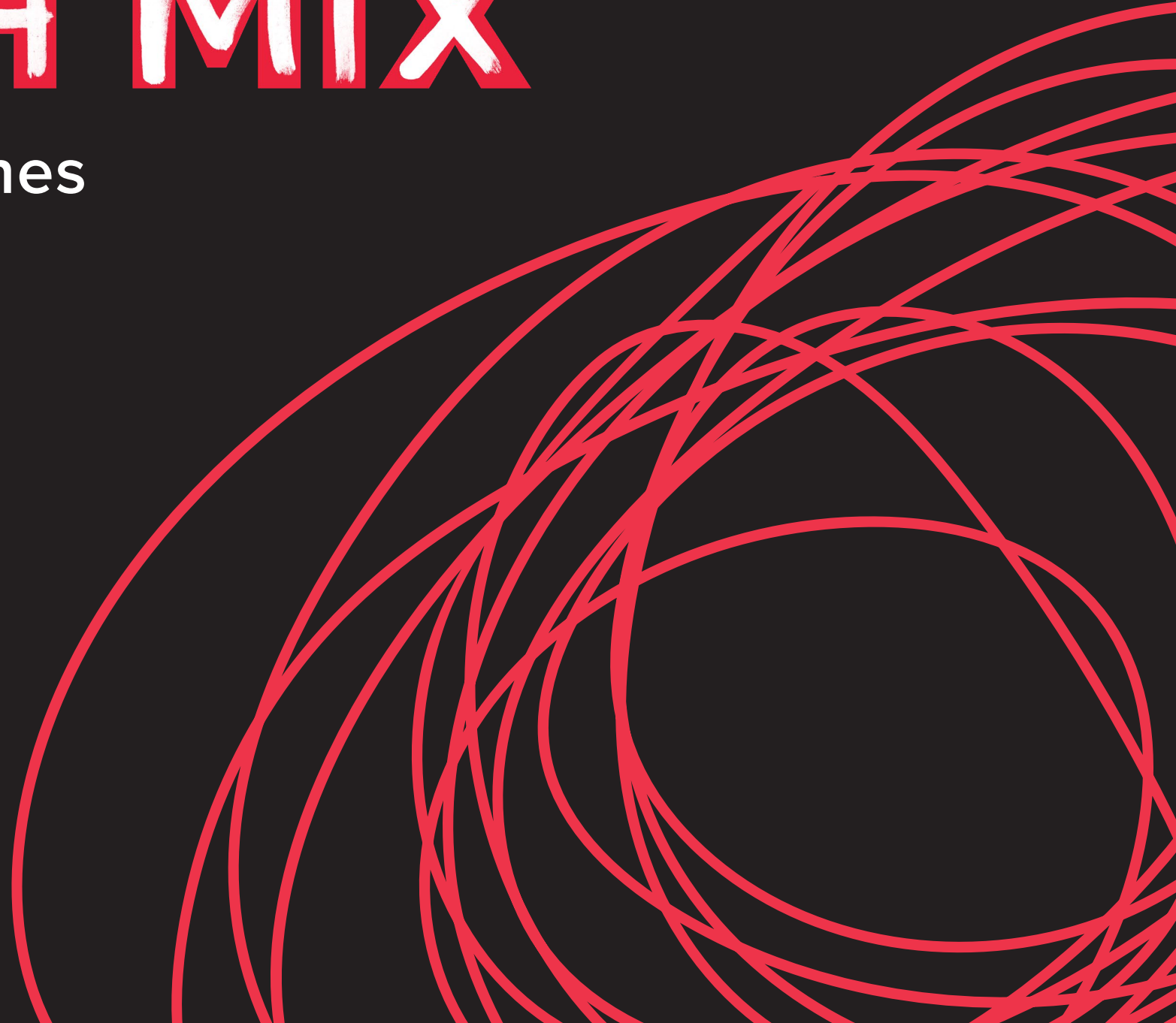


# RICH MIX

## Brand Guidelines

April 2019



Brand designed by [Cog Design](#)  
Guidelines defined & written by [Rich Mix](#)  
Guidelines finalised by [the unloved](#)

# WELCOME WE ARE RICH MIX.

Our brand guidelines are intended to ensure consistency across all assets created featuring Rich Mix, which in turn will mean that branding and style are coherent and the integrity of the logo is preserved.

We ask that you use and adhere to these brand guidelines and seek sign off on any assets created - physical, digital, including press releases - featuring our name and / or our brand assets especially logo.

Please pass any materials created using our brand via our marketing team (details below) with a minimum of 48-hours' notice for review and feedback.

If you have any questions regarding implementation of our brand, please contact our marketing team on: [marketing@richmix.org.uk](mailto:marketing@richmix.org.uk) or [020 7613 7667](tel:02076137667)

THANK YOU

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# 1. CORE LOGO (PRIMARY)

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The white on red logo should be used on white or light backgrounds.



RICH MIX

You can download our logo suite in various formats from: [richmix.org.uk/brand](http://richmix.org.uk/brand)

The white on red logo can also be used on black or dark backgrounds.



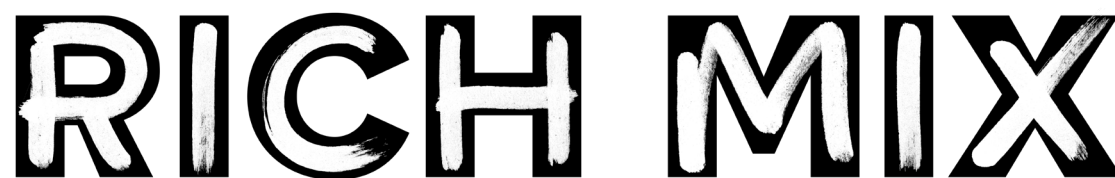
RICH MIX

The black on white logo should be used on red backgrounds.



RICH MIX

The white on black logo should be used when in applications that do not use colour.



RICH MIX

# 1. CORE LOGO (PRIMARY)

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Minimum usage size for the logo should be no smaller than 10mm in height for the core logo.

**RICH MIX** | 10mm

Logo safe area is worked out by the X height of the logo.



## 2. **STACKED LOGO** (SECONDARY)

A stacked version of the logo is available as an alternative secondary option if the core logo doesn't fit the format. The stacked logo can be used in the same colourways and on the same backgrounds as the core logo.

You can download our logo suite in various formats from: [richmix.org.uk/brand](http://richmix.org.uk/brand)



**RICH**  
**MIX**



**RICH**  
**MIX**



**RICH**  
**MIX**



**RICH**  
**MIX**

## 2. **STACKED LOGO** (SECONDARY)

Minimum usage size for the logo should be no smaller than 15mm in height for the stacked logo.



Logo safe area is worked out by the X height of the logo.



### 3. **TYPE** (FONT)

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We use the Proxima Nova typeface in three weights only.

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Members of the Rich Mix team should contact marketing for access to the fonts - enabling you to install them on your device.

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Used for titles and headlines

**PROXIMA NOVA EXTRABOLD**

**Proxima Nova Extrabold**

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Use for sub-titles

**PROXIMA NOVA SEMIBOLD**

**Proxima Nova SemiBold**

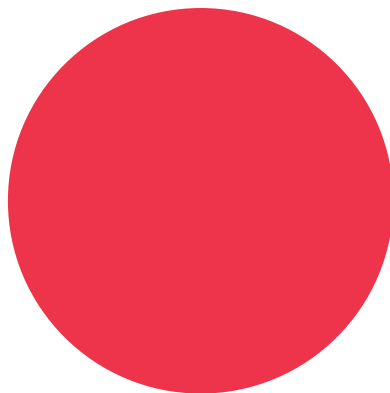
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Used for body copy

**Proxima Nova Regular**

# 4. COLOUR

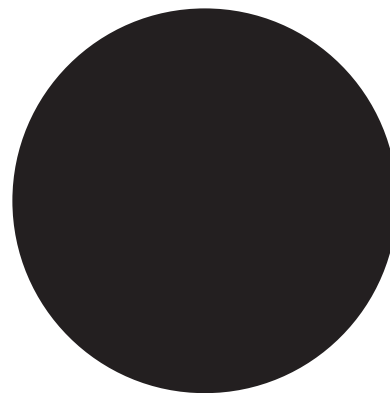
We have three colours in our brand palette that can work in tandem or altogether, depending on format. The red is often used as an accent colour, highlighting information.



