NOTTINGHAM AND NOTTINGHAMSHIRE

PLACE BRAND TOOLKIT FOR DESIGNERS & AGENCIES

WELCOME

Nottingham and Nottinghamshire. Great places, fascinating history, and amazing people doing astonishing things.

Any destination which wants to compete in the global marketplace needs those ingredients. Our job is to bring them together and turn them into an identity and brand that enables us to tell a compelling story to the people we want to reach.

That's what this document represents. Landmarks, logos and events matter, but they're only part of the equation. Whether it's lifestyle, leisure or business, people ware increasingly tuning in to the experience economy: the wide range of emotions and associations they feel when they spend time – or think about spending time – in a particular place.

Creativity – the bedrock of the experience economy – isn't something you can invent or buy off the shelf. You have to identify, nurture and celebrate the elements which collectively embody the creativity that already exists.

So this new narrative is also a call to arms, because everyone who has a stake in our city and county needs to come together, celebrate those qualities, and promote Nottingham and Nottinghamshire in a clear, consistent and coordinated way.

We have to compete, we have a great story to tell. And there are people who need to hear it.

Brendan Moffett
Chief Executive
Marketing NG

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OUR STORY

THIS IS OUR STORY

If ever there was a place that has a story to tell, this is it.

There are the legendary tales of Robin Hood – the folklore hero whose disruptive DNA remains present in the pioneering spirit of Nottinghamshire today.

This is the place where Civil War began and ended, where the Mayflower Pilgrims started their journey. It is a place where rebelliousness has given birth to new ways and new worlds.

We've seen mouthy, sporting underdogs turn tables on the European elite, witnessed scientific endeavour that has transformed lives and earned Nobel prizes, we've produced everyday inventions which people take for granted.

We've been disruptive but constructive, evolving from traditional industrial city into a place where digital has been developing for decades and creativity comes in stripes and songs and dishes to die for.

Powerful legends, brilliant businesses, international universities...they're all here. This toolkit tells you how to bring them to life through our visual identity, our narrative. Always use it, always be true to its quality and consistency.

