

# Chinese New Year Manchester



**2020**  
**Social Media & Marketing Pack**

# CHINESE NEW YEAR MANCHESTER 2020

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## Introduction

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Please spread the word and help us make the city's celebrations the biggest and best yet.

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## How you can help:

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● Follow the event on social media and like and share our posts:

- Twitter @ChineseNYMCR
- Facebook/ChineseNewYearMCR
- Instagram/ChineseNewYearMCR

#ChineseNewYearMCR

#YearoftheRat

- Share your events, products and promotions on social media and tag #ChineseNewYearMCR.
- Promote Chinese New Year celebrations to your own customers, feature activity on your website and share with your customer database.
- Print and display Chinese New Year promotional material in your venue.

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

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## Marketing

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Marketing materials and press releases can be downloaded at [manchesterBID.com/CNY](http://manchesterBID.com/CNY)

For additional information, marketing materials and promotional collateral please contact Siobhan Illidge.

siobhan.illidge@cityco.com

0161 838 3250

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## Press

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For all press and media enquiries please contact Echo PR:

anoushka@echo-pr.co.uk

kat@echo-pr.co.uk

# CHINESE NEW YEAR 2020 ELEMENTS

All artwork files can be found via:  
[manchesterBID.com/CNY](http://manchesterBID.com/CNY)

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## Typefaces

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### Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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### Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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## Primary Colour

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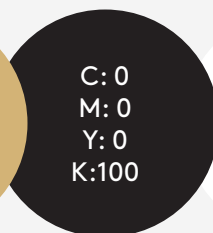
## Secondary Colour

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## Tertiary Colour

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## Tertiary Colour

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# CHINESE NEW YEAR 2020 ELEMENTS

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## Key Information

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Happy Chinese New Year  
Friday 24 – Sunday 26 January 2020

Website: [visitmanchester.com/chinesenewyear](http://visitmanchester.com/chinesenewyear)  
Twitter: @ChineseNYMCR  
Facebook: /ChineseNewYearMCR  
Instagram: /ChineseNewYearMCR

Please use these hashtags:  
#ChineseNewYearMCR #YearoftheRat

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## Basic Copy

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The UK's brightest celebrations. As the dark streets light up, welcome in the Year of the Rat.

Featuring: A giant glittering Golden Dragon and thousands of beautiful red lanterns, plus street food, arts and crafts, fireworks and the famous Dragon Parade.

Events across St. Ann's Square and Chinatown

# CHINESE NEW YEAR 2020 ELEMENTS

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Main Illustration

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# CHINESE NEW YEAR 2020 ELEMENTS

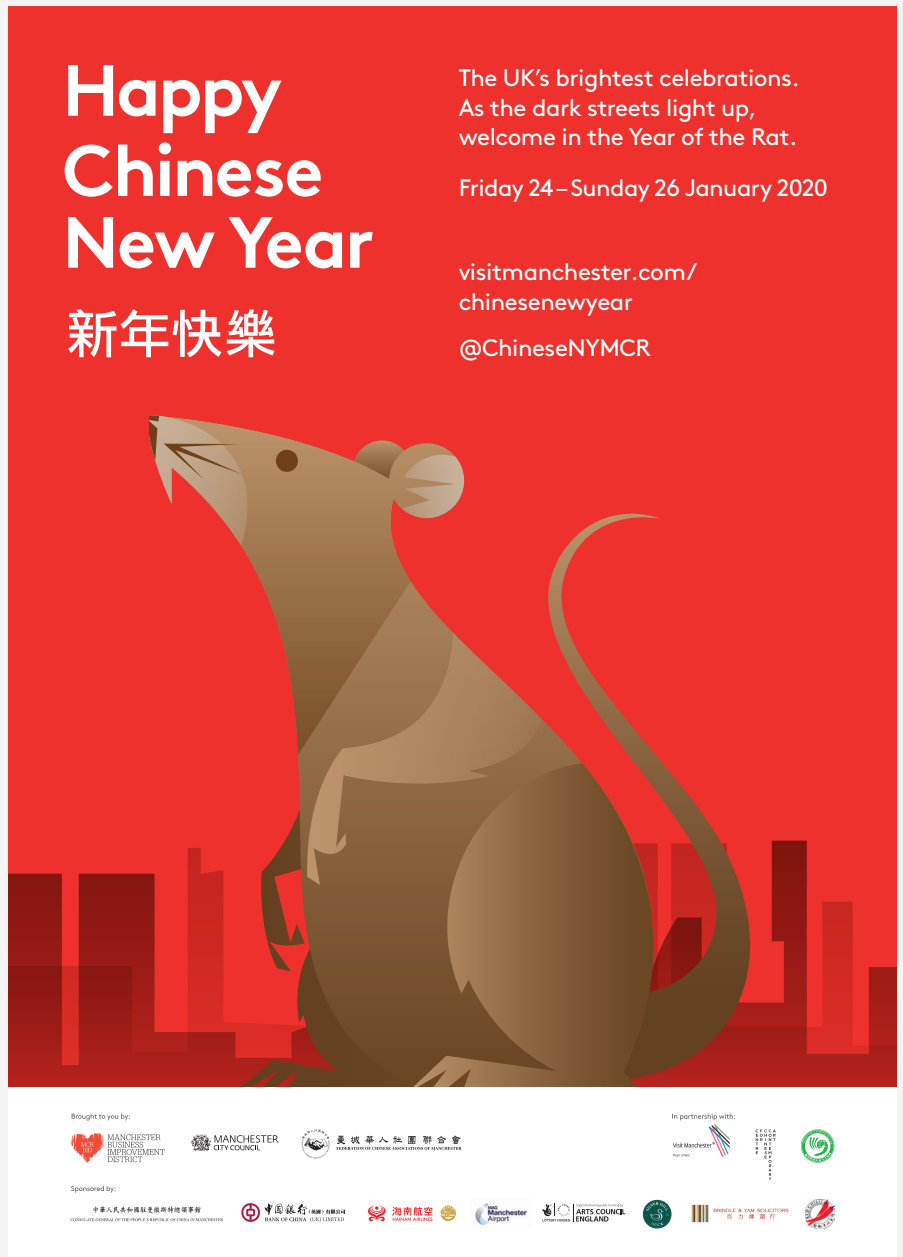
Help us promote the festival by displaying adverts in any print (brochures, staff newsletters etc.) or on your website. Adverts can be resized to fit. Please contact [siobhan.illidge@cityco.com](mailto:siobhan.illidge@cityco.com)

