



THE MANCHESTER
FLOWER SHOW



2021 MARKETING &
SOCIAL MEDIA TOOLKIT

THE MANCHESTER FLOWER SHOW

INTRODUCTION

Thank you for taking part in
The Manchester Flower Show.

Together we can make this year's event
bigger and better than ever before,
showcasing everything our great city
has to offer.

This pack contains promotional tools
to help you spread the word about
the Flower Show. If there's anything
additional you need, please contact:

Siobhan Illidge
Marketing Manager
CityCo & Manchester BID

↗ siobhan.illidge@cityco.com

THE MANCHESTER FLOWER SHOW

KEY INFORMATION

The Manchester Flower Show

Saturday 29th May– Sunday 6th June 2021

www.themanchesterflowershow.com

 [themanchesterflowershow](#)

 [themanchesterflowershow](#)

 [mcrflowershow](#)

[#MCRFlowerShow](#)

Download event branding,
poster artwork and images at:

[↗ www.manchesterbid.com/flowershow](http://www.manchesterbid.com/flowershow)

HEADLINE

Hello, flower!

TAGLINES

Mark the start of summer with
a citywide trail of colourful floral
displays, green installations
and alfresco dining.

THE MANCHESTER FLOWER SHOW

COPY:

Mark the start of summer with Manchester's first public event of the year. The Manchester Flower Show is back, and bigger than ever. Across the city centre shop windows, doorways, balconies, public squares, fountains and even statues go green (and red, and pink, and yellow). Come back into town for free floral trails, Instagrammable moments, great shopping, and alfresco food, drink and fun at your favourite bars and restaurants.

29 May – 6 June 2021.

Events across Manchester city centre.

www.themanchesterflowershow.com

 [themanchesterflowershow](https://www.facebook.com/themanchesterflowershow)

 [themanchesterflowershow](https://www.instagram.com/themanchesterflowershow)

 [mcrflowershow](https://twitter.com/mcrflowershow)

[#MCRFlowerShow](https://twitter.com/mcrflowershow)

THE MANCHESTER
FLOWER SHOW

LOGO



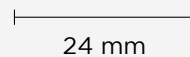
ALTERNATE
LOGO



COLOURS



MINIMUM
SIZE



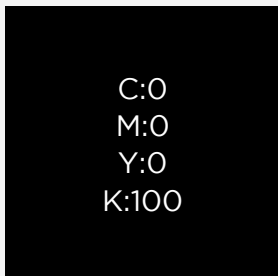
THE MANCHESTER
FLOWER SHOW

TYPEFACE

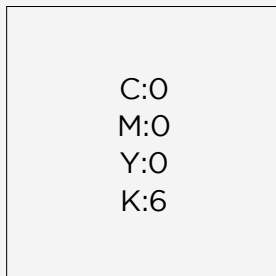
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PQRSTUVWXYZ
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Plantin Light
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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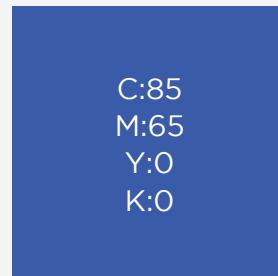
PRIMARY
COLOUR



SECONDARY
COLOUR



TERTIARY
COLOUR



THE MANCHESTER
FLOWER SHOW

LEAD
CAMPAIGN
ARTWORK



OFFICIAL POSTER OF

THE MANCHESTER
FLOWER SHOW



29TH MAY – 6TH JUNE

THEMANCHESTERFLOWERSHOW.COM

#MCRFLOWERSHOW

THE MANCHESTER FLOWER SHOW

CAMPAIGN
ARTWORK

Full Set
(Portrait)



THE MANCHESTER FLOWER SHOW

CAMPAIGN
ARTWORK

Full Set
(Landscape)



THE MANCHESTER FLOWER SHOW

EMAIL SIGNATURE



SOCIAL MEDIA

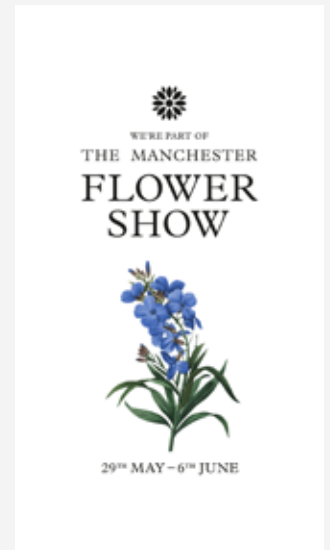
Please help to spread the word, follow the social channels, like and share posts and tag us in your activity:

f [themanchesterflowershow](#)
@ [themanchesterflowershow](#)
t [mcrflowershow](#)
[#MCRFlowerShow](#)

THE MANCHESTER FLOWER SHOW

INSTAGRAM

Post and story



POST

Mark the start of summer at The Manchester Flower Show, with a citywide trail of colourful floral displays, green installations and alfresco dining.

Saturday 29th May – Sunday 6th June 2021

Follow [@themanchesterflowershow](#)

[#MCRFlowerShow](#)

[#TheManchesterFlowerShow](#)

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THE MANCHESTER FLOWER SHOW

FACEBOOK

Header and post



POST

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Find out what's happening at www.themanchesterflowershow.com

THE MANCHESTER FLOWER SHOW

TWITTER

Header and post



POST

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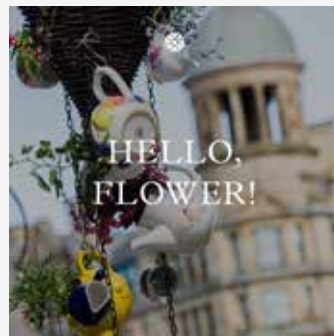
THE MANCHESTER FLOWER SHOW

SOCIAL IMAGES

Supplied cropped
for all socials



INSTAGRAM IMAGE OVERLAYS



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**THE
MANC**