5
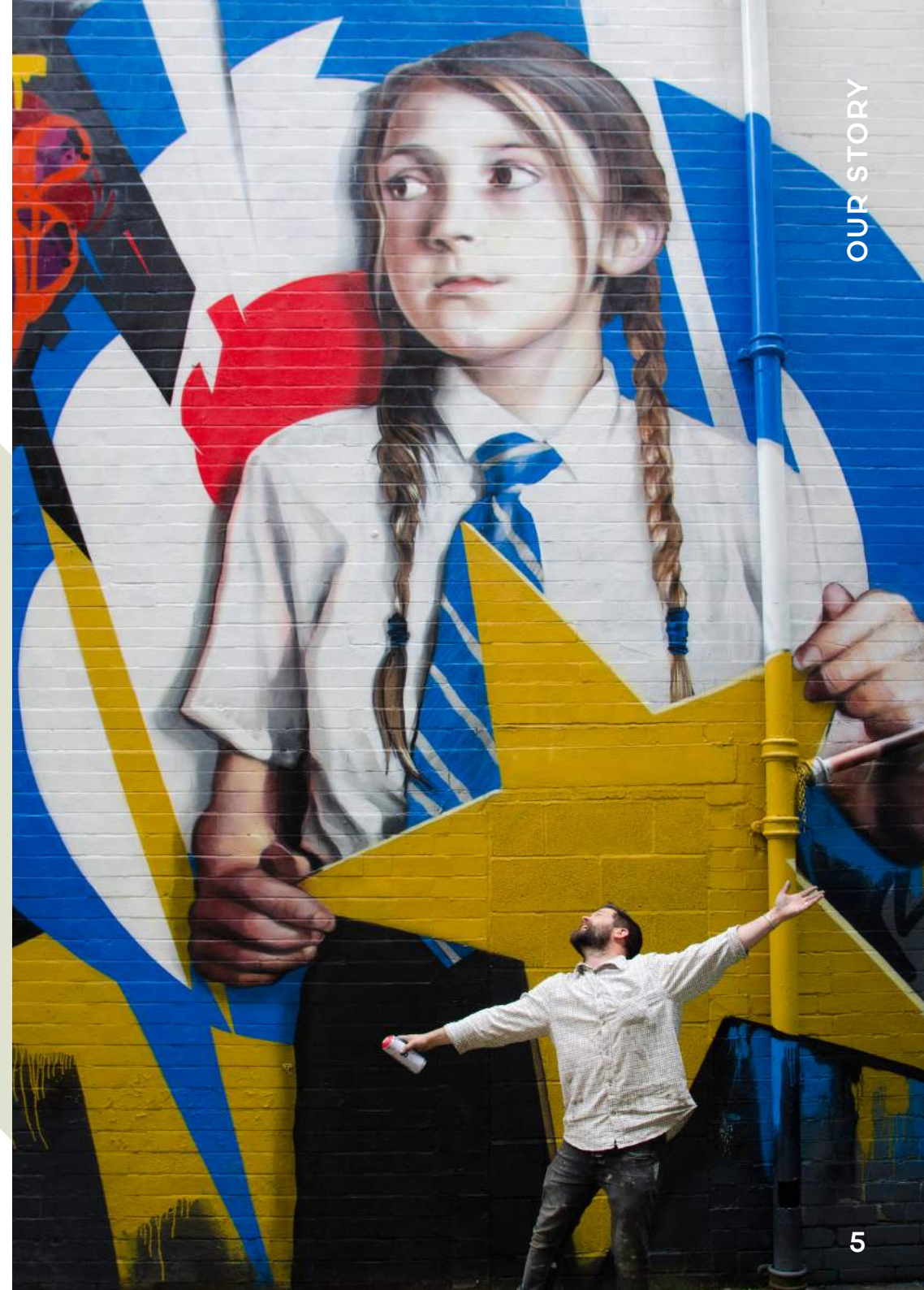
PIONEERS

PIONEERING SPIRIT

Lord Byron, DH Lawrence, Jesse Boot and Ada Lovelace. Dr Stewart Adams, Sir Peter Mansfield, and Sir Paul Smith.

Every single one them has made their mark on the world around us. Every single one of them has done things, made things or created things differently.

And all are from Nottinghamshire.

Byron, like DH Lawrence, was a rebellious creative. Ada Lovelace – Byron's daughter – was a mathematician who worked with Charles Babbage on the idea for the first computer. Dr Adams and Nobel laureate Sir Peter were responsible for medical breakthroughs which have changed lives around the world. Sir Paul defined the trend for classic fashion with a creative English twist.

This reoccurring desire to drive change lives on in a range of businesses and industries which put the Nottinghamshire economy ahead of its time. Life sciences? We've been doing it since the 1950s. The digital economy? For us, it dates back to the 1970s.

Today, we're home to major brands like Experian, Boots, Speedo, Capital One, Paul Smith. The knowledge-driven environment these businesses foster has given birth to a new generation of creative digital enterprises that rank Nottingham as a major centre for tech development and business growth. Entrepreneurial and edgy, creative with an independent streak. Change happens here.

TONE OF VOICE

We do things differently here

Restless, rebellious, curious and creative. These are the character traits that have defined Nottinghamshire's story. This is our tone of voice.

Whether it's politics, culture, sport or business, our values have always been pioneering, ambitious and challenging. That energetic story should be told in enthusiastic tones. And delivered in powerful, punchy sentences.

Our stories should ask questions, make statements, prompt responses. There should be examples of excellence, empowering tales and success stories brought to life by outstanding people doing inspiring things.

This is a place where history has been made and lives changed by inventive, ambitious, disruptive people and products.

Our past is proud, our present full of potential. So our voice should be confident and contemporary.

PIONEER

- We have always done things differently

- We initiate new ideas and ways of doing things

- We are trailblazing new inventions in our incubators and laboratories

- We are unconventional and forward-looking, at the vanguard of future technologies

- We will be at the forefront of the technological change which is transforming the way we work and live

- We have an enterprising and entrepreneurial mindset that is radical and progressive

AMBITION

- We have a strong sense of purpose and desire for achievement

- We are ambitious for growth so we can create opportunities for our people

- We will foster collaboration between government, education and industry

- We will forge global partnerships in China, India and the US which will open up new possibilities

- We are confident in our ability and through our spokespeople we will have a strong voice at regional, national and international level

CHALLENGE

- We have a long history of challenging the status quo, from the legend of Robin Hood, to the separatists who informed the American constitution, and the leading academics who have changed the world of medicine

- We will spark debate and question convention

- This spirit is with us today.

Our challenge is always constructive, we want to solve real problems and make the world a better and more interesting place by our actions

PHOTOGRAPHY

PHOTOGRAPHY

Nottingham photography - not calendar, not stock, not standard.

All photographers must familiarise themselves with the Nottingham story and associated messages. All photography should promote Nottingham's independent and pioneering spirit that is unique to the place, capturing its varied assets from lively creative hubs, sporting events to beautiful outdoor landscapes.

Photography should look behind the obvious assets and aim to uncover hidden gems and quirky details.

It is essential that the photographs go beyond simply capturing these assets in isolation and instead to seek to communicate the place story, bringing it to life. Therefore photographs should be animated with people interacting with these assets and use imaginative close ups of unusual perspectives and artistic viewpoints.

Empty photos of landscapes and buildings photography should be avoided.

Where possible the photography should aim to tell a layered story: i.e A close up shot of bark on a tree with people playing cricket in the background and a short depth of field. This tells both the Robin hood story and relays the message of sporting legends in a highly artistic way.

ALL photographers must be able to justify each image with the thinking behind it which directly relates to Nottingham's story.

PHOTOGRAPHY

OUR VISUAL IDENTITY

3

THE NOTTINGHAM BRAND DEVICE

Our brand device is inspired by the precision arrowheads of Robin Hood and the majestic woodland of Sherwood Forest.

