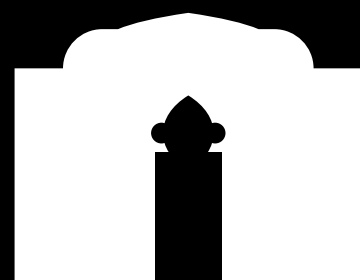
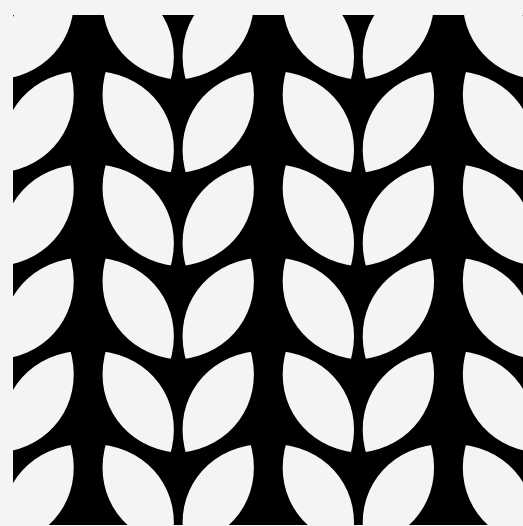


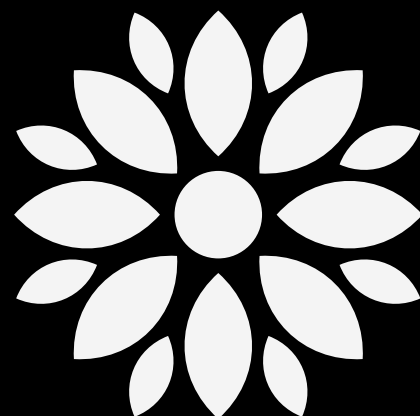
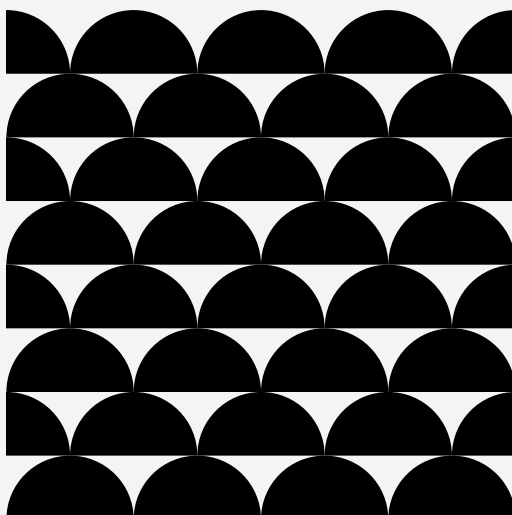
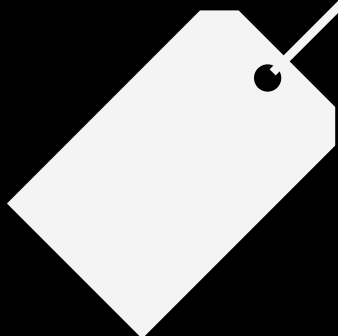
Manchester's

# KING STREET FESTIVAL

2018



SOCIAL MEDIA &  
MARKETING PACK



[VISITMANCHESTER.COM/KINGSTREETFESTIVAL](http://VISITMANCHESTER.COM/KINGSTREETFESTIVAL)

# THE KING STREET FESTIVAL 2018 - INTRODUCTION

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## Introduction

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This pack contains everything you might need to help you promote the King Street Festival in Manchester.

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## How you can help:

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- Follow the event on Twitter [@kingstfestival](https://twitter.com/kingstfestival) Facebook/[kingstfestival](https://facebook.com/kingstfestival) and Instagram/[kingstfestival](https://instagram.com/kingstfestival) – like and share our posts
- Take part in social media conversations
- Share your celebration events and your great promotions via social media
- Place King Street Festival adverts in your consumer and B2B print, and on your website
- Help to create a buzz by emailing staff, customers and contacts – tell them about the celebrations and what you are doing to join in
- Display King Street Festival collateral in your windows, by your tills, in your staff rooms and in public areas
- Print and paste up the poster contained within this pack
- Display a window vinyl and strut card to show you are taking part in the King Street Festival

With two days of activities, please spread the word and help us make the celebrations the city's biggest and best yet.

# THE KING STREET FESTIVAL 2018 – ELEMENTS

All artwork files can be found at:  
[cityco.com/kingstreetfestival](http://cityco.com/kingstreetfestival)

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## Typefaces

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Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

---

Plantin Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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## Primary Colour

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C:0  
M:0  
Y:0  
K:100

## Secondary Colour

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C:0  
M:0  
Y:0  
K:6

## Tertiary Colour

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C:0  
M:24  
Y:72  
K:45

# THE KING STREET FESTIVAL 2018 - ELEMENTS

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## Key Information

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Manchester's King Street Festival  
Saturday 2nd - Sunday 3rd June

Website: [visitmanchester.com/kingstreetfestival](http://visitmanchester.com/kingstreetfestival)

Twitter: [@kingstfestival](https://twitter.com/kingstfestival)

Facebook: [/kingstfestival](https://facebook.com/kingstfestival)

Instagram : [/kingstfestival](https://instagram.com/kingstfestival)

Please use this hashtag  
#kingstfestival

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## Basic Copy

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One glorious weekend on Manchester's most iconic, historic street. With: talks and tastings on the Conversation Stage, alfresco dining, live music, prosecco pop-ups and craft ale, lawn games, VIP shopping experiences, heritage walking tours, the return of the Manchester Flower Show - and events and offers from over 50 of the biggest names in shopping, food and drink.

# THE KING STREET FESTIVAL 2018 - ELEMENTS

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## Short Copy

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One glorious weekend of shopping, music and events on Manchester's most iconic, historic street

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## Marketing contact

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For all marketing materials and information, please contact Siobhan McGoff.

[Siobhan.mcgoff@cityco.com](mailto:Siobhan.mcgoff@cityco.com)  
0161 838 3262

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## Media Enquiries

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All press releases and materials can be downloaded at [manchesterbid.com/kingstreetfestival](http://manchesterbid.com/kingstreetfestival)

For all media enquiries: Echo PR  
Anoushka Done  
07732 846 650

THE KING STREET  
FESTIVAL 2018  
- ELEMENTS

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Main Logo 01

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Manchester's  
**KING STREET  
FESTIVAL**  
2018

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Main Logo 02

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the  
**KING STREET  
FESTIVAL**  
2018

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Logo Colours

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the  
**KING STREET  
FESTIVAL**  
2018

