

INVEST  
LIVERPOOL  
CITY REGION

An abstract graphic consisting of several overlapping, wavy, translucent bands in shades of blue, cyan, and magenta, creating a sense of motion and depth. The waves flow horizontally across the middle of the page.

# INSPIRING BRAND

# All about our Brand

Our brand is dynamic and bold – bringing together the key physical and economic assets of the City Region to create an identity that has strong stand out in a competitive market.

Its purpose is to inspire and convey the personality of the City Region’s people and places. To put them at the heart of everything and reflect our ever-changing landscape and culture.



INVEST LIVERPOOL CITY REGION

## INSPIRING MANUFACTURING

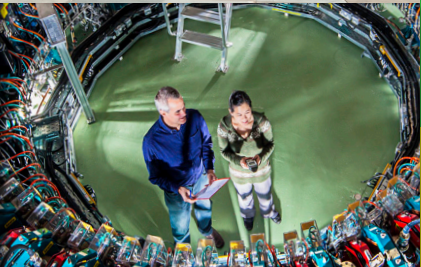
Discover a port location that offers businesses global trade opportunities and a skilled workforce with experience in all major sectors.

Our western-facing deep water Port, that's closest to more than 50% of UK manufacturers, provides unrivalled transatlantic links and fast access to markets and consumers across the world.

As one of Europe's largest bio manufacturing clusters and a centre of excellence for advanced manufacturing

and engineering, you'll be joining the likes of Jaguar Land Rover, Unilever and AstraZeneca.

Currently investing a further £1 billion into our logistics infrastructure and leading industry 4.0 initiatives, and with Freeport status to benefit from, there's never been a better time to move to Liverpool City Region.



INVEST LIVERPOOL CITY REGION

## DO YOU WANT TO FAST TRACK VACCINE RESEARCH AND DISCOVERY?

European Union European Regional Development Fund

NORTHERN POWERHOUSE

growth platform

INVEST LIVERPOOL CITY REGION

## HEADER GOES HERE TITLE GOES HERE



50,000 modern manufacturing workforce

Closest port to more than 50% of UK manufacturers

15,000 manufacturing students at our highly respected Universities

One of Europe's largest biomanufacturing clusters

15% of the UK's annual car production

'MTC': One of only 7 UK Government recognised Manufacturing Technology Centres in the UK

### Key Assets

FACILITIES	BRANDS	LOCATIONS
Knowledge Quarter, Liverpool	AstraZeneca	Port and Botle – Petrochemicals and Food
Manufacturing Technology Centre (MTC)	Cammell Laird	Kewley – General Engineering and Chemicals
The Materials Innovation Factory (MIF)	Jaguar Land Rover	Orsted
National Centre for Digital Innovation, Sci Tech Gateway	Orsted	Pilkington
Liverpool's Virtual Engineering Centre (VEC)	Unilever	St Helens – Engineering and Manufacturing
The Science and Technology Funding Council's (STFC) Helix Centre		Cammell Laird – Maritime and Renewables
Port of Liverpool L2, Sefton		Port Sunlight – R&D and Manufacturing
		Speke – Biomanufacturing
		Runcom – Chemicals
		Daresbury – Innovation and R&D
		Ellesmere Port and Halewood – Automotive

#### Get in touch

Whatever your business ambition, requirement or opportunity in the UK and Europe – talk to one of our team to see how we can help. We are in the business of delivering value, success and excellence for our clients and we're waiting to speak with you.

Speak to one of our experts today.

#### Contact details

Alice Lamb | Head of Investment Services | [alice.lamb@growthplatform.org](mailto:alice.lamb@growthplatform.org)  
T +44 (0)151 237 3919  
M +44 (0)7715 125483

INVEST LIVERPOOL CITY REGION

# INSPIRING BUSINESS

Why Liverpool City Region

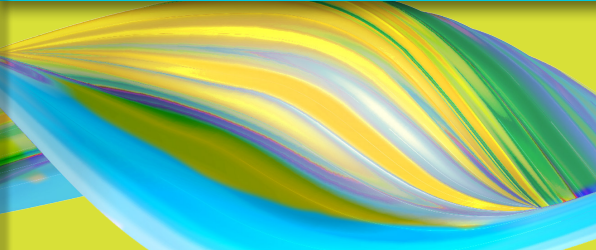
Growth Sectors

Investment Support

Resources

News & Events

Speak to an expert



Dynamic creative digital sector with deep specialism in immersive technology

Over 4,000 digital companies, employing over 20,000

£210m National Centre for Digital Innovation driving AI and Big Data expertise

212km full-fibre, gigabit-capable network infrastructure

Digital economy growth by 48% versus 29% across the rest of the UK

Digital productivity increase of 41%, higher than the average across England

# Our Brand Logo

Our brand mark has been designed to be accessible and contemporary.

Its simplicity and solid style inspires confidence and makes it legible - whether it appears large or small.

It is a descriptive brand mark that says what it does on the tin - Invest in the Liverpool City Region.

Never attempt to redraw the logo, change the colours or distort it in any way - we like it just as it is.

