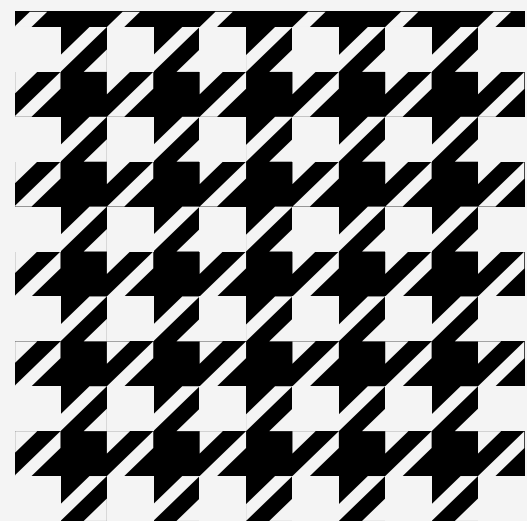
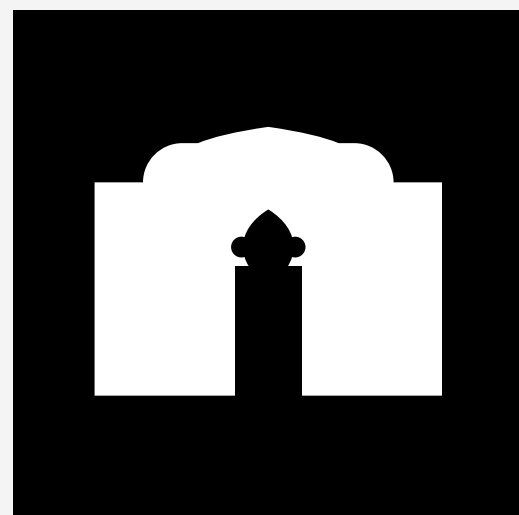
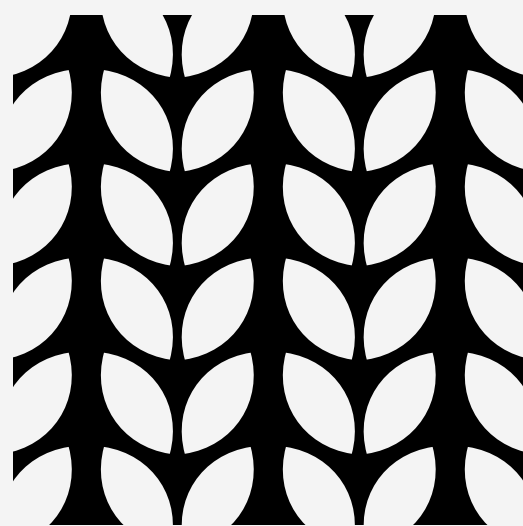


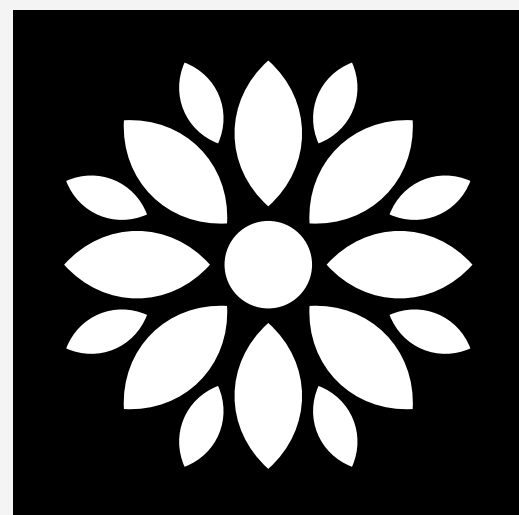
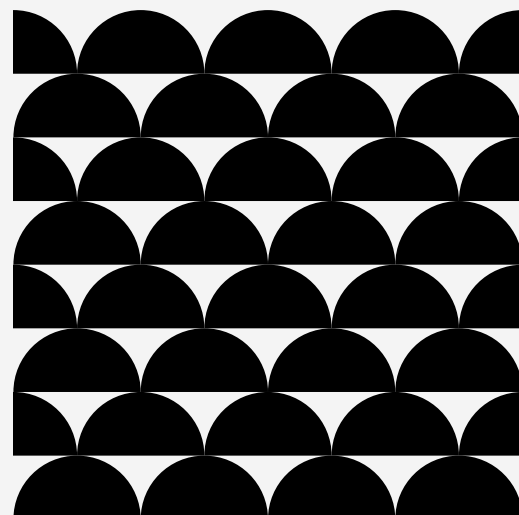
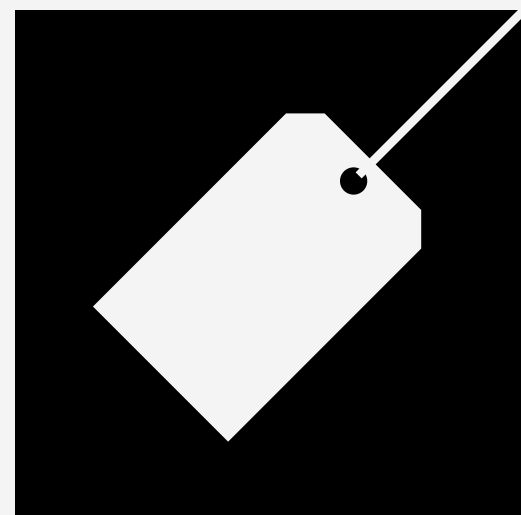
Manchester's

