 / 41  
HEX f15a29

## Brand Elements:

The brand is expanded by use of coloured blocks which reflect the lips and overhands of logo mark. These elements (referred to as “pillars” in this document) can be used in a variety of ways to fit different copy and designs.

### Elements:

The pillars are set up at generic A4 sizes, this means they are suitable for most UK print sizes “A” sizes A6, A5, A4, A2 etc...

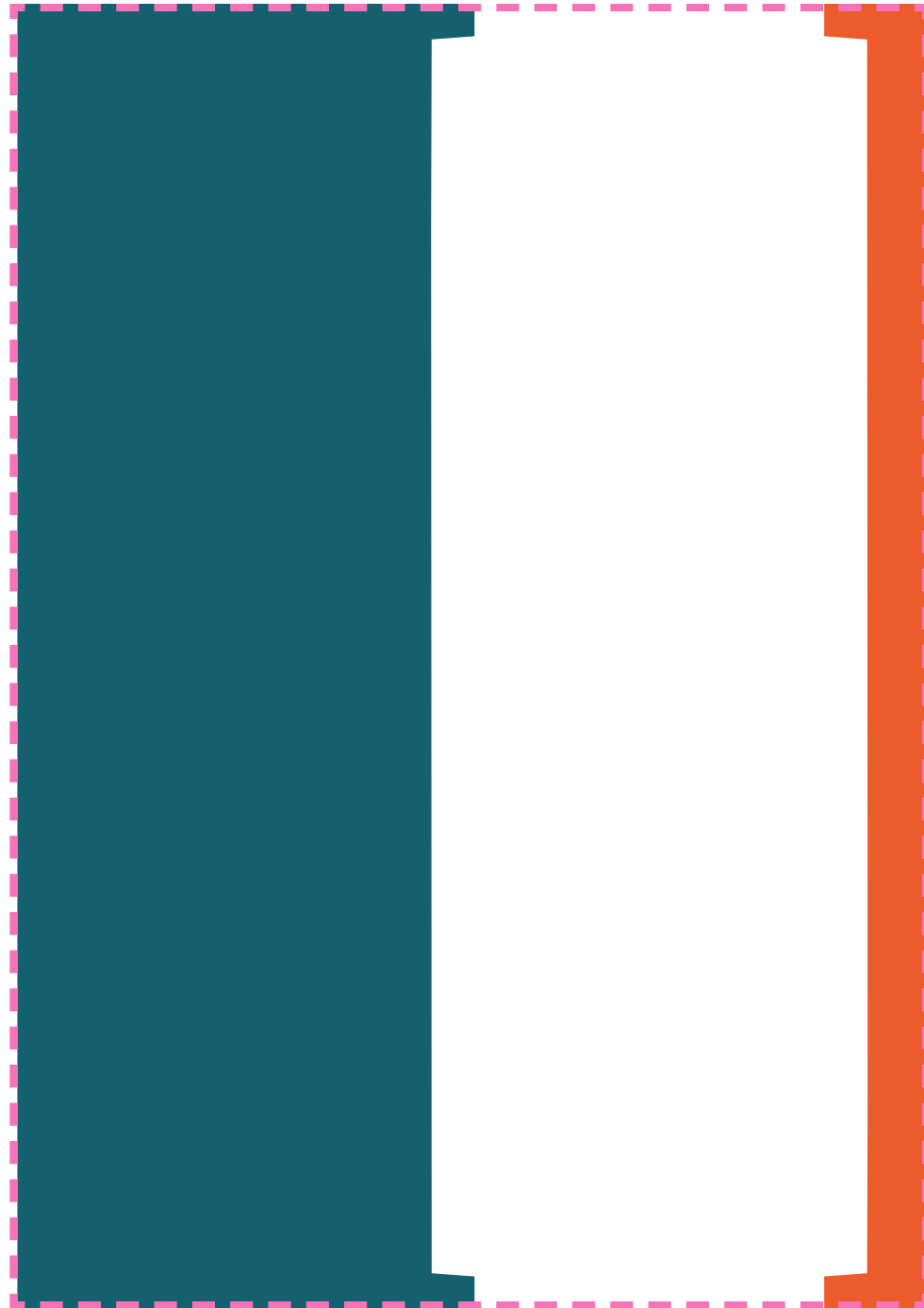
Each “pillar” is provided in a set marked as left and right in both the brand colours:

