



Mansfield

WeAreMansfield.com

About these guidelines

This toolkit will help you bring our brand to life in a way that's consistent, authentic and unmistakably Mansfield.

A strong, cohesive brand makes us more recognisable and memorable, and ensures our audience feels represented and inspired to be part of our vision for growth.

So, whether you're designing a website banner, writing a Facebook caption or shooting content at an event – all communications should follow these guidelines, and reinforce our brand purpose:

We're here to support, unite and celebrate all that's good about Mansfield – to show the world what we're made of.

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Part 1

Building our brand

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There's no place made like Mansfield

A major market town right at the heart of England, with a wealth of opportunities and amenities both here and near.



A new vision for Mansfield

We're an enterprising community with true integrity – and a proud industrial history. And we've never been afraid of change.

That's why we're putting the building blocks in place to create an even brighter and bolder future for everyone across our district.

The Mansfield place brand is a reflection of our ambition for growth; a unique and recognisable identity to foster pride and belonging, and help us stand out as a brilliant place to live, work, visit and invest in.

This brand is by, and for, all. Developed by the creative agency at Linney – a sixth-generation marketing group born and bred in Mansfield – with the support of Mansfield District Council, it's been built in consultation and collaboration with local leaders, businesses and people.



Our purpose

We're here to support,
unite and celebrate all that's
good about Mansfield,

to show the world
what we're made of.



Our vision

To build a Mansfield
that everyone can
be proud of

Our vision

We'll be a driver
of change, helping

**everyone feel better
about Mansfield.**



Our brand house

The brand house is a handy tool that organises our points of difference to shape our strategic positioning – in other words, it shows how the different elements of our brand work together to tell a robust, well-grounded story.

Essence

Integrity.

Personality

**Warm.
Decent. Resilient.**

Values

**Community. Friendliness. Honesty.
Tenacity. Independence. Optimism.**

Our values

Our values are the things that matter most to us; beliefs and principles inspired by our people, our history and our culture. We stay true to them at all costs. They inform and guide the way we present and conduct ourselves.

Community.

We're in this together

Through our diversity, we share common social values and responsibilities

Friendliness.

We are neighbours

To one another and to visitors, we are known for our open-armed welcome

Honesty.

We say what we mean

With strong moral principles, we act with candour and honour

Tenacity.

We get on with it

From ancient woodland to modern town, we are steadfast and persevering

Independence.

We write our own story

We're forging a bright future on our own terms. But we make friends and build bonds beyond our town

Optimism.

We build for tomorrow

Bright and buoyant, we have bold aspirations for our district's future

Our personality

Our personality encapsulates our character traits – the way people would describe us and how we think of ourselves. Our values come to life through our personality – how we talk, how we write, how we look and how we act. At every point of contact with our audience we are decent, warm and resilient.

Decent

That means we're

Authentic
Truthful
Fair

Resilient

That means we're

Plucky
Enduring
Strong

Warm

That means we're

Approachable
Neighbourly
Kind

Our essence

Our essence is the single, irreducible thought at our core; the heart and soul of the Mansfield brand. It's who we are – beyond logos and slogans and colour palettes – an intangible quality that pervades our people and shapes how we express ourselves.

Integrity

Integrity

Decency, having sound moral character.

The state of being whole, undivided and undiminished

Sound construction, longevity and steadfastness

Grit

Courage and strength of character.

To keep one's resolve in a difficult situation.

