Madrid Nuevo Norte

Brand Guidelines

September 2021 - Version 1.0

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Colour
5. Slogan
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Strategy

At Madrid Nuevo Norte, we are developing **a tailored transformative urban project to revitalise the entire city**.

Our brand combines all the elements that make Madrid a unique place and our innovative perspective for this project.

A strategic framework that everyone must follow to align all our efforts and build value.

Our platform

Purpose

Enable future generations to inherit cities that symbolise the best of what we are and what we can become.

Brand essence
What makes us unique

Reimagining Madrid

Values
What we believe in

Brining together the traditional and the cosmopolitan

The project showcases our city's past and highlights it unique identity. Like Madrid, we are connected to the world. The project incorporates the latest trends, yet stays true to the spirit of Madrid and creates the new city from our authentic perspective. An internationally revolutionary and truly unique proposal.

Quintessentially iconic

The project will become a recognised part of the city, transforming it and representing the identity of Madrid and Spain in an innovative and original way. Making the city into an international icon. That's why the project must be extraordinary and always go one step further. Excellence is not sporadic; it is reflected in every element of the project.

People: at the heart of what we do

People give meaning to the city, not the other way around. This is a project for people, and takes their present and future circumstances into account. A space where the use of innovation and technology benefits us all. A human space that puts people first right from the start. An integrated space that breaks down borders and unites people.

Committed to the future, today

A space that is integrated into the present but always looking towards the future. Working from within for a future that is more sustainable, efficient, and has a circular economy that drives change for the city. A new model that reflects a way of living and understanding urbanism in the 21st century. A space to develop everything that we improve as a society.

Personality
How we act

We're idealists

Optimistic - Resilient - Enthusiastic

Position

Our position defines what we do and helps us explain who we are

We are a new area of Madrid that will lay the foundations for the future. We capture the essence of the city but update, modernise, and strengthen it. A project that is Reimagining Madrid.

A project to transform Madrid

Created to become an icon of the city as a whole, integrating neighbourhoods, enhancing the city's image, reflecting the 21st century way of life, and symbolising a new era for the city. Designed for people from day one: for the citizens, for tourists, for all the talented people who will come to city who, though they may leave, will never leave completely.

Because...

Madrid has the potential to make a difference and be an international benchmark.

Madrid has everything you can imagine and a lot that you can't, much of which must be lived to be understood.

Madrid has a lot to give in the future, because Madrid already has a lot to give, but it can give so much more.

Our *storytelling*

Our way of speaking, inspired by the values and essence of our brand, shows our personality and tone of voice

The goal is to connect with our audiences emotionally

If you had to imagine the future of Madrid, what would it be like?

At Madrid Nuevo Norte, we have not only imagined this, but are going to make it a reality by developing one of the largest urban projects in the world.

A project in the north of Madrid, an area full of possibilities, with a gap between neighbourhoods that we are going to fill.

For Madrid and for everyone; for the current and future residents, those who are passing through, and those who come and never leave.

A new Madrid tailored to you, your life, your work, your free time, your family and your friends. It's going to be everything you imagine
and maybe a little more.

Because Madrid is open and we're going to connect it to the world, because Madrid is full of talent and we can encourage it.

Madrid is a city full of dreams and with Madrid Nuevo Norte, we're going to make them come true.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Logo

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Our logo

This is our logo. Our signature. Our most identifying element. The symbol is created by joining the M, the N and the N of Madrid Nuevo Norte, and represents the union of neighbourhoods, ideas and cultures; it symbolises the way forward for Madrid and the people of Madrid; it is a symbol of integration for all.

This is the main version of our logo.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Colour versions

Positive version.

Negative version on red background.

Negative version on blue background.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Colour versions

In addition to the main version, the following colour versions are used when we need to apply our logo on corporate coloured backgrounds.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Which colour version to apply?

On a coloured background.

On a white or black background.

On light or dark images.

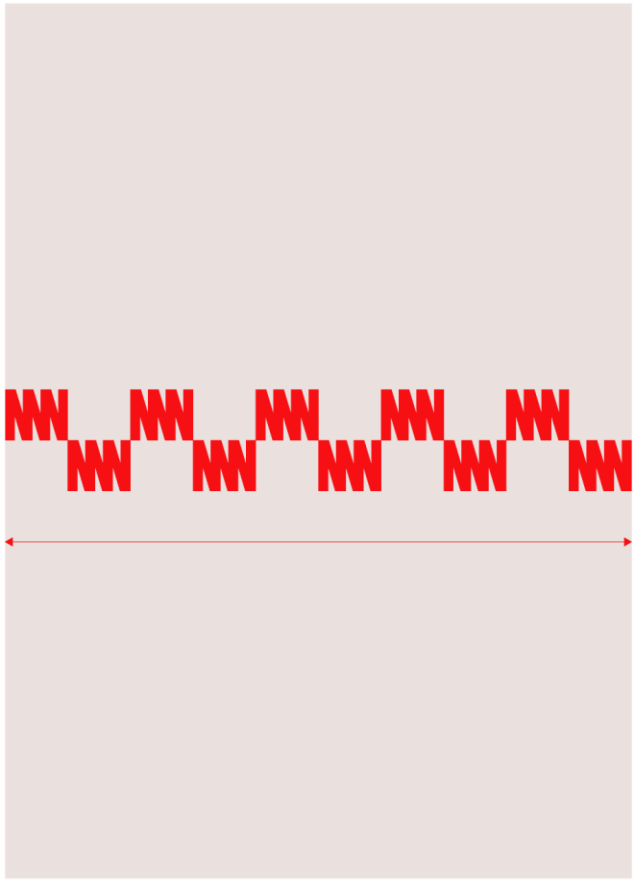
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

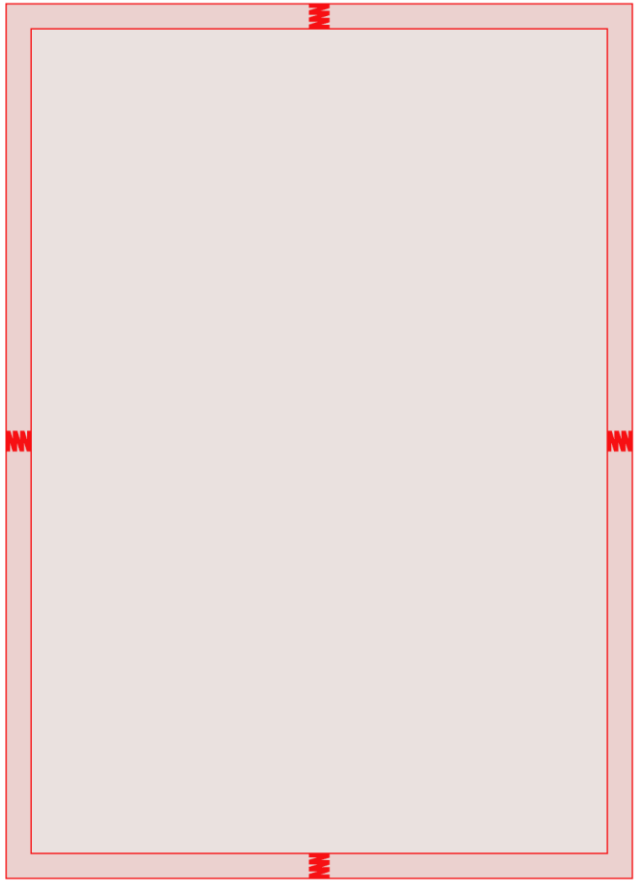
Flexibility

The main version of the logo is horizontal, but there is a vertical logo when required due to formatting requirements. In both versions, the proportions between symbol and wordmark can be adjusted as required.

The use of the symbol dissociated from the wordmark will be applied when logo is difficult to read due to space limitations. The text Madrid Nuevo Norte should appear somewhere on the piece.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications





Size and margins

To calculate the size of the logo, divide the shortest side of the format by 10, the result will be the size of the logo symbol. If you need a larger logo, divide it by 8 or 9.

To calculate the margins, shrink the size of the symbol by 40% and this distance will be the restricted area of the piece.

Position the logo as needed, bearing in mind that the preferred positions are in the upper corners of the format.

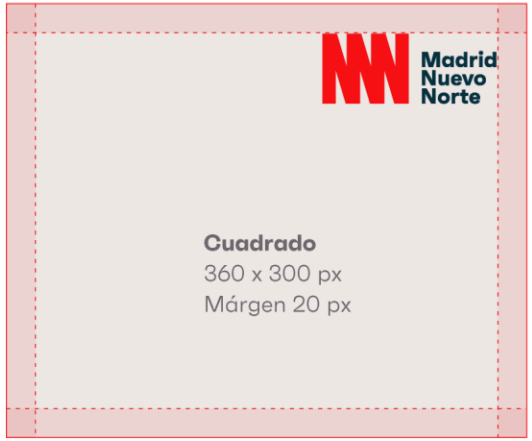
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

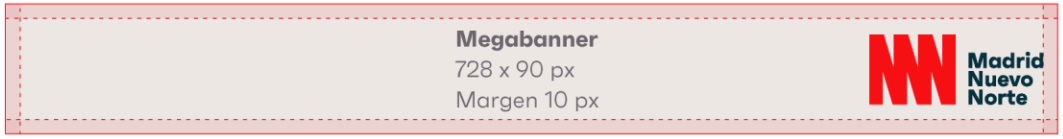
Reserve area and minimum sizes

To ensure proper visibility of our logo, don't invade the reserve area of our brand with any other element.

This area is generated by applying twice the thickness of the logo symbol on all sides of the logo, as shown on this page. A minimum size has also been established for the printed use of the logo.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications





Size and margins in digital banners

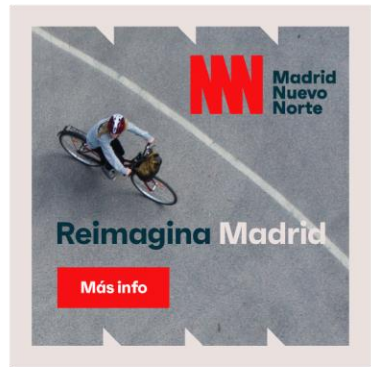
Formats
250x500 / 360x300 / 728x90

Formats
120x600 / 250x250 / 468x60

Format
125x125

Alternative
logo in 120x600 format

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Size and margins in digital banners

Examples of static banners.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Don’t change the number of repetitions in the symbol.

Don’t distort the logo proportions.

Don’t use colours other than the recommended versions.

Don’t apply effects.

Don’t rotate the logo.

Don’t change the thickness of the symbol.

Incorrect uses

This page shows a few examples of incorrect uses of the logo that should be avoided.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. illustration
10. *Motion*
11. Pictograms
12. Applications

Slogan

Our **slogan**is a strategic brand element that clearly and distinctively **expresses the positioning** to external and internal audiences.

Like the other elements, it is designed for **long-term use.**

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Reimagine...

We will not use any complements in cases where space is limited.

