



**MIDLAND
GLIDING CLUB**
FLYING THE LONG MYND SINCE 1934



Brand Style Guide version 4

updated February 2024

Midland Gliding Club Ltd

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INTRODUCTION

Midland Gliding Club is a members' club dedicated to training glider pilots and providing facilities, equipment and expertise to enable members and visitors to fly gliders.

It is also a business and a brand.

This brand guide explains how the club should look, feel and sound as a business. It serves as an aid for all those involved in presenting and promoting the club to the outside world, and to its members, to ensure the identity remains clear, consistent and correct.

It should be noted that these guidelines are intended as just that, a guide. While all elements of the identity system have been designed to ensure consistency, allowances for variation have been made. If followed, these guidelines will help the identity to evolve and feel fresh at every point where it touches the public.



KEY IDENTITY FORMATS

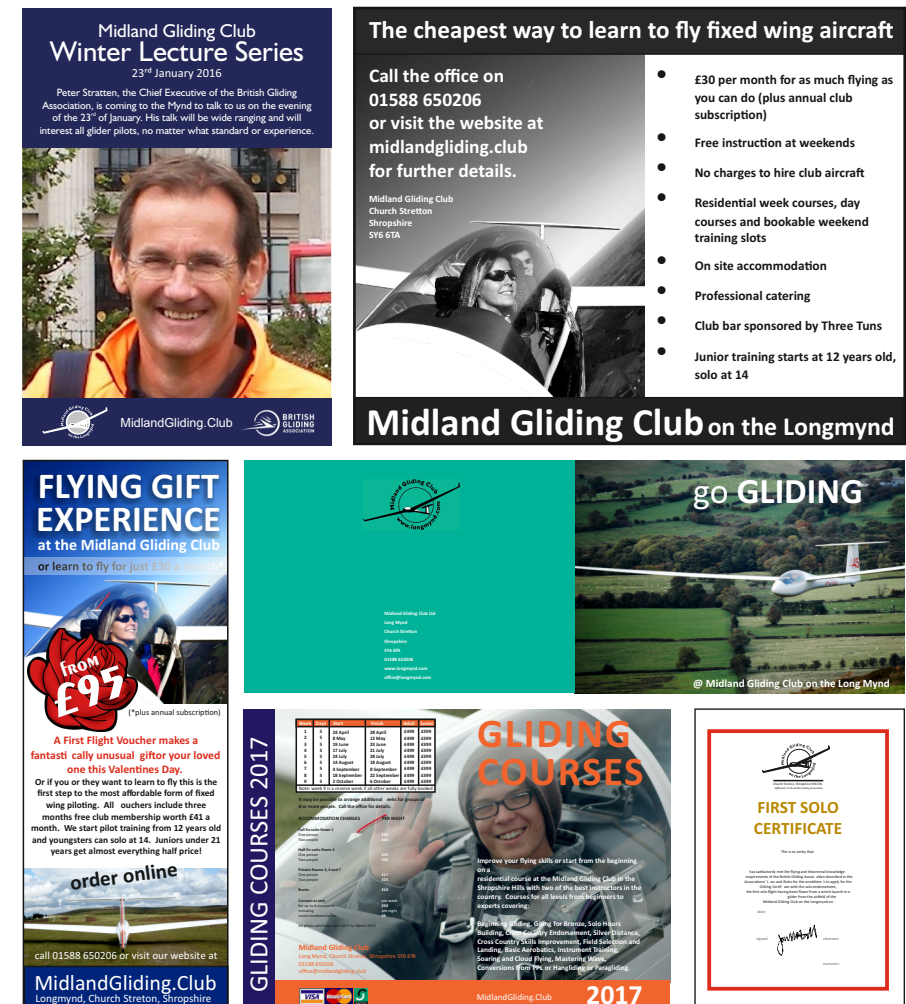
The club's visual identity is based on casual construction. It is both loose and considered, relatively free but designed. It has been created to allow for a number of formats that work alongside a consistent yet varied colour palette.

There are several key formats in which the identity can appear. The most likely ones are:

Full Colour Portrait (probably the most common format)
 Full Colour Landscape
 Full Colour Gatefold Leaflets
 Monochrome Portrait
 Monochrome Landscape

Other formats will evolve as required to suit specific requirements such as banners, exhibition materials, advertising and marketing print.

The examples shown are all old ones using the old logo and typefaces. They will be replaced as they are updated.



USE OF COLOUR

The psychological principle known as the Isolation Effect states that an item that “stands out like a sore thumb” is more likely to be remembered. Research clearly shows that participants are able to recognize and recall an item far better — be it text or an image — when it blatantly sticks out from its surroundings.

