



SUNDERLAND
CITY OF CULTURE
BID 2021

LOGO GUIDELINES



GUIDELINES AND THEIR USE

The purpose of these guidelines is to encourage the correct application of Sunderland City of Culture Bid identity. The consistent use of the logo, fonts and colours, as shown in this brief guide, will lead to brand recognition and integrity as well as portraying a universal image.





THE LOGOS

Sunderland City of Culture Bid logo has several formats to suit different media, backgrounds and usage.

1. The full colour logo.

This is the main logo and should be used, when possible, on materials directly promoting the bid.

2. The black & white keyline logo.

This logo format can be used when colour usage is restricted or if the logo is a supporting device to another logo (eg. a company who supports the bid). This can also be used on promotional materials where the colour palette suits being more understated.

3. The circular contained logo.

The self contained logo is very practical when used on colour backgrounds and photography - it can be used like a stamp. It's legibility is not compromised by the background and the black solid restricts colour clashing. Very practical as a stamp of support!

These are guidelines only and we encourage the use of all logo formats - whichever works best for individual applications.

1.



2.



3.





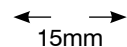
LOGO EXCLUSION ZONE

The exclusion zone is the space surrounding the logo clear of other elements in order to give it most impact. Nothing should go inside the exclusion zone to detract from the identity. There are situations where the exclusion zone cannot be maintained (often online usage), in these circumstances as much surrounding space as possible should be encouraged.

The exclusion zone is measured by the 'x' figure. In this case 'x' represents the height of the individual triangular pieces of the S icon.

MINIMUM SIZE

The size of our logo should be appropriate for the material it is being used on. Sometimes you will need to use Sunderland City of Culture Bid logo at a very small size. Whenever possible, the logo should not be reduced beyond a minimum width of 15mm. At small sizes the black & white logo may provide sharper quality.





LOGO RESTRICTIONS - **DON'TS!**

Artwork will be available for the application of the logo and these files should not be manipulated or distorted.

Some examples of things to avoid:

- (1) Resizing individual elements - all aspects of the logo should be scaled together
- (2) Distorting or stretching the logo
- (3) Angling the logo
- (4) Adding colour to the logo

(1)



(2)



(3)



(4)





COLOURWAYS

Sunderland City of Culture Bid logo contains a vibrant colour palette to represent the various aspects of culture in the City. These colours can be used in supporting materials. Their CMYK and RGB values are shown here for print and screen respectively.



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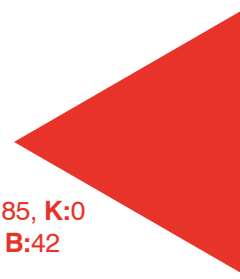
C:60, M:94, Y:0, K:0
R:131, G:46, B:136



C:47, M:100, Y:47, K:46
R:101, G:20, B:56



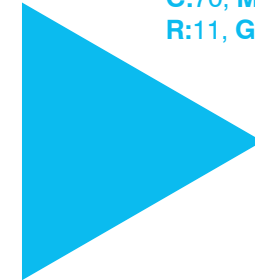
C:0, M:90, Y:85, K:0
R:230, G:51, B:42



C:28, M:0, Y:88, K:0
R:204, G:215, B:53



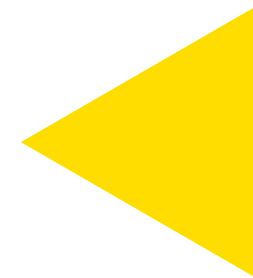
C:70, M:0, Y:0, K:0
R:11, G:187, B:239



C:0, M:53, Y:100, K:0
R:242, G:140, B:0



C:0, M:10, Y:100, K:0
R:255, G:221, B:0



C:18, M:0, Y:100, K:0
R:226, G:222, B:0





FONTS

Our main brand font is Museo, available in weights 100, 300, 500, 700 and 900. 300 weight should be used for bodycopy with 500 as a bold highlight and 700 as headlines.

If Museo is not available then a substitute Sans Serif font can be used. Good examples of these are Swiss 721, Helvetica and Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()?!@£&
1234567890

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()?!@£&
1234567890

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()?!@£&
1234567890

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()?!@£&
1234567890

Swiss 721/Helvetica/Arial



IMAGE MOODBOARDS

Some examples of how the logo can interact with images to suit the mood and composition...





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