



# OUR MISSION

LUMP is a design collective aimed at getting the disenfranchised back to being creative. We aim to offer people a space to be creative together, rather than something that is academic or economically focused.

We run off of the maxims of:

- 1/ Creativity
- 2/ Collaboration
- 3/ Community

At LUMP, we encourage collectivism over individualism, Community gain over fiscal gain, Design for designs' sake. The brand reflects this, offering a variety of logos instead of focusing on just one.

The more creative people are with the

brand the better. Our mission is to get people to be creative no matter what. We encourage you to get creative with how we are seen. Each individual meeting will have its own unique logo attributed to it. This will help keep the collectives branded to LUMP whilst also allowing creativity to run freely.

This manual will make suggestions on how to advertise and run your meetings, as well as disseminate what LUMP is all about.

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## LUMP AND COLOUR

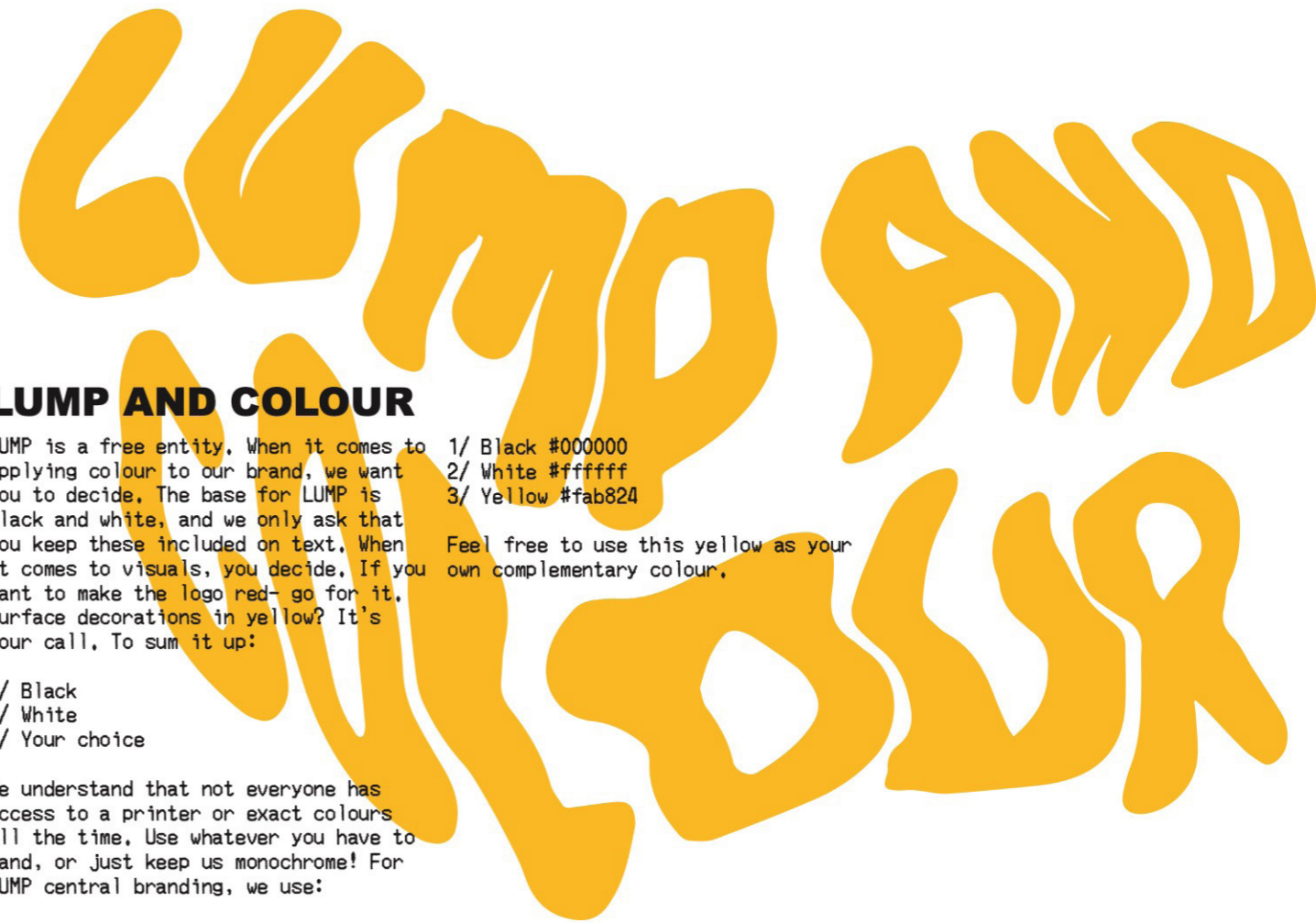
LUMP is a free entity. When it comes to applying colour to our brand, we want you to decide. The base for LUMP is black and white, and we only ask that you keep these included on text. When it comes to visuals, you decide. If you want to make the logo red- go for it. Surface decorations in yellow? It's your call. To sum it up:

- 1/ Black #000000
- 2/ White #ffffff
- 3/ Yellow #fab824

Feel free to use this yellow as your own complementary colour.

- 1/ Black
- 2/ White
- 3/ Your choice

We understand that not everyone has access to a printer or exact colours all the time. Use whatever you have to hand, or just keep us monochrome! For LUMP central branding, we use:

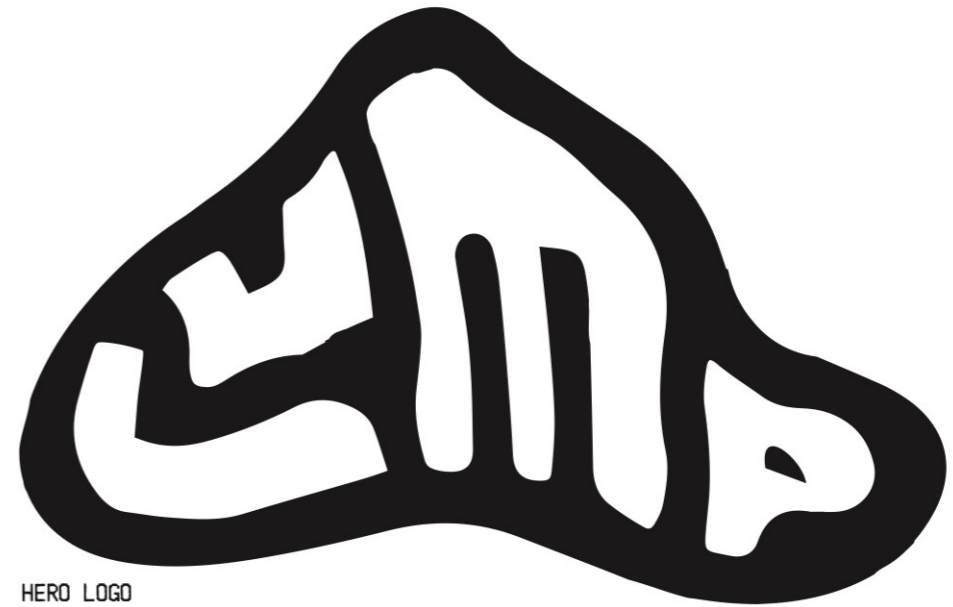


## LUMP AND LOGOS

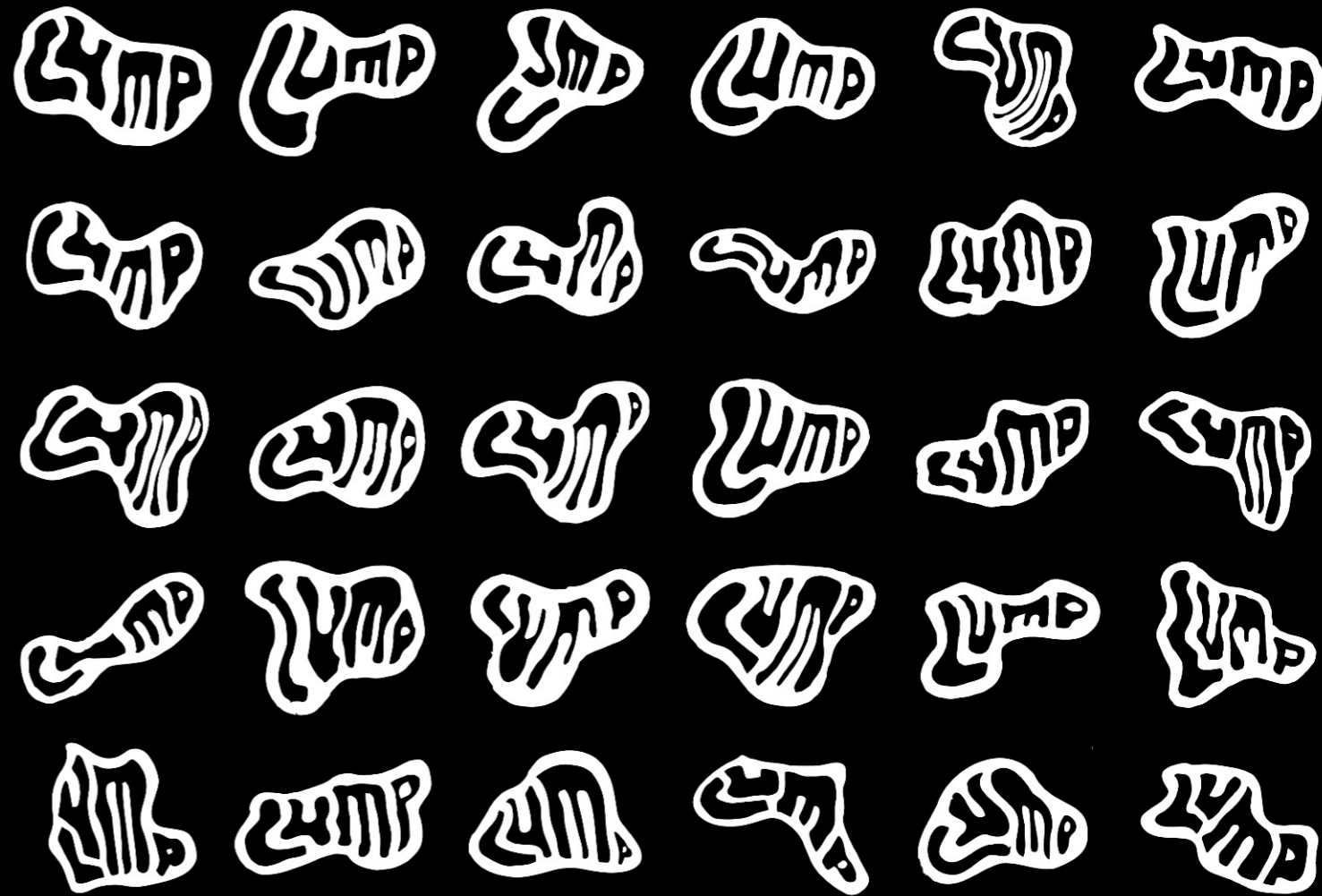
