BRAND BIBLE....

2025 Edition

Sunderland's Business Improvement Districts

Introduction:

Sunderland BID has been active in the City Centre since 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

We've got an undeniable track record of delivering on our objectives, galvanising multi-agency support and working with our stakeholders to make things happen... the evidence of which can be seen all around us.

Now, with more development in our City Centre than ever and the success of our recent renewal campaign - as well as the recent high profile development at Sheepfolds Stables - it's no longer just a vision, it's happening.

Unsurprisingly, the incredible success of our City Centre regeneration has led to calls for a BID for other areas and towns within the wider Sunderland District, firstly the Roker and Seaburn area - our Seafront.

This has meant that our brand has been expanded to include new City Centre and Seafront brands.

These guidelines explain our updated brand architecture, as well as our clear brand position and a new, confident tone of voice. A voice that can now speak with credibility and authority, and is listened to at every level; from the High Street to Parliament.

We're no longer describing a vision, talking about what we could do or what could happen. We're talking about what we are doing and what is happening all around us - right here, right now.

1. ABOUT OUR BRAND.

Our vision:

Our simple, clear vision is the cornerstone of our brand platform...

TO CREATE A VIBRANT CITY WITH OPPORTUNITIES FOR EVERYONE.

Delivering our vision:

We're delivering our vision across three main priorities...

OUR CITY PRIDE.

We deserve a City that we can all be proud of.

By introducing street rangers, challenging anti-social behaviour, keeping our streets clean and bringing neglected spaces back to life, we're changing perceptions and building a real sense of civic pride.

Ensuring that our City is a welcoming, safe, clean and attractive environment for everyone.

Our message (city pride):

A happening is defined as an event, a pleasing circumstance, or results beyond one's wildest dream or expectation...
the proposition 'it's happening in Sunderland' speaks to our Pride priority... delivering a City that we can all be proud of.

IT'S HAPPENING IN SUNDERLAND.

Delivering our vision:

OUR CITY VOICE.

We're providing a strong, collective voice at the highest level, lobbying and influencing local and national Government to get your views heard and influence positive change in our City.

By working together in partnership, sharing knowledge and collaborating with other city BIDs, we're identifying more funding opportunities and making good things happen to improve Sunderland's trading environment.

Our message (city voice):

This proposition can be transformed into a range of messages such as this one, which speaks to the collective Voice of our partnership

TOGETHER, WE'RE MAKING THINGS HAPPEN.

Delivering our vision:

OUR CITY PROMOTION..

We're raising Sunderland's profile regionally and nationally through our BID brand.

Creating a year round programme of City-wide activities, high profile events, promotional campaigns and opportunities... spreading the word through our on and offline communication channels.

We're bringing our streets to life and creating a dynamic and vibrant City that attracts visitors and gives local residents a reason to stay closer to home.

Our message (city promotion):

Or this one, which can be used for events and promotions...

IT'S HAPPENING HERE...

Our values:

Values are key in our brand, they're what we stand for and believe in. These days, most people prefer to interact with businesses and organisations whose values they perceive to chime with their own... whether that be as customers, employees or partners.

WE **BELIEVE** IN EVERYTHING WE DO.
WE DELIVER WITH **PASSION.**
WE PROMOTE **CIVIC PRIDE** AND **POSITIVITY.**
WE FACILITATE MAXIMUM **ENGAGEMENT...**
AND WE'RE **ALWAYS** AS GOOD AS OUR WORD.

Our personality:

We communicate these values through a specific and consistent personality, which resonates with our audience and helps us to connect with them emotionally. So, if Sunderland BID was a person, how would we describe them?

WE'RE GENUINE. WE'RE DYNAMIC. WE'RE OPTIMISTIC. WE'RE WELCOMING. WE'RE AUTHORITATIVE.

Our tone-of-voice:

Meeting us in writing should be like meeting us in person, we write like we talk, like our partners talk... with a local accent. Our language is down-to-earth, unambiguous and easy to understand, bright and sparkling but without unnecessary frills... we get to the point quickly without being rude or abrupt.

LOCAL. INSPIRING. POSITIVE. CONFIDENT. INFORMED.

Our brand platform:

Tone-of-voice

Personality

Values

Purpose

2. OUR BRAND TOOLKIT.

OUR LOGOS.

Our Sunderland pin:

We're happy to let our distinctive Sunderland pin symbol stand on its own without any further explanation - in the right context.

That means try to ensure that our full logo, URL or hash tag is also visible nearby if possible.

Our BIDCast pin:

We've created a special version of our pin logo exclusively for use on our podcast series BIDCast.

Sunderland BID brand architecture:

Here we can see how we could build our brand architecture with individual BID districts sitting underneath the parent brand umbrella.

We use colour to differentiate our Seafront brand - with the City Centre brand retaining our primary red colour.

This allows us to target specific audiences in the City Centre or Seafront - as well as both audiences with our parent brand.

Our logos are available in two configurations, portrait (left) and landscape (right).

When choosing which configuration to use, there is only one rule... use common sense. If the available space is portrait, use the portrait version, if it's landscape... well you get the idea.

Please note: Our logos have been hand drawn specially for us, and we like them just the way they are.

So please don't try to redraw, stretch, squash or generally mess about with them - they must only ever be reproduced from master artwork.

Parent brand logos:

Sunderland's Business Improvement Districts

Sunderland's Business Improvement Districts

City Centre brand logos:

City Centre Business Improvement District

City Centre Business Improvement District

Seafront brand logos:

Seafront Business Improvement District

Seafront Business Improvement District

Our parent brand logos:

Sunderland Business Improvement Districts is our overarching ‘parent’ brand, it represents all of our Sunderland BID areas.

The parent logo should feature on all materials that cover multiple BID areas, (for example both City Centre and Seafront BIDs), like our website.

Sunderland’s Business Improvement Districts

Sunderland’s Business Improvement Districts

Our parent brand portrait logo:

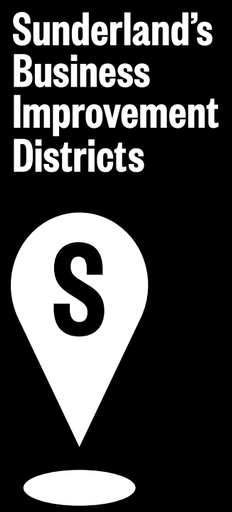
When using the portrait configuration of our logo, the red and white versions are our primary logos.

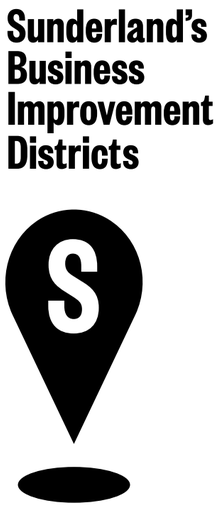
Choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available to you.

Minimum size:
55mm

Sunderland's Business Improvement Districts





Our parent brand landscape logo:

As with our portrait logo, the red and white versions are our primary logos, choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available you.

Sunderland's Business Improvement Districts

Minimum size: 15mm

Sunderland's Business Improvement Districts

Sunderland's Business Improvement Districts

Sunderland's Business Improvement Districts

Sunderland's Business Improvement Districts

Sunderland's Business Improvement Districts

Exclusion zones:

To protect our logo from being crowded or interfered with by other graphic elements - we've created a safe area equal to the symbol width all around it.

Our City Centre brand logos:

Use our City Centre brand logo only on materials exclusively targeted towards our City Centre audience.

City Centre Business Improvement District

City Centre Business Improvement District

Our City Centre portrait logos:

When using the portrait configuration of our City Centre logo, the red and white versions are our primary logos, choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available to you.

Minimum size:
55mm

City Centre Business Improvement District

Our City Centre landscape logo:

As with our portrait logo, the red and white versions are our primary logos, choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available you.

City Centre Business Improvement District

Minimum size: 15mm

City Centre Business Improvement District

City Centre Business Improvement District

City Centre Business Improvement District

City Centre Business Improvement District

City Centre Business Improvement District

Our Seafront brand logos:

Use our Seafront brand logo only on materials exclusively targeted towards our Roker and Seaburn audience.

Seafront
Business
Improvement
District

Seafront
Business
Improvement
District

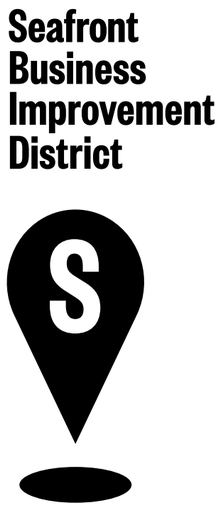
Our Seafront portrait logo:

When using the portrait configuration of our Seafront logo, the blue and white versions are our primary logos, choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available to you.

Minimum size:
55mm

Seafront Business Improvement District



Our Seafront landscape logo:

As with our portrait logo, the blue and white versions are our Seafront logos, choose which should be used based on whichever has the most contrast with any background colour or image.

The black version should only be used when colour is not available you.

Seafront Business Improvement District

Minimum size: 15mm

Seafront Business Improvement District

Seafront Business Improvement District

Seafront Business Improvement District

Seafront Business Improvement District

Seafront Business Improvement District

OUR COLOURS.

Our colours:

Our main colour palette is the classic Sunderland colours of red, white and black.

Substitute blue for red in all our Seafront branded collateral.

Other colours may be added as our BID areas increase.

CMYK: 0.95.100.0
RGB: 228.35.28
Hex: #e42312

CMYK: 85.0.15.0
RGB: 0.170.209
Hex: #00aad1

CMYK: 0.0.0.0
RGB: 255.255.255
Hex: #ffffff

CMYK: 40.40.40.100
RGB: 0.0.0
Hex: #000000

Our tactical colour palette:

Of course, with so many events, a red, white and black palette would get quite repetitive, so we've created this secondary palette for use on tactical activities like events.

This is just a starting point and gives an indication of the bright, positive colours we like to use... it's important that the colours we choose reflect the event, so feel free to add your own.

OUR TYPE.

Our typeface:

Our typeface is **Founders Grotesk**, primarily in its distinctive **X-Condensed Semibold** form... it's the highly recogniseable, visual expression of our tone-of-voice - - so use it loud and proud for our headlines and sub-headers.

Use **Founders Grotesk X-Condensed Light** in close support, with **Founders Grotesk Text** and **Text Bold** as back up for large amounts of body copy.

Founders Grotesk is available from www.klim.co.nz

Note: When Founders Grotesk is unavailable, (eg. when creating documents for third parties in Word or PowerPoint), we can use Roboto Condensed.

Roboto Condensed is available from fonts.google.com/specimen/Roboto

Founders Grotesk X-Condensed Semibold

Founders Grotesk X-Condensed Light

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789.,/?!@£%

THIS IS OUR FONT...

Founders Grotesk Text Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/?!@£%

Founders Grotesk Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/?!@£%

Our typesetting:

Use the X-Condensed font for short paras of copy only - for the sake of legibility, switch to the Text font for large amounts of bodycopy.

HEADLINE

HEADLINES:
Founders Grotesk X-Condensed Semibold
- Uppercase only.
- Point size: As a general rule - use as large as you can get away with
- Leading: Very tight
- Tracking: -10/0

Subheadlines and section headers should look something like this...

SUBHEADLINES:
Founders Grotesk X-Condensed Semibold
- Upper and lower case.
- Minimum size: 14pt
- Leading: Loose
- Tracking: 40-80

Bodycopy one:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for

BODYCOPY ONE:
Founders Grotesk X-Condensed Semibold
- Upper and lower case.
- Minimum size: 12pt
- Leading: Loose
- Tracking: 40-80

Bodycopy two:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

BODYCOPY TWO:
Founders Grotesk X-Condensed Light
- Upper and lower case.
- Minimum size: 12pt
- Leading: Loose
- Tracking: 40-80

Bodycopy three:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

Now, eight years later, we've invested millions into our City Centre, we count over 430 local businesses big and small, as members, and we're supported by established stakeholders Sunderland City Council, the Bridges Shopping Centre, University of Sunderland, Sunderland College, and mostly recently, Sunderland Football Club.

BODYCOPY THREE:
Founders Grotesk Text
- Upper and lower case.
- Minimum size: 10pt
- Leading: Regular
- Tracking: -30

Accessibility:

These simple principles will help us to make sure that all of our communications are accessible and easy to read, meaning we will have the best chance of engaging with everyone across our diverse audience.

- **Align text left for maximum legibility. Avoid right aligning or justifying text.**
- **Set body copy in a minimum of 12pt / 14-16pt line spacing when possible - as a rule 10pt would be an absolute minimum size.**
- **If you're setting lots of body copy, try to keep line lengths quite short. Avoid using hyphens to split words between lines.**
- **Keep paragraphs short and use line spacing between paragraphs. Use wide margins and headings.**
- **Allow plenty of space on forms. If details must be hand-written, make the boxes as large as possible.**
- **Colour can be helpful to break up a document and make it easier on the eye, particularly for statistical material, graphs and charts.**
- **Make sure there is a strong contrast between text and background. So white bodycopy on red or black backgrounds and red headlines/subheads and black bodycopy on white backgrounds.**

  Use black copy on red backgrounds, (and vice versa), very sparingly and only in large / bold headlines or subheadlines.

Example of bodycopy on black:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

Example of bodycopy on white:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

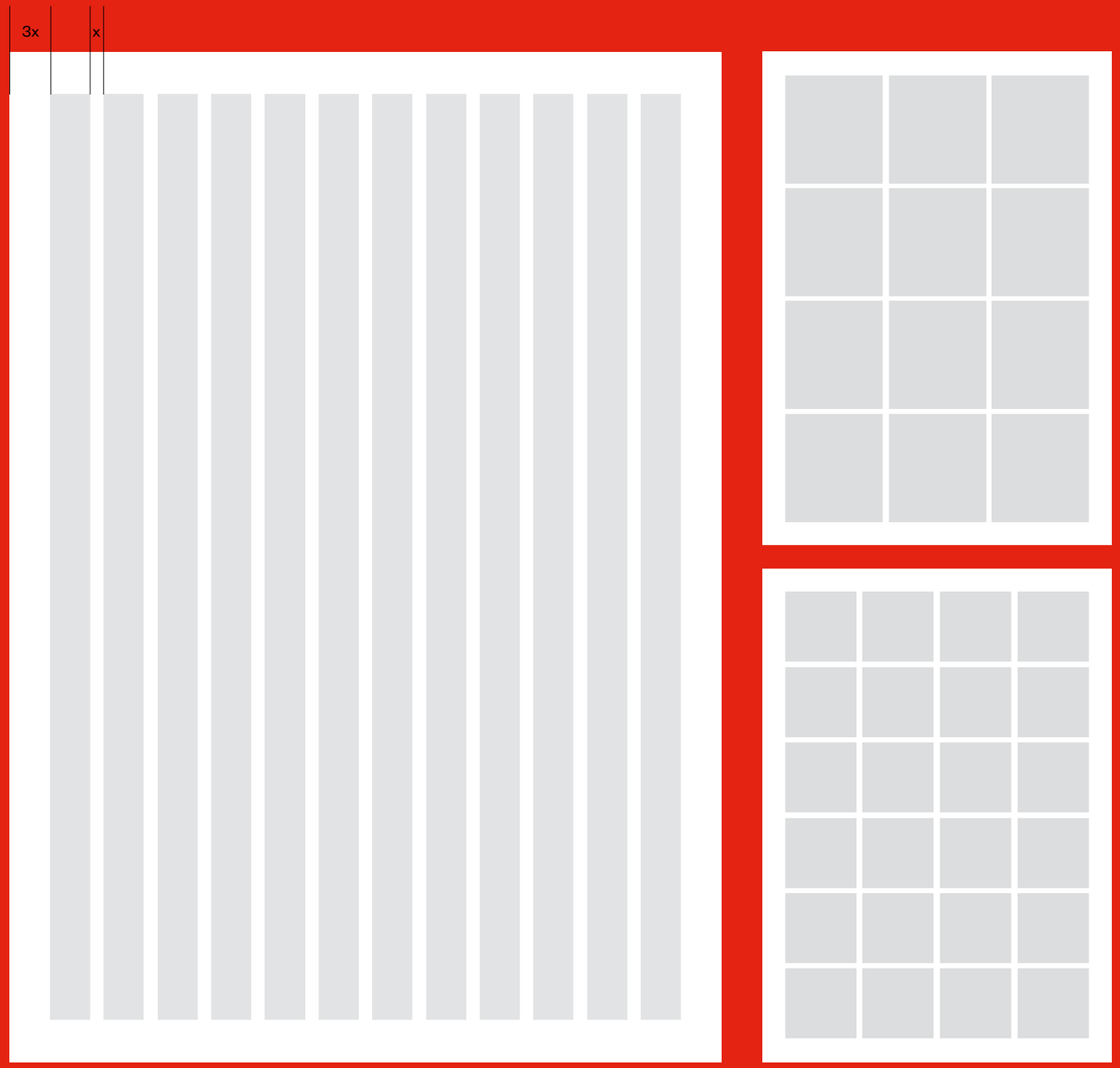
Example of bodycopy on red:

Sunderland Business Improvement District began life in 2014, when we galvanised a partnership of local business owners and key stakeholders behind a common purpose with a clear vision... to create a vibrant City Centre with opportunities for everyone.

Our grid system:

All of our off and online collateral is based on the use of this versatile 12 column grid system.

It can be utilised effectively to create two, three or four column layouts.



OUR IMAGERY.

Our photography:

VIBRANT, JOYFUL... HAPPENING.

Our photography:

Our pictures matter. Whether images of people, places or events,
our images should be filled with movement, energy, joy... life!

Our illustrative style:

Our distinctive, graphic style of illustration is clever, bold and simple without ever being childlike - actually closer to icons than traditional illustrations, they're made up of blocks of colour with no keylines.

OTHER BRAND ASSETS.

Our hashtag:

Our 'happening' hashtag appears on all of our brand collateral.

It can be used in any of the three configurations illustrated here - but try to use the two line version (centre) whenever possible.

#HAP-
PENING
INSUN-
DERLAND

#HAPPENING
INSUNDERLAND

#HAPPENINGINSUNDERLAND

#HAP-
PENING
INSUN-
DERLAND

#HAPPENING
INSUNDERLAND

#HAPPENINGINSUNDERLAND

Our social media pictograms:

Social media pictograms must appear in white or our corporate red.

3. EXAMPLES OF BRAND COLLATERAL.

Our visual aesthetic:

Visually, our brand has also come of age, as we'll see in the next section of these guidelines, strong use of colour, emotive and engaging images and bold typography combine to create a visual style that is

DYNAMIC. BOLD. CONTEMPORARY. DISTINCTIVE. ENGAGING.

Business cards:

Email footer:

Sunderland's Business Improvement Districts

#HAPPENINGINSUNDERLAND

We'd love to hear from you.
Why not follow us or get in touch!

sunderlandbid.co.uk

Generic pull-up banners:

Generic exhibition stand:

Feather flags:

Pedestrian banners:

Team t-shirts:

Front:

Back:

Newsletter:

A newsletter InDesign template is available from our Marketing team.