the  
**KING STREET  
FESTIVAL**  
2018

the  
**KING STREET  
FESTIVAL**  
2018

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Minimum size Logo

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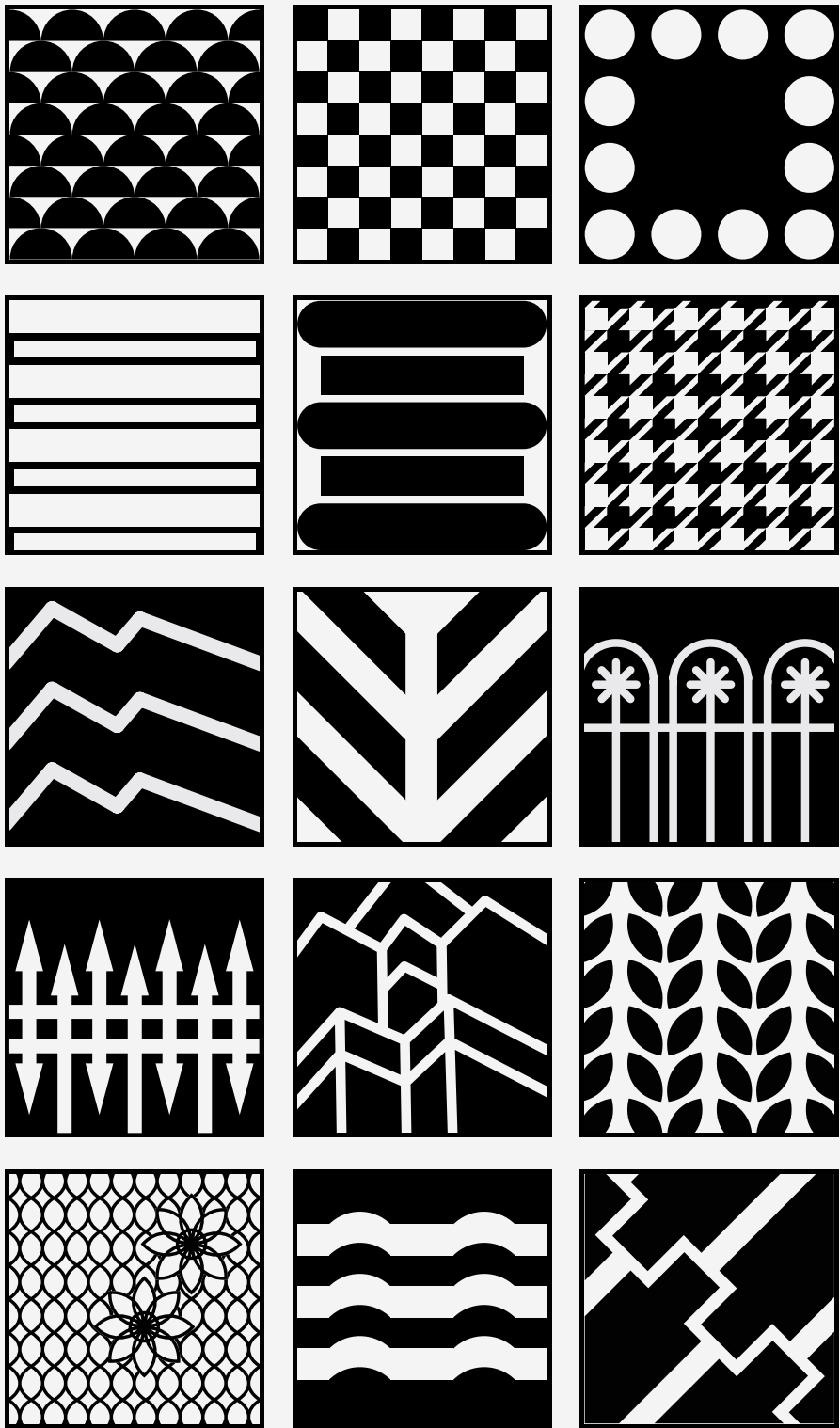
the  
**KING STREET  
FESTIVAL**  
2018

