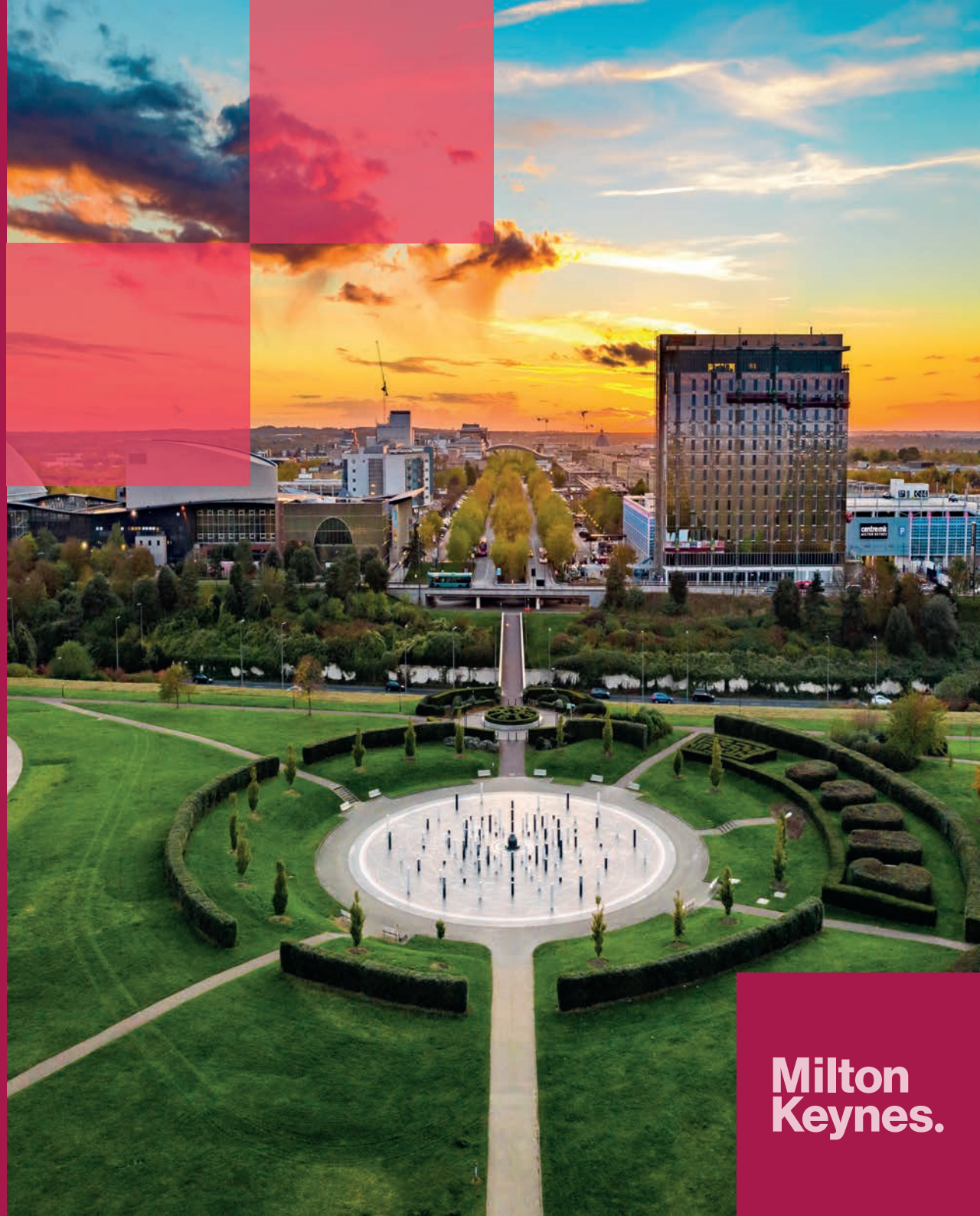
Style Guide

Released November 2022



Milton Keynes.

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The Milton Keynes Manifesto

Our manifesto summarises our unique positioning and should be the touchstone and inspiration for all Milton Keynes communications.

The vocabulary used and the tone of voice is respresentative of how we should speak about describe Milton Keynes.

The text may be used directly in communications about Milton Keynes when appropriate. Otherwise, it should form the basisi of a 'brief' when writing about Milton Keynes – striving to capture the spirit and tone of the manifesto in all our communications.

