

MTNS

MANUAL

MADE

MOUNTAINS MADE

INDUSTRY MANUAL

V 1.0

WHO ARE WE?

WE ARE HONEST

WE ARE STRONG

WE ARE AUTHENTIC

WE ARE BOLD

**WE ARE
MTNS MADE**

The Mountains Made identity was commissioned by the Blue Mountains Economic Enterprise in 2015 to identify and support the local creative industries.

It is designed to help usher in a new era for the region — one that features high quality, authentic, and remarkable work in the fields of art and design.

It is a simple and timeless mark that says we're here, we're unlike anywhere else, and we're forging a path for the future.

The Mountains Made trademark is a symbol for recognising the work of the Blue Mountains creative industries.

As a member of the Blue Mountains creative industries, you are free to use the identity as a mark of quality and association.

Mountains Made aims to —

- Strengthen and grow the local creative industries
- Facilitate economic growth
- Stimulate new jobs and opportunities
- Revitalise the perception of the Blue Mountains as a contemporary and vital creative place.
- Break habitual patterns of representation and celebrate new ways of thinking.
- Join the local community under a uniting philosophy
- Raise standards and expectations
- Tell the world who we are.

The Mountains Made identity was designed with the following big picture qualities in mind, all of which reflect the nature of the Blue Mountains:

- **Honest**
- **Strong**
- **Timeless**

It was also designed to be adaptable being a focal point when it needs to be, and serving as a supporting device when required.

The Mountains Made identity is forged from a typeface called Brown ⁽²⁰¹¹⁾ - which comes to us from the mountains of Switzerland.

Brown evokes the character and elegance of early 20th century modernism and art deco, all of which are part of the design heritage of the Blue Mountains.

While this is a typeface that adopts many classic design traits, it is clearly and definitively made for the 21st century, and looking towards the future.

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All caps and bold weight give a sense of authority, timelessness, and permanence.

The word “Mountains” has been contracted to “Mtns” in order to be both economical with space and to reflect the contemporary and sophisticated nature of the project



A lack of embellishment and “trendiness” suggests confidence, sophistication, and honesty.

Generous spacing of **200pt** between the letters reflects the sense of space found in the region.

The original font has been modified slightly, with the crossbar on the ‘A’ lowered to subliminally reinforce the mountain landscape, and to create a sense of ownership over the typeface



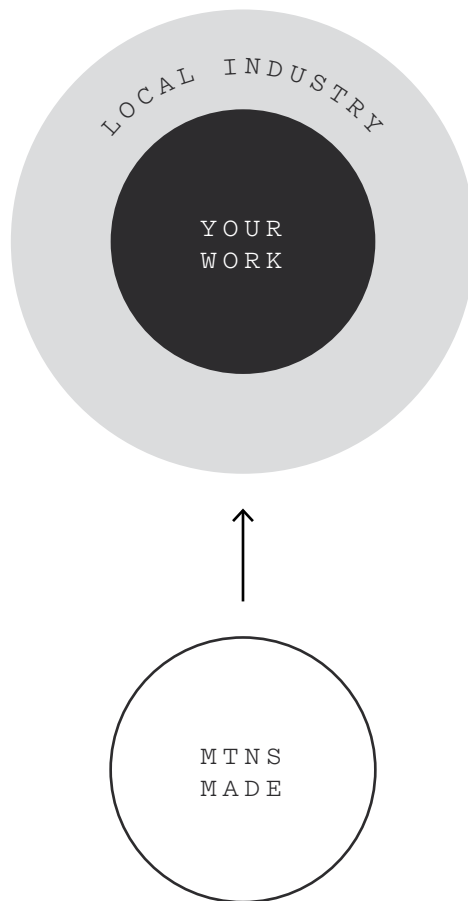
If necessary, an exclusion
zone should be equal to
the height of the A.

