1. Visual use of the logo

The primary logo:

MANCHESTER

City of Literature

Additional colour options:

MANCHESTER

City of Literature

Red:
C0 M100 Y96 K0
R227 G6 B21

MANCHESTER

City of Literature

Additional logo formats:

MCR City of Literature

MANCHESTER City of Literature
The right scale:
To protect the legibility and clarity of our logo, it must never be reproduced at sizes smaller than those shown below.

Minimum print size:

![Manchester City of Literature Logo (25mm)](image)

Minimum screen size:

![Manchester City of Literature Logo (160px)](image)

Recommended logo sizes for common print formats:

- A5 — 25mm wide
- A4 — 35mm wide
- A3 — 65mm wide

Spacing:

![Manchester City of Literature Logo with Spacing](image)

To ensure the logo is always visible and legible, make sure there is enough space around it, using the ‘M’ as a measure.
2. What can this be used for

Organisations and individuals involved in literary related activity* in Greater Manchester can use the logo to indicate they are linked in to the Manchester City of Literature (MCOL) network.

There are two main ways the logo can be used. In each case, before using the logo, please make a request via email to Bethan Evans (b.evans2@manchester.gov.uk). This will enable us ensure you are linked in to the MCOL network and that you have access to all versions of the logo. It will also help us to keep an overview of the use of the logo, the events and initiatives partners are involved in, and potentially measure the reach and results of the logo’s use.

To use the logo on your website:

- **Email us** once to request use of the logo and you will then be able to use it on your website indefinitely.
- If possible, please ensure visitors to your website can easily link through to the official MCOL website by clicking on the MCOL logo on your site.

To use the logo in publicity for individual projects, initiatives or events:

- **Email us** on a project-by project basis to request use of the logo.

All organisations, individuals and projects/initiatives/events using the logo should support the vision and shared values of Manchester City of Literature, which can be found on www.manchestercityofliterature.com.

Manchester City of Literature reserves the right to refuse or rescind use of the logo if an organisation, individual or project/initiative/event that is seen to be in contravention of our vision and values, or if it has already or could bring the City of Literature into disrepute.

*Literary related activity means writing and literature in its widest sense, including but not limited to reading, writing, poetry, storytelling, song writing, screenwriting, performance, publishing, translation and other modes of representing or reproducing words in a visible, audible or otherwise communicable form, including through braille and sign language.
3. Our Website

Organisations and individuals working on literary related activity in Greater Manchester who use our logo can also ask us to include their logo on our website, in a reciprocal arrangement.

These guidelines are subject to change. For the latest version please visit www.manchestercityofliterature.com