## RED

R	235	C	0
G	34	M	94
B	61	Y	69
		K	0

# eb223d



## BLACK

R	0	C	0
G	0	M	0
B	0	Y	0
		K	100

# 000000



## GREY

R	240	C	0
G	240	M	0
B	240	Y	0
		K	8

# f0f0f0



# 5. HAND-DRAWN ELEMENTS

Our brand logo mark consists of a hand-drawn element. This component is a unique part of the Rich Mix brand; a hand-drawn mark we play out in multiple ways and styles on all Rich Mix led assets (see examples on pages 15-20).



WWW

**WHAT'S  
ON DEC**

**COMMUNITY**

The use of the hand-drawn elements varies from being directional, to highlighting key information, to being playful or illustrative. In implementation is important that this usage feels organic, is bold, highlighting what's important without being overpowering.

This page includes examples created by our marketing team and designers.

To gain access to existing assets or for creation of new brand hand-drawn elements, please contact the marketing team.



# 6. VISION, MISSION & VALUES

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We have set and should state the following as Rich Mix's vision, mission and overarching core values.

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You can contact the marketing team for input and guidance on any revised iterations or edits required to these statements, always stating intended use.

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## VISION

Our vision is to be the home of the creative imagination in east London and a leading international exemplar of the social, cultural and economic possibilities of a neighbourhood arts centre in a global city.

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## MISSION

Our mission is to inspire the communities of the world who live in east London to come together to make, debate and experience art and culture and to engage in and enjoy everyday creativity.

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## VALUES

The pursuit of our mission will be underpinned and framed by the following values:

- Championing equality and diversity and respecting and reflecting different voices and perspectives.
- Being open, generous, accessible and welcoming.
- Being entrepreneurial and ambitious.
- Providing a forum for challenge and debate.
- Building productive, collaborative relationships at local and international levels and connecting people and ideas.
- Seeking to be excellent and authentic in everything we do.

# 7. ABOUT US (COPY)

We use the following as our core 'about us' copy, to be used and adapted to the intended audience.

## NAME

**RICH MIX**

## STRAPLINE

**CULTURE FOR A  
CHANGING CITY**

You can contact the marketing team for input and guidance on any edits required to this copy, always stating intended use.

## DESCRIPTOR (VERSION 1)

**For use in a business to business context e.g. proposals, press releases**

Rich Mix is a dynamic arts centre and creative hub in the heart of London's East End. We connect the city's most adventurous and diverse audiences to some of the most vital, exciting and authentic new art being made today.

Rooted in the city but open to the world, we champion diversity in everything we do. Our melting-pot programme covers every genre imaginable – from live music, theatre, dance and visual art in our performance and exhibition spaces to new cinema across our three-screens. Proudly mixing the local with the global, we invite the best emerging and established artists, performers and musicians to present new work that speaks vividly and honestly of the joys, challenges and realities of life in the 21st century.

Our diversity extends beyond our daily and nightly events programme. A Shoreditch landmark, our building provides a permanent home for some of the city's most exciting creative enterprises. And through our learning and participation programmes, we bring young people and others from east London and beyond into close, direct and often life-changing contact with the arts.

Open since 2006, we're a charity. As an independent not-for-profit organisation, all of our net profits go back into supporting our mission: Inspiring the communities of the world who live in London to come together to make, debate and experience art and culture that gets to the heart of life today.

## DESCRIPTOR (VERSION 2)

**For use in a business to customer context e.g. website**

*We are* Rich Mix – a vital creative hub in the heart of east London.

*We are* one of the capital's most diverse and dynamic arts centres. Rooted in the city but open to the world, we feature the best live music, theatre, dance, visual arts and film, presented across three performance spaces and a three-screen cinema in our landmark five-floor Shoreditch home.

*We are* champions of artists with something to say. Proudly mixing the local with the global, we present new work by a vast cast of new, emerging and established artists from across society – speaking vividly and authentically of the joys, challenges and realities of 21st-century life.

*We are* a true creative hub – for our artists, for our diverse and dedicated audiences and for the many creative enterprises resident in our building. Our pioneering learning and participation programmes bring people from east London and beyond into close, direct and life-changing contact with the arts.

*We are* a charity. All our profits go back into supporting our mission - *inspiring the communities of the world who live in London to come together to make, debate and experience art and culture that gets to the heart of life today.*

*We are* Rich Mix.

# 8. DIGITAL CHANNELS

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Our core digital marketing channels.



