



Brand guidelines



Contents

These guidelines have been created to help you produce consistent, faithful and effective communications to support Bee in the City 2018.

Please allow up to 48 hours for approval of artwork by Wild in Art and its key partners.

To seek artwork approval, and should you have any queries regarding the application of these guidelines, please contact **hello@beeinthecitymcr.co.uk / 01663 308088**

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Logos

Master logo

The master logo for Bee in the City 2018 has been designed to capture the fun and quirky inventiveness of the event.

For more than 150 years the bee emblem has symbolised the creative, industrious and energetic spirit of Manchester and its people. In summer 2018, the bee will also inspire one of the most spectacular and ambitious art projects the city has ever seen - Bee in the City.

Building on the city's international reputation for creativity, Wild in Art is working with Manchester City Council and partners to create a stunning public art trail of over 80 individually designed, super-sized, 3-D Bee sculptures (and smaller 3-D Bees created by school children and young people) for both residents and tourists to enjoy.



Master logo - brown

The Bee in the City logo is primarily featured brown (see **page 8 Brand colours** for colour references) and should be the default choice of logo on all communications for Bee in the City 2018. Alternatively, the logo can be used in white (see next page). The logo can only be used in black when colour printing is not possible.

The Bee in the City logo should always sit alone as the event brand. It should never sit alongside company logos or funding logos



Master logo – white

When the Bee in the City logo is used on a darker background, the logo should be used in white to ensure it is legible and stands out against the backdrop.



25mm



120px

Partner logos

Where The Bee in the City logo is used, the Wild in Art, Manchester City Council, Lord Mayor of Manchester's We Love MCR Charity logo lock-up should always appear in a prominent position with the wording 'Created in Manchester by:' and 'In support of:' directly above the logos, as shown.

The following wording should always be used directly below the logos or to the right of the We Love MCR logo: 'The Lord Mayor of Manchester's Charity Appeal Trust, registered charity number 1066972'.

The only exceptions would be where this wording becomes illegible when used for small-format digital applications. This will be agreed with Wild in Art on a case by case basis.

The positioning of these logos will be agreed on a case by case basis.

This partner logo lock-up should always be used on a white background.



Brand colours

The Bee in the City brand uses the following colours as part of the primary and secondary palettes. The primary palette of colours is preferred for partner artwork.

Primary colour palette

This palette is made up of yellow, gold and brown tones which reference the worker bee colours. Tints of these colours may also be used



Secondary colour palette

Brighter accent colours which can be used to compliment the primary palette for various uses e.g. sponsorship, learning, artist programme etc. Tints of these colours may also be used.



How not to use the Bee in the City logo

Please observe the following rules when applying the logo to your communications.



✗ Do not stretch the logo.

✗ Do not use the logo under the minimum size.

✗ Do not use the logo in any colour other than brown, black or white.

✗ Do not change the proportions of the logo.



✗ Do not change the alignment or position of the text.

✗ Do not apply the logo to photography.

✗ Do not apply the logo to a different colour background (use white or a brand colour from page 8).

✗ Do not mix greyscale and full colour logos.

Typography

Typography

Typography: primary typefaces

We use **Buenos Aires** for document titles, headlines and short pull-out copy in print. If Buenos Aires is not available, Work Sans can be used as a widely available free alternative (see page 14).

We use **Roboto** for subheadings and body copy on digital applications as well as printed material. This is an open source typeface and is free to download.

Bue

Aire

Rob

Buenos Aires

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Wild in Art and Manchester City Council are bringing all of Manchester's communities together to create Bee in the City - a stunning public art trail of over 80 individually designed giant Bee sculptures. Crafted by regional professional and emerging artists, it will weave its way across the city during the summer of 2018. An inspirational learning project will give children and young people the chance to take part.

Wild in Art and Manchester City Council are bringing all of Manchester's communities together to create Bee in the City - a stunning public art trail of over 80 individually designed giant Bee sculptures. Crafted by regional professional and emerging artists, it will weave its way across the city during the summer of 2018. An inspirational learning project will give children and young people the chance to take part.

We are seeking sponsors to join our hive of creativity. Make your business messages fly, drive customers to your door, create partnerships across the city and be part of this exceptional event. We offer a range of sponsorship packages tailored to your business needs and budget so that you can benefit from being connected to Bee in the City.

Light Regular **Bold**

Roboto

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

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Regular **Bold** *Italic* ***Bold Italic***

Typography: alternative typefaces

The typeface **Work Sans** has been chosen as an open source alternative to our main font **Buenos Aires**. We use it for document titles, headlines and short pull-out copy on digital applications. It can also be used on printed materials where Buenos Aires cannot be used.