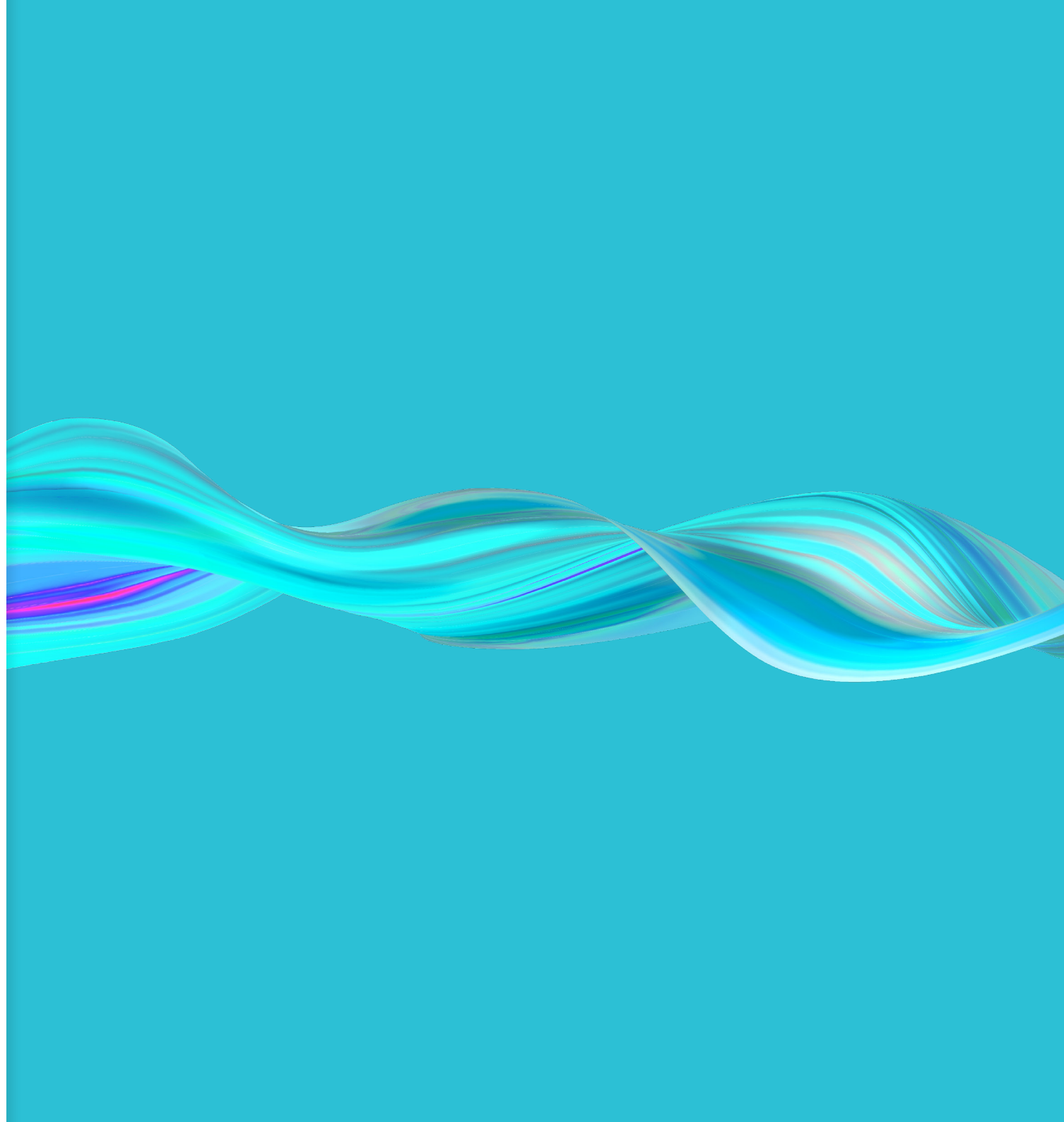
**INVEST  
LIVERPOOL  
CITY REGION**

# The Momentum Wave

Our momentum wave is the heartbeat of our City Region.

The flow represents the movement of the river, the ever changing landscape, our vibrant culture and agile approach.

The diverse selection of colours showcases the blend of the people and skills that make our City Region world-famous for its creative energy and can-do spirit.





# Our Colours

Our colour palette has been chosen to represent our strong and diverse mix of sectors.

The colours are bold and exciting. This complementary mix is the perfect way to illustrate the way we do and support business.

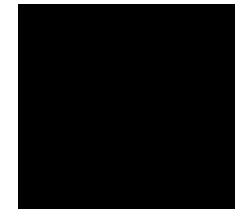


## Light Blue

Pantone 311 C  
RGB: 0,199,122  
CMYK: 68,0,16,0  
#00c7de

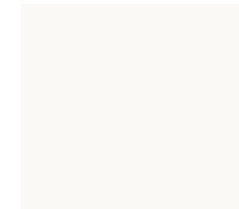
## White

#ffffff



## Black

#000000



## Off White

Pantone 663 C  
RGB: 250,299,246  
CMYK: 2,2,4,0  
#faf9f6



## Charcoal

Pantone 424 C  
RGB: 105,105,105  
CMYK: 55,45,44,31  
#696969



## Green

Pantone 802 C  
RGB: 32,209,51  
CMYK: 70,0,99,0  
#20d133



## Yellow

Pantone 604 C  
RGB: 223,221,12  
CMYK: 19,0,93,0  
#dfdd0c



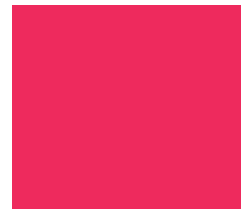
## Dark Blue

Pantone 2727 C  
RGB: 11,127,250  
CMYK: 80,51,0,0  
#0b7ffa



## Orange

Pantone 1375 C  
RGB: 254,160,0  
CMYK: 0,44,93,0  
#fea000



## Red

Pantone 1787 C  
RGB: 245,26,82  
CMYK: 0,94,50,0  
#f51a52

You will see the exact spec of the colours over on the right.

