



creative **mcr**

Design Manual

Introduction

Investment in creativity is necessary to ensure we have a dynamic social and economic future.

The University of Manchester is harnessing the power of arts and culture and firing up a conversation about how creativity can be embedded in everything we do. We want to elevate the importance of creativity and the benefits it brings. We want to collaborate with partners to strengthen, diversify and grow the cultural and creative industries both in the UK and globally.

Creative Manchester will make a measurable difference to our graduates, to the creative economy and to Greater Manchester.

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Our vision

Boilerplate

Creative Manchester signals The University's commitment to champion culture and creativity, nurture talent and ensure an equal place on the economic agenda. We want to inspire future generations to be creative through our innovative courses and teaching. We are investing in more academic and teaching posts and offering more professional courses in the arts.

We will continue to build on the opportunities for student placements and apprenticeships. It is our ambition to make our talent pool the best in the world and ready for work in the creative industries and cultural sector.

The University of Manchester has a collection of resources of international significance. John Rylands Library has one of the world's finest collections of rare books and manuscripts. Jodrell Bank Observatory is home to the grade I listed Lovell Telescope. The Whitworth is a gallery of academic research and collaboration as well as exhibiting a varied programme of contemporary art. Manchester Museum is open seven days a week and houses a collection that spans millennia with over four million objects. These resources are open to you all for your education and enjoyment, free of charge.

The creative industries are one of the fastest growing sectors in the UK, accounting for five per cent of the UK economy, employing 2million people and contributing £87bn to the economy. Greater Manchester has been defined by the government as an area of high concentration and growth for the creative industries. Creative Manchester will play a part in retaining talent in the region and ensuring that Greater Manchester is well placed to unlock further growth through collaboration. Creative Manchester is seeking to influence and inform decision-making around the possibilities of this sector.

#CreativeManchester

Colour palette

This is the colour palette for Creative Manchester. The brand blue is the lead colour and should be used on all creativemcr collateral, primarily this being the colour of the background. Colours are encouraged to be used in conjunction with one another on a subtle basis. A warm green, or light blue texture will compliment the brand blue background for example.

The Brand blue is the only colour that can be used as a background when other coloured textures are used.



Brand blue
Do use as a background colour
Do use for graphic devices
Do not use as a text colour

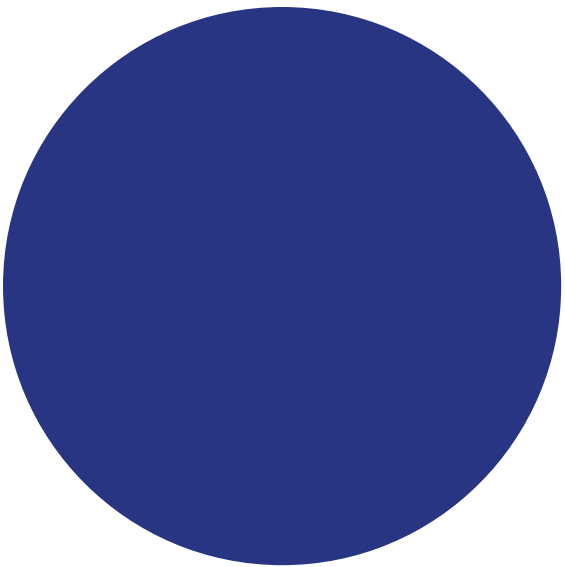
Warm green
Do use as a background colour
Do use for graphic devices
Do not use as a text colour

Light blue
Do use as a background colour
Do use for graphic devices
Do not use as a text colour

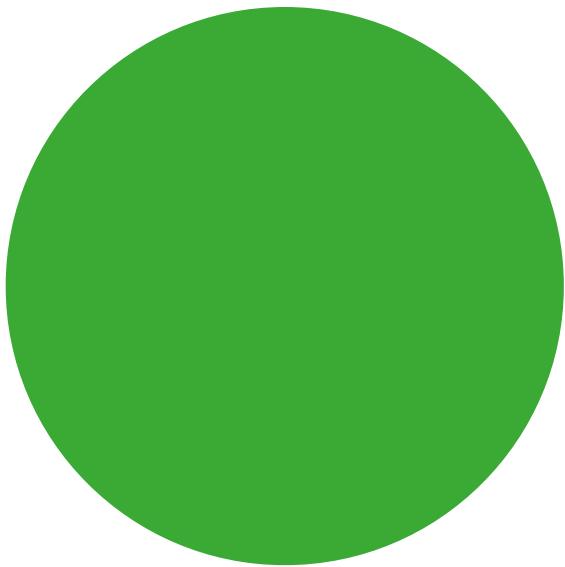
Black
Do use for body copy
Do not use for graphic devices
Do not use as a background colour

