



**European
City of Science
Manchester 2016**

Partner toolkit

Radical thinking, inspirational science and world changing firsts...

These are the traits that have been instrumental in building Manchester's scientific reputation in the city where Rutherford split the atom and Rolls met Royce; where the first passenger railway station and first programmable computer were built; where the first test-tube baby was born and graphene was first isolated.

In 2016 Manchester will celebrate all this and more as the European City of Science, the first time this prestigious designation has been awarded to the UK.

As we look towards 2016, we have a unique opportunity to showcase the world-class research and innovation taking place not just in the UK but across Europe. There is also a great opportunity to update national and international perceptions of Manchester, once the powerhouse of the Industrial Revolution and once more a leading European City of Science.

Be part of something global.

Throughout 2015 and 2016 there will be much to celebrate about science in all its forms in Manchester and we are looking for your support in bringing the city's message of innovation, exploration and collaboration to a wider global audience.

Whether you're communicating to an audience of academics, business investors, policy makers, students or visitors, carrying the European City of Science brand mark on your promotional materials can help to raise the awareness and profile of Manchester as a science city of international renown.

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1.0 Introduction

This toolkit has been produced to provide the context to the European City of Science brand and to help event organisers and partners to understand how it can be used on their own marketing and promotional materials.

The information contained within it should enable your organisation to communicate its support of Manchester's role as European City of Science to your delegates, customers and partners, whilst at the same time protecting the integrity of the European City of Science brand by making sure it used clearly and consistently.

As a partner and supporter of the European City of Science programme, we ask that in using the assets included with this toolkit you and your organisation commit to do the following:

- Adhere to the guidelines laid down in this toolkit
- Provide us with an outline of how you will use the brand mark, along with your details including: your name, position, organisation and contact details
- Once you are ready to apply the brand, supply a proof of your proposed usage of our brand mark at no less than two working days before the item is due to go to production
- Send file copies (digital and/or physical) of any items you create containing the brand mark within 10 working days of their production
- Provide us with a summary of the target audience (number and demographic breakdown) that will be in receipt of any marketing materials containing the brand mark

If you have any queries about the contents of this toolkit, or have any ideas or proposals about promoting the European City of Science that are not covered within it, then please do not hesitate to get in touch with the team using the details below. We are always open to new and innovative ways to engage a wider audience with the European City of Science and its importance to the city.

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2.0 Background to the brand

The European City of Science designation is awarded by EuroScience – the European voice for scientists, researchers, science communicators and policymakers from across the European Union.

Every two years, EuroScience selects a country to host its Open Forum, where scientists from all over the globe gather to discuss the major scientific and policy issues of the day. Following in the footsteps of Barcelona, Munich, Turin, Stockholm, Dublin and Copenhagen, Manchester has been as the home of ESOF for 2016, which brings with it the designation of European City of Science.

The brandmark for Manchester's designation as European City of Science has been developed by combining the official EuroScience globe and the Manchester brand 'M' created for the city by the renowned designer Peter Saville. Together these two marks symbolise the convergence of EuroScience in Manchester.

In addition, a unique representation of the EuroScience Open Forum (ESOF) brand has been created for the event in Manchester, which will be held from 23–27 July 2016. The conference will have four distinct elements – science, business, careers and a festival – and the identity scheme has been developed to allow for effective representation of all the different strands of activity through the conference.



Forum

Science strand

Careers strand

Business strand

3.0 Using the European City of Science brand mark

The European City of Science brand can be used in two main ways:

- a) As the core brand under which any specific European City of Science activity during 2015-16 is promoted
- b) As an endorsement brand that can be used by supporting and participating organisations on their own material

This toolkit is for use in situations that fall under the second option.

Different rules apply to the use of the brand for core European City of Science activity. If you feel that your event or activity falls under core brand activity then please **get in touch** with the Marketing Team.



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3.1 Full colour usage

In full colour usage, the logo is made up of a gradient that moves from red through to orange. This has sufficient contrast to be used on both white and black backgrounds.

The European City of Science logo should be used in full colour wherever possible to maximise brand recognition.



