

**Manchester
City of Literature**

manchestercityofliterature.com

Our **BRAND**



A UNESCO City
of Literature

VISION and **VALUES**

VISION

Our purpose is to make Manchester a place where reading and writing are valued, nurtured and shared.

An innovative, distinctive, equitable,
globally connected city of reading and
writing, where diverse voices are celebrated,
creative talent and industries are nurtured
and where literary activity changes lives.

VALUES

Our mission is to unite the collective strength and voice of writers and all those involved in literary activities across Manchester.

Distinctive – creating distinctive cultural experiences inspired by Manchester’s unique, radical character and rich cultural heritage whilst looking to the future.

Inclusive – celebrating the rich diversity of voices in the city, building on the strengths of Manchester’s people and widening participation in literary activity.

Transformative – developing skills, nurturing creative talent and transforming lives.

Connected – linking and supporting literary activity and enabling collective advocacy for Manchester’s literary community and international collaborations.

World-leading – a beacon for high quality, culturally democratic, truly diverse literary activity.

Our **LOGOS**

OUR LOGOS

Our brand consists of two logos that work hand in hand.
They are the Manchester City of Literature wordmark
and the accreditation mark.

**Manchester
City of Literature**



A UNESCO City
of Literature

WORDMARK

The wordmark is used when Manchester City of Literature is central to a project or event. The wordmark emphasises us as an organiser, clearly associating us with a project or event. The mark is simple yet bold and can sit alongside project or event styling without overpowering other information.

The wordmark should always appear on marketing communications and usually, it would sit in the top left corner (see pages 21–25 for examples).

Manchester City of Literature

PRIMARY ACCREDITATION

Our second mark is inspired by the printing press and gives credit to Manchester. It's always featured with the wordmark but doesn't need to be as prominent or sit directly next to it. It would usually sit in the bottom left corner of communications (see pages 21–25 for examples).

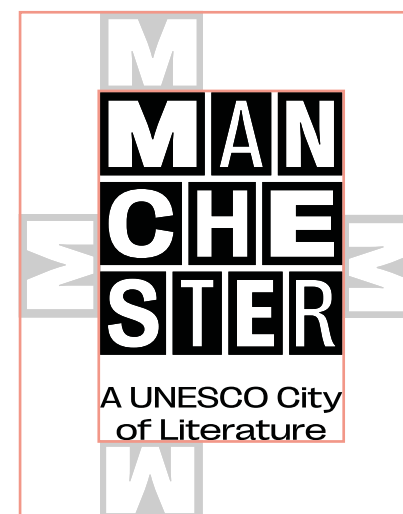
This mark can also be used on its own when Manchester City of Literature is a partner, sponsor, funder or supporter and as a profile avatar.



A UNESCO City
of Literature

MINIMUM CLEAR SPACE

A protected area has been constructed based on the width of the letter 'M'. No text or graphics should be placed within this space. This should guarantee adequate spacing between the logo and other content.



SECONDARY ACCREDITATION

On a rare occasion, an accreditation without the UNESCO reference may be needed. This should only be used when approved and provided by the marketing team. The primary accreditation is always preferred.



City of Literature

Our **TYPE**

OUR TYPE

Our core typefaces are Right Grotesk (a sans-serif) and Cormorant Garamond (a serif). They're contrasting features compliment one another and they allow us to structure an effective typographic hierarchy and change the pace.

For body copy, we also use Work Sans – a highly legible sans-serif optimised for both on-screen and print.

MANCHESTER,
A UNESCO City
of **LITERATURE.**

RIGHT GROTESK SPATIAL

A functional and versatile sans-serif with a touch of personality, alluding to traditional printing techniques through ink trap features. This font can be loud and proud or modest, supporting all sorts of design. Our brand uses the “spatial bold” weight.

This font can be purchased at pangrampangram.com. For more information on type styles and hierarchy, please go to pages 16 and 17.

RIGHT GROTESK SPATIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmn
opqrstuvwxyz**

1234567890

WEIGHT: BOLD

a

CORMORANT GARAMOND

An open-source, contemporary old-style serif inspired by traditional fonts, often used for book printing and body text. Cormorant Garamond is characterised by small counters, razor-sharp serifs, smooth curves and flamboyantly tall accents. It's highly legible and works well small or large.