Madrid	**GENERIC USE** We also leverage Madrid for communications that talk about both the situation (location) and how the project affects the city of Madrid ***Examples of themes under this construction***: *Making a city, joining neighbourhoods, eliminate border effect..*
Sustainability	**SPECIFIC USE FOR SUSTAINABILITY** Especially environmental sustainability. Economic and social sustainability will be addressed under other constructs that are better decoded by the different audiences ***Examples of themes under this construction***: *Sustainability, Environment, ecology...*
The future	**SPECIFIC USE INNOVATION** It can also be linked to the economic sustainability of the project. We don't talk about innovation as such in order to be more evocative and we don't restrict ourselves to "digital innovation" ***Examples of themes under this construction***: *Innovation, news, improvements, digital world, AI..*
Excitement	**SPECIFIC USE TO APPEAL TO THE EMOTIONAL ASPECT OF THE PROJECT** Linked to the social sustainability of the project ***Examples of themes under this construction***: *Invitation to see the model, creating jobs, wealth...*

Versions and uses of the slogan

By using our slogan, we will build awareness and reinforce key messages: Madrid, sustainability, innovation and excitement.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Construction of the slogan without a complement

Construction of the slogan with a complement

Reimagina Madrid

Reimagina la sostenibilidad

Reimagina el futuro

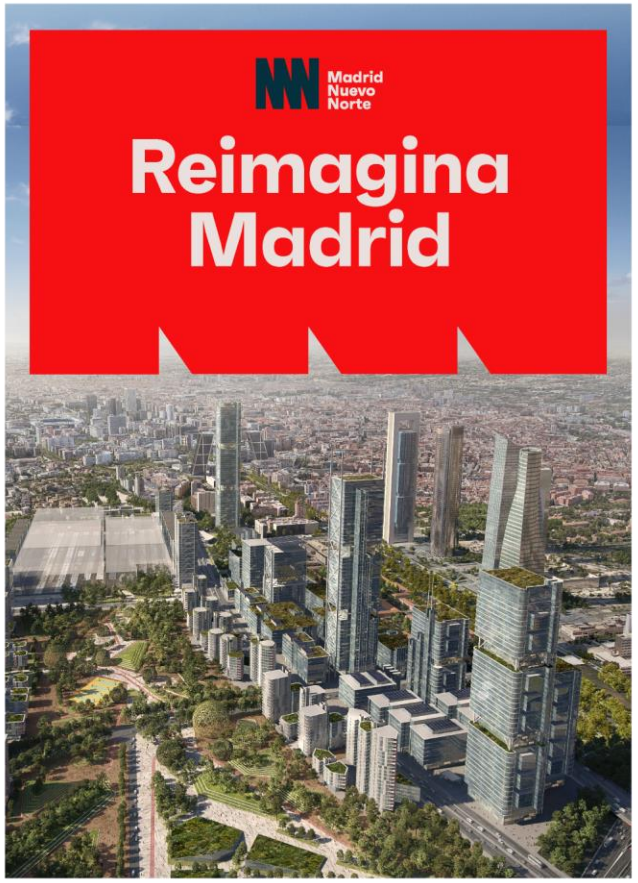
Reimagina la ilusión

Construction and application of the slogan

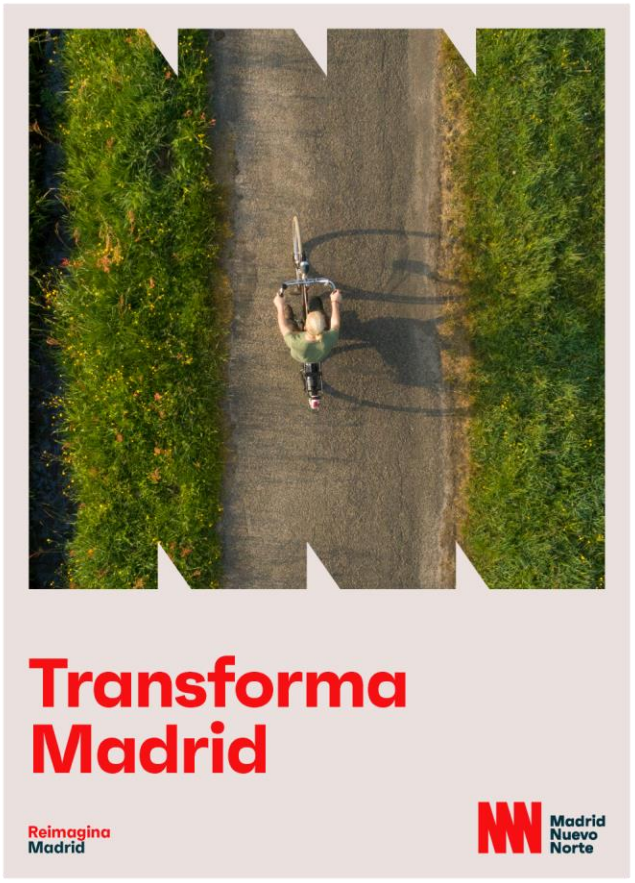
To build our slogan, take the height references with respect to the wordmark of our logo shown on this page. Reimagine will always be written in red and the complement in dark blue.

The slogan can be arranged vertically or horizontally, parallel to our logo or in the opposite corner to it.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Slogan included in a headline



Slogan in parallel

Slogan in opposite corner

Uses of the slogan

The slogan can be used in commercial and informational communications about the project.

Don’t add the slogan as a signature when it is included as a headline in the communication, and on media not intended for informational or commercial purposes (for example, plans, corporate letterhead etc.), or when legibility or correct reproduction of the slogan cannot be guaranteed.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Colour

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Beige

#EAE1DF
RGB: 234, 225, 223
CMYK: 8, 10, 9, 0
Pantone 7604C

Light blue

#8BDDF2
RGB: 139, 221, 242
CMYK: 35, 0, 2, 0
Pantone 304C

Red

#f71013
RGB: 247, 16, 19
CMYK: 0, 96, 75, 0
Pantone 1788C

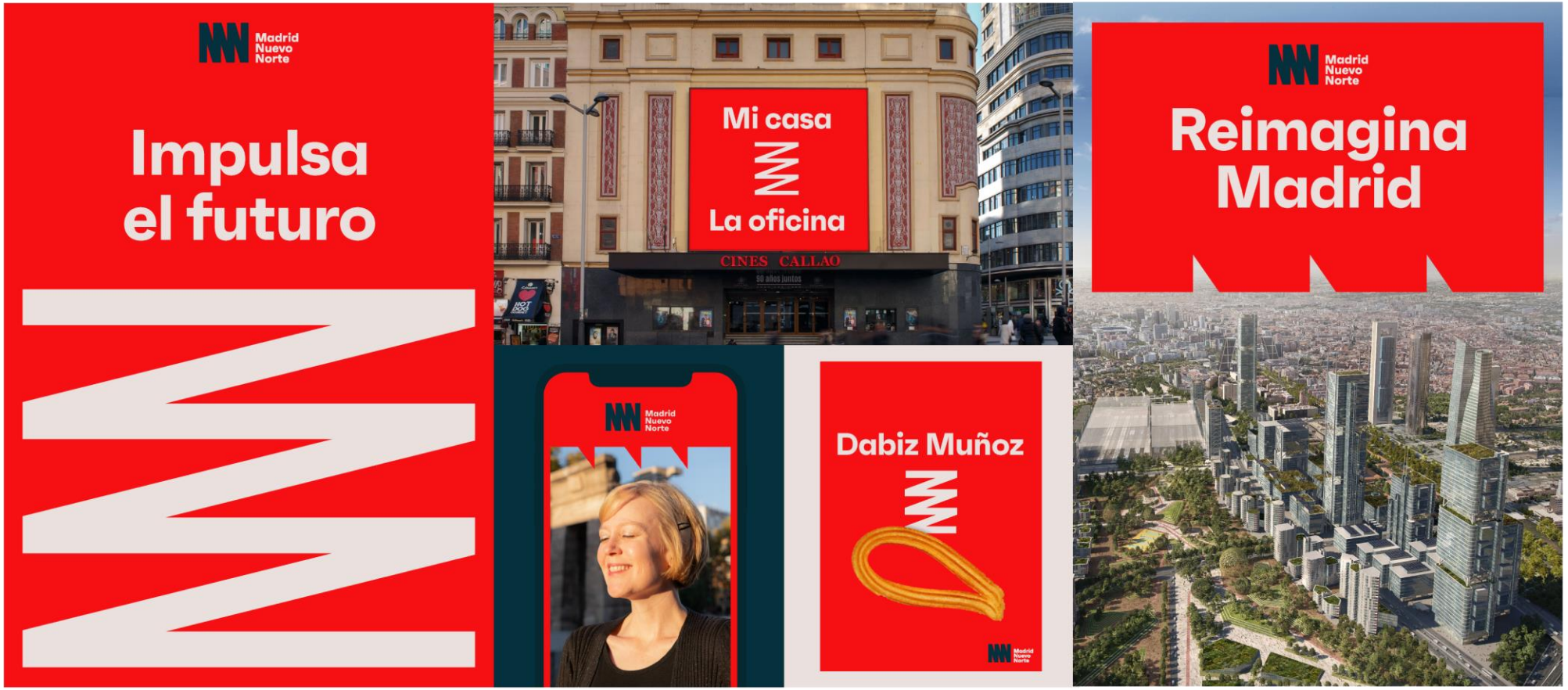
Dark blue

#05313F
RGB: 5, 49, 63
CMYK: 85, 57, 27, 65
Pantone 539C

Main palette

This is our main colour palette. It shows our character and how we want to present ourselves to the rest of the world. Red symbolises our passion and energy and is a colour that identifies us as *Madrileños*. The blues bring luminosity and vitality, bringing us closer to our daytime and night-time skies. Beige adds warmth and shows our human side and the focus on people.

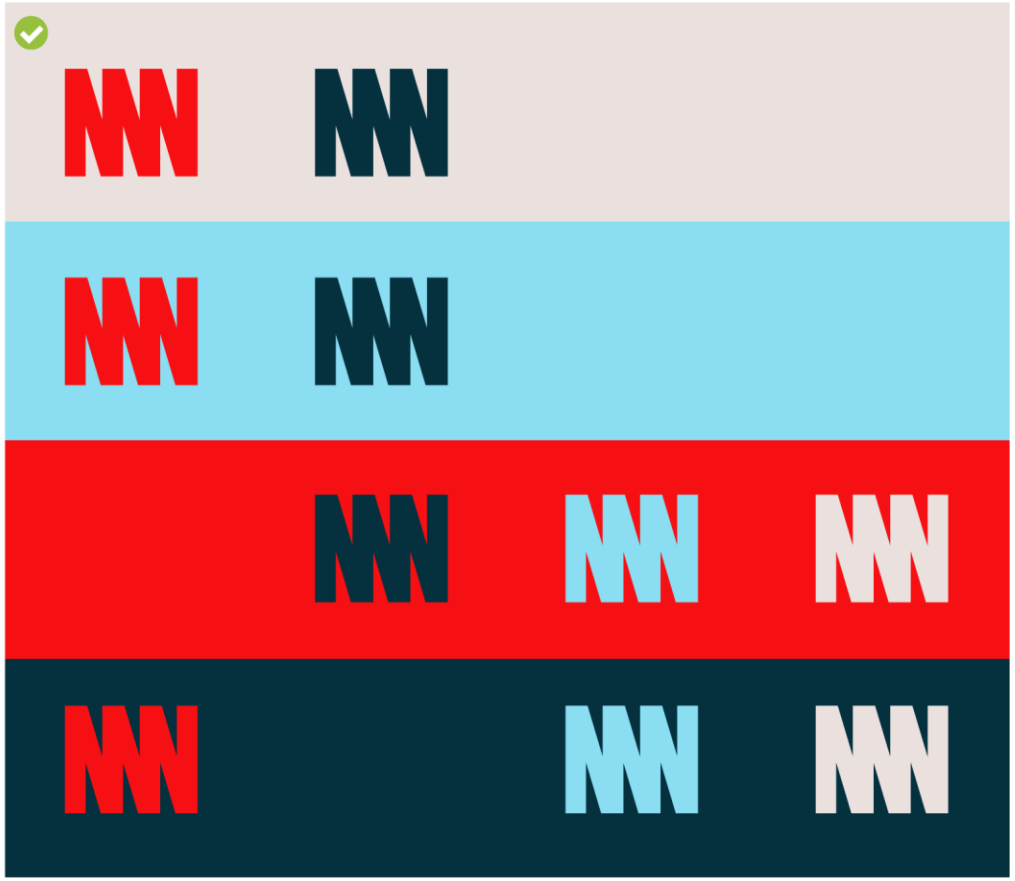
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