RESOURCES

[Download European City of Science 2016 EPS logos](#)

3.2 Single colour usage

In instances where only a single colour can be used, the logo should be produced using the orange colour PMS 158. This colour has been picked as the mid way point of the gradient that is used for full colour print.

This version of the logo also provides strong contrast on both white and black backgrounds.



RESOURCES

[Download European City of Science 2016 EPS logos](#)



3.3 Mono usage

In situations where full colour usage is not possible, the mono versions of the European City of Science logo can be used.

This version of the logo may appear in 100% black or 100% white.

The mono versions of the logo should also be used in instances where the logo is being placed on complex backgrounds as shown here.



Black and white versions of the logo have better stand out on more complex backgrounds

RESOURCES

[Download European City of Science 2016 EPS logos](#)

3.4 Minimum size and exclusion zone

The European City of Science logo should always be used at a large enough size and with sufficient clear space to ensure that it can be seen clearly and easily.

Minimum size:

To maintain clarity and legibility, the logo should not be used any smaller than 30mm



Exclusion zone:

Sufficient clear space should be provided around the European City of Science logo so that it can be clearly presented amongst other graphic elements.

The minimum clear space is indicated here based on the cap height of the E in 'European'.



3.5 Misuse of the brand mark

To maintain consistency throughout the application of the European City of Science identity, it is essential that the logo is never altered and is used in a consistent way.

Indicated here are examples of how the brand mark should **not** be used.

Please ensure that the brand mark is always reproduced from master artwork.



Do not make the logo any colour other than those previously specified



Do not use the logo as a mask for imagery



Do not crop any elements of the logo



Do not stretch or distort the logo in any way



Do not rotate the logo



Do not outline the logo

RESOURCES

[Download European City of Science 2016 EPS logos](#)

4.1 Supporting statement versions

The European City of Science logo can also be used in a 'lock-up' with one of the following supporting statements, dependent on your organisation's relationship with and participation in European City of Science activity.

If you are in doubt about which version applies to your organisation, please [contact us](#).

These lock-up versions are available as black, white, full colour and single colour.

If your brochure or website already includes a supporting statement within the design, then please use the standard logo options in section [3.0 Using the ECOS brand mark](#).

For further clarification, please see section [5.0 Example usage](#).

For event organisers

E.g. Scientific Conferences, Manchester Science Festival

Part of



For partners

E.g. University of Manchester, Manchester City Council etc

Partner



For supporters

E.g. Manchester Science Partnerships, Corridor

Supporting



RESOURCES

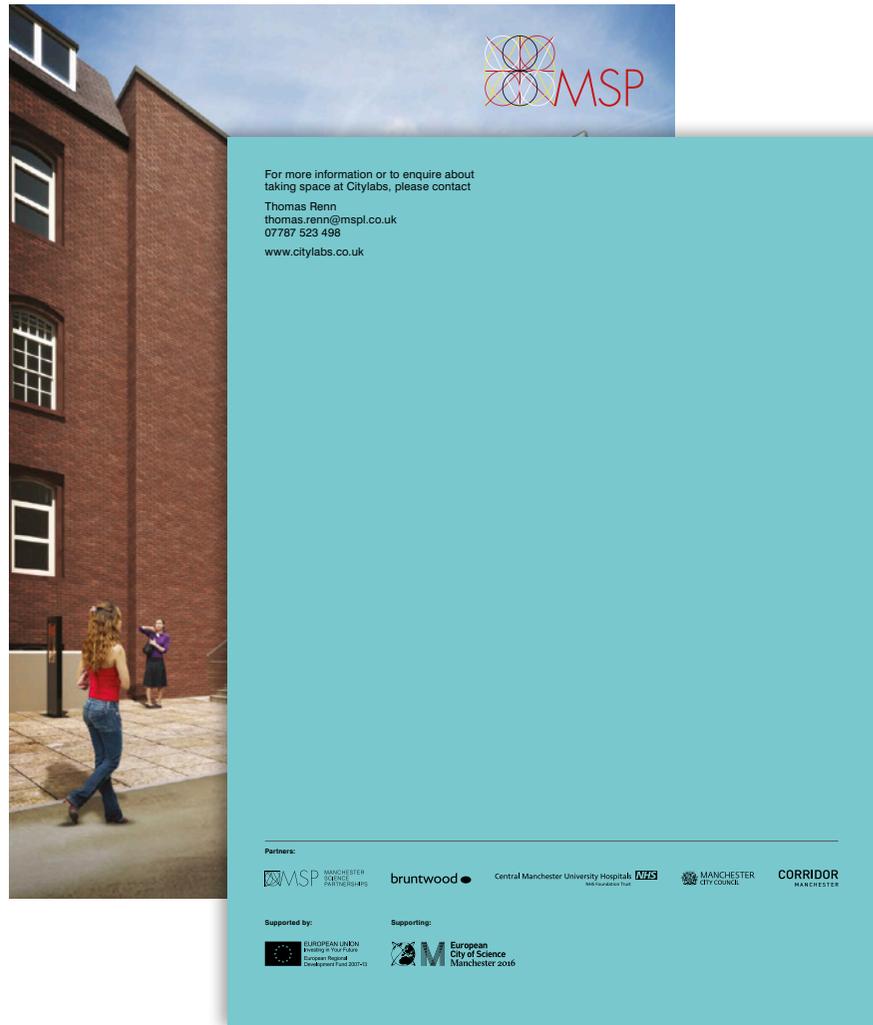
[Download supporting statement lock-up EPS files](#)

5.1 Example usage in print

MSP Citylabs brochure

Where necessary, use the logo colour that best suits the graphic style of the document.

In this example, the document has its own supporting statement style, so the standard brand mark has been used.



5.1 Example usage in print

University of Manchester prospectus



5.2 Example usage online

Museum of Science and Industry website

Where full colour is available, use the full colour logo version wherever possible.

In this instance, the supporting statement version is used, rather than including the logo within a group of existing supporters.

mosi
MUSEUM OF SCIENCE & INDUSTRY

About Us / Support Us / Venue Hire / Contact Us / ONLINE SHOP / Sign Up

Friday Night Experiment
Graphene the wonder material? We're cutting through the hype

The Innovation Race
Visit our new exhibition

The Experimental Weekender
27 to 28 June

Friday Night Experiment
7pm to 10pm on 26 June

What's on Today Tomorrow

The Innovation Race: Manchester's Makers Join T...	FREE
Wellcome Image Awards 2015	FREE
Engine Demonstrations	FREE
Manchester Mills Experiment	FREE

More →
Search

Free entry

Opening Times
10am to 5pm every day
(except 24 to 26 Dec & 1 Jan)

t f fr YouTube

Supporting

European City of Science Manchester 2016

Newsletter →

Online Shop →

Supported by:

scm
Northwest
Heritage Lottery Fund
LOTTERY FUNDED
D
European Regional Development Fund
MODERN HISTORY COUK

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Free entry

Opening Times
10am to 5pm every day
(except 24 to 26 Dec & 1 Jan)

t f fr YouTube

Supporting

European City of Science Manchester 2016

5.2 Example usage online

Manchester Science Festival website footer

If a specific style has been previously set such as this example, then use the colour logo that is most appropriate.

The screenshot shows the footer and main content area of the Manchester Science Festival website. The footer is dark grey and contains the following information:

- PART OF** European City of Science Manchester 2016 (with logo)
- LEAD EDUCATIONAL SPONSOR** University of Salford MANCHESTER
- HEADLINE SPONSOR** SIEMENS
- MAJOR SPONSORS** Telectricity (Energy enters to go far) and Waters (The science of water's potential)
- GET THE LOWDOWN** Sign up for our email bulletins. Enter your email address... **SIGN UP**
- FOLLOW US** with social media icons for Facebook, Twitter, YouTube, and LinkedIn.
- © 2015 Manchester Science Festival | Privacy policy | Cookies settings | Contact us | a glitterfish website | design by OGD

The main content area is light grey and features:

