

UNIVERSALLY MANCHESTER FESTIVAL

Identity Guidelines



Identifier

We have a standard identifier block and a stacked version for use in different layouts. The stacked version pulls out the word 'UNI'.

UNIVERSALLY
MANCHESTER
FESTIVAL

Standard

Colour options

The identifier is available in purple, black and white.



UNI
VERS
ALLY
MANCHESTER
FESTIVAL

Stacked

Typefaces

The typefaces used in the identifier represent the past, present and future of the University.

- **Past** - 'Manchester' type taken from campus buildings, including Manchester Museum's text above its door
- **Present** - Effra is one of the University's current corporate fonts
- **Future** - this font represents our future as we use it for student recruitment

We can mix up these typefaces or lock in if, for example, we need to emphasise a specific time period.

Past

New Spirit

Present

Effra

Future

Trump

Colour palette

The colour palette is bold and eye-catching. Each colour has been reviewed for colour contrast and passed accessibility checks.

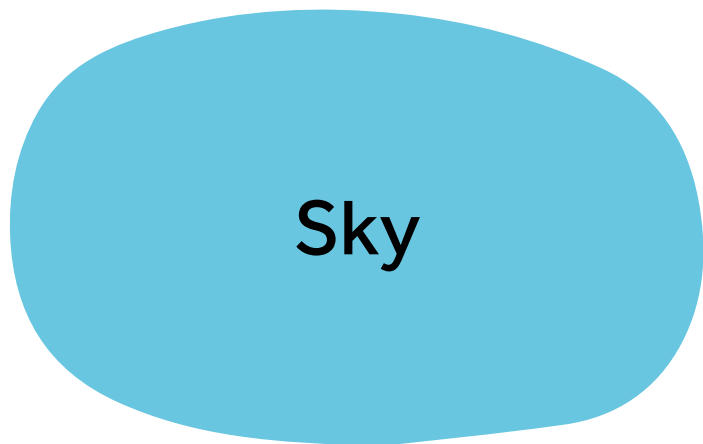
The vibrant colour palette can be used together or separated for a more constrained palette when appropriate.



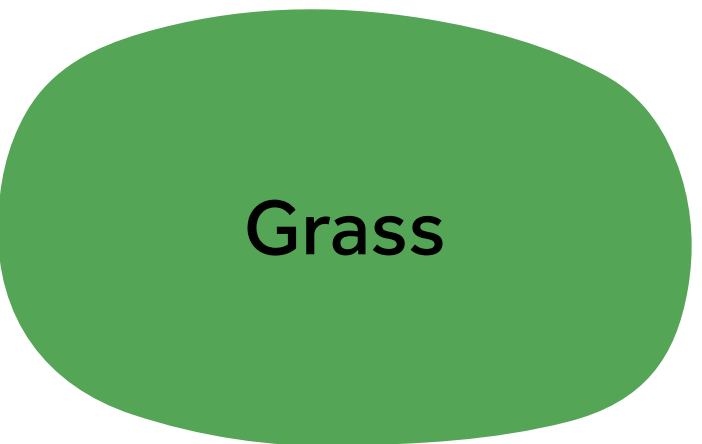
CMYK 72,100,0,0
RGB 109,0,157
HEX #660099



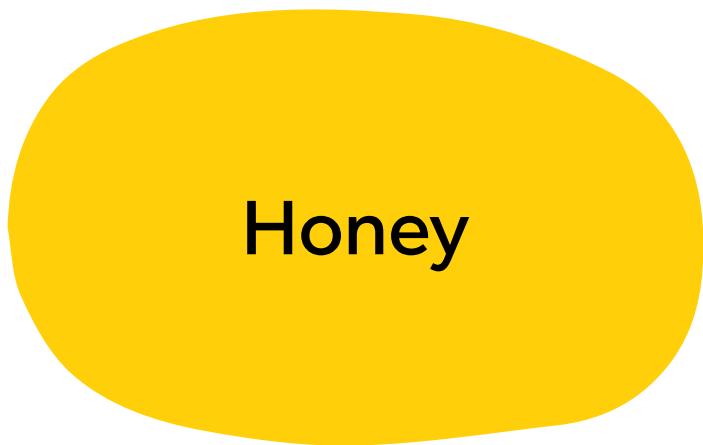
CMYK 0,72,28,0
RGB 237,104,132
HEX #ed6884



CMYK 58,0,11,0
RGB 104,198,224
HEX #68c5e0



CMYK 70,10,82,0
RGB 84,165,85
HEX #54a555



CMYK 0,18,92,0
RGB 255,208,10
HEX #ffd00a



CMYK 0,0,0,100
RGB 0,0,0
HEX #000000

Size and spacing

Exclusion zone



We recommend allowing space around the identifier so it can be seen clearly and have impact. The exclusion zone refers to the minimum space we recommend around the identifier.

The exclusion zone is measured by taking the height of the 'M' in Manchester and using it as a guide around the identifier to mark out the area.

Minimum size

Our minimum size guides ensure the ribbon reproduces clearly when used at smaller sizes and retains legibility.

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Minimum size for print 25mm wide.

Minimum size for digital 125 pixels wide.

Identifier placement

Using a grid device means information in a designed layout can be read clearly and assembled in different formats for added flexibility.

When used in the grid, the identifier should be placed centrally within a panel.

Grid-based layout examples



Centred examples



The identifier can also be placed centrally in a layout where the grid is not used.



Rules

Please **do not** create the following:

