

BRADFORD

CITY OF **FILM**

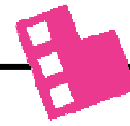
a **UNESCO** creative city



Brand and Style Guide

July 2010

think **bradford** | think **film**



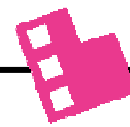
INTRODUCTION TO THE LOGOS AND BRAND

The City of Film brand has been developed to reflect the Mission, Vision, values, key messages and organisational strategy of Bradford City of Film. The brand has three main elements:

- The message that City of Film is a concept to be delivered by us all, with the aim of making film the Bradford way. We are all responsible for making a success of this and if you are in Bradford, or are part of the film industry, you are part of City of Film.
- That we have four strands of activity: Enjoy, Learn, Make and Visit
- Visual representation of the strategy including the logos, straplines and graphics.

Bradford City of Film would like to encourage maximum use of the logo and brand by all major agencies, institutions, employers and companies, voluntary and community groups etc in Bradford, beyond Bradford and within the film industry. We would also like to see the branding used for all film related activity that takes place within Bradford in line with these guidelines.

This Brand Style Guide covers use of the full brand for all City of Film publicity and comms, including jointly organised activity delivered by Task and Delivery Boards and where specifically contracted by City of Film. An additional guide exists for other organisations that wish to use the brand and logo on their own activity and work.



CITY OF FILM LOGOS

There are 5 different versions of the City of Film logo:

Main logo

This is the general logo and will be used on all generic and general materials.



It is also available in the main colour on both white and black backgrounds, plus in black and white versions. I



It is logo is available in the following electronic formats:

- JPEG (low and high res versions)
- EPS
- GIF (as a see-through file).

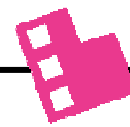
There are two City of Film straplines. The main logo may be used in combination with either , depending on the audience:

For Bradford / local audiences:

think **bradford** | think **film**

For national / international or film industry audiences:

think **film** | think **bradford**



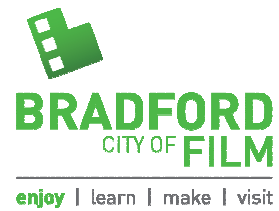
In addition, there are versions of the logo for each of the four themes of the brand:

Enjoy logo

This logo is to be used only for activities which are about enjoying film. This includes watching film, film festivals, film societies etc.

In most cases it will be combined with the strapline:

think bradford | think film

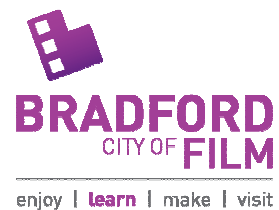


Learn logo

This logo is to be used only for activities which relate to learning about film, learning through film and expressing yourself through film. This includes training courses, community education, film education and film literacy work, using film for consultation purposes etc.

In most cases it will be combined with the strapline:

think bradford | think film

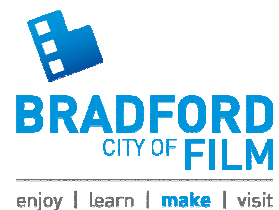


Make logo

This logo is to be used only for activities which are about making commercial or professional film. It should not be used for activity where people are learning about making film. Activities with this logo may well take place outside the Bradford district.

It can be used with either strapline depending on audience and will often be used with:

think film | think bradford

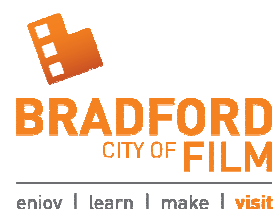


Visit logo

This logo should be used for activities which encourage people to visit Bradford because of film.

It can **only** be combined with the strapline:

think film | think bradford

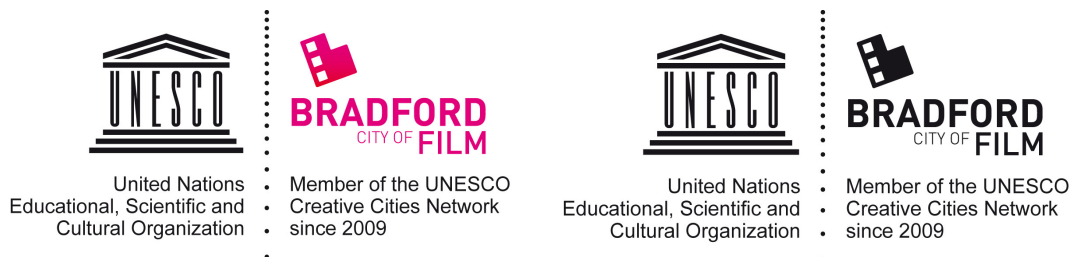




USE OF THE OFFICIAL UNESCO LOGO

The official UNESCO City of Film logo **can only be used with the express permission of the City of Film Director or Board of Directors.**

Due to the restrictions placed by UNESCO it is therefore unlikely to be used as a matter of course on City of Film communications and only where specifically instructed by the Director. Where used it must be used in full as shown here.