# Our Fonts

Darkmode and Helvetica have been chosen because of their fame, modernity, clarity and simplicity.

The design and purity of these fonts mean they support most languages of the world and are used by global organisations.

They can be used in various weights to highlight headlines and keep the body copy legible.

This mix provides us with a variety of different styles to support our brand vision and enable us to tell our inspiring story.

DarkmodeOn (Black),  
available at [fonts.adobe.com](https://fonts.adobe.com)

## Primary

### Display Titles

# DARKMODEON (BLACK CAPITALISED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
1234567890?!"#\$%&/'00=

### Headlines

## Helvetica (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzäö  
1234567890?!"#\$%&/'00=

### Body Copy

## Helvetica (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzäö  
1234567890?!"#\$%&/'00=

## Secondary

### Alternative Caption

## HELVETICA NEUE (Condensed Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzäö  
1234567890?!"#\$%&/'00=

# Font Usage

When displaying copy, the layout should follow in this order to provide consistency throughout the brand:

—  
**Display - DarkmodeOn (Black)**

**Headlines - Helvetica (Bold)**

Body Copy - Helvetica (Regular)

Point size used:

Titles - 48pt

Headlines - 24pt

Body Copy - 12pt

**DarkmodeOn (BLACK)**

Capitalised

**Helvetica Bold (Headline)**

The headline point size is 50% of the  
Title font

**Helvetica Regular (Body Copy)**

The body copy point size is 50% of the  
headline font

**DISPLAY**

**Headlines**

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molupti cus expernate poribus excercitae nonseq  
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# Font Usage

The colour of our copy can adapt to multiple situations.

As a rule, you should choose the colour that provides the greatest contrast.

Here are some examples to the right of the page.

When selecting the appropriate colour, your decision should be governed by legibility, accessibility and common sense.

## DISPLAY

### Headline

Pore pratur accae nem ipient earchil  
luptate ctiisquam am, ipsus qui as eniatis  
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exped que ne places et late et eum es  
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## DISPLAY

### Headline

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## DISPLAY

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## DISPLAY

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nonseq exceaquati que dignihic totat lit  
pari consequodi inveriate nonsequid ma  
eatum autate dolupit.



# Our photography style – People

We will always show our people in action – to illustrate the many different things happening in and being created across our City Region.





# Our photography style – Place of Business

Always choose images that portray the City Region as an inspiring place to work and set-up or grow a business.

The images should also showcase the region's approach to innovation.



# Our photography style – People and our Momentum Wave

When we show people interacting with our momentum wave, we should use a layered approach and we should only ever show them as cut outs.



# Icons

We have created a series of icons which provides consistency across all platforms.



Affordable housing



Best



Coast



Digital city



Education



Sector growth



Tide energy



Uni science



Wind energy



CO2



Big data



Tech sector



Manufacturing



Offices



People



Plane



Productivity



Truck

Please use the ones provided and not any others you can find on the internet.



# Icons



Employment



Entertainment



Future  
R&D



Music



WiFi



Ship



Bio  
manufacturing



Car



Currency  
chart



Digital  
Employment



Factory



Train



Port



Raised  
chart



Research



Science  
currency



Science

Please use the ones provided and not any others you can find on the internet.

# INVEST LIVERPOOL CITY REGION

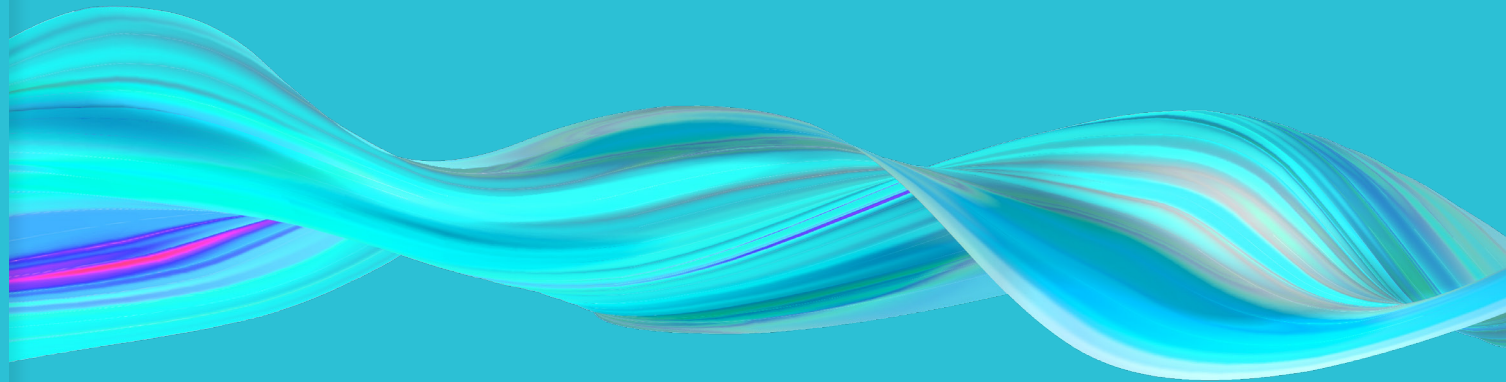
## Using The Brand

All brand elements have been designed to build and share the inspiring stories of our City Region.