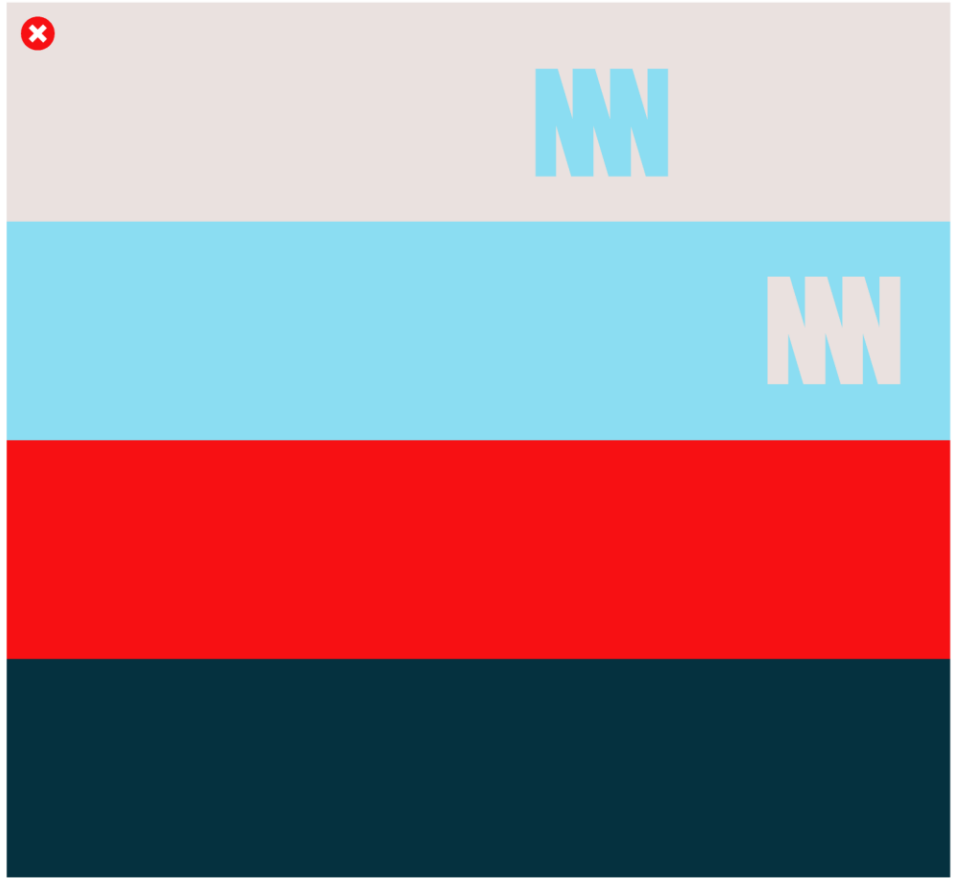


Red

Red is the distinctive colour of our brand. It projects our enthusiasm, optimism, energy and determination and passion in everything we do. For this reason, red must appear in some proportion in all of our communications.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications





Main palette colour schemes

The different colours of our main colour palette can be combined in the zipper and in words highlighted in headlines. This table shows the recommended combinations and combinations that are not recommended because they don’t guarantee proper contrast and legibility of the elements.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Incorrect uses

Red must always be present in the compositions. The example shows how a communication with the required minimum amount of red should look.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Turquoise

#2EBFB1
RGB: 46, 191, 177
CMYK: 62, 0, 31, 0
Pantone 325C

Green

#96C03D
RGB: 150, 192, 61
CMYK: 27, 0, 77, 0
Pantone 367C

Orange

#F47E2F
RGB: 244, 126, 47
CMYK: 0, 59, 90, 0
Pantone 1575C

Yellow

#FFB90B
RGB: 255, 185, 11
CMYK: 0, 28, 96, 0
Pantone 7408C

Grey

#BBBBBB
RGB: 187, 187, 187
CMYK: 0, 0, 2, 29
Pantone Cool Gray 2C

Secondary palette

Our secondary colour palette is lively, positive, bright and very energetic. The secondary palette can complement but never replace the main palette in a communication.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

The zipper

Highlights

Infographics

Illustrations

Aspects of the project

Secondary palette uses

Use the secondary palette with control, applying it as a graphic resource in the zipper. These colours can also be used to highlight words in headlines, infographics and illustrations, or to identify aspects of the project such as environmental sustainability or social sustainability.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Don’t use colour schemes other than the permitted ones from the main palette

Don’t use colour schemes other than the permitted ones from the secondary palette

Don’t use colours from the secondary palette in backgrounds

Don’t combine only colours from the secondary palette

Don’t alter the hue or saturation of the colours in our palette

Don’t introduce new colours not included in the main and secondary palette

Incorrect uses

This page shows a few examples of incorrect uses of the secondary palette that should be avoided.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Environmental sustainability

Assigning colours by project aspects: Environmental sustainability

Use the combination of the green from the secondary palette together with the beige from the main palette to reinforce the concept of environmental sustainability of our project.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Social sustainability

Assigning colours by project aspects: Social sustainability

To emphasise the social sustainability of the project, use the combination of dark blue from the main palette and orange from the secondary palette.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

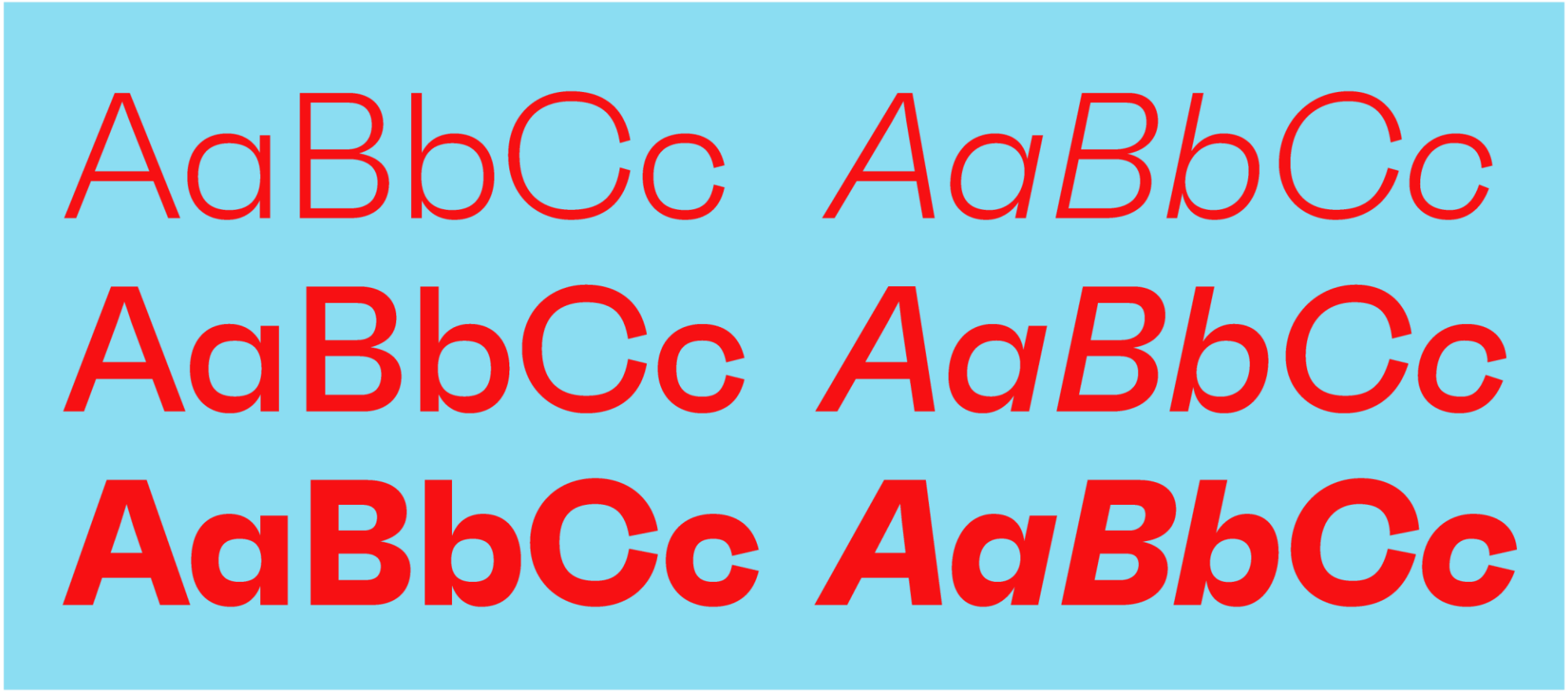
Typography

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Typography

The typography of Madrid Nuevo Norte uses the Faktum typeface family, a modern and expressive typeface.
Using the typeface consistently will give personality and coherence to our brand.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Typography

Faktum has a typeface family with a wide variety of weights. To increase contrast, use the combination of the weights: *regular* and *bold*. For Anglicisms or for the second language in bilingual texts, use the variants *regular italic* and *bold italic.*

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Reimagina Madrid

Madrid Nuevo Norte, el mayor proyecto de regeneración urbana de toda Europa

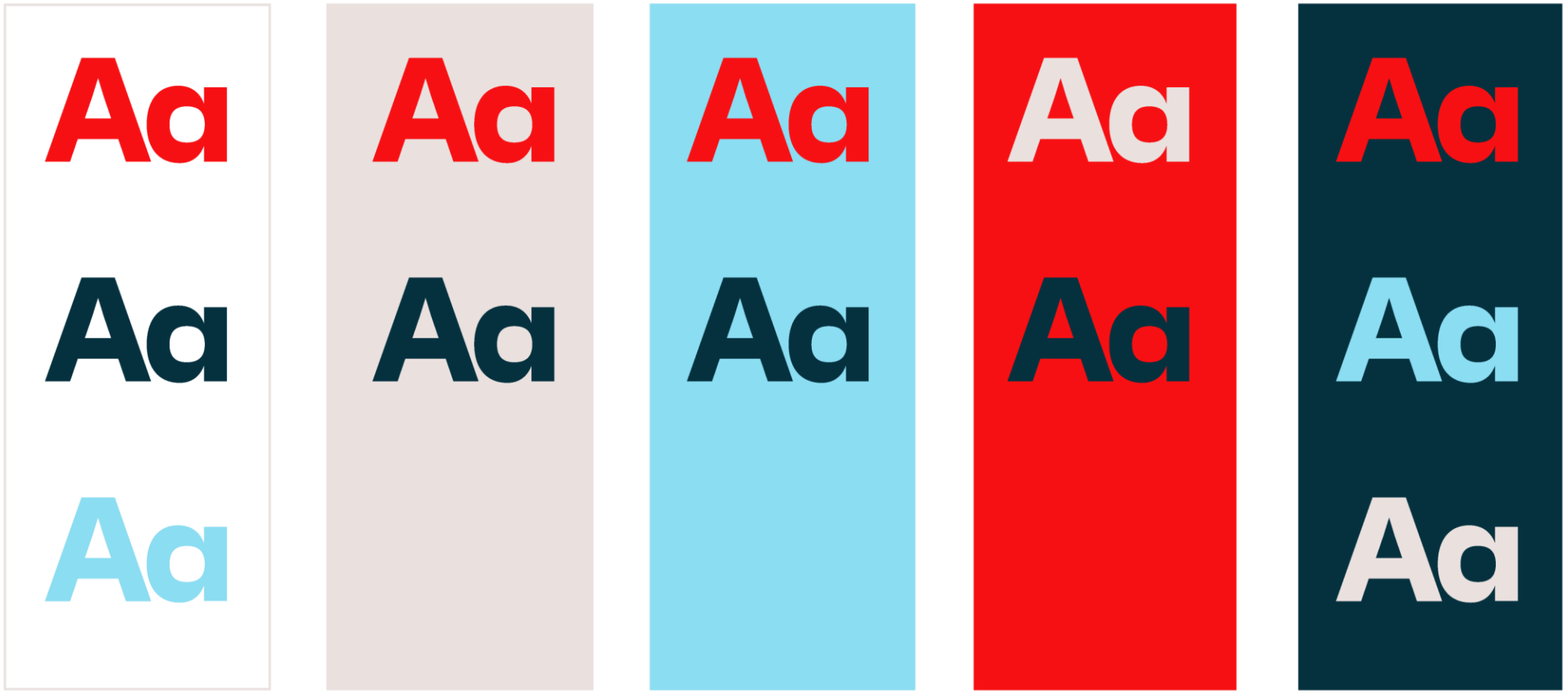
Madrid Nuevo Norte, el mayor proyecto de regeneración urbana de toda Europa

Typeface and hierarchies

In headlines and highlighted paragraphs:
Use *bold*.

In Body text:
Use *regular* for general information, the *bold* for highlighted words and *regular italics* for Anglicisms or second languages.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Typeface and colour

Preferably use the main palette for text composition.
Here are a few examples of colour schemes in typeface on the corporate colour backgrounds.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Typeface and highlighted information

To highlight information in a headline, you can change the colour of the text to make it stand out. Here are some examples with the main palette.

When you use the zipper as a connector in one of the colours of the secondary palette, you can apply that same colour to the highlighted words in the headlines.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Arial

El nuevo futuro de la capital

Madrid Nuevo Norte supone la mayor intervención de regeneración urbana de Europa.

Aa

AaBbCc123!?*

AaBbCc123!?*

System typeface

For times when you can't use our corporate typeface, as in the case of Powerpoint presentations for third parties outside Madrid Nuevo Norte, use the Arial typeface family.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Don’t use colour schemes other than the recommended ones

Don’t use colours from the secondary palette for backgrounds

Don’t use *outline* in the typeface

Don't use regular weight to compose headlines.

Don’t use capital letters to compose headlines.

Don’t right-justify text unless the formatting requires it.

Incorrect Uses

This page shows some examples of incorrect use of the typeface that should be avoided.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

The zipper

Madrid
Nuevo
Norte

Del Pardo al Prado en un paso

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Introduction

The zipper is the graphic resource that makes our brand recognisable. The symbol is created by joining the M, the N and the N of Madrid Nuevo Norte, and represents the union of neighbourhoods, ideas and cultures; it symbolises the way forward for Madrid and the people of Madrid; it is a symbol of integration for all.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

The zipper It’s a very versatile resource that can be used by varying its thickness, colour, scale and function.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Colour
5. Typography
6. The zipper
7. Photography
8. *Motion*
9. Pictograms
10. Applications

As a graphic resource

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

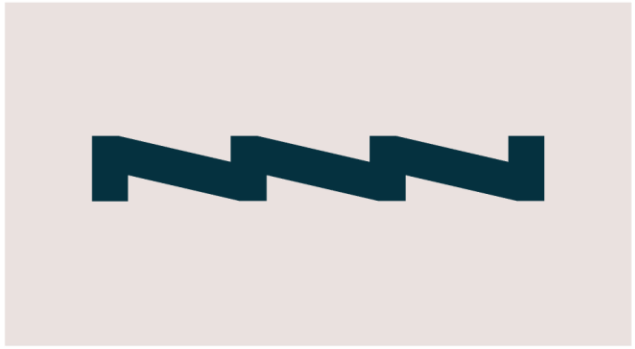
As a graphic resource

You can generate simple and recognisable pieces using the zipper as a graphic resource, varying its thickness, scale and layout; you can use this resource to create a variety of different compositions.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

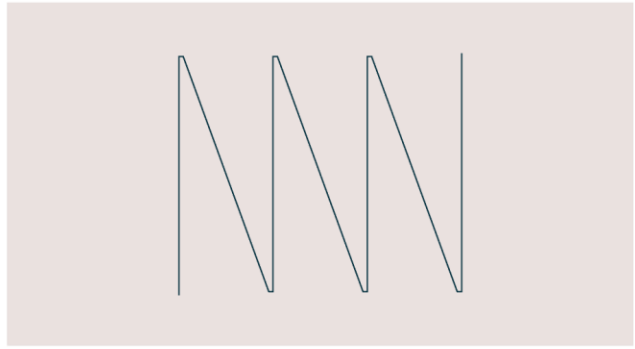
Incorrect uses

Here are some examples of incorrect uses of the zipper as a graphic resource that you should avoid.



Stretching too much

Repeating the zipper more than 7 times



Using very fine line thickness

Rotating at angles other than 90°

Changing the shapes

Increasing the thickness until the shape is lost

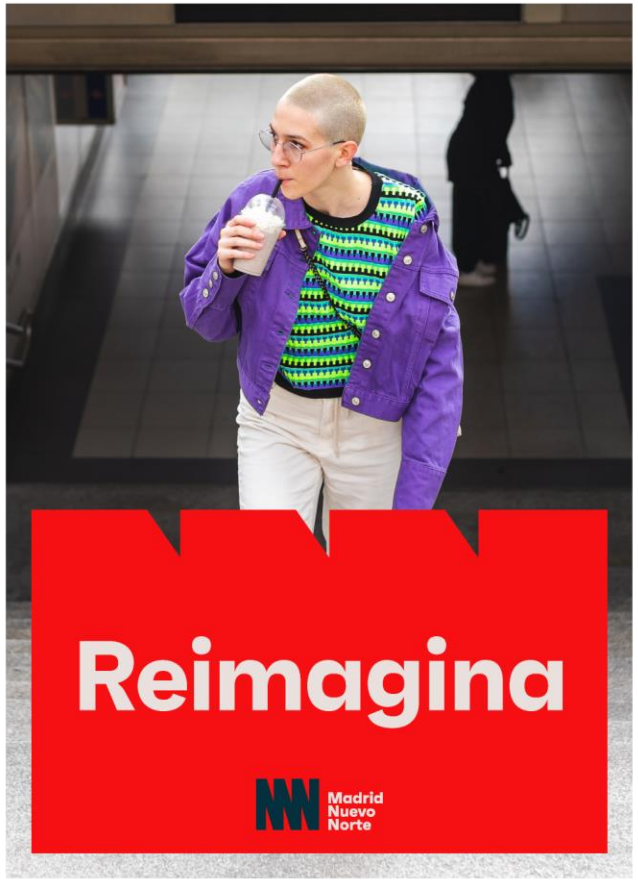
CINES CALLAO
Madrid
Nuevo
Norte
Rumbo
al futuro
Ocio
Cultura
Vivienda
CINES CALLAO
90 años juntos
CENTROS CAPILARES
Pastelería Portuguesa
HOT DOG GOURMET
Schweppes

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Colour
5. Typography
6. The zipper
7. Photography
8. *Motion*
9. Pictograms
10. Applications

As a container

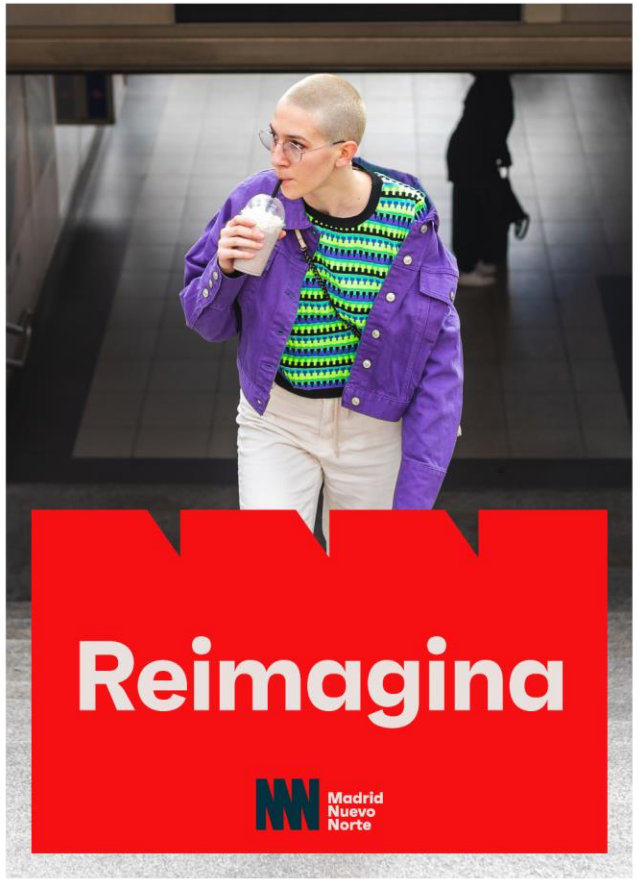
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



As a container

You can use the zipper as a headline container for high impact headlines and also as an image container.

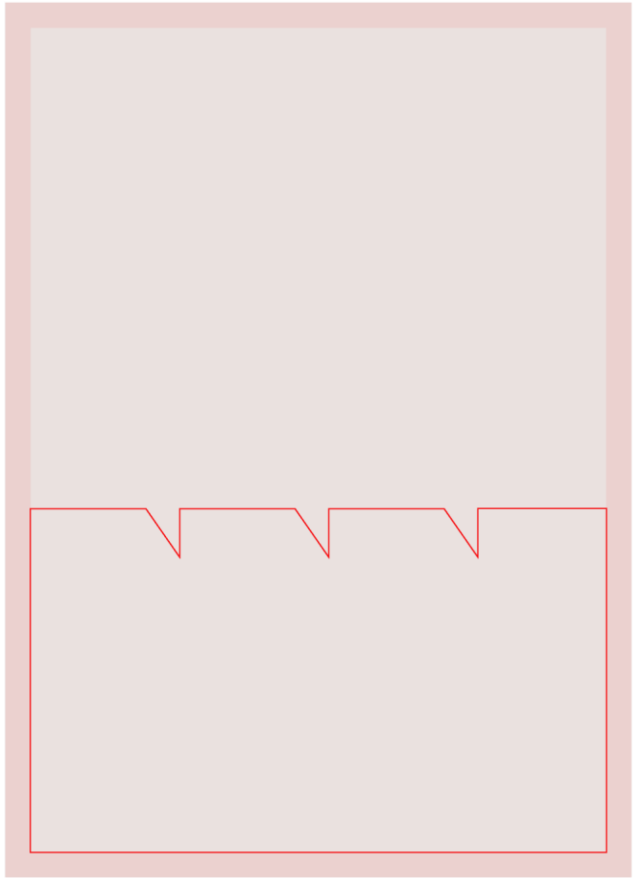
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



As a container

1. As a headline container over full-size background images.
2. As an image container.
3. As a headline container with solid backgrounds.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Alternative option

When you use the zipper as a container at less than the total size of the format, you can simplify it by eliminating the points in contact with the margins of the piece.

