

City of Literature Branding



City of Literature

The logo is based upon letterpress print techniques to demonstrate Manchesters 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.

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**City of
Literature**

MCR City of
Literature

MANCHESTER
City of Literature

**MAN
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**City of
Literature**

MCR City of
Literature

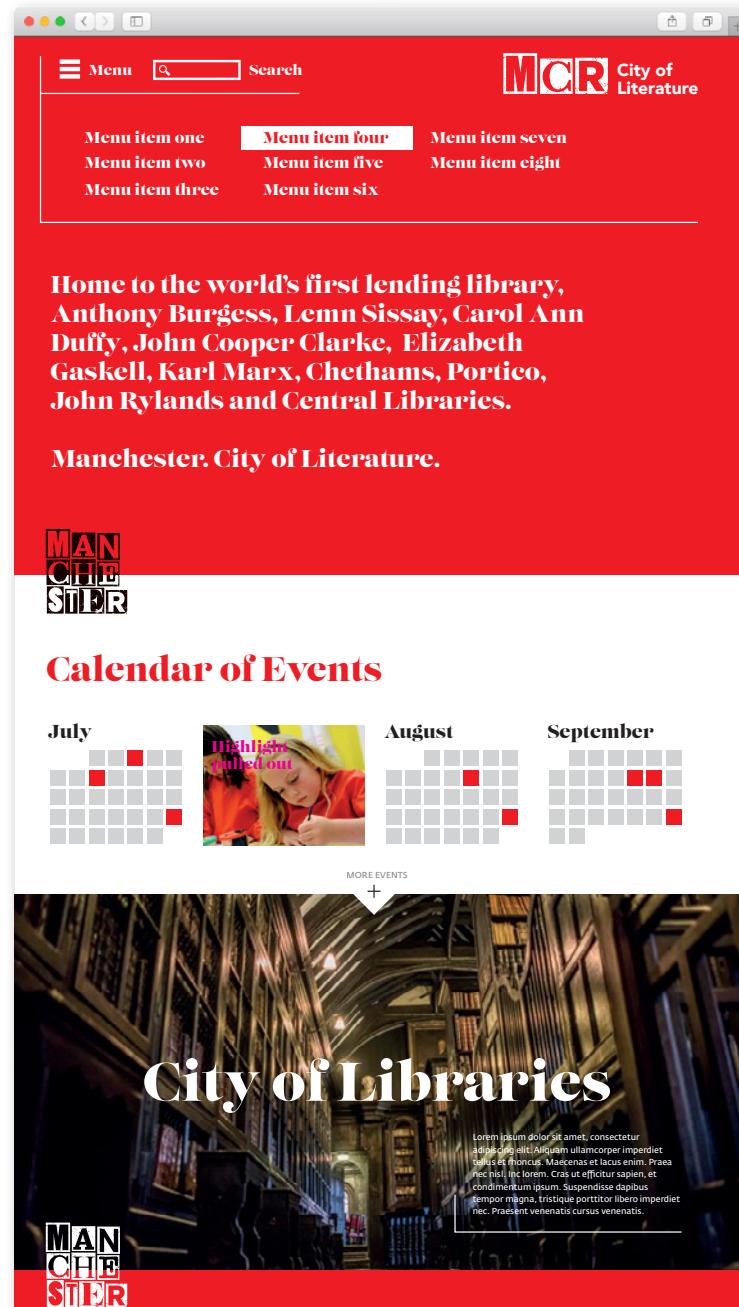
MANCHESTER
City of Literature

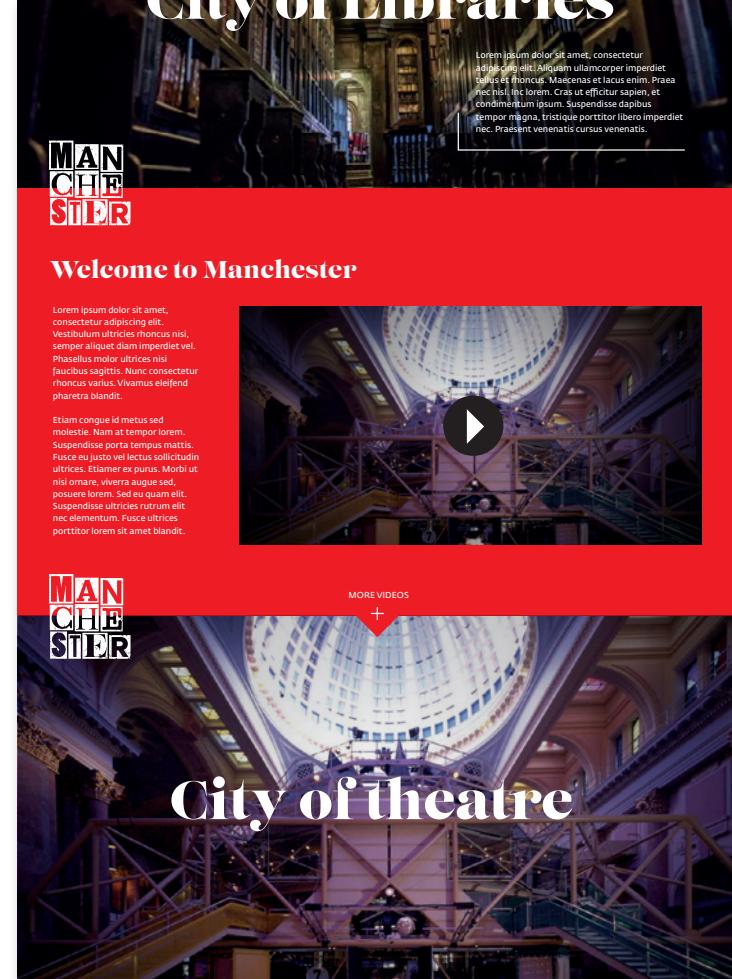


The brand has two other elements. A heading font and a separator line used as a design element.

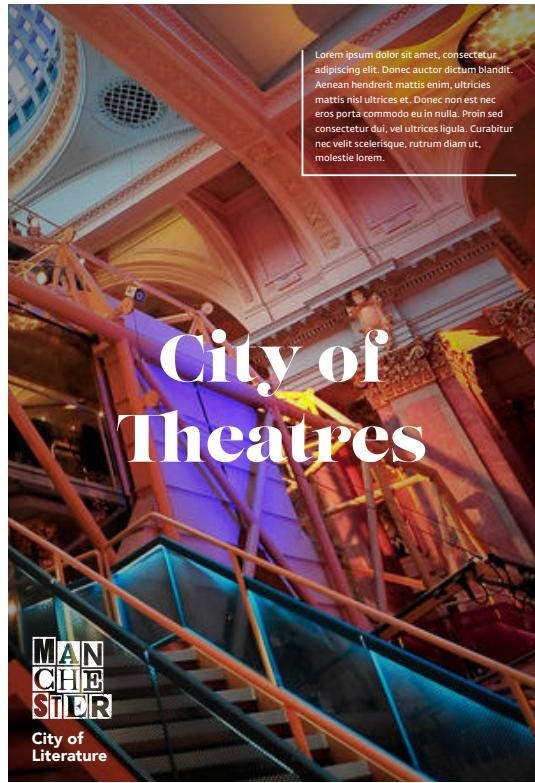
The font is a take on traditional serif typeface to reflect letterpress printing.

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

The screenshot shows the homepage of the Manchester City of Literature website. At the top, there's a navigation bar with a menu icon, a search bar, and a logo for "MCR City of Literature". Below the header, there's a horizontal menu with items: "Menu item one", "Menu item four", "Menu item seven", "Menu item two", "Menu item five", "Menu item eight", and "Menu item three", "Menu item six". A large red banner below the menu contains text about the city being home to the world's first lending library and mentions authors like Anthony Burgess, Lemn Sissay, Carol Ann Duffy, John Cooper Clarke, Elizabeth Gaskell, Karl Marx, Chethams, Portico, John Rylands, and Central Libraries. Below this, another red banner features the "MANCHESTER" logo and the text "Manchester. City of Literature.". A "Calendar of Events" section follows, showing month-over-month grids for July, August, and September, with a "MORE EVENTS" button. A large image of a library interior with bookshelves and a dome ceiling serves as the background for the main content area.