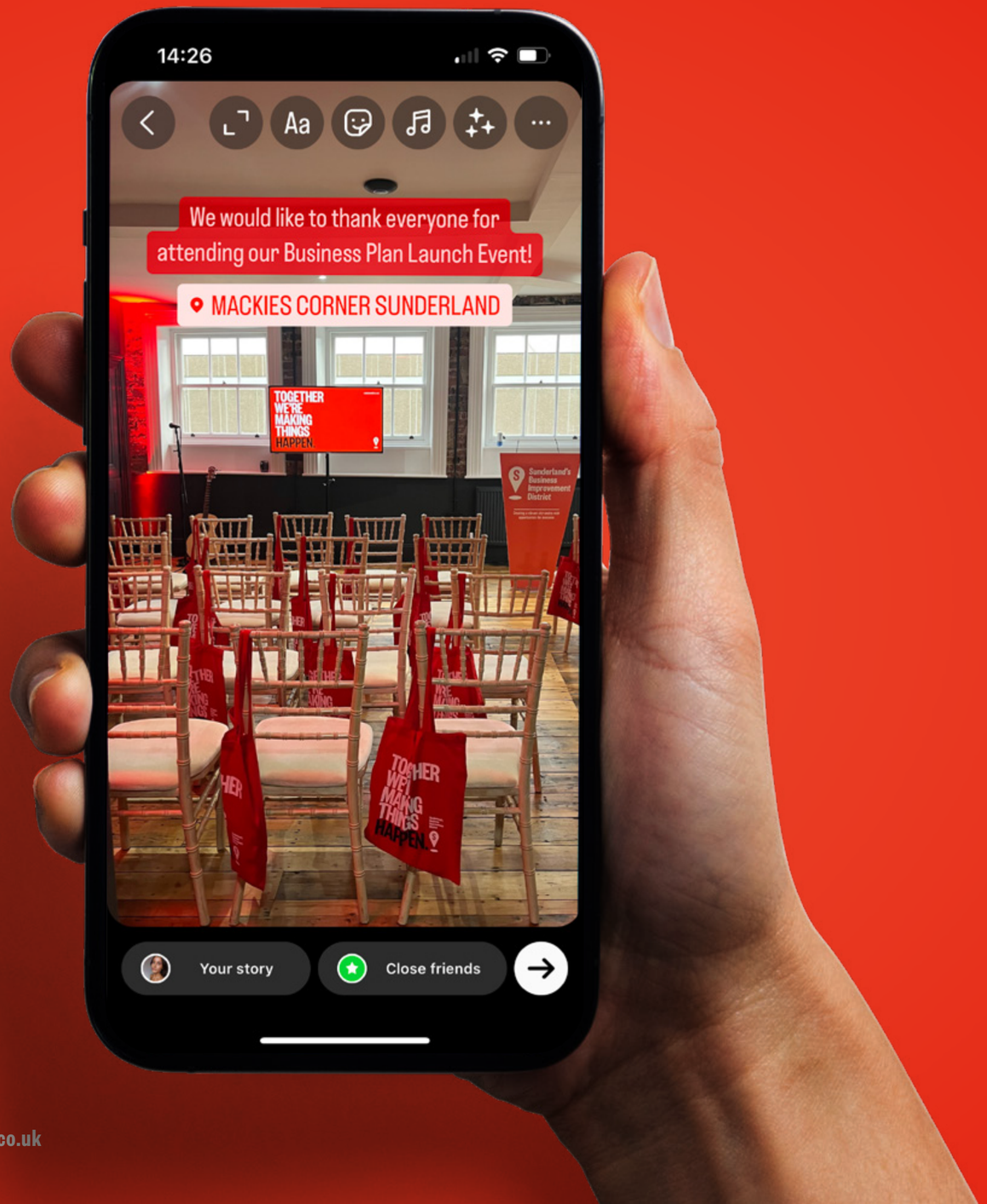
PowerPoint presentation templates:

A PowerPoint template is available from our Marketing team.

Social media:

We need to ensure that our communications are consistent across all channels, so we make sure to use the same fonts and colours across our socials and stories.

For our story graphics we use the first font option on Instagram and we use white copy on a red background. For things like location tags, we colour pick the red copy and use a white background.



Renewal postcards:

B2B event: invitation

YOU'RE WARMLY INVITED
TO JOIN US AT OUR

PROFESSIONALS LUNCH.

FRIDAY 16 JUNE 2023
12PM - 2PM

CITY BISTRO
SUNDERLAND COLLEGE
PARK LANE SR1 3NX

GUEST SPEAKER:
LEO PERLMAN
MANAGING PARTNER
FULWELL 73

Along with his partners, Leo Pearlman co-founded production company, Fulwell 73 in 2007. Since then they've become an Emmy and BAFTA award-winning company, producing some of the most watched shows on the planet, from 'The Kardashians' to 'Sunderland Til I Die' and with bases in London, LA and Sunderland, they continue to set the standard across multiple genres.

Leo has spearheaded the development of Fulwell North in Sunderland, which aims to showcase local talent and to help close the regional skills gap in the film and TV industry.

Sunderland's Business Improvement Districts

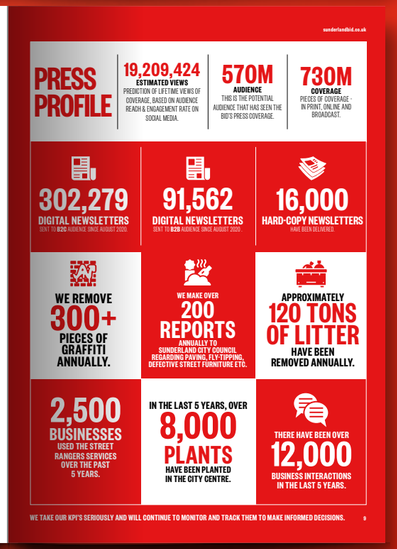
#HAPPENING IN SUNDERLAND

Gift card campaign:

Merch:
pens

Merch: waterproof & tote bag

City Centre business plan:



City Centre window vinyls:

Seafront pull-up banners:

Seafront A5 flyer:

Our tactical branding:

Tactics and strategy are often used interchangeably when talking about marketing... but of course they don't mean the same thing.