Website: [richmix.org.uk](http://richmix.org.uk)



Facebook: [facebook.com/richmixlondon](https://facebook.com/richmixlondon)



Twitter: [twitter.com/richmixlondon](https://twitter.com/richmixlondon)



Instagram: [instagram.com/richmixlondon](https://instagram.com/richmixlondon)



Email sign up via the home page of our website:  
[richmix.org.uk](http://richmix.org.uk)



LinkedIn: [linkedin.com/company/rich-mix](https://linkedin.com/company/rich-mix)

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We encourage you to like / follow / sign up to our channels and we'll do the same in return.

# 9. TEXT FORMATS

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In all copy on all Rich Mix materials (e.g. letters, presentations, proposals, press releases, adverts, etc.) you should always follow the specified text format rules as outlined on this page and the next.

## EVENT TITLES

Can be as long as required but should feature appropriate punctuation, only using a full stop if there is a second sentence. Short titles are preferred.

In the body of text, capitalise the title and bold the first instance only.

## ARTWORK TITLES

To include titles of films, plays, songs, albums, books, essays, articles, etc.

Should be italicised (no speech marks) in the body of text.

If artwork is mentioned in our titles it should just be capitalised (no italics, no speech marks).

## DATES & TIMES

Should be presented as per the format options below:

- Thu 1 Nov
- Wed 31 Oct – Thu 1 Nov
- Thu 1, Fri 2, Sat 3 Nov

Numbers below 10 should be single digits without a preceding zero.

e.g. 4 Aug, 7.00am

Times are always stated in a 12-hour clock format, using 'am' and 'pm' with a full-stop between a single or double digit hour and the minutes. We always include minutes, even if the start time is on the hour.

e.g. 10.30pm (for 22.30)

Days and months are stated using the abbreviated first 3-letters.

e.g. Thu 1 Nov

The only exception to this is when a month sits without a date e.g. as a page title, then it should feature in full.

e.g. November

If there is more than one date but they are non-consecutive, separate by comma.

e.g. 11, 13, 17 May

We only add the year if it helps for context and it should always be shown in full, using 4 digits.

e.g. Winter 2019

# 9. TEXT FORMATS

## PRICES / TICKETS

Any price / cost / fee should be listed with a decimal point, even if the price is whole pounds with no pence.

e.g. £1.00 / £10.00 / £100.00 / £1,000.00

## MEASUREMENTS

Are always given in metric – centimetres and / or square meters.

e.g. 78cm, 35m<sup>2</sup>

## URLS

Our domain is [richmix.org.uk](http://richmix.org.uk)

We do not include the pretext of 'www' on URLs in text. This applies to our own URL and others.

Links within our website should open in same window.

External links (leaving Rich Mix's website and visiting a third party's site) should open in new window. This includes our own social channels e.g. Facebook.

## TELEPHONE NUMBERS

Should always be in the following numeric configuration.

020 7420 2329 (Landline)

075 8421 7607 (Mobile)

## CALLS TO ACTION

Across our promotional materials - digital and physical – we use directive and clear calls to action to inspire our audience / users to take action (be clear on the next step to engage with us / this piece of content).

Here is a list of our primary call to actions.

**EXPLORE  
MORE  
BOOK NOW  
SIGN UP TO OUR EMAILS  
DONATE  
VISIT US  
CALL US  
GET INVOLVED  
TAKE PART  
ARE YOU?**

This is not an exhaustive list and new, more appropriate CTAs may be introduced and used. Please consult the marketing team for ideas and direction.

## NAMES (PEOPLE AND ORGANISATIONS)

Names of people should be in full and in bold in the first instance. All subsequent mentions should not be in bold and use surname only. Organisations, partners etc. names should be in bold and linked to a relevant online page, if appropriate.

## QUOTES

Should always be in single speech marks, not italicise with the author cited as appropriate in italics.