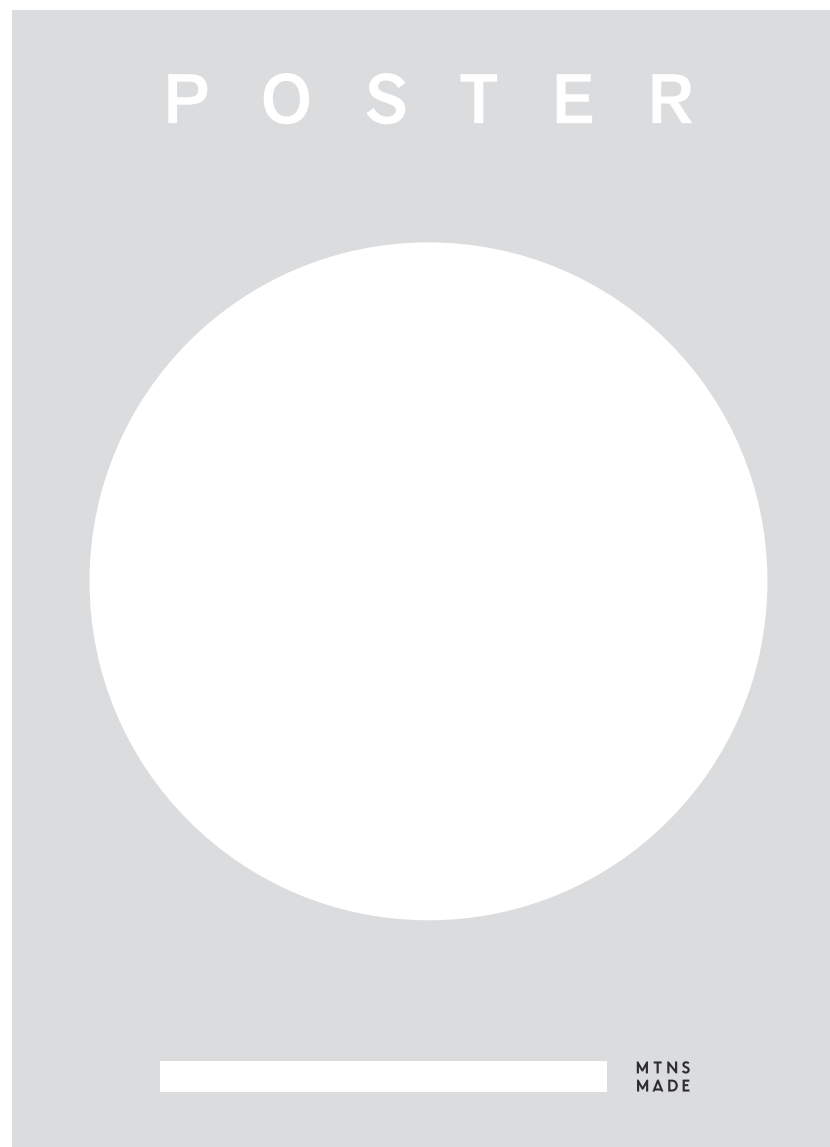
**MTNS
MADE**

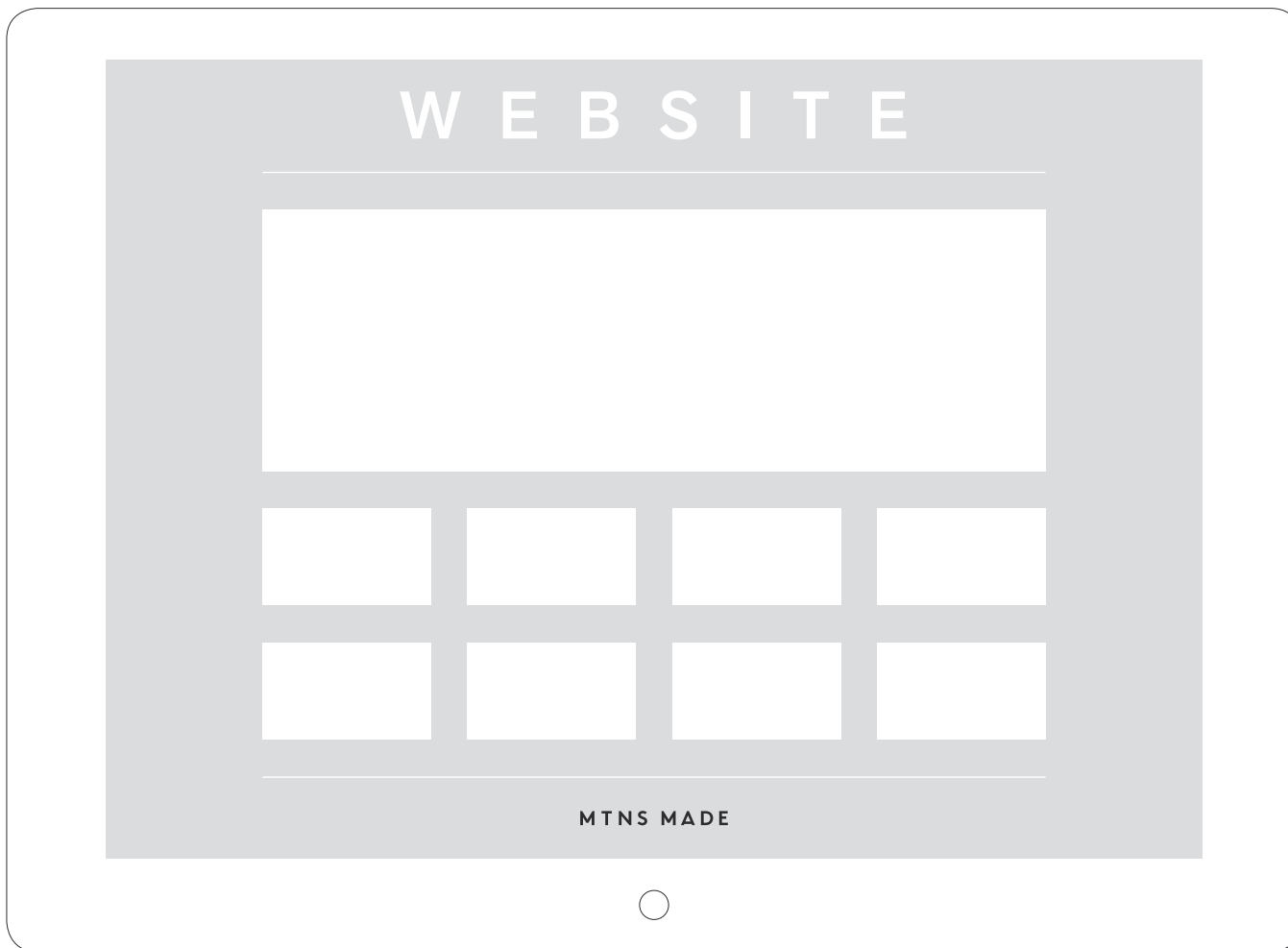
The Mountains Made identity is there to **support** the work of the creative industries, not to sit above it.

