

**MANCHESTER SCHOOL
OF ARCHITECTURE**

IDENTITY TOOLKIT

**FROM THE CITY
OF THE CITY**

**MANCHESTER SCHOOL
OF ARCHITECTURE**

WORDMARK

MANCHESTER SCHOOL OF ARCHITECTURE

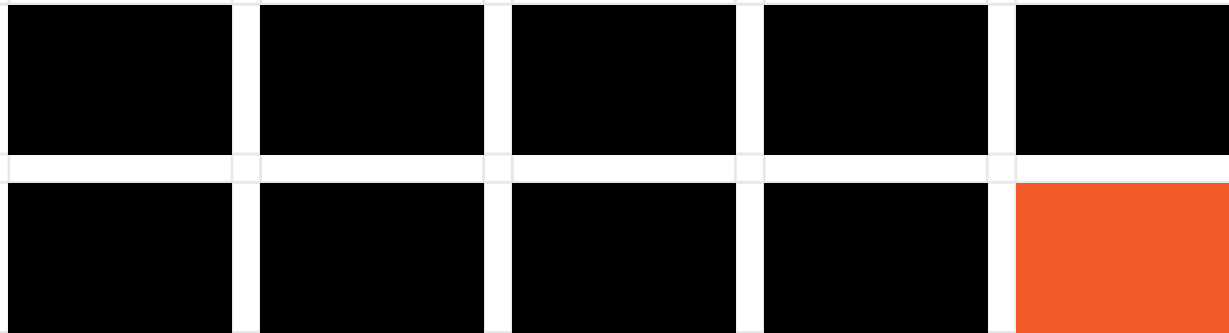
This is the standard wordmark to be used
on all communications and marketing.

MANCHESTER SCHOOL OF ARCHITECTURE

The standard wordmark can also be used
in white when used on a dark background.

MANCHESTER SCHOOL OF ARCHITECTURE

The wordmark is stacked so 'school' protrudes as a cantilever, a nod to architectural forms and the built environment.



The space below the cantilever in the identity is the basis of the brand grid and this space dictates the size of other brand elements.

The logo for the Manchester School of Architecture is centered on the slide. It consists of the words "MANCHESTER SCHOOL" stacked above "OF ARCHITECTURE" in a bold, black, sans-serif font. The text is set against a background of a light gray grid. A horizontal band of gray squares, approximately 10 squares wide, is positioned behind the text, creating a visual anchor for the logo.

MANCHESTER SCHOOL OF ARCHITECTURE

Please leave clear space around the logo.
As a minimum, the spacing should be at least
the same height as the 'cantilever space'
on all four sides of the logo.

HOW NOT TO USE THE WORDMARK



MANCHESTER SCHOOL
OF ARCHITECTURE

Do not squash.



MANCHESTER SCHOOL
OF ARCHITECTURE

Do not stretch.



MANCHESTER SCHOOL
OF ARCHITECTURE

It should never sit on an angle.



MANCHESTER
SCHOOL
OF
ARCHITECTURE

Do not stack the words.



MANCHESTER SCHOOL
OF ARCHITECTURE

Do not scale one word in the wordmark (in this example, architecture has been scaled up).



MANCHESTER SCHOOL
OF ARCHITECTURE

Do not outline.



MANCHESTER SCHOOL
OF ARCHITECTURE

Only use it in black or white.



MANCHESTER SCHOOL
OF ARCHITECTURE

Do not mask pattern, illustration or photography inside the mark.

WORDMARK MINIMUM SIZES

**MANCHESTER SCHOOL
OF ARCHITECTURE**



30mm wide

**MANCHESTER SCHOOL
OF ARCHITECTURE**



120px wide

The minimum size for the identity is 30mm wide in print and 120px wide on screen.

On MSA branded communications, the MSA wordmark should always be the largest logo on the page.

WORDMARK POSITIONING

Unless the identity is to sit alongside partner logos on non-MSA branded communications (see pages 11 & 12), the logo should always sit in the top left of the artwork.

**MANCHESTER SCHOOL
OF ARCHITECTURE**

PARTNERS LOCK UP

**MANCHESTER SCHOOL
OF ARCHITECTURE**



If the logo is to sit with other funders and organisations (such as MMU and UoM), it should maintain the cantilever clear space and be no smaller than 30mm wide if possible.

This only applies to non-MSA branded communications. If the artwork is MSA branded, the wordmark should sit in the top left corner (see page 10) and the supporter/partner logos should be positioned separately at the bottom of the artwork

PARTNERS LOCK UP

**MANCHESTER SCHOOL
OF ARCHITECTURE**

MANCHESTER
1824
The University of Manchester



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STACKED WORDMARK

The wordmark can be stacked with additional brand messages, if needed. EPS files supplied.