KING STREET FESTIVAL

2019



SOCIAL MEDIA &
MARKETING PACK



KINGSTREETFESTIVAL.COM / [@KINGSTFESTIVAL](https://www.instagram.com/KINGSTFESTIVAL)

THE KING STREET FESTIVAL 2019 INTRODUCTION

Introduction

This pack contains everything you might need to help you promote Manchester's King Street Festival and The Manchester Flower Show.

How you can help:

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

- Facebook, Twitter, Instagram: @KingStFestival
- #KingStFestival #MCRFlowerShow

Share your events, products and promotions on social media and tag #KingStFestival.

- Promote the King Street Festival to your own customers, feature activity on your website and share with your customer database
- Print and display King Street Festival material in your venue
- 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.

All artwork files can be found at:
manchesterBID.com/kingstreetfestival

THE KING STREET FESTIVAL 2019 ELEMENTS

Typefaces

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012346789


Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012346789

Plantin Regular

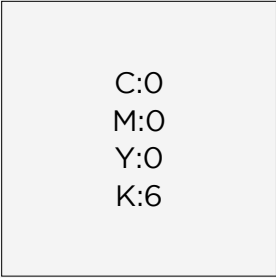
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abcdefghijklmnopqrstuvwxyz
012346789

Primary Colour




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

Secondary Colour



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

Tertiary Colour



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

THE KING STREET FESTIVAL 2019 ELEMENTS

Key Information

Manchester's King Street Festival
Saturday 1 – Sunday 2 June 2019

Website: kingstreetfestival.com

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

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

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

Please use the hashtags
#KingStFestival #MCRFlowerShow

King Street Festival

Long copy

A glorious weekend of music, shopping, food and fabulous florals on Manchester's most iconic street. With: a gin pop-up, pocket gardens galore, VIP shopping experiences and very special dining, plus live music, The Manchester Flower Show and events and offers from the biggest names in shopping, food and drink.

King Street Festival

Short copy

A glorious weekend of live music, alfresco dining, VIP shopping and The Manchester Flower Show.

Manchester Flower Show

Copy

The Manchester Flower Show returns, a 1950s original that blooms with plants and flowers a-trailing, alongside glorious pocket gardens, floral takeovers and clever planting in the most unusual urban settings. This year's theme: Flower Power!

THE KING STREET FESTIVAL 2019 ELEMENTS

Marketing contact

—

For all marketing materials
and information, please contact:

Siobhan Illidge
Marketing Manager

siobhan.illidge@cityco.com
0161 838 3250

Media Enquiries

—

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

All press releases and materials
can be downloaded at:
manchesterbid.com/kingstreetfestival