White
Do use for text on dark backgrounds
Do use as a background colour

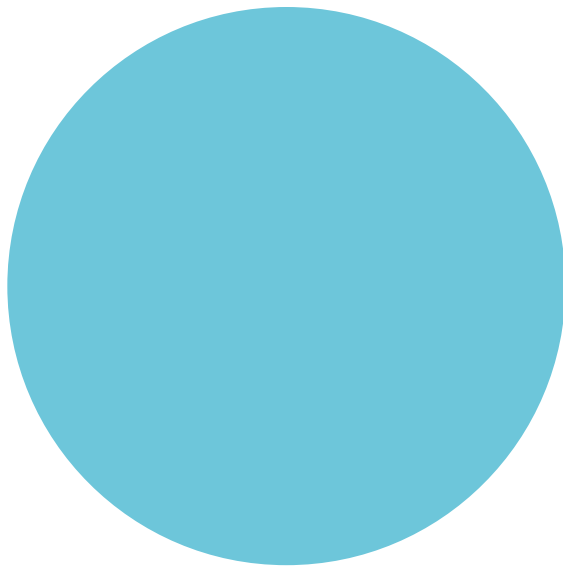
NB: See the 'Design in action' section



Brand blue
CMYK: 100/90/10/0
RGB: 40/53/131



Warm green
CMYK: 75/0/100/0
RGB: 58/170/53



Light blue
CMYK: 57/0/15/0
RGB: 109/198/218



Creativemcr logo

This is the logo for Creative Manchester.
The brand blue is a prominent tone
throughout the brand and our idea
was to underline the creative aspect,
literally putting creativity at the centre
of Manchester.



Brand blue logo
To be used on white
Do not use on a background colour
Do not use as a text colour

White out logo
To be used only on the brand blue background
Do not use on a white background

NB: See the 'Design in action' section



Logo usage

The logo is to be used in conjunction with The University of Manchester logo, as shown in the examples opposite. The creativemcr logo can be used as a title logo or as a secondary logo to accompany The University of Manchester logo if there is a title that needs to be included.

Refer to The University of Manchester brand guidelines for the usage of the logo.



There should also be clear spacing around the logo, equal to the size of the C character.



- Brand blue logo**
To be used on white
Do not use on a background colour
Do not use as a text colour
- White out logo**
To be used only on the brand blue background
Do not use on a white background

NB: See the 'Design in action' section



Typography

The main typeface to use is Effra, this also been the main type for The University of Manchester. For more detailed guidelines on how to use this typeface, please refer to The University of Manchester brand guidelines.



Effra regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Effra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Texture devices

The textures are an extension of the creativemcr logo marque, where they are emphasising the creativity within Manchester. They are primarily used to strengthen the creativitiy within the brand.

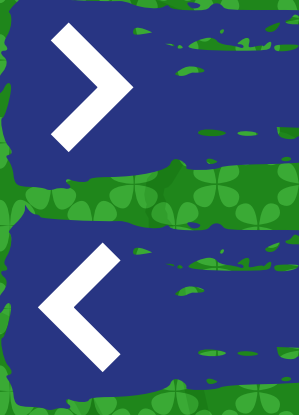
.....

- 1. **Brushstroke texture**
- 2. **Star pattern texture**
- 3. **Contour texture**

Useful pointers:

- The textures can be used indivdually across a page or spread, or in collaboration with one another to add a different dimension to the layout.
- They can also be used across photography, and may have a multiply effect applied to add a more blended colour tone.
- This all impacts on the use of photography, layout and design preference.
- See the ‘Design in action’ section for live examples of the textures been used.

The textures in this example here all have a multiply effect



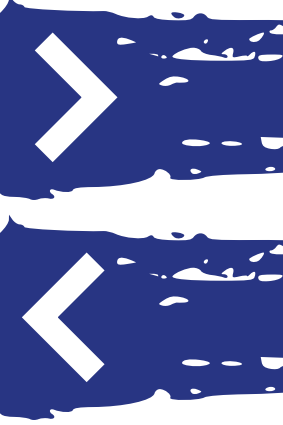
Photography

Imagery can add a new dimension to the Creative Manchester brand. Our photograph examples here focus heavily on the community.



When using photography that is either stock, commissioned or through The University of Manchester, please consider the following:

- Look for movement and interaction with an emphasis on real life scenarios
- Clear non-conflicting backgrounds
- Consider the use of textures over the top of imagery, make sure they don't cover peoples faces and obstruct the main composition
- Refer to the 'Design in action' for visual reference



Key themes

On Creativity

The University of Manchester is a place where creativity is fostered and recognised for its transformational value. We have what we believe is a unique set of cultural assets in Manchester Museum, The Whitworth, John Rylands Library and Jodrell Bank Visitor Centre and so many other activities across The University.

We are also a major source of talent for Britain's £87 billion creative industries sector. We now need to ensure that creativity is embedded in all of our activities.

Creative power

We have a strong history of investment in the cultural sector and we know from recent successes what we can achieve when we collaborate. Together we can build a future with creativity at its core, which will bring social and economic benefits to the city and beyond.