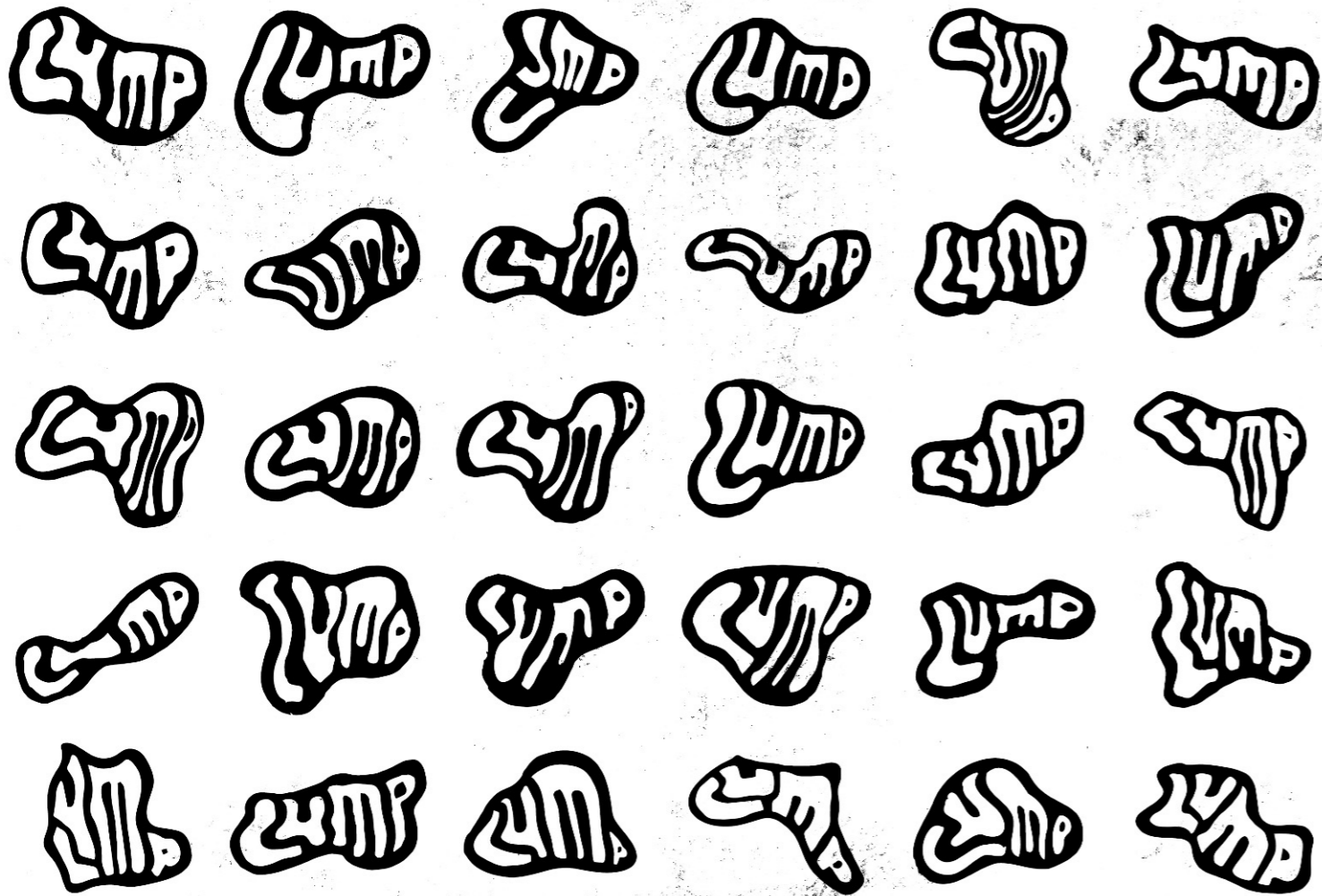
As stated before, LUMP is a free flowing concept. Therefore, our logo situation isn't straight forward. We don't have one; we have multiple. To truly reflect the organic, changing nature our brand has, we need to capture it through a number of logos.