**MANCHESTER SCHOOL
OF ARCHITECTURE**
CITY GUIDE

**MANCHESTER SCHOOL
OF ARCHITECTURE**
WORKSHOPS & FACILITIES

**MANCHESTER SCHOOL
OF ARCHITECTURE**
PROFESSIONAL NETWORK

MSSA WORDMARK

The new MSSA workmark, which is visually related to the Manchester School of Architecture mark.

The MSSA workmark can be used in any of the brand colours.

MSSA

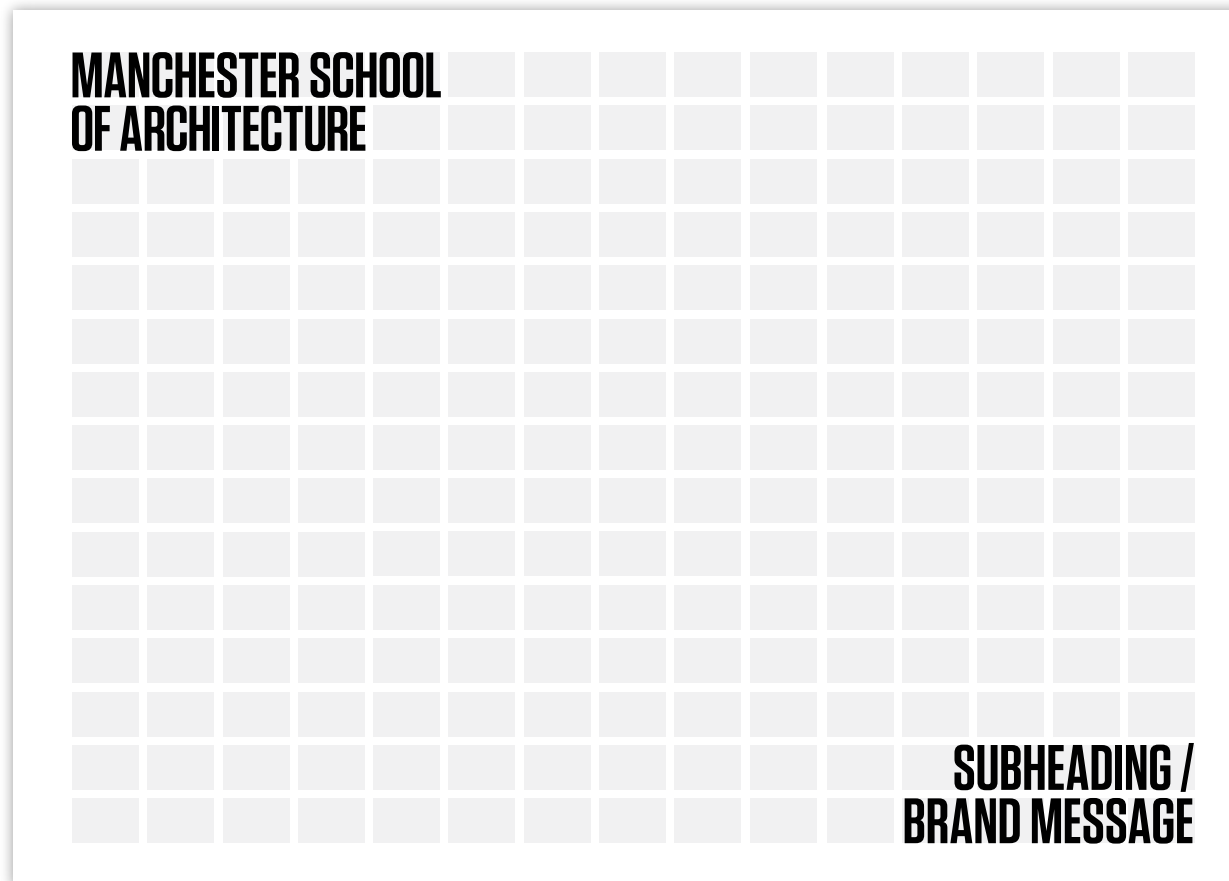
MSSA

**MSSA
PRESENTS**

**MANCHESTER SCHOOL
OF ARCHITECTURE**

GRID & FRAMING

THE MSA GRID



The MSA grid is based on the cantilever space in the identity. It is a flexible system which adapts to the size of the artwork and the size of the identity. The grid underpins every piece of artwork with a strong architectural framework.

THE MSA GRID

**MANCHESTER SCHOOL
OF ARCHITECTURE**

**SUBHEADING /
BRAND MESSAGE**

The MSA grid is based on the cantilever space in the identity. It is a flexible system which adapts to the size of the artwork and the size of the identity. The grid underpins every piece of artwork with a strong architectural framework.

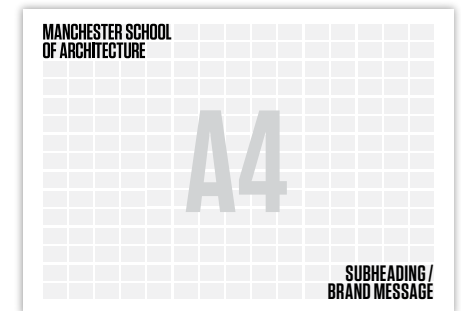
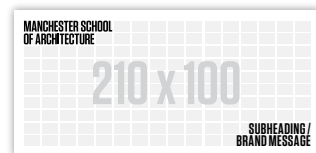
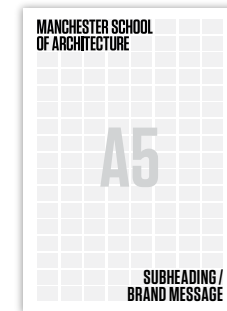
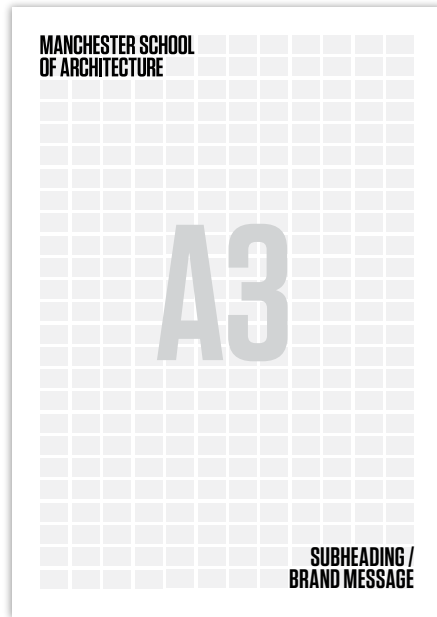
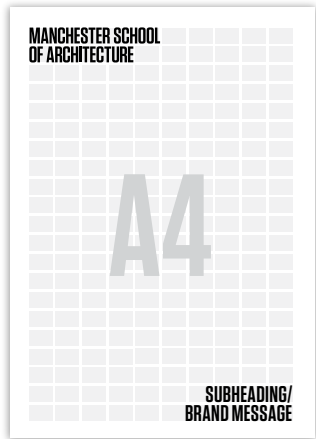
MSA FRAMING DEVICE



The consistent positioning of the MSA wordmark and the subheading frames the content. The frame helps MSA to take ownership of the content it surrounds and allows the work within it to breathe.

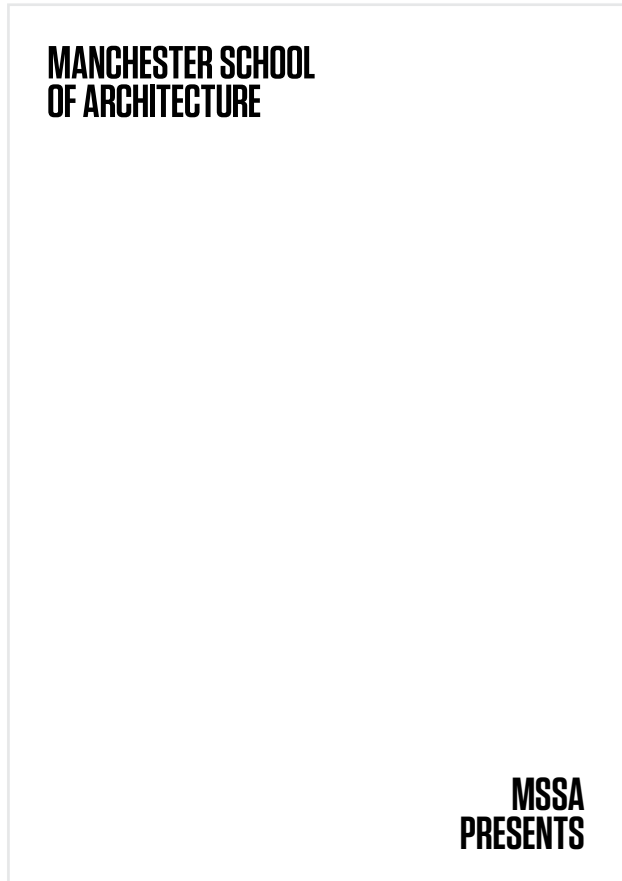
The frames should always be used on MSA branded artwork and is available in the InDesign templates and as EPS files.