USE OF PARTNERS & SPONSORS LOGOS

City of Film material will not seek to use partners and sponsors logos as a matter of course, but will use as appropriate, with decisions made on a case by case basis by Bradford City of Film. The times where partners and sponsors logos will be used will include:

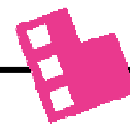
- Where use of a logo is specified as part of a funding or sponsorship arrangement (for example with the Learn strand and the Visit strand).
- Where activity is undertaken by one specific partner or where it is aimed at a specific institution or audience
- Where visual representation of the partnership is necessary to ensure the efficacy of an individual communication.

GENERAL USE OF THE BRAND

Contracted activity

All contracted activity **must** be branded as Bradford City of Film.

Where contracted activity is publicly delivered by a partner agency then that activity must be jointly branded. It must be clear that it is Bradford City of Film activity *delivered by or brought to you by* name of partner. **Any uses of the brand must be notified and copied to Bradford City of Film.**



Task and Delivery Boards / theme action plans

Activity which is either overseen, owned or delivered by one of the four City of Film Task and Delivery Boards, or is included in the Task and Delivery Board Action Plan will use the appropriate theme branding along with the relevant branding of any delivery agencies.

Any uses of the brand must be notified and copied to Bradford City of Film in advance.

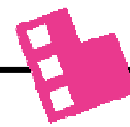
Partners, agencies, institutions, employers & others (In Bradford and in the film industry)

Bradford City of Film would like to encourage maximum use of the logo and brand by all major agencies, institutions, employers and companies, voluntary and community groups etc in Bradford, beyond Bradford and within the film industry. The branding should be used for all film related activity that takes place within Bradford in line with these guidelines. It **must not**, however, be used in such a way that suggests that an activity, opinion or event is the responsibility of Bradford City of Film Ltd without prior agreement of the City of Film Director or Board. Where an agency is in doubt they should contact the City of Film office. Further details of wording to be used by partners is included later in this style guide.

INAPPROPRIATE USE OF THE BRAND & QUALITY CONTROL

Bradford City of Film will trademark the brand and logo.

Bradford City of Film reserves the right to not allow use of the brand on activity where it is deemed inappropriate or detrimental to the City of Film initiative. This will include issues of quality control or where activity is deemed not to promote the Bradford City of Film mission, vision, values or key messages.



TYPEFACES

The City of Film Typeface are FF Din for headlines and large text and Futura (Book) for body text. Where these typefaces are not available, Arial should be used. The variations are:

FF Din OT Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

Futura Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

FF Din OT

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

Future Book

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

FF Din OT Medium

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

Futura Medium

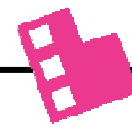
abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

FF Din OT Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

FF Din OT Black

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()_+@:~?><,/'";[]=-{}

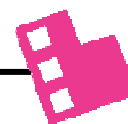


TYPE STYLES AND FONT SETTINGS

The text and paragraph format/styles to be used are:

Style	Details	Font
HEADING	CAPITALS	FF Din Medium, Bold or Black Either General Use colour Generally all caps No smaller than 16 pt Left aligned No hyphenation Use of '&' No punctuation
Sub heading	Sentence capitalisation	FF Din Bold or Medium Generally in main colour No smaller than 14 pt Left aligned No hyphenation No punctuation
Sub sub heading	Sentence capitalisation	FF Din Medium or OT Generally in main colour No smaller than body text Left aligned No hyphenation No punctuation
Body text	Sentence capitalisation	Futura Book Black No smaller than 10 point. Ideally 12 point. Left aligned No hyphenation No punctuation Line spacing of 1.25 lines in long documents First paragraph to have at least 4pt space above
▪ Bullet	Sentence capitalisation No full stop other than on last bullet point.	Body text Bullets to be indented Bullets to be small square or round in General Use main colour 4pt space above each bullet No hyphenation

Colours used will vary depending on the purpose and theme.