Each community meeting will have a unique logo reflected by the stamp given in the project packs. Use our logo however you see fit: stamp it, draw it, change it. Get creative with how we are seen. All we ask is you keep us legible. Size us up, change our colour, evolve our brand.

We have one hero logo that the centralised platform of LUMP will use. This can be seen on the opposite page.



HERO LOGO



## LUMP AND TYPOGRAPHY

Type is important to us. How we use it to promote LUMP is even more important. When creating your own posters, use a block, sans-serif typeface.

We suggest Arial Black, as most services provide it for free. We have used this typeface on our media, demonstrating how it is best utilised. When used on A5, use a size of around 20. Double this for each size up to keep the text proportionate.

Merchant copy is used by us on our personal promotional material, like this manual for instance.

LUMP also uses a unique, handwritten and free flowing typography. Feel free to emulate this on franchised material.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 1?#(-)""",.,  
LUMP COLLECTIVE**

ARIAL BLACK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 1?#(-)""",.,  
LUMP COLLECTIVE

MERCHANT COPY REGULAR



11 COLOUR POSTER VARIANT



POSTER VARIANTS



## LUMP AND ADVERTISING

How people see LUMP effects how people interact with us. Creating advertising moments for LUMP community meetings is important to create those collaborative moments with creatives.

In our project packs, you will have access to one chair stamp and one unique LUMP logo stamp. These can be used to create assets to advertise the meetings you organise.

We know not everyone has access to supplies. Therefore, we have made it as simple as possible to create these materials.

### -POSTERS (A4 & A5)

- 1/ Print off the text you need-

locations, times, must-have items etc. We recommend using the phrase 'CREATIVES WELCOME' and 'LUMP COLLECTIVE' to give as much information as possible. Text should be 20 point for A5 and around 35 point for A4.

2/ Choose a design to stamp onto your poster. Use any colour available to stamp with. We encourage you to use whatever material you can find- old letters, junk mail, or even receipts.

3/ Apply the text pieces to the poster in a way similar to seen on the next page. Don't worry too much though; whatever feels right!

4/ Place around campuses, walkways, boards; Anywhere you can think of!

### -BUSINESS CARDS

1/ Stamp your unique LUMP logo on one side of your material

2/ On the reverse side, print and place the same promotional text used on the posters. We suggest a 15-20 point size.

3/ Distribute as you see fit!

### -STAMPS

1/ Use the logo stamp to mark chairs, materials created in the meetings, hands, lampposts- ANYTHING! The most important thing about the advertising of LUMP is to be creative with it.

## LUMP AND ADVERTISING

We encourage the fly-posting of our materials. Advertise wherever you can, take no prisoners.

Therefore, included in this booklet is a free poster. Rip it out and post our location somewhere. We'll let you decide.

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THE COLOSSEUM  
HUDDERSFIELD  
QUEENSGATE ROAD  
TUESDAYS 6:00PM  
FOOD DRINK CHAT  
CREATIVES WELCOME  
LUMP COLLECTIVE

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