FRAMING DIFFERENT FORMATS



InDesign templates are available for most formats, including the grid and editable subheadings.

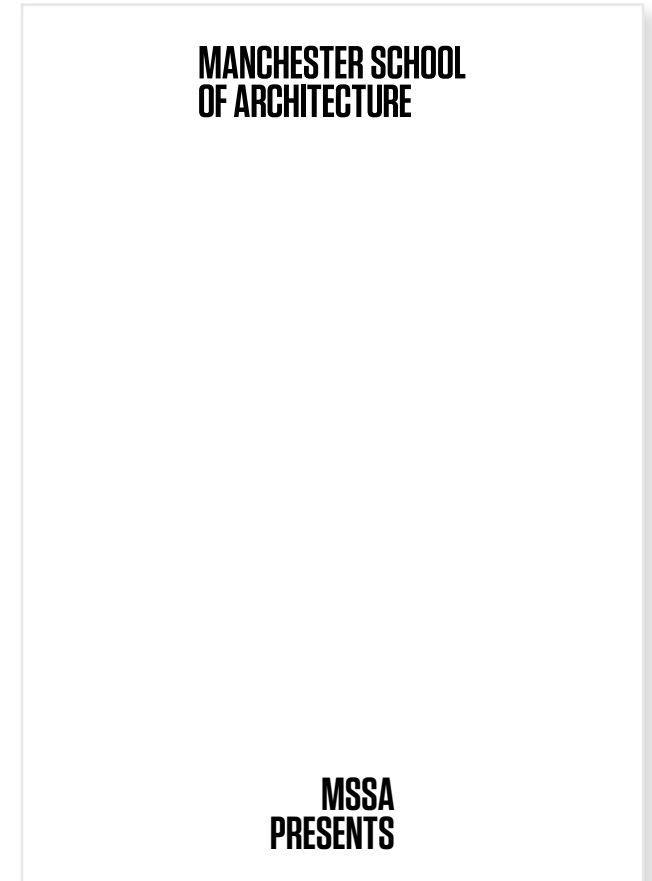
HOW NOT TO USE THE FRAMING DEVICE



Do not change the typeface of the frame



Do not change the alignment of the frame



Do not move the elements from the corners

MSSA FRAMING DEVICE

For MSSA events, the MSA logo moves to the bottom of the poster in the 'supporter logos' and the frame changes to use the MSSA lock up in the top left.

This gives MSSA a sense of ownership over the communication while still remaining in the MSA style.

**MSSA
PRESENTS**

Visit mssa.msa.ac.uk for more information

**MANCHESTER SCHOOL
OF ARCHITECTURE**



**LECTURE
SERIES**

**MANCHESTER SCHOOL
OF ARCHITECTURE**

TYPOGRAPHY

TYPOGRAPHY

The primary MSA typeface is **Tungsten**. The typeface has its roots in modernism, with a modular style, sticking to a strict grid and set of geometric rules. Both the name and form references the built environment and architectural forms, making perfect for MSA.

As well as **Tungsten** for headlines, we use **Roboto** for body/supporting text. These typefaces should be used for all official MSA communication. Roboto is open source so everyone should have access to the font. It can be downloaded from here for free: <https://fonts.google.com/specimen/Roboto>

All MSA staff should have access to **Tungsten** for school branded communications but when this is not available or for student-created artwork (MSSA communication, student exhibitions etc) **League Gothic** can be used as an open-source alternative for headings and subheadings. It can be downloaded from here for free: <https://www.theleagueofmoveabletype.com/league-gothic>

A large, bold, white sans-serif font sample showing the word 'Tungsten' in a very heavy weight against a dark background. The letters are clean and geometric, with a consistent stroke width.A large, bold, white sans-serif font sample showing the word 'Roboto' in a very heavy weight against a dark background. The letters are clean and geometric, with a consistent stroke width.A large, bold, white sans-serif font sample showing the word 'League' in a very heavy weight against a dark background. The letters are clean and geometric, with a consistent stroke width.

FOR HEADERS & SUBHEADERS

Tungsten

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Located half a mile from the city centre, Manchester School of Architecture (MSA) is an innovative collaboration between Manchester Metropolitan University (MMU) and The University of Manchester (UoM), uniting two schools of architecture with over 100 years of educational experience to create one of the largest architecture schools in the UK.

MSA is consistently ranked as one of the best architecture schools in the UK and offers a range of professionally recognised undergraduate and postgraduate degrees. During its time MSA has gained a reputation for the variety, vitality and quality of the work and achievements of its students. This is not only reflected in appraisals by the professional institutions, the Architects Registration Board (ARB) and the Royal Institute for British Architects (RIBA), but also by the number and variety of prizes gained externally.