We're always facing upwards, rising to the challenge and looking to explore new ways of driving future growth.

The brand elements are open and collaborative so they can be shared by our partners and evolve into patterns which keep the story alive and fresh. Using textures, photography and colour, the brand device forms a powerful, illuminating window into Nottinghamshire's story.

NOTTINGHAM - THE PLACE

An eclectic, modern commercial centre which opens out into distinctive and fashionable suburbs, Nottingham is at the heart of a county known the world over as the land of green Sherwood Forest. Renowned for its sport and culture, Nottingham is home to Trent Bridge – the only recognised international sporting stadium in the East Midlands – and theatres and music venues which stage national and international performances.

Located in the English Midlands, the city's focal point is Old Market Square, an award-winning public open space and largest such surviving square in the United Kingdom watched over by the domed grandeur of The Council House. It looks up towards Nottingham Castle, which has majestic views out into a county of rural villages, bustling market towns and ducal estates set amid centuries-old countryside and ancient oaks.
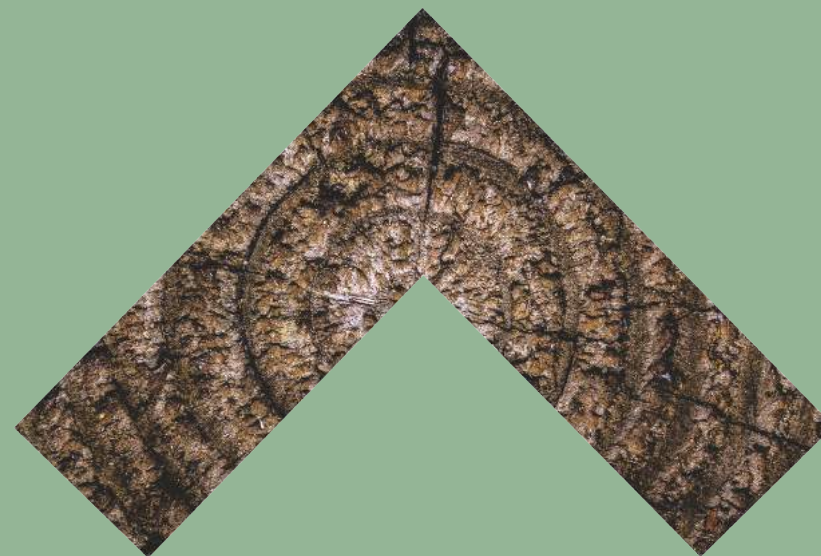
PRIMARY LOGOTYPE

Nottingham's primary logotype should be used on all collateral concerning Nottingham. It is the visual lead of Nottingham's visual identity which can be applied on a variety of applications from business cards, advertisements, websites, letterheads or when a traditional logo is required. The logotype is Nottingham's stamp that can be distributed to partners brands.

NOTTINGHAM

Min. height 20mm.

NOTTINGHAM

NOTTINGHAMSHIRE

NOTTINGHAM

NOTTINGHAMSHIRE

NOTTINGHAM

NOTTINGHAMSHIRE

SECONDARY LOGOTYPE

The Nottingham secondary logotype has been supplied specifically for use with partner brands, where a limited amount of space prevents the use of any other use of the visual identity.

NOTTINGHAM

NOTTINGHAM

NOTTINGHAM

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

NOTTINGHAM

THE NOTTINGHAM LOGOTYPE

Nottingham's logotype is a combination of the main icon, shown above, with either a set block colour, textures and photography.

THE NOTTINGHAM ICON

Nottingham's Icon is used as a visual expression that can hold either bold colours or photographic textures, functioning as a viewport into Nottingham's story and varying messages.
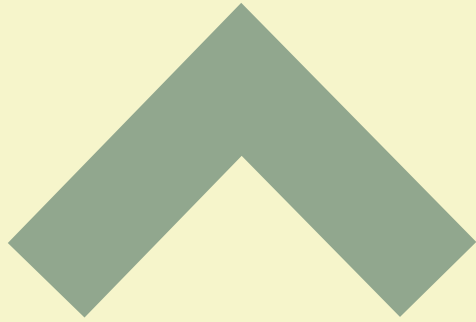
NOTTINGHAMSHIRE

THE NOTTINGHAMSHIRE LOGOTYPE

Nottinghamshire's logotype is a combination of the main icon, shown above, with either a set block colour, textures and photography.

THE NOTTINGHAMSHIRE ICON

Nottinghamshires's Icon is used as a visual expression that can hold either bold colours or photographic textures, functioning as a viewport into Nottingham's story and varying messages.

TEXTURES

Here are examples of textures used to great effect inside the Nottingham brand device.

- Textures should be bold and consider the message being conveyed and the audience.

- The texture should be cropped dynamically to hint at its true form - it should also fill the brand device.

- Textures should not be fully recognisable images.

- Textures should not be pixilated or incoherent.

- An appropriate background colour should be used to complement the texture.

