Glasgow City Innovation District
Identity Guidelines
Version 1.0

*Glasgow
City
Innovation
District

These guidelines have been created to help guide you through the core elements that make up the Glasgow City Innovation District. We ask that you follow the rules where they exist, in all the projects that you undertake, so that consistency is built and maintained.

Our logo is comprised of two distinct elements, the symbol and the name.

Our symbol is a simple, intersection point. Glasgow City Innovation District is not confined to a specific area. The symbol represents a meeting point, where dynamic ideas, individuals and organisations can come together.

Our name is stacked in a contemporary monospaced typeface, lending the words the necessary balance of personality and innovative spirit.

Glasgow City Innovation District

Primary Logo

Glasgow City Innovation District

Reverse Logo

Glasgow City Innovation District
Colour Palette

Our brand uses a simple vibrant palette which works well in printed, digital and environmental contexts. Our primary colour palette is comprised of a core colour (GCID Purple) and secondary accent colour (GCID Orange).

Proportional Usage

Purple is our core colour and should appear most prominently throughout our brand communications. However, orange and white also have a significant role, in providing contrast and clear white space respectively. It's important to use each of our colours in the right proportion to one another. The size of the coloured panels shown opposite give some guidance for their prominence throughout the brand.

GCID Purple

PMS   2597 C
CMYK 80/99/0/0
RGB   92/6/140
HEX   #5C068C

GCID Orange

PMS   Orange 021 C
CMYK 0/65/100/0
RGB   254/80/0
HEX   #FE5000

White

PMS   N/A
CMYK 0/0/0/0
RGB   255/255/255
HEX   #ffffff

Menoe Grotesque is our primary typeface. This should be used for headings and key statements throughout brand applications.

Our supporting typeface is Effra. A highly legible sans serif with an extensive family of weights, Effra can be used for all other texts.

Primary typeface

Menoe Grotesque Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Supporting typeface

Effra Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Glasgow City Innovation District
Patterns

The intersecting symbol can be used as a graphical element to divide layouts into unique combinations. Shapes created by the patterns can be used for framing photography, patterns and secondary colour highlights.
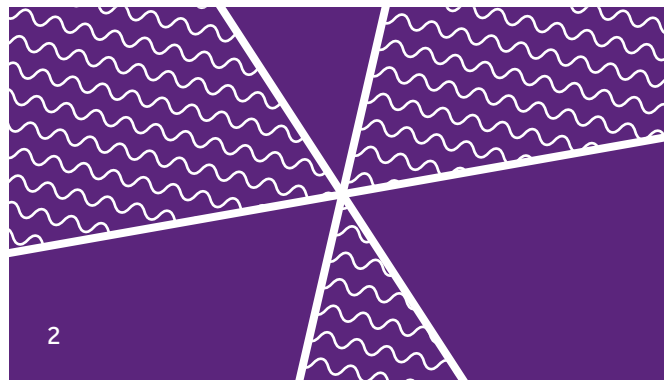
1. Photography
To reinforce the theme of intersections, you should aim to use photography featuring more than one person.
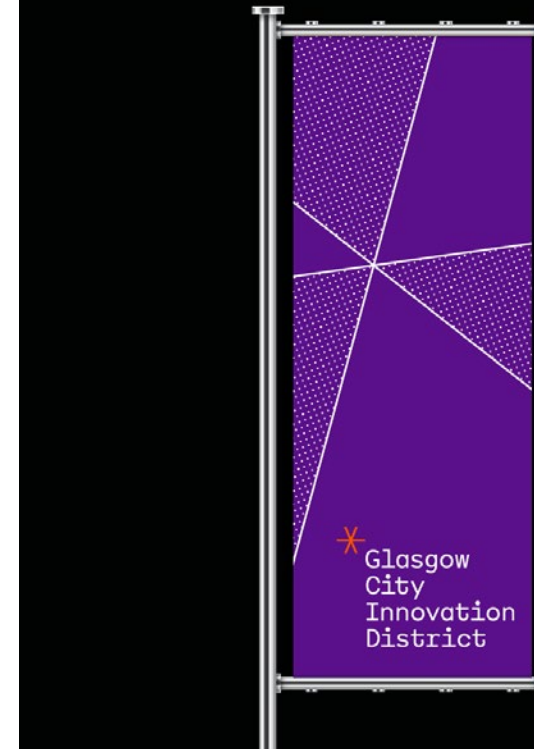
2. Patterns
The sections could also be used as a frame for simple abstract patterns related to science and innovation.

3. Highlights
Sections can be highlighted in our secondary colour (GCID Orange) to create a space for quotes, figures and other call-outs.

If you have any questions
regarding these guidelines and
application of the Glasgow City
Innovation District Identity
please don't hesitate to get
in touch:

glasgowcityinnovation@strath.ac.uk

*Glasgow
City
Innovation
District