Specialist, research active staff provide a rich and stimulating environment at MSA. Many of them are or have practiced as architects and have strong links with the architecture community in Manchester and beyond.

Architectural research at the MSA is intrinsically interdisciplinary and broadly conceived, encompassing areas as diverse as urban design, urban development, ecological and landscape design and the conservation and management of historic environments. This research is carried out mainly within the recently established Manchester Architecture Research Centre (MARC).

The centre draws upon a wide range of interdisciplinary research and teaching interests within the School of Environment, Education and Development, the Faculty of Humanities of The University of Manchester and the Manchester School of Art at Manchester Metropolitan University.

Book

Medium

Semi-Bold

FOR BODY COPY

Roboto

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

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Regular

Bold

Italic

Bold Italic

ALTERNATIVE HEADERS

League Gothic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

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Regular

Italic

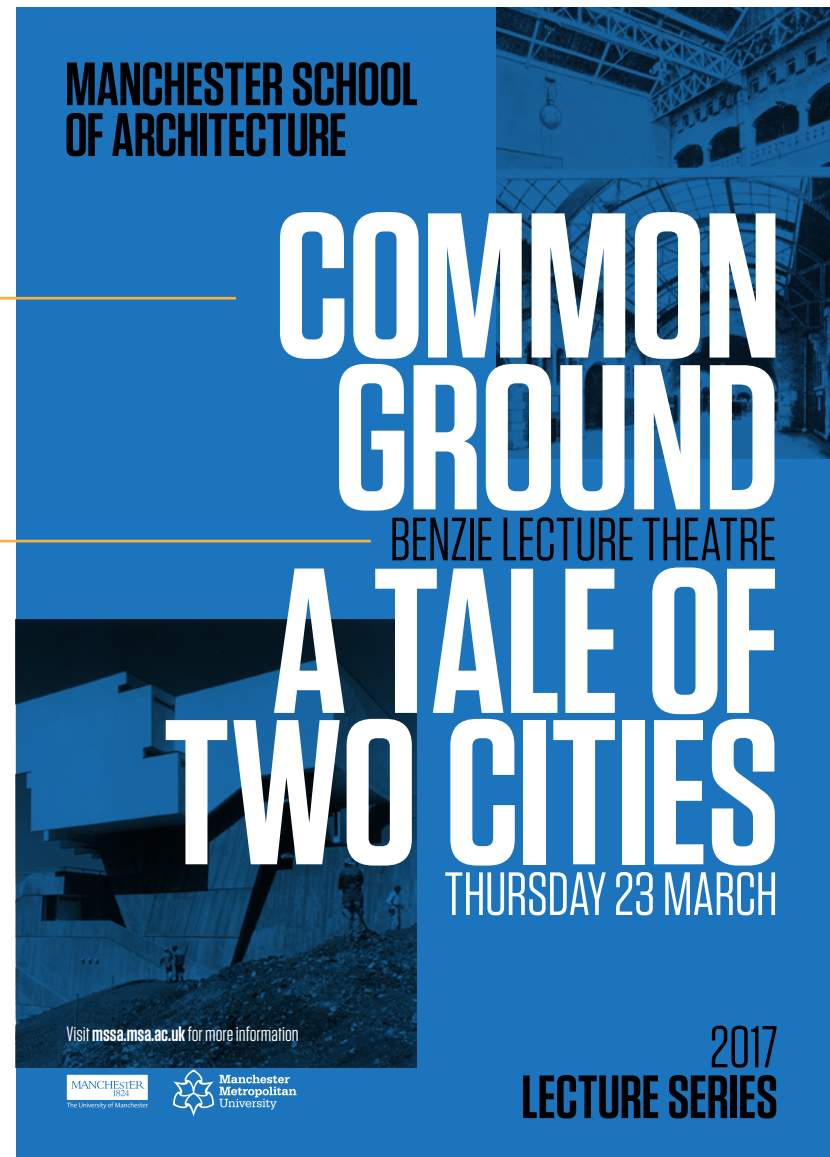
TYPOGRAPHY IN USE MSA POSTER

MSA WORDMARK

TUNGSTEN SEMI-BOLD

TUNGSTEN BOOK

**TUNGSTEN FOOTER
(IN TEMPLATE, EDITABLE)**



TYPOGRAPHY IN USE

MSA DOCUMENT

MANCHESTER SCHOOL OF ARCHITECTURE

Roboto Bold

Roboto Regular

Located half a mile from the city centre, Manchester School of Architecture (MSA) is an innovative collaboration between Manchester Metropolitan University (MMU) and The University of Manchester (UoM), uniting two schools of architecture with over 100 years of educational experience to create one of the largest architecture schools in the UK.