THE KING STREET FESTIVAL 2019 ELEMENTS

Manchester
Flower Show

—
Logo 01



THE MANCHESTER
FLOWER SHOW

Manchester
Flower Show

—
Logo 02



THE MANCHESTER
FLOWER
SHOW

Colours

—



THE MANCHESTER
FLOWER
SHOW



THE MANCHESTER
FLOWER
SHOW

Minimum size

—



THE MANCHESTER
FLOWER
SHOW

24 mm

THE KING STREET FESTIVAL 2019 MATERIALS

Poster

—

King Street Festival

Available in
A1, A3 and A4



THE KING STREET FESTIVAL 2019 MATERIALS

Poster

—
**Manchester
Flower Show**
Available in
A1, A3 and A4



THE KING STREET FESTIVAL 2019 MATERIALS

Window Vinyl

—

King Street
Festival

500 x 500mm



THE KING STREET FESTIVAL 2019 MATERIALS

Window Vinyl

—

Manchester
Flower Show
500 x 500mm



WE ARE PART OF

THE MANCHESTER FLOWER SHOW



1ST – 2ND JUNE

KINGSTREETFESTIVAL.COM

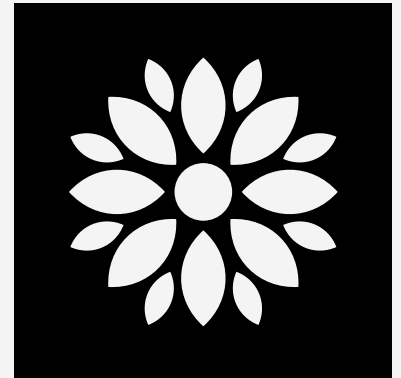
@KINGSTFESTIVAL

THE KING STREET FESTIVAL 2019 SOCIAL MEDIA

Social Media
Profile Picture

—

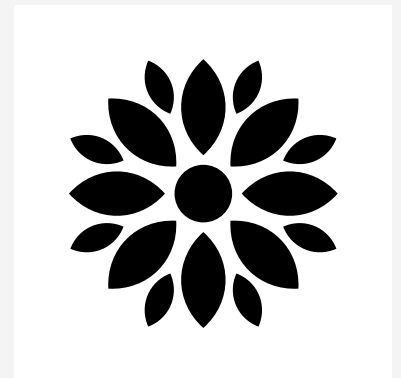
King Street
Festival



Social Media
Profile Picture

—

Manchester
Flower Show



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA

Twitter Banner

King Street Festival



Facebook Banner

King Street Festival



Email Signature

King Street Festival



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA

Twitter Banner

Manchester Flow Show



Facebook Banner

Manchester Flow Show



Email Signature

Manchester Flow Show



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA POSTS

Twitter

Manchester's @KingStFestival returns on Saturday 1 & Sunday 2 June, featuring:

- 🍷 Alfresco Dining
- 🎸 Live Music
- 🍸 Pop-Up Gin Bar
- 🎱 Lawn Games
- 🌸 Floral Family Workshops
- 🌺 + The Manchester Flower Show

Visit www.kingstreetfestival.com



Fabulous florals, glorious gardens, seasonal produce & green takeovers – The #MCRFlowerShow is back as part of this year's @KingStFestival.

Saturday 1 & Sunday 2 June

www.kingstreetfestival.com



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA POSTS

Twitter

—

To celebrate the King Street Festival, @KuoniTravelUK is giving away a luxury 5*, all-inclusive holiday to Mexico.

All you have to do is tell us: on which iconic Manchester street is the Kuoni store?

For your chance to win enter your details at www.kuoni.co.uk/kingstreet.



THE KING STREET FESTIVAL 2019

SOCIAL MEDIA POSTS

Facebook

—

Manchester's King Street Festival returns on Saturday 1 & Sunday 2 June, featuring:

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- 🎸 Live Music
- 🍸 Pop-Up Gin Bar
- 🎮 Lawn Games
- 🌸 Floral Family Workshops
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Fabulous florals, glorious gardens, seasonal produce and green takeovers – The Manchester Flower Show is back as part of this year's King Street Festival.

Saturday 1 & Sunday 2 June

www.kingstreetfestival.com



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA POSTS

Facebook

To celebrate the King Street Festival, @kuonitraveluk is giving away a luxury 5*, all-inclusive holiday to Mexico.

All you have to do is tell us: on which iconic Manchester street is the Kuoni store?

- A. King Street
- B. Princess Street
- C. Queens Road

For your chance to win enter your details at www.kuoni.co.uk/kingstreet.



THE KING STREET FESTIVAL 2019

SOCIAL MEDIA POSTS

Instagram

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- 🎸 Live Music
- 🍸 Pop-Up Gin Bar
- 🎱 Lawn Games
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- 🌺 + The Manchester Flower Show

Visit www.kingstreetfestival.com

#kingstfestival #kingstreet #manchester
#MCRflowershow #flowershow #gardening
#flowers



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA POSTS

Instagram

Fabulous florals, glorious gardens, seasonal produce & green takeovers – The #MCRFlowerShow is back as part of this year's #KingStFestival

Saturday 1 & Sunday 2 June

Follow @KingStFestival

#kingstfestival #kingstreet #manchester
#MCRflowershow #flowershow #gardening
#flowers



THE KING STREET FESTIVAL 2019 SOCIAL MEDIA POSTS

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#kingstfestival #kuoni #kuonitours #travelgram
#instatravel #travelingram #wanderlust
#luxurytravel #luxuryhotel #luxuryworldtraveler
#jetset #luxurytraveler



THE KING STREET FESTIVAL 2019 IMAGES

Images