Part 2

Telling our story

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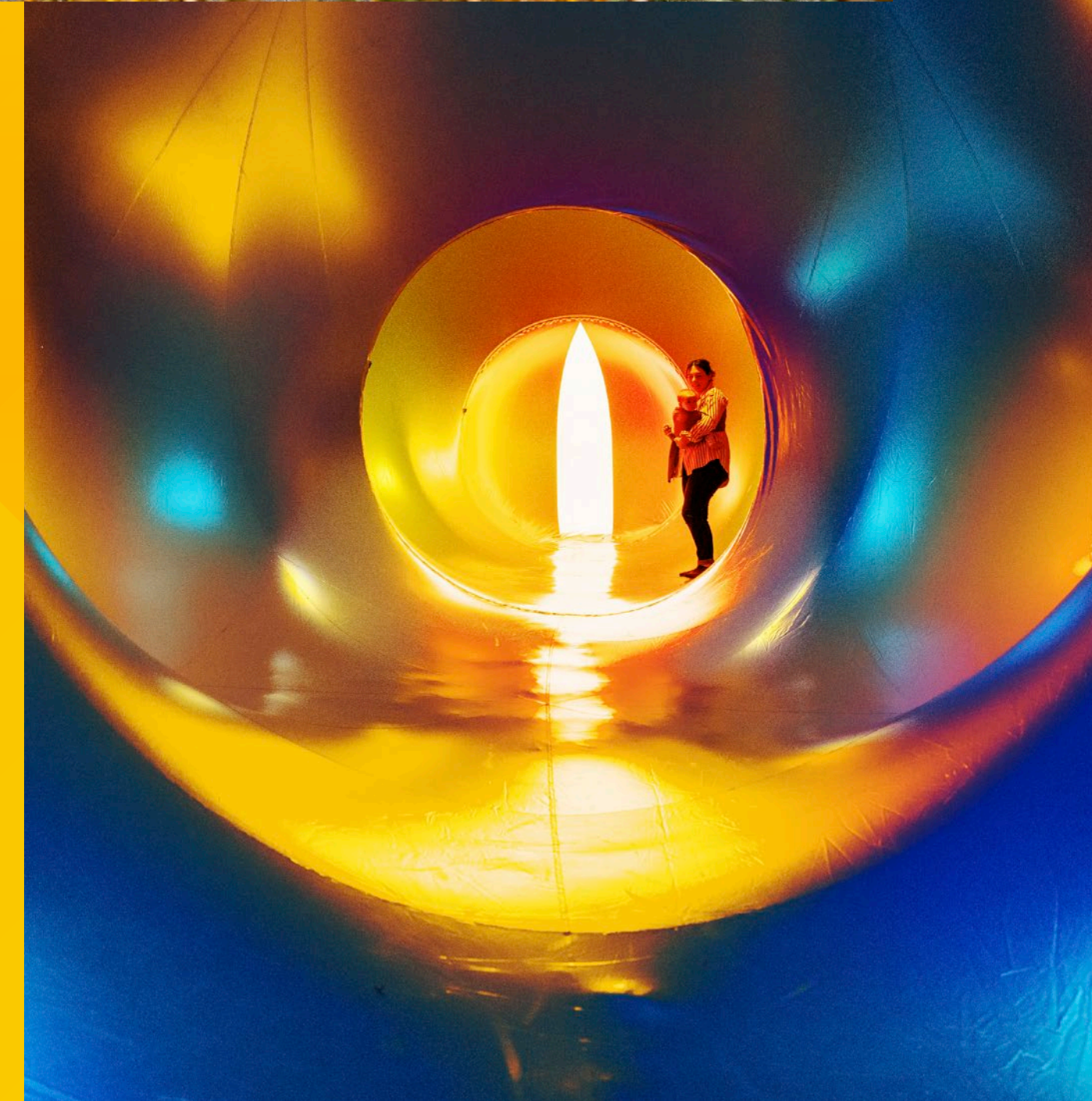
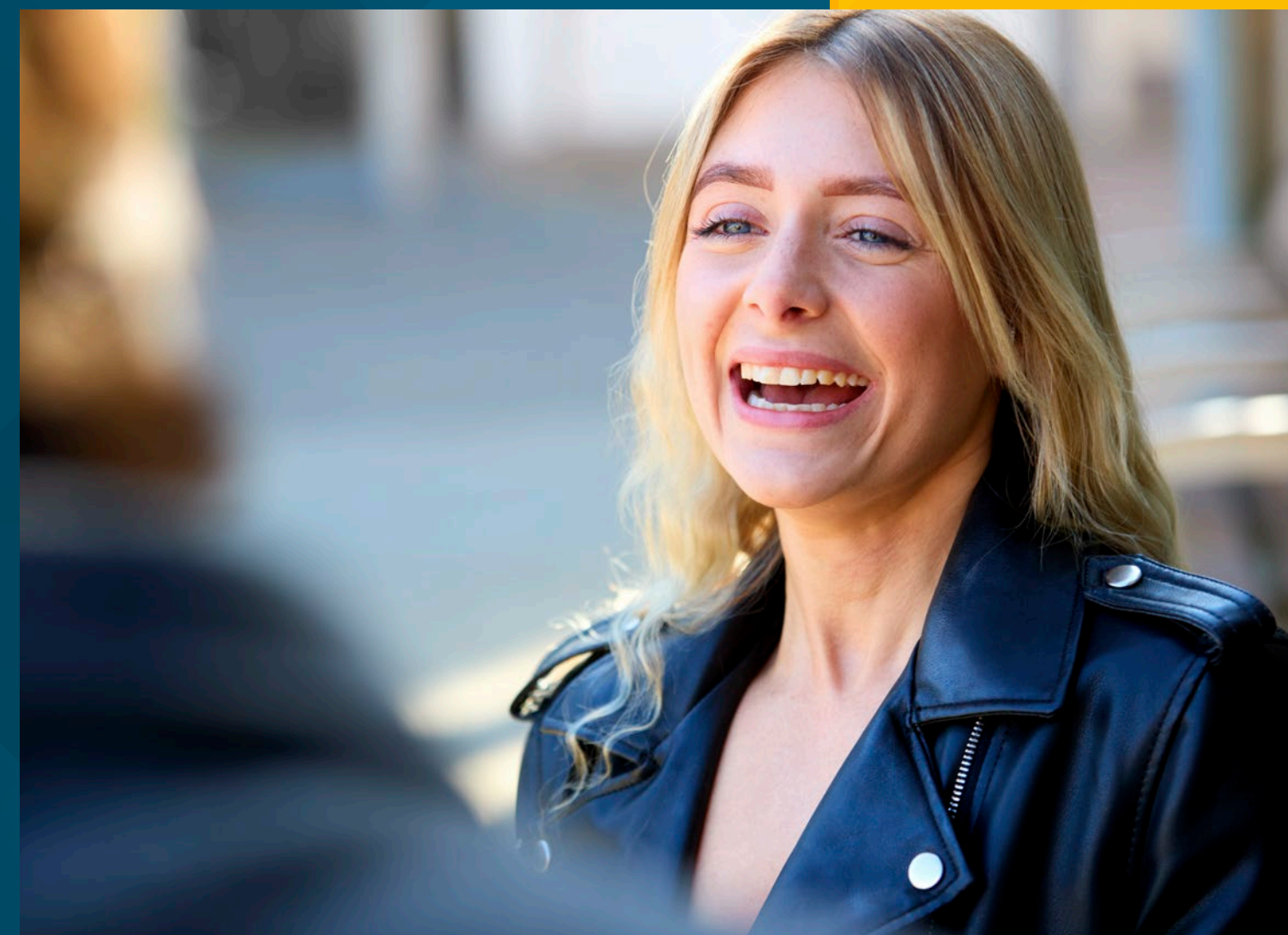
Our brand slogan