As an architecture student at MSA you will receive a degree from both universities and get use of facilities and resources at both institutions, such as libraries, computer suites, making and media workshops and much more.

MSA is consistently ranked as one of the best architecture schools in the UK and offers a range of professionally recognised undergraduate and postgraduate degrees. During its time MSA has gained a reputation for the variety, vitality and quality of the work and achievements of its students. This is not only reflected in appraisals by the professional institutions, the Architects Registration Board (ARB) and the Royal Institute for British Architects (RIBA), but also by the number and variety of prizes gained externally.

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The centre draws upon a wide range of interdisciplinary research and teaching interests within the School of Environment, Education and Development, the Faculty of Humanities of The University of Manchester and the Manchester School of Art at Manchester Metropolitan University. The opportunities for collaborative architectural research across the two universities are unparalleled and research bids in a variety of disciplines are strengthened by the involvement of strong architectural researchers.

Both our postgraduate research and postgraduate taught programmes draw inspiration from our research activity and you are encouraged to actively take part in the research culture of the school.

Manchester is a dynamic setting to study architecture. The City is a showcase for recent regeneration and historic context, much of which has been designed with the involvement of our graduates. MSA connects academic and professional practice in the city and region with strong international networks, providing excellent opportunities for collaboration.

TUNGSTEN SEMI-BOLD



**FROM THE CITY
OF THE CITY**

TYPOGRAPHY IN USE MSSA POSTER

**MSSA STACKED WORDMARK
(IN TEMPLATE, NOT EDITABLE)**

LEAGUE GOTHIC

Roboto Regular

**TUNGSTEN FOOTER
(IN TEMPLATE, NOT EDITABLE)**

**MSSA
PRESENTS**

WITHOUT A HOME

**HOMELESSNESS LECTURE
THURSDAY 8 DECEMBER**

**DESIGN CHARRETTE
WEDNESDAY 14 DECEMBER**

Visit mssa.msa.ac.uk for more information

**MANCHESTER SCHOOL
OF ARCHITECTURE**

**MANCHESTER
1824**
The University of Manchester

**Manchester
Metropolitan
University**

**LECTURE
SERIES**

An invitation to architecture students of the MSA to gather for a design charrette, to collect and generate ideas which tackle the very relevant issue of homelessness in Manchester.

Acknowledging: the skill set which we have acquired as students of architecture; the responsibility as designers and researchers of the urban environment, the accessibility of knowledge and resources; and the freedom of approach – we have the opportunity to manifest change.

It's a time to be proactive, the situation is in need of conversation from a fresh perspective.

In order to prepare students for the design charrette, there will be a lecture at 1pm on the 8th of December [Benzie, Lecture Theatre 312], followed by the charrette on Wednesday the 14th December.

This is a good opportunity to get involved with tackling a real issue, especially if your studio project incorporates the issue of homelessness.

TYPOGRAPHY IN USE MSSA POSTER

**MSSA STACKED WORDMARK
(IN TEMPLATE, NOT EDITABLE)**

LEAGUE GOTHIC

Roboto Regular

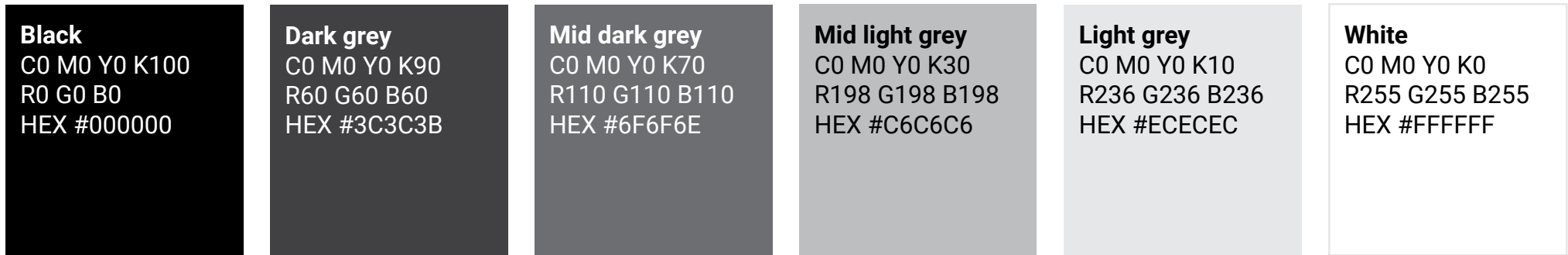
**TUNGSTEN FOOTER
(IN TEMPLATE, NOT EDITABLE)**