Our secondary typeface **Roboto** is an open source font and is available to download and use online for free. We use it for subheadings and body copy on digital applications as well as printed material.

Wo

Sar

Rob

Work Sans

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

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Regular Medium **SemiBold**

Roboto

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

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Regular **Bold** *Italic* ***Bold Italic***

Illustration assets

Illustration: flying bee icon

This can be used as a graphical device to draw attention to another element of the design, such as a quote, statistic or part of an image. It can also be used as part of the cityscape illustration (see next page).

Use your judgement in terms of the appropriate size and crop.



Wild in Art is proud to be back in Manchester, working with Manchester City Council to bring one of the most ambitious mass participation, public art trails the city has ever seen.

"We are really excited to join Wild in Art in presenting this exceptional project for Manchester and all its communities to enjoy. The Council is committed to making Bee in the City a memorable success and we are especially delighted that the Learning Programme will give children and young people such a positive opportunity to explore their city and its fascinating stories through artistic endeavour."

Councillor Luthfur Rahman, Executive Member for Schools, Culture and Leisure, Manchester City Council



Featuring Wild in Art's newest sculpture, the worker Bee, the event will bring together the business and

Illustration: cityscape

These are designed to be used in white spaces around text to create a sense of the Bee in the City trail, taking in the sights of Manchester. They should be used sparingly for impact and only in the colours provided and in the configurations/proportions shown.



Bee creative Bee inspired Bee in the City



Example applications



**Bee
in the
City**

**Your
content
here**



Created in Manchester by:




MANCHESTER
CITY COUNCIL

In support of:




The Lord Mayor
of Manchester's
Charity Appeal Trust,
registered charity
number 1066972




**Bee
in the
City**



**Your
content
here**




Created in Manchester by:



MANCHESTER
CITY COUNCIL

In support of:



The Lord Mayor
of Manchester's
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Copy and tone of voice

Tone of voice

Audiences for Bee in the City range from young school children taking part in the event, to business people looking for sponsorship opportunities, and tourists planning to visit Manchester to follow the trail. Copy should be pitched accordingly.

Regardless of the readership, our messaging should always have a clear objective in mind.

As a check, everything you write should reflect the values of Bee in the City.

Inspiring

Inventive

Creative

Inclusive

Informative

Fun

Celebratory

Use of copy

We have supplied generic Bee in the City copy for use across your marketing and communications activity, along with guidance regarding photography and how to access Bee in the City images. See 'Assets included in this pack'.

Use of cases for Bee / bee

Whenever you refer to generic worker bees e.g.
'Manchester's emblematic bees'
the word 'bees' features a lower case 'b'.

Whenever you refer to the specific Bee in the City Bees e.g.
'the Bee sculptures on display'
'sponsorship of a Bee'
the word 'Bee' features an upper case 'B'.

Bee creative...

When the following marketing line is used it should not include any punctuation but instead have line breaks between each of the phrases e.g.

Bee creative
Bee inspired
Bee in the City

Alternatively, tabbed spaces between each phrase can be used to separate the phrases e.g.

Bee creative Bee inspired Bee in the City

The phrase should not include punctuation such as commas or semicolons to separate the phrases.

Bee social

We would love you to promote your involvement in Bee in the City, but we would also like to retain an element of surprise when the sculptures are revealed and the trail goes live. In order to do this, we ask that you:

Only release/post elements of your Bee taking shape or sections of your Bee as 'work in progress'.

Don't reveal the full, finished sculpture until the event has been launched and the Bees are displayed across Manchester in the summer.

Here are the key Bee in the City handles and hashtags. These should be used in lowercase as shown:

beeinthecitymcr.co.uk

🐦 @beeinthecitymcr

📘 <https://www.facebook.com/beeinthecitymcr/>

📺 @beeinthecitymcr

#beeinthecity

🐦 📺 @wildinart

🐦 @ManCityCouncil

🐦 @mcr_charity

Bee in the City will leave a lasting legacy for various local charitable causes via The Lord Mayor of Manchester's We Love MCR Charity (The Lord Mayor of Manchester's Charity Appeal Trust, registered charity number 1066972).

welovemcrcharity.org

**Assets included
in this pack**

Assets included in this pack

Master Bee in the City logo pack

Partner logo lock-up

Cityscape illustrations

Fonts

Sponsor/Partner email footers

Empty belly posters A4 and A3 (PDF)

Empty belly pull-up banner (PDF)

Web banners (various formats)

Generic copy and photography guidance

Image consent form

Event timeline

Press release template available upon request



Bee in the City



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MANCHESTER
CITY COUNCIL

In support of:



The Lord Mayor
of Manchester's
Charity Appeal Trust,
registered charity
number 1066972