## Generic Advert Templates



# CHINESE NEW YEAR 2020 ELEMENTS

## Main Poster



**Happy  
Chinese  
New Year**

新年快樂

The UK's brightest celebrations.  
As the dark streets light up,  
welcome in the Year of the Rat.

Friday 24 – Sunday 26 January 2020

[visitmanchester.com/  
chinesenewyear](http://visitmanchester.com/chinesenewyear)

@ChineseNYMCR

Brought to you by:

MANCHESTER BUSINESS IMPROVEMENT DISTRICT  
MANCHESTER CITY COUNCIL  
曼城華人社區聯合會  
THE ASSOCIATION OF CHINESE BUSINESS LEADERS OF MANCHESTER

In partnership with:

Visit Manchester  
ECCCA  
ECONOMIC COMMISSION FOR THE CHINA-UK BUSINESS COUNCIL  
CHINA-UK BUSINESS COUNCIL  
CHINA-UK BUSINESS COUNCIL

Sponsored by:

中華人民共和國駐曼徹斯特總領事館  
CHINESE CONSULATE GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN MANCHESTER  
中國銀行(中國)有限公司  
BANK OF CHINA (UK) LIMITED  
海南航空  
HAINAN AIRLINES  
Manchester Airport  
MANCHESTER AIRPORT  
ARTS COUNCIL ENGLAND  
BRISBANK & YAM SOLUTIONS  
聯合匯豐行  
HSBC

# CHINESE NEW YEAR 2020 ELEMENTS

Poster with  
Extra Copy  
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## Happy Chinese New Year

新年快樂

The UK's brightest celebrations. As the dark streets light up, welcome in the Year of the Rat.

Featuring: A giant glittering Golden Dragon and thousands of beautiful red lanterns, plus street food, arts and crafts, fireworks and the famous Dragon Parade.

Events across St. Ann's Square and Chinatown  
Friday 24 – Sunday 26 January 2020

[visitmanchester.com/chinesenewyear](http://visitmanchester.com/chinesenewyear)  
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中國銀行 (中國) 有限總行  
BANK OF CHINA (UK) LIMITED  
海南航空  
HAINAN AIRLINES  
Manchester Airport  
ARTS COUNCIL ENGLAND  
BRISBANK & YAM SOLUTIONS  
聯合銀行  
HSBC



# CHINESE NEW YEAR 2020 ELEMENTS

## Twitter Banners



**Happy Chinese New Year**  
新年快樂

Friday 24  
– Sunday 26  
January 2020

visitmanchester.com  
/chinesenewyear  
@ChineseNYMCR

**Chinese New Year in Manchester**  
@ChineseNYMCR

#ChineseNewYearMCR celebrations, Manchester, UK. Welcome in the #YearoftheRat 24-26 JANUARY 2020. Official account by @ManchesterBID @CityCo


Manchester, England visitmanchester.com/chinesenewyear  
Joined September 2014

648 Following 4,716 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

## Email Signature



**Happy Chinese New Year**  
新年快樂

Friday 24  
– Sunday 26  
January 2020

visitmanchester.com/chinesenewyear  
@ChineseNYMCR

## Avatar Overlay



**Mcr Art Gallery**  
@MAGlearning

Discover our engaging programme of learning activities and events.

Manchester Art Gallery manchestergalleries.org  
Joined February 2011

1,108 Following 4,253 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes