

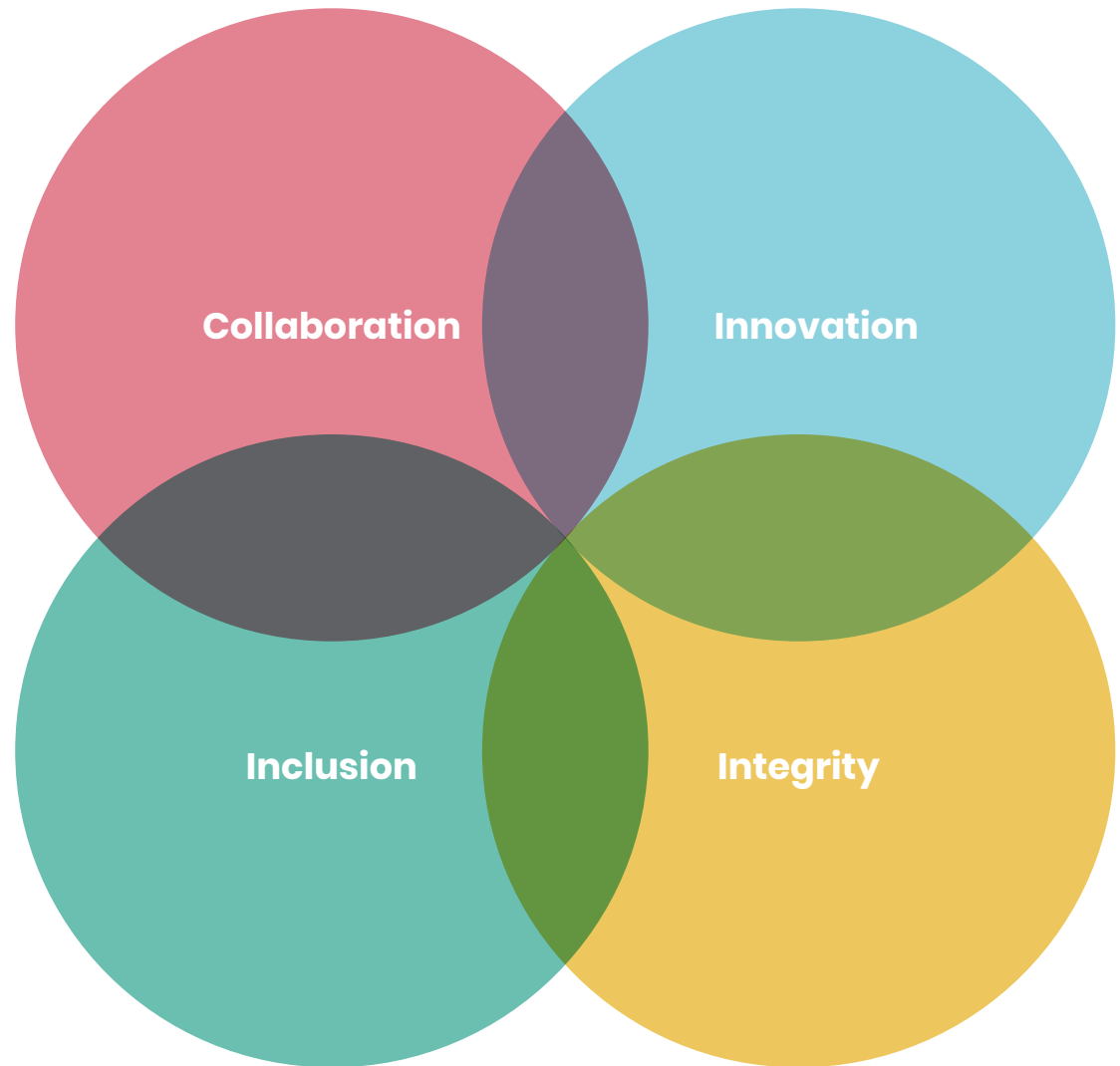
To build, service and deliver
innovative and **inclusive** experiences
that facilitate **stronger** and more
meaningful **relationships**, **connect**
with **communities** and provide long
term value and education.

Brand Values

Our brand values are made up of 4 main pillars.

These are set out to capture and include the core services, responsibilities and goals of CMP and their partners.

These values and their meaning are set out over the following pages, and the brand should always capture and aspire to represent these core values in every execution.





Collaboration

We believe that collaboration provides fertile ground for the flourishing of inventive and resourceful practice. We listen and form genuine partnerships which are built on mutual understanding and respect.



Innovation

We seek new solutions and think differently. We pioneer new ways of doing things and set high standards in everything we do; we are not afraid to try radical approaches.



Inclusion

We respect and value multiple perspectives. We are committed to creating and maintaining an environment that respects diverse traditions, heritages, and experiences and is inclusive for everyone.

Integrity

We act with professionalism, transparency
and honesty. We are trusted partners.





Tone of Voice

Tone of Voice

Our tone of voice represents our brand values: Collaboration, Inclusion, Integrity and Innovation. Our words must consistently represent these values.

We can use our writing to foster our value of integrity by using plain English and write using straightforward copy. We keep our sentences short and to the point. We are honest and open in our written interactions. This will also support the needs of those with lower literacy levels, dyslexia and other reading / visual needs by ensuring we don't over complicate our writing.

We write inclusively. We respect minority groups and communities. We consider intersectionality and try to avoid making assumptions about the reader - this will mean a certain level of vigilance will be required to ensure we are fully informed about the groups and people we are communicating with.