Two studies on colour combinations, one measuring aesthetic response and the other looking at consumer preferences, also find that while a large majority of consumers prefer color patterns with similar hues, they favor palettes with a highly contrasting accent color.

In terms of colour coordination, this means creating a visual structure consisting of base analogous colors and contrasting them with accent complementary (or tertiary) colours:

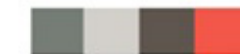
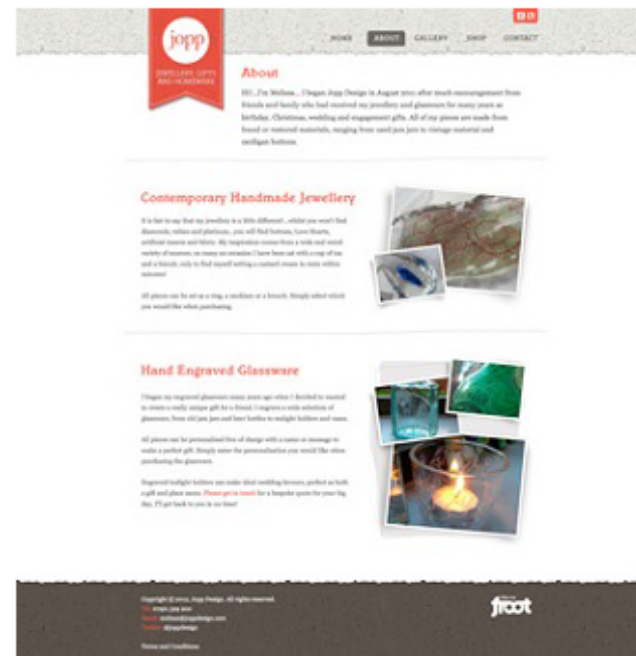
Analogous



Triadic



Another way to think of this is to utilize background, base, and accent colours, as designer Josh Byers showcases below, to create a hierarchy that “coaches” customers on which colour encourages action.



COLOUR PALETTE and SECONDARY COLOURS

The MGC colour palette consists of two accent colours, blue and green, and a number of secondary base colours. Text should mostly be in black (or white on a suitable contrast colour) with possible colour highlighted titles and paragraph headers.

Avoid using coloured text on a coloured background when it makes it difficult to read. See www.afb.org/info/reading-and-writing/making-print-more-readable/35 for helpful hints on designing for the visually impaired.



MGC BLUE

CMYK: C 100
M 100
Y 0
K 50

RGB R 45
G 37
B 86



MGC GREEN

CMYK: C 100
M 0
Y 100
K 25

RGB R 0
G 126
B 60

Base or complimentary colours can be selected from below:



C:0 M:60 Y:100 K:0
R:239 G: 127 B:26



C:9 M:100 Y:54 K:44
R:143 G: 23 B:54



C:40 M:80 Y:0 K:20
R:146 G: 72 B:132



C:0 M:0 Y:100 K:0
R:255 G: 237 B:0



C:40 M:0 Y:0 K:0
R:162 G: 217 B:247



C:35 M:0 Y:77 K:0
R:187 G: 210 B:93



C:0 M:0 Y:0 K:30
R:198 G: 198 B:198

BLACK AND WHITE

There are times when colour is not appropriate or available, for example for internal advertising material or notices or where only a black and white (mono) printer is accessible. In this case secondary colours can be replaced with percentage shades of black

100%	C:0 M:0 Y:0 K:100 R:43 G: 42 B:41
80%	C:0 M:0 Y:0 K:80 R:91 G: 91 B:91
70%	C:0 M:0 Y:0 K:70 R:114 G: 114 B:114
60%	C:0 M:0 Y:0 K:60 R:137 G: 137 B:137
50%	C:0 M:0 Y:0 K:50 R:158 G: 158 B:158
40%	C:0 M:0 Y:0 K:40 R:179 G: 179 B:179
30%	C:0 M:0 Y:0 K:30 R:198 G: 198 B:198

White lettering will be readable on all tints of black down to 30% but will probably need to be in bold to be completely legible and may need some additional leading (line spacing)..

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PRINTING IN-HOUSE

Sometimes you will want to print on your own domestic printer or on the office printer.

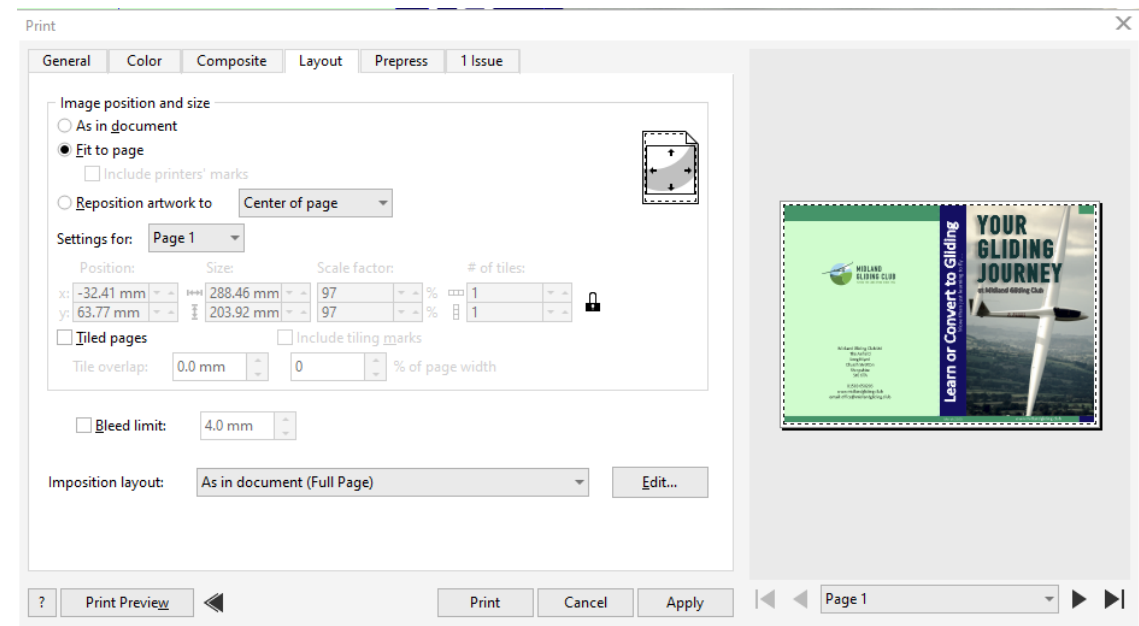
Every printer is different, different paper size, different inks, different paper compatibility, different print area.

Inkjet printers are relatively inexpensive per page but colour fidelity is often questionable on cheap printers and the inks are not water proof and fade quickly in strong daylight.

Laser printers have more expensive cartridges but if you print more than 2000 pages per year are more cost effective. If you print mostly pictures then inkjets are generally better.

Most printers require a gripping area around the edges of the page to move the paper through the printer. Find out beforehand what the gripping dimensions are on the printer you are going to use and design accordingly.

Do not design solid colour or image bleeds to the edge of the paper for in house printing or reduce the artwork to 'fit the page' when printing. This image shows how the page will be clipped on a domestic Epson inkjet printer. If possible choose 'print without no borders'.



USE OF THE MGC LOGO

The MGC logo has changed at the same time as the new website was launched in 2023 to create a more dynamic image. It is important that the MGC logo is properly used at all times to maintain a clear and consistent corporate image. The MGC is not just a member's club; it is also a business which needs to be recognised by its corporate identity.

There is only one principal version of the club logo, which can appear in different colour ways depending on the background. Copies of the logo in .jpg, .gif, .eps, .ai, .svg, .png and .cdr formats are available from Jon Hall. Please request copies to be sent by email from jonmhall@me.com.

There are additional versions for use on merchandise.

Note that in every instance Long Mynd is shown as two words including in address details.

The logo should always be large enough and have sufficient space around it for it to be clearly legible. Follow the guidelines below:



TYPOGRAPHY

Just as important as maintaining consistency with the logo, typefaces used in corporate literature, advertising and promotional material should be carefully controlled and regulated.

MGC has two corporate type fonts. These were updated with the new website:

DIN Condensed

used for titles and sometimes for headings

Calibri

used for body text and most titles where it should be in **Bold**.

Variations of weight and italicisation are allowed for emphasis and delineation.

DIN is freely available from Adobe Fonts
fonts.adobe.com/fonts/din-2014

Calibri is a standard Microsoft font and should already be in the font library of your computer.

Generally normal line spacing should be used. Body text should normally not be less than 10pt but can be smaller for press advertising in order to fit small sizes.

Pay particular attention to grammar. If you are not sure ask!

Calibri

The dog jumped over the lazy fox

Calibri Light

The dog jumped over the lazy fox

Calibri Normal Italic

The dog jumped over the lazy fox

Calibri Light Italic

The dog jumped over the lazy fox

Calibri Bold

The dog jumped over the lazy fox

DIN Condensed Light

The Dog Jumped Over the Lazy Fox

DIN Condensed should always have
40% character spacing and 140% word spacing

TONE OF VOICE

A huge component of a brand's personality is the copy and defining the tone is a great way to keep a brand consistent. When multiple people are writing the copy the brand can start to sound like it has multiple personalities.

lingo

tone of voice

Don't over complicate.

Tell it like it is.

Be direct and get to the point.

*Always look for the simplest
way to say what you want.*

IMAGERY

Those designing and preparing artwork for publication will need access to a substantial archive of images.

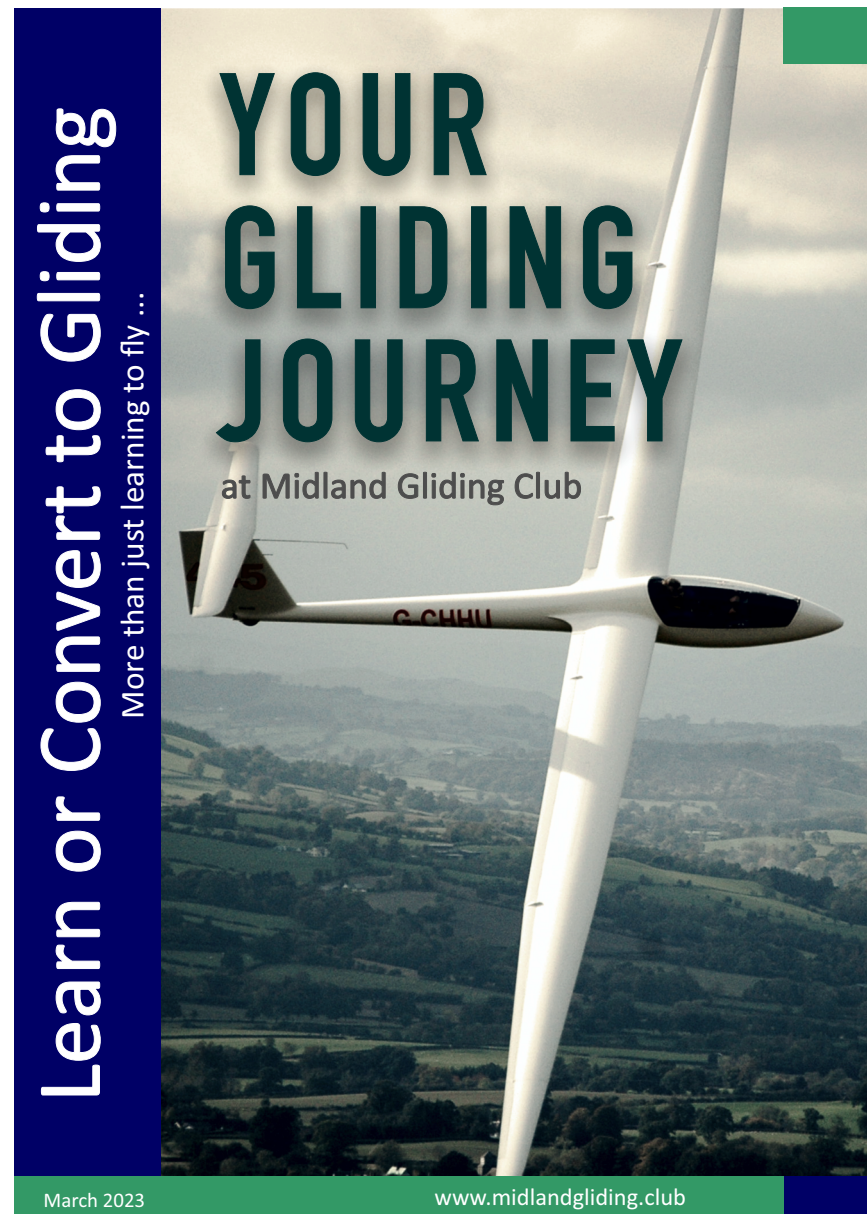
Images used should always try to include people, preferably smiling and looking as though they are enjoying themselves. It is always good to include images of young people and women in particular but bear in mind that chosen images should reflect the target market for the product or package that is being promoted.

Images used as a background with text over must have areas of dark or light colour that can be used without making the text illegible, shown opposite.

While we all think that pictures of gliders are beautiful remember that they don't always mean much to the uninitiated, and pictures of people doing things often tell a better story.

Remember also that if we publish a photograph we must have copyright and intellectual property rights clearance from the owner of the photograph.

Great care must be taken to get written approval from parents or guardians for images of children under 18 years old.



*Written, designed and produced by Jon Hall 2017.
Updated by Jon Hall 2023 after update to website with
new logo and in 2024 to correct typos.*



MIDLAND GLIDING CLUB

FLYING THE LONG MYND SINCE 1934

The Airfield
Church Strretton
Long Mynd
Shropshire
SY6 6TA

midlandgliding.club
office@midlandgliding.club