

OUR BRAND GUIDELINES

UNBOXED

CREATIVITY IN THE UK

Version 3
16/11/21

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1.16 Summary brand framework

UNBOXED is exploring and celebrating the power of collective, collaborative creativity to make a better world for us all.

Supporting points

A celebration of creative collaboration forged by some of the most visionary talents across the four nations today.

Wondrous experiences that excite, inspire and get people thinking differently about our shared future.

An awe-inspiring showcase of the potential of collective creativity to have a positive impact on both people and planet.

Our brand strategy

UNBOXED is a creative catalyst for ideas that can change the world.

Because although our connection with creativity is personal, its power to be a catalyst for positivity in the world comes when it is collectively and collaboratively undertaken.

Celebrating our values of open, original and optimistic, we will bring people together and showcase our groundbreaking creativity to the world in the spirit of collective joy, inspiration and positive future vision.

Open

Unconstrained by ambition, uninhibited by perceived boundaries and unbound by formats or sectors – remaining open to groundbreaking innovation.

Original

Inventive and authentic in every sense, we champion new ideas and celebrate groundbreaking innovation – behaving in highly imaginative and delightfully unexpected ways.

Optimistic

Positive and future facing, we elevate ideas to provoke joy, light up the imagination and spark wonder – inspiring the belief that tomorrow can be as great as we collectively dare to imagine.

We're here for the millions who are open to creatively minded entertainment with purpose.

The diverse people and communities across the UK who identify with creativity and view it as a positive force in the world.

They're youthful, and they're open to new ideas because they believe creativity can make life better for everyone – and that the best ideas start from a place of shared optimism.

That's why we've come together to produce creative events and experiences that are inspiring, meaningful, entertaining and fun.

Engaged by creative edge

The Converted

Modern families aged 25-34 years old and with children aged 0-15.

Motivated by outstanding creativity and most likely to attend both live and virtual events.

They participate in and highly value creativity, and they identify creativity as a tool for innovation that can bring positive social change.



Creative Appeal

The most ethnically diverse segment – youth and young adults aged 16-26.

They like to explore the boundaries of creativity and are often highly creative themselves, and believe creativity can and should drive positive social change and form a core part of education.

They are the most willing to advocate for creativity and to share this message.



Motivated by entertaining experiences

Connectors

Families and female adults (57% bias) aged 35-44 years old, with children aged 5-15.

They mostly admire creativity from a distance and are motivated by communal/family entertainment.

They value creative events for novelty, how they bring people together, and for escapism and education.



The Convertibles

Teenagers, young adults and adults aged 16-34 with slight male bias.

They do not identify as creative, which they see as something others use in their lives, especially those that work in the arts.

However, they play an active role in and are motivated by connecting with communities and educational experiences. So they value the positive impact arts and creativity can have in society, especially when it's entertaining.



Our brand

Highly contemporary with broad popular appeal	Unconventional and unexpected	A creative act that reflects the programme
Dynamic, moving and media oriented	Welcoming, invitational and playful	

Our brand identity consists of both ‘dynamic’ and ‘static’ vortex logo parts.

- 1 Our core **dynamic brand identity** is designed to powerfully bring our STEAM story to life in a playful, fun and unexpected ways.
- 2 Our primary **static vortex logo** features within our dynamic identity and is also used in stand alone situations as defined within these guidelines.



Think and apply our dynamic identity first!

Unlike other brands, our identity has a very short life. This means we must quickly connect audiences with our vibrant STEAM story.

So, wherever possible and relevant, we apply dynamic elements first.

Our dynamic identity is comprised of moving image videos that feature motifs that represent science, technology, engineering, arts, mathematics and popular culture.

There are also ‘dynamic stills’ lifted from videos that can be used in many static contexts, such as launch poster campaigns. The overtly dynamic elements will be applied for the first five months from programme launch.

Thereafter, our dynamic identity takes more of a back seat while our static vortex logo comes into play, used to identify 10 commissions as part of UNBOXED, without overwhelming them.

However, our primary static logo that features the ‘tunnel vortex’ will be seen throughout the entire campaign. This is applied as an intro and outro to our dynamic identity videos and other film applications. It also features on our website, and will be applied to most print and digital ads promoting the 10 Commissions. There are also other vortex logo variants to be exclusively used alongside the tunnel vortex, specifically to refresh and diversify our look and feel on social media posts.

October 2021 – March 2022
Primarily but not exclusively led by dynamic identity from programme launch to March 2022 when 10 Commissions go live



Dynamic identity
DOOH



Dynamic identity
Poster application

March 2022 – November 2022
Primarily but not exclusively led by static vortex identity from March 2022 when 10 Commissions are live



Vortex logo
Commission-led poster



Vortex logo
Poster application

Open to Creative Optimism.

Creativity inspires, connects and delights us. It's how we express ourselves as individuals and communities.

It's how we come together to find solutions. And when we come together to share our creativity, the incredible becomes possible.

UNBOXED is a once-in-a-lifetime celebration of creativity in the UK. We're lifting the lid on 10 awe-inspiring new ideas – shaped across science, technology, engineering, the arts and mathematics through unexpected collaborations between some of our most brilliant and visionary minds.

UNBOXED is an extraordinary adventure into creativity: unmissable events and unforgettable experiences, all open to everyone and absolutely free. Immerse yourself in 13.8 billion years of our history. Close your eyes and take a multi-sensory journey through your mind. Come together with thousands of people to light up our highest peaks. Get digging, grow your own and reap the rewards in our 21st-century harvest festival. And so much more besides.

UNBOXED takes place throughout the UK and online in 2022. Join millions in this landmark exploration of how creativity – our creativity – has the power to change the world.

Our dynamic audio-visual branding features a specially commissioned soundtrack.

It is essential that anyone utilising audio elements upholds licence agreements for these noted on the following page.

Our dynamic moving-image identity is supplied in two formats – with and without audio mixed soundtracks.

The audio soundtracks are provided separately for application to other marketing materials, along with various elements that the comprise these soundtracks known as STEMs.

The dynamic moving-image identity and audio assets are supplied in the following durations in seconds: 2, 5, 10, 15, 30, 60 and 90.

Important / read me: Notification of licence use restrictions for use of UNBOXED: Creativity in the UK audio-branding assets.

Festival 2022 Limited (the Company) has a limited licence to use the audio assets (including any audio-visual moving image edits of the UNBOXED dynamic identity that feature audio element where the sound is mixed through, also the audio mixes provided as separate WAV files, and also the STEMS [source elements] that the audio mixes are comprised from) that have been created for the Company by an audio consultant (the Musician) and which form part of, and have been incorporated into, the audio-visual branding of UNBOXED: Creativity in the UK (the Audio Assets).

All suppliers, agencies, resources, consultants, freelancers and any other parties engaged by or on behalf of the Company (the Partners) who the Company permits to access or utilise the Audio Assets must abide by the following conditions:

- The Audio Assets may only be used by Partners solely in connection with the audio-visual branding of UNBOXED: Creativity in the UK and to create or produce brand marketing materials and collateral for UNBOXED: Creativity in the UK.
- The Audio Assets cannot be used, applied, incorporated or exploited in any way and in any format, in connection with any materials or formats for commercial publishing or musical release.

- The use of the Audio Assets must be in accordance with the UNBOXED: Creativity in the UK brand guidelines available from the UNBOXED asset management system, via certain internal SharePoint, and on request from design@unboxed2022.uk.

All Partners must, on the earlier of completion of their work which required access to the Audio Assets, or 31 December 2022: (i) immediately and irretrievably delete and procure the deletion of all copies of the Audio Assets (including all electronic copies such as those stored on any magnetic or optical disk or memory) and all materials derived from or incorporating any Audio Assets, that is in their possession or control; and (ii) immediately cease to use all Audio Assets. Partners may be required to confirm in writing that they have complied with this requirement if requested by the Company.