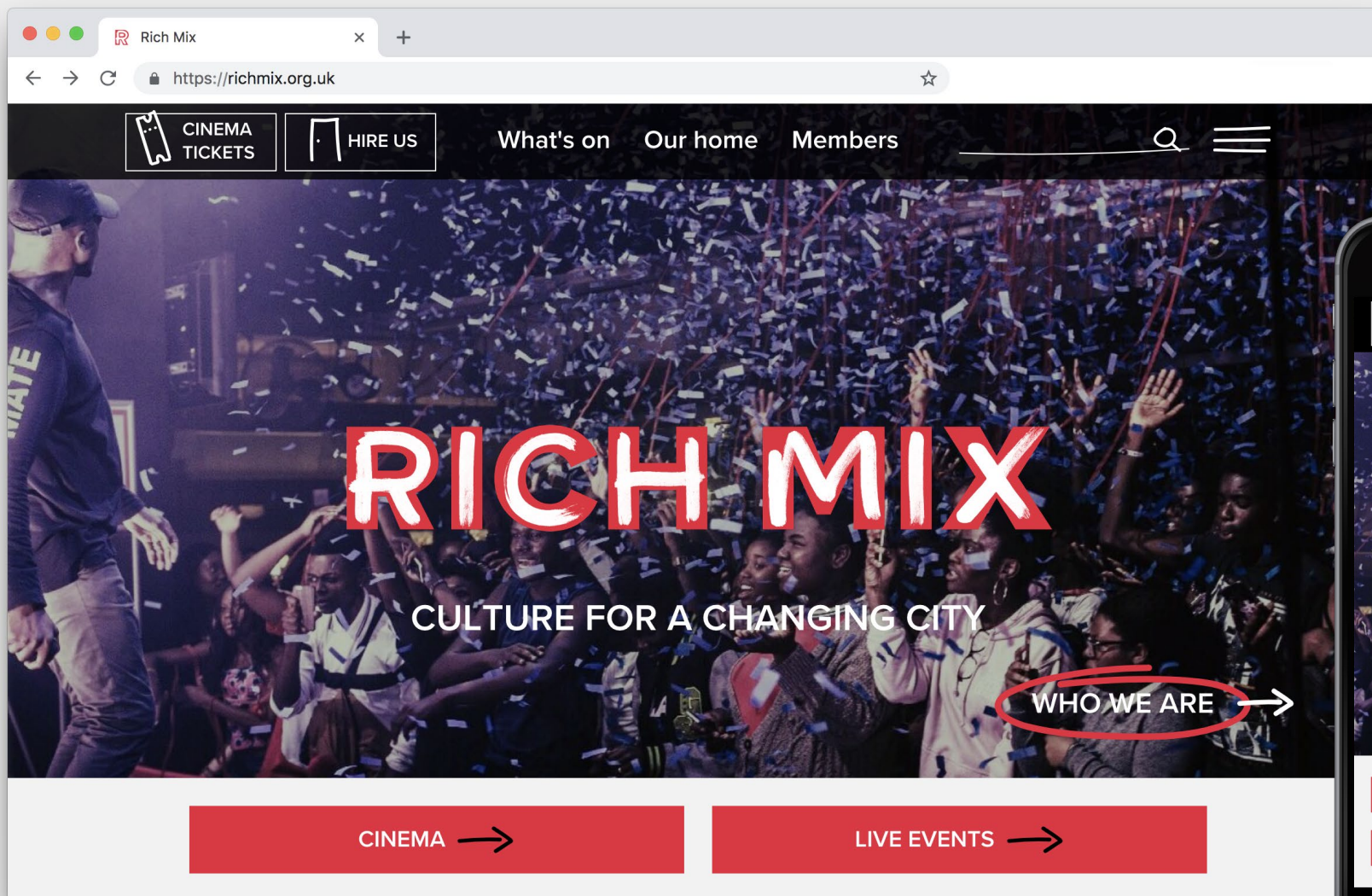
e.g. 'Reasonably priced and well-placed on Bethnal Green Road' *vogue.co.uk, Jan 2018*

## IMAGE CREDITS

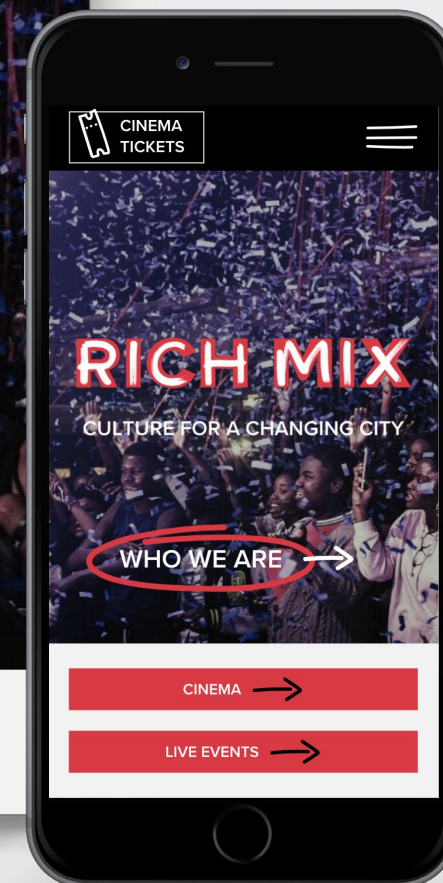
Images from third party sources, i.e. where Rich Mix is not the copyright holder, if known/provided, should be credited appropriately in one of the following options.

