



# GET ON BOARD



DARLINGTON

A MOST  
INGENIOUS  
TOWN

# ‘Ingenious Darlington’ -What’s it all about?

*To put it simply, it’s a place brand for Darlington. It’s a branding that all Darlington organisations can use, to say “we’re Darlington and we’re proud of it”.*

This project started with the involvement of Darlington businesses, community groups, the cultural sector, Darlington Borough Council and residents of the borough.

Darlington has so many fantastic organisations and a fascinating and inspiring history – and through this branding, its logos, images and words, we can connect all of these great things together. When the logos are seen, particularly from potential investors from outside of the town, then this will build recognition, familiarity and trust in Darlington.



# Working together to promote Darlington

The Ingenious Darlington brand is nothing without the support and involvement of Darlington businesses and organisations. The simple premiss is that we are working together to promote Darlington.

The logos and the other tools are the glue which links all the great Darlington businesses and organisations together. They can be seen as the 'rubber stamp' that says "we're Darlington and we're proud of it".

People from outside of the town might not know that our fantastic businesses are Darlington based, so by using these logos we can tell the Darlington story of ingenuity and encourage others to share in our success.

## What's in it for my organisation?

By using the branding, your business or organisation will benefit in the following ways –

- You will be **featured on the website's 'who's on board' page**, including a hyperlink to your website
- We'll do a **news article on your business or organisation** and include it on our website news page
- We'll **mention you across our social media** platforms:  
 Twitter  Facebook  Instagram
- You'll join a fantastic group of businesses and organisations who have already adopted the branding. Being part of this group can add credibility and open up networking opportunities
- You'll do your bit in promoting Darlington and its fantastic assets to the wider world.

# A wide selection of businesses have adopted the Ingenious branding, including :

- Cleveland Bridge
- CPI
- Darlington Borough Council
- Rockliffe Hall
- Bussey & Armstrong
- Teesside University
- Darlington Building Society
- The Northern Echo
- Lingfield Point
- Star Radio
- Darlington College
- Harvey & Hugo

## How to adopt the brand

There are just six simple steps to adopt the Ingenious Darlington brand.

1. Head to the website - [www.ingeniousdarlington.co.uk](http://www.ingeniousdarlington.co.uk)
2. Click the 'Downloads' tab on the task bar at the top of the page
3. Have a quick read over the brand guidelines
4. Fill out the short 'Get the Assets' form
5. Click the blue 'Download the Assets' button
6. And, that's it – you can now choose whatever you like from the box of tricks in front of you!

Oh, and two other little things we hope you can do:

- Tell others about the brand and encourage them to come on board too
- Tell us what you've done with the branding, via the contact form on the website – we'll let everyone know how ingenious you are!



# Ideas on how to adopt the brand

The brand is very flexible. There are different styles of the logo and a colour palette to suit most places where the brand could be used. On the following pages you can see examples of how some organisations have already used the branding in an ingenious way, together with some ideas on how you could get on board.

## Websites

A simple way of promoting the brand is by adding the logo onto your business website header or footer, as shown by the examples below.

If your business has a presence in other locations and you don't feel comfortable in putting the logo on each webpage, perhaps you could refer to ingenuity / the brand / put a weblink to the ingenious website on your ABOUT US page?



## Include the branding within your emails

Sign your name the Ingenious way.

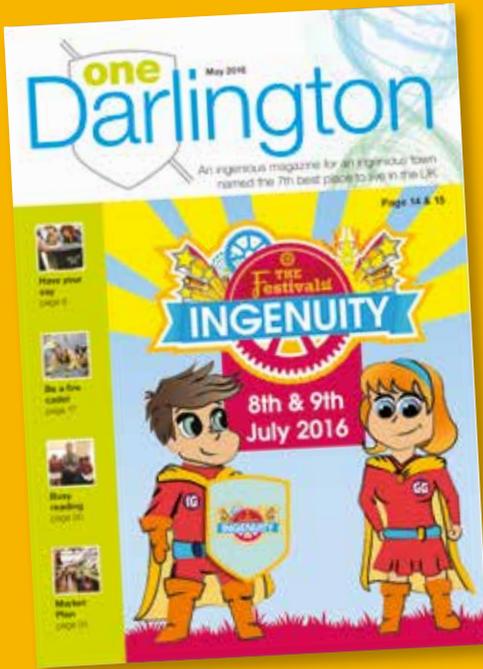


Help spread the word via social media

# #IngeniousDarlington

# Embed ingenuity into your marketing materials

Magazines



Signage



Vehicle livery



# Banners

**DARLINGTON**  
A MOST INGENIOUS TOWN

[www.ingeniousdarlington.co.uk](http://www.ingeniousdarlington.co.uk)  
Ingenious Darlington

**TEESCOTTAGE PUMPING STATION**

Teescottage Pumping Station is a Victorian waterworks in Darlington which began supplying water to Darlington in 1849.

It has two completely original pumping engines in full working order which can be seen running on set days.

Teescottage Pumping Station reconstructed water pipes in Darlington and Teesside by allowing clean, pure water to pump into and pressure tested its roofs and concrete floor.

The engines at Teescottage pumped water from the River Tees, which was then filtered and piped to the other company's customers.

For further information:  
[www.teescottage.co.uk](http://www.teescottage.co.uk)

Logos for Tees Valley, Tees Valley Enterprise, and Darlington.

**CLEVELAND BRIDGE**  
IN DARLINGTON - A MOST INGENIOUS TOWN

Our UK head office is in Darlington and for over 130 years Cleveland Bridge has led the field in the design and manufacture of steel bridges and structures throughout the world. Back in the early days we focused primarily on the design, engineering and fabrication of iconic bridges. Since then we've gone on to become our market's leading provider of steel structural and steel buildings and steel, quickly becoming the supplier of choice for a range of structural challenge works. From steel engineering and bridge building, temporary bridge construction of spans as to this day, it provides us with an unparalleled talent and expertise in the design, engineering and building. Our expertise, both at planning stages and in use. We have been trusted to deliver and construct thousands of infrastructure projects on time and on budget. Our history drives us forward, we innovate and we develop better ways to meet the changing needs of our clients.

**DARLINGTON**

# Leaflets, brochures, and posters

**DARLINGTON ECONOMY**

The best performing economy in the north-east

**DARLINGTON**

**MUSIC ON WEST PARK HILL**

**SUNDAY 2ND AUGUST**

Logos for Tees Valley, Tees Valley Enterprise, and Darlington.

**connect tees valley**

**Darlington Rediscover Rail**

[www.connectteesvalley.com](http://www.connectteesvalley.com)

Logos for Tees Valley, Tees Valley Enterprise, and Darlington.

# FIND OUT MORE



**Web: [www.ingeniousdarlington.co.uk](http://www.ingeniousdarlington.co.uk)**



**Twitter - @dton\_ingenuity;** use #ingeniousdarlington to join our conversations



**Facebook - IngeniousDarlington**



**Instagram - IngeniousDarlington**



*designed* **WITH**  
—  — **IN**  
**DARLINGTON**