



Brand Guidelines

If anything in this document is unclear or you require further information please email info@musiccity.uk for the attention of Andrew Dipper.



Introduction

These guidelines will give you the information you need to **use the Sunderland Music City branding** correctly.

We have created these guidelines to tell you when and how to use the Sunderland Music City logo, the Sunderland Year of Music logo, and the 'Sunderland is a Music City' stamp.



In short:

- Use the **official Sunderland Music City logo** for official Sunderland Music City events or official partnerships only
- Use the **Sunderland Year of Music logo** on your events taking place between June 21st 2025 and June 21st 2026 only
- Otherwise, if you just want to show your support for Sunderland Music City use the **'Sunderland is a Music City' stamp**. We encourage any individual or organisation to use this stamp.

The logos above should not be used alongside each other on the same material unless otherwise stated. Please use only one depending on your need.





When referring to us in official correspondence and marketing please use 'Sunderland Music City' in full, not 'SMC', 'Music City', 'the Music City team', 'Sunderland City of Music', 'Music City Sunderland', or 'Sunderland City Music'. **Only 'Sunderland Music City' should be used.**

Sunderland Music City Logo Primary versions

Our logo is designed to graphically represent Sunderland Music City.

The Sunderland Music City logo should only be used in the following instances:

- On official Sunderland Music City events and initiatives
- On approved co-branded or co-partnered events
- On collateral specifically approved by the Sunderland Music City Marketing Director (andrew.dipper@musiccity.uk)

Wherever possible please use the **primary logo on white, shown opposite**. Alternatively, if needed, please use the white version. The logos should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print our logo any smaller than 100px wide. Don't print our logo on any merchandise.

Care should be taken to ensure the logo is legible. Download our logos using the links above.

Send all artwork to info@musiccity.uk for the attention of Andrew Dipper for approval before usage.

Brand Guidelines

Primary Logo



[Download Logo](#)

White Logo



[Download Logo](#)

Red Logo



[Download Logo](#)