'It's what we're made of'

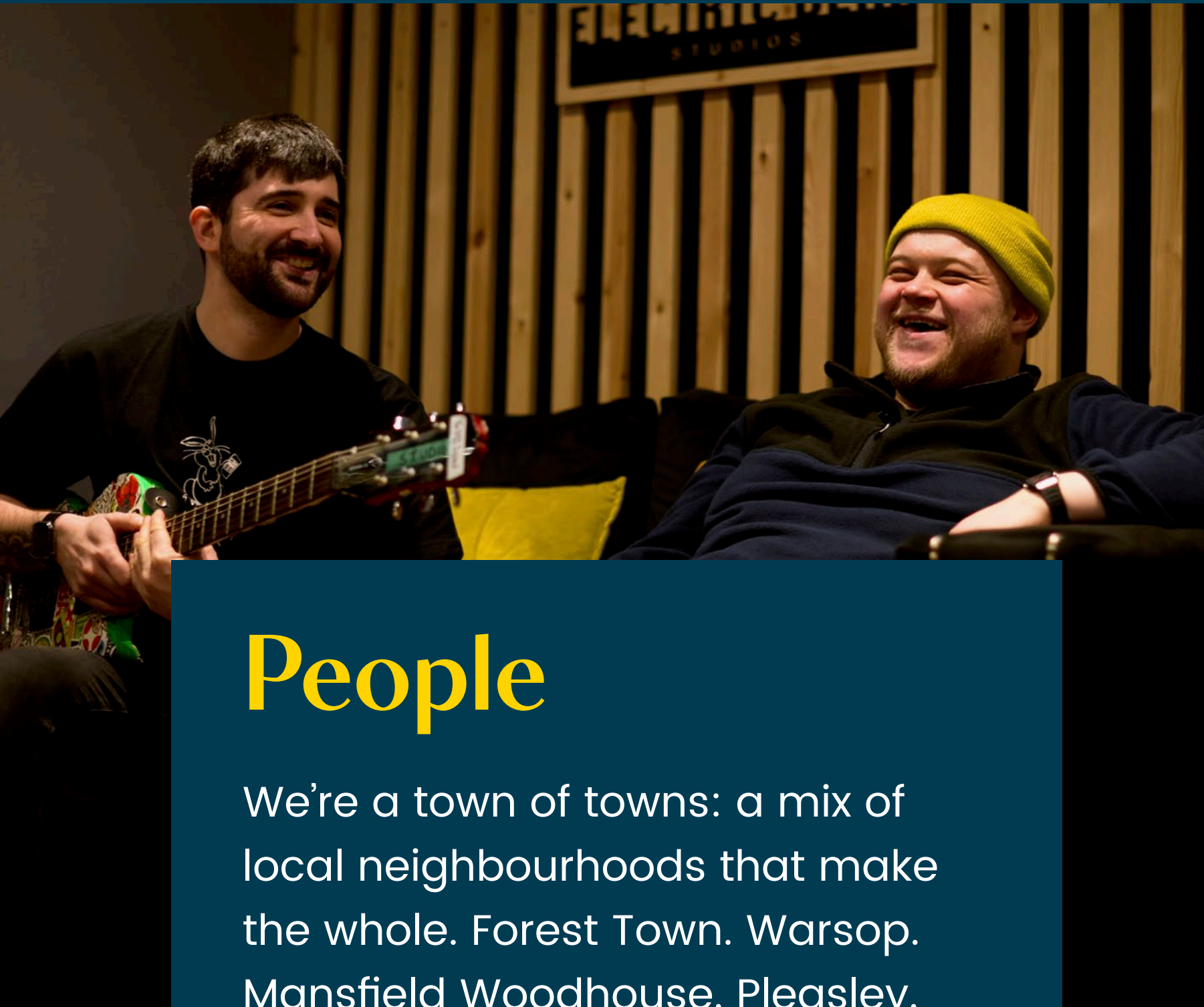
Our brand narrative is the compelling story that differentiates us from other places.

