

# MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE

LOGO GUIDELINES



Marketing Nottingham & Nottinghamshire, established in 2016, is the strategic marketing partnership of Visit Nottinghamshire, Meet in Nottingham, Invest in Nottingham and Nottingham Partners. Together the brands form the official promotional agency for the city and county. Tasked with putting Nottingham & Nottinghamshire firmly on the map as a top UK destination through:

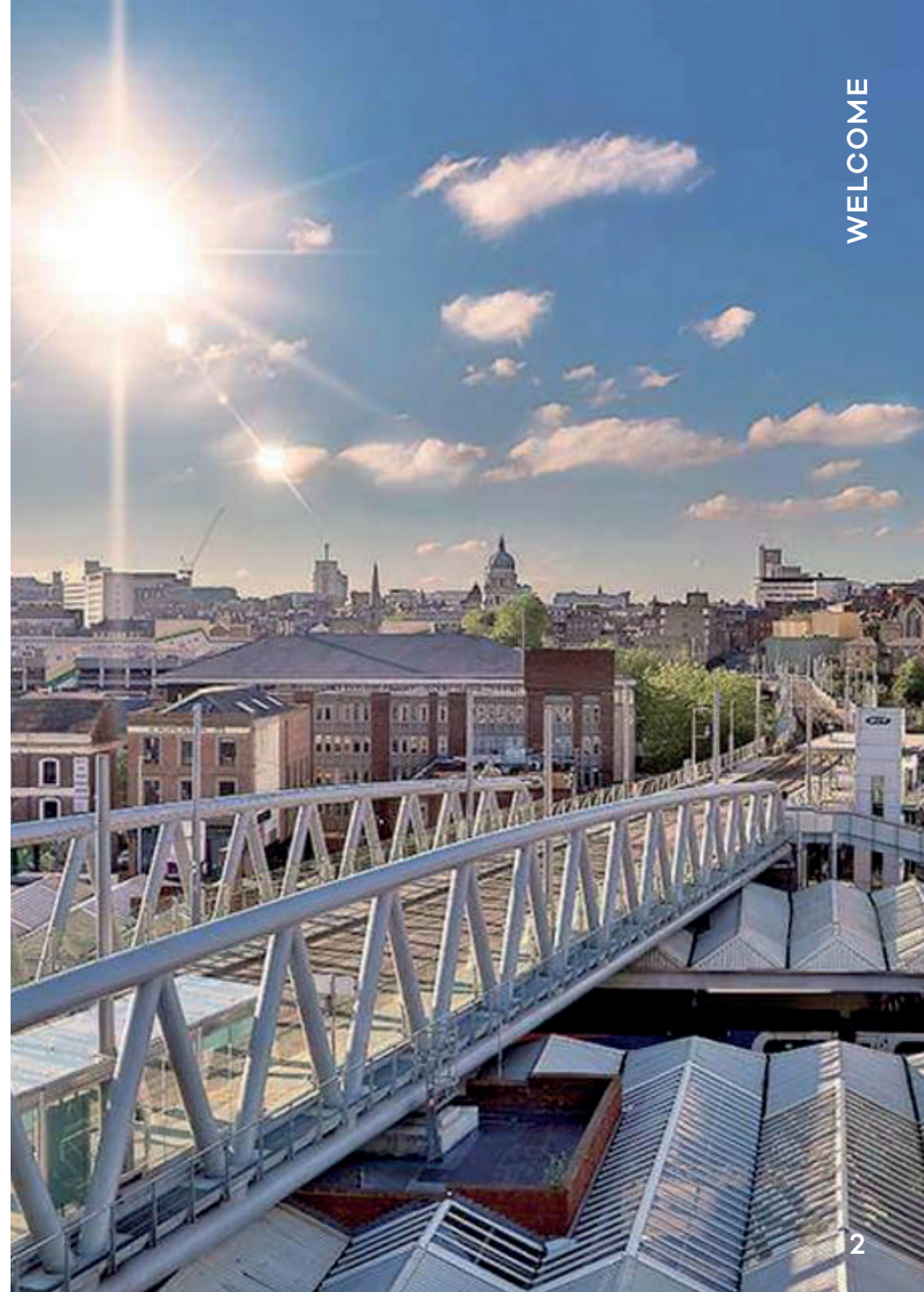
- increased inward investment into Nottingham and Nottinghamshire, resulting in job creation through the support of our inward investment specialists
- increased visitor numbers as the official tourism body Visit Nottinghamshire, encouraging people to stay longer and spend more
- increased business visits, through attraction of more conferences & major events
- encouraging new and retained talent to sustain a youthful and innovative future