- A top banner with a photo of people working and text: "Our Festival will take place this year from Thursday 22 October - Sunday 1 November. We'll be releasing our Festival programme in early September... stay tuned"
- A row of event thumbnails: Manchester Science Festival 2015, #HookedOnMusic, 3D: Printing the future, Electric Art, The Sounds of Others: A Bioponic, and Make, do and hack.
- FIND OUT WHAT'S ON** and **NEXT EVENTS** sections.
- FESTIVAL DAY BY DAY** for October / November 2014, with a calendar grid showing dates from Thu 23 to Tue 28.
- BROWSE THE CALENDAR** with categories: #HOOKEDONMUSIC, FAMILY FUN, MAKE, DO AND HACK, ART MEETS SCIENCE, SCIENCE AFTER DARK, CONVERSATIONS, and WALKS & TOURS.
- ON TWITTER** section with tweets from Manchester Sci Fest.
- READ OUR BLOG** section with articles like "Winning the Josh Award" and "World Stroke Day 2014".
- By age group: **ADULTS**, **FAMILIES**, **TEENAGERS**.

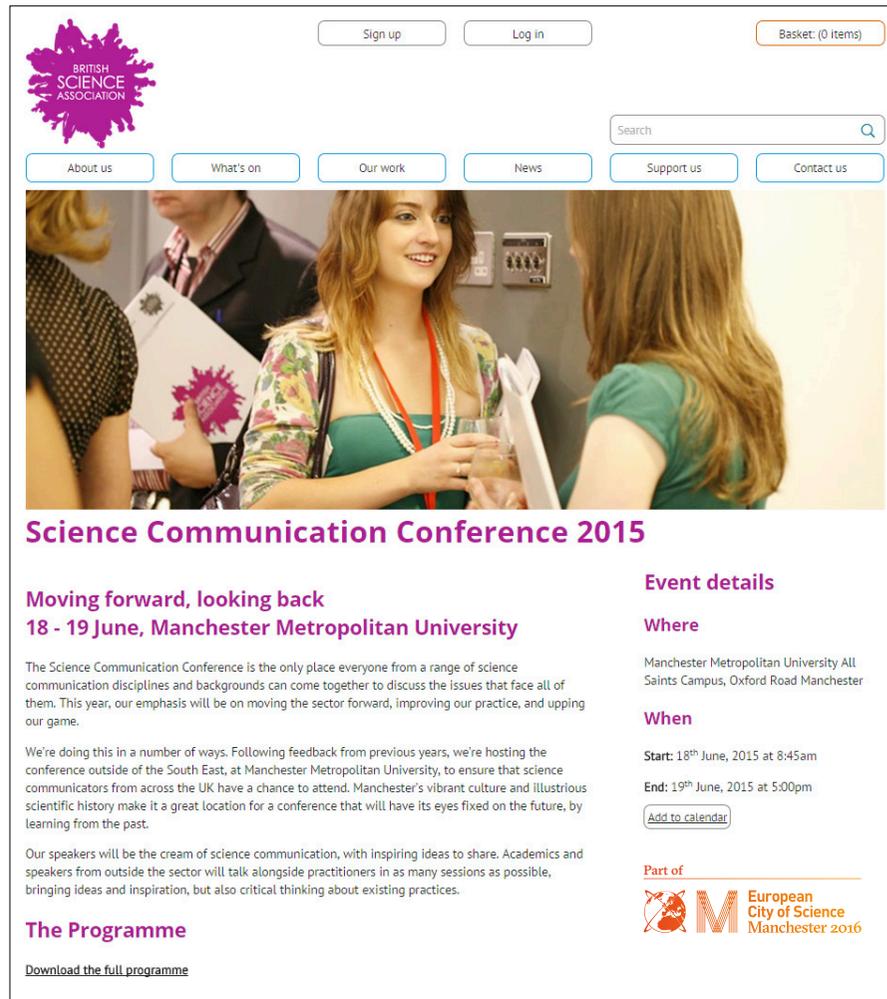
This graphic shows a portion of the website footer with a colorful geometric pattern on the left. It includes:

- PART OF** European City of Science Manchester 2016 (with logo)
- HEADLINE SPONSOR** SIEMENS
- © 2015 Manchester Science Festival

5.2 Example usage online

British Science Association website

Where possible, the specified supporting statement 'lock-up' should be used.