And what's unique about our story is that we're not defined by one thing. It's not just that we're bang in the middle of the Midlands; it's not just our sense of togetherness; it's not just that real innovation is happening here, right at the coalface.

It's the powerful combination of people, places and potential that makes Mansfield...



Our brand narrative



People

We're a town of towns: a mix of local neighbourhoods that make the whole. Forest Town. Warsop. Mansfield Woodhouse. Pleasley.

And we're growing, with a wealth of new homes, new developments and new communities ready for the new opportunities in town.



Places

Home to great shops and schools, cafes and cinema, a world-class university and a historic Football League club. We're the commercial heart of north Nottinghamshire and surrounded by green – from Sherwood Forest to the Peak District.

And we're just a stone's throw from the bustling cities of Nottingham, Sheffield and Derby on the train or the motorway.

Potential

We're making Mansfield better by putting money into things that matter – a brighter town centre, parks for recreation and relaxation, skills that bring jobs for people and growth for business, and a newly opened health hub, bringing top-quality fitness facilities for everyone.



Our brand narrative

'It's what we're made of' is a lens through which we talk about what makes us special. It's less of a strapline, and more a sign-off we can link to real examples from our town.

These can be descriptions in words or pictures. They can be people, places, buildings, organisations or things. Or they can be intangible qualities like honesty, determination and pride.

Remember...

Use the Mansfield device **on its own** when we're using it as a badge.

Use the Mansfield device along with "It's what we're made of" when we show two or more examples of the things we're made from.

Community.
Friendliness.
Honesty.
Tenacity.
Independence.
Optimism.
Integrity.



Our audiences



Locals

Anyone who lives here. Born and bred or brand new to Mansfield. These are the people we need to believe in the story we're telling – and help us tell it.



Visitors

They're not often 'tourists' in the way we usually think of them. But lots of people come to Mansfield from outside: friends, relatives and neighbours, shoppers, workers, students or leisure visitors.

Businesses and investors

Anyone who could put their money into our town should hear our story. From corporate giants to local SMEs, experienced entrepreneurs to first-time operators.



How we talk

Our voice is an expression of the Mansfield brand personality, brought to life through content online and offline – on our website, on social media and any printed or digital collateral with our name on.

It's a reflection of who we are, and who we're speaking to – people who value honesty and authenticity, and who want to feel proud of Mansfield and excited about our future.

What we say is determined by our brand narrative, how we say it is informed by our character traits: decency, resilience and warmth.

These can be toned up and down according to message, mood, channel and audience. But they should always be present.



How we talk

We're **Decent**

That means we're
Authentic, truthful, fair.

How does 'decent' sound?

We don't stand on ceremony, or pretend to be something we're not. Writing that's excessively ornate and complex can make us seem pretentious and insincere. That's why we're all about substance first and style second.

But remember...

Sure, we've got our feet on the ground, but that doesn't mean we're unambitious or indistinct. Active verbs, colloquial expressions and rhetorical flourishes like alliteration and wordplay can breathe life and colour into your writing without sounding too showy or stuffy.

We're **Resilient**

That means we're
Plucky, enduring, strong.

How does 'resilient' sound?

Our resilience is a product of our rich industrial past. We've never been afraid of change or adversity, which is why we're forging ahead to achieve our vision for growth. Resilience defines our people too. Imagine any Mansfield local. Straight talking and down to earth, they get stuff done. Respect their time and keep your writing clear, focused and single-minded. Don't use 10 words when three will do.

But remember...

Leaning too far into our plucky 'northern' spirit could make us sound clichéd and condescending. There are plenty of ways to make your writing feel natural and familiar without using tired expressions and slang.

We're **Warm**

That means we're
Approachable, neighbourly, kind.

How does 'warm' sound?

We look out for our own – friends and strangers alike – and speak with familiarity rather than formality. Your writing should feel like you're in conversation with one person, rather than addressing a group. Don't be afraid to show humour or emotion, as long as it's appropriate and relevant to your topic. A nod and a wink, a verbal handshake – let your writing reflect our collective pride and passion for our town.

But remember...

Don't let warmth become over-familiarity or forced cheeriness. Keep it natural and authentic – not overly chummy.

How we talk

General writing tips

Use the first-person plural

Think ‘we’, ‘ours’ and ‘us’.

Instead of saying:

Mansfield’s strong community spirit is one of its great strengths.

Try something like:

Mansfield’s strong community spirit makes us a welcoming home for students, families and professionals alike.

This creates a more personal, inclusive tone – bringing readers into the fold.

Contractions are okay

Contractions are a way to mash together two words to make them shorter. So, ‘it’s’ rather than ‘it is’. Most of us use contractions when we speak, so incorporating them into your writing helps us sound more authentic and human.

Less is more

Get straight to the point. We stand a much better chance of getting our message across if we keep it simple, so be clear about what you want to say and stick to it. Are you writing for a website, a leaflet or an Instagram post? Will it be kept and studied or will readers simply scroll past?

