



# 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](mailto:siobhan.illidge@cityco.com)

# THE MANCHESTER FLOWER SHOW

---

## KEY INFORMATION

The Manchester Flower Show

Saturday 29th May– Sunday 6th June 2021

[www.themanchesterflowershow.com](http://www.themanchesterflowershow.com)

 [themanchesterflowershow](#)

 [themanchesterflowershow](#)

 [mcrflowershow](#)

[#MCRFlowerShow](#)

---

↗ [Click here](#) to download event branding,  
poster artwork and images.

---

## 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](http://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



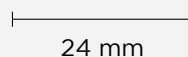
---

## COLOURS



---

## MINIMUM SIZE



# THE MANCHESTER FLOWER SHOW

---

## TYPEFACE

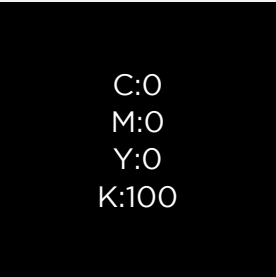
Plantin Regular  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

---

Plantin Light  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

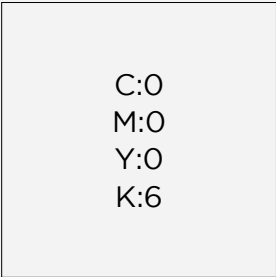
---

## PRIMARY COLOUR




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

## SECONDARY COLOUR



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

## TERTIARY COLOUR



C:85  
M:65  
Y:0  
K:0

# THE MANCHESTER FLOWER SHOW

---

LEAD  
CAMPAIGN  
ARTWORK



OFFICIAL POSTER OF

## THE MANCHESTER FLOWER SHOW



29<sup>TH</sup> MAY – 6<sup>TH</sup> JUNE

[THEMANCHESTERFLOWERSHOW.COM](http://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:

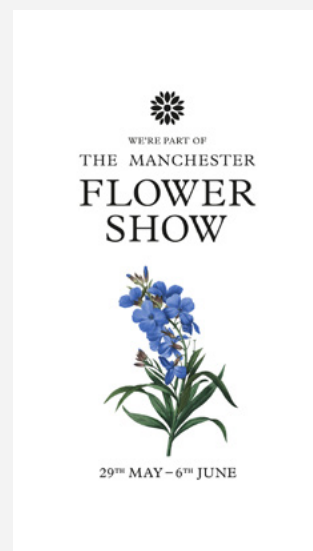
**f** themanchesterflowershow  
@ themanchesterflowershow  
mcrflowershow  
#MCRFlowerShow

# 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

#ManchesterFlowerShow

#Manchester

# THE MANCHESTER FLOWER SHOW

---

## FACEBOOK

### Header and post



---

## 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

Find out what's happening at  
[www.themanchesterflowershow.com](http://www.themanchesterflowershow.com)

# THE MANCHESTER FLOWER SHOW

---

## TWITTER

### Header and post



---

## 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 29 May - Sunday 6 June 2021.

Follow [@MCRFlowerShow](#)

[#MCRFlowerShow](#)

[#Manchester](#)

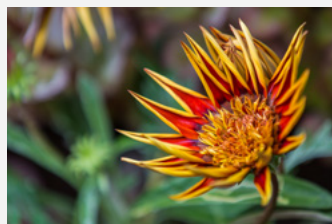
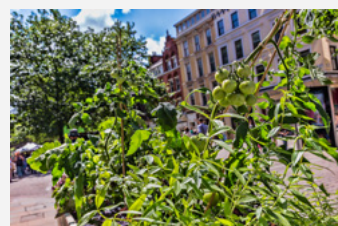
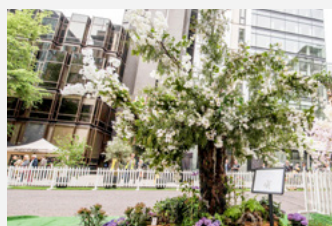
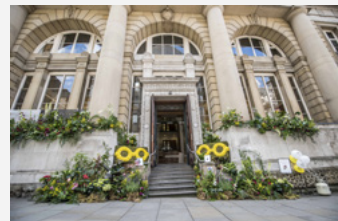
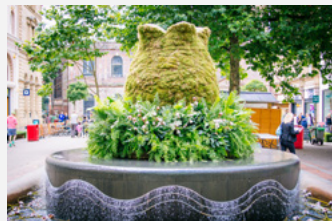
[#ManchesterFlowerShow](#)



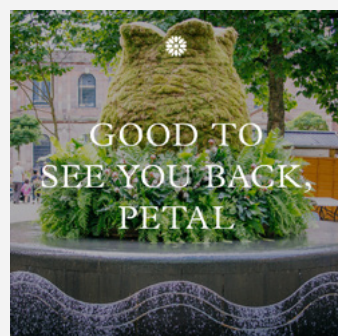
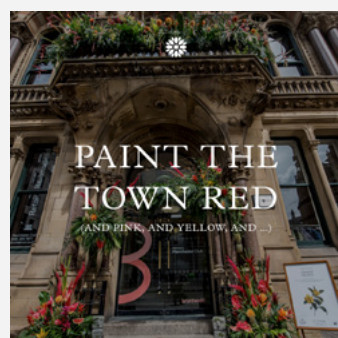
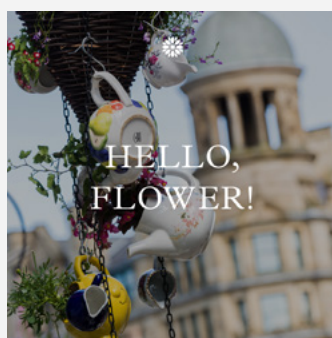
# THE MANCHESTER FLOWER SHOW

## SOCIAL IMAGES

Supplied cropped  
for all socials



## INSTAGRAM IMAGE OVERLAYS



# THE MANCHESTER FLOWER SHOW

---

Brought to you by



MANCHESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT

**cityco**

---

In Partnership with



MANCHESTER  
CITY COUNCIL

marketing**Manchester**

---

Media Partner

**THE  
MANC**