PHOTOGRAPHY

Photography can also be used within the Nottingham Icon however the icons should not be presented in their entirety and therefore must be used as crops, ensuring that the image remains coherent and suitably fits with the selected crop.

When selecting photography it is recommended that the colour selected from the Nottingham colour palette matches the tones of the photograph.

- The inserted photography must not be rotated unless it is textural/abstract.

- Please do not scale the icon down to a size where it does not have a key presence on the page.

- The icon can be used in its entirety, or as a crop, please adhere to the rules for using textures and the rules for using photography.

- When the designer is choosing how to crop the icon they should respect its dynamic attributes and show as much detail as possible.

- The icon cannot be used over photography unless it is used in it's white out form.

- Never place text over the icon.

USING THE BRAND ICON

Nottingham Icon can use a variety of different colour combinations from the Nottingham colour palette. These examples are only a selection of colour combinations that are possible.

When selecting colours combinations please ensure that the main icon is clearly visible and does not appear lost.
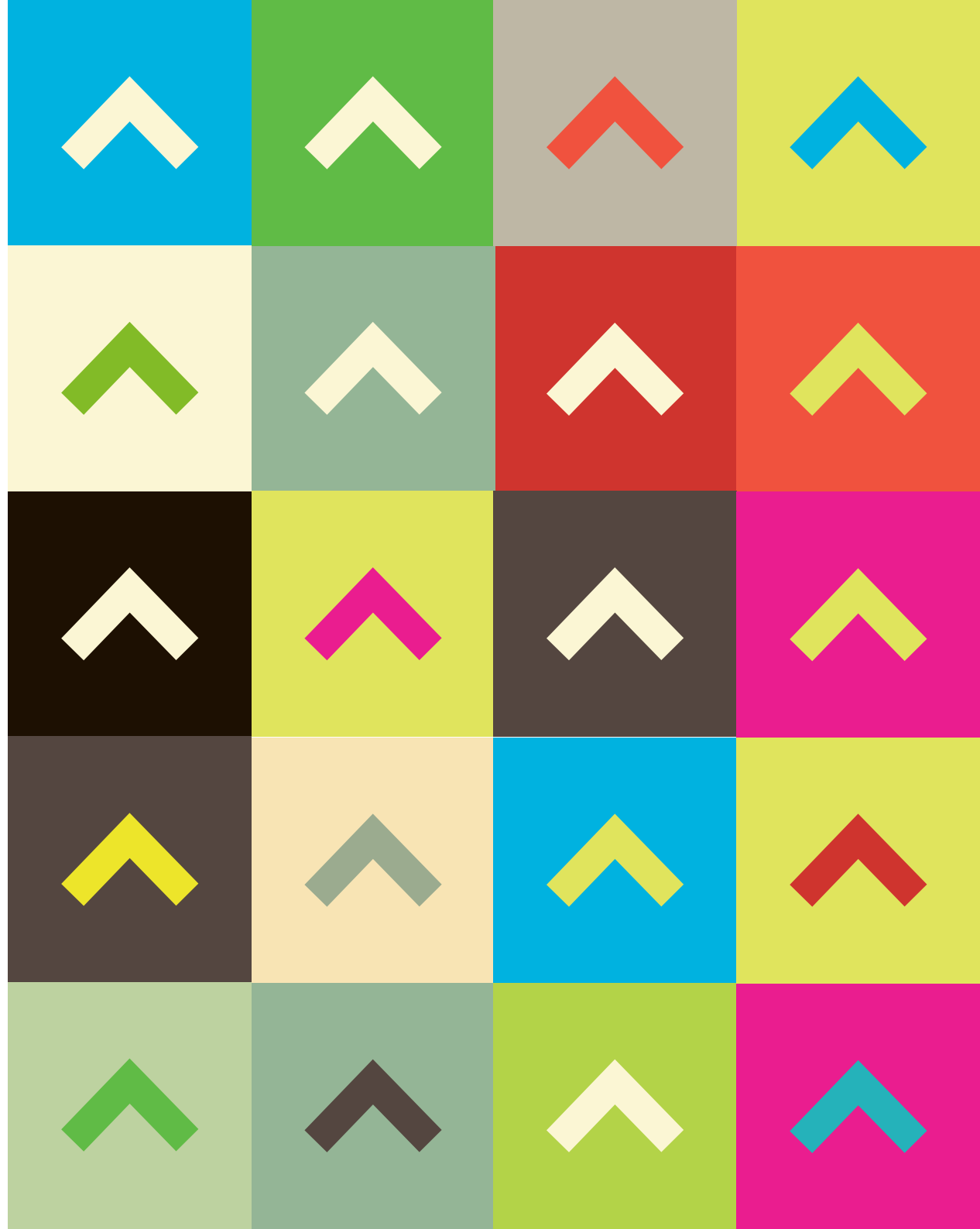
LOGTYPE ON COLOUR

THE NOTTINGHAM LOGOTYPE ON COLOUR

The Logotype can be used over white or on these selected colours from the Nottingham colour palette.