We will tell them through clean design elements, thoughtful and provoking copy, stylised typography and intended white space.

A: Safety area

B: Safety area in use



# Using Our Logo

To keep our logo fresh and clean, we need to free it from the clutter of other text or images. This is why our logo has a minimum exclusion area around it.

This means keeping everything else at a distance and not positioning it too close to the edge of materials - to avoid it looking like an afterthought.

The logo must always feature on the left hand side, top or bottom.

A: Safety area

B: Safety area in use

A



B



# Using Our Logo

Our brand logo is available in three configurations to provide maximum versatility.

Our primary blue logo.

A reversed out version, available for use on solid colours and over dark photography.

And a black iteration, this can be used over light colour backgrounds or when colour is not available.

You must use the colour that provides the greatest contrast.

INVEST  
**LIVERPOOL**  
CITY REGION

INVEST  
**LIVERPOOL**  
CITY REGION

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CITY REGION

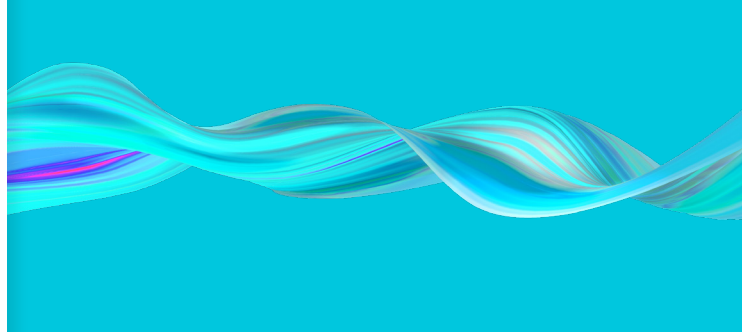
INVEST  
**LIVERPOOL**  
CITY REGION



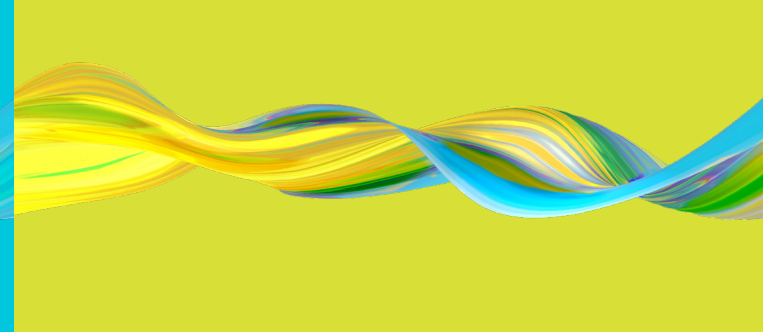
# Using Our Momentum Wave

We have created a range of momentum wave colours to illustrate each of our City Region's sectors.

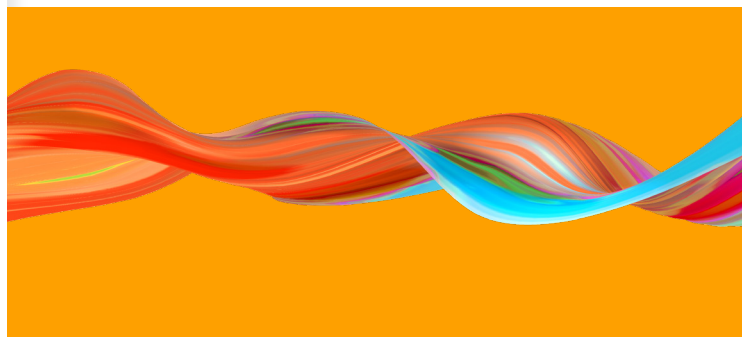
To maintain consistency and highlight the sector we are speaking about, we must ensure we use the correct colour.



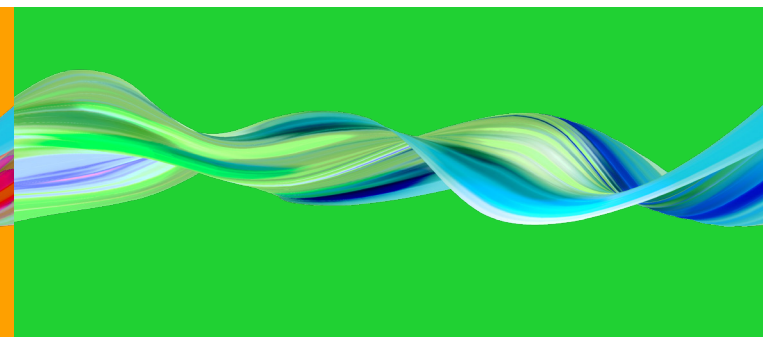
**Professional & Business  
Services Sector**



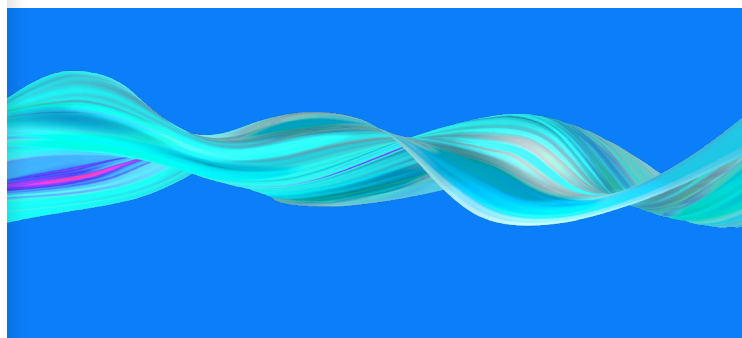
**Innovation Social Values  
Health & Life Sciences Sector**



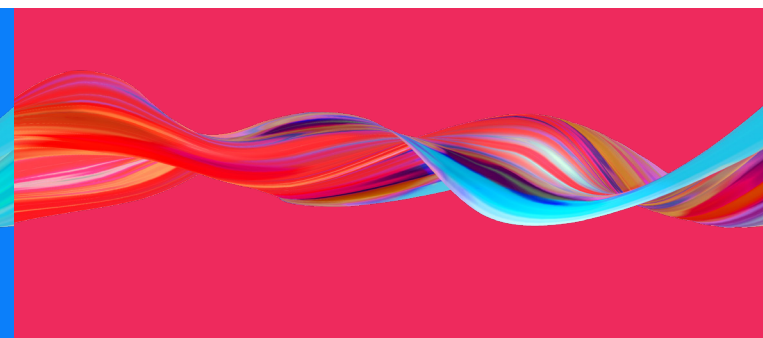
**People Digital, Tech  
& Creative Sector**



**Energy & Environment  
Sector Inspiring Places**



**Port & Logistics Sector  
Global Connectivity**



**Advanced Manufacturing**

# Using Our Momentum Wave

Our people and places are at the heart of our City Region and we will use our momentum wave to marry each element together.

As our brand and message is all about collaboration, we must overlay our people and places with the momentum wave and headline message.

There is freedom within this to create inspiring images and set different people and places behind and in front of the wave and the headline.

The headline text should always sit to the left over the momentum wave.



# Momentum Wave Structure

Its hierarchy and legibility are what ensure this design stands out, alongside its thoughtful craft and careful placement of supporting objects.

The word 'INSPIRING' should always be aligned left and fixed above what is important to the Liverpool City Region.

When creating artwork reflecting the brand values, always allow the messaging to take centre stage.

As a rule, 'INSPIRING' must always be smaller than the sector description.

Words that are below 5 letters or above 13 letters are not deemed legible and should not feature.

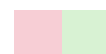
Minimum (5 letters)



Maximum (13 letters)



Key:



Wave



Objects/ Images

# Momentum Wave Infographics

Our momentum wave is very dynamic and can adapt to multiple scenarios including stat-based infographics.

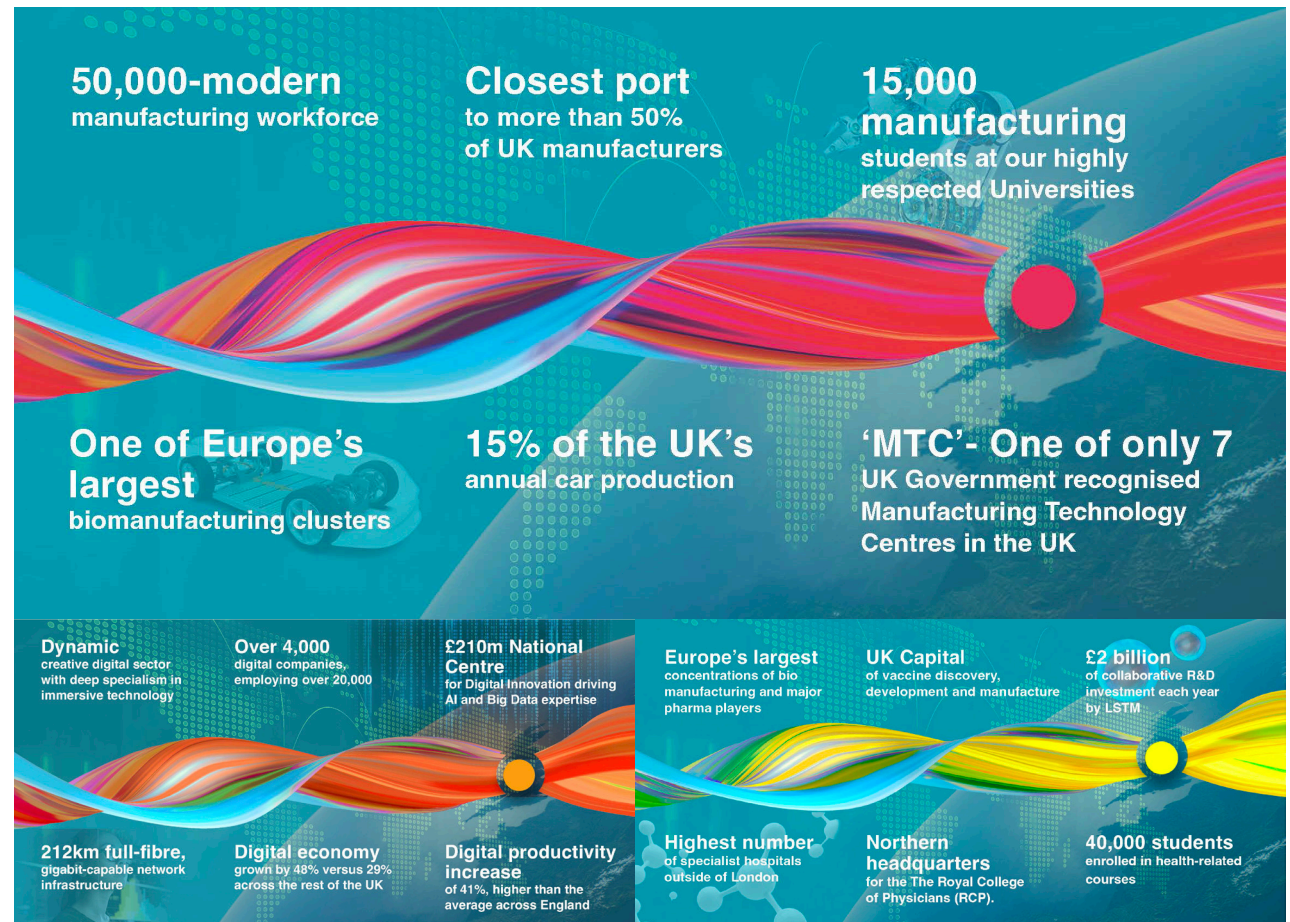
The infographics alter depending on the specific department, along with supporting images and stats.

To provide an element of consistency, the pulled stats should remain in the same font weights.

—  
**Headline - Helvetica (Bold)**

**Caption - Helvetica (Bold)**

The caption point size is 50% of the headline font



## Typography structure

### Helvetica Bold (Headline)

The caption point size is 50% of the headline font

### Headline

Omnisit harum esciet in eate aut facimagnate

### Headline

Omnisit harum esciet in eate aut facimagnate



# Fact Sheet Templates

Our fact sheet templates exercise everything you need to know about specific sectors and developments within the Liverpool City Region.

Well-constructed design and easy-on-the-eye typography reiterate our brand message of simplicity and confidence.

Supporting logos, contact details and socials should always sit at the bottom of any design.

Our alternative caption font Helvetica Neue (Condensed Bold), has been used to differentiate a caption from a headline.

This is something which can be utilised when seeking an alternative.

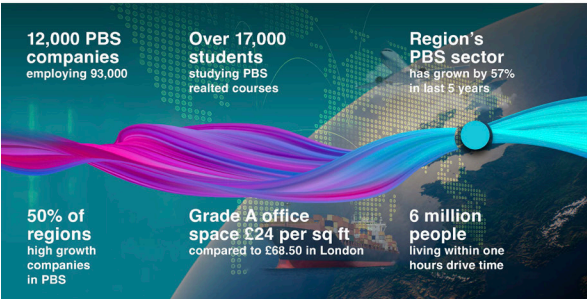


## Discover a dynamic region with a passion for collaboration and growth.

Liverpool City Region is a go-to destination for those in the Professional, Financial and Business Services sector in search of new market opportunities and expanding business connections.

The Liverpool City Region has a significant and well established professional services community. With deep specialisms in Financial Services and Wealth Management, expansion here will unlock access to an experienced workforce, excellent tech infrastructure, cost effective facilities and collaborative business networks.

With people at the heart of everything we do, our expanding regional economy is driven by a track record of innovation and entrepreneurship. Home to thriving clusters of expertise and high growth sectors such as Health & Life Sciences, Advanced Manufacturing, Tech and Digital Creative and as one of the UK's eight Freeport locations we offer attractive growth opportunities across the whole professional and business services spectrum.



## Key Assets

INNOVATION & DISCOVERY	MAJOR BRANDS	KEY LOCATIONS
National Centre for Digital Innovation, Hartree Centre	Avison Young Commercial Real Estate	Knowledge Quarter, Liverpool
Liverpool School Tropical Medicine / iCON	BDO Accountancy	Sci Tech Daresbury, Daresbury
Glass Futures	Cashplus Financial Management	Baltic Triangle, Liverpool
Materials Innovation Factory	Evelyn Wealth Management	Littlewoods Studios, Liverpool
Manufacturing Technology Centre	Experian Decision Analytic	Maritime Knowledge Hub, Wirral
Virtual Engineering Centre	Grant Thornton Accountancy	John Lennon Airport, Liverpool
University of Liverpool	Hill Dickinson Legal Services	Peel Port L2 Deep Water Terminal, Sefton
LJMU	Rathbones Wealth Management	Freeport Tax sites: Parkside, St Helens
	RSM Accountancy	3MG, Widnes
	Santander Finance Management	Wirral Waters, Wirral
	Taylor Wessing Legal Services	
	Very Group Financial Services - Finance Management	
	Weightmans - Legal Services	

## Get in touch

Whatever your business ambition, requirement or opportunity in the UK and Europe – talk to one of our team to see how we can help. We are in the business of delivering value, success and excellence for our clients and we're waiting to speak with you.

Speak to one of our experts today.

## Contact details

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T +44 (0)151 237 3919  
M +44 (0)7715 123483



## Alternative caption

### HELVETICA NEUE (Condensed Bold)

The headline point size is 50% larger than the body copy font

## CAPTION

Omnisit harum esciet in eate aut facimagnate

# Fact Sheet Templates

This is how our fact sheets adapt to different sectors within the Liverpool City Region.



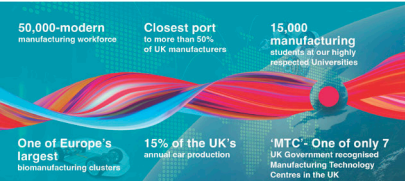
Discover a port location that offers businesses global trade opportunities and a skilled workforce with experience in all major sectors.

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As one of Europe's largest bio manufacturing clusters and a centre of excellence for advanced manufacturing

and engineering, you'll be joining the likes of Jaguar Land Rover, Unilever and AstraZeneca.

Currently investing a further £1 billion into our logistics infrastructure and leading Industry 4.0 initiatives, and with Freeport status to benefit from, there's never been a better time to move to Liverpool City Region.



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FACILITIES	BRANDS	LOCATIONS
Knowledge Quarter, Liverpool	AstraZeneca	Port and Botle - Petrochemicals and Food
Manufacturing Technology Centre (MTC)	Cammell Laird	Knowlsey - General Engineering and Chemicals
The Materials Innovation Factory (MIF)	Jaguar Land Rover	Orsted
National Centre for Digital Innovation, Sci Tech District	Pikington	St Helens - Engineering and R&D
Liverpool's Virtual Engineering Centre (VEC)	Unilever	Cammell Laird - Maritime and Renewables
The Science and Technology Funding Council's (STFC) Hartree Centre		Port Sunlight - R&D and Manufacturing
Port of Liverpool L2, Sefton		Speke - Biomanufacturing
		Runcorn - Chemicals
		Daresbury - Innovation and R&D
		Ellesmere Port and Halewood - Automotive

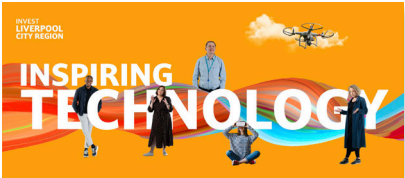
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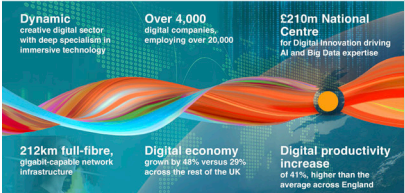
As one of the UK's most digitally-progressive regions, we're fuelling Big Data discoveries and an ever-evolving creative and digital ecosystem.

Our high-performance and cognitive computing capabilities are delivering breakthrough technology-driven solutions to industry challenges, with the expertise of industry and the research community coming together to accelerate the adoption of high-performance technologies.

The region also has a vibrant creative digital community with deep expertise in gaming, immersive technology, film and TV production, fuelling a strong creative talent pool supported by state of the art production facilities.

As one of the UK's fastest growing tech sectors, our digital economy has grown by 48% in the last decade, compared to 29% across the rest of the UK, proving us to be a natural home for companies looking to become part of a dynamic ecosystem and centre of digital excellence.

Locating, growing or starting your tech venture in Liverpool City Region gives you valuable access to high-quality facilities and science-led tech hubs, creative clusters with excellent talent, and great connectivity, to a range of global supply chains and customers.



### Key Assets

FACILITIES	BRANDS	LOCATIONS
The National Centre for Digital Innovation (Hartree Centre) at Sci-Tech Daresbury	ATOS	Baltic Triangle, Liverpool
IBM Research Laboratories, Sci Tech Daresbury	Firesprite	Knowledge Quarter, Liverpool
GTT - Direct high speed trans-atlantic network	IBM	Liverpool Innovation Park
Littlewoods Film Studio, Liverpool	Intel	Liverpool Science Park - Innovation & R&D hub
Manufacturing Technology Centre	QVC	
Materials Innovation Factory	Sony	

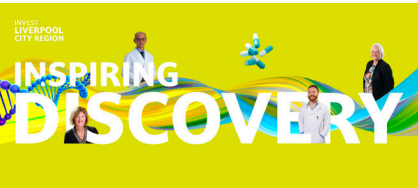
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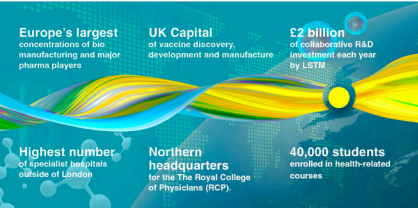
Discover state-of-the-art scientific facilities and world-leading academic institutions fuelling innovation in key health and life science fields.

Liverpool City Region's global leadership in health and life sciences is driving inspiring research and delivery in Infection; Precision Medicine; Children's Health; Independent Living; and the use of Big Data and AI.

One of Europe's largest concentrations of biomanufacturing and major pharma players, the global brands based here are delivering world-class solutions in a range of areas. From drug discovery, clinical trials and medical manufacturing

to stem cell treatments, gene therapy and nutraceuticals development, we are leading the way in the large-scale production of pharmaceuticals, vaccines and biologics.

