

City of Literature Branding



City of Literature

The logo is based upon letterpress print techniques to demonstrate Manchester's history with literature in physical form. It is designed to be responsive so has different versions dependant on how much space is available.

It can be used in any colour on any background colour providing contrast is sensible.



City of
Literature





City of
Literature



Home to the first lending
library, Anthony Burgess,
Lenn Sissay, Carol Ann Duffy,
John Cooper Clarke, Elizabeth
Gaskell, Karl Marx, Chethams,
Portico, John Rylands and
Central Libraries.

MAN
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City of Literature

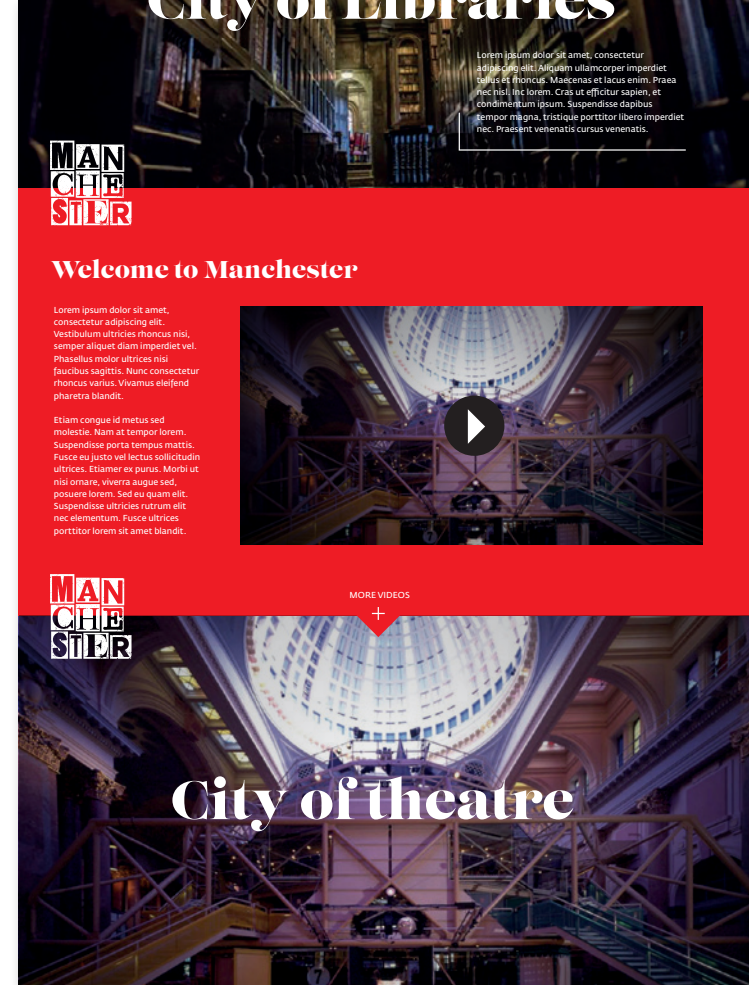
Manchester
UNESCO
City of
Literature



The brand has two other elements. A heading font and a separator line used as a design element.

The font is a take on traditional serif typeface to reflect letterpress printing.

The line creates a block illusion to again, reflect the idea of letterpress blocks.



Website

