



Brand Guidelines



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 and the 'Sunderland is a Music City' stamp.



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

In short:

- Use the **official Sunderland Music City logo** for official Sunderland Music City events or official partnerships 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 executive Emily.jackson@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.

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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

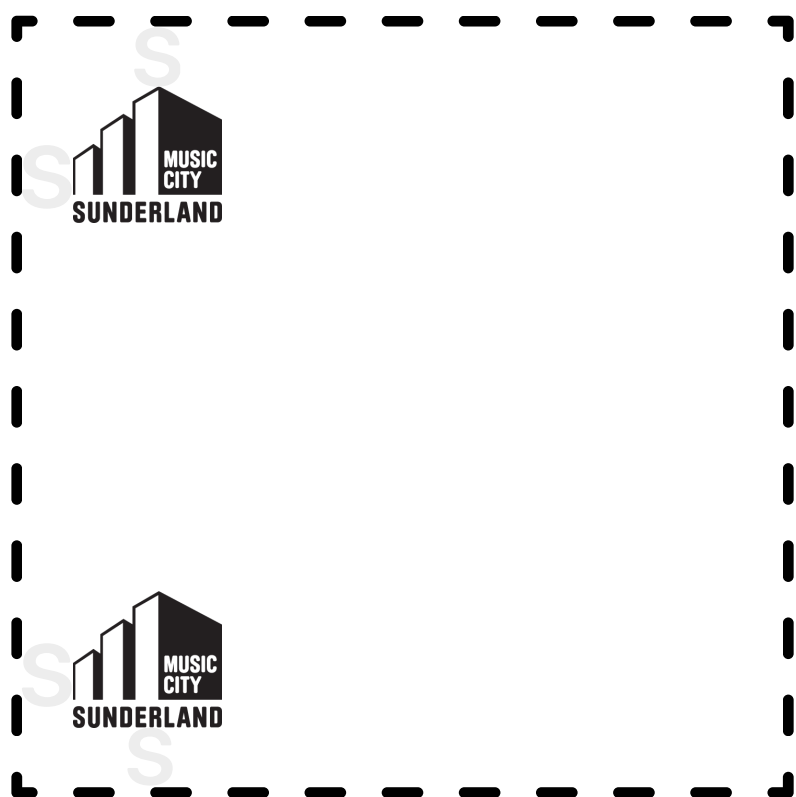
Logo minimum size



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



100mm

A3



70mm

A5



50mm

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

IS A 

 **MUSIC CITY**

STAMP

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 
■ MUSIC CITY**

[Download Stamp](#)

Red Stamp

**SUNDERLAND
IS A 
■ MUSIC CITY**

[Download Stamp](#)

White Stamp



[Download Stamp](#)

How to use the stamp



Dark background colour



Light background colour



Red or equivalent background colour

Logo minimum size

**SUNDERLAND
IS A 
■ MUSIC CITY**

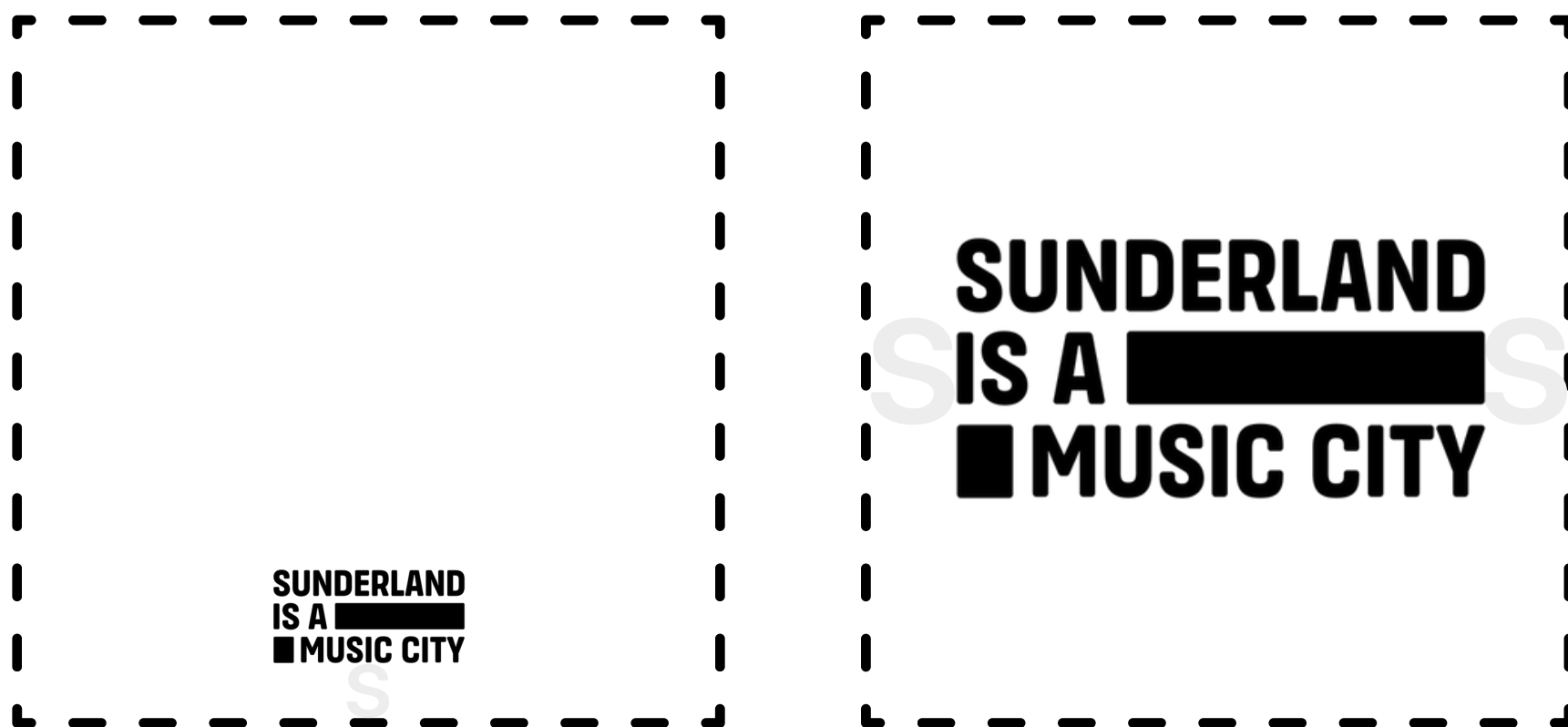


>100px

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.