It aims to provide a mark of quality, as well as an aesthetic standard for future work — making it both an invitation and provocation.

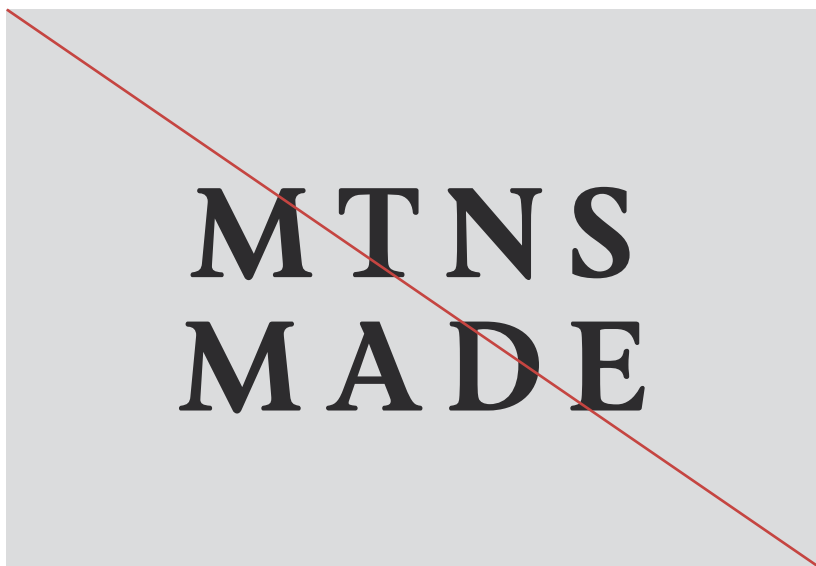
We suggest that the identity is used discretely, and in a way that is sensitive or “native” to the materials and processes that is used by participants.





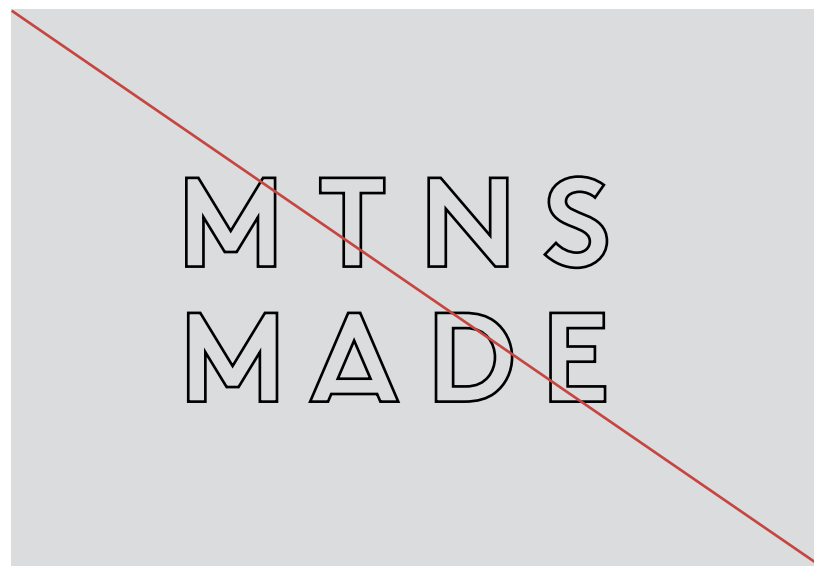






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The typeface cannot be altered or changed.



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The trademark should always be solid, and should never be stretched, skewed, or made 3D.

BE HONEST

BE STRONG

BE AUTHENTIC

BE BOLD

END