COLOUR PALETTE

The primary City of Film colour palate is:

General use (Main)	C - 0 M - 100 Y - 0 K - 0
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Enjoy (Main)	C - 70 M - 0 Y - 100 K - 0
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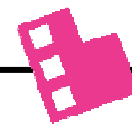
Learn (Main)	C - 40 M - 90 Y - 0 K - 0
--------------	------------------------------------

Make (Main)	C - 100 M - 20 Y - 0 K - 0
-------------	-------------------------------------

Visit (Main)	C - 0 M - 60 Y - 100 K - 0
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In addition, there is a secondary palette for the darker shades used in the logos. These are:

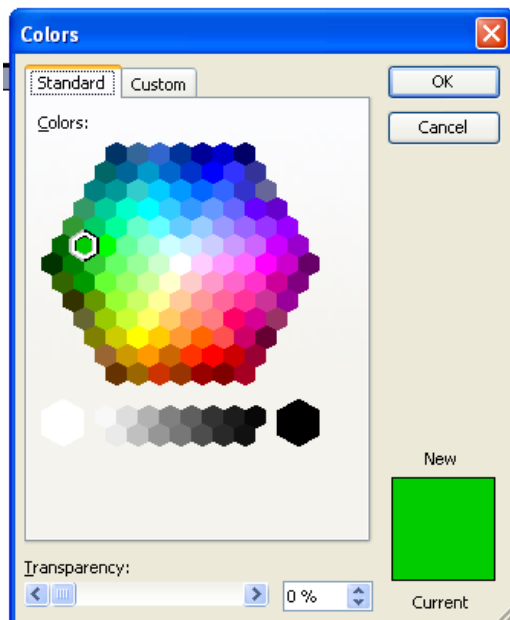
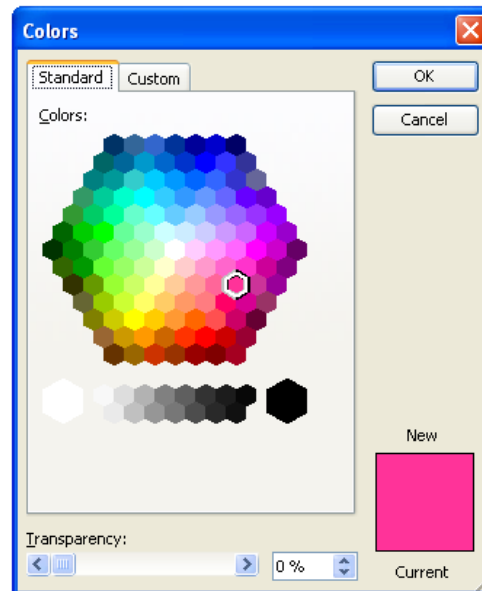
Main	C - 0 M - 100 Y - 100 K - 0	Enjoy	C - 80 M - 30 Y - 100 K - 10	Make	C - 100 M - 80 Y - 0 K - 0
		Learn	C - 70 M - 100 Y - 0 K - 10	Visit	C - 10 M - 80 Y - 100 K - 10



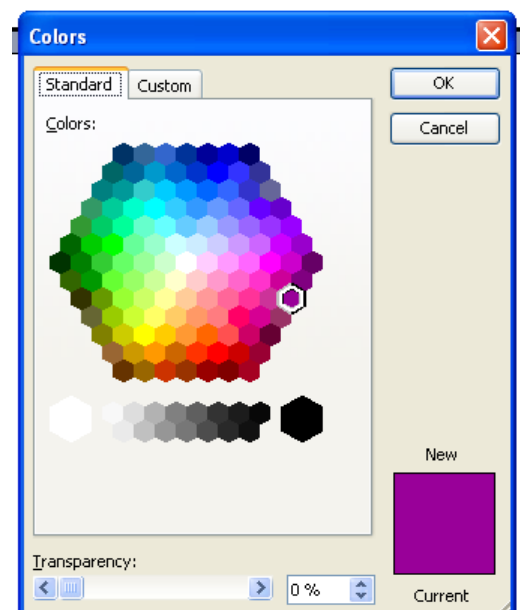
Colours in MS Office documents

The RGB equivalent colours to use in MS Office documents are:

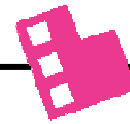
General use main colour



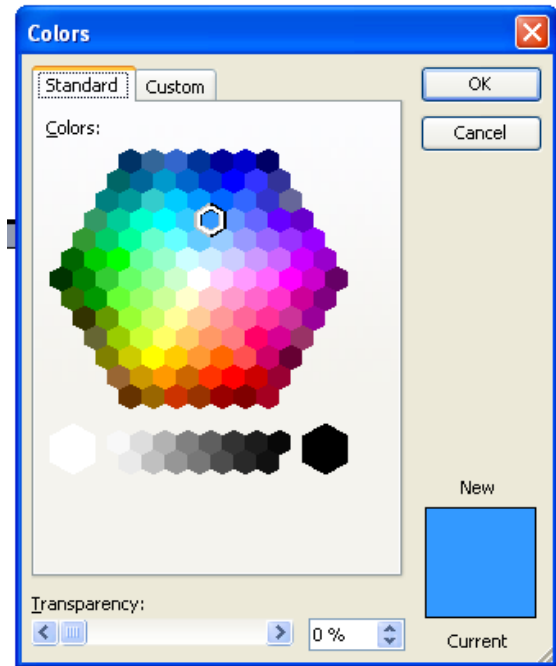
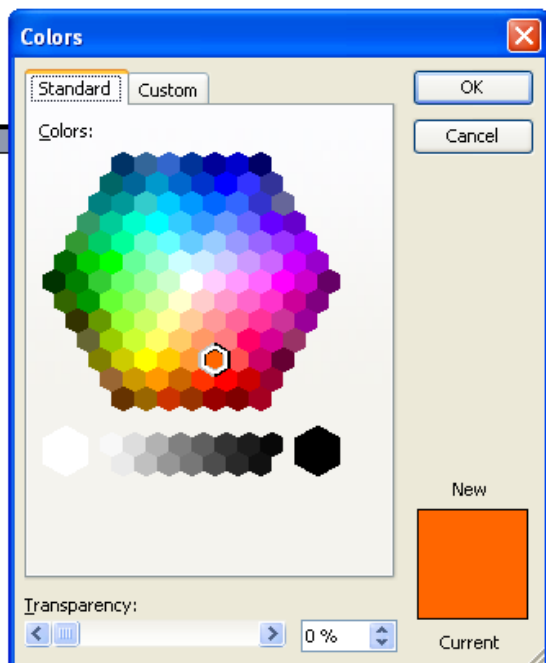
Enjoy main colour



Learn main colour



Make main colour

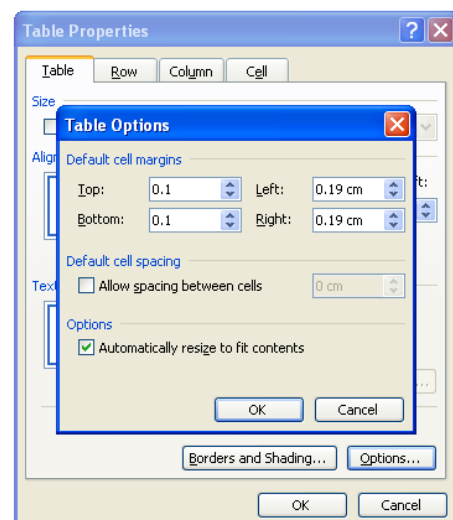


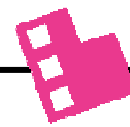
Visit main colour

TABLE PROPERTIES

In word documents the table properties are:

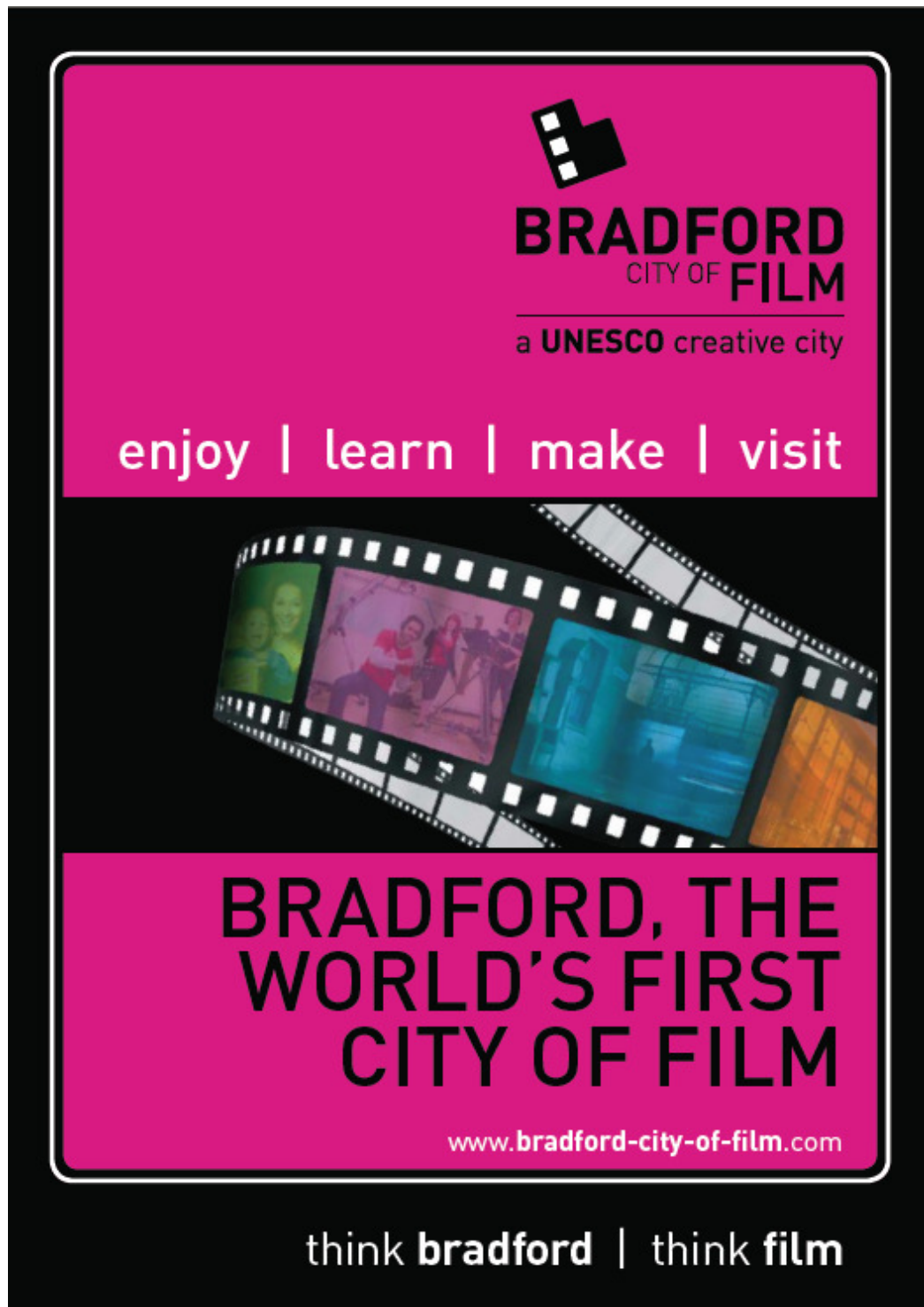
- Line thickness – ½ pt
- Line colour – any of above colours
- Table borders.

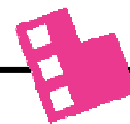




STYLE SHEETS

The following style sheets have been developed for general comms and for each of the four strands. These style sheets include the photos and images, theme wording, general layout and design and should be used as the basis of future design options.





BRADFORD
CITY OF **FILM**

a **UNESCO** creative city

**ENJOY FILM
IN BRADFORD**

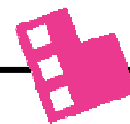



**THE SHOW IS
ABOUT TO BEGIN**

www.bradford-city-of-film.com

think **bradford** | think **film**


Note use of the above photo is dependent on purchasing the necessary photo credits.
<http://www.bigstockphoto.com/image-4348178/stock-photo-family-at-the-movies>






BRADFORD
CITY OF **FILM**
a **UNESCO** creative city

LEARN THROUGH FILM IN BRADFORD



BRING YOUR
FUTURE TO LIFE

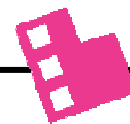


someone
for your future

www.bradford-city-of-film.com

think **bradford** | think **film**

Note use of the 'b someone' logo here. It is a condition that where this image is used the b someone logo must appear.



BRADFORD
CITY OF **FILM**

a **UNESCO** creative city

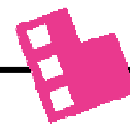
**MAKE FILM
IN BRADFORD**




**BE PART OF THE
BIGGER PICTURE**

www.bradford-city-of-film.com


think **film** | think **bradford**



The poster features a black background with a large orange rectangle in the center. Inside the orange rectangle, at the top, is a black film strip icon. Below it, the text 'BRADFORD' is in large bold letters, with 'CITY OF' in smaller letters and 'FILM' in large bold letters. Underneath is 'a UNESCO creative city'. The main headline 'VISIT BRADFORD BECAUSE OF FILM' is in large white letters. Below this is a photograph of the National Media Museum at night, with its glass facade reflecting city lights. The text 'National Media Museum' is in the bottom left of the photo. Below the photo, the text 'Welcome to Yorkshire' is in the bottom left, with 'yorkshire.com' below it. To the right of this is 'TAKE YOUR TIME AND BE AMAZED' in large bold letters, and 'www.bradford-city-of-film.com' in smaller letters. At the bottom of the orange rectangle is 'think film | think bradford' in white letters.


BRADFORD
CITY OF **FILM**
a **UNESCO** creative city

**VISIT BRADFORD
BECAUSE OF FILM**

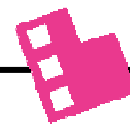

National Media Museum

**Welcome
to Yorkshire**
yorkshire.com

**TAKE YOUR TIME
AND BE AMAZED**
www.bradford-city-of-film.com

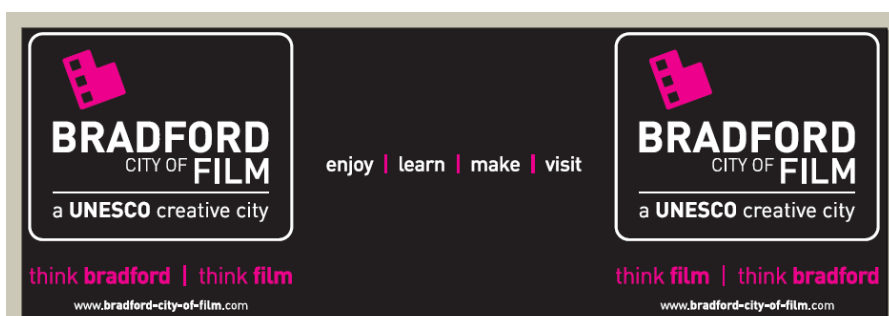
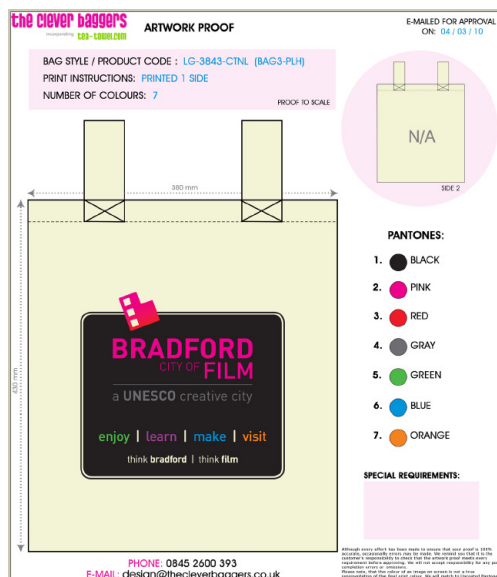
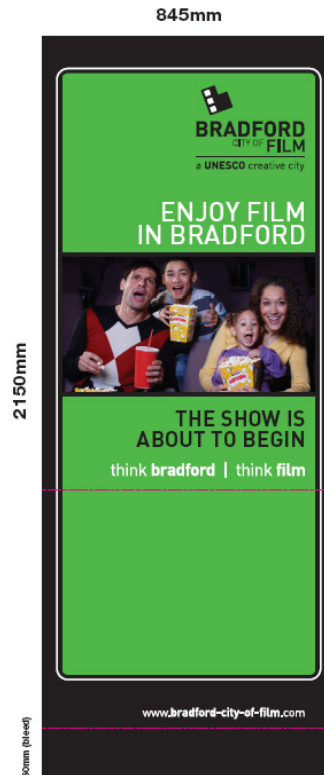
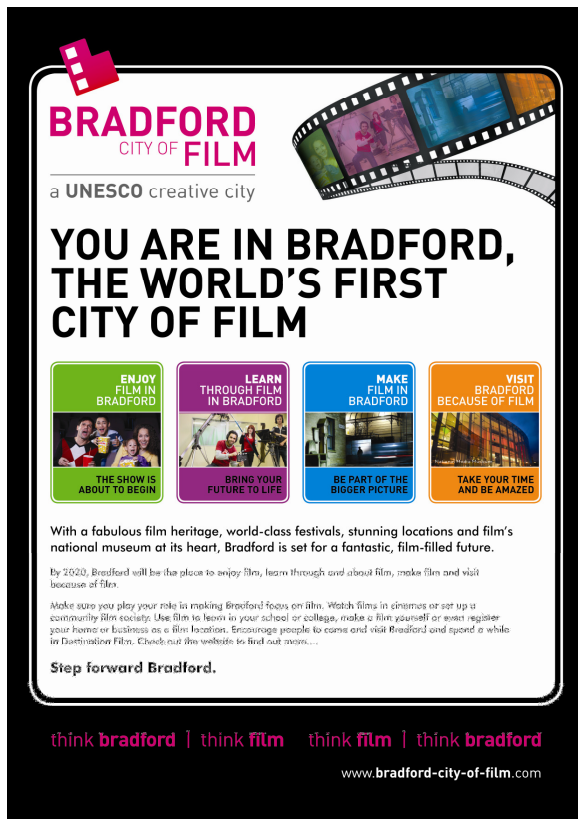
think film | think bradford