Concrete > abstract

Use concrete, positive words and phrases like:
The Mansfield Connect project will breathe new life into the historic Beales department store.
(Not: The Mansfield Connect project aims to attract more footfall into our town centre).

Write in a way that shows exactly what changes are happening across our district and how people will benefit.

Avoid very long sentences

People want to know we’re putting our money where our mouth is, so we need to reflect our agility and ambition. Break up your writing with a mix of medium and short sentences to add pace and impact.

Use everyday English

Try and avoid words and phrases you’d be unlikely to use in everyday conversation. Here are some examples:

- **Make sure** instead of **ensure**
- **Show** instead of **demonstrate**
- **Ask** instead of **enquire**
- **Use** instead of **utilise**

Edit, edit, edit

Read what you wrote. Then read it again. Then read it out loud. Listen to the rhythm of the words. Do they feel clunky? Awkward? Overly complex?

Part 3

Our visual
identity

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Our logo

Our monogram

Our 'M'. Strong, iconic.
A container for all things Mansfield.

Our heart

A heart – not the sort you'd find on a Valentine's card. It's tougher than that. It's the kind of heart you earn through resilience and hard work.

Our colours

Inspired by our 'Stags' – a beacon of our community and connectedness. Our blue is deeper, grittier – more 'of the earth'. Our yellow shines brighter, and shimmers with optimism.

Our diamond

Coal is a proud part of our story. But it no longer defines us. With time, pressure and energy, coal becomes precious stone. We are the diamond from the mine.

Our history

A second 'ghost' M – a nod to our town of towns – echoes the architecture of the mills that powered our town and our industry.

Our centre



A pin in a map, symbolising our accessible location and close community.



Mansfield

Our logo: versions

Our logo will live in many different places, and needs to be versatile. We've created several versions to make sure it's always fit for purpose, always fits perfectly, and always looks its best.

Stacked	Stacked-URL	Stacked-Strap	Avatar
			
Use the Standard versions of the logo when we're using it as a badge, or where including the URL or strapline would be inappropriate, such as our own website, or where the URL would be too small or illegible.	Use the URL versions wherever possible, particularly across third-party comms and where the logo appears in isolation (for example on banners or flags).	Use the Strap versions when the asset links directly to our strapline, and when we show two or more examples of the things we're made from.	Our Avatar is designed for limited space, like social media profile images. As our brand becomes more familiar, we'll use our Avatar more widely and confidently.

Our logo: orientation

Our logo looks best in its **Stacked** orientations – use these wherever possible. When vertical space is tight (for example in third-party footers and banners), use the **Horizontal** versions

<div>Stacked-Standard</div> <div></div>	<div>Stacked-URL</div> <div></div>	<div>Stacked-Strap</div> <div></div>
<div>Horizontal</div> <div></div>	<div>Horizontal-URL</div> <div></div>	<div>Horizontal-Strap</div> <div></div>

Our logo: colours

Colour is a powerful part of the Mansfield brand identity – use the version of our logo that displays this best! Rich, full bleed backgrounds of blue with our **Reverse** logo are preferred. We’ve created versions to work across all background colours.