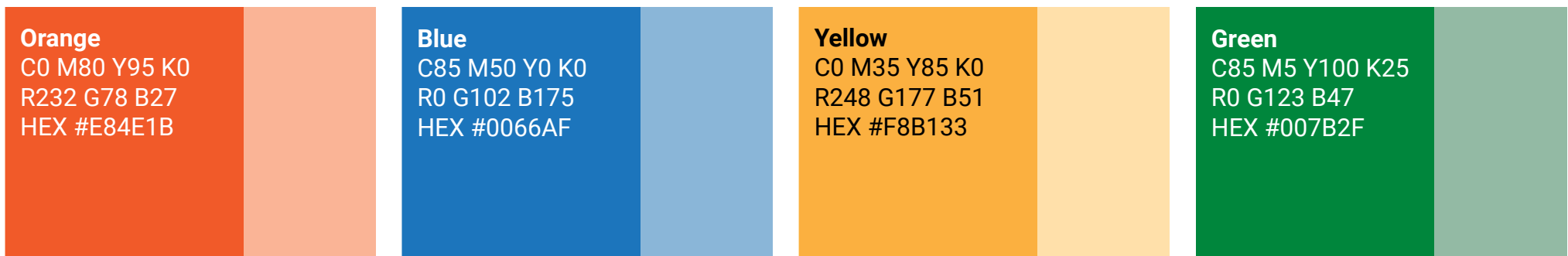
COLOUR

COLOUR PALETTE

Primary colours



Accent colours



This main palette is monochromatic but includes modernist-inspired accent colours that can be used alongside the main palette when needed. These work best when used as a single accent colour.

**MANCHESTER SCHOOL
OF ARCHITECTURE**

TEMPLATES

A3 POSTER SAMPLES

This example shows an existing MSA poster reimaged using the new identity and styling.

Note that the MSA identity is much more prominent and the typefaces are consistent with the brand.