Marketing Nottingham & Nottinghamshire has a current membership of more than 600 businesses across the city and county, engaged through the work of the Nottingham Partners team.

As a member or a partner of Marketing Nottingham & Nottinghamshire, we hope you find these guidelines useful and will join us in promoting Nottingham and Nottinghamshire in a clear, consistent and coordinated way. Nottingham has a great story to tell and there are people who need to hear it.

If you have any further questions or need help with the guidelines, please get in touch with a member of the team:

**[marketing@marketingnottingham.uk](mailto:marketing@marketingnottingham.uk)**  
**or 0115 962 8300**



# BUSINESS IDENTITIES

## THE NOTTINGHAM BUSINESS IDENTITIES

The Nottingham business identities represent the three main strands of our activities. They have been created for partners to identify their association with our activities and initiatives relevant to their business. These cover; the visitor economy, inward investment and collaborative working and networking between Nottingham businesses.



PANTONE 388C



PANTONE 225C



PANTONE 637C



VISIT NOTTINGHAMSHIRE



INVEST IN NOTTINGHAM



NOTTINGHAM PARTNERS



## VISIT NOTTINGHAMSHIRE LOGOTYPE



VISIT NOTTINGHAMSHIRE

Colour - Min. height 20mm.



VISIT NOTTINGHAMSHIRE

Mono - Min. height 20mm.



VISIT ICON



VISIT NOTTINGHAMSHIRE

VISIT NOTTINGHAMSHIRE

PANTONE WARM GREY 11C ON PANTONE 388C



## INVEST IN NOTTINGHAM LOGOTYPE



**INVEST IN NOTTINGHAM**

Colour - Min. height 20mm.



**INVEST IN NOTTINGHAM**

Mono - Min. height 20mm.



VISIT ICON



**INVEST IN NOTTINGHAM**



PANTONE WARM GREY 11C ON PANTONE 225C

## NOTTINGHAM PARTNERS LOGOTYPE



NOTTINGHAM PARTNERS

Colour - Min. height 20mm.



NOTTINGHAM PARTNERS

Mono - Min. height 20mm.



VISIT ICON



NOTTINGHAM PARTNERS



NOTTINGHAM PARTNERS

PANTONE WARM GREY 11C ON PANTONE 637C



INSPIRATIONS



# VISUAL IDENTITY APPLIED EXAMPLES



# VISUAL IDENTITY APPLIED EXAMPLES





# VISUAL IDENTITY APPLIED EXAMPLES





# VISUAL IDENTITY APPLIED EXAMPLES



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To attend this special exhibition viewing, please confirm your attendance by 12th June by clicking here.


RSVP



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The background of the slide is a collage of office interior photographs. The top half shows a row of cubicles with desks and computers, viewed through glass partitions. The bottom half shows a larger open-plan office area with people working at desks. A large, semi-transparent geometric shape, resembling a stylized 'M' or a series of overlapping triangles, is overlaid on the right side of the image. The text 'PLACE MARKETING TEAM AT MARKETING NOTTINGHAM & NOTTINGHAMSHIRE' is written in a bold, yellow, sans-serif font across the middle of the collage.

## PLACE MARKETING TEAM AT MARKETING NOTTINGHAM & NOTTINGHAMSHIRE

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CONTACT