Reverse	Positive	White
Basic	Yellow BG	Black

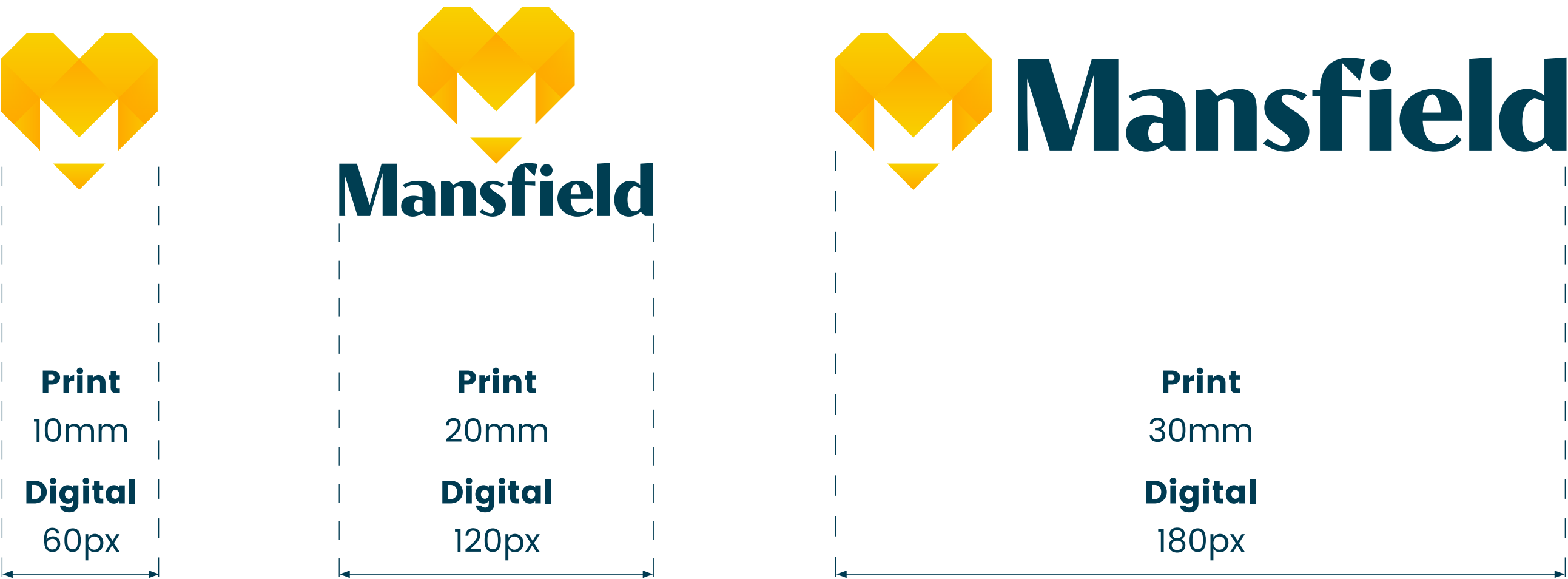
Our logo: use

Our logo is bold and iconic. Make sure it's always displayed clearly and prominently; on a clear background with high contrast and no visual interference. Our logo files are provided with a built-in 'clearance' to help.

Our size guide is just that – a guide. Materials, print processes and digital devices vary in quality, fidelity and resolution. What matters is that our brand elements retain their clarity and integrity wherever they appear.



SIZE GUIDE



Our colours

BLUE <hr/> PANTONE: P548 <hr/> #003B50 <hr/> R = 0 G = 62 B = 82 <hr/> C = 100 M = 8 Y = 11 K = 74 <hr/> RAL: 5020	YELLOW <hr/> PANTONE: P7406 <hr/> #FFD500 <hr/> R = 250 G = 210 B = 0 <hr/> C = 0 M = 13 Y = 100 K = 0 <hr/> RAL: 1023	BRIGHT BLUE <hr/> #008AC2 <hr/> R = 0 G = 135 B = 180 <hr/> C = 100 M = 20 Y = 10 K = 0	DEEP YELLOW <hr/> #FBB700 <hr/> R = 255 G = 170 B = 0 <hr/> C = 0 M = 29 Y = 100 K = 0	WHITE <hr/> #FFFFFF <hr/> R = 255 G = 255 B = 255 <hr/> C = 10 M = 0 Y = 0 K = 0	BLACK <hr/> #000000 <hr/> R = 0 G = 0 B = 0 <hr/> C = 0 M = 0 Y = 0 K = 90
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Our colour palette is intentionally simple. It creates a bold identity with ‘ownability’ and recall. Yellow is our primary colour but that doesn’t mean it should always have the most coverage – use washes of blue to really make our heart ‘beat’!

NOTE:
Bright Blue and Deep Yellow are used in our patterns and data visuals. They shouldn't be used as block colours.

Our typography: fonts

Contralto Small.

Warmth. Tenacity. Community.

Bold

AaBbCc
123£&!

Demi Bold

AaBbCc
123£&!

Contralto has a sense of modernity and sophistication. Its geometric forms and clean lines give it a contemporary feel, while its humanistic modifications add a touch of warmth and friendliness. A curious combination of curves and angles adds an idiosyncrasy befitting Mansfield.

Poppins.

Honesty. Optimism. Friendliness.

Bold

AaBbCc
123£&!

Regular

AaBbCc
123£&!

Poppins has clear letterforms and a wide variety of weights, making it a highly versatile copy font. Large counters (the hole in the ‘O’, for example), tall x-height and consistent stroke weight make it extremely legible, even at small sizes. It also contrasts and complements our display font, Contralto, really well.

Our typography: application

A few simple watchouts will help to keep our typography tidy, legible, readable and accessible to all.

Colour

Avoid yellow text on white backgrounds, especially at small sizes. The low contrast makes text difficult to read.

Length

Avoid excessive line lengths. The reader's eye has further to return to the next line, breaking their rhythm. Instead, consider two or three narrower columns with line lengths of 7–12 words.

Sizing

Many factors affect the legibility of text – not just size. Always consider the legibility of your text on the intended platform or device. Wherever possible, text should not be smaller than 10pt.

Font

Contralto can become harder to read in large blocks or paragraphs. Extended copy should always be set in Poppins. Use Contralto only for headings, titles and flourishes of personality.

Casing

When set in uppercase, Contralto loses its elegance and personality, so always go for title case (for titles only) or sentence case.

Spacing

Increase line and paragraph spacing to allow each line of text to breathe. As a general rule, paragraph spacing should be wider than line spacing, which in turn should be wider than word spacing.