NOTTINGHAM

PANTONE 388C

PANTONE 7493C

PANTONE 7534C

PANTONE 7499C

PANTONE GREY 11C

PANTONE BLACK 4C

NOTTINGHAM

PANTONE 225C

PANTONE 7499C

PANTONE 180C

PANTONE WARM RED C

PANTONE GRAY 11C

PANTONE BLACK 4C

THE NOTTINGHAM LOGTYPE ON COLOUR

The Logotype can be used over white or on these selected colours from the Nottingham colour palette.

NOTTINGHAM

PANTONE 225C

PANTONE 388C

PANTONE 368C

PANTONE 637C

PANTONE 7494C

PANTONE 7493C

PANTONE 7534C

PANTONE 7499C

PANTONE WARM RED C

THE NOTTINGHAMSHIRE LOGTYPE ON COLOUR

The Logotype can be used over white or on these selected colours from the Nottingham colour palette.

NOTTINGHAMSHIRE

PANTONE 225C

PANTONE 7499C

PANTONE 180C

PANTONE WARM RED C

PANTONE WARM GRAY 11C

PANTONE BLACK 4C

NOTTINGHAMSHIRE

PANTONE 225C

PANTONE 7499C

PANTONE 180C

PANTONE WARM RED C

PANTONE WARM GRAY 11C

PANTONE BLACK 4C

THE NOTTINGHAMSHIRE LOGTYPE ON COLOUR

The Logotype can be used over white or on these selected colours from the Nottingham colour palette.

NOTTINGHAMSHIRE

PANTONE 225C

PANTONE 388C

PANTONE 368C

PANTONE 637C

PANTONE 7494C

PANTONE 7493C

PANTONE 7534C

PANTONE 7499C

PANTONE WARM RED C

HOW TO USE THE NOTTINGHAM ICON IN WHITE

The Nottingham icon has been supplied in a white out form.

This is particularly useful when applying over photography or used, in part, over an output which already has a strong visual presence and a subtler link to Nottingham is required. All rules for the Icon apply to the White Icon unless stated here. The white Icon can be used over photography.

The White Icon can also be used over any colour from the Nottingham colour palette.

CLEAR ZONE

When using the primary logotype, please keep an area equivalent to the height of two 'N's taken from the Nottingham identity. For the secondary logotype please keep an area equivalent to the height of a letter 'N' taken from the Nottingham identity. Please see the example above for the correct placement in the clear zone.

GRAPHIC PATTERNS

THE GRAPHIC PATTERNS

The graphic patterns have been created as an additional visual tool for use in extensive communications such as leaflets and brochures where further visual interest is needed.

Six different patterns have been provided, which can be positioned and cropped in a variety of ways. The primary use for the graphic patterns is to provide a viewport for photography however textures can also be used. When using textures within the graphic patterns please follow the rules for using textures within icons on page 11.

THE GRAPHIC PATTERNS

EXAMPLE OF GRAPHIC PATTERN OVER PHOTOGRAPHY

- The graphic patterns cannot be used over photography unless it is coloured or white and given an average of 30% opacity depending on the image used. *(please see above)*

- The graphic patterns cannot be rotated.

- Please do not scale the graphic pattern down to a size where it does not have a key presence on the page.

- The graphic pattern can be used in its entirety or as a crop.

Please note graphic pattern 1 and 2 cannot hold photography or textures and can only hold colours from the Nottingham colour palettes.
(please see above)

- The graphic patterns can use block colours from the Nottingham colour palette.

- When the designer is choosing how to crop the graphic pattern they should make sure that the graphic pattern bleeds off on at least two sides of a page.

GRAPHIC PATTERNS

1

2

COLOUR

THE NOTTINGHAM PRIMARY COLOUR PALETTE

These are the colours of the Nottingham colour palette. The palette is supplied in three different colour models, to use for print and web.

Wherever possible Pantone references should be used.

OUR COLOUR PALETTE IS FRESH AND OPTIMISTIC, BOLD AND AMBITIOUS, PORTRAYING A SENSE OF POSSIBILITY AND POTENTIAL

Pantone	CMYK	RGB
Pantone 225C	C0 M100 Y2 K0	R231 G40 B135
Pantone 388C	C15 M0 Y78 K0	R209 G216 B7
Pantone 368C	C65 M0 Y100 K0	R115 G183 B54
Pantone 637C	C89 M2 Y9 K0	R63 G184 B196
Pantone 7494C	C35 M5 Y40 K14	R155 G171 B143
Pantone 7493C	C25 M4 Y44 K3	R201 G215 B166
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 7499C	C1 M2 Y20 K0	R246 G245 B203
Pantone 180C	C3 M91 Y86 K12	R198 G50 B24
Pantone Warm Red C	C0 M83 Y80 K0	R230 G51 B42
Pantone Warm Gray 11C	C26 M36 Y38 K68	R60 G53 B44
Pantone Black 4C	C41 M57 Y72 K90	R40 G26 B8

NOTTINGHAM

FONTS

The core type face, Galano Classic, is a clean and modern display font with particularly bold N and G letter designs which give Nottingham stand-out. Our typeface is the starting point of all design, setting the headline for visual stories that bring the place to life.

INTRODUCING OUR TYPEFACE

Heading Type:
Galano Classic Alt Semi Bold

When writing headings or sub-headings text always use the typeface Galano Classic Alt Semi Bold. Please set the type to optical kerning with the tracking set to 100 (in InDesign).

For sub-headings the typeface Galano Classic Alt Regular can also be used as an alternative.

The Semi-Bold can be downloaded via this link:
https://www.myfonts.com/fonts/rene-bieder/galano-classic/alt-semi-bold/

The Regular can be downloaded via this link:
http://www.myfonts.com/fonts/rene-bieder/galano-classic/alt-medium/

Body Type:
Muli Regular

When writing body text always use Muli Regular. Please set the type to optical kerning with the tracking set to 0 (in InDesign).

The Muli typeface can be downloaded via this link:
https://fonts.google.com/specimen/Muli

Secondary font:
Helvetica

When neither of these typefaces are available, the above rules do not apply. In these cases Helvetica should be used as a secondary font.

Galano Classic Alt Semi Bold

Galano Classic Alt Semi Bold

Galano Classic Alt Medium

Galano Classic Alt

Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli Regular Muli

Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Helvetica Regular Helvetica Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular Helvetica Regular

OUR SUB IDENTITIES

BUSINESS

4

HERITAGE

ART

SPORT

NATURE

THE BUSINESS VISUAL IDENTITY

To communicate Nottingham's business story effectively, the Nottingham business visual identity has been created. All rules for the main visual identity are applicable unless stated here.
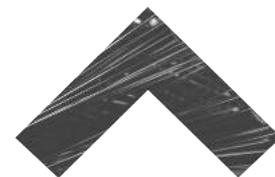
NOTTINGHAM

Min. height 20mm.

NOTTINGHAM

NOTTINGHAM

NOTTINGHAM

NOTTINGHAM

NOTTINGHAM

PANTONE 637C ON PANTONE 447C

PANTONE 637C ON PANTONE 447C

THE BUSINESS LOGOTYPE

THE BUSINESS SECONDARY LOGOTYPE

THE BUSINESS COLOUR PALETTE

The business colours must always be used when designing for business focus projects. Wherever possible Pantone references should be used. (Please refer to the primary colour palette for the respective CMYK / RGB values)

Pantone	CMYK	RGB
Pantone 225C	C0 M100 Y2 K0	R231 G40 B135
Pantone 447 C	C50 M30 Y40 K90	R30 G37 B34
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 7499C	C1 M2 Y20 K0	R246 G245 B203
Pantone 7493C	C25 M4 Y44 K3	R201 G215 B166
Pantone 637C	C89 M0 Y9 K0	R63 G184 B196
Pantone Process Blue C	C100 M13 Y1 K2	R0 G136 B206
Pantone 5483C	C65 M11 Y25 K27	R88 G145 B153
Pantone 368C	C65 M0 Y100 K0	R115 G183 B54
Pantone Warm Red C	C0 M83 Y80 K0	R230 G51 B42
Pantone 3025C	C100 M27 Y10 K56	R0 G81 B114

BUSINESS

THE HERITAGE
VISUAL IDENTITY

To communicate Nottingham's heritage story effectively, the Nottingham heritage visual identity has been created. All rules for the visual language and identity are applicable unless stated here.

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

PANTONE WARM GREY ON WHITE

NOTTINGHAMSHIRE

PANTONE 387C ON WARM GREY.

NOTTINGHAM

NOTTINGHAM

PANTONE WARM GREY ON WHITE

NOTTINGHAM

PANTONE 387C ON WARM GREY.

THE HERITAGE COLOUR PALETTE

The heritage colours must always be used when designing for heritage focus projects. Wherever possible Pantone references should be used. (Please refer to the primary colour palette for the respective CMYK / RGB values)

Pantone	CMYK	RGB
Pantone 388C	C15 M0 Y78 K0	R209 G216 B7
Pantone Warm Gray 11C	C26 M36 Y38 K68	R60 G53 B44
Pantone 368C	C65 M0 Y100 K0	R115 G183 B54
Pantone 637C	C89 M0 Y9 K0	R63 G184 B196
Pantone 7494C	C35 M5 Y40 K14	R155 G171 B143
Pantone 7493C	C25 M4 Y44 K3	R201 G215 B166
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 7499C	C1 M2 Y20 K0	R246 G245 B203
Pantone 180C	C3 M91 Y86 K12	R198 G50 B24
Pantone Warm Red C	C0 M83 Y80 K0	R230 G51 B42
Pantone Black 4C	C41 M57 Y72 K90	R40 G26 B8

HERITAGE

THE ART
VISUAL IDENTITY

To communicate Nottingham's creative story effectively, the Nottingham Art Visual Identity has been created. All rules for the visual identity are applicable unless stated here.

NOTTINGHAM

NOTTINGHAM

PANTONE 388C ON WHITE.

