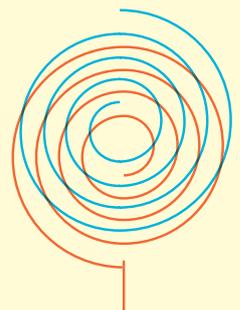


BRAND GUIDELINES



WORLD EVENT
YOUNG ARTISTS
2012

INTRODUCTION

This document describes the World Event Young Artist brand and demonstrates how the it can be used in different ways.

It is a record of the core ideas, values and personality of the World Event Brand.

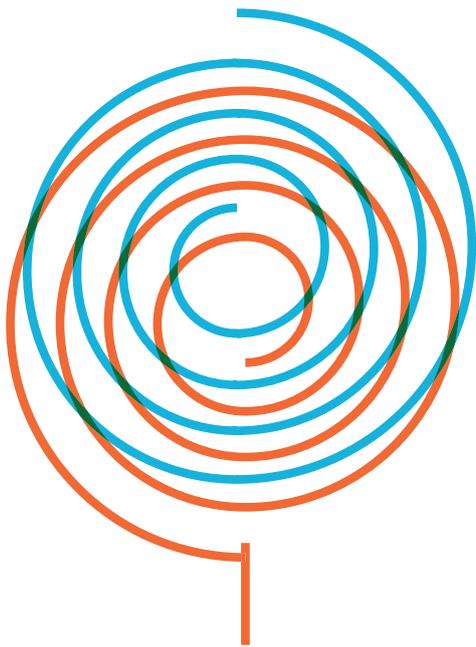
It is also a working reference to help staff gain an understanding of the brand and a guide for developing the brand in the future.

The guide recommends different ways to use the branding elements. This will need to evolve as it is tried and tested in various real situations.

LOGO SYMBOLISM

The logo is associated with many different ideas that can be positively connected with the World Event Young Artists, some of these are:

Spiral
World
Convergence
Transmitting
Lolly Pop
Spiral Jetty
Audio
Transferring
Nature
Celebration



WORLD EVENT
YOUNG ARTISTS
2012

Portrait version



WORLD EVENT
YOUNG ARTISTS **2012**

Landscape version

WORLD EVENT YOUNG ARTISTS / UK YOUNG ARTISTS

The logo at times will need to be placed alongside UK Young Artists, its UK Partner organisations. If this is the case, only use the horizontal version.

Always try and use the logo side by side rather than the logos on top of one another.



LOGO FORMATS - PORTRAIT VERSION

The portrait version is the main logo format. This should be used when the logo is the main feature of the graphics.

Ideal uses are:

Opening slide in a presentation / video

Banner stands

Posters, invites, flyers or any print where the logo is the main graphic tool on the page.



Example of use in a banner format



Example of use in a poster or printed page format

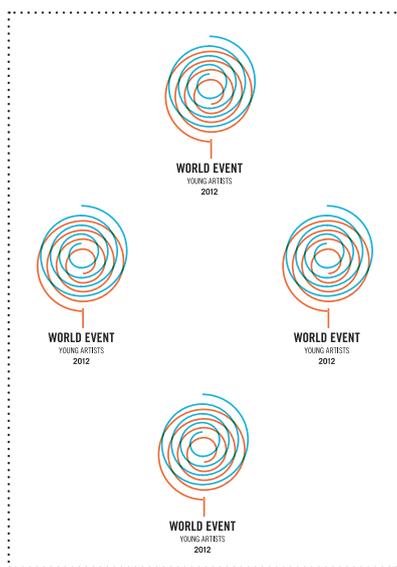
LOGO POSITIONING

The portrait version of the logo should always be centrally aligned, with a generous amount of space around the logo.