Our patterns

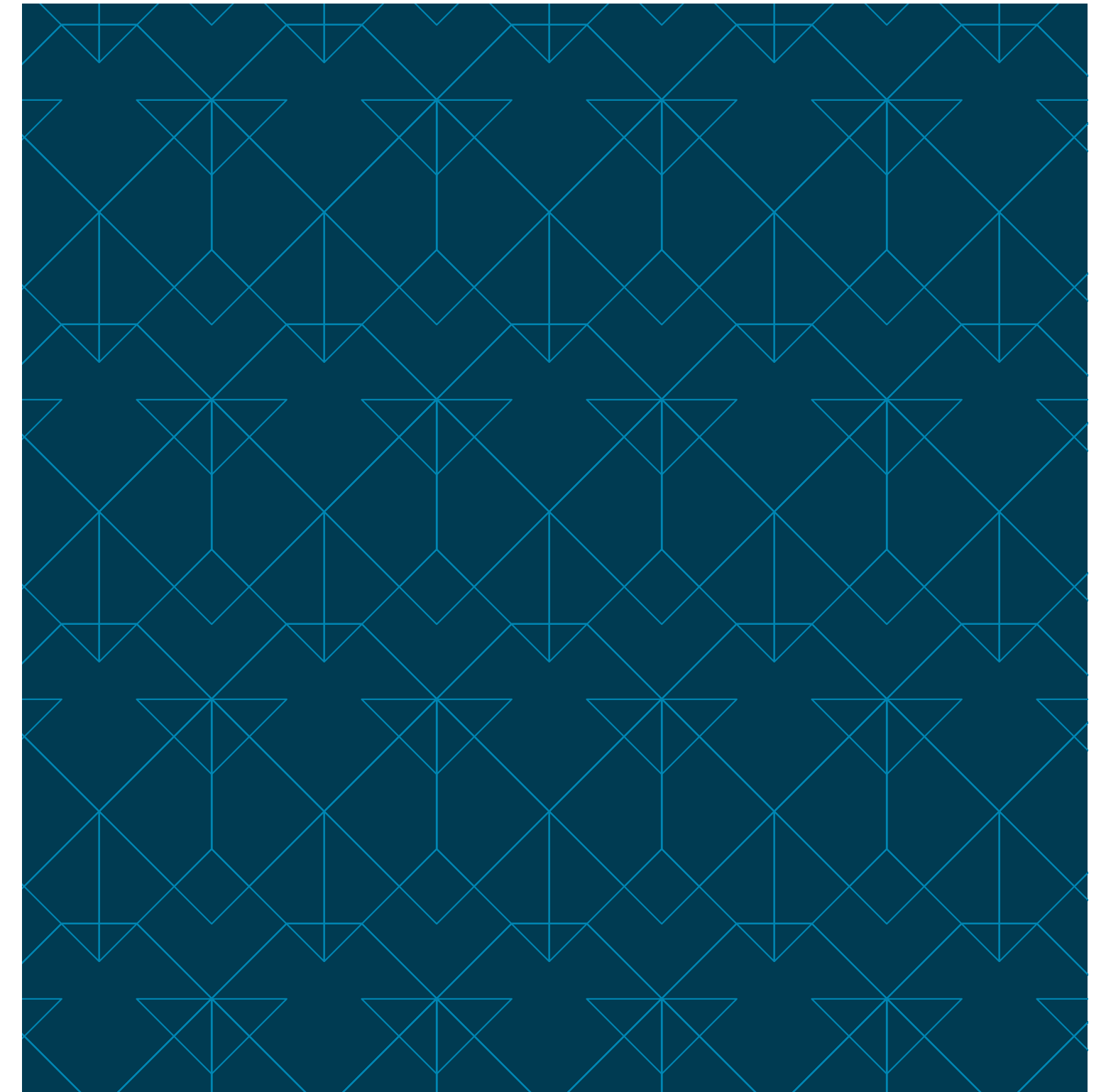
Our patterns bring vibrancy to our brand identity, adding texture and visibility. We use them to bring a sense of our identity to all our materials, and a recognisable element beyond our logo alone.



Our **prism pattern** is rich and textured, inspired by the reflections and refractions of a precious stone. We use the prism pattern for emotive, public-facing materials to add positive emotion.



Our **compound pattern** is precise and technical, inspired by the compositional structures of raw elements. We use the compound pattern for informational, corporate material.



Photography

As a brand that exists to unite and celebrate all that's good about Mansfield, we understand that great images come from a wide range of sources. We don't want to limit or stifle image creation, but we have a few rules and techniques to make sure our images always say the right thing... in the right way.

Our photography captures the human perspectives of our places and our stories, highlighting real-world examples of Mansfield's personality and values.



Photography: people

Real people, in authentic situations, with **decency, integrity** and **warmth**. We capture the positive moments, and the positive impact our district has on the people who live, work and visit here. We're always **candid** and honest: we celebrate joyful moments, but we're not afraid to get serious too.