To be clear, (and at the risk of teaching Granny to suck eggs), our strategy is the plan to acheive our long term goals - while our tactics are the short term activities we undertake to achieve results and support our strategy. So the strategy is the plan while the tactics are part of how we execute the plan.

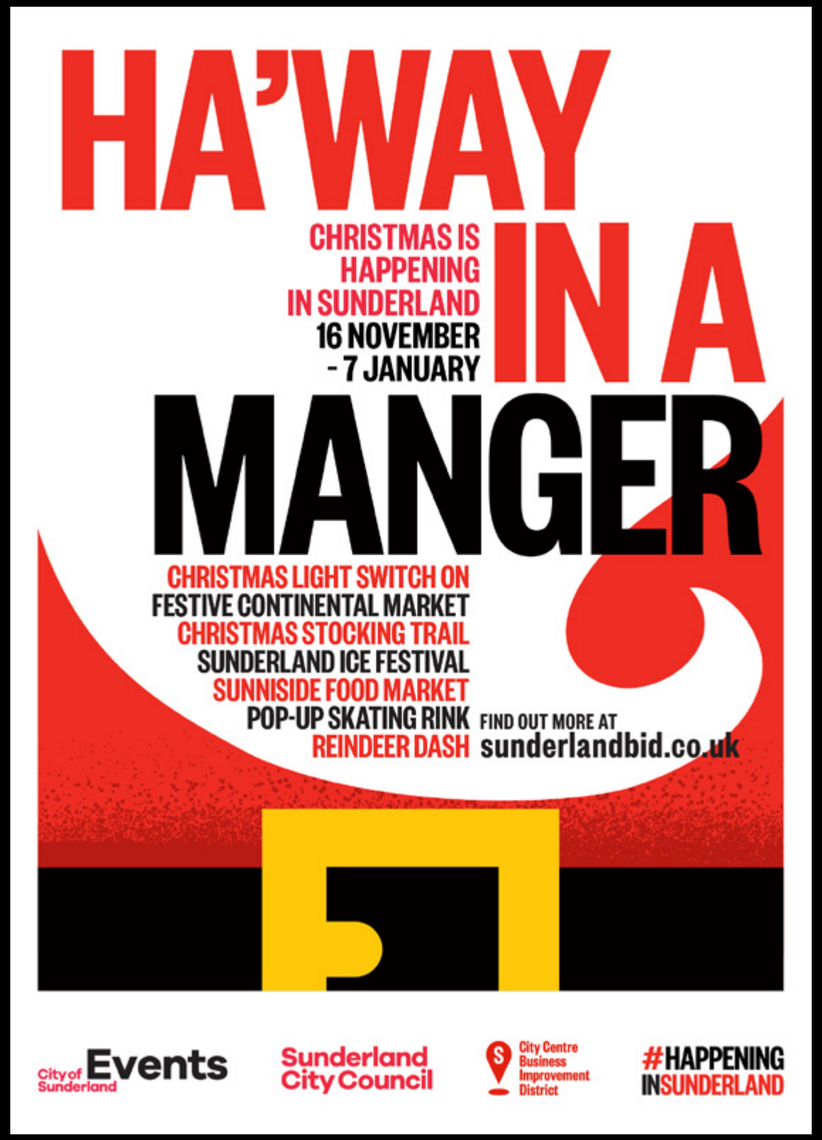
In our case... our tactical activity is primarily event-led, and while we know how our brand will look and sound on what we'd regard as a 'strategic' level - (our manifesto, website, newsletter etc.) - how will it work on our more tactical, event-led activity?

Our event creative needs to promote individual events to their specific audiences in an appropriate and engaging way... while maintaining a degree of consistency that allows all our audiences to make that connection between all our events and activities and Sunderland BID.

This way, our broader audience (B2B & B2C) builds a relationship with our brand, more familiarity means wider recognition which in tern increases our brand's equity and therefore its value.

Events: posters

Events: posters



Events: posters

Events: posters

TOGETHER WE’RE MAKING THINGS HAPPEN.