

CATHEDRAL
QUARTER
DERBY



BRAND GUIDELINES

UPDATED SEPTEMBER 2013

INDIVIDUAL : DIVERSE : INSPIRING

CATHEDRAL QUARTER DERBY

The Cathedral Quarter Derby guidelines have been compiled for use by everyone actively promoting the appeal to visitors to this unique area. The guidelines are available as a PDF to all approved partners working with the Cathedral Quarter Derby brand.

BRAND MARK

The Full Brand Mark with four icons has now been **discontinued** and should **not** be used in Cathedral Quarter material in the future.

The brand mark is the symbol of Cathedral Quarter Derby – and is unique to us. As such it is crucial that we use it correctly and consistently across all applications.

2 colour version

This version of the brand mark should only be used when it is not possible to achieve a smooth vignette with certain printing techniques.

Single colour

Where possible it is better to use the full colour brand mark. However, this is not always possible.

The greyscale full brand mark should only be used as a positive image on a white background (without tonal graduation).

When appearing on a dark background, complicated images or single colour print, the single colour text brand mark should be used in black, white or a primary palette colour.



Brand Mark – full colour



Brand Mark – 2 colour



Brand Mark – reverse with Pantone 871



Brand Mark – reverse out of colour



Brand Mark – Greyscale



Brand Mark – Single colour



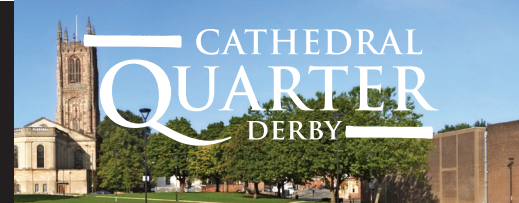
Brand Mark – Mono



Brand Mark – Single colour



Brand Mark – reverse out of black



TAGLINE

The Cathedral Quarter Derby tagline is designed to work as an additional element to further establish the essence of the cathedral quarter experience. The tagline should be used as a single line of text.

As there is no fixed position for the tagline (to increase its versatility) the tagline needs to be considered carefully when applying to any publication in any format. It should not be applied too close to the full brand mark as this may look too busy and cluttered. As well as punctuating the essence of the Cathedral Quarter Derby, it can also be employed to give balance to the look of a piece of literature.

INDIVIDUAL : DIVERSE : INSPIRING

Tagline – Pantone 195 (Burgundy)

INDIVIDUAL : DIVERSE : INSPIRING

Tagline – Pantone 871 (Gold)

INDIVIDUAL : DIVERSE : INSPIRING

Tagline – Reverse Pantone 871 (Gold)

INDIVIDUAL : DIVERSE : INSPIRING

Tagline – Black

Tagline typeface

Full caps Trajan Pro is the only typeface that should be used for the tag line. As this best reflects the image of Cathedral Quarter Derby.

The size of the font is dependent on the size, format and design of the publication but in general, it is used across the foot of the design area.

INDIVIDII

Trajan Pro – Full Caps

■ CLEAR AREA

The spaces shown depict the clean area that must be maintained around the mark.

For the full brand mark, this is derived from the height of the letter Q in Quarter.

For the text brand mark, this is derived from the height of the letter T in Quarter.

No other logos, images or text should be shown across these areas.



■ MINIMUM SIZE

To maintain the legibility and integrity of the mark it is essential that sizing is adequate at all times.



26mm



■ COLOUR PALETTE

The main primary CQ colours are Burgundy and Gold. These colours reflect the high quality and traditional style shopping experience. The secondary CQ colours are designed to bring the CQ experience up-to-date with modern vibrant colours that complement the primary colours. Secondary colours should only be used alongside the primary colours and not on their own.

Primary CQ colours



C20 M25 Y60 K25
R163 G145 B97



C0 M100 Y60 K55
R128 G20 B39

Supporting Primary CQ colours

for use only as part of the CQ graduation with Pantone 195.



C0 M94 Y100 K0
R238 G52 B36

for use only as a background colour



C3 M4 Y9 K4
R238 G225 B197

Secondary CQ colours



C100 M0 Y31 K7
R0 G160 B175



C32 M97 Y0 K0
R169 G33 B142



C0 M48 Y100 K0
R248 G152 B29



C100 M185 Y0 K65
R0 G65 B81

■ WATERMARK

A watermark element has been created to use as a stand alone icon working as a tint or in a full strength colour. Its use helps to strengthen the CQ branding across a disparate array of marketing materials.



ARTWORK

All artwork must be approved by the Cathedral Quarter Derby (BID) team before final production. Please contact the team on 01332 419053 to discuss any artwork to be approved or for any other enquiries relating to the guidelines.

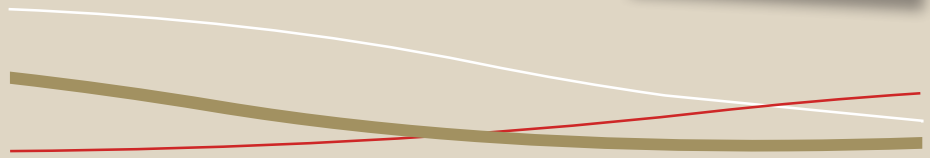


Here are a few examples of how the guidelines should be used.

THE CQ SWOOSH

This element may be used as a design feature across covers or to split photos from backgrounds.

See cover of this publication for example of useage.



TYPEFACE

Two fonts have been selected to convey the Cathedral Quarter style. One is modern, clean and clear and the other is traditional and classical reflecting the heritage and fine architecture within the quarter.

Trajan Pro

AA BB CC DD EE FF 1234567890

RIT UTATUM VOLORER SECTE DOLUTATEM QUISSEQ
UIPIT, VENIAM VERATUERCI TEM NONSEQUAM INIS.

Trajan Pro Family

AA BB CC DD EE FF 1234567890

Trajan Pro Bold

Univers Condensed

Aa Bb Cc Dd Ee Ff 1234567890

Rit utatum volorer secte dolutatem quisseq uipit, veniam veratuerci
tem nonsequam inis nos dolummy non velit dolorpe rostin venim.

Univers Condensed Family

Aa Bb Cc Dd Ee Ff 1234567890

Univers Light Condensed

Aa Bb Cc Dd Ee Ff 1234567890

Univers Light Condensed Oblique

Aa Bb Cc Dd Ee Ff 1234567890

Univers Condensed Oblique

Aa Bb Cc Dd Ee Ff 1234567890

Univers Bold Condensed

Aa Bb Cc Dd Ee Ff 1234567890

Univers Bold Condensed