24 mm

THE KING STREET  
FESTIVAL 2018  
- ELEMENTS

Illustrations

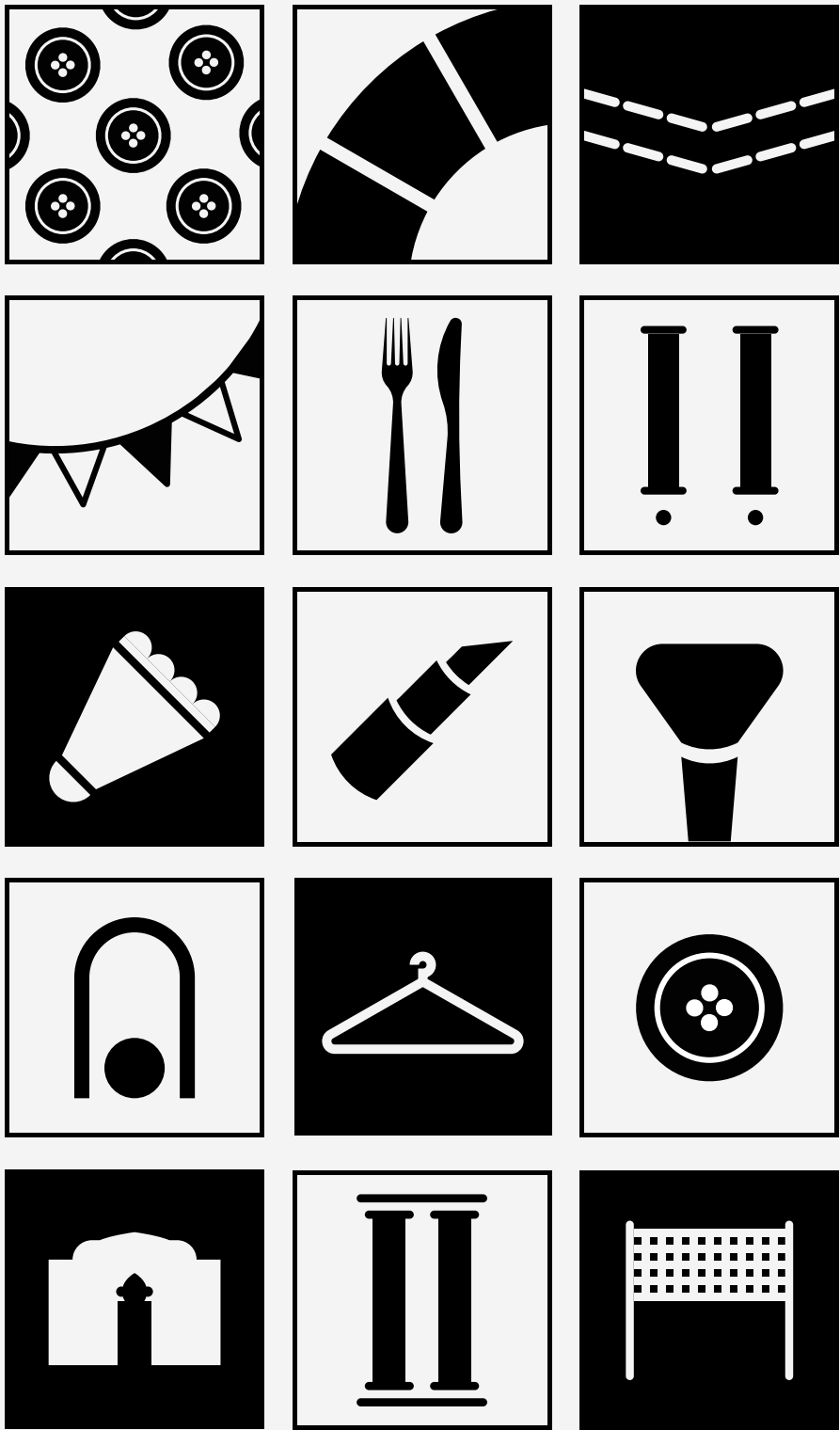
Page 1



THE KING STREET  
FESTIVAL 2018  
- ELEMENTS

Illustrations

Page 2



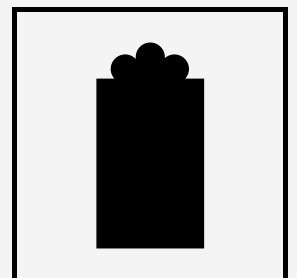
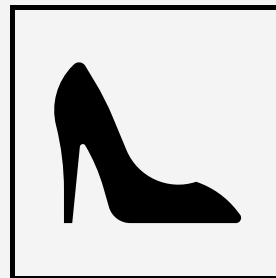
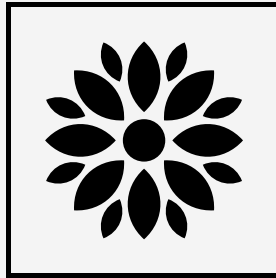
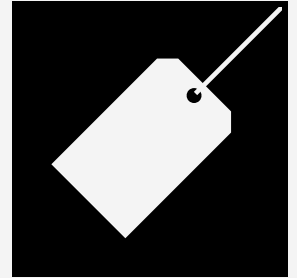
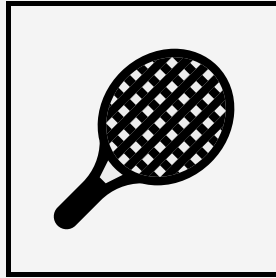


