

BUSINESS IDENTITY
GUIDELINES



MARKETING NG

Marketing NG is the official promotional agency for the city and county, tasked with raising the profile of Nottingham and Nottinghamshire.

Established in 2016, there are three divisions to Marketing NG



INVEST IN NOTTINGHAM

- Increasing inward investment into Nottingham and Nottinghamshire, resulting in job creation through the support of its inward investment specialists
- Encouraging new and retained talent in order to sustain a youthful and innovative future



VISIT NOTTINGHAMSHIRE

- Increasing visitor numbers, encouraging people to stay longer and spend more
- Increasing business visits, through attraction of more conferences and major events



NOTTINGHAM PARTNERS

- Aligning businesses with the wider place marketing messages to create a louder voice for Nottingham
- Creating a credible base of tourism members to maintain our 'official tourism body' status
- Engaging support on inward investment opportunities

We hope you find these guidelines useful, if you have any further questions, please get in touch with a member of the team on:

Marketing@MarketingNG.co.uk
or **0115 962 8300**

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CORPORATE IDENTITY

CORPORATE IDENTITY

Marketing NG is the overarching identity encompassing the business activities of the place marketing organisation:

- Visit Nottinghamshire
- Invest in Nottingham
- Nottingham Partners

The Marketing NG identity is reserved for the exclusive use of the organisation when representing or reporting on the collective strands of its business activities.



MARKETING NG



PANTONE 631 C
RGB 41, 181, 207
HEX 29B5CF
CMYK 74 0 13 0



PANTONE 447 U
RGB 95, 98, 95
HEX 5F625F
CMYK 70, 54, 62, 31

MARKETING NG

VISIT

INVEST

PARTNERS



MARKETING NG LOGOTYPE



MARKETING NG

Colour - Min. height 20mm.



MARKETING NG

Mono - Min. height 20mm.



MARKETING NG



MARKETING NG

PANTONE 447 U ON PANTONE 389 C

BUSINESS IDENTITIES

THE NOTTINGHAM BUSINESS IDENTITIES

The Nottingham business identities represent the three main strands of our activities. They have been created for partners to identify their association with our activities and initiatives relevant to their business. These cover; the visitor economy, inward investment and collaborative working and networking between Nottingham businesses.



PANTONE 389 C
RGB 208, 223, 0
HEX D0DF00
CMYK 21 0 85 0



PANTONE 226 C
RGB 208, 0, 111
HEX D0006F
CMYK 0, 100, 2, 0



PANTONE 631 C
RGB 41, 181, 207
HEX 29B5CF
CMYK 74 0 13 0



VISIT NOTTINGHAMSHIRE



INVEST IN NOTTINGHAM



NOTTINGHAM PARTNERS

VISIT NOTTINGHAMSHIRE LOGOTYPE



VISIT NOTTINGHAMSHIRE

Colour - Min. height 20mm.



VISIT NOTTINGHAMSHIRE

Mono - Min. height 20mm.



VISIT NOTTINGHAMSHIRE



VISIT NOTTINGHAMSHIRE

PANTONE 447 U ON PANTONE 389 C

INVEST IN NOTTINGHAM LOGOTYPE



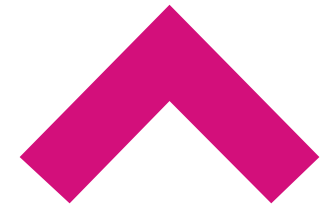
INVEST IN NOTTINGHAM

Colour - Min. height 20mm.



INVEST IN NOTTINGHAM

Mono - Min. height 20mm.



INVEST IN NOTTINGHAM



INVEST IN NOTTINGHAM

PANTONE 447 U ON PANTONE 226 C

INVEST IN NOTTINGHAM LOGOTYPE



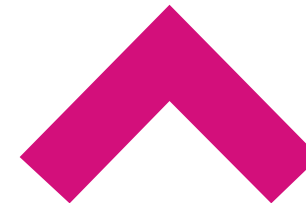
INVEST IN NOTTINGHAM

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INVEST IN NOTTINGHAM

Mono - Min. height 20mm.



INVEST IN NOTTINGHAM



INVEST IN NOTTINGHAM

PANTONE 226 C ON PANTONE 447 U

NOTTINGHAM PARTNERS LOGOTYPE



NOTTINGHAM PARTNERS

Colour - Min. height 20mm.



NOTTINGHAM PARTNERS

Mono - Min. height 20mm.



NOTTINGHAM PARTNERS



NOTTINGHAM PARTNERS

PANTONE 447 U ON PANTONE 631 C



APPLIED EXAMPLES

VISUAL IDENTITY APPLIED EXAMPLES



VISUAL IDENTITY APPLIED EXAMPLES

Acknowledgements

Dinosaurs of China has been made possible by the following:

Professor Wang Yuan, Dr Jin Haiyue, Zhang Ping, Professor Xu Xing, Miao Song and the Institute of Vertebrate Paleontology and Paleoanthropology in Beijing.

Professor Tan Lin, Tan Qingwei and the Longhao Institute of Geology and Paleontology Inner Mongolia.

Zhao Chuang and the Peking Natural Science-Art Organisation.
Rob Harris, Exhibition Designer.

Chris Packham.

Project team members at the University of Nottingham (UoN) and Nottingham City Council (NCC).

Rachel Atherton and Andrea Hadley-Johnson (Derby Museums), Richard Fallon, Scott Hartman, Dr Tom Hartman, Nigel Larkin, Bob Nicholls, Chris Orgill, Emily Willoughby, Dr Mark Witton and Dr Diane Wren.

First published by Nottingham City Council, Loxley House, Station Street, Nottingham NG2 3N

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ISBN 978-1-911291-04-6 (English)

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A catalogue record for this book is available from the British Library.

Authors: Dr Adam S. Smith and Dr Wang Qi

Designer: Slave Creative

Production Editor: Rachael Evans

This publication accompanies the exhibition organised by Nottingham City Council and the University of Nottingham, shown at Wollaton Hall and Nottingham Lakeside Arts 1st July-29th October 2017.

Funded by:



Supported using public funding by
ARTS COUNCIL ENGLAND

Other partners and in-kind support:



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City Museums and Galleries and the University of Nottingham; the exhibition continues at Wollaton Hall and Nottingham Lakeside Arts until 29 October 2017.

For more information, including details of the associated events programme please visit our website

VISIT OUR WEBSITE



To attend this special exhibition viewing, please confirm your attendance by 12th June by clicking here.

RSVP



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PLACE MARKETING TEAM AT MARKETING NG | marketing@visit-nottinghamshire.co.uk

CONTACT