Previous artwork

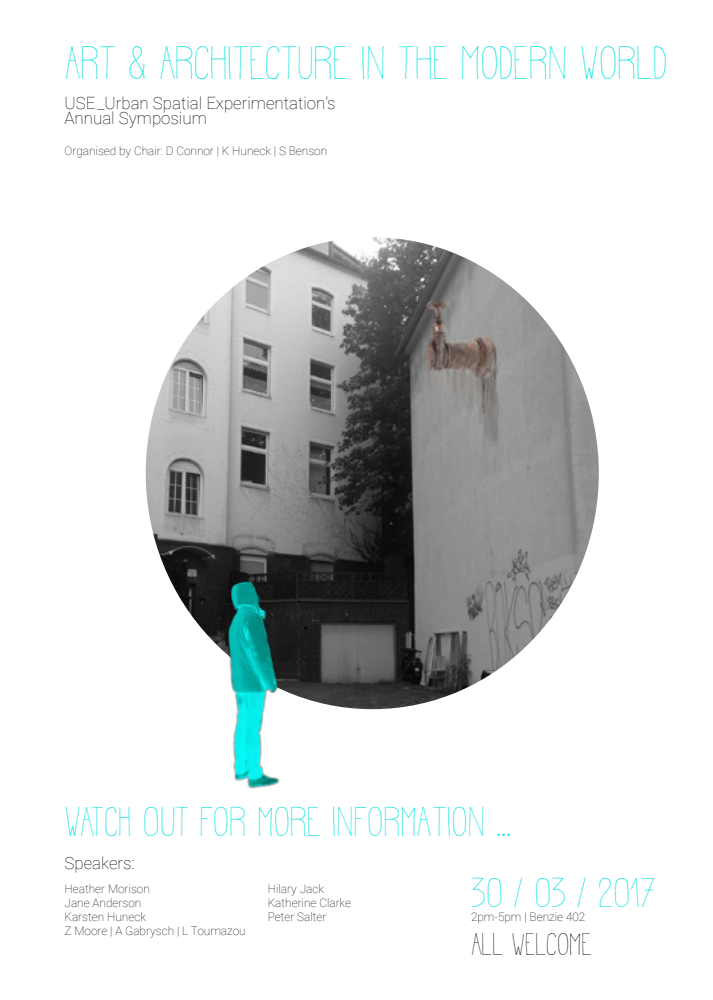


New brand

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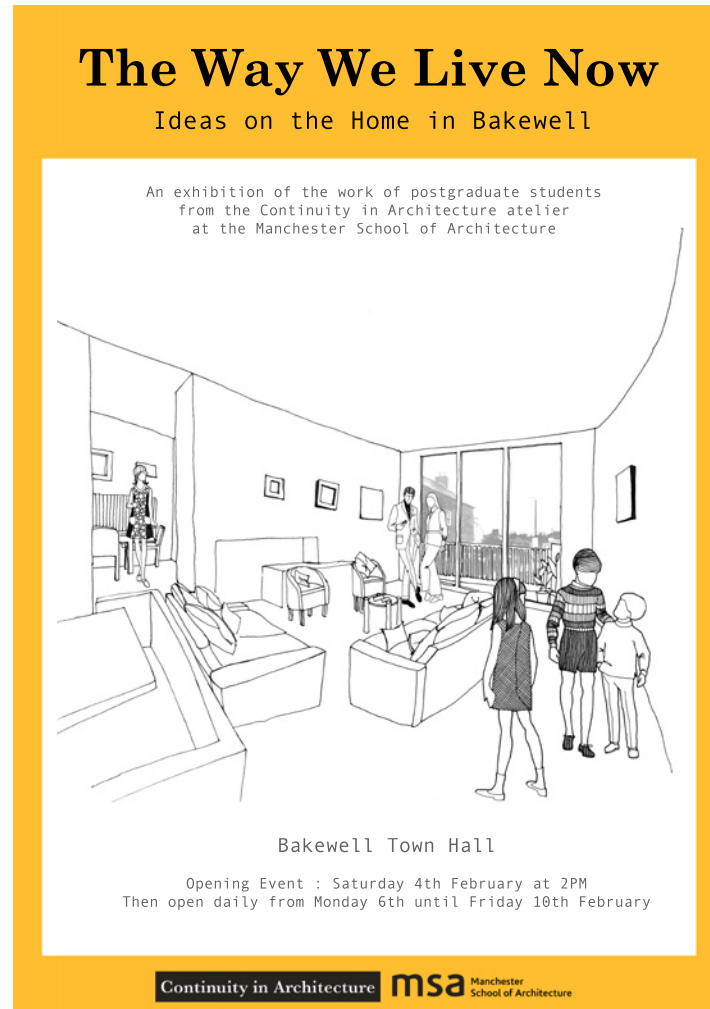


New brand

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Previous artwork



New brand

HOW NOT TO USE THE POSTER TEMPLATES



Do not move the MSA identity to the bottom. If the event is run by/with MSA, the logo should be in the top left corner.



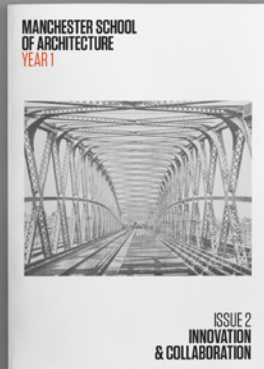
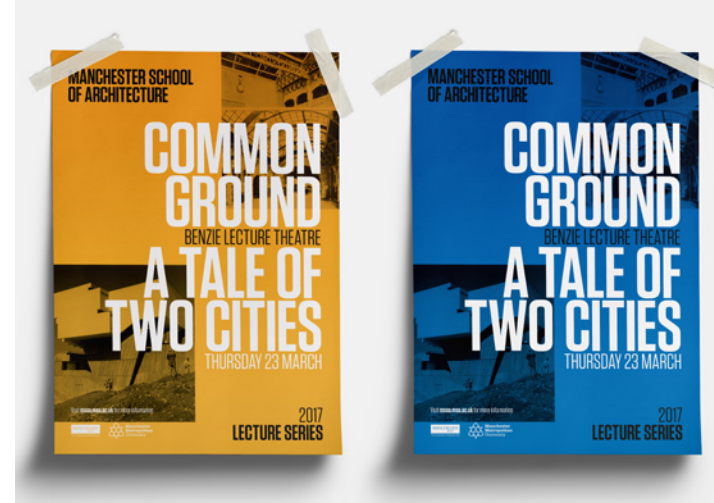
Do not use any other typefaces for headings expect those that are included in these guidelines.



Do not move or change the alignment of the framing device.

**MANCHESTER SCHOOL
OF ARCHITECTURE**

BRAND IN USE



MANCHESTER SCHOOL OF ARCHITECTURE

COMMON GROUND

BENZIE LECTURE THEATRE

A TALE OF TWO CITIES

THURSDAY 23 MARCH

2017 LECTURE SERIES

Visit mssa.msa.ac.uk for more information

MANCHESTER Metropolitan University

MANCHESTER SCHOOL OF ARCHITECTURE

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MANCHESTER Metropolitan University

**MANCHESTER SCHOOL
OF ARCHITECTURE**

THANKYOU

**FROM THE CITY
OF THE CITY**