This is Milton Keynes. A place unlike anywhere else on earth.
A place that others look to for inspiration.

Our founders designed an ideal way to live and work, in a city that's wide open and wondrous. Home to millions of trees; affordable and roomy housing; stress-free travel; a vibrant economy; and a pioneering mindset where everyone can achieve.

Milton Keynes was, quite literally, made to give everyone the best quality of life, and business success, possible.

Today we boast robots delivering your shopping, a standalone 5G network, we are pioneering driverless cars, and exploring innovative public transport initiatives. We're home to one university with a unique approach to higher education – and have ambitious plans for a second. We're the place people come to when they want to turn ideas into reality. We are the only UK city designed from its very inception with business growth in mind, home to global brands and future innovators.

For families, students, and employees we offer something vanishingly possible elsewhere: comfortable, eco-friendly homes, within easy reach of parkland, waterways, and space to dream.

And we are a hive of retail, leisure, cultural and sporting activity, attracting visitors to our stellar venues from across the UK.

But Milton Keynes was also made to look forward. With an inbuilt ethos of continually adapting, improving, and meeting future needs. Evolutionary, and revolutionary, thinking is our very foundation. We don't rest on our laurels – we always ask: what's next?

Every day we foster innovation, radical thinking, bravery, and creativity – whether that's regarding home- building, sustainability, business initiatives, art, and sport – to keep making Milton Keynes the best place to live, work and visit. For years to come.

This is Milton Keynes. Better by design.

The Milton Keynes Mark

The Milton Keynes Mark is comprised of the Milton Keynes Logotype Lockup contained within the square graphic.

When positioning the Milton Keynes Logotype Lockup within the square graphic, please scale the Logotype to leave a space to the right and left of the text equal to the letter 'M'. Then, centre the Logotype Lockup vertically, ensuring that the space above the letter 'M' is equal to the space below the letter 'K'.

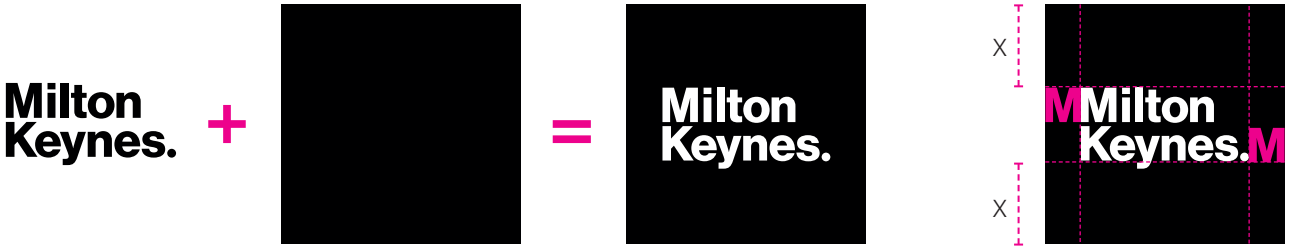
Please note that the Milton Keynes Mark is shown here in black and white, however, there are numerous colour combinations which may be applied to the mark and are detailed on pages 7-8.

Milton Keynes Mark

Milton Keynes
Logotype Lockup

Square graphic

Milton Keynes Mark



Positioning of Logotype
within square graphic

The Milton Keynes Mark

The Milton Keynes Mark can be used with or without the 'Better by design' strapline.

In either case, when positioning the mark within a layout, please maintain a clear zone around the logo equal to the height of the 'M' in Milton Keynes. However, if the Mark is placed along the edge of a layout or in the corner, it can abut directly to the edge.

Please do not use the Milton Keynes Mark below the size of 14mm / 40px wide. Do not use the Milton Keynes Mark with strapline below the size of 25mm / 70 pixels wide.

When positioning the Milton Keynes Logotype Lockup and strapline within the square graphic, please scale the Logotype to leave a space to the right and left of the text equal to the letter 'M'. Then, centre the Logotype Lockup and strapline vertically, ensuring that the space above the letter 'M' is equal to the space below the letter 'B' in 'Better by design'.

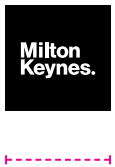
Milton Keynes Mark

Milton Keynes.

Milton Keynes Mark with strapline

Milton Keynes.
Better by design

Exclusion Zone



14mm / 40 px =
minimum size (width)

14mm / 40 px =
minimum size (width)

Positioning of Logotype and strapline within square graphic

The Milton Keynes Mark

When placing other logos alongside the Milton Keynes Mark (for example in instances of joint branding), ensure that there is a minimum distance between the logo and the Mark equal to the height of the letter 'M'.

In terms of sizing, the typography within the other logo should be no larger than the 'Milton Keynes' logtype.

The Milton Keynes Mark can appear to the left or the right of the other logo, depending on which is more appropriate given the joint branding arrangement.

Guide for placing other logos alongside the Milton Keynes Mark

The Milton Keynes Colour Palette

Our wide-ranging Colour Palette has been designed to reflect the diverse nature and energetic spirit of Milton Keynes.

Please stick to these colours when designing your communications. The Milton Keynes Mark can also be coloured using colours within this palette. Please see pages 7-8 for detail on how to combine colours and for a listing of colours which can be applied to the Milton Keynes Mark.

Flax C12 M10 Y63 K0 R228 G214 B124 #e4d67c	**Pistachio** C25 M2 Y41 K0 R195 G219 B169 #c3dba9	**China** C26 M1 Y3 K0 R182 G224 B240 #b6e0f0	**Peach** C6 M30 Y45 K0 R237 G185 B143 #edb98f	**Rose** C3 M22 Y3 K0 R240 G204 B219 #f0ccdb	**Fuschia** C7 M93 Y0 K0 R224 G45 B147 #e02d93
Lemon C11 M2 Y100 K0 R235 G227 B0 #ebe300	**Teal** C72 M17 Y46 K1 R68 G161 B150 #44a196	**Sky** C46 M5 Y0 K0 R126 G201 B241 #7ec9f1	**Tangerine** C2 M53 Y90 K0 R242 G141 B53 #f28d35	**Mauve** C99 M45 Y0 K0 R201 G152 B199 #c998c7	**Blush** C13 M78 Y23 K0 R213 G92 B135 #d55c87
Lime C32 M3 Y98 K0 R187 G208 B55 #bbd037	**Jade** C83 M33 Y26 K1 R9 G137 B166 #0989a6	**Royal** C76 M71 Y0 K0 R85 G79 B241 #554ff1	**Sunset** C3 M78 Y87 K0 R235 G95 B57 #eb5f39	**Lavender** C48 M49 Y1 K0 R140 G131 B188 #8c83bc	**Cherry** C4 M98 Y57 K0 R230 G33 B84 #e62154
Corn C13 M22 Y99 K0 R226 G190 B37 #e2be25	**Emerald** C82 M8 Y100 K1 R11 G164 B60 #0ba43c	**Heather** C77 M80 Y29 K13 R83 G70 B116 #534674	**Maroon** C34 M84 Y66 K33 R126 G52 B59 #7e343b	**Grape** C63 M88 Y3 K0 R122 G67 B151 #7a4397	**Cerise** C24 M100 Y66 K14 R170 G21 B67 #aa1543
Earth C46 M70 Y72 K51 R88 G55 B45 #58372d	**Forest** C91 M53 Y64 K49 R5 G65 B63 #05413f	**Midnight** C93 M100 Y36 K52 R31 G8 B62 #1f083e	**Mahogany** C43 M87 Y78 K67 R73 G15 B14 #490f0e	**Aubergine** C62 M96 Y45 K54 R70 G15 B55 #460f37	**Ebony** C30 M0 Y0 K100 R0 G0 B0 #000000

The Milton Keynes Colour Palette: Combinations

The colours within the Milton Keynes colour palette can be applied to your designs using the prescribed colour combinations described on this page and the next.

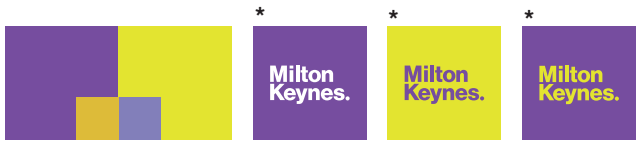
Each colour pairing has been given a third or fourth optional colours which can also be used if in your designs. (These additional colours are named in brackets next to the dominant pairing)

Please only use the combinations shown here when applying colours to the Milton Keynes Mark. These combinations have been chosen for their digital accessibility. All the combinations shown here pass WCAG AA standards. Those that pass WCAG AAA standards have been marked with a *.