# THE KING STREET FESTIVAL 2018 - ELEMENTS

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## Illustrations

—  
Page 3



# THE KING STREET FESTIVAL 2018 – ELEMENTS

Help us promote the festival by displaying adverts in any print (brochures, staff newsletters etc.) or on your website. Adverts can be resized to fit. Please contact [siobhan.mcgooff@cityco.com](mailto:siobhan.mcgooff@cityco.com)

## Generic Advert Template

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<p>Manchester's <b>KING STREET FESTIVAL</b> 2018</p>	
<p>2<sup>ND</sup> — 3<sup>RD</sup> JUNE   @KINGSTFESTIVAL   VISITMANCHESTER.COM/ KINGSTREETFESTIVAL</p>	


<p>Manchester's <b>KING STREET FESTIVAL</b> 2018</p>
<p>2<sup>ND</sup> — 3<sup>RD</sup> JUNE @KINGSTFESTIVAL VISITMANCHESTER.COM/ KINGSTREETFESTIVAL</p>

# THE KING STREET FESTIVAL 2018 – ELEMENTS

Poster  
(available in  
A4 size)

Poster with  
Logo strip

—



# THE KING STREET FESTIVAL 2018 – ELEMENTS

Poster  
(available in A1  
and A3 sizes)

Poster with  
Logo strip  
—



# THE KING STREET FESTIVAL 2018 - ELEMENTS

## Twitter Banner



## Facebook Banner



## Email Signature

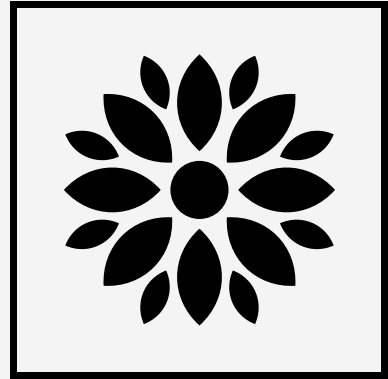
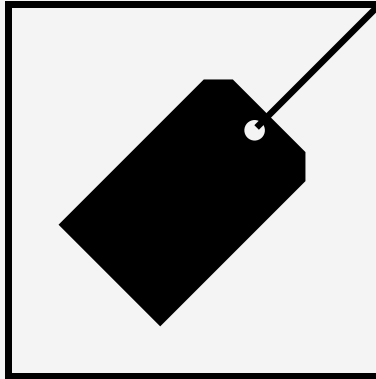


# THE KING STREET FESTIVAL 2018 - ELEMENTS

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Twitter  
Profile Picture

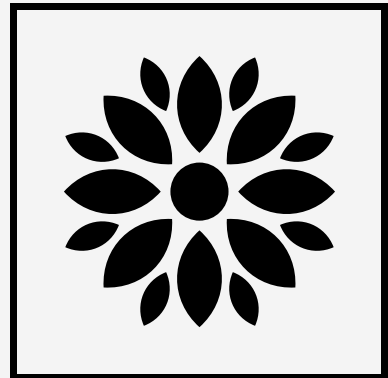
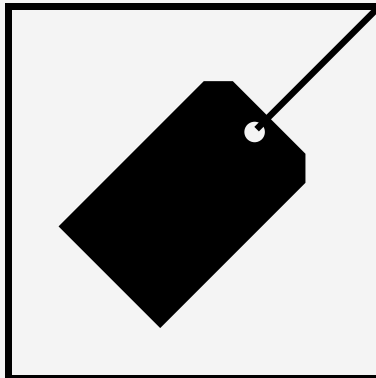
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Facebook  
Profile Picture

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# THE KING STREET FESTIVAL 2018 – ELEMENTS

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Window Vinyl  
(500mm x 500mm)

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