

A guide  
to our  
**Creative  
Enterprise  
Zone**

**MAKE**

**IT**

**IN BRIT~~X~~TON**

## CONTENTS

1. Introduction
2. About this guide
4. Vision and strategy
5. Our values
6. Resources for the creative community
  - Make It in Brixton lock-ups
  - Make It in Brixton attribution
  - Email signature / supporter lock-up
  - Colour
  - Type
  - Downloads and help
7. Appendix
  - Lambeth and Mayoral recognition

# INTRODUCTION

**We all want to make it.**

*Make it in our chosen career. Maybe make it big.  
Sometimes perhaps just make it to pay day.*

*But whatever our ambition, what unites us all is the desire  
to thrive, be recognised – and be supported.*

*And that's what our **Creative Enterprise Zone** is all about.  
Supporting creative people to do amazingly creative things  
without having to leave our amazing creative corner of  
south London.*

*Because we all want to make it – **of course** – but more than  
that, we want to **Make It in Brixton**.*

## ABOUT THIS GUIDE

This guide introduces **Make It in Brixton**.

Make It in Brixton is the campaign to promote Lambeth's first Creative Enterprise Zone. It is designed to bring together anyone and everyone who has a stake in our local creative community.

It will coordinate, curate and cultivate creativity of all kinds, spanning education, training and opportunity – through to business support and local governance. It will give practitioners, educators, spaces, facilitators (and more) a common voice.

Most pertinently, while providing vital practical help for the creative professions, it is also designed to be a campaign we can all own.

What we make of it is utterly up to us.

## VISION AND STRATEGY

*Brixton is a place where people are proud to say they are creative. A community where creativity is visibly, volubly with us at all times. Welcoming, growing, truly accessible and fun; challenging, emotionally rewarding and inspirational.*

*We want Brixton to be at the forefront of London's creative economy. A place recognised internationally for its innovation — in creative production and by pioneering a truly integrated approach to industry partnerships, workspace, skills, culture and lifestyle to secure inclusive growth through the creative economy.*

*Lambeth and CEZ consortium partners will collaborate to drive delivery of our key objectives:*

**Space** — *we will protect and grow spaces for creative production, creating a step change in the volume of workspace in the CEZ*

**Jobs** — *a major upwards trajectory of well-paid employment for Brixton and its local people*

**Networks and support** — *a world class business support ecosystem for creative enterprise*

**Place** — *outstanding cultural placemaking initiatives, inspired by the ideas and creativity of local people, showcasing Brixton's creative past, present and future*

**Talent** — *supporting those under-represented to realise their dreams and creative potential regardless of their background*

**Business friendly** — *service areas across the council will join together to support inclusive growth through Brixton's creative economy*

*The economic growth achieved through the Brixton CEZ will help to underpin Lambeth's role in the central London economy. We anticipate the investment made by the Mayor of London, Lambeth Council and our CEZ partners will help to build a compelling case for greater funding devolution to London and local authority level.*

## OUR VALUES

*Four key values underpin everything we do. They are designed to help keep us on the straight and narrow, even when our straight and narrow might at times be a bit wide and wobbly.*

*These values will enable us to act with consistency, while supporting a diverse constituency. They promote imagination and ambition. They help us soar. And will never stifle.*

*If we live by these values we will recognisably be part of Make It in Brixton, whatever crazy stuff we actually make.*

**Make It in Brixton is:**

**RADICAL**

**OPEN**

**LOYAL**

**INVOLVED**

## OUR VALUES

### WE ARE RADICAL

By placing creativity at the heart of everything we challenge convention, imagining better ways of living, learning — and working.

### WE'RE OPEN

Open-minded, open-hearted, open-armed. Most importantly: open to ideas. We are approachable, unpretentious – and ALL about potential.

We know that creativity relies on raw material, thrives on welcoming and nurturing new energy.

We want a world where creative potential is accessed, encouraged, empowered and celebrated; regardless of situation or age.

### WE ARE LOYAL

We fight your corner. Support you all the way. Education, training, career pathways and development; workspace and infrastructure, we have your back.

We provide room to breathe, and space to grow.

### AND WE'RE INVOLVED

Hands on, collaborative, **active**. We create and curate a participatory community, uniting across difference.

When bottom-up matches top-down that's when the magic happens.

