

Northstowe Brand Guidelines

These guidelines are aimed at the Northstowe project partners and are intended to aid the design of marketing materials solely for the Northstowe project. They are not intended to be adopted for day-to-day Northstowe business, or to replace the partners' own organisational brand or guidelines.



The Northstowe brand's primary identifier is the 'N' device shown here. It should be used across all marketing and communication materials, and should be considered the primary stamp or 'marque' for Northstowe.

Where Northstowe materials use the word 'Northstowe' in accompanying copy, or where the word 'Northstowe' appears as part of a key message, use the N motif.



In addition to the N motif, there is a full logo type, as shown here. It is available as three versions: with a coloured 'N', with a coloured N, T and H, and as a mono version. All iterations are in uppercase.

This should be used when there is no key message on an item of marketing material and therefore no reinforcement of the word Northstowe. The N motif and the logotype should not be used together.



NORTHSTOWE
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