The screenshot shows the British Science Association website. At the top, there is a navigation bar with 'Sign up', 'Log in', and 'Basket: (0 items)'. Below this is a search bar and a menu with 'About us', 'What's on', 'Our work', 'News', 'Support us', and 'Contact us'. The main content area features a large image of a woman in a green dress talking to another woman. Below the image is the event title 'Science Communication Conference 2015' and a sub-header 'Moving forward, looking back 18 - 19 June, Manchester Metropolitan University'. The text describes the conference as a place for science communication disciplines to discuss issues and move the sector forward. It mentions that the conference is being hosted at Manchester Metropolitan University to ensure that science communicators from across the UK have a chance to attend. The text also states that the conference will have its eyes fixed on the future, by learning from the past. The speakers will be the cream of science communication, with inspiring ideas to share. Academics and speakers from outside the sector will talk alongside practitioners in as many sessions as possible, bringing ideas and inspiration, but also critical thinking about existing practices. At the bottom of the page, there is a link to 'Download the full programme'.

Science Communication Conference 2015

Moving forward, looking back
18 - 19 June, Manchester Metropolitan University

The Science Communication Conference is the only place everyone from a range of science communication disciplines and backgrounds can come together to discuss the issues that face all of them. This year, our emphasis will be on moving the sector forward, improving our practice, and upping our game.

We're doing this in a number of ways. Following feedback from previous years, we're hosting the conference outside of the South East, at Manchester Metropolitan University, to ensure that science communicators from across the UK have a chance to attend. Manchester's vibrant culture and illustrious scientific history make it a great location for a conference that will have its eyes fixed on the future, by learning from the past.

Our speakers will be the cream of science communication, with inspiring ideas to share. Academics and speakers from outside the sector will talk alongside practitioners in as many sessions as possible, bringing ideas and inspiration, but also critical thinking about existing practices.

The Programme

[Download the full programme](#)

Event details

Where
 Manchester Metropolitan University All Saints Campus, Oxford Road Manchester

When
 Start: 18th June, 2015 at 8:45am
 End: 19th June, 2015 at 5:00pm
[Add to calendar](#)

Part of

 European City of Science Manchester 2016

Manchester Metropolitan University All Saints Campus, Oxford Road Manchester

When

Start: 18th June, 2015 at 8:45am
 End: 19th June, 2015 at 5:00pm
[Add to calendar](#)

Part of

 European City of Science Manchester 2016

5.2 Example usage online

CMFT web footer

The screenshot shows a web footer for CMFT. On the left, there is a vertical list of links under the 'NHS choices' logo: 'Health A to Z', 'Live Well', 'Common Health Questions', 'Nearest Health Services', and 'Health News'. To the right of these links are several logos: a green heart with 'POSITIVE ABOUT DISABLED PEOPLE', the Manchester Academic Health Science Centre logo, the nhs.uk logo, and the European City of Science Manchester 2016 logo. At the bottom left, it says 'High Contrast'. At the bottom right, it says '2015 CMFT Copyright' and 'Site by Connect Internet Solutions'.

MSP web footer

The screenshot shows a web footer for MSP. On the left, there is a yellow sidebar with two buttons: 'MEETING SPACE' and 'HOT DESK'. To the right of the sidebar, there is a paragraph of text: 'new ideas to flourish and concepts to become commercial reality. As the UK's largest science park operator with five sites across the North West, we [...]'. Below this text is a 'FIND OUT MORE' button. At the bottom, there is a navigation menu with links: 'Home', 'About MSP', 'Workspace', 'Locations', 'Latest News', 'MSP Community & Events', and 'Connectivity'. Below the navigation menu, it says 'Manchester Science Partnerships Kilburn House, Lloyd Street North, Manchester M15 6SE'. On the right side of the footer, there are logos for UKSPA (BUILDING TECHNOLOGY BUSINESS), IASP, and the European City of Science Manchester 2016 logo.