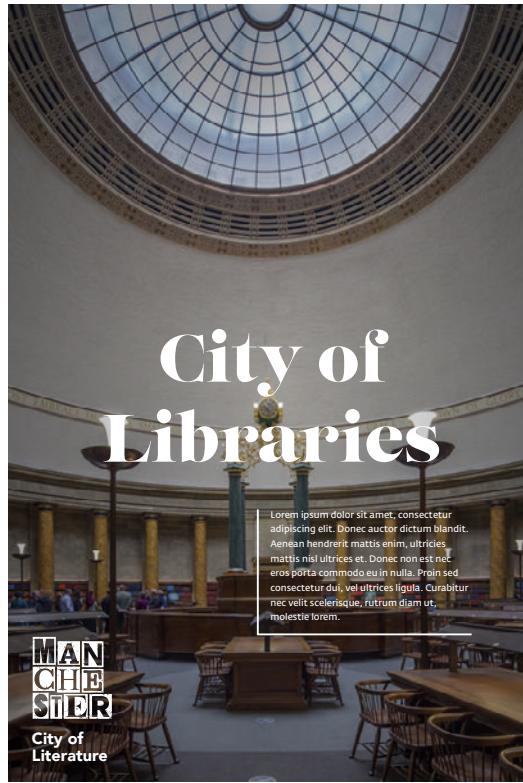
This screenshot shows a "Welcome to Manchester" page. It features a large image of a grand hall with a high ceiling and a circular patterned floor. In the top right corner, there's a text box with placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ullamcorper imperdiet tellus et rhoncus. Maecenas et lacus enim. Praesent nec nisi in magna. Cras ut efficitur sapien, et condimentum ipsum. Suspendisse dapibus tempor magna, tristique porttitor libero imperdiet nec. Praesent venenatis cursus venenatis." Below the image, the "MANCHESTER" logo is displayed, followed by the heading "Welcome to Manchester". To the right of the image is a video player with a play button, and above it is some descriptive text. Further down, there's another image of the same grand hall, with the text "City of theatre" overlaid, and a "MORE VIDEOS" button with a plus sign.

Website



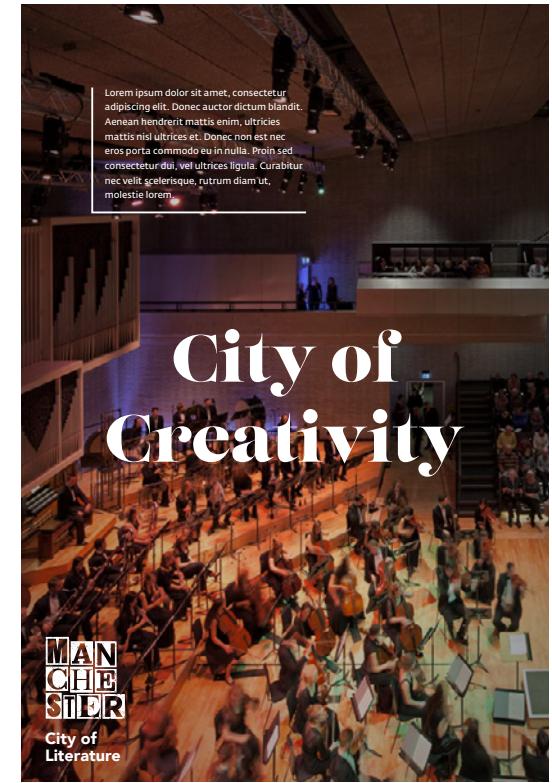
City of Theatres

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. DONEC AUCTOR DICTUM BLANDIT.
AENEAN HENDREIT MATTIS ENIM, ULRICES
MATTIS NISI ULRICES ET. DONEC NON EST NEC
EROS PORTA COMMODO EU IN NULLA. PROIN SED
CONSECTETUR DUI, VEL ULRICES LIQUA. CURABITUR
NEC VELIT SCLERISQUE, RUTRUM DIAM UT,
MOLESTIE LOREM.



City of Libraries

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
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City of Creativity

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
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