This font is free and can be downloaded at fonts.google.com. For more information on type styles and hierarchy, please go to pages 16 and 17.

Cormorant Garamond

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Weights: Medium and *Medium Italic*

The image features two large, light brown decorative letters, 'A' and 'a', in the background. The 'A' is positioned on the left side, and the 'a' is on the right side. They are rendered in a serif font style, matching the Cormorant Garamond font being showcased. The 'A' is a tall, narrow capital letter with a sharp point at the top and a wide base. The 'a' is a lowercase letter with a high, curved ascender and a deep, rounded bowl. Both letters have a subtle texture and are set against a plain white background.

WORK SANS

Based loosely on early grotesques, this highly legible sans-serif font has simplified features and is optimised for both on-screen and print. This should only ever be used for smaller body copy to aid legibility.

This font is free and can be downloaded at fonts.google.com. For more information on type styles and hierarchy, please go to pages 16 and 17.

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Weights: Regular and *Italic*

TYPE STYLES – TITLES AND MESSAGING

For titles and key messaging, both fonts can be used within the same sentence or statement. It's important to only use this style for short written texts so it doesn't lose impact or become hard to read. It's also recommended for larger font sizes too.

Please use Right Grotesk Spacial Bold (all caps) for keywords and Cormorant Garamond Medium (sentence case) for everything else.



MADE in
MANCHESTER.

TYPE STYLES – HEADINGS AND BODY COPY

Please use Right Grotesk Spacial Bold (all caps) for headings and Cormorant Garamond Medium (sentence case) for medium/larger body copy, short or lead paragraphs of text and key info (such as dates and web addresses).

For smaller body copy and long paragraphs of text, Cormorant Garamond can be replaced with Work Sans (sentence case) to aid legibility. An example of this can be seen on our website.

CITY OF LIBRARIES

The libraries of our city are a key part of our cultural heritage, from the John Rylands Library to the North-West film archive to Chetham's to the Portico to the Ahmed Iqbal Race Relations Resource Centre. We see libraries as the emotional and physical heart of community. This has been shown, as 4.1 million people visited the Central Library in the 3 years since it was renovated.

CITY OF POETRY

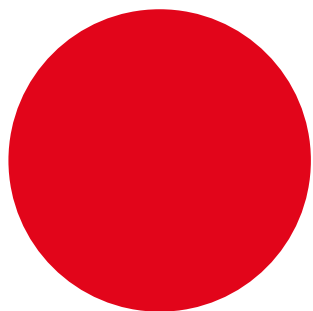
Manchester is a beacon for poetry in the UK, demonstrated all the way up to institutional level. Manchester University (Lemn Sissay) and Salford University (Jackie Kay, the Scottish Makar) have poets as their Chancellors; Manchester Metropolitan University is the home of the UK Poet Laureate 2009-2019 (Carol Ann Duffy).

Our **COLOURS**

OUR COLOURS

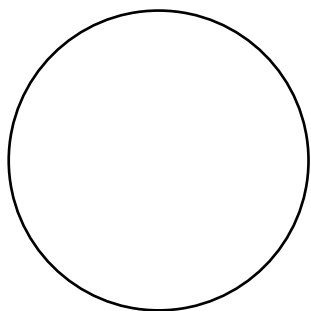
19

We have a diverse colour palette which was inspired by the variety of colours used for labelling books in conjunction with the dewey decimal system. The varied palette allows us to create a particular look or feel for different campaigns and communications.



