

Brand guidelines





Logos

Logos »»»

WiN logo

The *WiN* logo is our primary identifier; it is our brand signature and is used across all *Work in Norwich* communications.

The *WiN* logo is available in two variants: horizontal and vertical.

The logo should be used in the following circumstance(s):

- Within residential and local literature, circulated within the city
- On in-city comms, such as merchandise or wayfinding, or promotional material
- On partner communications that do not require the explicit support of either Norwich Business Improvement District or VisitNorwich

Horizontal



Vertical



Logos »»»

Exclusion zone

All logo elements should be positioned using their individual exclusion zone.

As the example opposite demonstrates, an exclusion zone is calculated by rotating one of the chevrons from the logo at the same size at which it is placed.

Exclusion zones set the minimum space the logo elements should be given; however, the more clear space used the better.

Clear space around our logo protects its clarity and visual integrity.



Logos »»»

Logo position

The logo can be positioned in any corner or centrally. The exclusion zone should be used as a minimum clearance, ensuring brand consistency.



Logos »»»

Logo scale

Adhering to the exclusion zone, the logo can be applied at any size suitable for the application being created.

Legibility and desired impact should be the main consideration when scaling the logo.



Logos »»»

Rules of use

This list isn't exhaustive but should provide a reasonable guide on what not to do.

1. Do not squeeze.
2. Do not stretch.
3. Do not rotate.
4. Do not reproduce the logo in any other colour than specified.
5. Do not change the relationship between logo elements – only use the master logo files provided.
6. Do not (unnecessarily) place the logo in a shape or graphic.
7. Do not change the typeface.
8. Do not use any effects or filters, such as drop shadows or strokes.
9. Do not place the full logo over a chevron pattern.



Logos »»»

Logo reproduction

In order to present the WiN logo correctly the following rules should be considered:

1. Black backgrounds

Always use a white logo.
Do not use coloured logos.

2. White backgrounds

Always use a black logo.
Do not use coloured logos.

3. Coloured backgrounds

Always use a white logo.
Do not use coloured logos.

4. Photographic backgrounds

Always use a white logo.
Do not use coloured logos.
Ensure the logo is visible.





Colour

Colour >>>

Primary palette

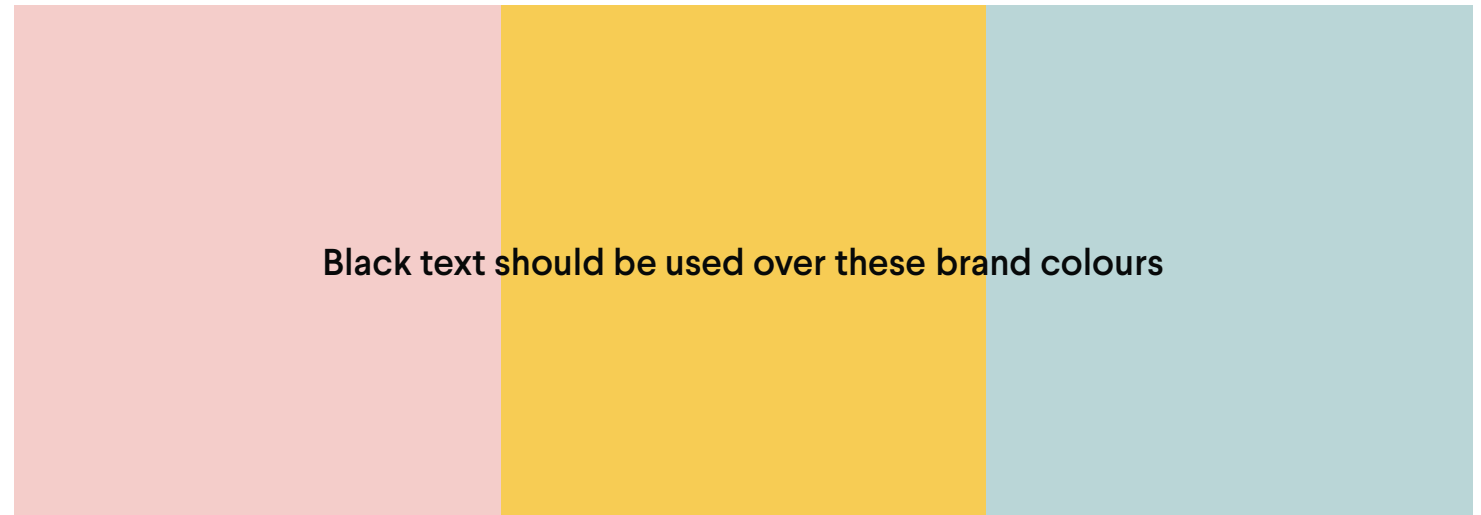
We have 11 primary brand colours, as shown opposite.