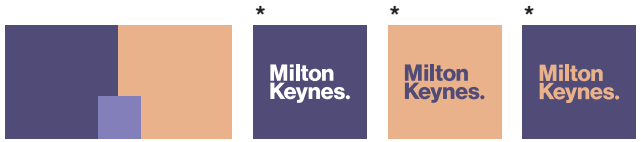
All colour value specifications can be found on page 6.

Maroon + Sunset (+ Peach + Mahogony)

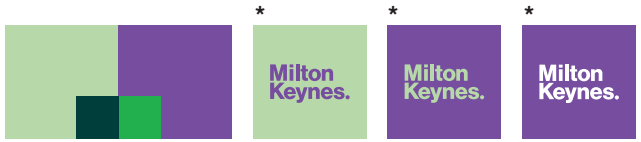
Grape + Lemon (+ Lavender + Corn)



Heather + Peach (+ Lavender)



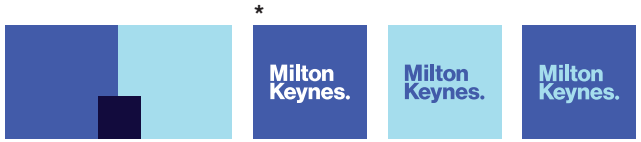
Pistachio + Grape (+ Forest + Emerald)



Cherry + Rose (+ Mauve)

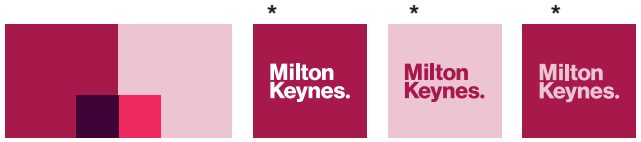
Emerald + Pistachio (+ Forest)

Royal + China (+ Midnight)

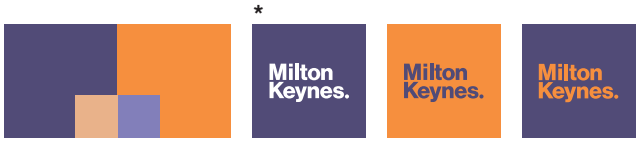


Lavender + Corn (+ Flax)

Cerise + Rose (+ Cherry + Aubergine)



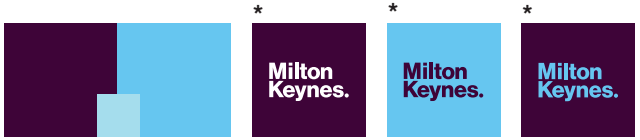
Heather + Tangerine (+ Peach + Lavender)



Grape + Fuschia (+ Lavender)

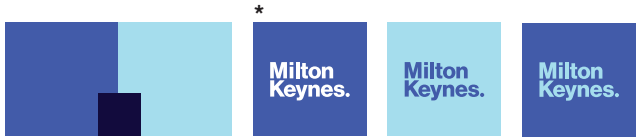
Blush + Flax (+ Mauve)

Aubergine + Sky (+ China)



Aubergine + Teal (+ Pistachio)

Royal + China (+ Midnight)

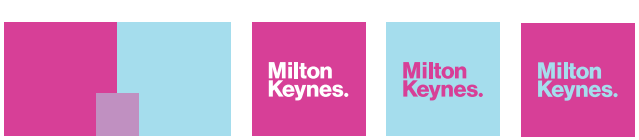


Forest + Lime (+ Teal)

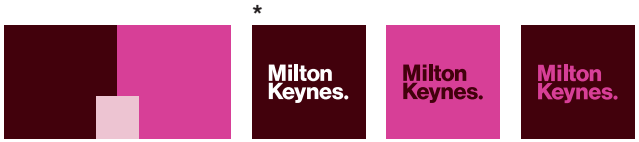
Jade + Lemon (+ Corn)

Fuschia + Midnight (+ Rose + Mauve)

Fuschia + China (+ Mauve)

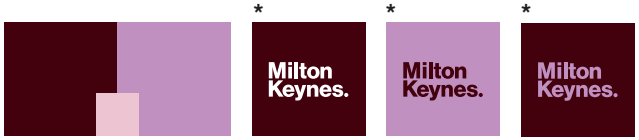


Mahogony + Fuschia (+ Rose)



Earth + Lemon (+ Corn)

Mahogony + Mauve (+ Rose)



The Milton Keynes Design Font

The Milton Keynes Design Font is Neue Haas Grotesk Display Pro. This font should be used when possible and particularly in designed print communications.

The font is available in a large range of weights and italics all of which may be used in Milton Keynes communications.

If Neue Haas Grotesk Display Pro is not available to you, or if you are designing digital communications which require a webfont, please use the Google Font, 'Inter' as described on the next page.

For visual accessibility purposes and when designing for the general public, we recommend minimum font size for A4 use of 12pt on 15 point leading.

Neue Haas Grotesk Display Pro
(weights shown are 45 Light and 65 Medium)

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

The Milton Keynes Digital and Office Fonts

The Milton Keynes Digital Font is Inter. This font is an open source Google Font and can be used for all digital applications where a web font is required..

The font is available in a large range of weights and italics all of which may be used in Milton Keynes communications.

For Microsoft Office applications (such as Powerpoint or Word), please use the designated Milton Keynes Office Font: Arial.

For visual accessibility purposes and when designing for the general public, we recommend minimum font size for A4 use of 12pt on 15 point leading.

Digital Font: Inter
(weights shown are Light and Semi-Bold)

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Office Font: Arial
(weights shown are Regular and Bold)

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

The Milton Keynes Photography style

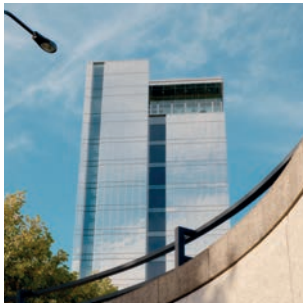
Milton Keynes photography should aim to capture the spirit of the Milton Keynes Manifesto.

Content should be diverse and wide-ranging, expressing the multitude of benefits to living, working and visiting Milton Keynes.

In addition to the various environments – green spaces, leisure and business venues – we should also include people in our imagery. The people should express an aspirational, 'can-do' attitude and should appear happy and confident. Try to achieve natural expressions and settings to maintain authenticity.

Our Building Blocks design system described on the following pages allows for multiple images within a single layout – allowing for a combination of wide-scale imagery of the Milton Keynes environment, combined with close-up images of people and details.

The images shown on this page are illustrative of our photography style. Please note that only images uploaded to the free to use folder on the council website should be used by third parties in their campaigns.



The Milton Keynes Design System: 'Building Blocks'

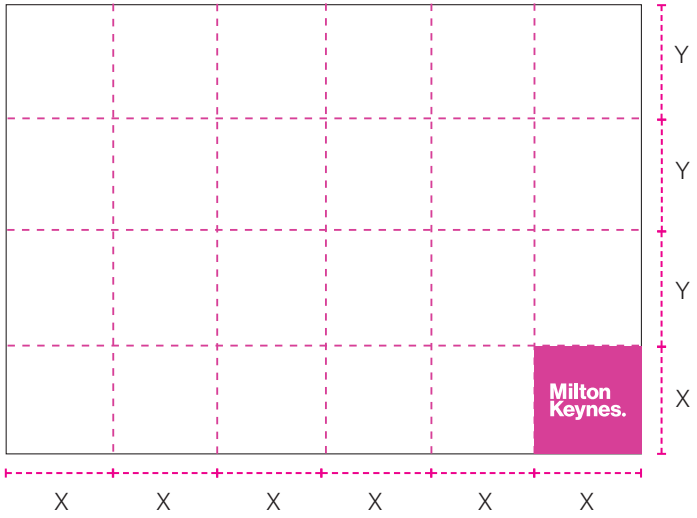
The 'Building Blocks' design system is based on a basic layout grid as shown here.

The principle of the grid is to equally divide the space into a series of blocks. When creating a layout which incorporates the Milton Keynes Mark (such as a document cover or an advertisement), the blocks should be based on the size of the square Mark.

Some spaces - (eg. squares and 2x1 rectangles) will divide perfectly into a series of grid squares of equal size. However, other spaces, such as A-sizes, will not divide evenly into equal squares. So, when creating a grid for A-sizes or other irregular sizes, follow this method:

Begin by dividing one of the edges into equal portions. In the examples shown at right, the long edge has been divided equally (represented by 'X'). The Milton Keynes Mark has then been sized to the width/height of 'X' and placed in the bottom right corner. Then, the remaining space on the short edge is divided equally – (represented by 'Y') to complete the grid.

Creating a grid for A-size layouts
Portrait and landscape



The Milton Keynes Design System: 'Building Blocks'

Once the grid has been created, the 'Building Blocks' Design System can be applied. The system consists of text panels, imagery and transparent colour blocks, which can be applied to the space.