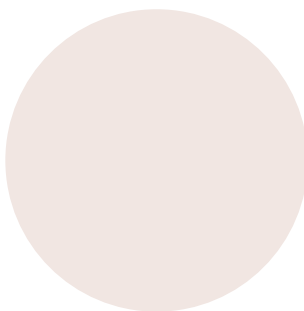
RED

Co M100 Y96 Ko
R226 G5 B26



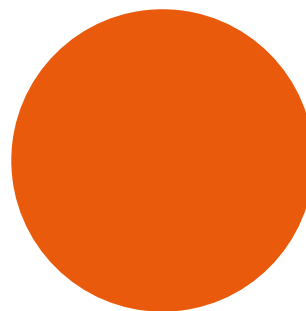
WHITE

Co Mo Yo Ko
R255 G255 B255



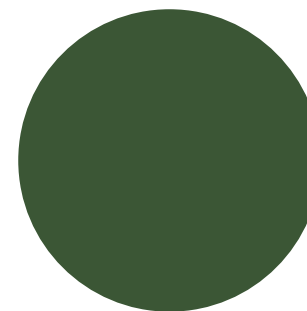
OFF-WHITE

Co M7 Y7 K7
R241 G230 B226



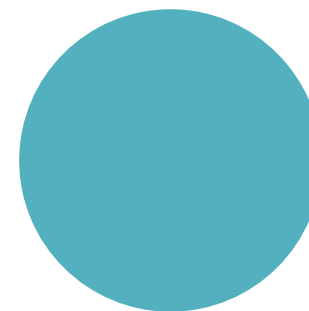
ORANGE

Co M75 Y100 Ko
R233 G90 B12



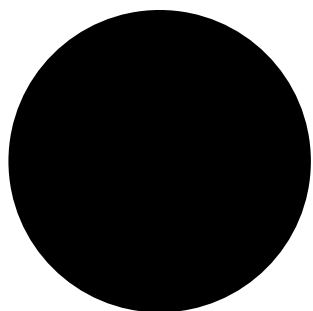
KHAKI

C80 M52 Y88 K30
R59 G86 B53



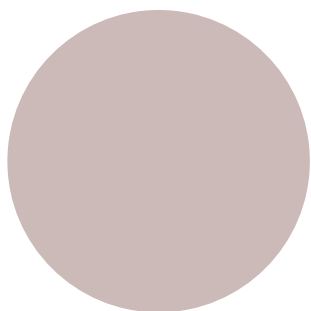
BLUE

C62 Mo Y19 K12
R83 G176 B191



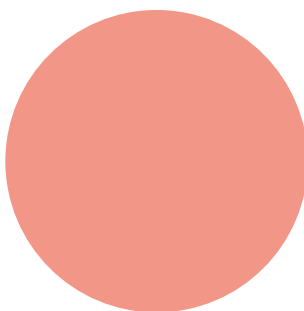
BLACK

Co Mo Yo K100
R0 G0 B0



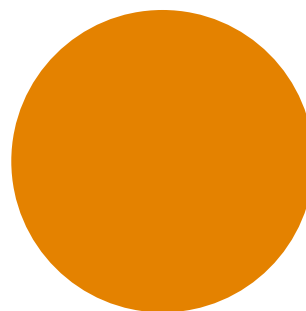
GREIGE

Co M15 Y9 K25
R204 G186 B184



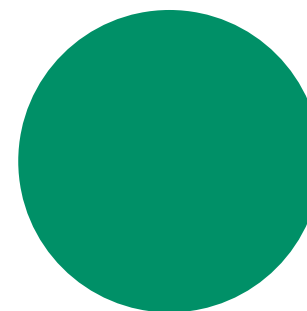
PINK

Co M51 Y41 Ko
R242 G151 B136



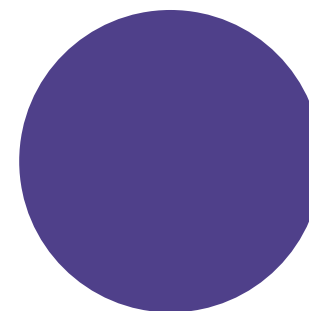
YELLOW

Co M54 Y100 K7
R228 G130 B0



GREEN

C100 M8 Y76 Ko
R0 G144 B103



PURPLE

C80 M80 Yo K10
R79 G64 B138

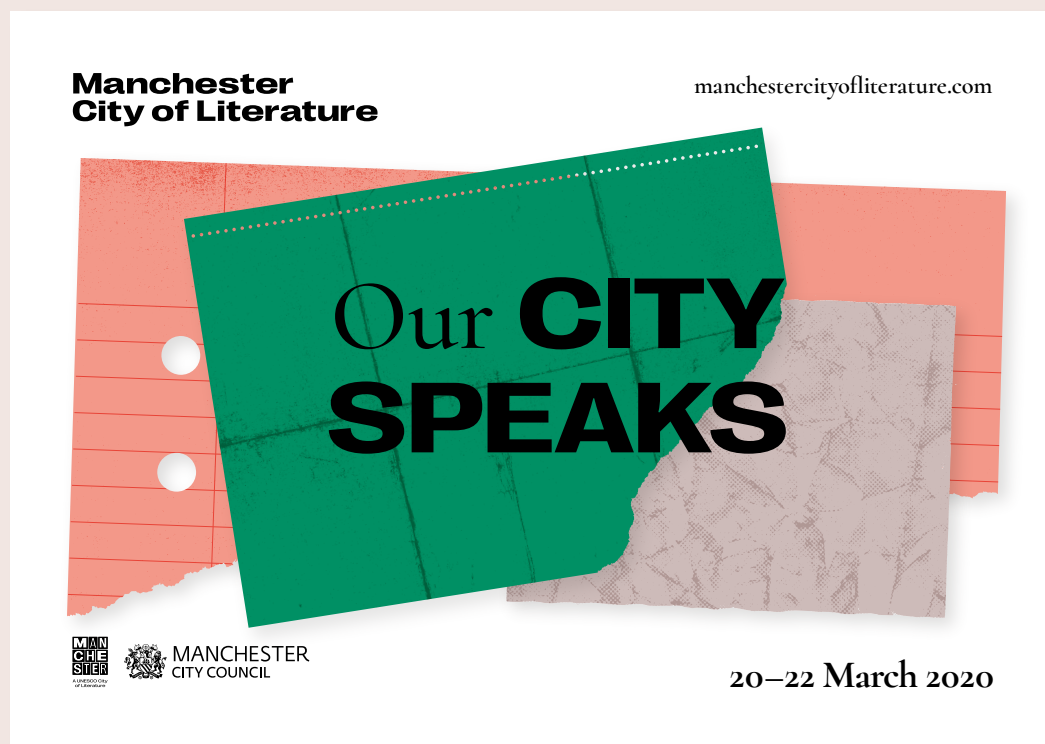


Our **VISUAL STYLE**

PAPER FRAMING DEVICE

The page allows us to express ideas, tell stories and record thoughts, plans and memories from moments in time that seemed worthy of the written word. We use this same device to celebrate our city of literature and showcase our events, projects and resources.

This style can be used across a variety of media and helps us achieve a consistent look and feel when events aren't custom branded. It is especially useful when communications don't require or have any photography. Paper assets can be supplied from the marketing team, if needed.



PAPER FRAMING DEVICE AND IMAGERY

This style also works well with imagery. New compositions can be created by adding or removing layers of different papers and alternating colours from the palette. Please ensure the text is always legible.

Manchester
City of Literature

manchestercityofliterature.com

CITY of POETRY



Image: J Ferryman

GRIDS AND LAYOUTS

To ensure the Manchester City of Literature logos and key information can be seen, the layout of our collateral follows the same rules and grid. For marketing, our wordmark should always sit in the top left corner and our web address in the top right corner.

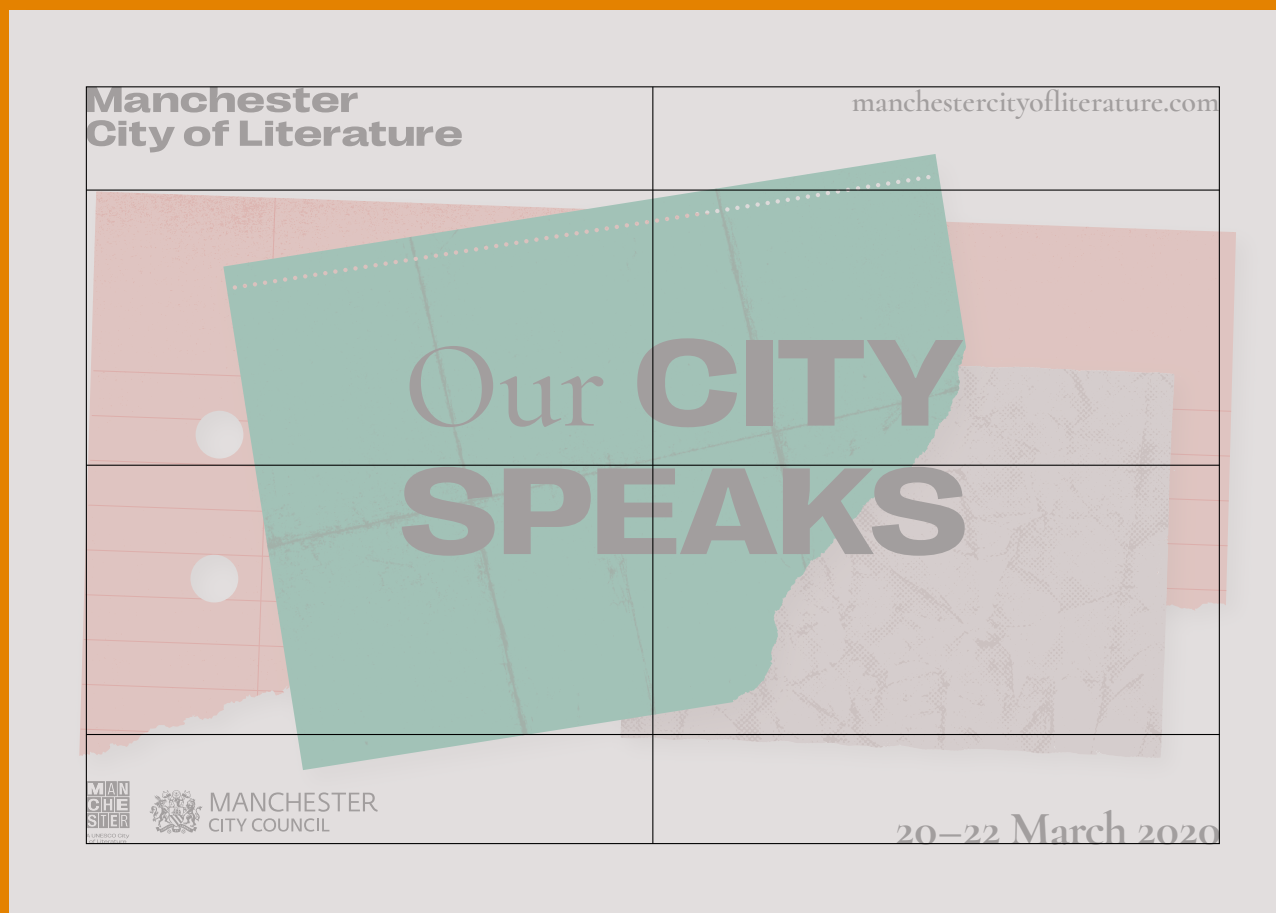
The main message or event title/name should always be centred. The footer should feature our accreditation mark and any supporter logos in the bottom left corner and dates (if needed) in the bottom right. If there's no need to show dates, please leave this area blank.

TOP LEFT

Manchester City of Literature wordmark.

BOTTOM LEFT

Manchester City of Literature accreditation and supporter logos.



TOP RIGHT

Manchester City of Literature web address.

BOTTOM RIGHT

Dates or left blank if no dates are needed.

SIMPLE COMPOSITION – OPTION 01

For some communications a simpler framing approach may be needed. If this is the case, please still follow the layout rules but use a full bleed image plus a strip of paper at the top, which contains the wordmark and web address.

Feel free to use any paper graphic that best compliments the image.



SIMPLE COMPOSITION – OPTION 02

For an even simpler approach a divider line can be added instead of the paper texture to draw attention to our wordmark logo and web address.

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If you have any questions or require additional brand assets, please contact our Partnerships and Communications Manager, Jo Flynn.

jo.flynn@manchester.gov.uk