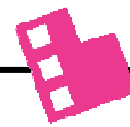
Note use of the 'Welcome to Yorkshire' logo here. Where relevant, all visit activity will recognise the support of Welcome to Yorkshire.



BRAND EXAMPLES

The following examples are provided to show how the stylesheets have been applied to date.





APPENDIX 1 - FURTHER GUIDANCE FOR USE OF THE LOGO BY OTHER AGENCIES

Wording to describe the relationship with Bradford City of Film

It is crucial that no wording is used which suggests an approach or way of working different to the City of Film strategy. Therefore, the following wording (or similar) **MAY NOT** be used:

- **in partnership with** City of Film
- **working with** City of Film
- **in cooperation with** City of Film
- any similar wording which suggests City of Film is a separate organisation

But we would like to see use of phrases including:

- **in** the world's first UNESCO City of Film
- **part of** the world's first UNESCO City of Film
- **bringing** you the world's first UNESCO City of Film
- **happening in** the world's first UNESCO City of Film
- **contributing to** the world's first UNESCO City of Film

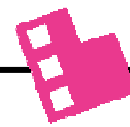
Any uses of the brand must be notified and copied to Bradford City of Film in advance of use.

Inappropriate use of the brand & quality control

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Bradford City of Film reserves the right to not allow use of the brand on activity where it is deemed inappropriate or detrimental to the City of Film initiative. This will include issues of quality control or where activity is deemed not to promote the Bradford City of Film mission, vision, values or key messages.

The brand **must not** be used in such a way that suggests that an activity, opinion or event is the responsibility of Bradford City of Film Ltd without prior agreement of the City of Film Director or Board. Where an agency is in doubt they should contact the City of Film office.



APPENDIX 2 - BRADFORD CITY OF FILM STRATEGY TO 2020

Mission

To support Bradford's regeneration by making Bradford the world's best City in which to enjoy, to learn about, to learn and express yourself through, and to make film and screen based media.

Vision for 2020

By 2020 Bradford will have film at the heart of its development, identity and day to day life. There will be a buzz about film which touches all aspects of life in Bradford; local people, our institutions, employers, businesses, voluntary and community organisations and visitors. Famous nationally and internationally, no-one will live, work or visit Bradford without knowing they are in the world's first City of Film.

As a result, Bradford will be a world-class place to:

- Enjoy film.
- Learn about film and through film.
- Make film.
- Visit because of film.

Our values - to make this happen we need to be:

- Aspirational and ambitious
- Creative, colourful and can-do
- Fun and exciting
- Inclusive and about everyone



BRADFORD
CITY OF **FILM**

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a: c/o National Media Museum
t: 01274 288 900 e: info@bradford-city-of-film.com
www.bradford-city-of-film.com

Company registered in England and Wales No 6903208