Our collaboration and innovation will shine through by fully expressing our consideration of everyone involved in our work, and using positive and affirming language to write about our team, collaborators and projects.

Our Tone is what our brand sounds like. It's the tone we use and how we can make the reader feel at ease and confident in our offering.

WE ARE:

- Honest
- Concise
- Inclusive
- Confident

WE ARE NOT:

- Overly formal or academic
- Condescending
- Too informal

Overall tone of voice at a glance

Emotional connection:

All of our communications should embody our values, reinforcing our brand message by connecting with real people and respecting their individual needs. Be positive about CMP, and what it has the potential to deliver.

Refer to CMP as **'we'** and **'us'**. 'Us' may sometimes refer to everyone working on a project. Where appropriate we can talk directly to the reader, referring to them as **'you'**.

Do consider the **audience** we're writing for and the context in which they're reading the text – it's important to modify your language depending on the reader, just like you do with your friends and family.

In individual communications

(emails, messages etc.) be human, but always endeavour to reflect the CMP brand values.

If things aren't going well, be open about any challenges before positively setting out how we can overcome them.

Read it back – is it overly complicated or long? If it really needs to be, then that's ok, but otherwise revisit it and think about the connection you could be making with the customer.

Use a strong Call To Action (CTA) – don't be afraid of clearly stating the next steps for the reader to avoid confusion about what happens next – e.g. 'Book your place' or 'Contact us by email'.

Inclusive language information:

Avoid ableist language – ableist language includes words like crazy, insane, blind to or blind eye to, cripple, etc.

Avoid gendered language – gendered language includes words like chairman, man-hours, mankind, etc.

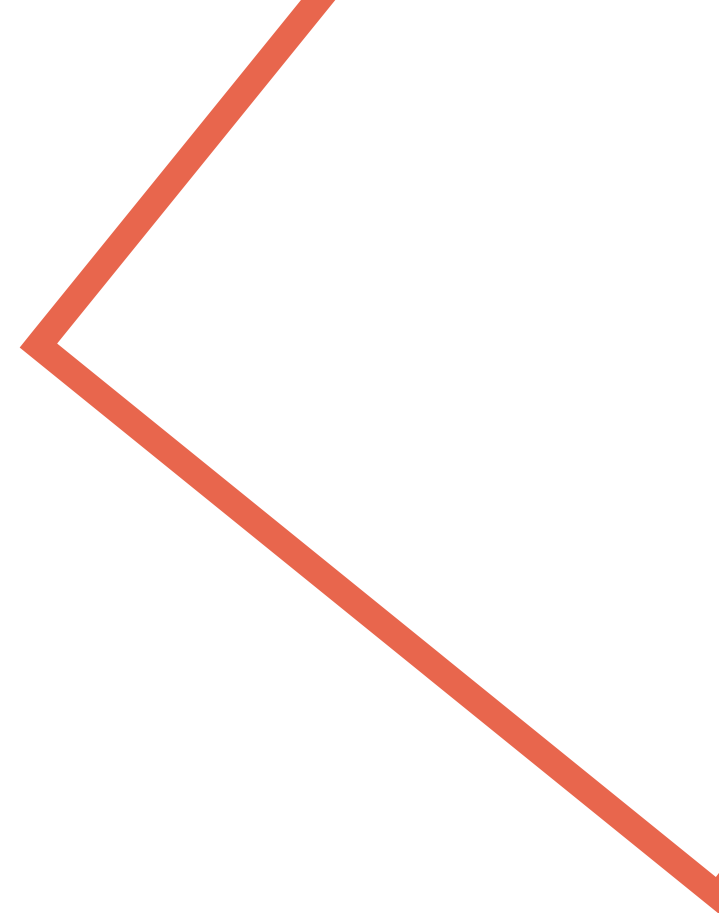
Use diverse and inclusive examples when writing about personas, planned projects or other creative copy.

Try to avoid bias or harm when discussing disability and accessibility and aim to avoid othering. Rather

than 'disabled person' instead use 'person with a disability' to reinforce their personhood first. Likewise, describe an able person similarly as a 'person without a disability'.

When writing about minority or marginalised communities research the ways in which the people in the communities prefer to be identified and use the terms that they prefer.

When dealing with sensitive cultural and historical information that could trigger trauma, get advice from appropriately trained facilitators to ensure that CMP is respecting the people or communities it could affect.



Writing style:

Use modern plain English.
Save hyperbole for when something is really special. Limit the use of exclamation marks to when you really need them.

Be brief – explain ideas in as few words as possible. Reread, edit and shorten copy.

Try to keep sentences below 30 words on average, if you can.

Use sub-headings, bold font and bullet points to break large blocks of text if necessary.

Use contractions, such as ‘we’re’ (we are) and ‘there’s’ (there is).

Avoid overly complicated or formal language. If the content of your message has to be serious (because sometimes it does), endeavour to use plain English and resist jargon.