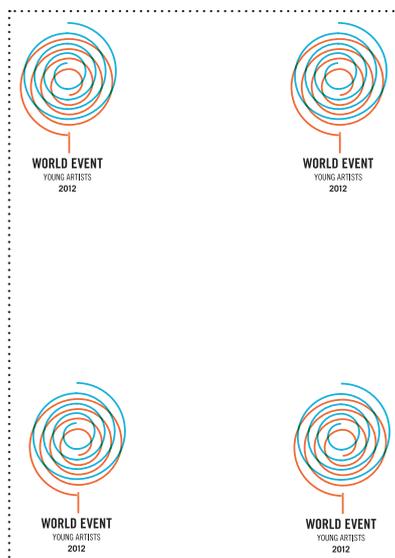
As a rule of thumb, If the logo is used in a larger format, such as on a powerpoint presentation or document cover, allow minimum of 4cm around the edge of the page. If the logo is used in a smaller format, allow for a minimum of 1 cm from the edge.



Centrally aligned with generous space surrounding it.



Centrally aligned to the top, bottom or side edge



Not left or right aligned

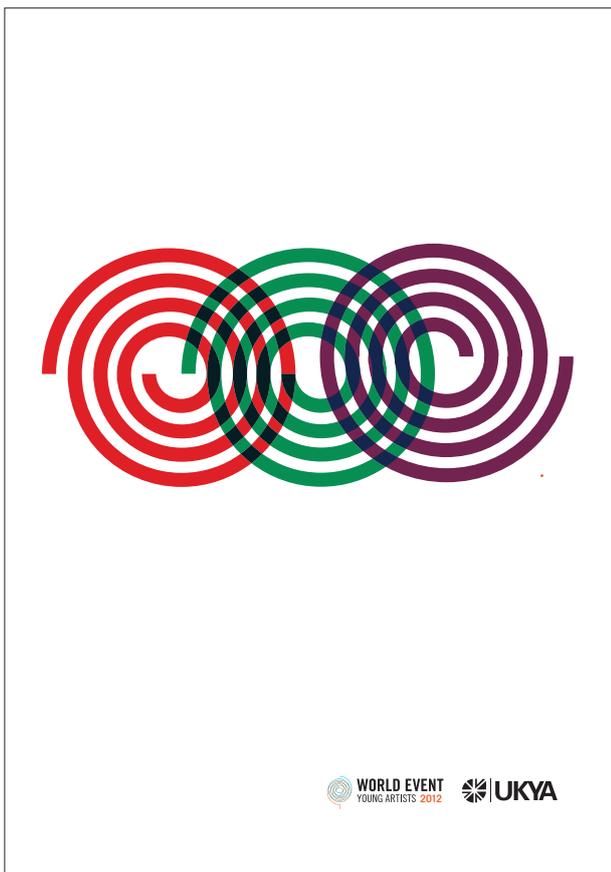
LOGO FORMATS - LANDSCAPE VERSION

The landscape version is a 'supporting logo format'. This should be used when the logo is a supporting feature of the graphics. Ideal uses are:

Websites

Back of flyers

When the logo needs to be next
to an image or an illustration

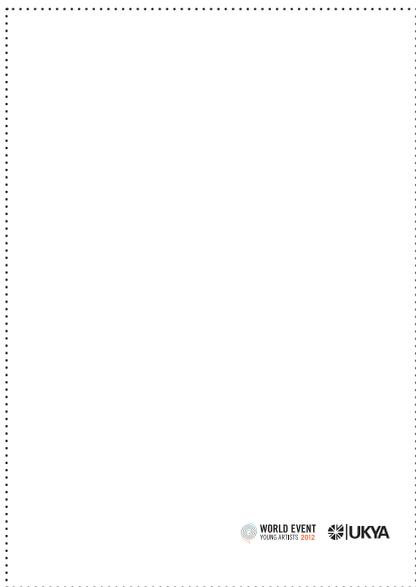


(example illustration only)

LOGO POSITIONING

The landscape version of the logo should always be left or right aligned, with a generous amount of space around the logo.