How to use mono versions



Dark background colour



Light background colour



Photographic image

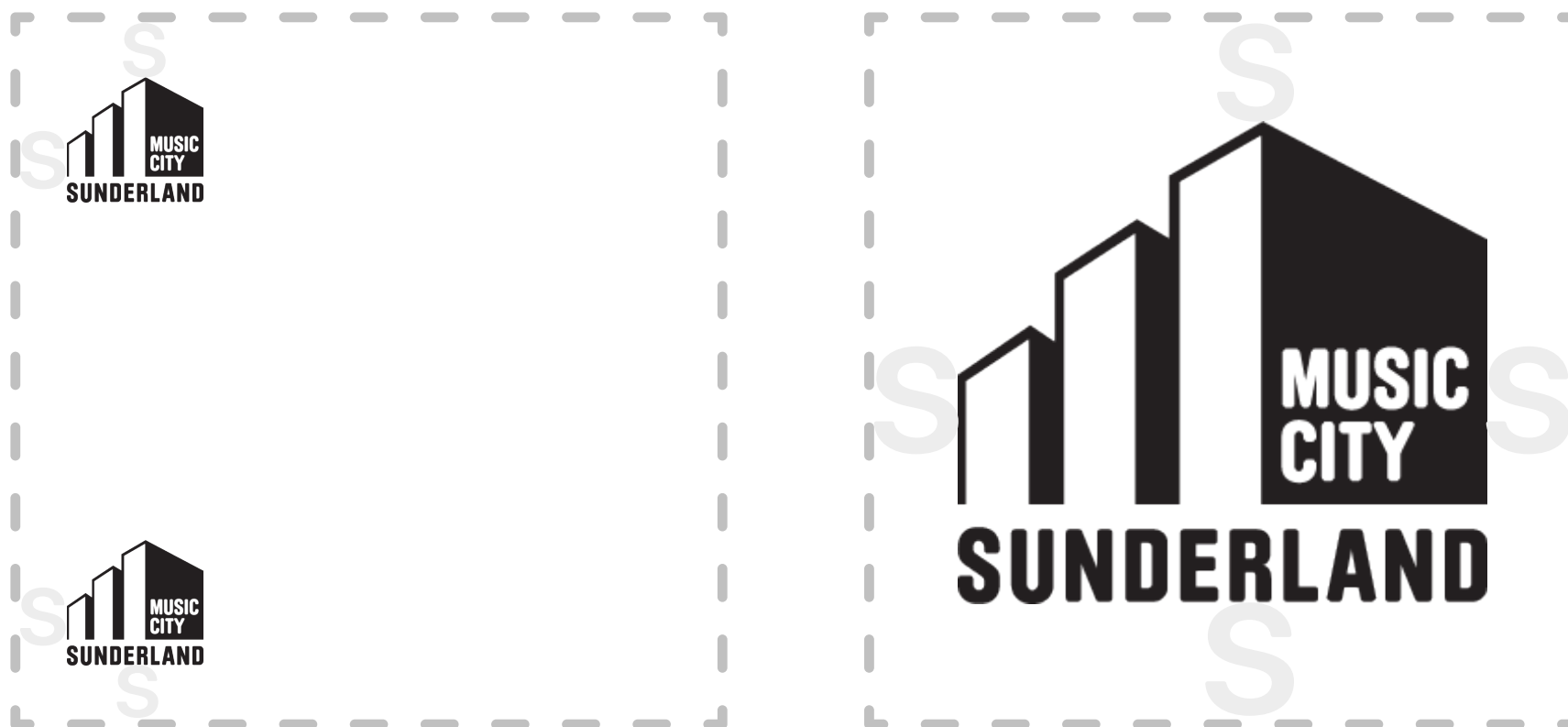
Logo minimum size



Sunderland Music City Logo Clearance area

An exclusion zone has been established in order to protect the Sunderland Music City logo from being compromised by other elements and to allow it to stand out. A space equal to, or more than the height of the 'S' must be left as clear space around the logo.

We have two preferred positions for the placement of our logo; Primary position (top left) and Alternative position (bottom left). Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible. Where space is limited due to the size of the application the positioning of the logo can be set using the clearance area as shown below.



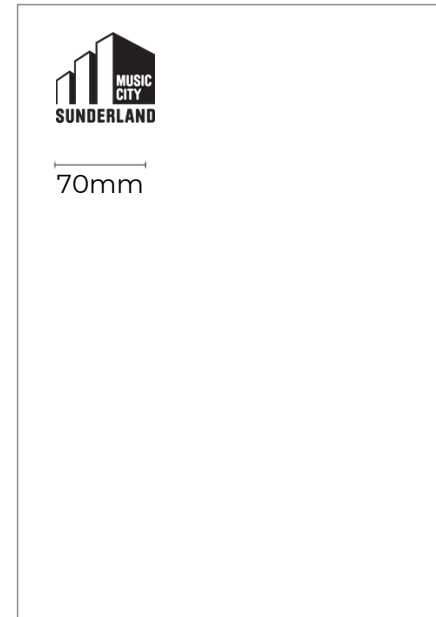
It is important to **scale our logo consistently, and also so that the wording in our font is always visible.** Please refer to the diagram opposite for guidance on standard print size formats...

When scaling our logo for digital media, please refer to best practice examples as a scaling guide.

A0



A3



A5



Sunderland Music City Logo Incorrect applications

The logo should always be reproduced from the artwork provided and should never be redrawn or modified in any way.

The diagram below shows some examples of incorrect logo application.



Do not rearrange
or adapt our logo



Do not recolour
the elements
without prior
approval



Sunderland Music City's primary typeface is **Bebas Neue**.

Bebas Neue Bold should be used for top level headlines.

Montserrat should be used for body copy.