- Image above: © Spotify street-art campaign on Redchurch Street, 2018
- Image: *Don't Look* © Hetain Patel & Amy May, Nov 2018
- Image: *Mary Poppins Returns* © Disney

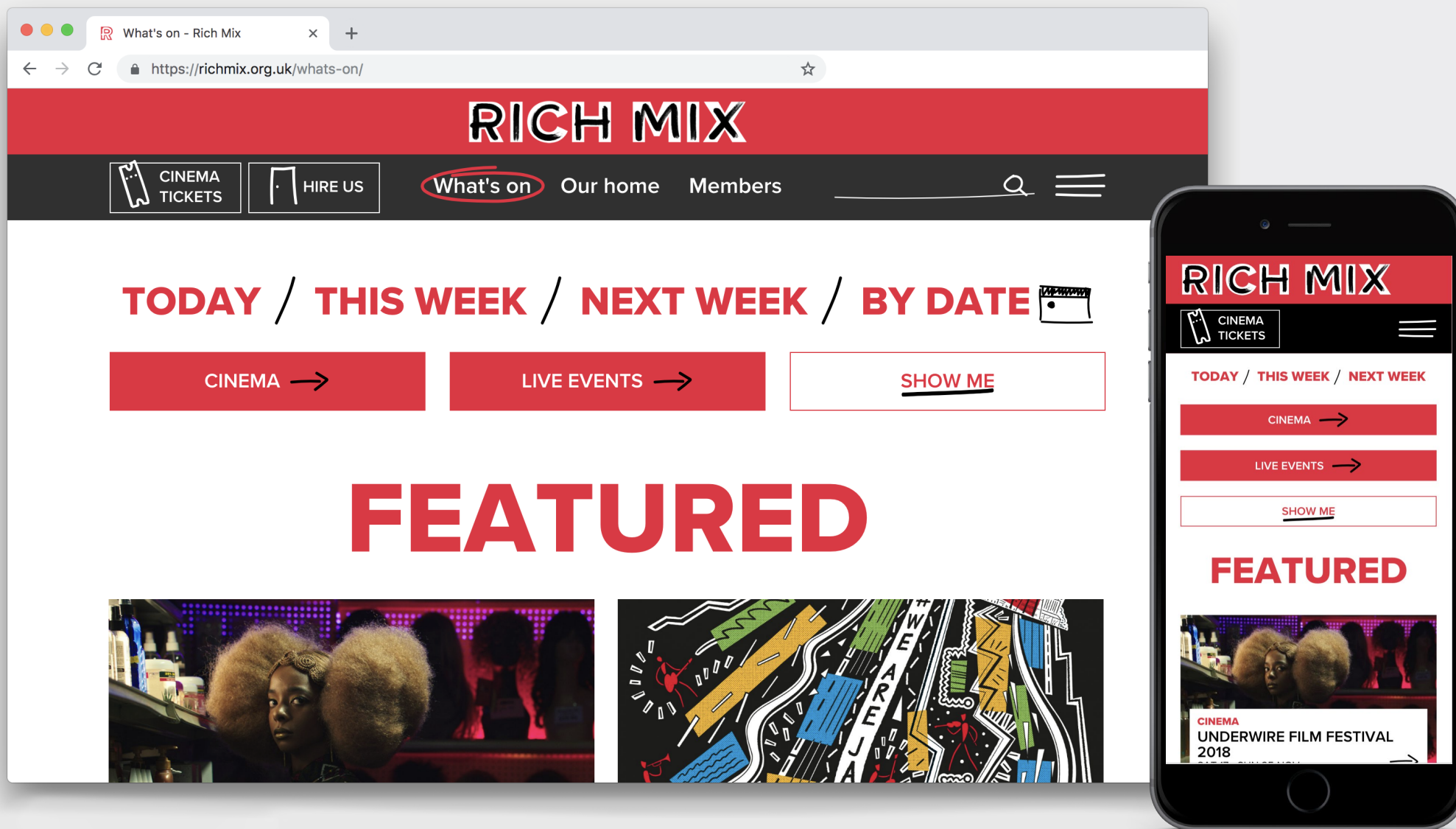
# 10. APPLICATION (EXAMPLES)



The examples on this page and the following five pages show you how our brand plays out in reality, digitally and in print.



# 10. APPLICATION (EXAMPLES)





# 10. APPLICATION (EXAMPLES)



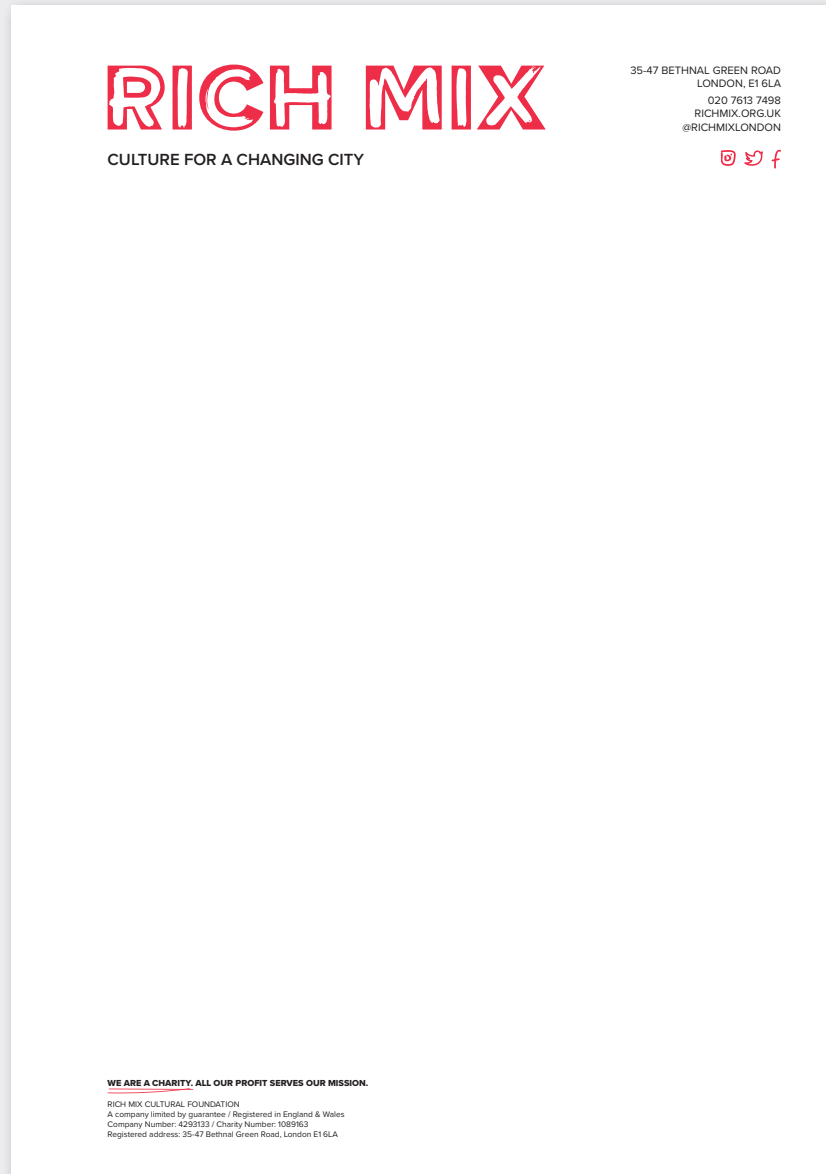
# 10. APPLICATION (EXAMPLES)



# 10. APPLICATION (EXAMPLES)



# 10. APPLICATION (EXAMPLES)



# THE END

For more information please contact:

Marketing team

[marketing@richmix.org.uk](mailto:marketing@richmix.org.uk)

020 7613 7667

# THANK YOU

Brand designed by [Cog Design](#)  
Guidelines defined & written by [Rich Mix](#)  
Guidelines finalised by [the unloved](#)