# RESOURCES FOR THE CREATIVE COMMUNITY

*We have a number of resources available for the Brixton creative community to use.*

## **1. The Make It in Brixton lock-up**

*Use it in presentations or on flyers. Include it in proposals and funding applications. Put it on your website and shout it from the rooftops.*

*The Make It in Brixton lock-up is a ‘membership’ badge (of pride), a chance to show your creative ambition – and demonstrate creative solidarity.*

**MAKE MAKE**  
**IT IT**  
**IN BRIXTON IN BRIXTON**



A guide  
to our  
Creative  
Enterprise  
Zone

**2. The In Brixton lock-up**

Use this version when the Make It in Brixton lock up takes up too much space. Or you want to say something else, like “Opportunities” or “This month” or “Art” in Brixton.

IN BRIXTON

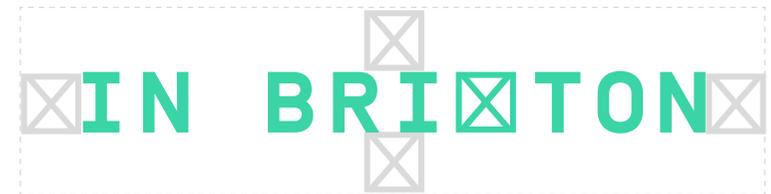
IN BRIXTON

IN BRIXTON

## USAGE

***The usual rules apply. Don't. Change. A. Thing.  
Please.***

***And please also make sure you give clear space  
around the mark.***



# A guide to our Creative Enterprise Zone

## 3. The Make It in Brixton attribution (in words)

The Make It in Brixton attribution –  
**Our Creative Enterprise Zone**  
– provides context for the campaign.

The attribution can be featured either in copy,  
or as a graphic design element.

In copy, it should be featured once, after the  
initial mention of the Make It campaign.

For example:

**Welcome to Make It in Brixton, our Creative  
Enterprise Zone...**

or

**We'd love to see you at the next Make It in Brixton  
meet-up, the networking event for our Creative  
Enterprise Zone...**

Occasionally it might be appropriate to  
reference Brixton's geographical location  
(and/or relationship to the local borough),  
in which case the following attribution may  
be used (in text only):

### **Lambeth's first Creative Enterprise Zone**

For example:

**Welcome to Make It in Brixton, Lambeth's first  
Creative Enterprise Zone...**

Please note, this is not the preferred attribution,  
and should only be used where location context is  
deemed to be important.

# A guide to our Creative Enterprise Zone

## **3. The Make It in Brixton attribution / email signature / supporter lock-up (as a graphic)**

In design applications where the attribution is useful for context – for example email signatures or ‘supporter’ lock-ups, an alternative version of the Make It in Brixton lock-up is available.

**MAKE IT IN BRIXTON**  
Our Creative Enterprise Zone

### **Text-only email signature**

If you would like to display your participation in Make It in Brixton by using an email signature, but are unable to use the graphic above, a text-only substitute may be used.

**MAKE IT IN BRIXTON** Our Creative Enterprise Zone

## COLOUR

Make It in Brixton green (or is it blue?)  
is the primary colour to use.

If you are printing it, use the spot colour.

If you can't spec a spot, don't print it.

PANTONE 3385 C

PANTONE 3385 U

R-58 G-212 B-167

#3ad4a7

PANTONE 2728 C

PANTONE 2935 U

R-0 G-71 B-186

#0047ba

PANTONE 1787 C

PANTONE Red 032 U

R-249 G-53 B-73

#f93549

PANTONE 102 C

PANTONE 102 U

R-252 G-226 B-0

#fbe200

PANTONE 0331 C

PANTONE 0331 U

R-254 G-174 B-187

#fdae8a

## TYPE

There are two Make It in Brixton typefaces.

**SIMPLON MONO BOLD  
HEADLINES, ALWAYS CAPS**

<https://www.swisstypefaces.com/fonts/simplon/#font>

*Literata Italic and Italic bold  
always sentence case*

<https://fonts.google.com/specimen/Literata>

A guide  
to our  
Creative  
Enterprise  
Zone

## DOWNLOADS AND HELP

Screen-friendly .png files for logos  
and lock-ups may be [downloaded here](#).

Files are supplied relatively large,  
so you may need to resize them.

If you require print-friendly files  
(.eps etc) or any other help, please  
email [jessica@thebrixtonproject.com](mailto:jessica@thebrixtonproject.com)

A guide  
to our  
**Creative  
Enterprise  
Zone**

# APPENDIX

A guide  
to our  
Creative  
Enterprise  
Zone

# LAMBETH AND MAYORAL RECOGNITION

On certain applications – for instance letterheads or email headers or the website it will be appropriate to use both the Make It in Brixton attribution and the logos for Lambeth Council and the Mayor of London, which should be sized as shown here.