BEBAS NEUE BOLD

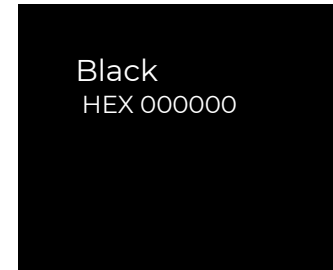
SUNDERLAND IS A MUSIC CITY

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Sunderland Music City's colours have been chosen to help create a recognisable visual identity that is familiar to and reflects our amazing city. The diagram opposite show Hexadecimal specifications.

Colours should always be reproduced at 100% tint value. Please see best practice examples for visual guidance on using colour.

Primary palette





SUNDERLAND

YEAR OF MUSIC

2025 - 2026

From 21st June 2025 to 21st June 2026 (World Music Day), **Sunderland will celebrate a 'Year of Music' - a first ever year-long spectacle for the North East region.**

The year-long **celebration of the city's musical heritage and talent** will encompass a huge range of events, from gigs and festivals to educational workshops and community activities.

Joining the roster of established festivals like Summer Streets, Waves, and Monument, Sunderland Music City's Music Office will create and test new events based on feedback from the music sector and Sunderland residents, with the goal of **showcasing underrepresented genres and connecting people with new music.**

Over 500 events will take place across dozens of spaces and places, including school projects, workshops, masterclasses, panels, conventions, live performances, and commissioned projects.

A bottom-up, inclusive approach will be adopted to develop the programme, working with **genres ranging from punk collectives to the Sunderland Symphony Orchestra, and from 'Tiny Tweeties' baby and toddler groups to community choirs catering for those with dementia.** The Musicians' Union and other organisations will be partners in ensuring best practices.

The aim is to establish long-running annual events in partnership with city organisations specializing in different genres. **The 'Year of Music' will spark lasting inspiration and a legacy for our city,** giving venues, musicians and event organisers the confidence to drive this activity forward in future years.

A true community undertaking, local musicians, promoters, and fans will be encouraged to **host their own Year of Music events,** which will be included on and promoted through the event's website.

Organisers wishing to promote their own Sunderland Year of Music event can do so **using the official Sunderland Year of Music logo on their marketing materials.** And the Sunderland Year of Music is a unique, once-in-a-lifetime opportunity for artists to play their favourite Sunderland venue or perform in Sunderland for the first time, with all eyes on Wearside for the Year of Music.

The Sunderland Year of Music follows in the footsteps of Sunderland's fellow Music City, Aarhus, in Denmark, which ran its own Year of Music in 2022.

The event was hailed a resounding success, **servicing to strengthen cohesion in the region's music industry and creating a framework for further development.**

The Sunderland Year of Music logo should be used on collateral advertising events taking place between June 21st 2025 and June 21st 2026 in Sunderland.

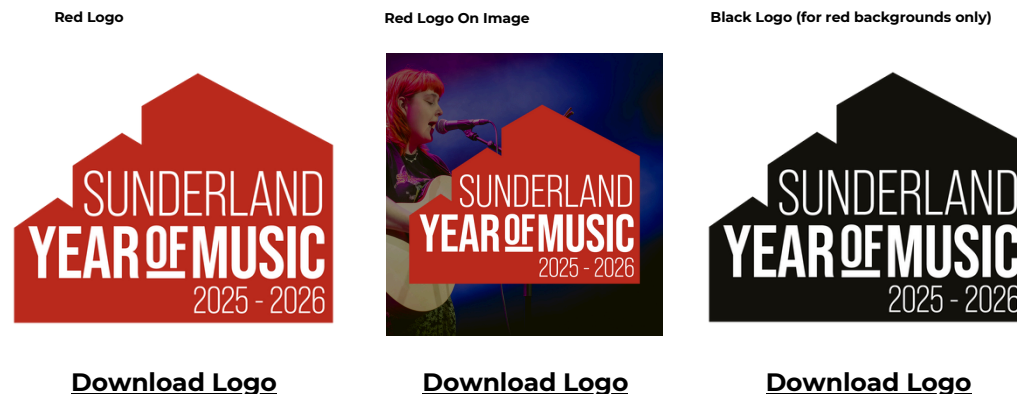
This logo is to denote that you wish for your event to take part in the Sunderland Year of Music 2025-2026, an initiative developed by Sunderland Music City to celebrate a diverse range of music in Sunderland.

