

# THE MIDLANDS ENGINE IS HERE

An outline map of the United Kingdom is positioned to the right of the word 'HERE'. The Midlands region, which includes parts of the West Midlands and East Midlands, is filled with white, while the rest of the map is just an outline.

**Toolkit Lite**  
March 2019

# Communicating the Midlands Engine. Be a part of it.

The Midlands Engine is all about giving voice to our region. Now that you're a member of the team, we'd love to share and promote your news with other partners, investors, the government, residents, and the media.

Because the more we communicate our combined success under the Midlands Engine umbrella, the greater the power of our collective stories. And, of course, the greater the reach of your business message.

Consistency and engagement are key. A unified communications platform will give us a stronger presence on the global stage and attract the attention of wider investment.

To this end, we've created the following guidelines, so that your own marketing and the Midlands Engine's strategy work together perfectly.



# The story behind our campaign

There's nowhere like the Midlands. The talent, opportunities, facilities and innovation on offer here are second to none. Now, the Midlands Engine has been formed to help showcase the power of this extraordinary region to the world at large.

A dedicated, collective enterprise, it's our role to tell the stories and highlight the area's potential in a cohesive and engaging manner.

Our aim is to create a campaign with an impactful, long term look & feel that will increase awareness and investment to the Midlands region.

The Midlands is Here is a big, bold, confident statement that positions the Midlands right at the centre of things. Juxtaposed with surprising images, this challenges our audience to think about just how far the influence and innovation of the region stretches. We're in space. We're inside driverless cars. We're at the cutting edge of agri-tech.

The Midlands is Here is a proud assertion of what we do and an invitation to be part of what's going on. And to leave our international audiences in no doubt as to where the Midlands is, we punctuate this statement with a smart graphic device that acts as both an emphatic full stop and a mark on the map.

# What stories matter to the Midlands Engine?

**Please let us know if you and your business have stories that reflect the following subjects and areas of interest:**

- Projects with global or national relevance or impact
- Data on growth in your field or sector
- Inspirational entrepreneurship
- Collaborations and enterprise initiatives
- Increased footfall to the region
- Relocations to the area with successful results
- Personal experiences of growth and development
- Infrastructure and development advantages and change
- Success in innovation projects

# Sharing your story: Press Materials

Please include [info@midlandsengine.org](mailto:info@midlandsengine.org) on your press release distribution list and use the hashtag #midlandsengine on your social posts.

Alternatively, chat to us about your project on 0115 876 3920.

**If you can, please also add the following boiler plate to all your press releases:**

<Company/Organisation Name> are proud to be part of Team Midlands and the Midlands Engine partnership.

The Midlands Engine is a coalition of Councils, Combined Authorities, Local Enterprise Partnerships (LEP), Universities and businesses across the region, actively working with Government to build a collective identity, to enable us to present the Midlands as a competitive and compelling offer that is attractive at home and overseas.

Home to over 10 million people and 800,000 large and small businesses, the Midlands has huge potential and the Partnership is focused on its global success - and this in turn will deliver an enhanced quality of life for our citizens and communities.

Our Vision for Growth sets out our five priority areas of focus to ensure the Midlands drives the UK economy:

- Connecting the Midlands through maximising new technologies to deliver a radical transformation of the Midlands transport network
- Tackling the mismatch between business skills needs and the skill levels of Midlands residents
- Growing International Trade and Investment in existing and new markets
- Increasing Innovation and Enterprise, creating an environment where our science and innovation strengths can be maximised
- And, Shaping Great Places by promoting the Midlands as a great place to live, visit, learn and work.

# Sharing your story: Social Channels

Please use the following hashtags when sharing content on your own channels

**#midlandsengine**

**#teammidlands**

**#beapartofit**

Likewise, we would love you to help distribute our content and news to your business audiences through your social channels. So please do retweet and share the content we will be posting through the following channels and ensure to follow us!

**Twitter:** @midsengine

**Linked In:** <https://www.linkedin.com/company/midlands-engine/>



# Sharing your story: Blogs

We invite you to contribute your own blog content to the Midlands Engine website. This content could cover a really broad breadth of subjects but must be relevant to the wider Midlands agenda: growth and development.

**The kinds of subjects we welcome your view on include:**  
(but are not limited to)

- New technologies and advances
- Transport developments and change
- Skills and talent
- Trade and investment opportunities
- Science and innovation
- Great places: Midlands as a destination
- Art and culture
- Infrastructure and development
- Leisure and attractions

**Style:** the writing style we promote is to inspire and lead. The blog content we like to share should provide content that can be shared and promoted easily across media channels and promote thought leadership across the subjects we share and discuss. Therefore please avoid colloquialisms and slang; write in an authoritative manner appropriate to the investment audience we are seeking to attract to our region.

Some ways to ensure that your blog will be included are:

- An inspirational lead author or contributor
- Sharing best practice and innovation with proof points and data
- Understanding the wider Midlands investment agenda and why your project/idea/subject is important to the future of the Midlands
- Including stats and information that bring to life the benefits of your story to the region economically is useful
- Showcase people and places that are part of your story

# Blog guidelines

The purpose of these guidelines is to help our partners to submit relevant content that can be included in our regular blog schedule.

We have also set out the practicalities around delivering a blog that help you submit content that maximises the combined purposes and objectives of the Midlands Engine and your own organisation or business.

1. **The main purpose** of the Midlands Engine blog is to keep readers informed about the activities that happen within the Midlands Engine.
2. **The audience** is likely to be primarily a business and/or sector specific one so write the blog with this persona in mind.
3. **The topics** covered will be led by the core objectives of the Midlands Engine, but there is scope to include thought pieces on developments in your specialist sector that you feel would be relevant and interesting to anyone focused on the growth of our region.
4. **Links** - relevant and informative links are encouraged but care needs to be taken in terms of the suitability of the site for a wider audience. Avoid sites that demand subscriptions.
5. **Photos** - if you have a suitable image, great. If not, please suggest one so that we can try and find one that will fit your post. All blogs will have a featured image which should be a JPEG, 1080x565px and saved for web using Photoshop at 70 quality. For images featured within the text of the blog, the recommended image width is 900px (height can be anything). Any difficulties here, please send through a hi-res image and we can sort it out.
6. **Formatting** - blogs should be supplied with a suggested headline, body copy and, if available, an image. The copy will be formatted before it is uploaded on to the site.
7. **Word count** - 300 words minimum as a rule which is the minimum to be indexed by search engines.
8. **Uploading** - all blogs should be sent to [info@midlandsendine.org](mailto:info@midlandsendine.org) to be prepared for uploading on to the site. This will allow an edit and ensure that all appear in the right format.
9. **Editing** - there is possibly one round of edits which will be suggested to your team within 48 hours of submission to the Midlands Engine communications team.



10. **Authors** - please specify who has written the blog and ideally supply a short bio (max 60 words).
11. **Comments** on the site are currently disabled - this may be reviewed at some point but initially, they will be closed so if you want to invite feedback, this will have to be via email or an alternative channel that you manage.
12. **Promote** - we will promote blog posts on social media. Please also share yourself or ask members of your organisation to promote to their contacts.

## Events

If you are hosting events, workshops or activities that you think that the Midlands Engine could attend or speak at, please let us know by informing us about your event on [info@midlandsengine.org](mailto:info@midlandsengine.org)



**LOCK UP**

## Lock up rules

An exclusion zone has been defined using the M from Midlands. This is to ensure that the area of free space is always proportional to the lock up.



Minimum Size Print



..... 30 mm .....

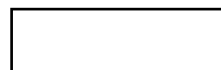
Minimum Size Digital



.....70 px.....

## Lock up colour

The lock up only appears in mono versions. Use the white version on coloured backgrounds and photography. The black version is to be used on white or extremely light coloured backgrounds.



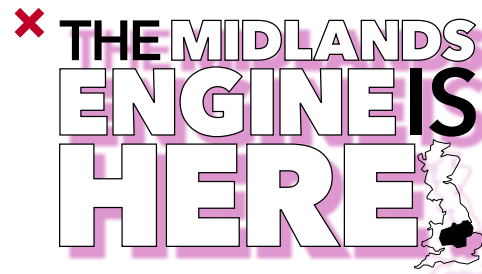
**C0 M0 Y0 K0**  
**R255 G255 B255**



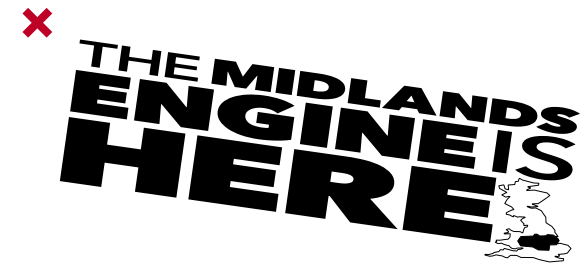
**C0 M0 Y0 K100**  
**R0 G0 B0**

## Don't's

Our lock up is in place to drive consistency throughout all campaign marketing materials. Please follow the rules on this page and don't modify the logo in any way.



Don't add any effects



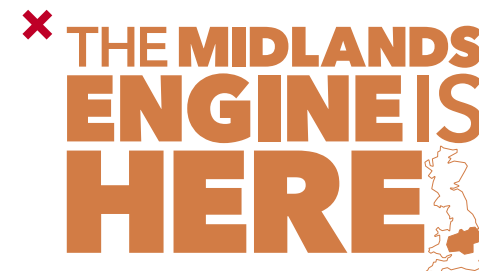
Don't stretch or rotate



Don't change any of the fonts



Don't add anything to the lock up



Don't change the colours of any part of the lock up

# TEMPLATES

A range of assets can be downloaded here:  
[www.midlandsengine.org/about/logos-and-tools](http://www.midlandsengine.org/about/logos-and-tools)

## Social posts

These executions are to be used across social media channels. There are varying sizes available depending on the channel and what type of banner.

Smaller square sizes only use coloured shards as opposed to photography, from a readability aspect.

Copy on the actual artwork is kept to a minimum as this can be displayed in the actual post text. However the main call to action, website and hashtag remain as a constant campaign message.





# Social posts

These executions feature a space to include your own logo alongside the Midlands Engine branding.



# Social post content

## Twitter

### Post one:

The Midlands Engine is here. We're proud to be a part of #TeamMidlands - the heartbeat of Britain's economy - which is all about people achieving their true potential. Find out more: <https://www.midlandseengine.org>

### Post two:

We're joining #TeamMidlands and its mission to celebrate organisations that are putting the Midlands on the map in all areas of business. Are you ready to join the Midlands Engine?

## Facebook

### Post one:

The Midlands is now ready to clearly and loudly speak as one united voice on the world's stage. We're proud to be a part of #TeamMidlands. Will you join the conversation? Find out more: <https://www.midlandseengine.org>

### Post two:

Innovation is at the heart of our business, and the heart of the Midlands Engine. We're celebrating our role as part of #TeamMidlands and encourage you to join the conversation and tell us why your business is best placed right here in the Midlands?

## LinkedIn

### Post one:

As a key player in the Midland's business economy, we are proud to say we are a part of #TeamMidlands and its mission to continue to push its businesses onto the global stage. You can join this mission! Find out more: <https://www.midlandseengine.org>

### Post two:

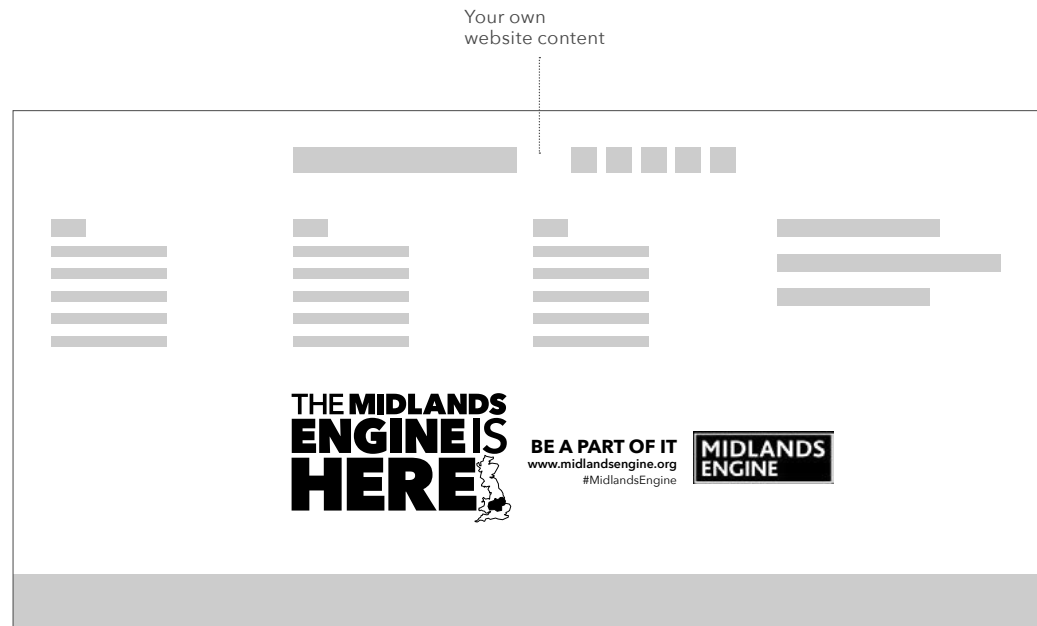
The Midlands Engine is backed by business and government leaders who are proud to celebrate the region. We're joining the mission of growth to ensure the Midlands drives the UK economy. Are you ready to join #TeamMidlands? Find out more: <https://www.midlandseengine.org>

# Website footer

Our website footer behaves in a slightly different way and is a lot more simplified in terms of assets.

The coloured shards are removed so as not to clash too much with your own brand assets.

However all the core essential elements of the campaign remain - lock up, call to action, web address, hashtag and logo.



# Email footer

Our email footer behaves in a slightly different way and is a lot more simplified in terms of assets.

The coloured shards are removed so as not to clash too much with your own brand assets.

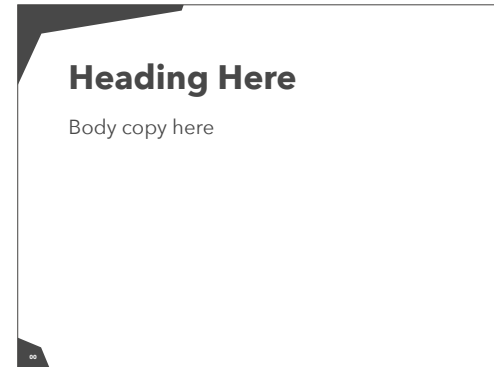
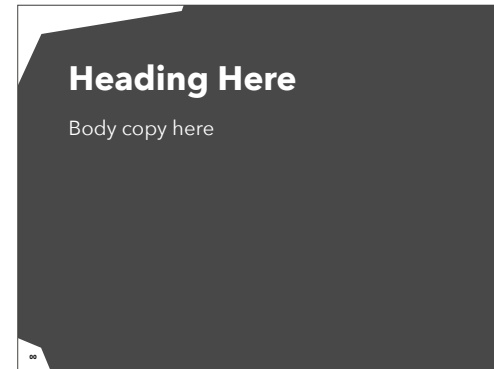
However all the core essential elements of the campaign remain - lock up, call to action, web address, hashtag and logo.



# Powerpoint Presentation

This template can be used when creating a presentation about the Midlands Engine and your involvement.

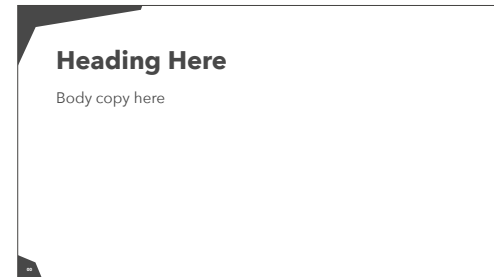
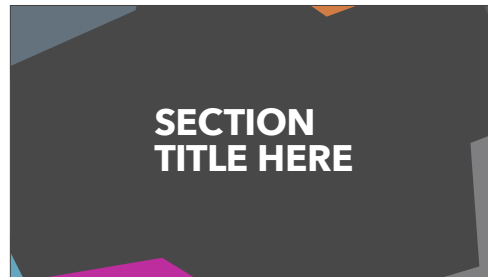
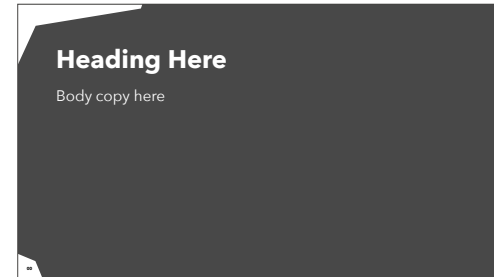
There are only a selection of example pages shown here, but the full presentation template is available to download.



# Widescreen Powerpoint Presentation

This template can be used when creating a presentation about the Midlands Engine and your involvement.

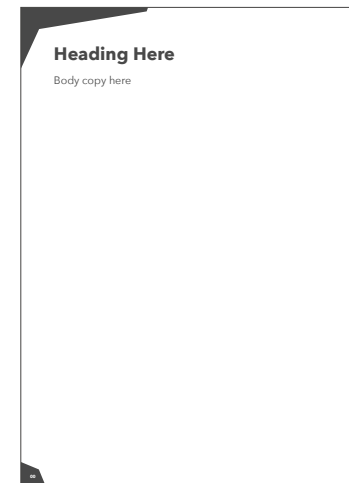
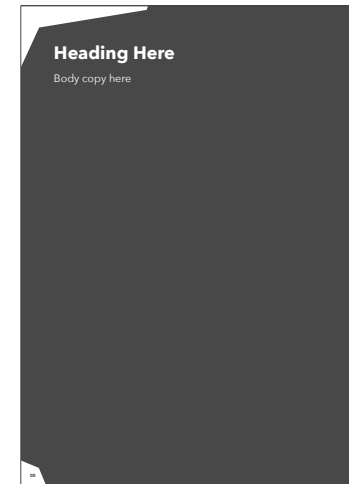
There are only a selection of example pages shown here, but the full presentation template is available to download.



# Word template

This template can be used when creating a presentation about the Midlands Engine and your involvement.

There are only a selection of example pages shown here, but the full presentation template is available to download.



# Contacts

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