Reimagina Madrid

Madrid mira a su futuro con Madrid Nuevo Norte, el mayor proyecto de regeneración urbana de toda Europa

Madrid Nuevo Norte

Madrid Nuevo Norte

Mucho más que oficinas

SMART CITY
2025 OUTLOOK

Madrid Nuevo Norte

Madrid expande sus horizontes

Un plan de largo plazo para los negocios, los vecinos y toda madrid

Reimagina
Madrid
Madrid
Nuevo
Norte

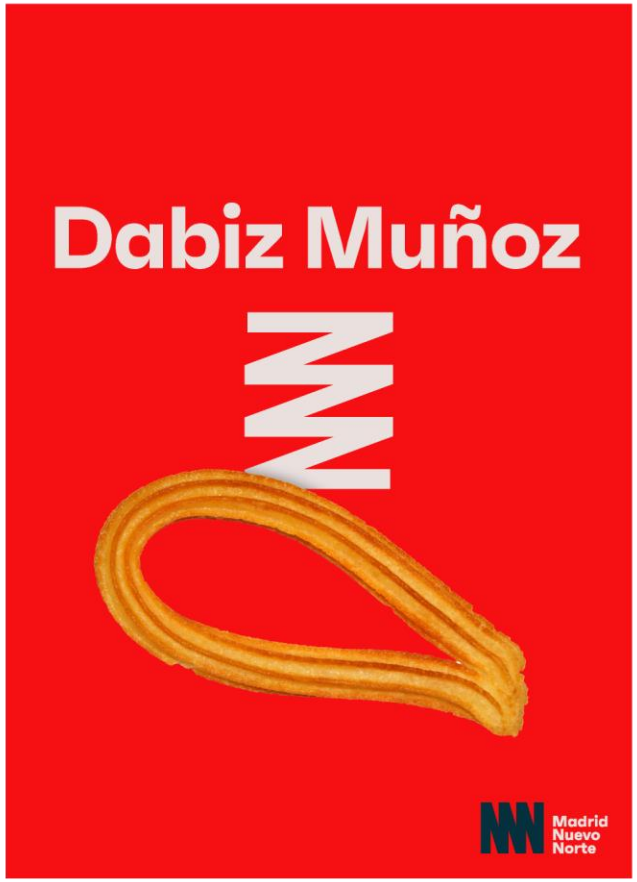
Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Colour
5. Typography
6. The zipper
7. Photography
8. *Motion*
9. Pictograms
10. Applications

As a connector

Mad
Nrid
Madrid mira a su futuro con Madrid Nuevo Norte, el mayor proyecto de regeneración urbana de toda Europa
Madrid
Nuevo
Norte

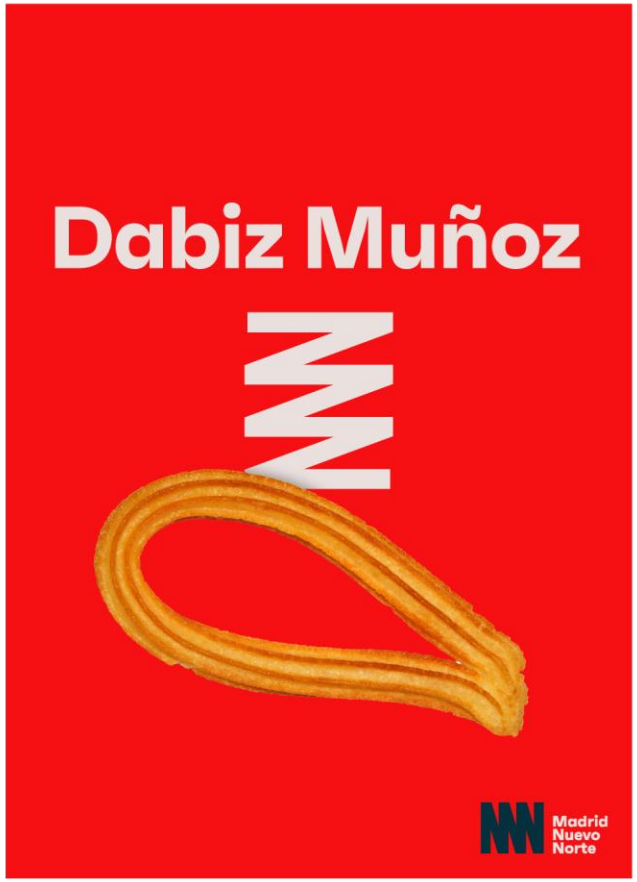
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



As a connector

One of the options of the zipper is to join concepts and create simple, high-impact graphics that tell a story visually.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



As a connector

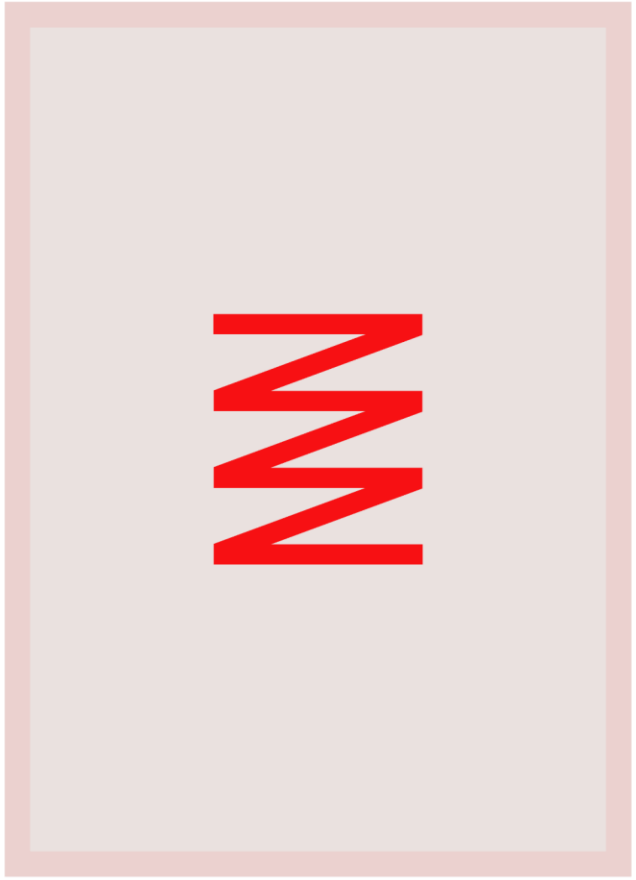
1. Connecting two images.
2. Connecting a written concept and image.
3. Connecting two written concepts.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

As a connector

You can also make the zipper interact with the images or with the words by arranging some parts of the words in front of it and others behind it, creating an effect of connection and three-dimensionality.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Incorrect uses

Always use the zipper orientation that best suits the format, making sure that it connects the two concepts visually.

Madrid
Nuevo
Norte
Urbanismo
sostenible

Madrid
Nuevo
Norte
Madrid
Nuevo
Norte
El Madrid
de siempre
Más
moderno
que nunca

15min
Adolfo Suárez
Madrid Barajas
más cerca
Madrid
Nuevo
Norte

Madrid Nuevo Norte

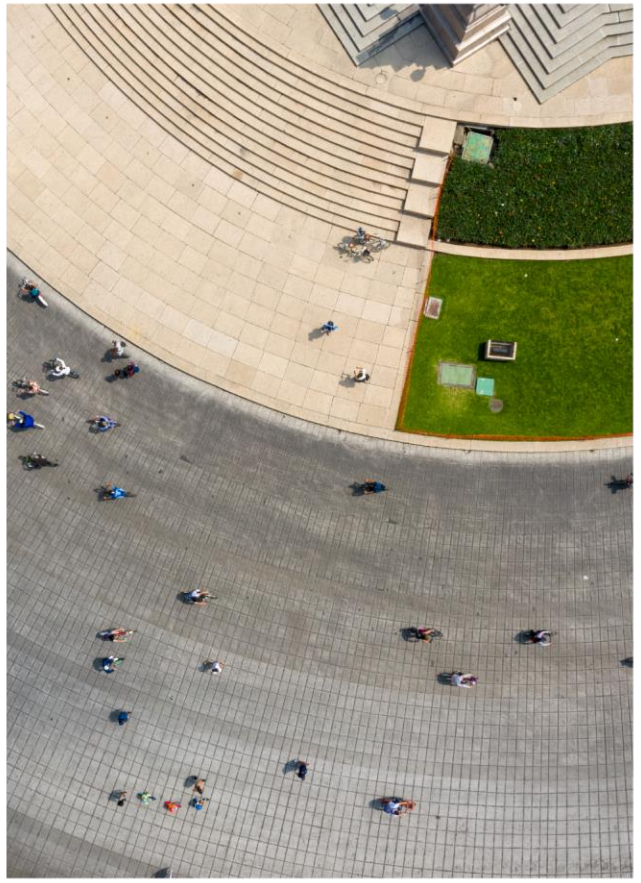
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Photography

Gettyimages® photographs in this manual are for illustration purpose only; rights of usage must be acquired to use them in final pieces.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Lifestyle



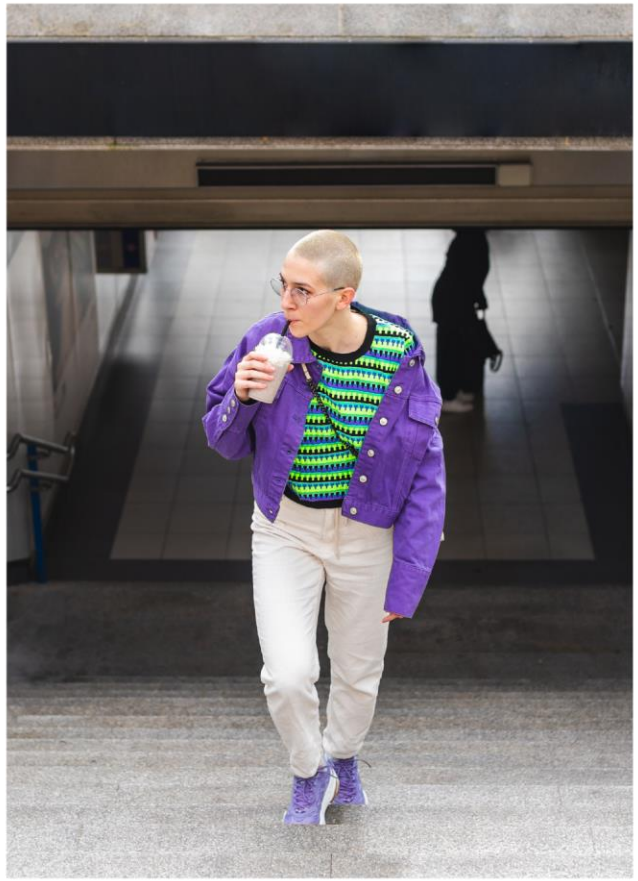
Overhead

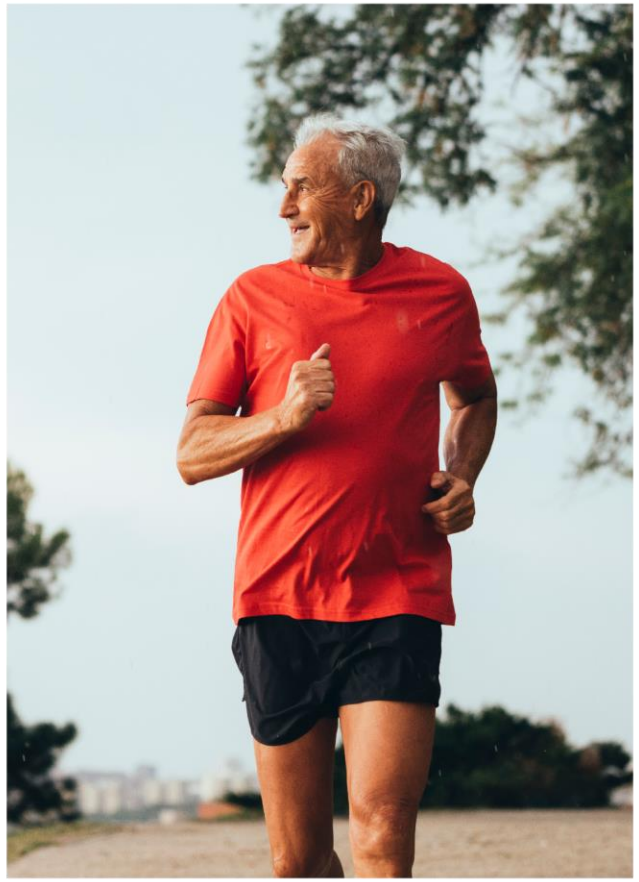
Renderings

Types of photography

We have three types of photographs:
lifestyle, overhead shots and project *renderings*

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications





Lifestyle photography

These photographs show our full commitment and focus on people, because they are the heart of our brand.

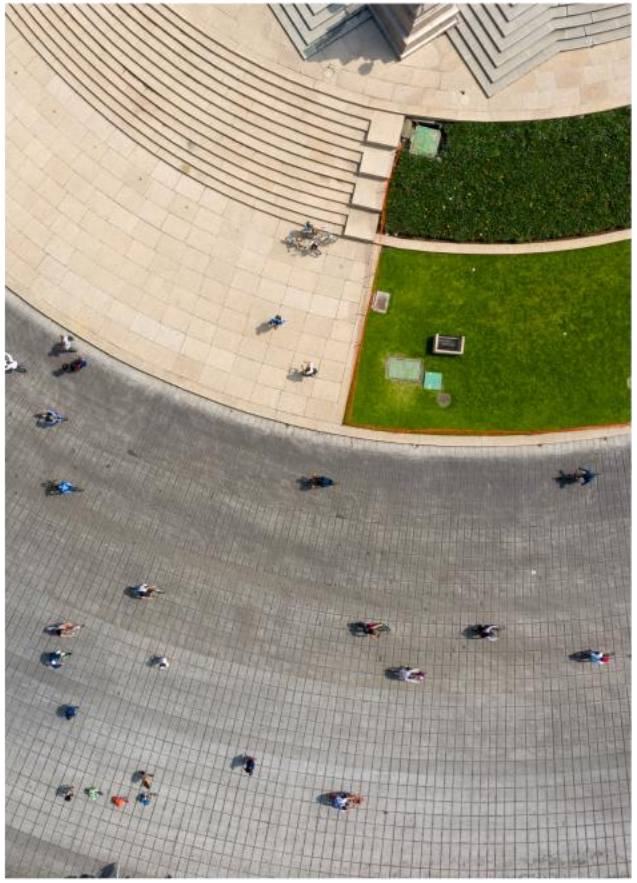
Photographs need to show fresh and natural scenes, always avoiding posed and forced arrangements.
Dynamic images that capture a moment. Bright, warm photographs, full of light and positivity.

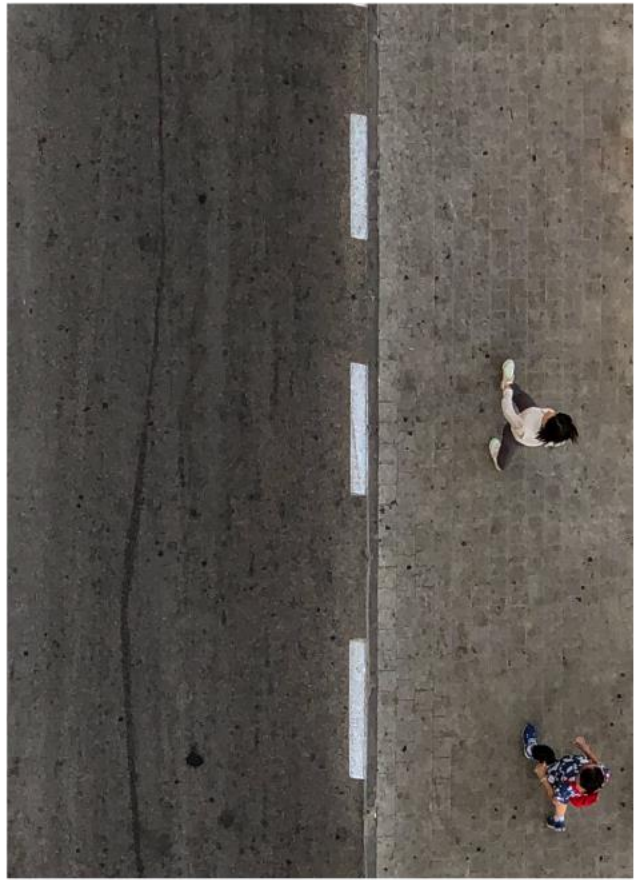
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Lifestyle
photography

Our images need to show all of the diversity of the people who live in Madrid. The images should convey the welcoming, innovative spirit of our brand personality.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

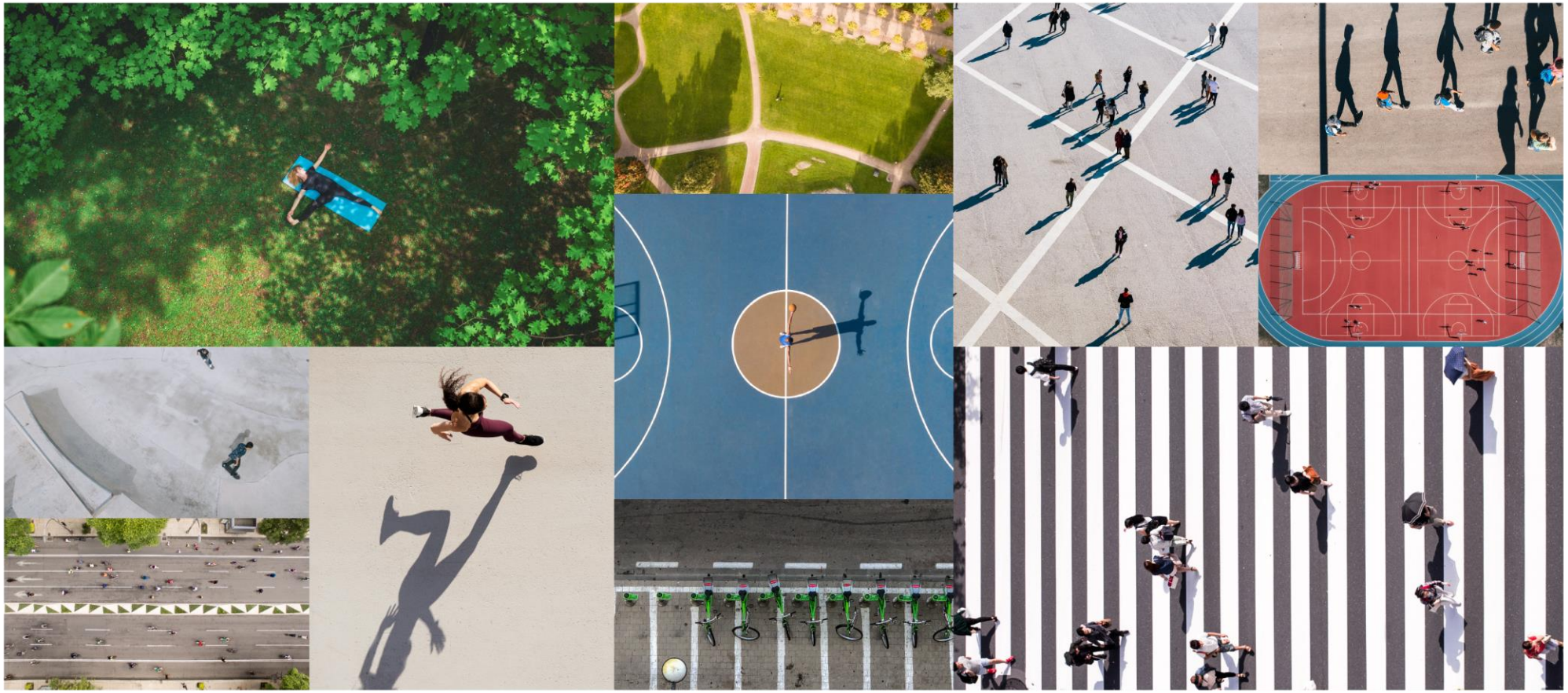




Overhead photography

Overhead photographs show a new point of view of everyday things, revealing the art and beauty of the geometry of urban architecture and the interaction of people with it.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Overhead photography

These images should show green spaces, sports areas, meeting places and enjoyment of the urban area, where the human and the architectural interact with a bird's eye view.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Architectural *renderings*

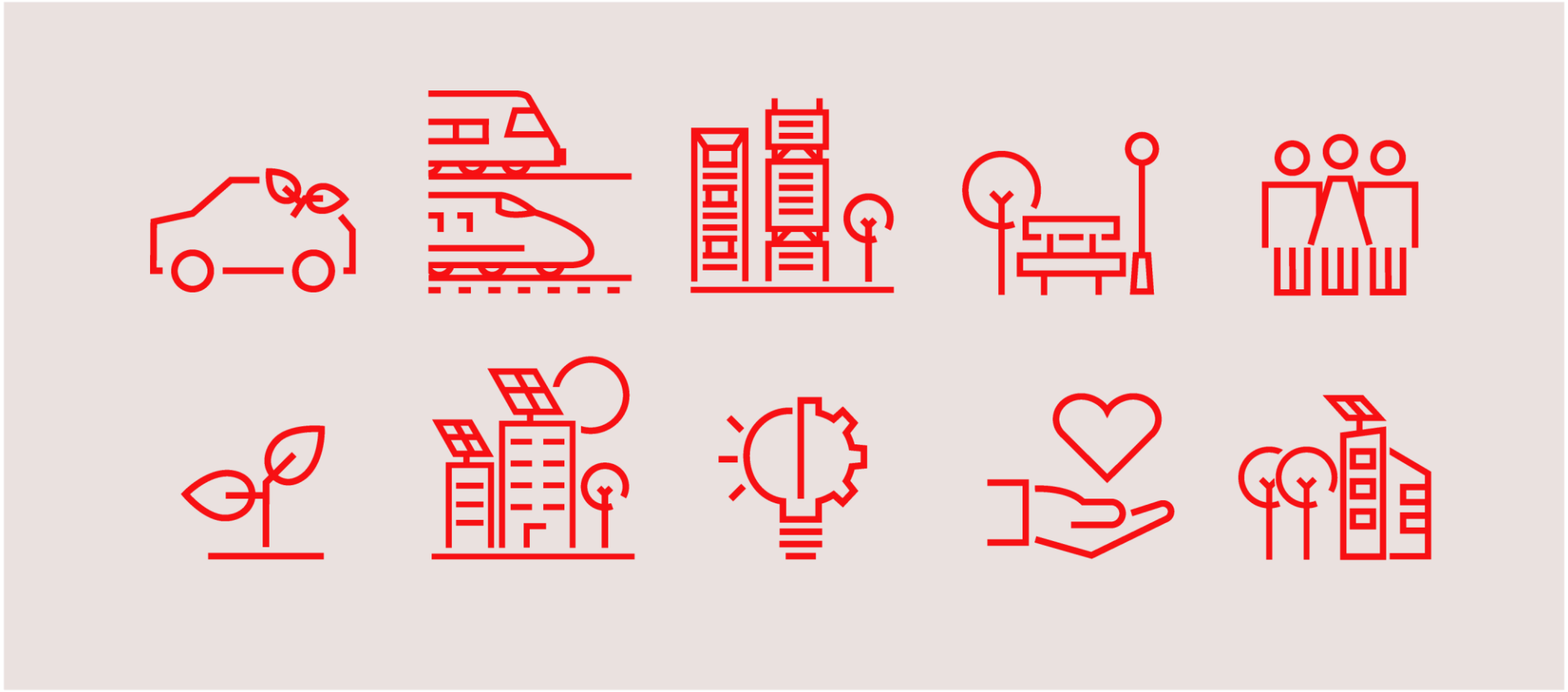
3D *renderings* that illustrate the magnitude and key points of the project are used express the more technical side and the projection of the project.