Usage of this logo does not imply endorsement by Sunderland Music City.

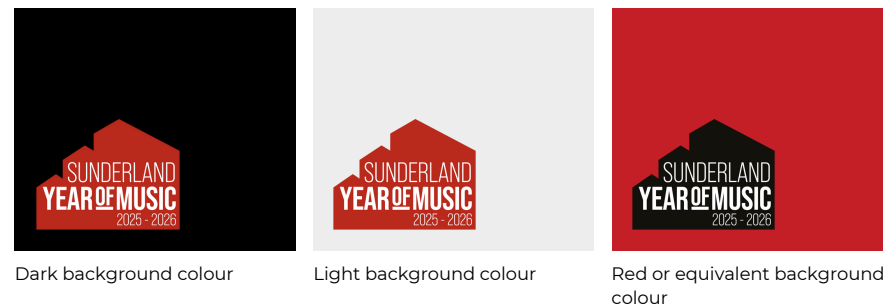
Wherever possible please use the **primary logo, shown opposite.** Alternatively, if needed, please use the black version. The logos should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print our logo any smaller than 100px wide. Don't print our logo on any merchandise.

Care should be taken to ensure the logo and all wording is legible. Download our logos using the links on this page.



How to use each version



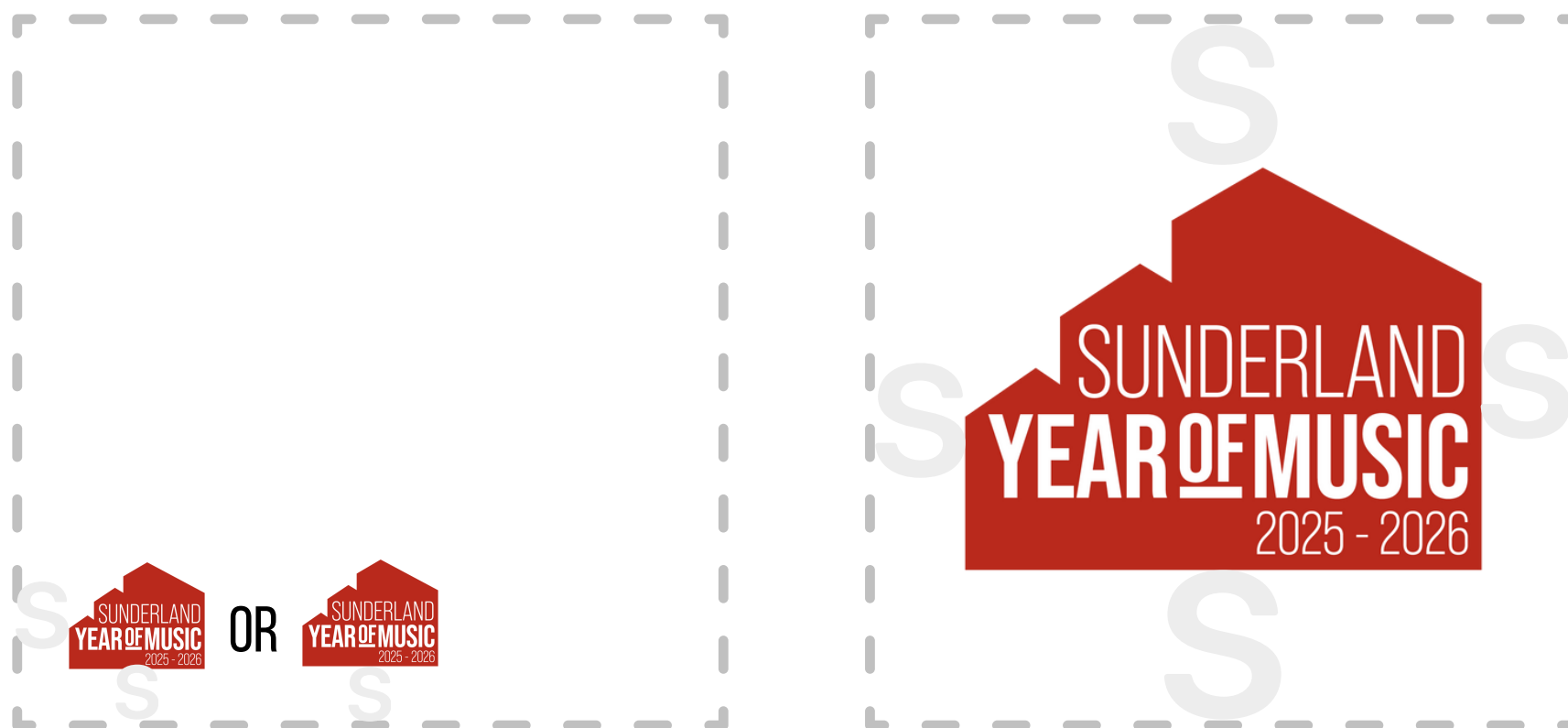
Logo minimum size



Sunderland Year of Music Logo Clearance area