Locating, growing or starting your Health and Life Sciences venture in Liverpool City Region gives you valuable access to major R&D and technical facilities, world-leading expertise and academic research and benefiting from great connectivity to global supply chains and customers.



### Health & Life Science Clusters

RESEARCH & DISCOVERY	INNOVATION PARTNERS	MANUFACTURERS
LSTM/ICON	Innovation Agency	AstraZeneca
University of Liverpool	Hartree Centre	Bristol Myers Squibb
LMJU	Manufacturing Innovation Factory	Unilever
University Hospital Liverpool	Manufacturing Technology Centre	Teva
Liverpool Clinical Trials & Research Centre	Glass Futures	Pharmaron
National Institute for Health Research	Royal College of Physicians	Seqirus
		Tytra
		Factory Talk
		Perceptive Engineering

### Get in touch

Whatever your business ambition, requirement or opportunity in the UK and Europe – talk to one of our team to see how we can help. We are in the business of delivering value, success and excellence for our clients and we're waiting to speak with you.

Speak to one of our experts today.

### Contact details

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T +44 (0)151 237 3919  
M +44 (0)7715 123483



# Stationary

Our business cards have been designed to allow our brand to be seen as concise and modern.

The architecture of our design allows the recipient to see who we are, where we are and why we are here.



# Report Covers

We have developed report covers for each sector of the Liverpool City Region brand.

These editable templates create consistency and vibrancy throughout the brand.



# Report Covers

These are how our report covers adapt to different sectors which make up Liverpool City Region.

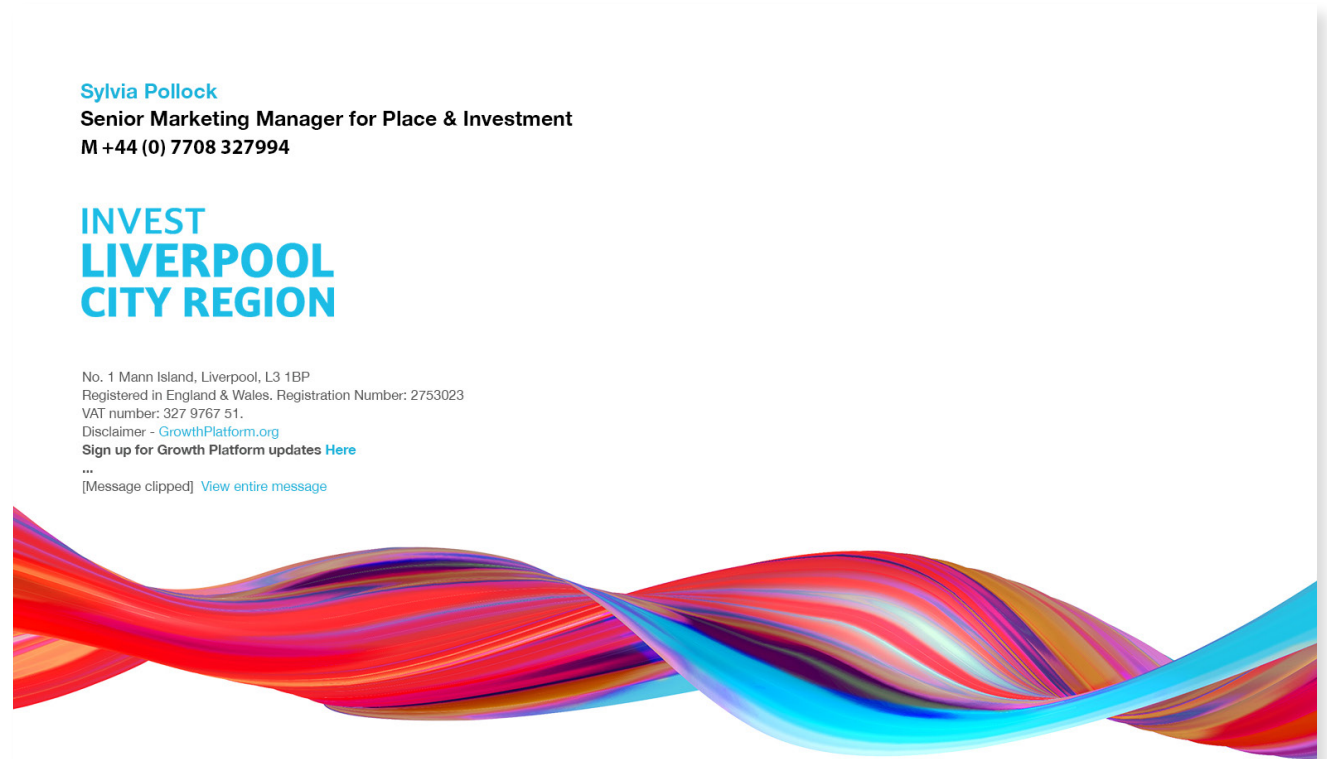




# Email Signatures

We have developed our signatures to be cleaner in the design so we can navigate the recipient through the architecture of our messaging.

Who the email is from - our marque  
- how to contact the sender - our branding.



# Social Media Template

Our social media posts have been designed to communicate information quickly and clearly.



# Pop-Up Banner Design

Our pop-up banners have been designed to spread the brand message.

The architecture of our design allows the recipient to see who we are, where we are and why we are here.