Images by Rogers Stirk Harbour + Partners.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Pictograms

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

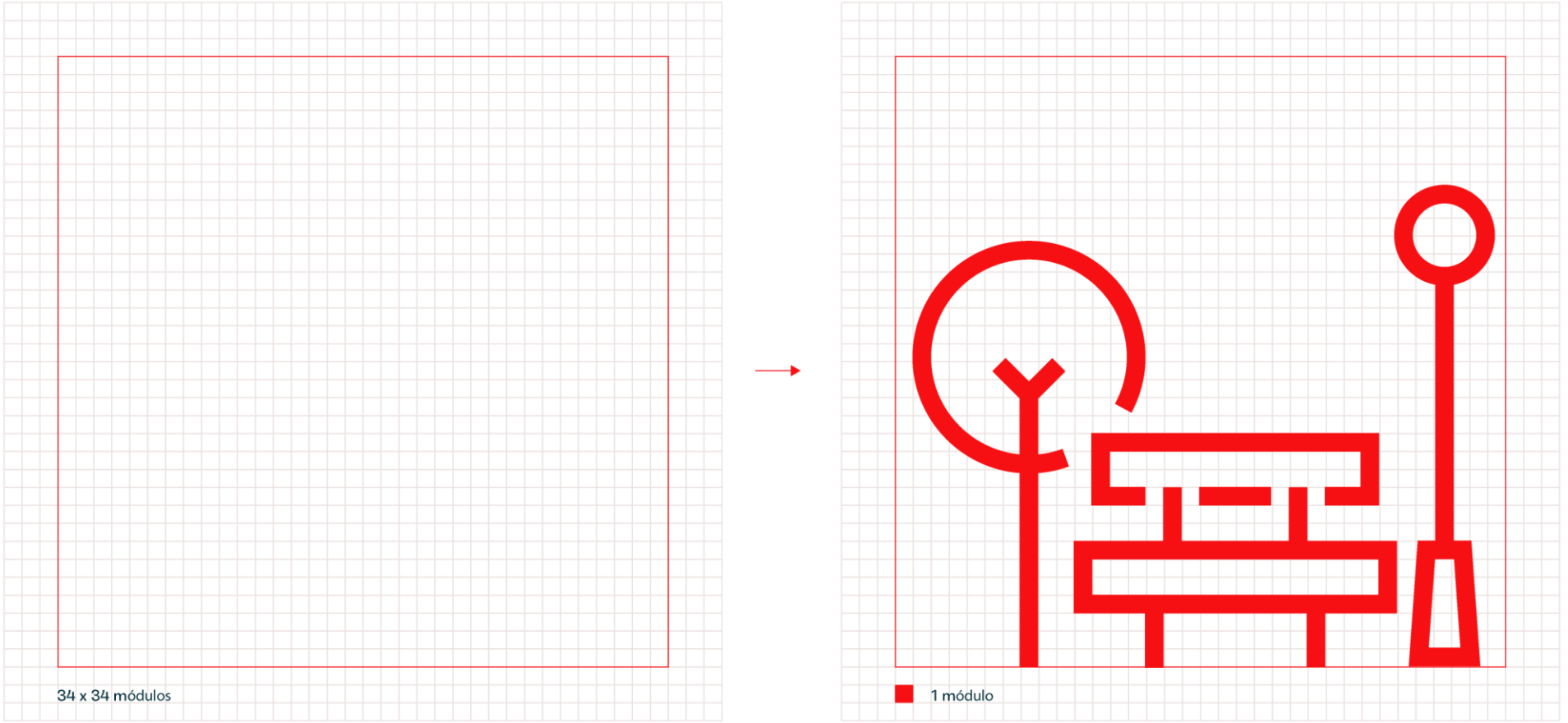


Pictograms

We’ve created our own style of pictograms that help us to complement our communications, to increase consistency and brand recognition.

Our pictograms are line drawings and always with basic geometric shapes.

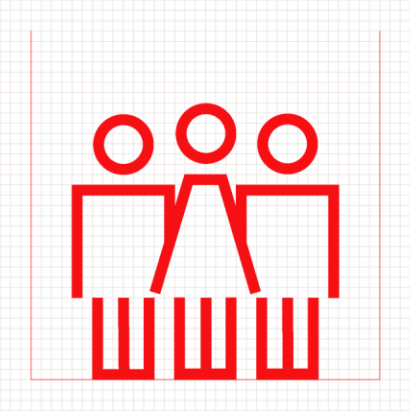
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Creating pictograms

To ensure uniformity of all pictograms, start with a grid of 34 x 34 modules. The pictogram lines are 1 module thick.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

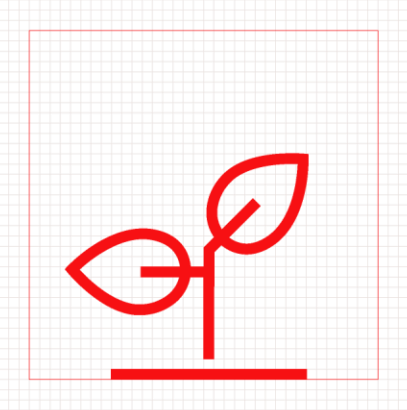


People

Sustainable mobility

CBD/offices

District



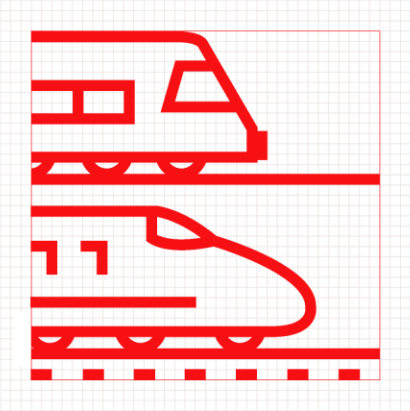
Sustainability

Residential

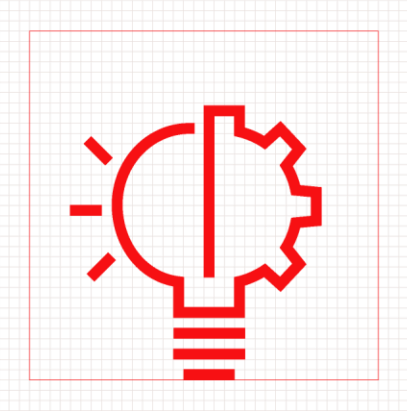
Gallery

An initial gallery of pictograms has been created as a starting point; this collection will grow as new pictograms are added.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

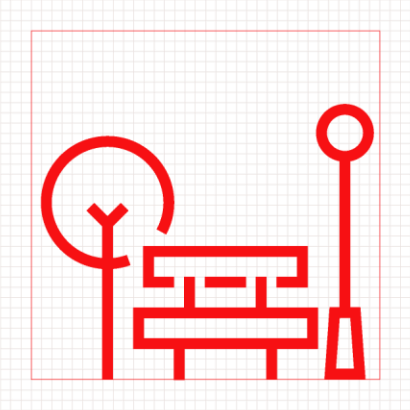


Transport



Innovation

Quality of life

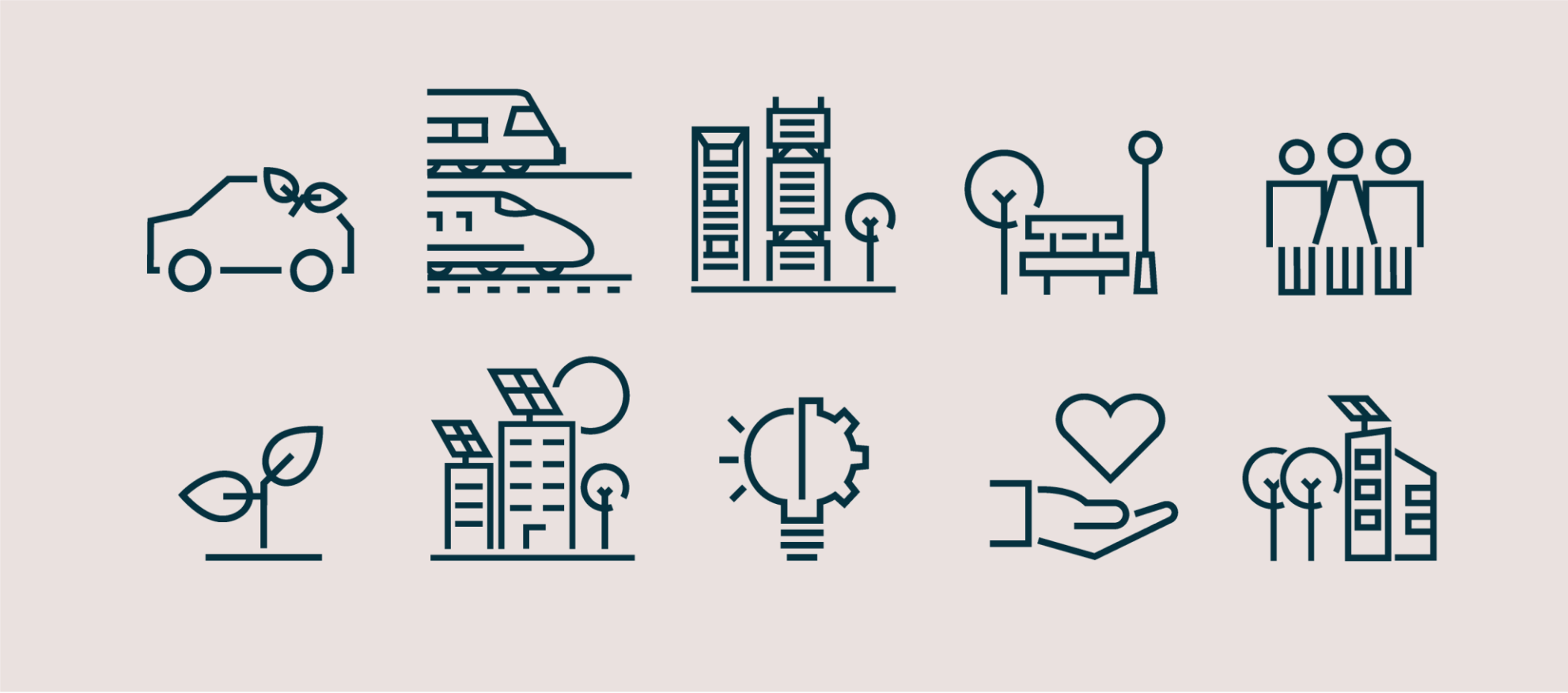


Public spaces

Gallery

An initial gallery of pictograms has been created as a starting point; this collection will grow as new pictograms are added.

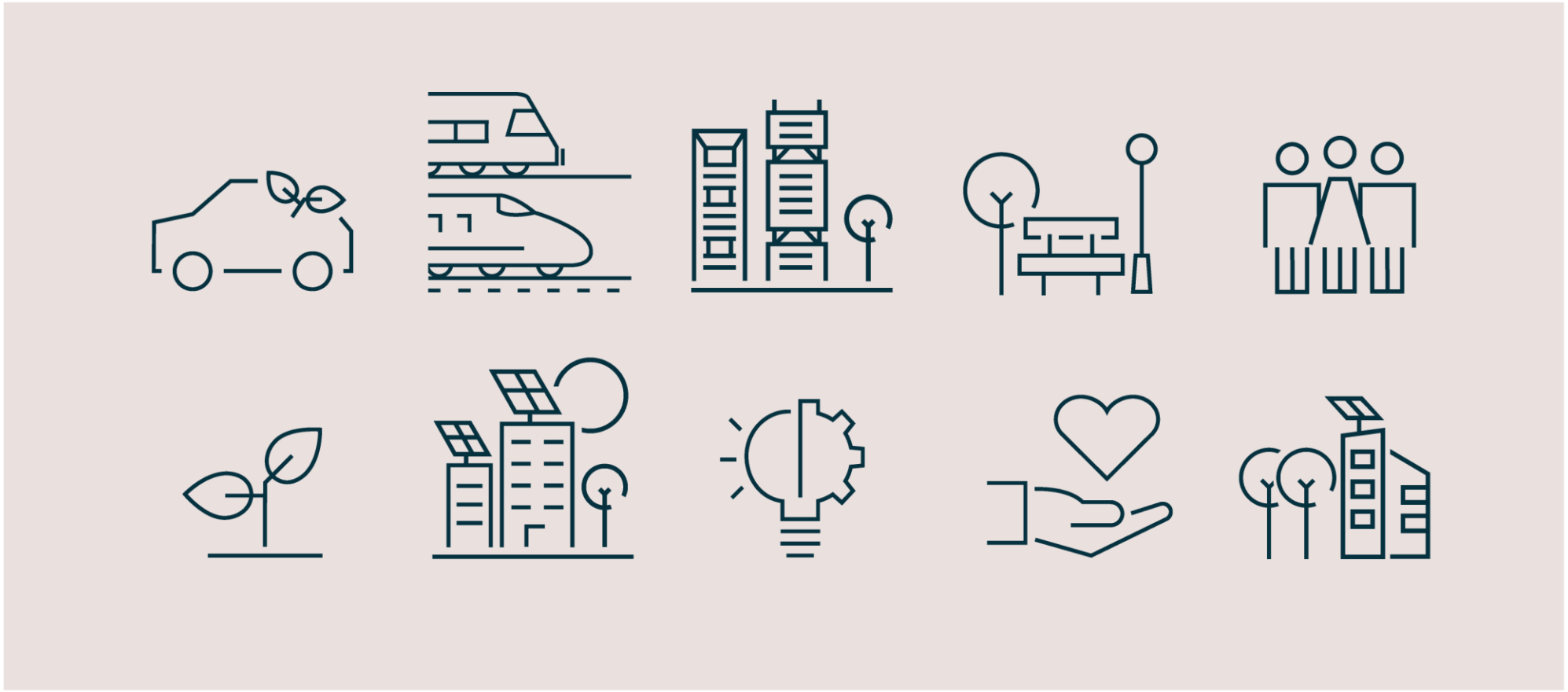
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Weights
***regular*version**

The *regular* weight of our pictograms is designed to ensure legibility of the pictograms when used in small sizes.

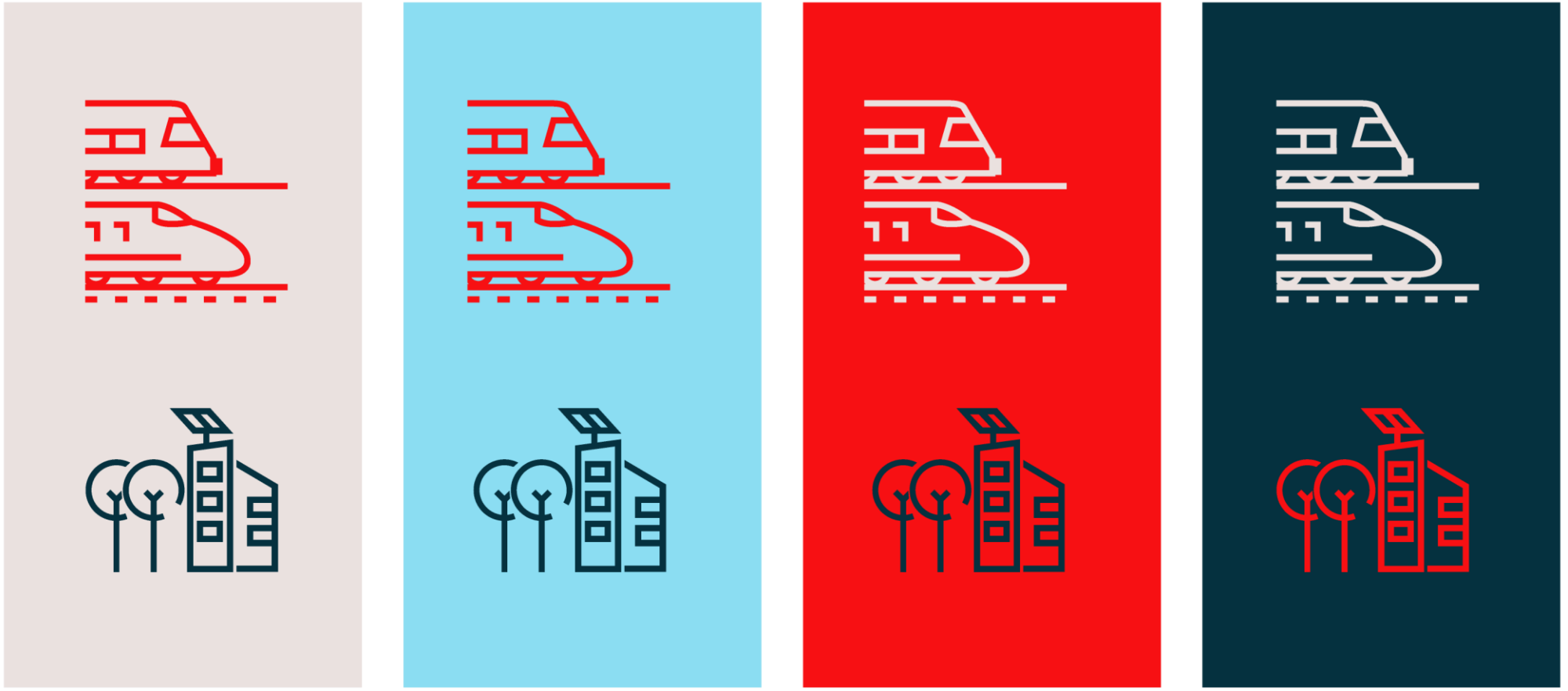
1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Weights
***light*version**

Use the light version of our pictograms when they are applied with large sizes, to ensure a more elegant finish.

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications



Colour

The different colour versions of the pictograms when applied on the coloured backgrounds of the main palette are shown above.

Madrid Nuevo Norte

1. Strategy
2. Tone of voice
3. Logo
4. Slogan
5. Colour
6. Typography
7. The zipper
8. Photography
9. Illustration
10. *Motion*
11. Pictograms
12. Applications

Applications

Madrid Nuevo Norte

1. Introduction
2. Logo
3. Colour
4. Typography
5. The zipper
6. Photography
7. *Motion*
8. Pictograms
9. Applications

Offline

Estación en curva / Mind the gap
Tengan cuidado de no introducir el pie entre coche y andén
Lo cosmopolita y lo castizo, unidos
Madrid mira a su futuro con Madrid Nuevo Norte, el mayor proyecto de regeneración urbana de toda Europa
Madrid Nuevo Norte
Papelera

CALLAO
Schweppes
Mi casa
MM
La oficina
CINES CALLAO
90 años juntos
CENTROS CAPILARES
Pastelería Portuguesa
HOT DOG GOURMET

CINES CALLAO
Nunca estuvieron tan cerca
Madrid Nuevo Norte
CINES CALLAO
90 años juntos
CENTROS CAPILARES
Pastelería Portuguesa
HOT DOG GOURMET
Schweppes

Madrid
Nuevo
Norte
Arte Clásico
Julio y agosto
2021

Urbano
Natural
Madrid
Nuevo
Norte
Un modelo
de ciudad
innovador
madridnuevonorte.com

Madrid
Nuevo
Norte

Toda la ciudad a 15 minutos de casa

Madrid
Nuevo
Norte
Madrid
Nuevo
Norte

Madrid Nuevo Norte

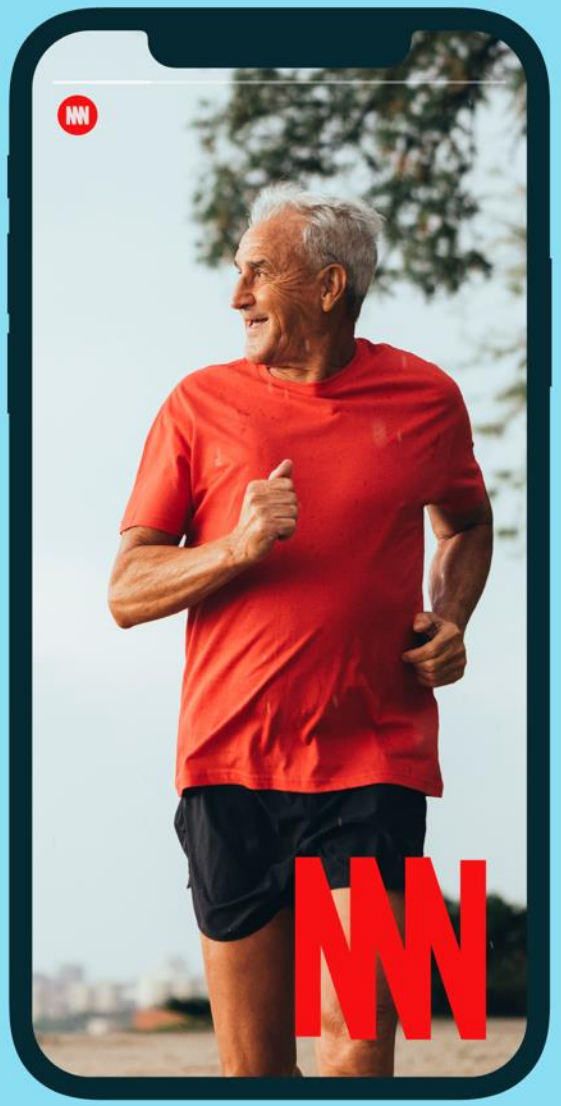
1. Introduction
2. Logo
3. Colour
4. Typography
5. The zipper
6. Photography
7. *Motion*
8. Pictograms
9. Applications

Online

Norte

Sur

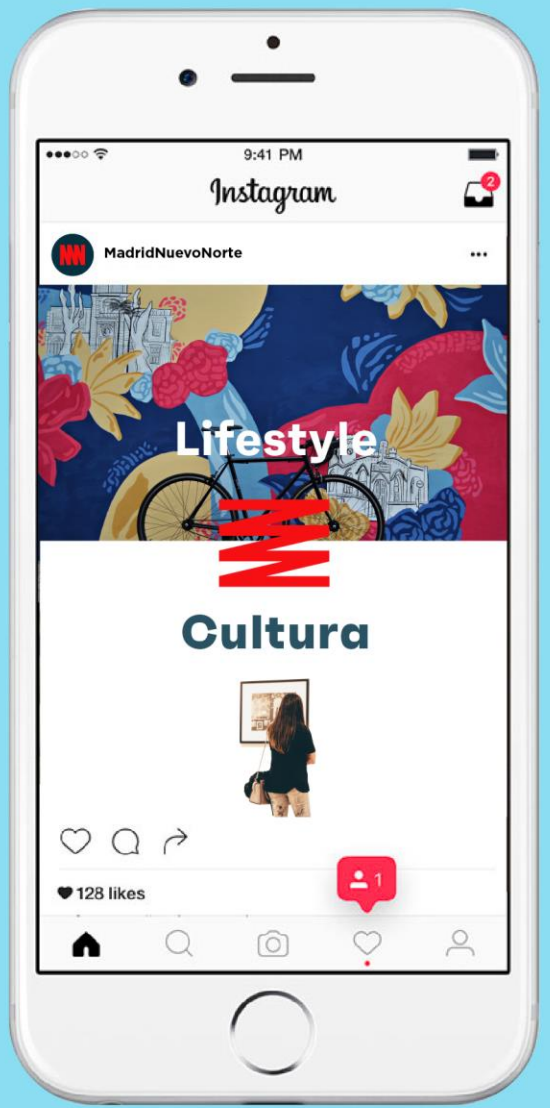
Madrid
Nuevo
Norte



Madrid
Nuevo
Norte

El proyecto de todos

9:41 PM
Instagram
MadridNuevoNorte
Ocio
Cultura
Comercio
Negocios
Vivienda
Futuro
Madrid
Nuevo
Norte
128 likes


9:41 PM
Instagram
MadridNuevoNorte
Lifestyle
Cultura
128 likes

9:41 PM
Instagram
MadridNuevoNorte
Parques
Cafés
Madrid
Nuevo
Norte
128 likes

Madrid
Nuevo
Norte

El Prado

El Pardo

El eje
verde será
la conexión
de Madrid
con el Monte
de El Pardo

Más info

Madrid Nuevo Norte

Thank you

Distrito Castellana Norte Madrid

info@dcnmadrid.com
+ 91 344 90 21