An exclusion zone has been established in order to protect the Sunderland Year of Music logo from being compromised by other elements and to allow it to stand out. A space equal to, or more than the height of the 'S' must be left as clear space around the logo.

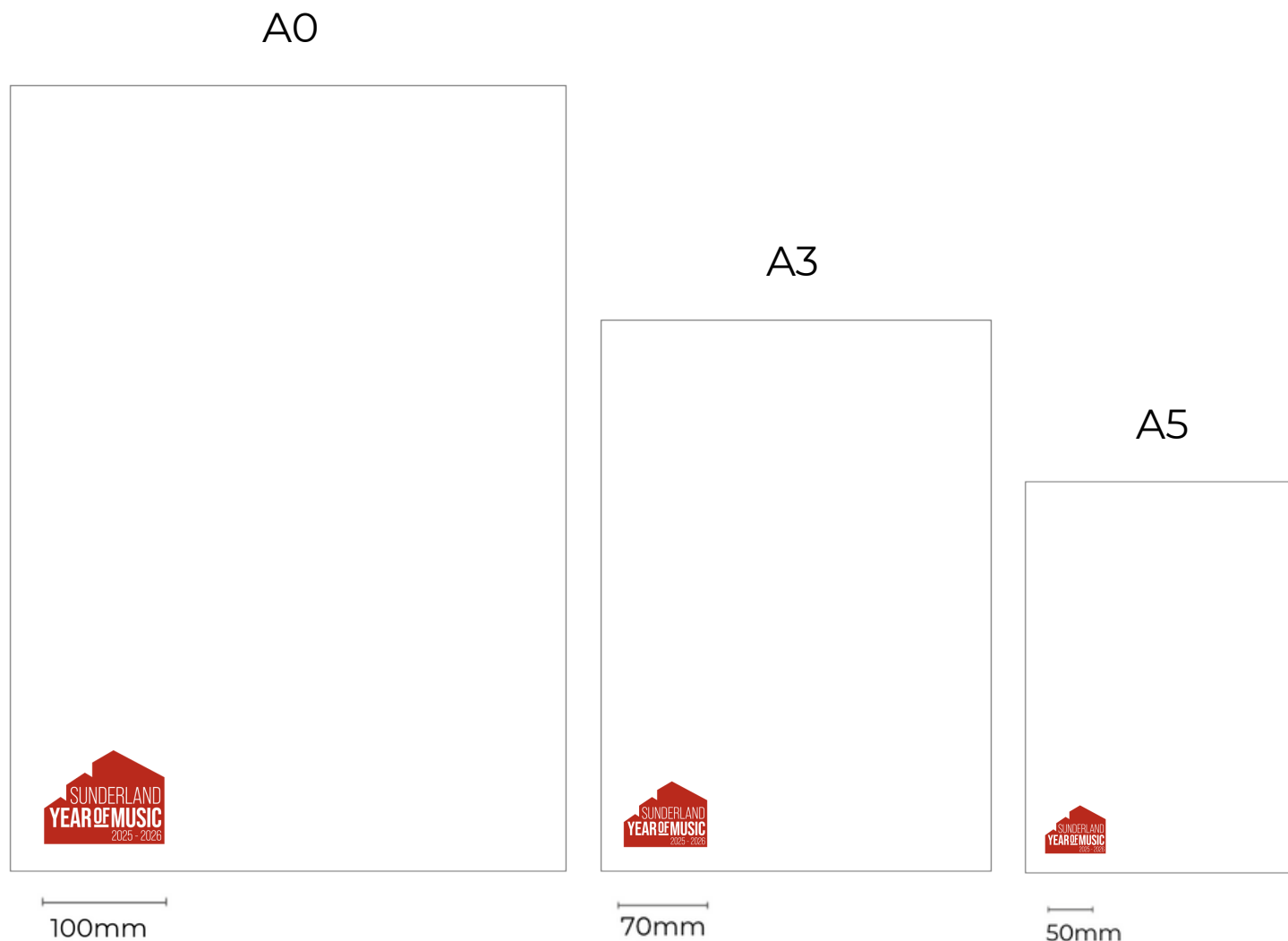
We have two preferred positions for the placement of our logo; Primary position (bottom left) and Alternative position (bottom centre). Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible. Where space is limited due to the size of the application the positioning of the logo can be set using the clearance area as shown below.



Sunderland Year of Music Logo Scale

It is important to **scale our logo consistently, and also so that the wording in our font is always visible.** Please refer to the diagram opposite for guidance on standard print size formats...

When scaling our logo for digital media, please refer to best practice examples as a scaling guide.



Content for you to use on your social media posts when you utilise the Sunderland Year of Music logo:

Our event is part of the Sunderland Year of Music 2025-2026. For full listings, visit musiccity.uk/year-of-music.

We're part of the Sunderland Year of Music 2025-2026. For full listings, visit musiccity.uk/year-of-music.

We're taking part in the Sunderland Year of Music 2025-2026. For full listings, visit musiccity.uk/year-of-music.

SUNDERLAND

IS A 

MUSIC CITY

STAMP

Sunderland Is A Music City Stamp Primary versions

Show your support for the Sunderland Music City project and tell your marras that Sunderland is a Music City by using the official Sunderland is a Music City stamp.

How you could use the stamp:

- On a mural or wall art
- On a poster or digital screen in your venue or building
- On your social media cover photo
- On marketing material for your event
- On pitch documents to musicians or agents to encourage them to play your venue

How not to use the stamp:

- On merchandise
- On any content that may be deemed offensive or discriminatory

The stamp should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print our stamp any smaller than 100px wide.

Care should be taken to ensure the stamp and all wording is legible. Download our stamp using the links on this page.

Black Stamp

**SUNDERLAND
IS A [REDACTED]
[REDACTED] MUSIC CITY**

[Download Stamp](#)

Red Stamp

**SUNDERLAND
IS A [REDACTED]
[REDACTED] MUSIC CITY**

[Download Stamp](#)

White Stamp

**SUNDERLAND
IS A [REDACTED]
[REDACTED] MUSIC CITY**

[Download Stamp](#)