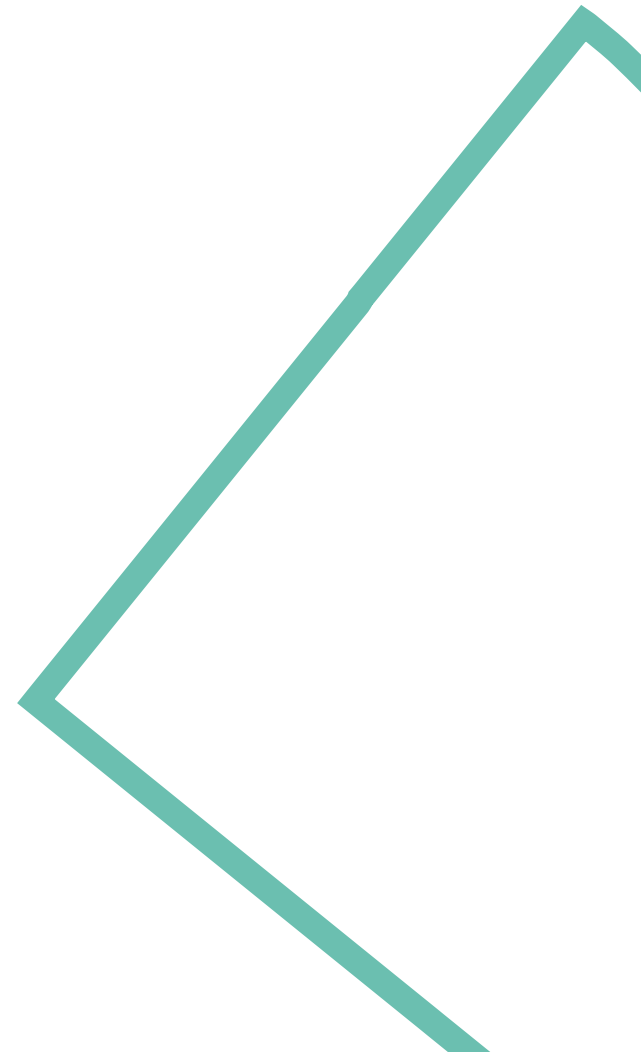
Prefer the active voice to the passive. ‘We delivered...’ rather than ‘We have delivered...’

Emojis: Yes, we use them occasionally on social media. Stick to smiley faces, positive and affirming emojis and pay attention to emoji interpretation – sometimes emojis are used to represent something else. Like semicolons, if you’re not 100% sure of the meaning of an emoji, don’t use it.

Practical information:

Write out acronyms in full when first used, followed by the acronym in brackets, and then use the acronym only after that.

Fact-check any statistics or data.
Spell check, use Grammarly or have a colleague review your writing if you are unsure.



Style in detail

Figures

When writing **body text**, numbers one to ten are written in full and numbers 11 onwards are in figures. One exception to this rule is at the beginning of a sentence. A sentence should always start with text and never with digits. There can be exceptions where the figures appear in a bulleted list for example. If that's the case, be consistent.

When writing place **numbers** (first, second, third, etc.), follow the same rule as writing out numbers generally. If the number falls below 11 it should be written in words (first, second, third etc.). 11th and subsequent places should be written numerically, with the abbreviations in regular type (12th, 21st etc.).

Thousands / Millions: When writing large numbers they should contain a comma, e.g. 36,000, 3,600,000.

Money: Write as follows: £1 million, £2,300, £1.80. Whole pounds do not need decimals at the end, unless they are in a table and need to be justified vertically.

Percentages: Always write in digits and use the % sign (rather than writing the word 'percent'), e.g. 9%.

Phone numbers: Format regular landline and mobile numbers as follows: 01872 123123, with five numbers followed by six (not five followed by two sets of three).

Times: In marketing communications, times are formatted as follows: 9am, 4.30pm, using am and pm rather than the 24-hour clock. For consistency, don't put full stops between pm and am, and don't put .00 after whole hours (e.g. it is 5pm, not 5.00pm). In emails, when dealing directly with customers and setting up appointments, it may be more appropriate to use the 24hr clock (e.g. 1430) to avoid confusion.

Dates: When writing dates, use the following format.

Example: 1 January 2021.

Punctuation and formatting:

Sentence ends: Use a single space at the end of a sentence.

Quoting: Direct quotes from people, such as comments in press releases, should be put within double quotation marks. Quotes from literature, websites, videos etc. should be within single quotation marks.

Titles: Should be written with only major words capitalised. All articles (a, the, an), coordinate conjunctions (and, or, nor) and prepositions (in, on, with) should be lower case.

Headings and sub-headings: Write in sentence case for consistency, with only the first letter of the first word and any proper nouns or adjectives (e.g. 'Cornwall' and 'British') having a capital letter.

Bullet points: If the text following a bullet point is a complete sentence then it should start with a capital letter and end with a full stop. If the bullet points are short lists, no full stop is required. Either way, be consistent and either use full stops in your bullet points, or don't, within each section.

Abbreviations and acronyms: The abbreviations 'e.g.' and 'i.e.' should have full stops after each letter, 'etc.' only has one full stop at the end, whereas titles (Dr, Ms), countries (UK, US) and acronyms (HTML, NHM) should not have full stops. All phrases written as acronyms should be written in full when first used, immediately followed by the acronym in brackets – from then on the acronym alone may be used.

For example, write: 'Natural History Museum (NHM)' the first time and then simply 'NHM' afterwards.

Exclamation marks: Should be used sparingly! Never use two or more exclamation marks (!!). Interrobangs (!!) can be used rarely if it fits a particular very informal piece of writing, most likely on social media.

Forward slashes: When using a forward slash there are spaces either side of it, e.g. write it like / this.

Colons: Colons indicate that the following information relates to the word or phrase before the colon or to indicate the following text is a list. Colons should always be followed by a space and never preceded by one.

Semicolons: We don't use

semicolons in bullet lists, or written lists. We might use them to link two ideas, where we don't want to break up a sentence. However (see hyphens below), if you are not sure about using a semicolon – don't! Most times it can be replaced adequately with a comma or a hyphen.

Ampersands: Unless you're referring to a business name in which the '&' symbol is used, write out 'and' in full within body text. However, ampersands may occasionally be used in short headings in marketing material.

Apostrophes: Use an apostrophe to indicate a contraction, e.g. 'we have' becomes 'we've' and 'CMP is' becomes 'CMP's'. An apostrophe should also be used when indicating possession, as in 'Our team's technical expertise...'. The one exception to this is 'its'. 'Its' indicates





possession and does not have an apostrophe; 'it's' with an apostrophe exclusively means 'it is'. Apostrophes should not be used to indicate plurals, even with acronyms, which should be written like this: 'We have invited four CEOs to the launch.'

Plural possessives: A plural possessive is used in writing when more than one of something 'owns' something else. The way you write this depends on the last letter of the word. If the plural word doesn't end in S then it is correct to put an apostrophe followed by the letter S: for instance, 'CMP's'. If the plural word ends with an S, then the correct practice is to place an apostrophe after the word, e.g. 'our facilitators' duties'. In this case, the 'duties' belong to multiple facilitators so the apostrophe comes after the S to show plural possession.



Capital letters

Company names: Brand or company / museum names should be capitalised.

Job titles: Should only be capitalised when referring to a specific position, e.g. 'Chief Executive'. When referring to a general staff type, e.g. 'the volunteers', use lower case.

Proper nouns/adjectives: Proper nouns/adjectives (e.g. Cornwall, Cornish) should always be capitalised.

Hyphens and dashes

Hyphens are now commonly used instead of parentheses (brackets) and semicolons, or to lead one idea on from another.

For example, instead of brackets:

Cornwall has 422 miles of coastline – the longest coastline of any county in Britain – and 330 miles of coast path.

Instead of a semicolon or leading one idea to another:

CMP is creating positive social change in Cornwall – read our report on the difference we've made.

Numbers from 21 – 99 when written out should be hyphenated e.g. twenty-seven, thirty-three, etc.

Common mistakes

Asterisks*: Don't use asterisks unless they are absolutely essential. They can create a negative impression, as they're associated with hidden terms and conditions.

T&Cs does not contain an apostrophe (it is not T&C's). There, their and they're: 'There' means 'in, to or at that place or position', e.g. 'over there'. It also is used to indicate the fact or existence of something. 'Their' means 'of or belonging to them'. 'They're' is a contraction of 'they are'.

Email should be written as one word rather than 'e-mail', similarly with ecommerce.

Formatting conventions:

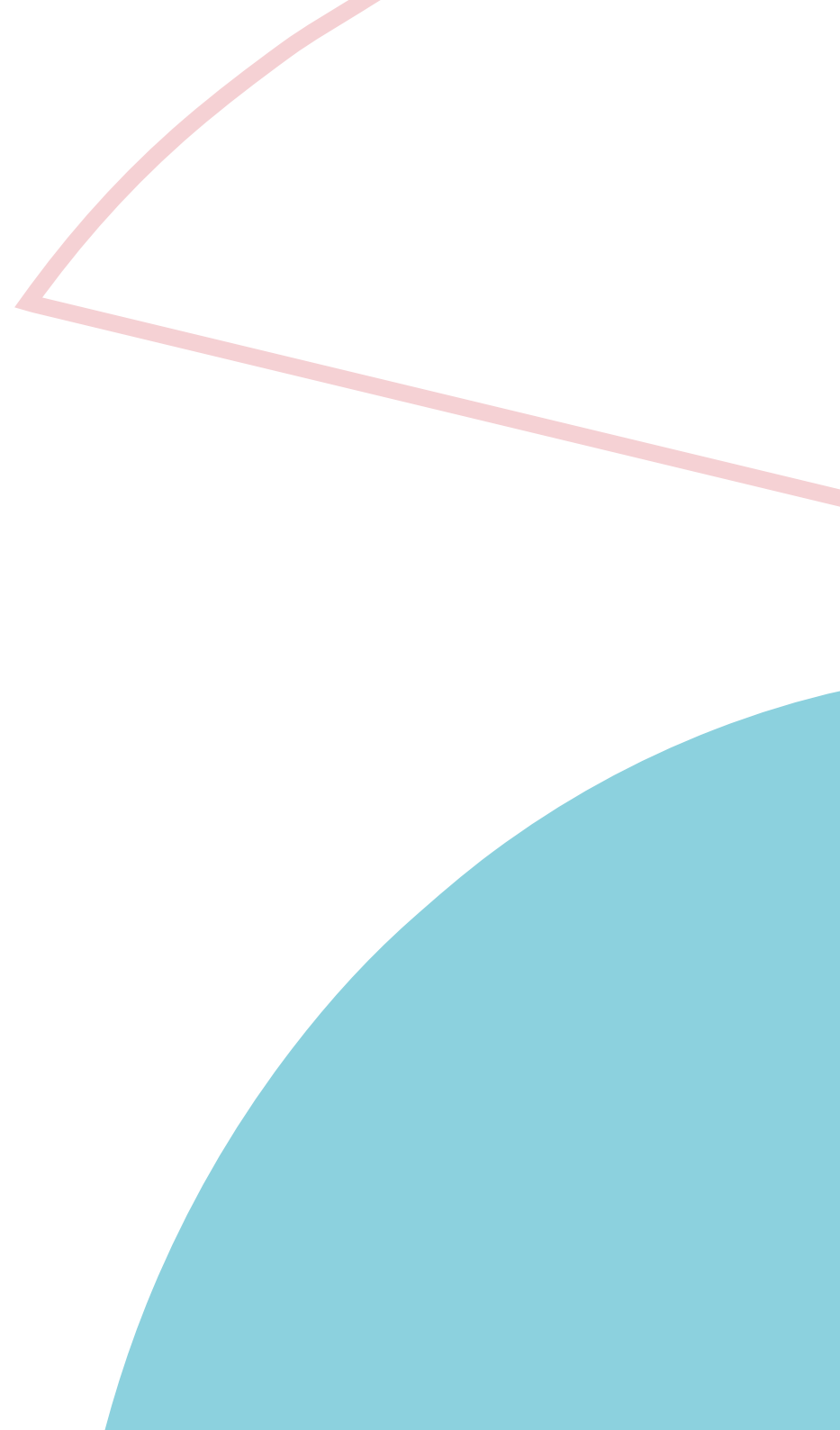
Headings on our website and blog posts: Our headings are always bold, much like the brand, they reflect the fun dynamic nature of the brand, and the bold inclusive approach we take when engaging with our audience.