<p>Business District Green</p> <p>C76 M42 Y65 K41 R56 G88 B73 Hex #385849 Pantone 7736c</p>	<p>Creative Quarter (Over the Water) Yellow</p> <p>C05 M20 Y75 K00 R245 G204 B84 Hex #f5cc54 Pantone 129c</p>	<p>Castle & Marketplace Purple</p> <p>C67 M89 Y12 K68 R55 G21 B59 Hex #37153b Pantone 518c</p>	<p>King Street Quarter Red</p> <p>C30 M85 Y63 K30 R144 G53 B60 Hex #90353c Pantone 491c</p>
<p>Cathedral Quarter Blue</p> <p>C76 M40 Y00 K00 R60 G132 B197 Hex #3c84c5 Pantone 660c</p>	<p>Riverside Light blue</p> <p>C33 M06 Y17 K00 R33 G6 B17 Hex #b7d6d7 Pantone 628c</p>	<p>Chapelfield Orange</p> <p>C11 M66 Y70 K03 R216 G110 B77 Hex #d86e4d Pantone 7577c</p>	<p>Norwich Lanes Pink</p> <p>C04 M26 Y17 K00 R242 G204 B201 Hex #f2ccc9 Pantone 503c</p>
<p>Bright Yellow</p> <p>C00 M42 Y92 K00 R225 G164 B16 Hex #ffa410 Pantone 1235c</p>	<p>Bright Purple</p> <p>C58 M54 Y18 K03 R125 G118 B159 Hex #7d769f Pantone 272c</p>	<p>Bright Red</p> <p>C00 M82 Y66 K00 R238 G72 B72 Hex #ee4848 Pantone 1787c</p>	

Colour >>>

Colours with text

Only black and white text should be used over the primary palette as shown opposite.



Colour >>>

Mono palette

The use of black and white helps to enhance the palette.

Special attention should be given to the following uses.

Large area Black

Application to large areas in brand collateral such as page and wayfinding backgrounds should use the relevant colour values as shown opposite.

Text

All text should be set in the colour values shown below, however large or small.

Large area
Black

C00 M00 Y00 K95
R13 G13 B13
Hex #0d0d0d

Text
Black

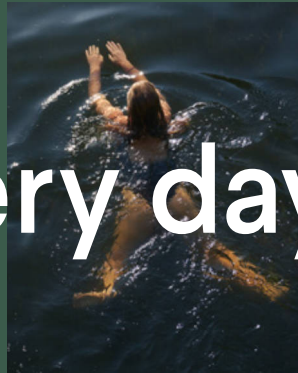
C00 M00 Y00 K100
R00 G00 B00
Hex #000000

Large area
White

C00 M00 Y00 K00
R255 G255 B255
Hex #ffffff



WiN every day



Discover the only English city inside a national park – so you can take a dip before diving into work.

#WorkInNorwich
workinnorwich.co.uk

Charlotte
Moved from London
to *Work in Norwich*



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Norwich
Business
Improvement
District