Creative leadership

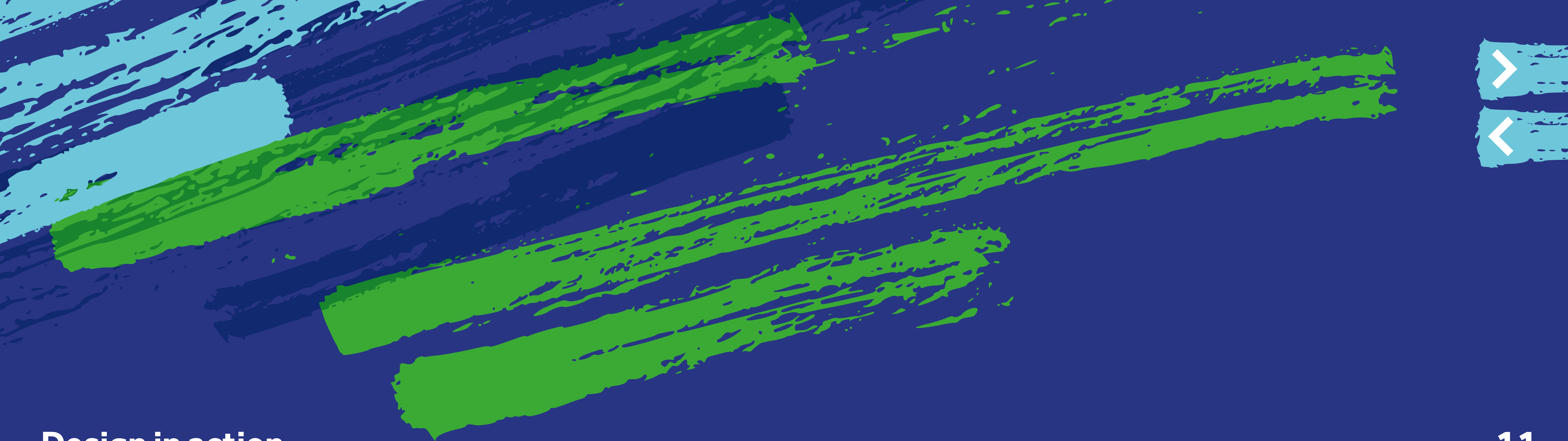
Creative Manchester is about ensuring that we continue to offer the most exemplary teaching and leadership. We will be increasing our cultural and academic staff. We will continue to create opportunities for students to gain real world experience with some of the best creative organisations.

Creative communities

Our communities don't just come to us. We take our creative ideas, skills and resources out to our communities. With them, we create new ideas, new innovations, new skills and ever more creative relationships. It's what keeps us fresh, interesting and relevant. Creativity isn't fixed in one place. It isn't the domain of one social group, one geographical area, or even one creative 'hub'. It is made shaped and owned by all. That's why our doors are open to all. Whether it's our museums, galleries, libraries or festivals, we embrace everyone.

The future? Create it.

Our programme of investment will have three principal strands. There will be new and pioneering research, we will make innovative changes to our curriculum, particularly where it can benefit employability; and we wish to become a more active partner in the cultural sector, in Manchester and beyond.



Design in action



Creative communities

“We are investing in the community because we are part of the community.”

Creativity isn't fixed in one place. It isn't the domain of one social group, one geographical area, or even one creative 'hub'. It is made, shaped and owned by all. That's why our doors are open to all. Whether it's our museums, galleries, libraries or festivals, we embrace everyone.

As The University of Manchester, we're awash with incredible places for communities to connect with creativity. From our internationally significant collections at the multi-award winning The Whitworth, John Rylands Library, Manchester Museum and Tabley House, to Bluedot, the cutting-edge festival that unifies culture and science in one captivating festival at Jodrell Bank Observatory. And it's not only about people popping in for a visit (although that's incredibly rewarding), it's about sharing, engaging with and growing our collections, our resources, our community.

Our communities don't just come to us. We also go out to them. We take our creative ideas, skills and resources out to our communities. With them, we create new ideas, new innovations, new skills and ever more creative relationships. It's what keeps us fresh, interesting and relevant.

Our programme of events, talks, workshops and festivals are open to all. Immerse yourself in a world of creativity and discovery, all with a uniquely Mancunian character.



Coffee, Cake and Culture

Coffee, Cake and Culture is a programme specifically designed for people living with dementia, their families and carers. Hosted by the Manchester Museum and The Whitworth it aims to provide a stimulating environment to experience life beyond a Dementia diagnosis and demonstrate how art, activities and cultural engagement can support positive health and wellbeing, resulting in benefits that range from the physiological to the emotional.

The Flamenco Project

Students from Spanish Studies and Music worked together to deliver an outreach programme of Flamenco in Manchester's inner city schools. Led by Dr Samuel Llano, Lecturer in Contemporary Spanish Cultural Studies at The University of Manchester, the project saw pupils engage in Spanish language and the art and heritage of Flamenco's music and movement. Students worked together to lead workshops, gaining relevant experience of working in the community with schools and pupils, as well as collaborating with the Instituto de Cervantes.





creativemcr

"Regardless of your discipline, passion or industrial sector, our future relies on ingenuity, curiosity and a spirit of adventure."

Professor Dame Nancy Rothwell
President and Vice-Chancellor

Social media graphics





Thank you

For advice, please contact:

Name:

Email:

Phone: