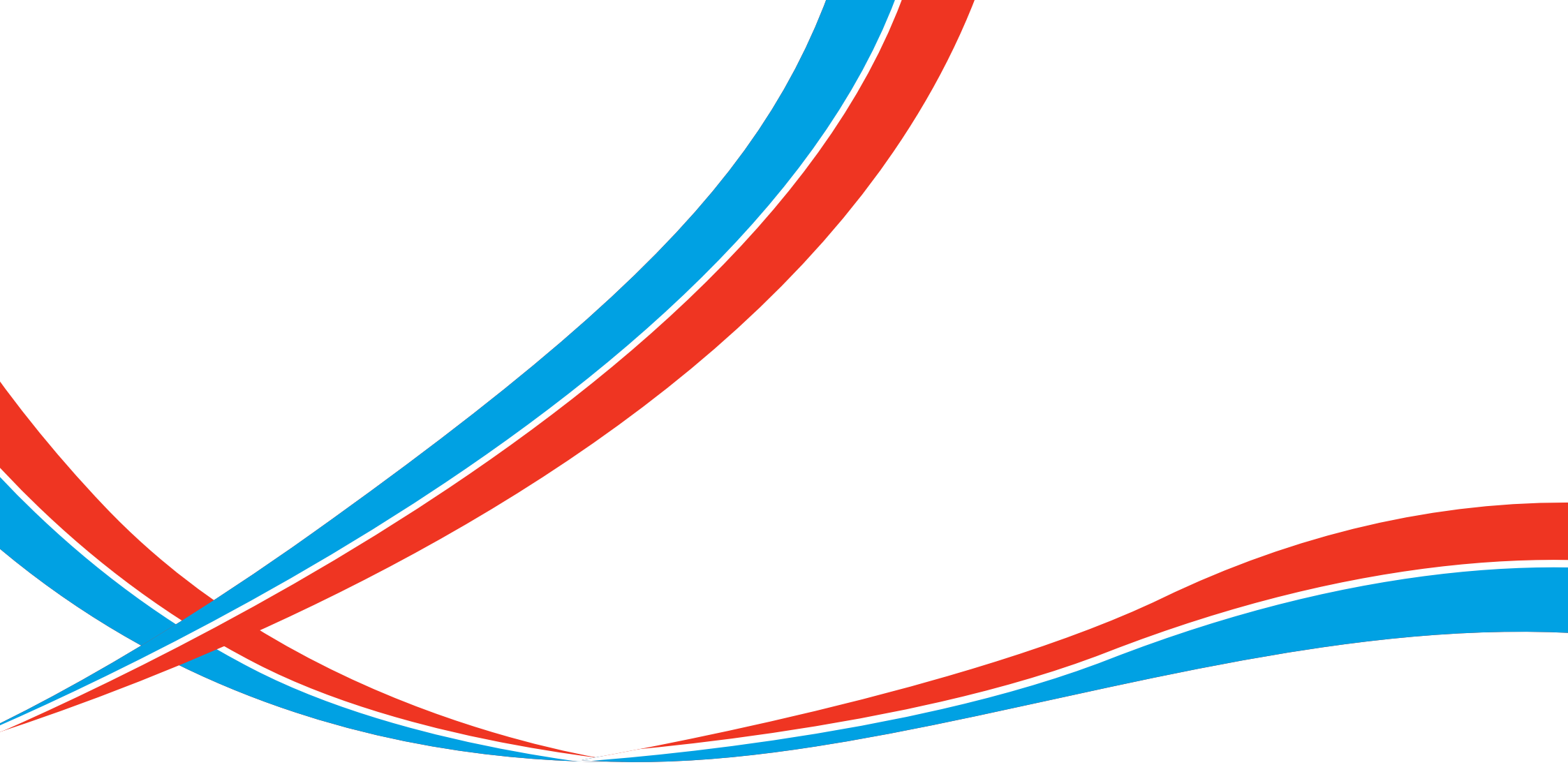


love middlesbrough
citybid2012

usingthebrand



This guide outlines the lovemiddlesbrough City Bid 2012 campaign identity.

It provides information to help you use the identity correctly and get involved with the campaign.

logos



Primary logo

Use this logo on any literature, publicity, marketing materials or promotional items which promote or support the City Bid 2012 campaign; aiming to raise the profile of the bid and reinforce the message of Middlesbrough as a great place to live, learn, work, visit and invest.



Secondary logo

Use this logo only in the absence of a separate call to action or [lovemiddlesbrough](http://lovemiddlesbrough.com) web address.

The logos are designed to build on the established [lovemiddlesbrough](http://lovemiddlesbrough.com) brand, whilst creating a powerful stand-alone identity for the City Bid. This will start the evolution of the [lovemiddlesbrough](http://lovemiddlesbrough.com) brand into a more flexible identity, which will continue to evolve after the lifespan of the City Bid 2012 campaign.

The logos comprise of the ribbon motif and [lovemiddlesbrough](http://lovemiddlesbrough.com) / [citybid2012](http://citybid2012.com) type. These elements should always be used together.

logos - exclusion zone



The logo must appear without interference from other written or graphic material.
To achieve this a clearance area of 25% of the overall logo size must be applied around the logo.

logos - do's and don'ts

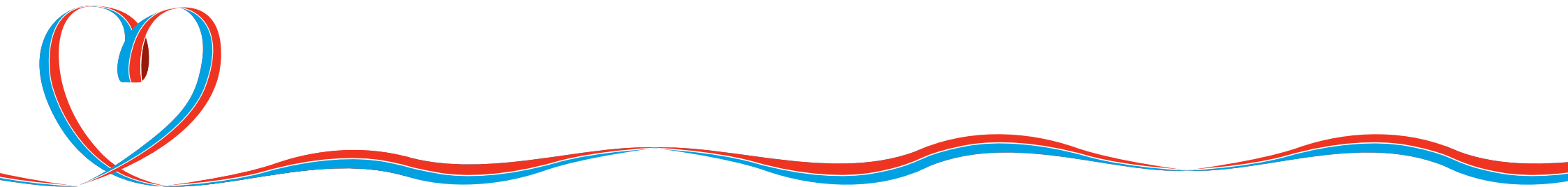
- The logos must always appear in a prominent position, on a white background, in the correct colours, with the correct exclusion.
- You must not stretch or distort the logos
- No 'effects' of photoshop filters should be applied to the logos

colours



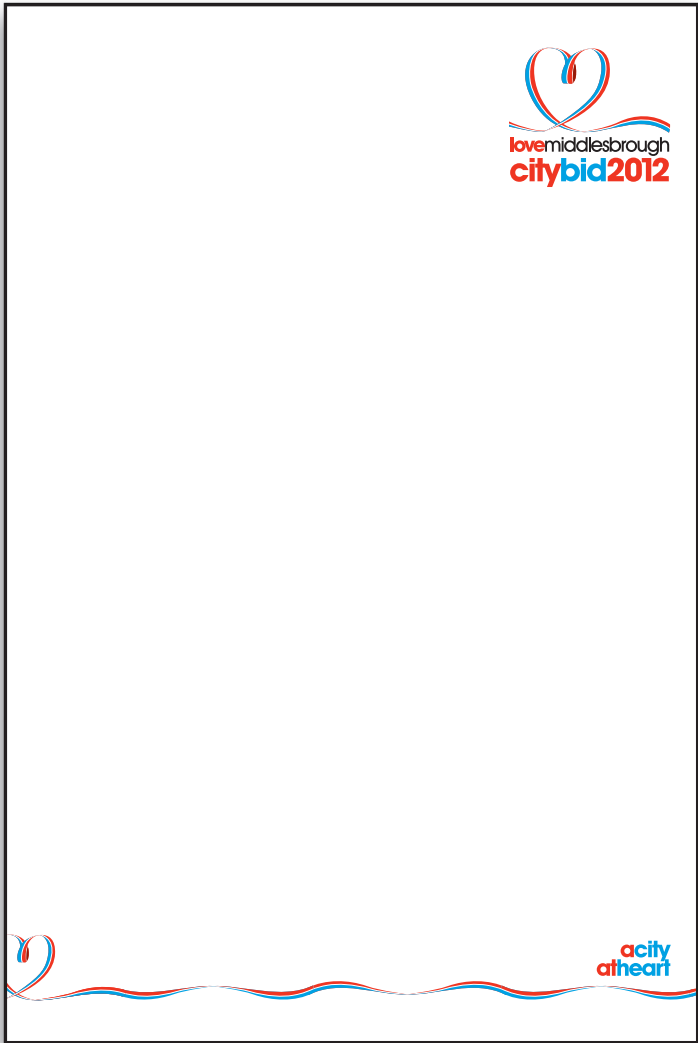
The vibrant palette of red, white and blue evokes a sense of national and regional pride, inkeeping with the regal origins of the bid and reflects Middlesbrough's progressive and forward thinking character.

To maximise the impact of the red, white & blue theme we suggest any supporting type, graphics or logos appear in either black or grey.

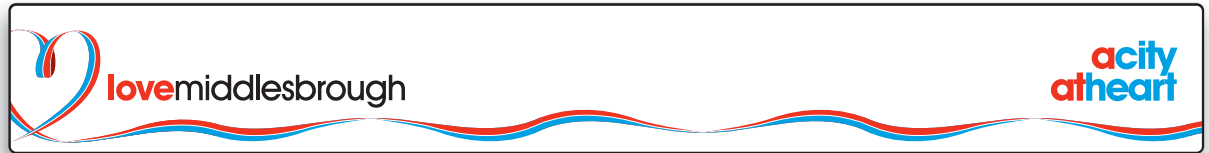


ribbon device

The ribbon device can be used as a graphic device independently of the logo. Some examples are provided overleaf for guidance.



press release or letterhead



web banner



sticker



web banner

messages & type

A series of supporting messages have been devised to carry through the campaign, designed to generate enthusiasm, awareness and signpost people to the [lovemiddlesbrough website](#).

Messages and all related type uses

Avant Garde Bd Bt

Tight kerning and line spacing also helps generate the required impact:

the messages look weak
with loose kerning,

however they look strong and
confident with tight kerning..!

Where relevant alternating branding colours with no word spacing can be applied for typographical effect.

Official messages:

we're ready

a city at heart

support city bid 2012

i support city bid 2012

Example typographic treatments:

a
city
at
heart

i support
city bid 2012

a city
at heart

logos - phase 2 and beyond



Phase 2 logo

Once the bid is submitted at the end of May 2011 the focus of the campaign shifts to celebrating the positive aspects which make Middlesbrough a city at heart.

The strapline "a city at heart" replaces the "City Bid 2012" message. This helps create a legacy regardless of the outcome of the bid. The same logo rules of use apply.