How to use the stamp



Dark background colour



Light background colour



Red or equivalent background colour

Logo minimum size

**SUNDERLAND
IS A [REDACTED]
[REDACTED] MUSIC CITY**

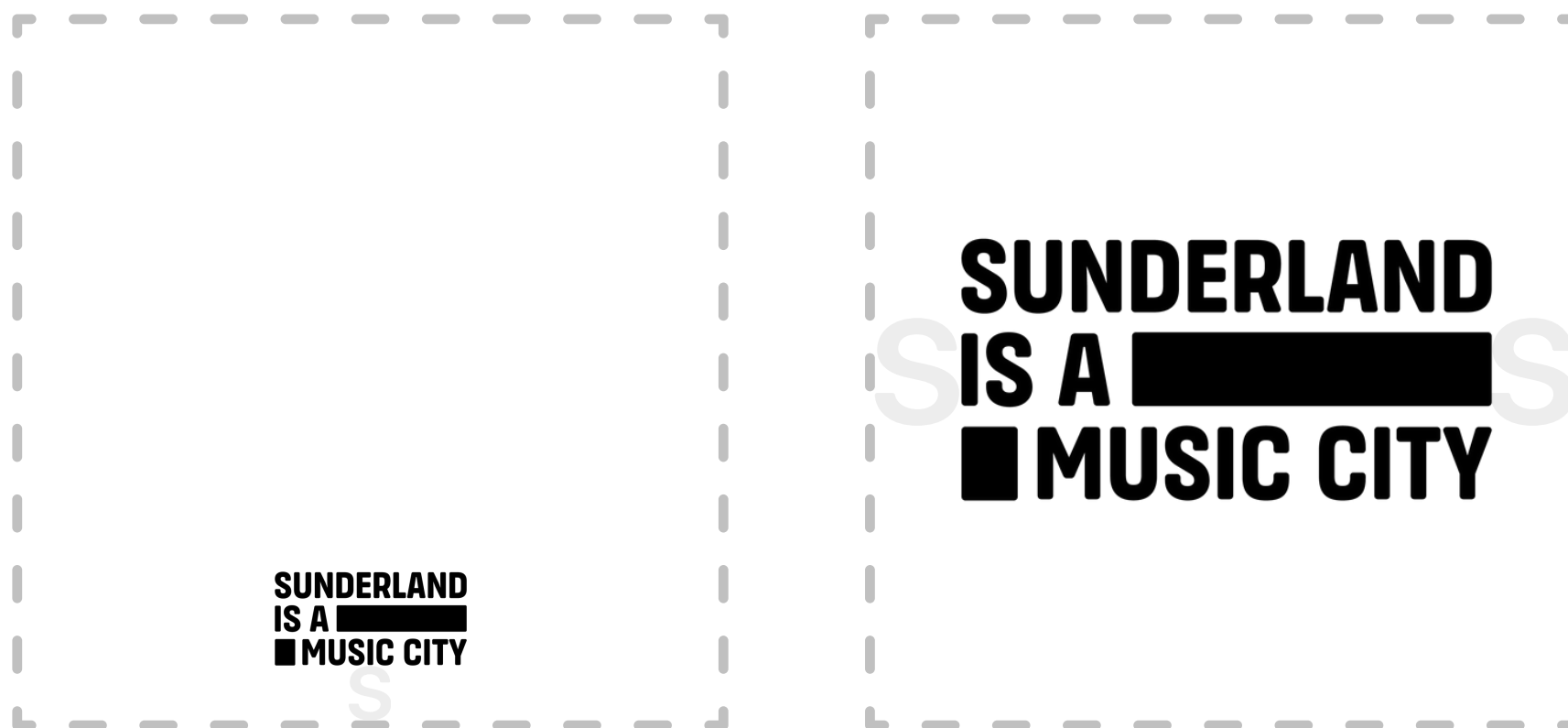


>100px

Sunderland Is A Music City Stamp Clearance area

An exclusion zone has been established in order to protect the Sunderland Music City stamp from being compromised by other elements and to allow it to stand out. A space equal to, or more than the height of the 'S' must be left as clear space around the logo.

Our preferred position for the stamp is bottom centre. Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible. Where space is limited due to the size of the application the positioning of the stamp can be set using the clearance area as shown on the below right diagram.





Any questions?

If anything in this document is unclear or you require further information please email info@musiccity.uk for the attention of Andrew Dipper.