We capture engagement:

With the viewer

With others

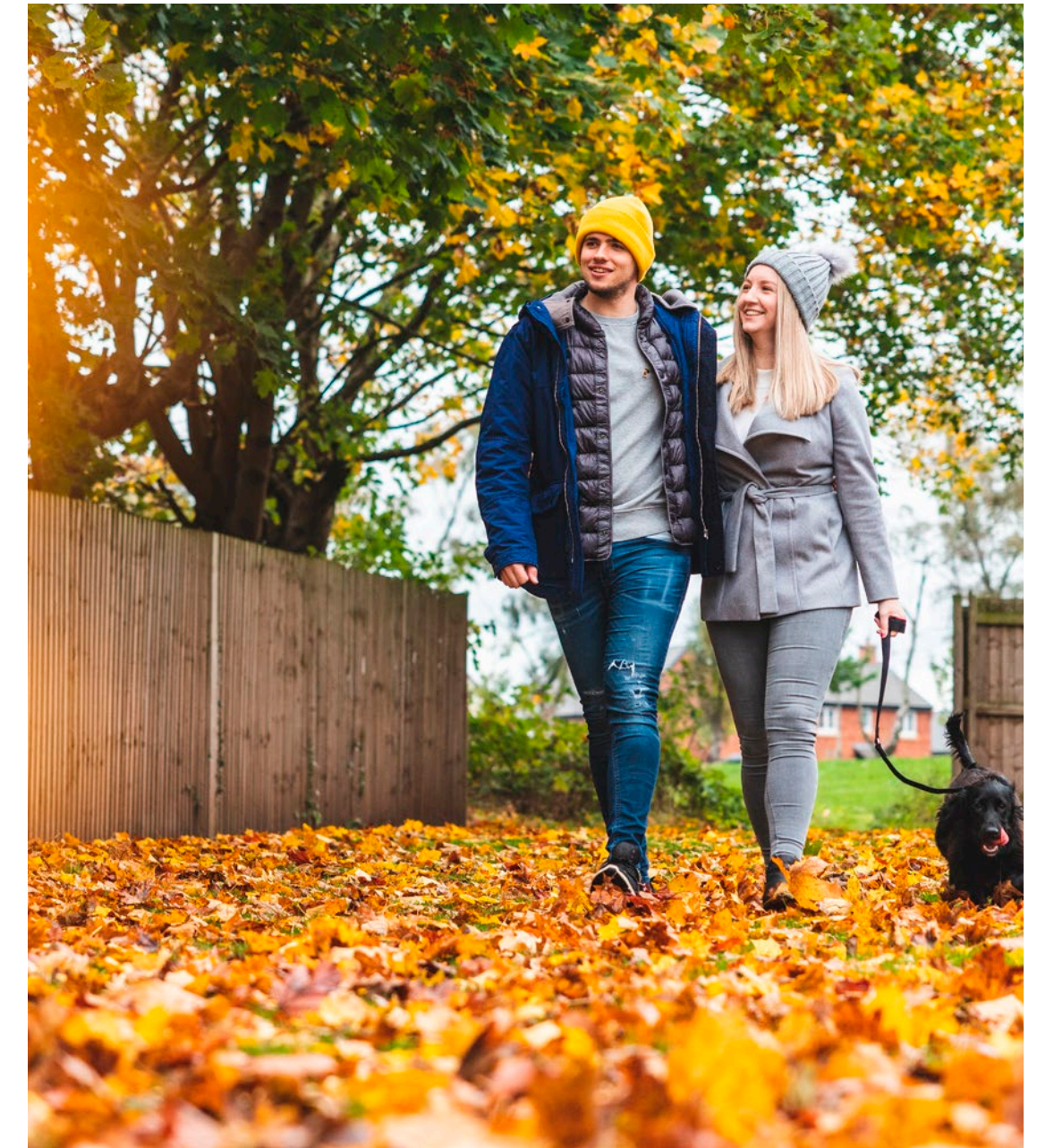
With their environment

With their situation



Photography: places

Mansfield is rich with **natural** and **architectural beauty**, and we should celebrate that in our photography. But our images shouldn't just capture the place, but its purpose too. Mansfield is alive with **activity** and **enterprise**. **Great photography connects our spaces with the people that use and benefit from them:** A family enjoying our green spaces. The hustle and bustle of our markets. The industry and enterprise of our business parks.



Photography: a golden thread

Wherever and however we capture our images, there are a few adjustments we can make to ensure they're vibrant, engaging, consistent and distinctly 'Mansfield'.

Darken shadows

Deepen or extending the range of blacks adds richness, depth and contrast

Accentuate brand colour

Increasing the saturation and warmth of yellows and blues makes images instantly more on-brand. Desaturating neutral colours (walls, floors, metalwork etc) by 10-20% can also help to accentuate the brand palette. Natural elements such as grass and sky should not be desaturated.

Reduce off-brand colour

Where incidental colours distract from the overall Mansfield tone, they can be adjusted or recoloured to align with the brand palette. Take care to ensure images remain honest and authentic.

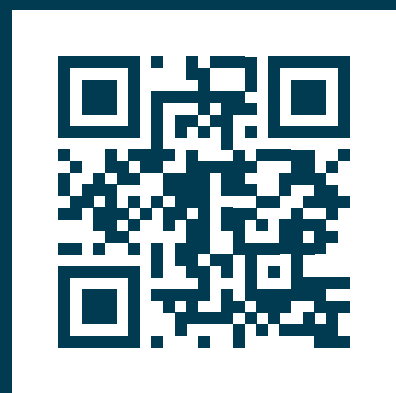


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