### Included in the pack:

- Portrait Pillars
- Landscape Pillars
- Half Page Bottom Pillar
- Roller Banners

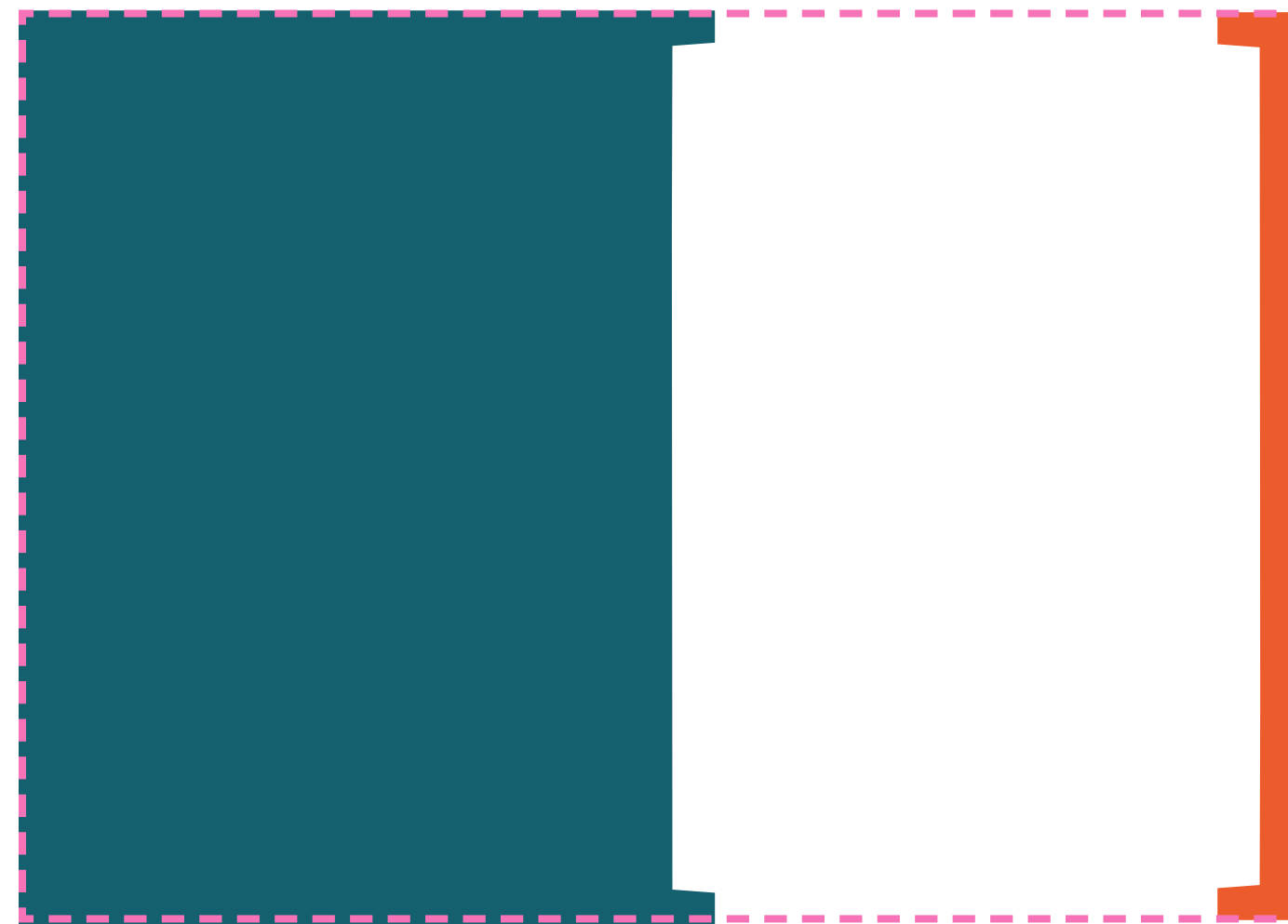


# Outputs with images



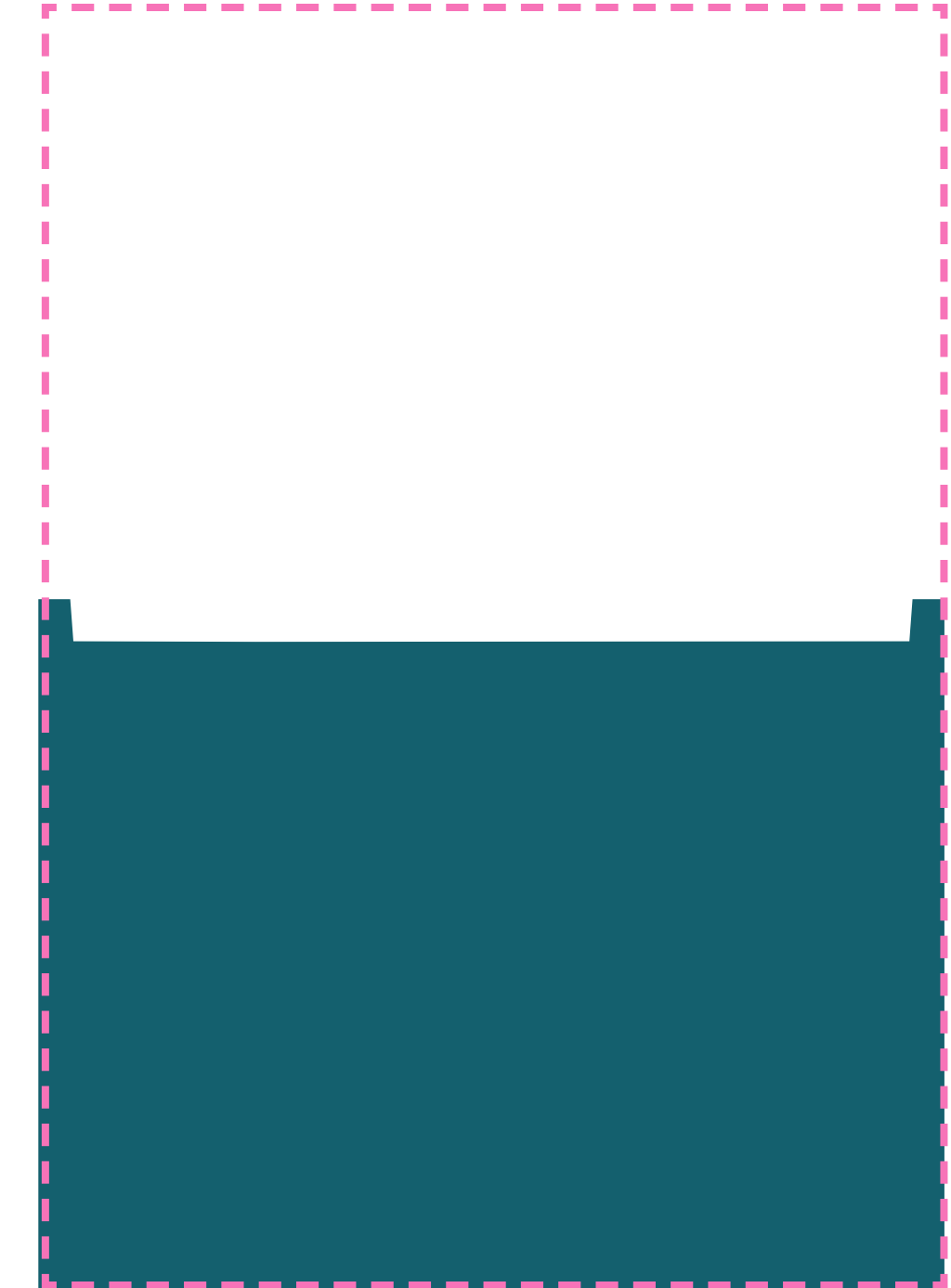
**Layout 1**

“A4” Portrait: the left banner can contain copy and contact info. The right hand pillar creates a negeative space in which photography can be placed,



**Layout 2**

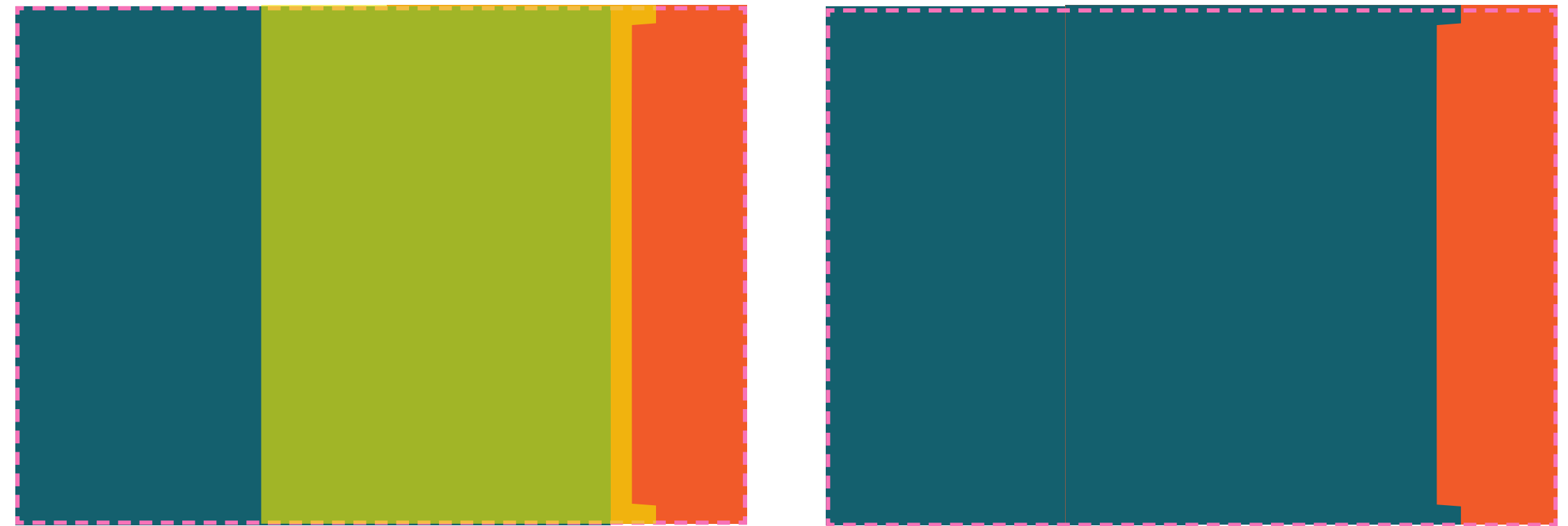
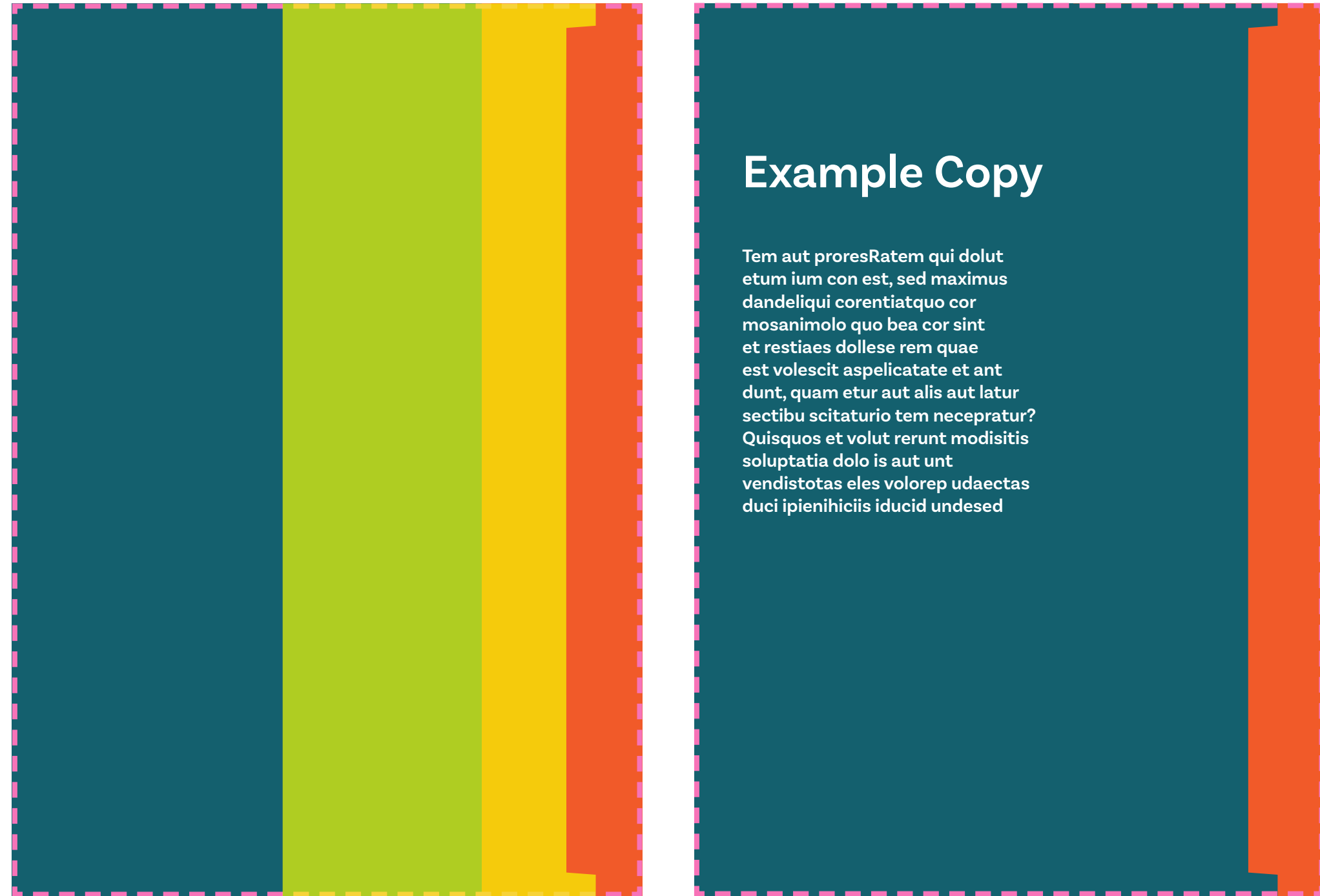
“A4” Landscape: the left banner can contain copy and contact info and is set up at around half a page. The right hand pillar creates a negeative space in which photography can be placed.



**Layout 3**

“A4” Portrait Bottom: This allows for more content and is set up as half page split.

# Outputs without images



## Layout 5

Creating a document with two brand colours blocks and placing the pillar on top, we can create a layout which allows for more text.



## The Lye and Wollescote Cemetery Chapels

The Lye and Wollescote Cemetery Chapels, now known as the Thomas Robinson Building, in Cemetery Road, Lye is a Grade II listed building in recognition of its architectural and historical importance as part of the UK's national heritage. It is a rare surviving example of a cemetery chapel designed to incorporate two chapels within a single building.

The nonconformist chapel was closed in the 1970s and the Church of England chapel also had to be closed following a fire in 1993 which caused minor damage to the interior. This building stood empty for several years and was at risk until the T managed the project to refurbish the building which was completed in March 2016.

West Midlands Heritage



WMH\_Pillar\_A4\_Left\_Green

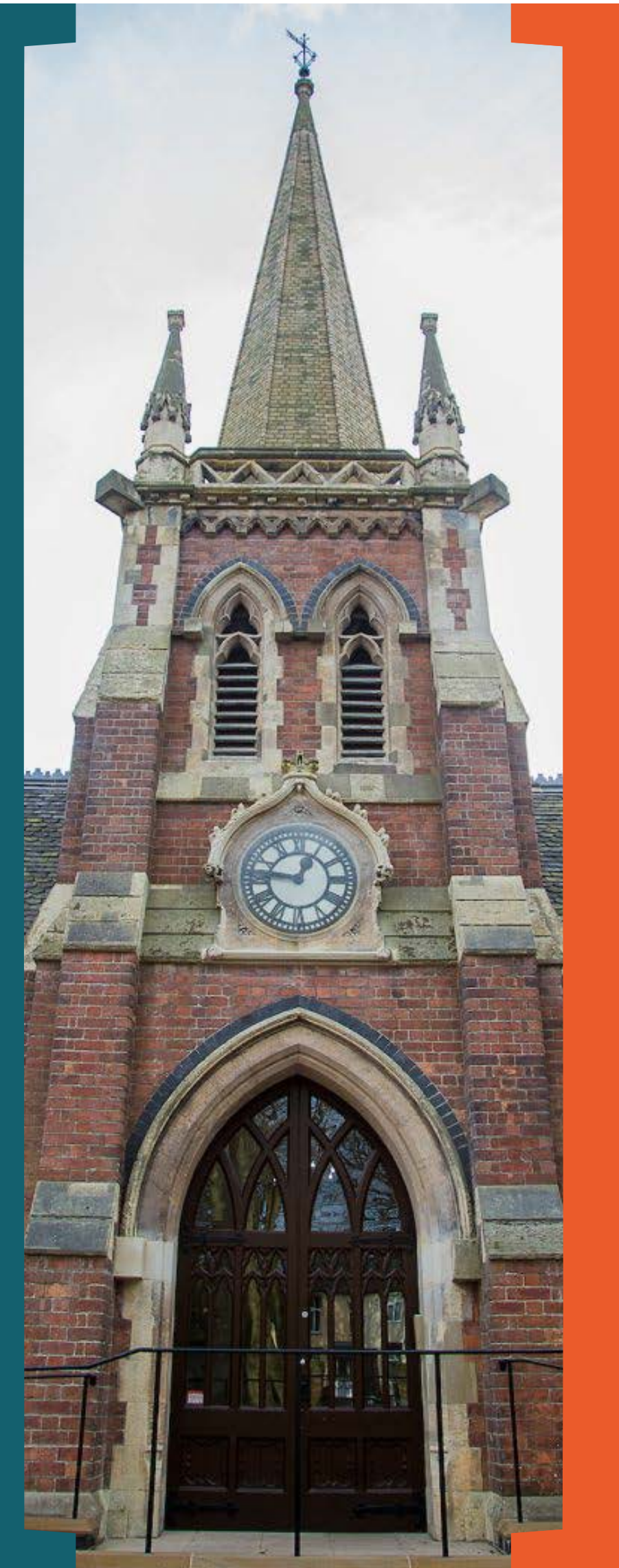


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West Midlands Heritage



WMH\_Pillar\_A4\_Left\_Green

WMH\_Master\_Logo\_Orange\_Banner



WMH\_A4\_Portrait\_Bottom\_Green

WMH\_Motif\_Green\_Banner



WMH\_A4\_Portrait\_Bottom\_Orange

Layout using the tab logo mark to be placed ontop of an image and the half page split



19-20 High Street,  
Kinver, South Staffordshire

This grade II listed office building was built as a showcase by the former Harris & Pearson Company, firebrick manufacturers, in Brettell Lane, Brierley Hill, West Midlands. The building had been unoccupied for 13 years and was in a derelict state when acquired by the WMHBT, with the costs of repair again being in excess of market value.

West Midlands Heritage



The Harris & Pearson Office  
Building, Brierley Hill

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West Midlands Heritage



## West Midlands Heritage

### Queen Street Gateway Townscape Heritage Scheme

Wolverhampton City Council secured £864,100 Heritage Lottery funding to support the Queen Street Gateway Townscape Heritage Scheme in 2015. The scheme was supported by a partnership of local groups and organisations to assist the Council in delivering the project. COWRBPT Vice Chairman, Ed Barron was Chairman of the Partnership Board.



West Midlands Heritage



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