Type size can be quite flexible depending on the application, but it's important that the headings always remain clear, so shouldn't appear smaller than 18pt if at all possible. And subheadings: Sub-headings can be more flexible, but we would still suggest using a heavier or semi-bold weight of our brand font "Mont" or the fallback option provided in the guidelines. These should be no smaller than 14pt, and should still sit clearly from the main body copy. Lists should always be bullet pointed where possible.

They can use one of our main brand colours as the main bullet colour, but can also appear with the same colour as the body copy.

Spacing: It's important that the main copy in our documents and communications remain consistent and clear.

Double spacing between paragraphs gives the content clear space and makes it easier to read. Images should also always be clearly spaced from copy if they are included inline with the content. Inclusivity and accessibility are at the heart of our brand, so it's important that text sizes remain large and consistent, especially on key content sections. We recommend always keeping the contrast high and avoid using light colours and light font weights together in all applications.



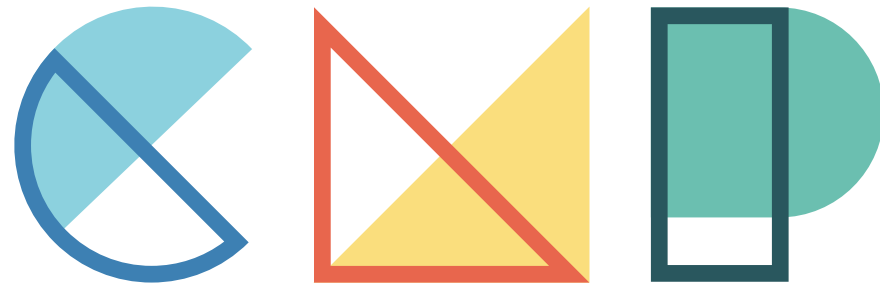
The background is a dark navy blue. It features several large, abstract geometric shapes: a light blue circle outline in the upper left, a teal triangle in the upper right, and an orange circle in the lower left.

The Logo

Logo

This is the main full colour logo for Cornwall Museum Partnerships.

The work mark has been simplified into an acronym, for easily translation and usage and includes a bold and dynamic application that can be tailored to individual needs



Block Reverse

The logo can be used in a combination of colours but also work as solid shapes in a block reverse option.



Logo Usage

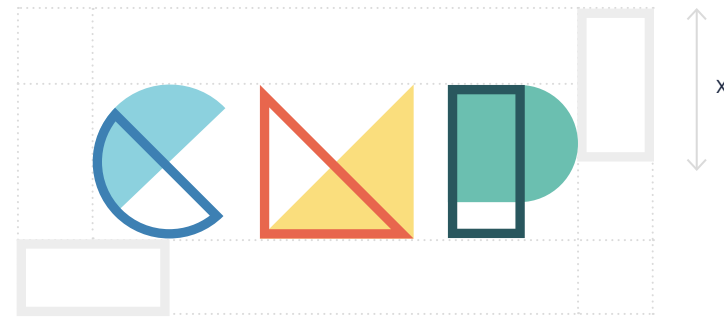
The logo has strict uses about application and sizing to ensure consistent application.

The logo must always have clear space equal to the current x height of the rectangle in the “P” part of the word mark.

The minimum size for the logo is 14 x 4.7mm in print and 42 x 13 px on digital application.

Where possible it's recommended to use the block reverse logo in situations where the full colour mark may become unclear

Clear space



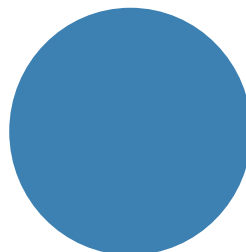
Minimum size



Core Colour Palette

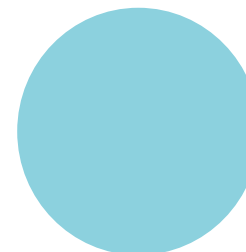
The full colour word mark consists of 4 main colours.

The individual breakdown and values are listed for each main colour to ensure they can be used consistently in any application.



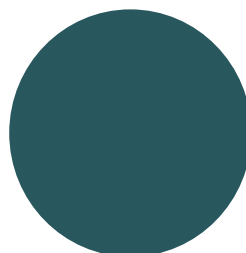
Soft Blue

#3d80b2
RGB 61, 128, 179
CMYK 77, 41, 12, 1



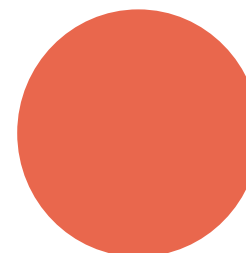
Aqua Blue

#8cd1de
RGB 140 209 222
CMYK 48 0 15 0



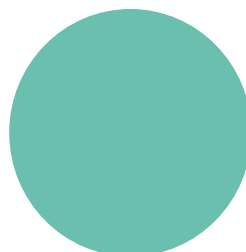
Teal Green

#28575e
RGB 40 87 94
CMYK 82 44 47 37



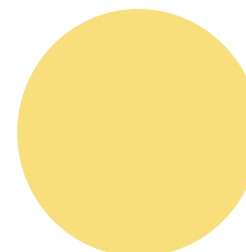
Red

#e9674d
RGB 233, 103, 77
CMYK 2, 71, 69, 0



Green

#6BBFAF
RGB 107, 191, 175
CMYK 60, 1, 38, 0



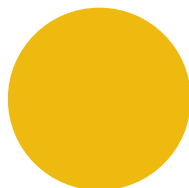
Yellow

#F9DE7C
RGB 249, 222, 124
CMYK 4, 11, 61, 0

Extended Colour Palette

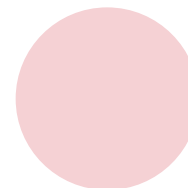
The extended palette includes a suit of additional colours that can be used to compliment the main identity

The individual breakdown and values are listed for each main colour to ensure they can be used consistently in any application.



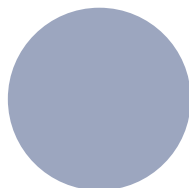
Yolk Yellow

#EFBA0F
RGB 239, 186, 15
CMYK 7, 27, 94, 0



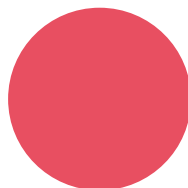
Light Pink

#F5D1D4
RGB 245, 209, 212
CMYK 3, 24, 12, 0



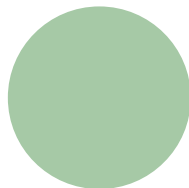
Soft Plum

#9CA6BF
RGB 156, 166, 191
CMYK 40, 31, 16, 2



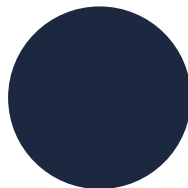
Vibrant Pink

#E84F61
RGB 232, 79, 77
CMYK 1, 81, 49, 0



MINT GREEN

#A6C9A6
RGB 166, 201, 166
CMYK 41, 2, 42, 0



Rich Blue

#1C2740
RGB 28, 39, 64
CMYK 96, 82, 44, 52

Typography

The main font used alongside the brand application is Mont.

The font can be used in a number of different weights, but Mont Heavy is considered to be the main font for brand communications.

POPPINS BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUWXYZ 0123456789

!@£\$%^&* (?)

Header

Subtitle

Body

POPPINS MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUWXYZ 0123456789

!@£\$%^&*(?)

POPPINS LIGHT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUWXYZ 0123456789

!@£\$%^&*(?)

Aa

The background is a dark navy blue. In the top left, there is a large, light blue circle. In the top right, there is a teal-colored triangle pointing towards the center. In the bottom left, there is a large, solid orange circle. The text "Brand in Action" is centered in the middle of the frame.

Brand in Action

Brand in action

This shows some examples of how the brand can be applied to a number of different situations.

The brand is strong, adaptable and playful and can be used in a number of different way to highlight the core values.

Where possible the full colour variation should be used, as it shows the full range of colours. The 'window' element can also be used as required to frame events or other images that are required as part of a marketing strategy.

The brand consists of a pattern element that can be used as a background to create more dynamic and thoughtful brand executions.

These are especially useful in social applications where there needs to be obvious variations on different levels of communication.



MAKING WAVES
AT THE MARITIME

DISCOVERING TREASURE
AT THE PENLEE

VIRTUAL EXPERIENCES
ON ANOTHER LEVEL CMP

MAKING WAVES
AT THE MARITIME

DISCOVERING TREASURE
AT THE PENLEE

VIRTUAL
ON ANO



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VIRTUAL EXPERIENCES
ON ANOTHER LEVEL CMP

MAKING WAVES
AT THE MARITIME

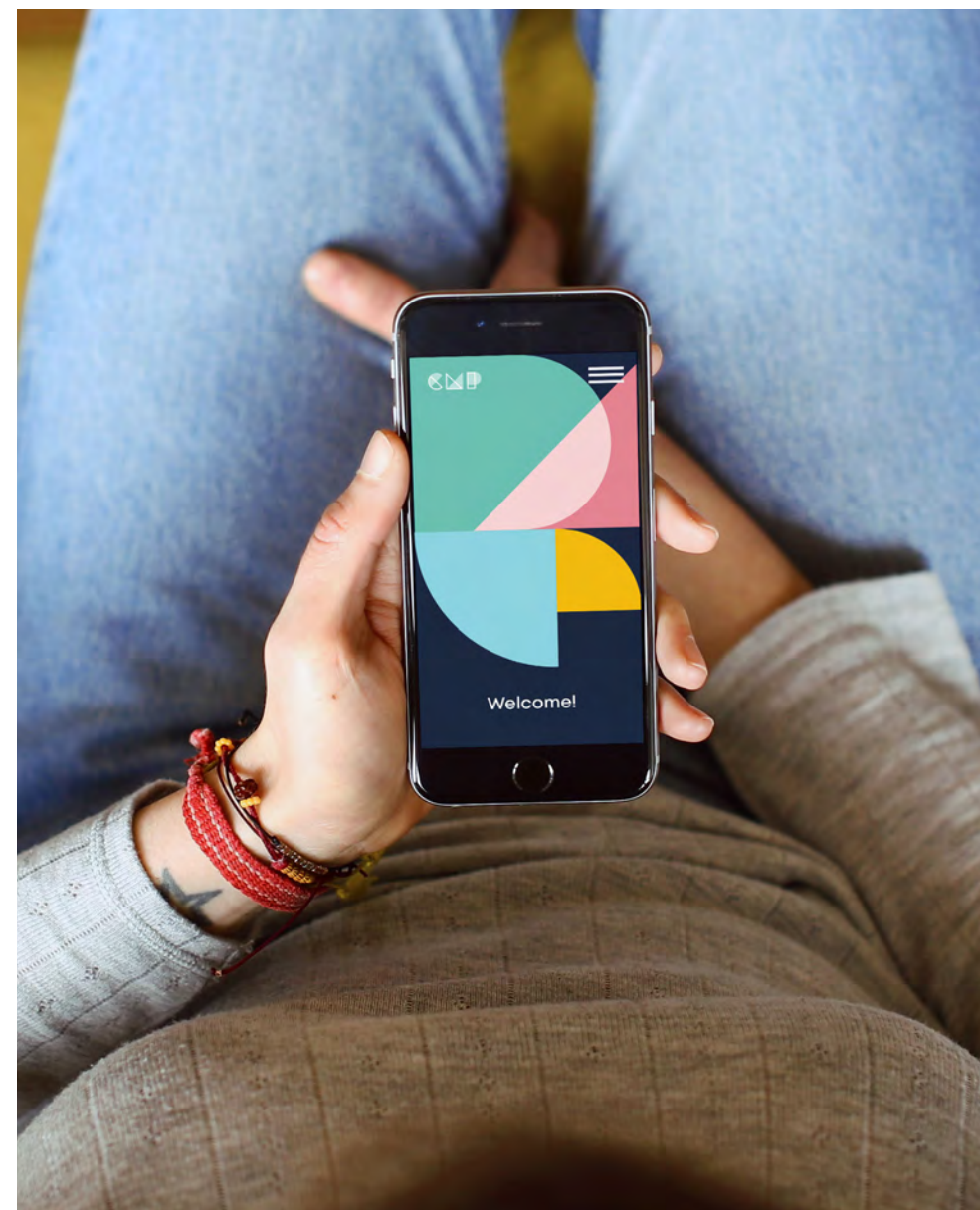
DISCOVERING TREASURE
AT THE PENLEE

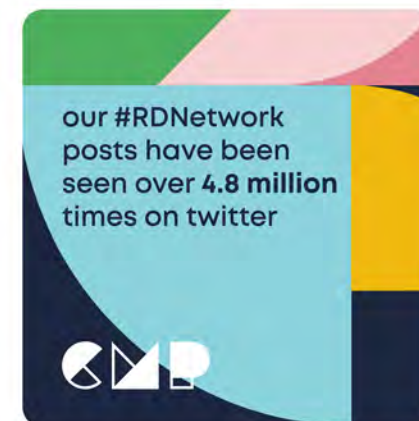
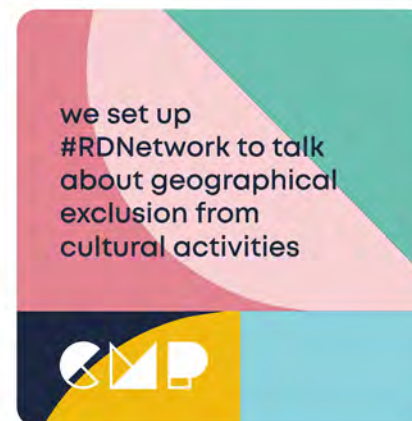
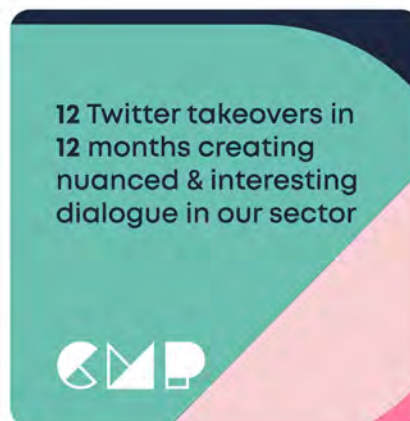
VIRTUAL EXPERIENCES
ON ANOTHER LEVEL CMP

MAKING WAVES
AT THE MARITIME

DISCOVER
AT THE P







The background is a dark navy blue. It features several abstract geometric elements: a large, thick blue circle outline in the upper left; a teal-colored triangle in the upper right; and a solid orange-red curved shape in the bottom left corner.

Photography

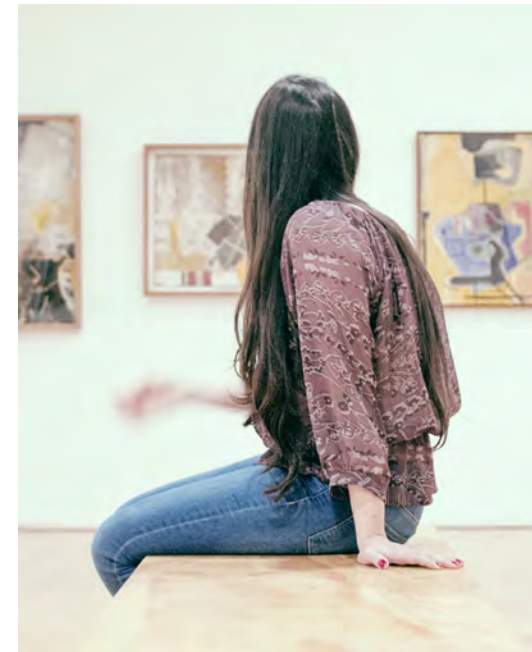
Photography

Photography should be dynamic, inclusive, aspirational and thought provoking.

The range of photography used can be broad and engaging. But must represent the core values of CMP. Where possible it should include people and experiences, and be emotive.

Images should also be high quality and consistent in application.





The Window

The brand is designed to have a dynamic window framing element.

It is essential that the images used complement the main colour palette and work as a full cover in the dynamic shapes.

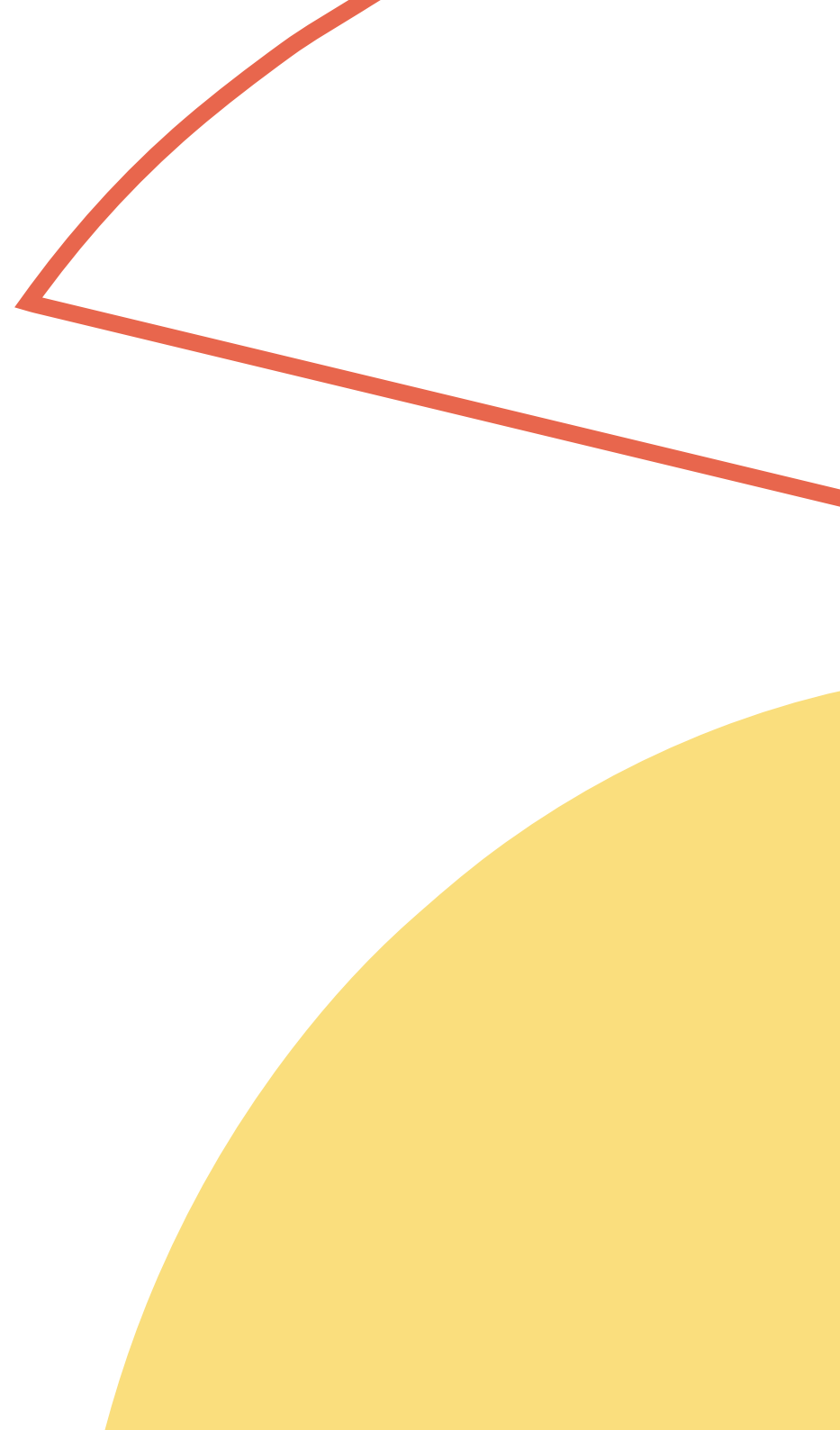


Partners

CMP work with and alongside a number of key partners.

The logo needs to work consistently as part of a 'lock up' alongside other partners logos and remain clear and recognisable, especially at scale.

Where possible the full colour mark needs to be used, but on dark or coloured backgrounds the reverse block colour offers better contrast for the word mark.



PARTNERS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