NOTTINGHAM

PANTONE 225C ON PANTONE 388C

THE ART COLOUR PALETTE

The art colours must always be used when designing for arts and culture focus projects. Wherever possible Pantone references should be used. (Please refer to the primary colour palette for the respective CMYK / RGB values)

Pantone 225C	C0 M100 Y2 K0	R231 G40 B135
Pantone 388C	C15 M0 Y78 K0	R209 G216 B7
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 123C	C0 M19 Y89 K0	R253 G200 B47
Pantone 637C	C89 M0 Y9 K0	R63 G184 B196
Pantone 368C	C65 M0 Y100 K0	R115 G183 B54
Pantone Warm Red C	C0 M83 Y80 K0	R230 G51 B42
Pantone 7670 C	C80 M74 Y0 K0	R82 G82 B148
Pantone Warm Gray 11C	C26 M36 Y38 K68	R60 G53 B44
Pantone Black 4C	C41 M57 Y72 K90	R40 G26 B8

ART

THE SPORT
VISUAL IDENTITY

To communicate Nottingham's sporting story effectively the Nottingham Sport Visual Identity has been created, to be used alongside the Nottingham Visual identity. All rules for the visual identity are applicable unless stated here.

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

PANTONE 225C ON WHITE.

NOTTINGHAMSHIRE

WHITE ON PANTONE 225C

NOTTINGHAM

NOTTINGHAM

PANTONE 225C ON WHITE.

NOTTINGHAM

WHITE ON PANTONE 225C

THE SPORT COLOUR PALETTE

The sport colours must always be used when designing for sporting focus projects. Wherever possible Pantone references should be used. (Please refer to the primary colour palette for the respective CMYK / RGB values)

Pantone 225C	C0 M100 Y2 K0	R231 G40 B135
White		
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 7499C	C1 M2 Y20 K0	R246 G245 B203
Pantone 123C	C0 M19 Y89 K0	R253 G200 B47
Pantone 388C	C15 M0 Y78 K0	R209 G216 B7
Pantone 368C	C65 M0 Y100 K0	R115 G183 B54
Pantone Process Blue C	C100 M13 Y1 K2	R0 G136 B206
Pantone Warm Red C	C0 M83 Y80 K0	R230 G51 B42
Pantone Warm Gray 11C	C26 M36 Y38 K68	R60 G53 B44
Pantone Black 4C	C41 M57 Y72 K90	R40 G26 B8

SPORT

THE NATURE
VISUAL IDENTITY

To communicate Nottingham's nature story effectively the Nottingham Nature Visual Identity has been created to be used alongside the Nottingham visual identity. All rules for the visual identity are applicable unless stated here.

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

PANTONE 7493C ON WHITE.

NOTTINGHAMSHIRE

PANTONE 7493C ON PANTONE 7499C

NOTTINGHAM

NOTTINGHAM

PANTONE 7493C ON WHITE.

NOTTINGHAM

PANTONE 7493C ON PANTONE 7499C

THE NATURE COLOUR PALETTE

The nature colours must always be used when designing for nature focus projects. Wherever possible Pantone references should be used. (Please refer to the primary colour palette for the respective CMYK / RGB values)

Pantone 7493C	C25 M4 Y42 K3	R201 G215 B166
Pantone 7499C	C1 M2 Y20 K0	R246 G245 B203
Pantone 7534C	C10 M11 Y23 K19	R183 G176 B156
Pantone 7494C	C35 M5 Y40 K14	R155 G171 B143
Pantone 624C	C48 M8 Y34 K20	R124 G162 B149
Pantone 7502C	C6 M14 Y35 K7	R211 G191 B150
Pantone 4715C	C17 M64 Y60 K50	R150 G109 B91
Pantone 180C	C3 M91 Y86 K12	R198 G50 B24
Pantone 637C	C89 M0 Y9 K0	R63 G184 B196
Pantone Warm Gray 11C	C26 M36 Y38 K68	R60 G53 B44
Pantone 5185C	C53 M81 Y26 K83	R74 G50 B66

NATURE

INSPIRATIONS

WE MADE THE WORLD MORE BEAUTIFUL...

Boots developed Protect and Perfect at its Nottingham HQ. it's the only serum which has been independently scientifically proven to work

NOTTINGHAM

WE REINVENTED THE WHEEL...

You'd still be riding a plain old push bike if Raleigh in Nottingham hadn't invented the Chopper and the BMX Burner

NOTTINGHAM

WELCOME TO A CITY WITH MORE JOBS AND LESS TRAFFIC...

Nottingham went big on better transport systems, as a result the economy has grown with the fastest private sector jobs growth outside London

NOTTINGHAM

WE WERE THE ORIGINAL DIGITAL DISRUPTORS

Back in the early 1970's with the help of a 200 year old local lady, a team of coders in Nottingham put the first customer records onto a computer database.They went on to become global leaders Experian

NOTTINGHAM

WE WILL MAKE IT BETTER...

Dr Stuart Adams went into a lab on Pennyfoot Street, Nottingham back in the early 1950's... A few years later he emerged with a global breakthrough in pain relief, Ibuprofen

NOTTINGHAM

WE ARE THE HOME OF THE ORIGINAL FIN TECH DISRUPTOR...

In the 14th Century Robin Hood invented an innovative new model for the distribution of financial services right here in Sherwood Forest...

NOTTINGHAMSHIRE

THE WEEKEND STARTED HERE

In 1933, John Boot, the son of Jesse Boot, made the Boot's D10 factory run so efficiently they were able to reduce the working week from 5.5 days to 5 without reducing pay... setting a new industry standard.

NOTTINGHAM

VISUAL IDENTITY APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES

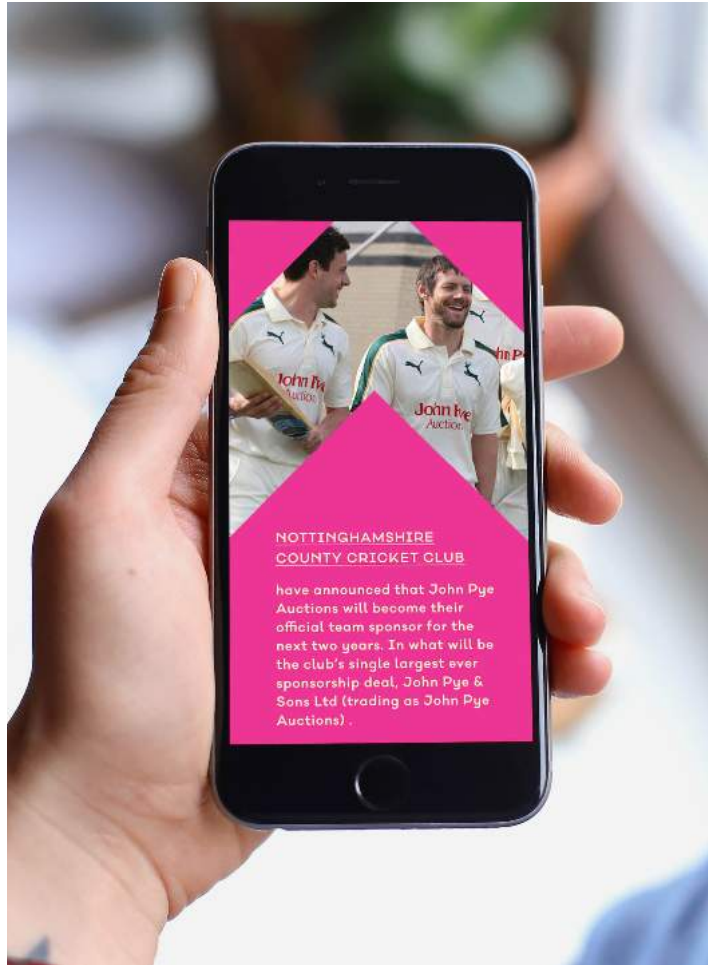# VISUAL IDENTITY APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES

Nottingham has the fastest growing fintech sector in the UK

INVEST IN NOTTINGHAM

Image: Experian HQ, Nottingham

60,000 students give Nottingham a strong talent pool and world-leading research

INVEST IN NOTTINGHAM

Image: University of Nottingham Ingenuity Lab

Over 50 regional and national companies have chosen Nottingham as their headquarters

INVEST IN NOTTINGHAM

Image: Speedo HQ, Nottingham

VISUAL IDENTITY APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES

SPORT

Nottinghamshire County Cricket Club have announced that John Pye Auctions will become their official team sponsor for the next two years.

In what will be the club's single largest ever sponsorship deal, John Pye & Sons Ltd (trading as John Pye Auctions) will have their logo on all three of Nottinghamshire's playing shirts for the 2015 and 2016 seasons.

"As a family-operated business, based in Nottingham, John Pye couldn't be a better fit for us,"

said Justin Tose, Nottinghamshire CCC's Commercial Director.

VISUAL IDENTITY APPLIED EXAMPLES

PILGRIM PIONEERS
NOTTINGHAMSHIRE

Mayflower 400 – Celebration to Commemoration

2020 will mark the 400th anniversary of the maiden voyage of the Mayflower. On board were a group of religious rebels, trying to break away from the Church of England. It is believed that the leaders of this group, who went on to be founders of the modern day American Constitution, originated from the villages of Scrooby and Babworth in North Nottinghamshire.

Pro vide probo mnesarchum at. Nusquam inciderint vel eu, ut illum putant gubergren cum. Te habemus blandit dignissim vel, ut odio sumo constituam sit. Errem tibique ex per, pro nonumy maiestatis voluptatibus eu, vel mentitum appetere cu. Errem rationibus neglegentur mei ne, no falli molestie has.

An mazim audiam deterruisset per, mel meis vivendum persequeris te. At persius fabulas est. Eirmod dolorum voluptatum est cu, summo commodo cum id.

VISUAL IDENTITY APPLIED EXAMPLES

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