As a rule of thumb, If the logo is used in a larger format, such as on a powerpoint presentation or document cover, allow minimum of 4cm around the edge of the page. If the logo is used in a smaller format, allow for a minimum of 1cm from the edge.



right aligned with generous space surrounding it.



Other positions the logo can take



Avoid centrally aligned use of this logo

COLOUR AND BLACK AND WHITE LOGOS

The Logo should appear in colour wherever possible.

A black version can be used in a black and white printed document.

A white version of the logo can be used on dark backgrounds.

BACKGROUND COLOUR

To preserve the integrity of the logo the coloured version should not be used on coloured backgrounds as this will weaken its appearance and clarity.

THE LOGO TYPE

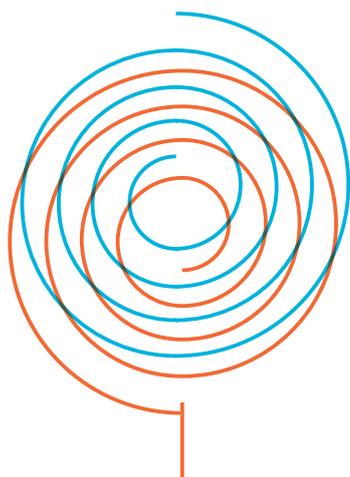
The typeface for the logo and tagline is 'TRADE GOTHIC CONDENSED BOLD & TRADE GOTHIC MEDIUM CONDENSED '.

This strong sans serif font has been chosen for it's clarity, soft edges and friendly aspect.

SIZING

Due to its simple clear form the logo can be scaled to any size providing the text is still legible.

Do not stretch or distort the logo in any way.



WORLD EVENT
YOUNG ARTISTS
2012



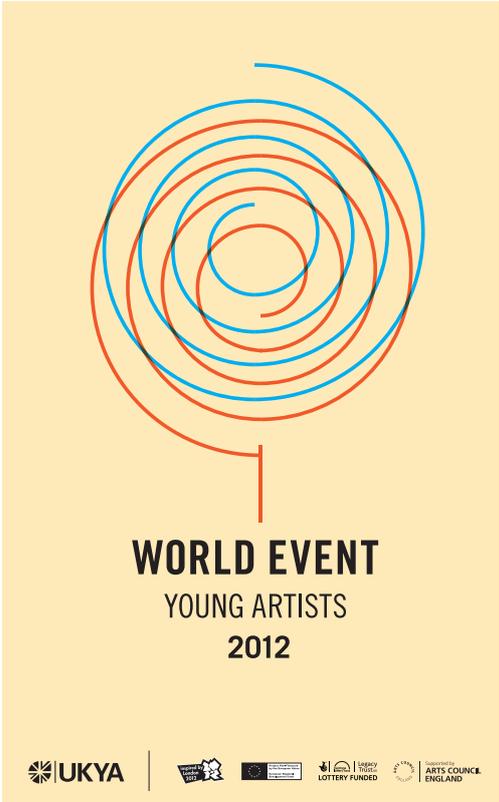
Minimum recommend size 14mm



Minimum recommend size 10mm

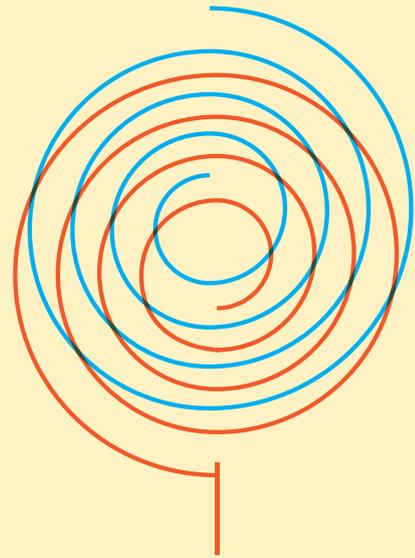
PARTNERS LOGO'S

This page shows how the partner and funder logos can be arranged in relation to the world event logo, citing UKYA as the main partner organisation through separation by a vertical or horizontal lines.



VENUES AND WIDER PARTNERS LOGO'S

This page shows how venues and wider partner logos need to be arranged in relation to world event branding.



WORLD EVENT
YOUNG ARTISTS
2012

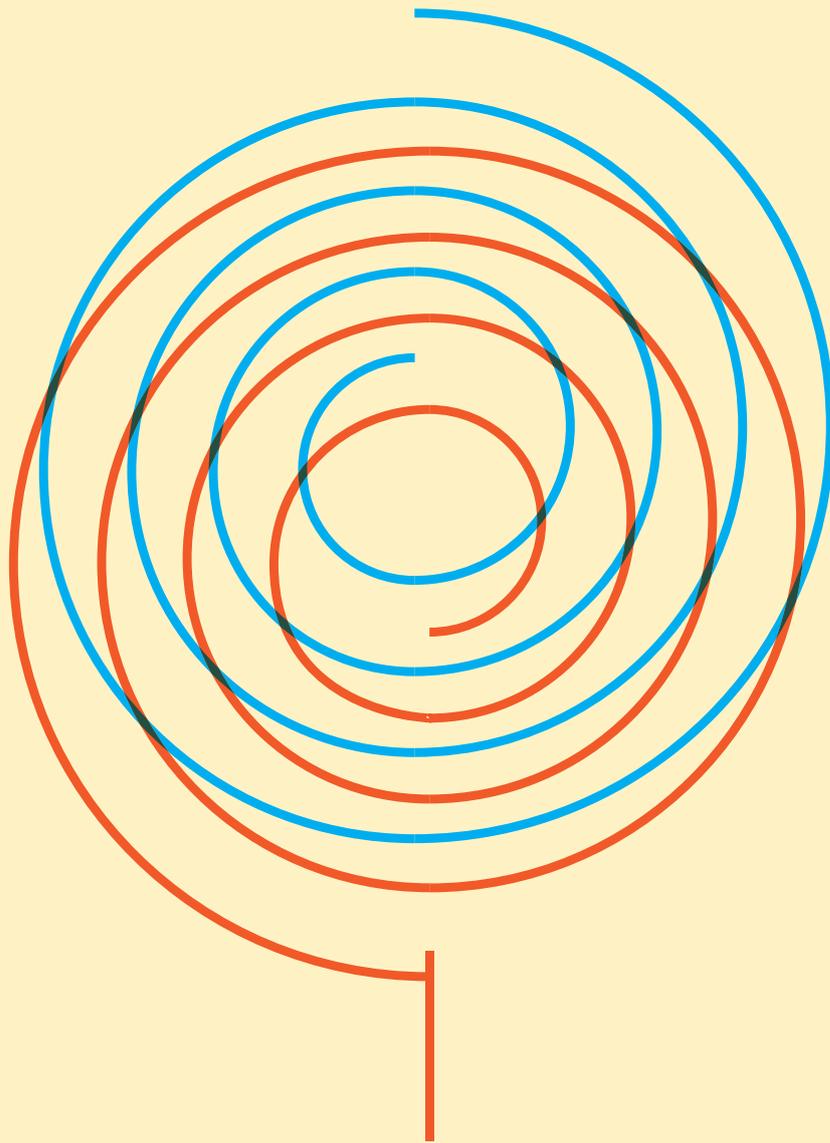


Supported by
**ARTS COUNCIL
ENGLAND**



UKYA PARTNERS

When other sponsorships and logos are not needed
the worlds Partners with UKYA can be added.



WORLD EVENT
YOUNG ARTISTS
2012

partners
with



EXTENDED COLOUR PALETTE

The four main colours are:

- Orange
- Light blue
- Cream
- Black

The other colours are designed to be used as complementary highlight colours or as part of advertising for the event. These colours are for professional design use only.

Four main colours		CO M0 Y0 K100 PANTONE PRO. BLACK #000000 R0 G0 B0		C100 M0 Y76 K0 PANTONE 3278 #1D9668 R29 G150 B104		CO M20 Y100 K0 PANTONE 7406 #EEC813 R238 G200 B19
		CO M4 Y27 K0 PANTONE 7401 #FDF3CB R253 G243 B203		C26 M100 Y17 K63 PANTONE 229 #550939 R85 G9 B57		C2 M100 Y82 K6 PANTONE 186 #B8112D R184 G17 B45
		CO M80 Y100 K0 PANTONE 1665 #CA4F1C R202 G79 B28		C18 M6 Y1 K2 PANTONE 650 #D8E2F1 R216 G226 B241		CO M100 Y18 K3 PANTONE RUB. RED C #C0006A R192 G0 B106
		C89 M0 Y11 K0 PANTONE 312 00ADD0 R0 G173 B208				

MAIN TYPEFACE

The main typeface is 'TRADE GOTHIC'. This has been chosen as it is modern and subtly characterful typeface that is capable of changing personality to suit different contexts.

It is exceptionally well designed so is effective in office software without professional application.

Trade Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Regular italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade bold italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Condensed no18

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Trade Condensed no18

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Trade Condensed no18 bold

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

KEY MESSAGES

MESSAGE TO PROFESSIONAL / INSTITUTIONAL AUDIENCE

World Event Young Artists 2012 is the first event of its kind. In September 2012 it will showcase some of the best creative talent from across the globe, bringing 1,000 artists aged 18 to 30 together in one city – Nottingham – for a festival programme that will stretch across art forms, from live music to dance performances, theatrical installations to spoken word, film to visual arts exhibitions and gastronomic events.

It will be a finale to the 2012 Cultural Olympiad and builds on the success of the Biennale of Young Artists from Europe and the Mediterranean (BJCEM).

World Event Young Artists, hosted by UK Young Artists, will celebrate the creativity of young artists in a line-up of internationally regarded cultural venues and alternative spaces across the city for ten days (7th – 16th September 2012).

MESSAGE TO YOUNG ARTISTS

World Event Young Artists 2012 is the first event of its kind. In September 2012 it will showcase some of the best creative talent from across the globe, bringing 1,000 artists aged 18 to 30 together in one city – Nottingham – for a festival programme that will stretch across artforms, from live music to dance performances, theatrical installations to spoken word, film to visual arts exhibitions and gastronomic events.

World Event Young Artists seeks applications from artists of every discipline who have exciting new work to share and who are open to the possibilities of intercultural dialogue that the festival will afford.

World Event Young Artists, hosted by UK Young Artists, will celebrate the creativity of new artists in a line-up of world-class venues and alternative spaces across the city for ten days (7th –16th September 2012). There will be great opportunities to see work from all over the world and for collaboration on many different levels, from inspiring talks to informal networking. With programmers and media from all over the globe descending on Nottingham to find out what's hot, World Event Young Artists will provide a high-profile international platform.

KEY MESSAGES / TAGLINES

There are a series of taglines that can be used in an advertising and promotional context. These should not be used as a complement to the logo, rather a fun addition to promotional material.

THE WORLD'S FIRST WORLD EVENT

A WORLD OF IDEAS IN A WEEK

**A FESTIVAL OF A
THOUSAND ARTISTS.**

CREATIVE MINDS, DONT THINK ALIKE.

**INTERNATIONAL VENUES,
ALTERNATIVE SPACE**

DISCIPLINES

The disciplines should only be presented in this order as this is the most balance and readable way of understanding what the World Event offers.

**MUSIC, GASTRONOMY, VISUAL ART,
PERFORMANCE, FILM, LITERATURE,
APPLIED ARTS.**