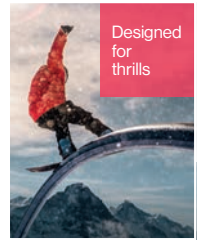
The colour combinations described on page 7-8 should be used to make up your colour schemes. The transparent blocks should be initially set at 75% transparency, but may be adjusted up or down using your judgement (and depending on the tone of the background image).

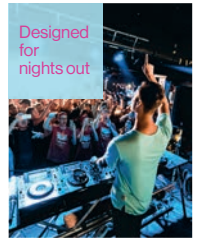
When using multiple images in a format – as shown top left or bottom right – The wider scale environment image is best used as an overall background image, with smaller close-up detail or portrait images arranged within the building block grid. This balances pulled-back scenic imagery with close-up, 'in the moment' imagery.

The Building Block Design System may be used in its fullest application where space allows – such as the 48 sheet format and A4 Brochure examples on the right. However, it can also be applied in a simple form as demonstrated on the Social Media Post frame examples. In this instance, the Building Block Sytem consists of a background image and a single coloured text panel block alone.

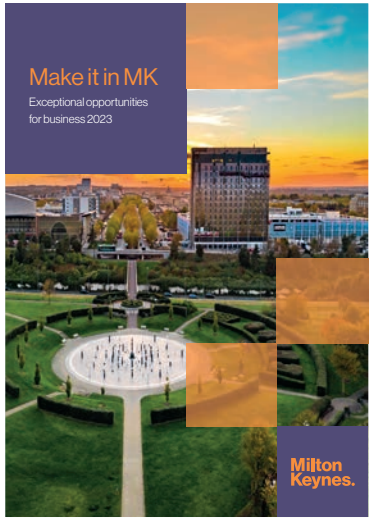
48 sheet format

Social Media posts





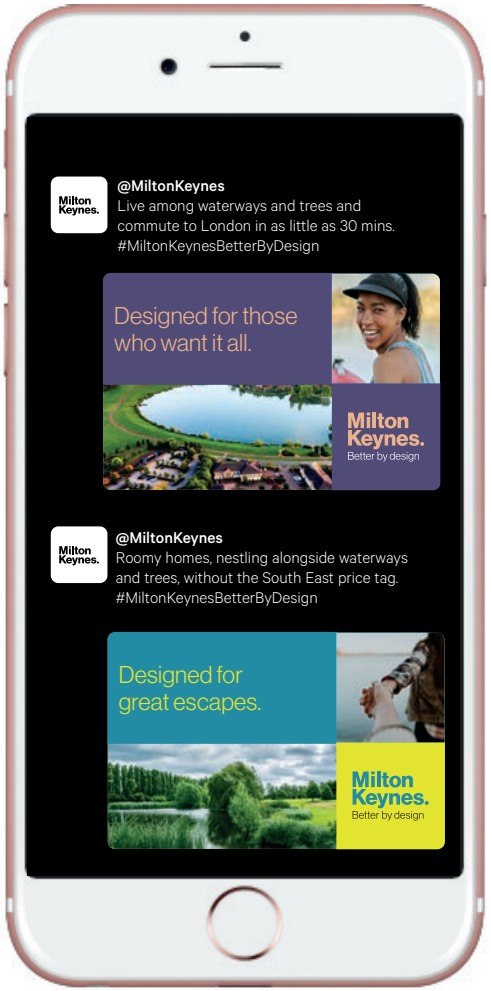
A4 Brochure



Usage Example: Out of Home Advertising
This example uses the Heather + Peach colour combination.

Usage Example: Out of Home Advertising
This example uses the Maroon + Sunset colour combination.

Usage Example: Out of Home Advertising
This example uses the Jade + Lemon colour combination.



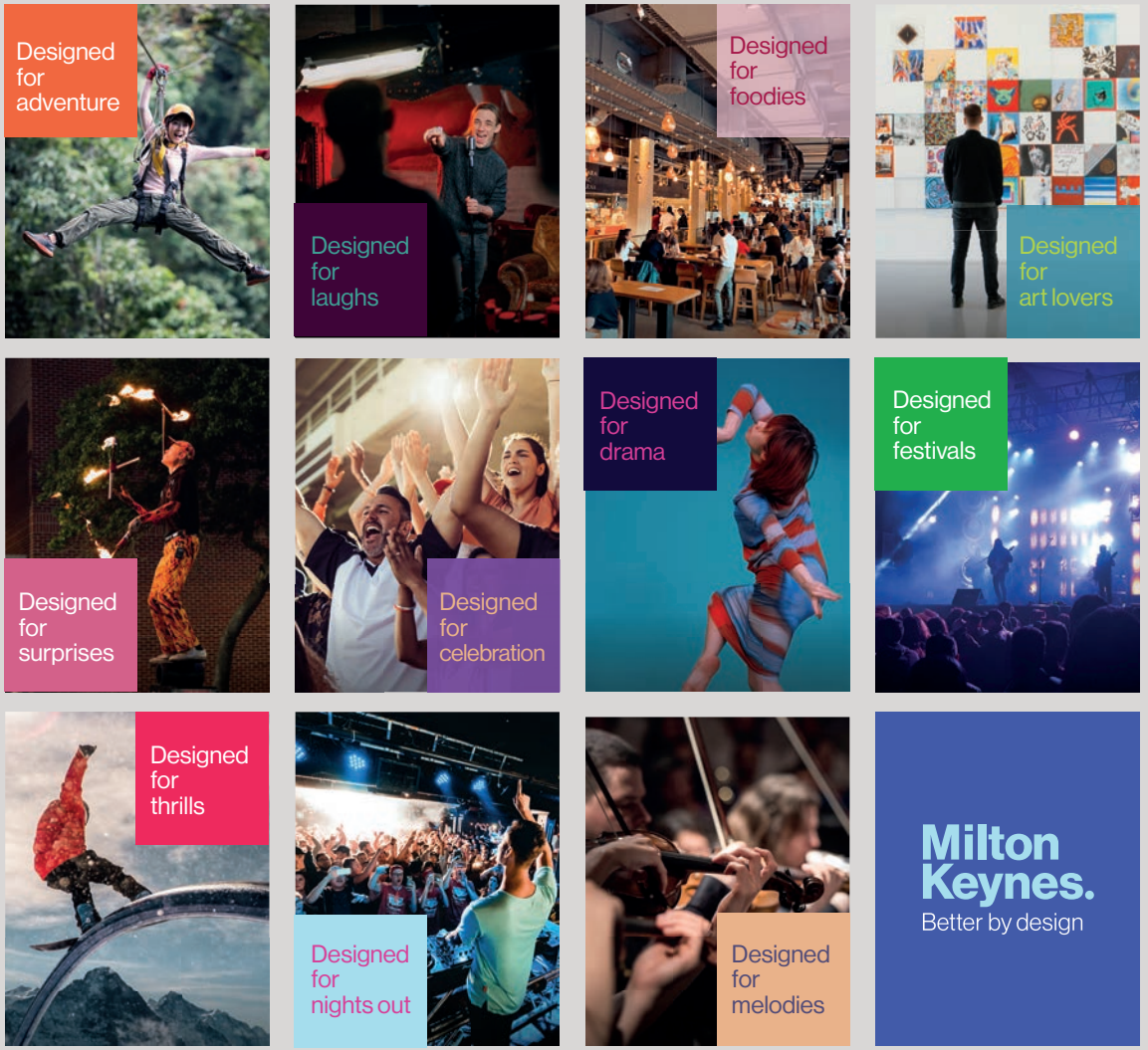
Usage Example: Social media
This example uses the Heather + Peach and Jade + Lemon colour combinations.

Usage Example: A4 Brochure
This example uses the Heather + Tangerine colour combination.

Usage Example: A4 Brochure
This example uses the Heather + Tangerine colour combination.

Usage Example: A4 Brochure
This example uses the Heather + Tangerine colour combination.

Usage Example: Digital Advertising Banners
These examples use a simple application of the Building Block design system with coloured text panels and the Milton Keynes Mark placed in the corner.
The colour schemes used are Heather + Peach, Aubergine + Teal, Forest + Lime.



Usage Example: Digital Advertising Gifs
These examples use a simple application of the Building Block design system with coloured text panels and the Milton Keynes Mark placed in the corner.
The Milton Keynes Logotype Lockup + Strapline is used here rather than the Milton Keynes Mark.

Usage Example: Listings Paper
This example uses the Lavender + Corn colour combination.

Usage Example: Listings Paper
This example uses the Heather + Peach colour combination.

Usage Example: Listings Paper
This example uses the Blush + Flax colour combination.