Failure to abide by these licence terms and usage restrictions may cause the Company to be in breach of its contractual arrangements with the Musician and result in enforcement action being taken against Partners.

Please contact Matthew McMahon - Senior Marketing Manager, matthew.mcmahon@unboxed2022.uk or design@unboxed2022.uk for more details on the usage restrictions of the Audio Assets.

Telling our story

We have a thrilling story to tell – and we want 66 million people to hear it.

UNBOXED is a once-in-a-lifetime celebration of creativity in the UK and everyone is invited.

We want to reach everywhere from the Scottish islands to the Northern Irish coast, from the villages of North Wales to the English inner cities – and around the world.

Our brand personality and tone of voice allow us to tell our story. Built on the key characteristics that follow, they'll shape everything we say about who we are, what we're doing, and how we're going to do it during this extraordinary year.

Our personality represents who we are. It guides how we talk about what we're doing in 2022.

The incredible variety of our programme is one of our greatest strengths – but when we tell the wider public about it, we need to express ourselves with consistency, clarity and care.

Positive

We're inviting you to be part of it – let's make it happen together.

We're youthful and future facing – together we can make life better for everyone.

We don't want to predict the future, we want to come together to co-create it.

We're looking up and looking forwards – because the best, our best, is yet to come.

Inviting

We're inclusive – there's something for everyone, everywhere in the UK.

We're here for everybody – no matter who you are, where you're from or where you're at.

We know that what unites us is stronger than what divides us.

We're in it together – these unforgettable experiences are made for sharing.

Surprising

We defy expectations, and reveal the unexpected with imaginative new ideas.

We're ambitious and radical – but we're also accessible and fun.

We'll fire your imaginations with wonder and joy.

And we'll open your minds to the astounding possibilities of tomorrow.

Our tone of voice is shaped by our personality and helps to amplify it.

While our personality traits capture who we are and what we’re doing, our tone of voice guides how we describe it to our audiences.

Bold
We’re confident in who we are and what we’re bringing to the world.

We’re strong and reassuring yet straightforward too – plain-speaking in all the best ways.

When it comes to words, we know that less is more.

Not arrogant, pompous or brash.

Just as importantly, this tone of voice also shapes how we’ll invite them to join us during this unforgettable year.

Playful
All together now: This. Is. FUN.

Our programme is ambitious and inventive – and made for sharing.

We’ve got a smile on our face and a twinkle in our eye.

Not juvenile, childish or twee.

Inspiring
We’re inviting you to think differently about who we are – and to dream big about what we can do together.

We’re building the impossible – and we’re passionate about sharing it.

We’re filled with wonder at the possibilities of what we can achieve together.

Not patronising, strident or niche.

We're bringing people closer together in a spirit of optimism – through creativity, inspiration and a positive vision of the future.

We're forging powerful bonds and making memorable experiences that enrich our lives and those of future generations.

Spark wonder

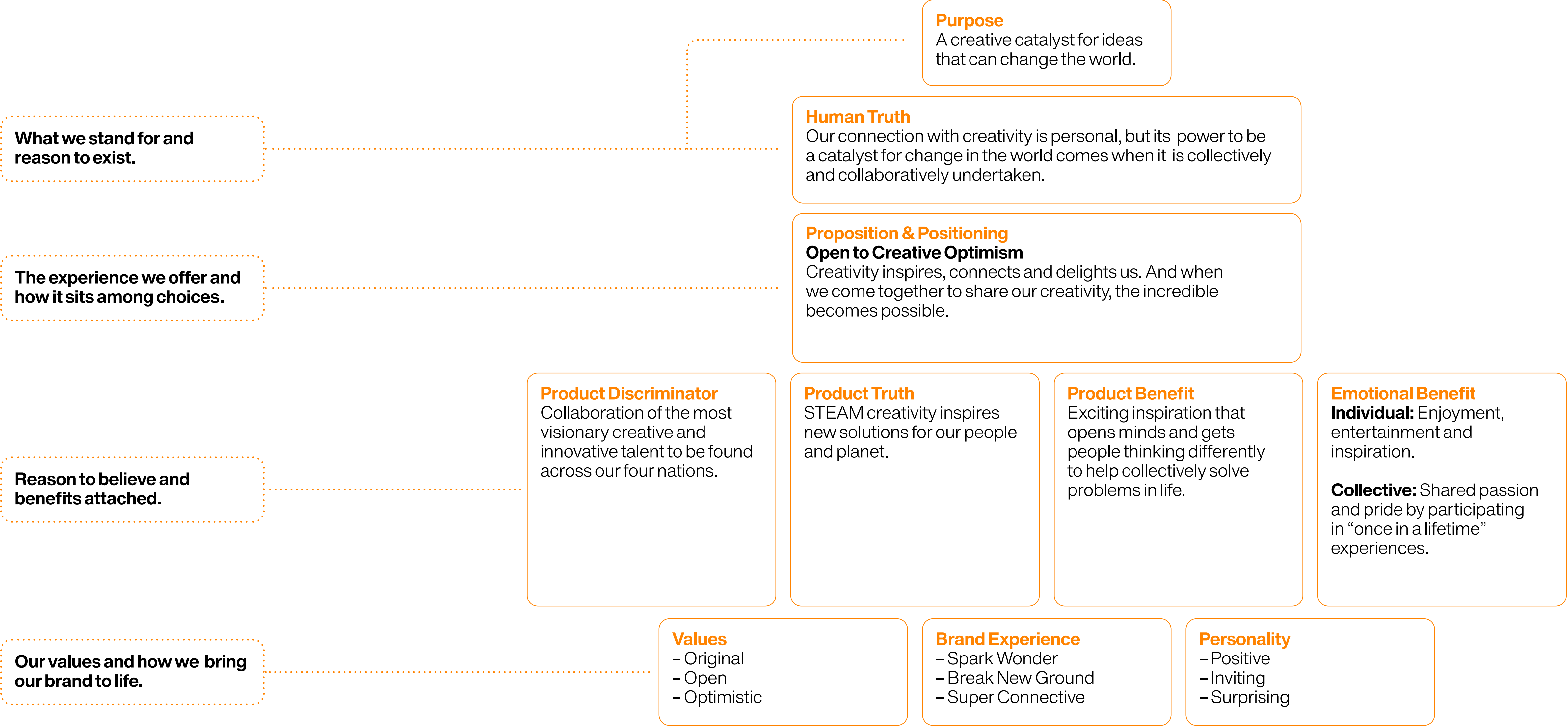
We're creating wondrous experiences to light up imaginations and ignite joy – marvellous, unforgettable ideas to leave everyone feeling positively uplifted.

Break new ground

We're pioneering new experiential ideas that push boundaries and defy expectations – making high impact now and leaving a legacy for future generations.

Super connective

We're sharing inspirational ideas that ignite conversations and that super-charge connections between people, places and ideas.



2 Our colours

2.1 Specification

2.2 Tints

2.3 Combinations

2.4 Accessibility

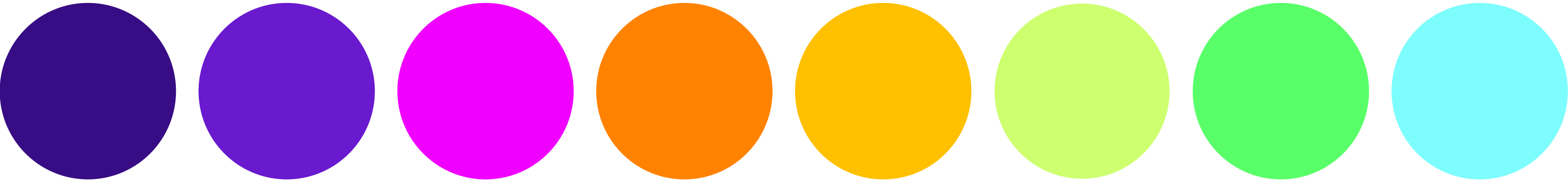
2.5 Do not

**Bold &
vibrant**

Our bold and vibrant colour palette has been developed alongside leading colour specialists to capture the mood, energy and optimism of UNBOXED.

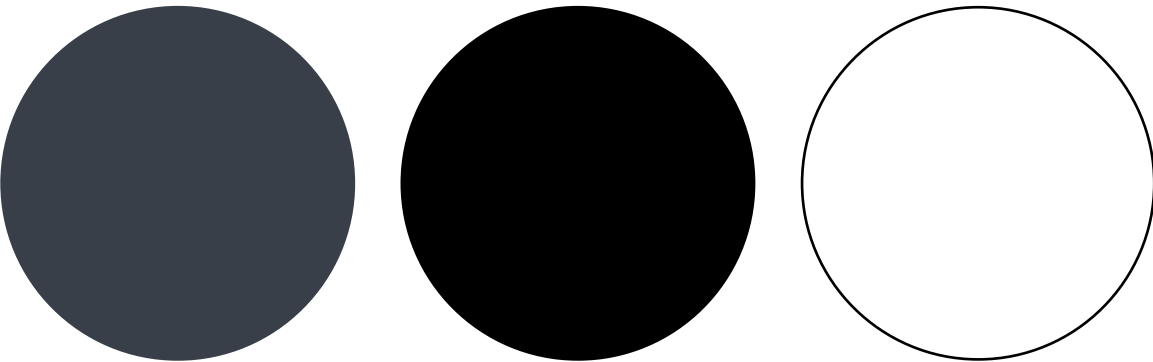
Colour trends come and go. However, our palette represents a snapshot of a moment within contemporary culture and is intended to reflect 2022 and shortly after.

Primary



Pantone 2105 C	Pantone 2726 C	Pantone Rhod. Red C	Pantone 151 C	Pantone 7548 C	Pantone 372 C	Pantone 7488 C	Pantone 7471C
RGB 55 12 132	RGB 105 25 206	RGB 240 0 255	RGB 255 131 0	RGB 255 192 0	RGB 205 255 111	RGB 89 255 105	RGB 125 253 253
CMYK 95 100 0 6	CMYK 83 66 0 0	CMYK 5 92 0 0	CMYK 0 42 90 0	CMYK 0 11 100 0	CMYK 15 0 53 0	CMYK 51 0 86 0	CMYK 40 0 25 0
HEX #370C84	HEX #6919CE	HEX #F000FF	HEX #FF8300	HEX #FFC000	HEX #CDFF6F	HEX #59FF69	HEX #7DFDFD

Neutral



Pantone 432 C	Black	White
RGB 49 61 71	RGB 0 0 0	RGB 255 255 255
CMYK 78 57 39 56	CMYK 0 0 0 100	CMYK 0 0 0 0
HEX #323E48	HEX #000000	HEX #FFFFFF

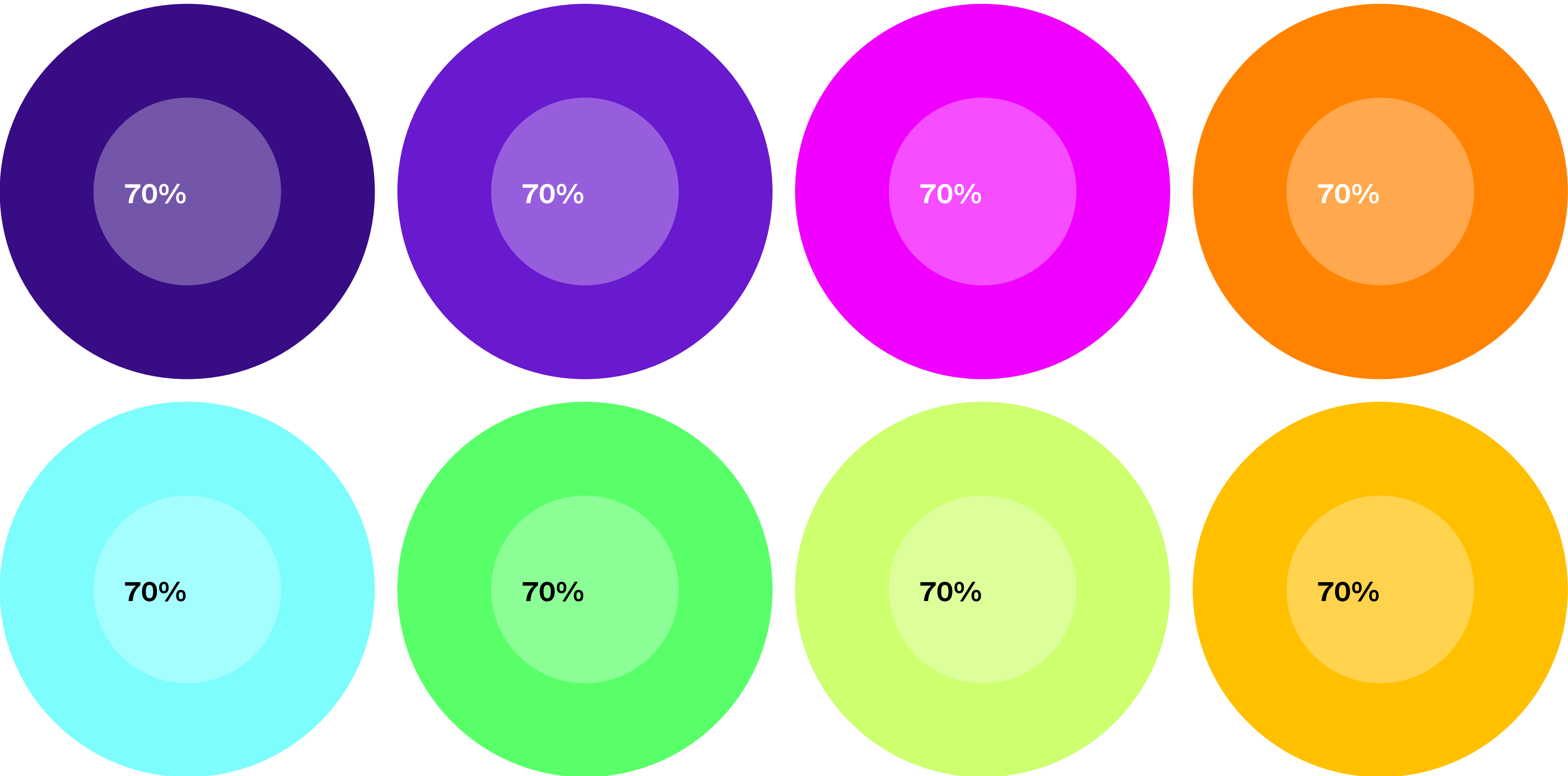
The appearance on screen might not always represent the true colour values of our CMYK palette.

When exporting artwork for print always use the PDF/X –1a:2001 preset.

Tints are only to be used at 70% of the same colour.

70% tints should be used to add depth to vortex crops used on backgrounds or merchandise.

For rules and applications, see Section 5.2.



1

Pantone 2726 C
HEX #6919CE

Pantone 7548 C
HEX #FFC000

2

Pantone 2726 C
HEX #6919CE

Pantone 151 C
HEX #FF8300

3

Pantone 2726 C
HEX #6919CE

Pantone 372 C
HEX #CDFF6F

4

Pantone 2105 C
HEX #370C84

Pantone 7471 C
HEX #7DFDFD

5

Pantone 2105 C
HEX #370C84

Pantone 7488 C
HEX #59FF69

6

Pantone 2105 C
HEX #370C84

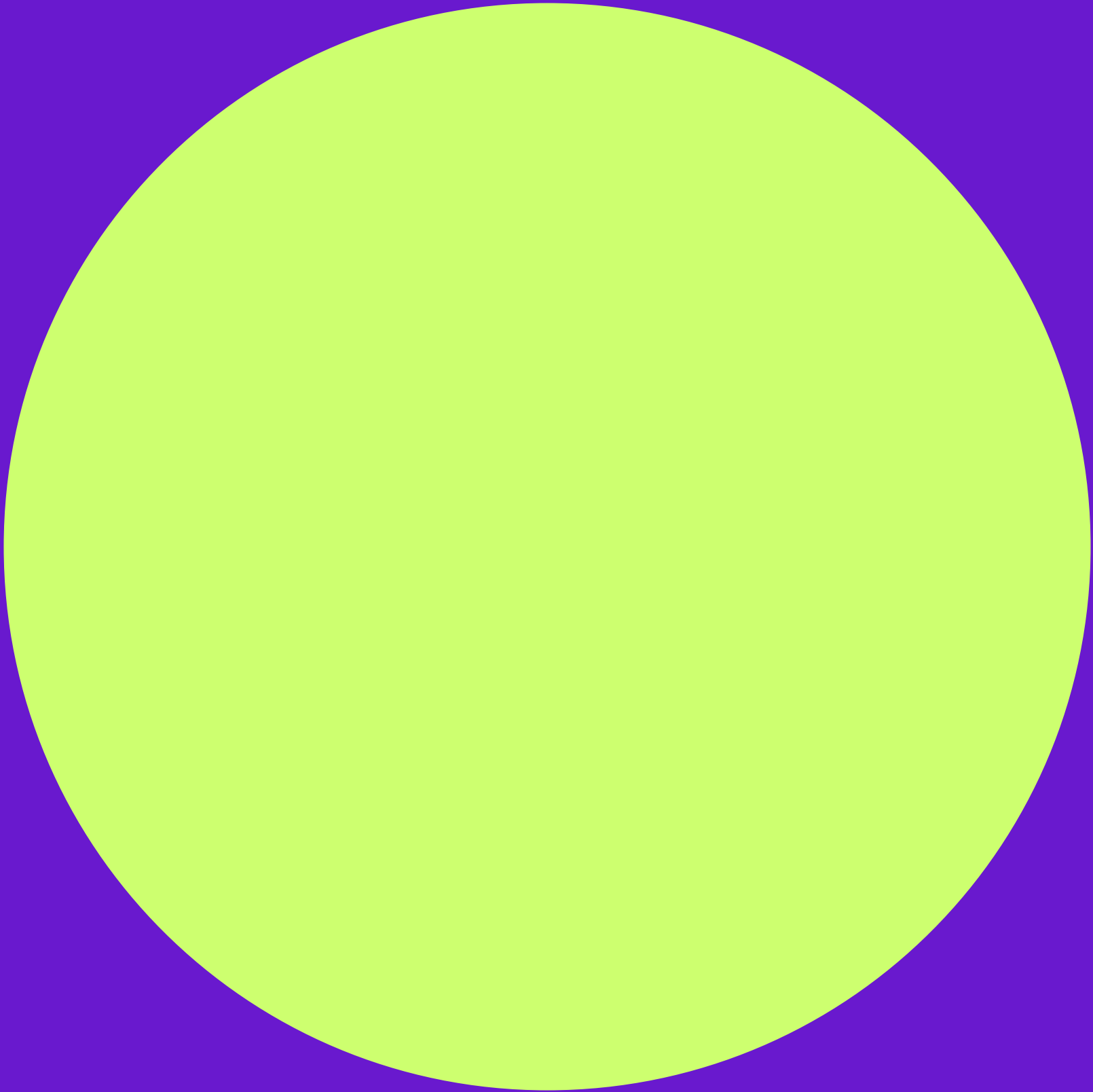
Pantone Rhod. Red C
HEX #F000FF

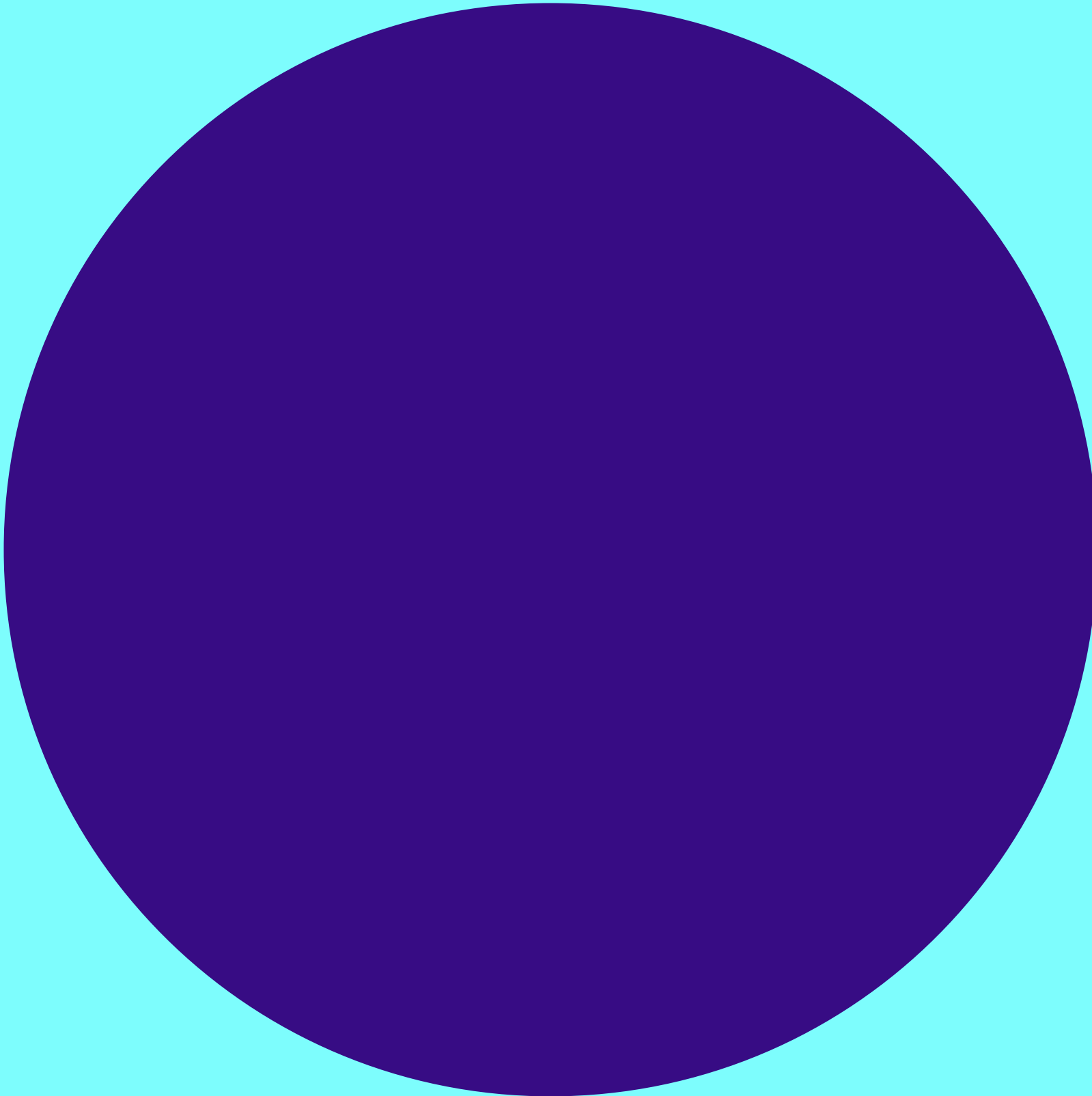
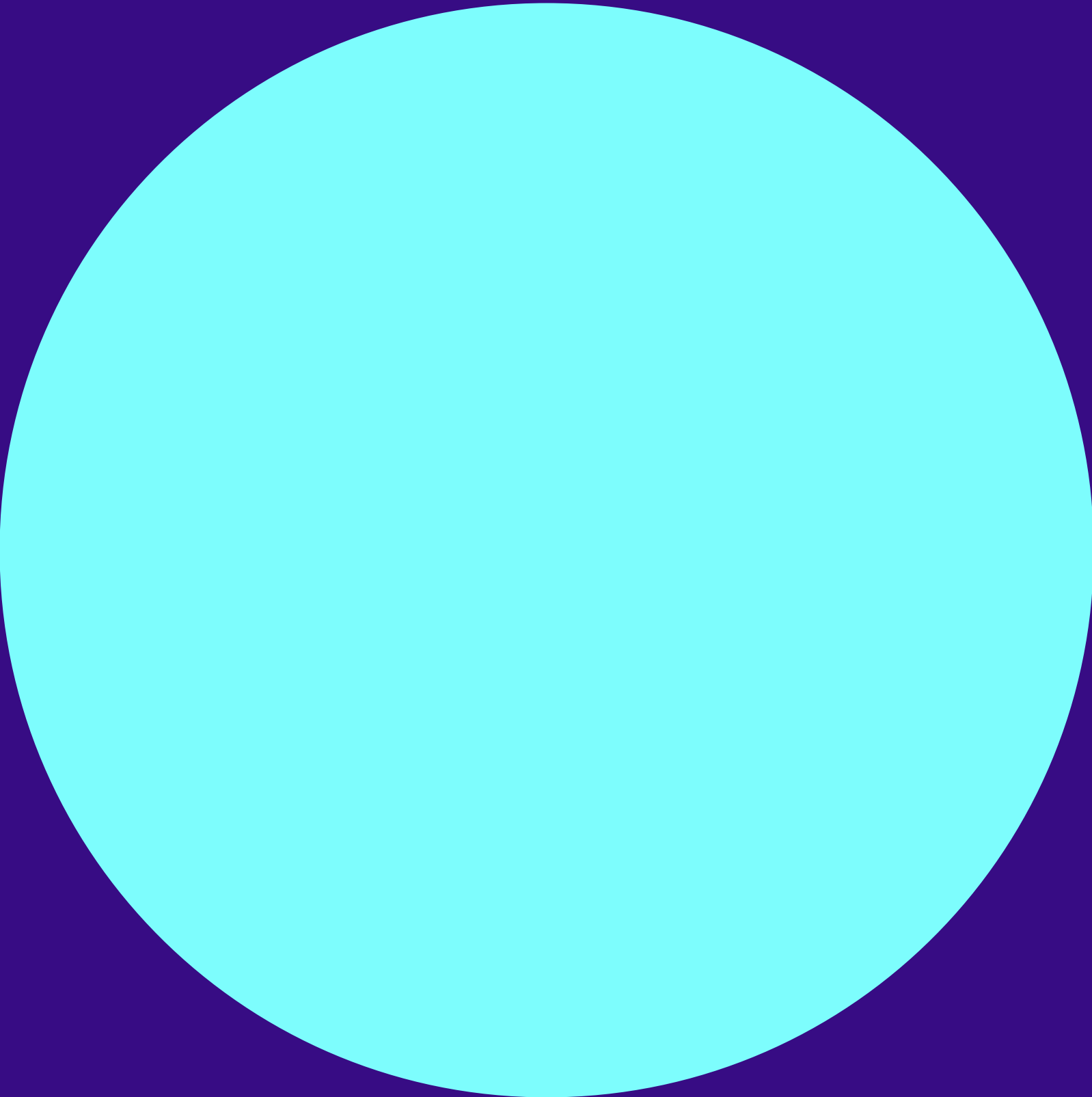
Colour combinations 1

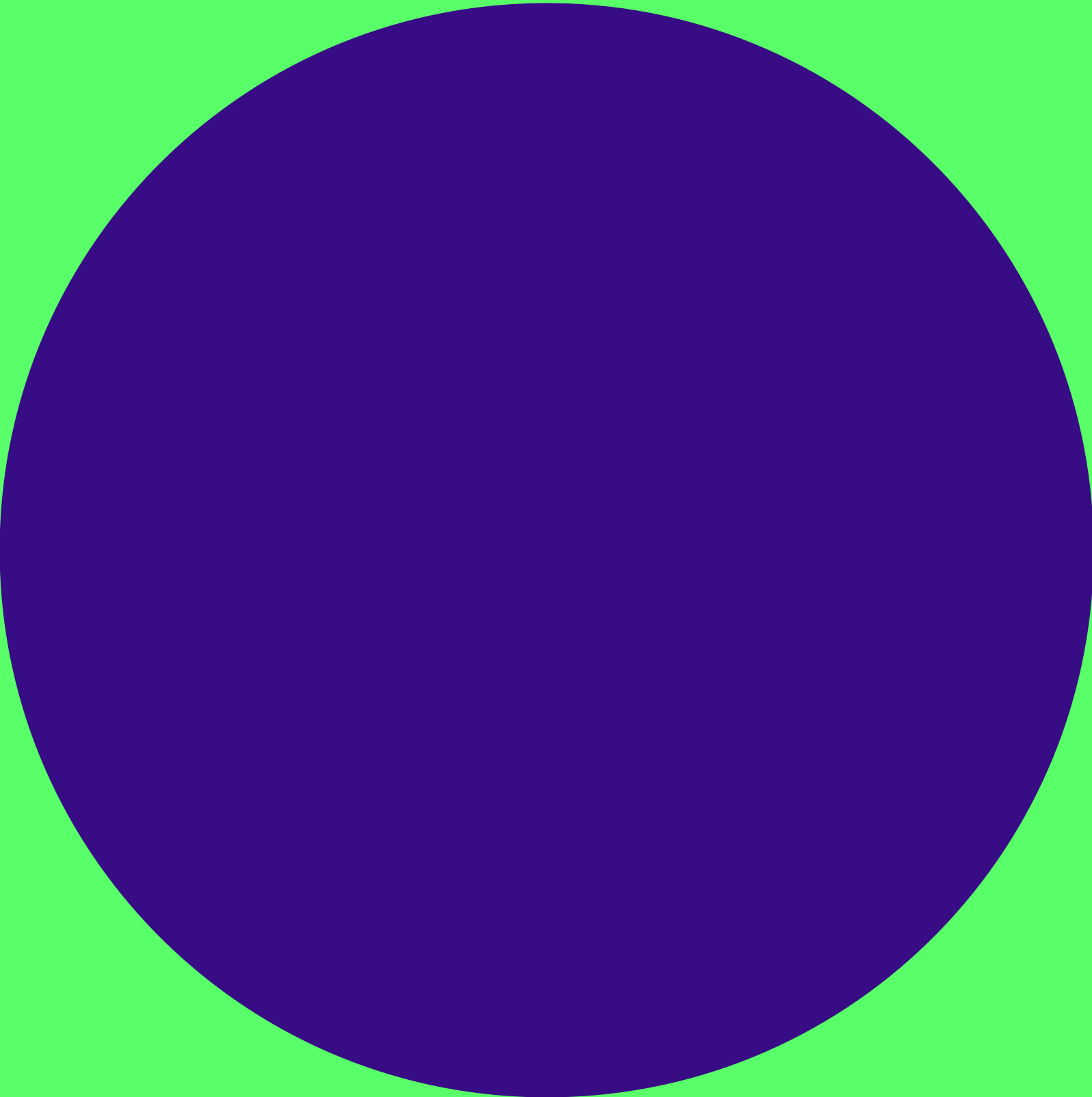
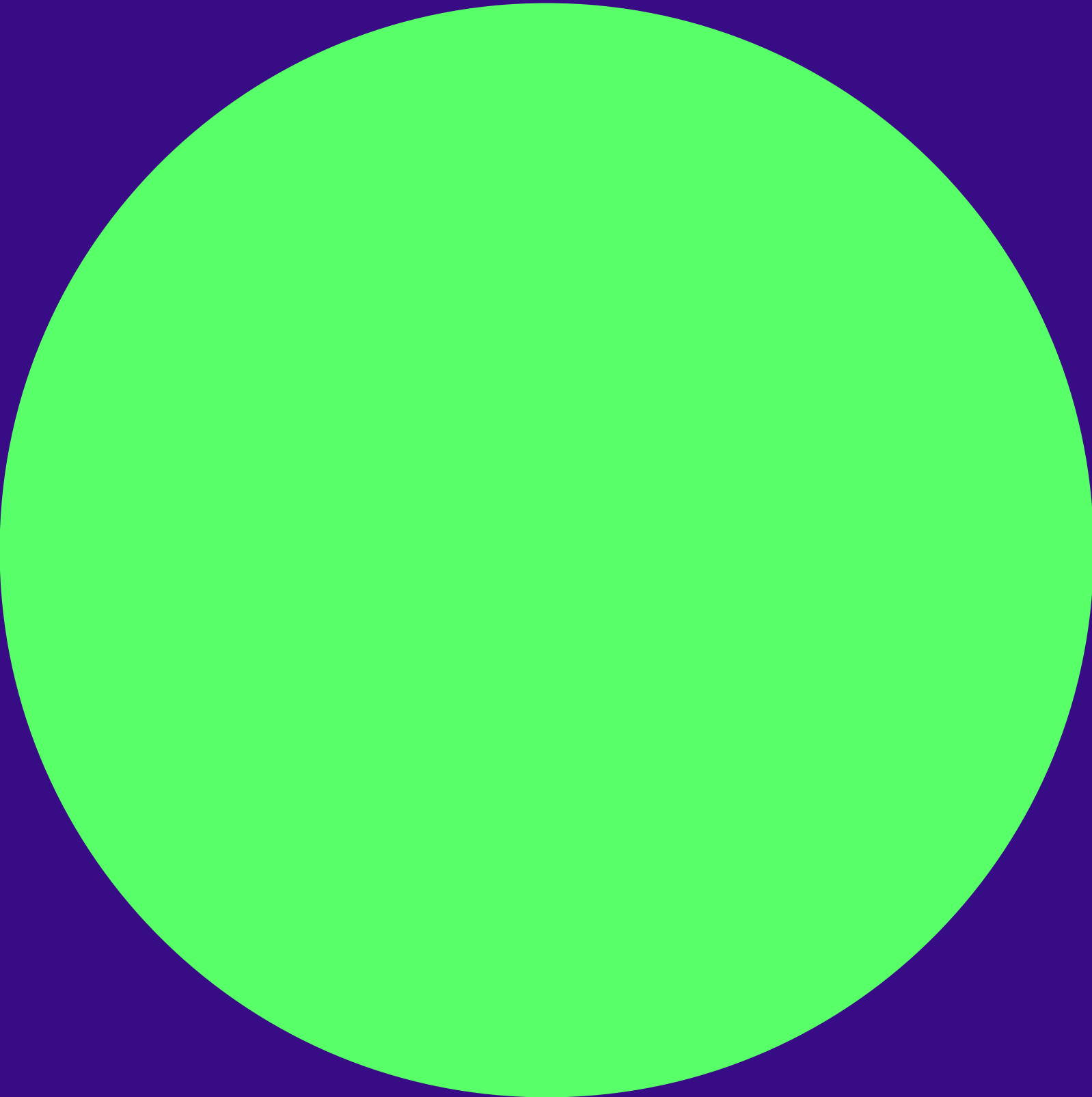
Colour combinations 2

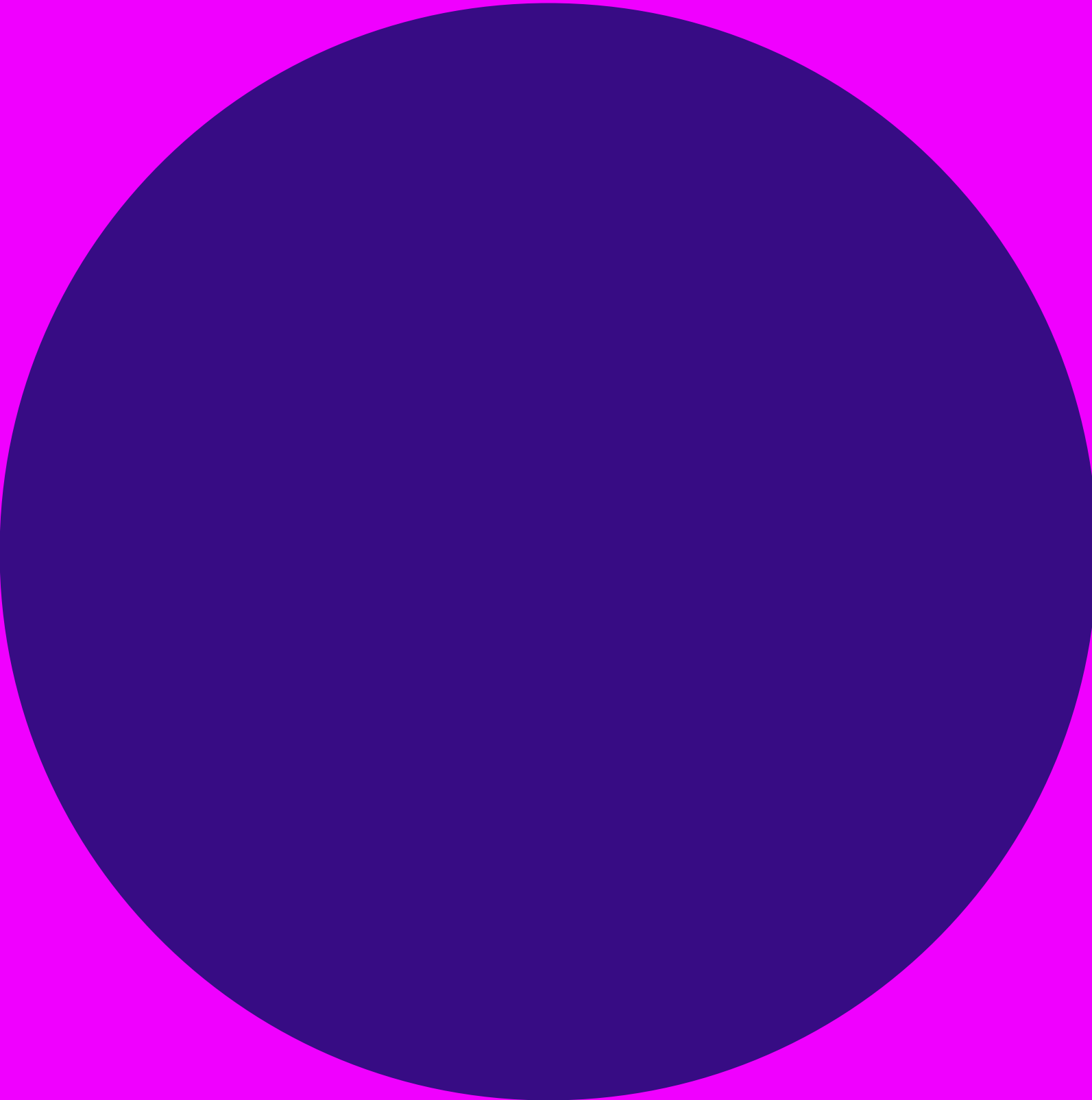
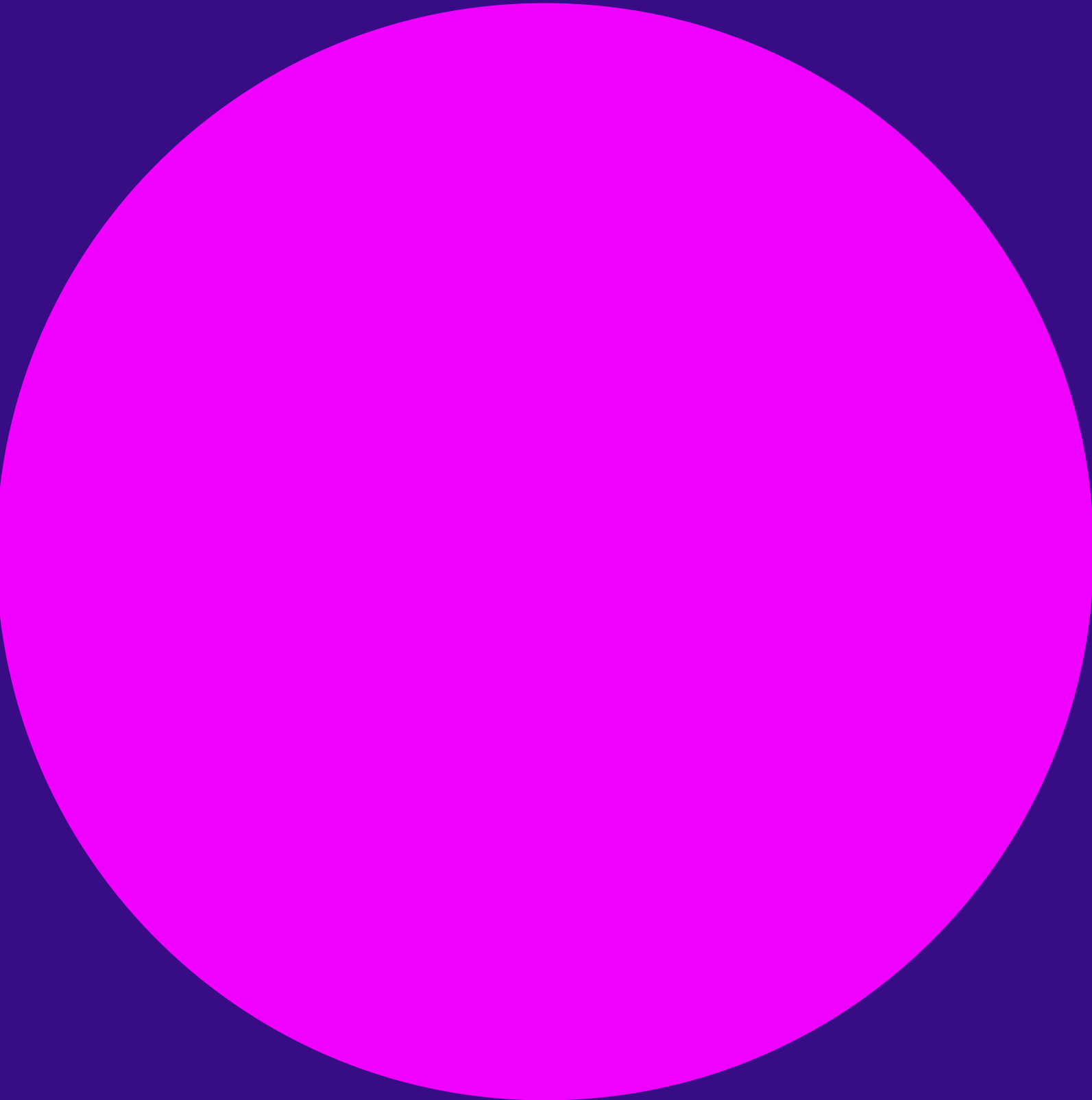












Accessibility

Contrast and colour use are vital for accessibility and to perceive content across all platforms.

The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement.
If unsure refer to www.colourcontrast.cc to check colour pairings.

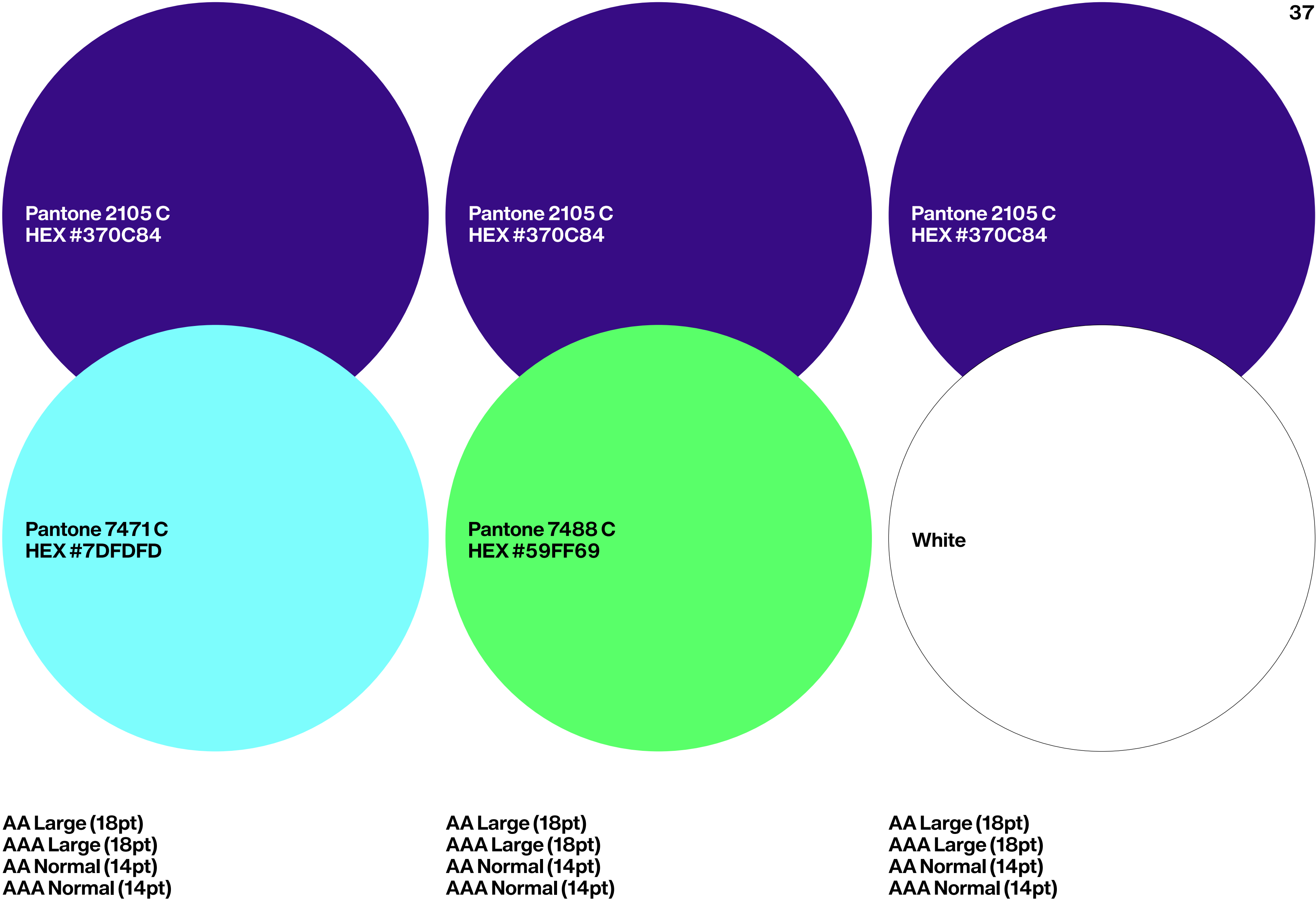
WCAG 2.0 guidelines are categorized into three levels of conformance in order to meet the needs of different groups and different situations: A (lowest), AA (mid range), and AAA (highest).

Our colour pairings indicate a minimum of AA. However most are AAA rated.

The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement. If unsure refer to www.colourcontrast.cc to check colour pairings.

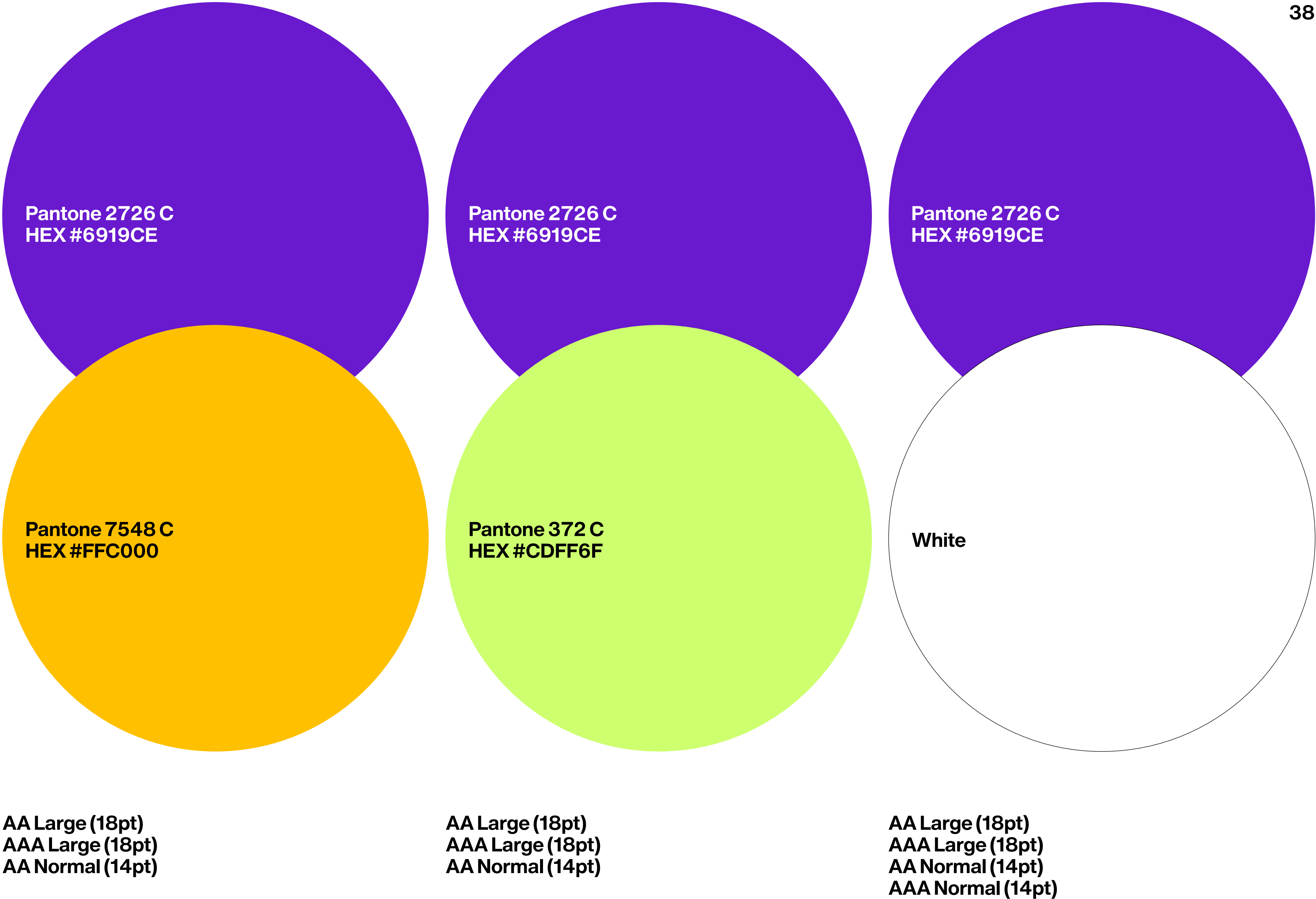
Our colour pairings indicate a minimum of AA. However most are AAA rated.



The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement. If unsure refer to www.colourcontrast.cc to check colour pairings.

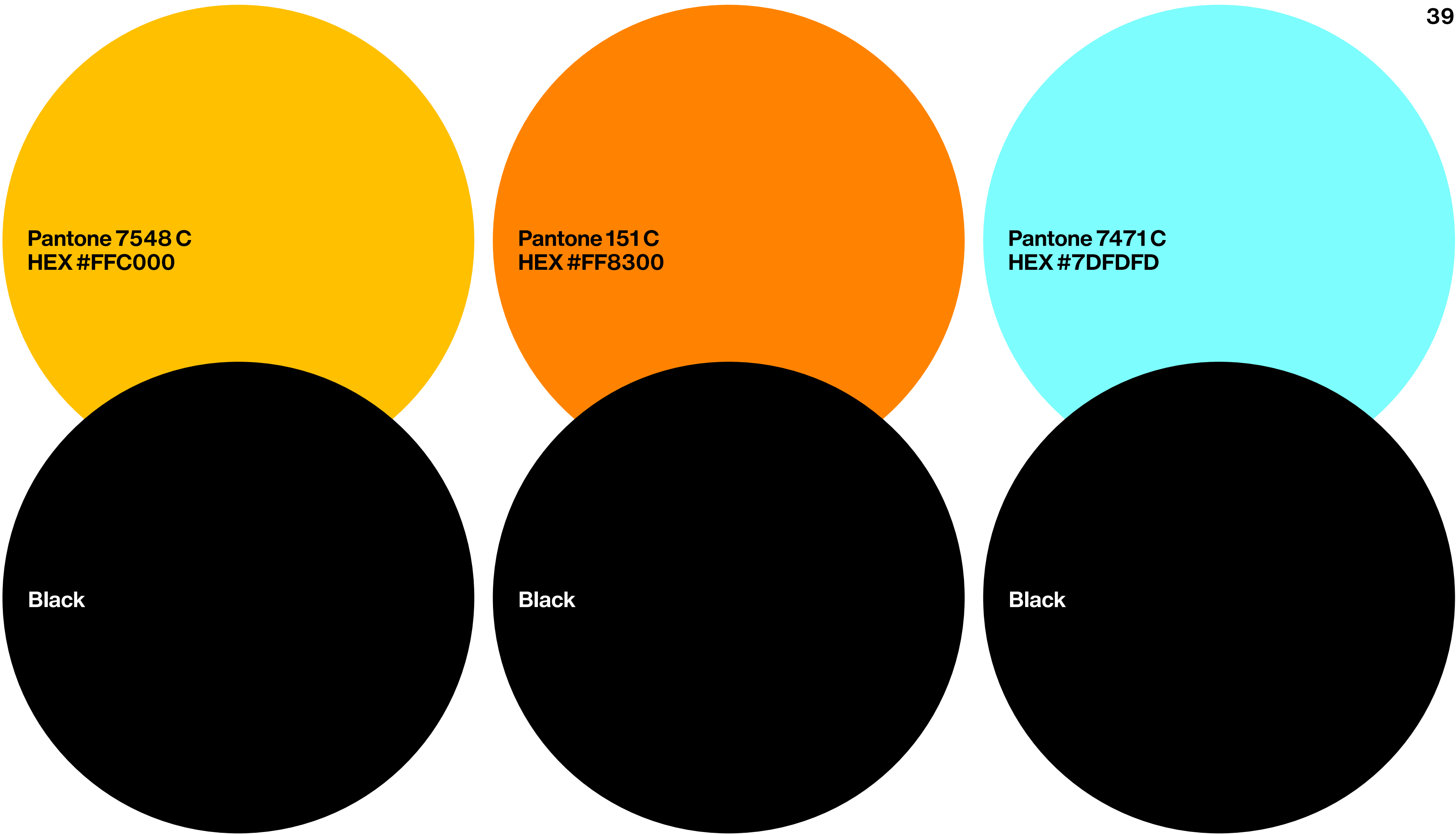
Our colour pairings indicate a minimum of AA. However most are AAA rated.



The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement. If unsure refer to www.colourcontrast.cc to check colour pairings.

Our colour pairings indicate a minimum of AA. However most are AAA rated.



AA Large (18pt)
AAA Large (18pt)
AA Normal (14pt)
AAA Normal (14pt)

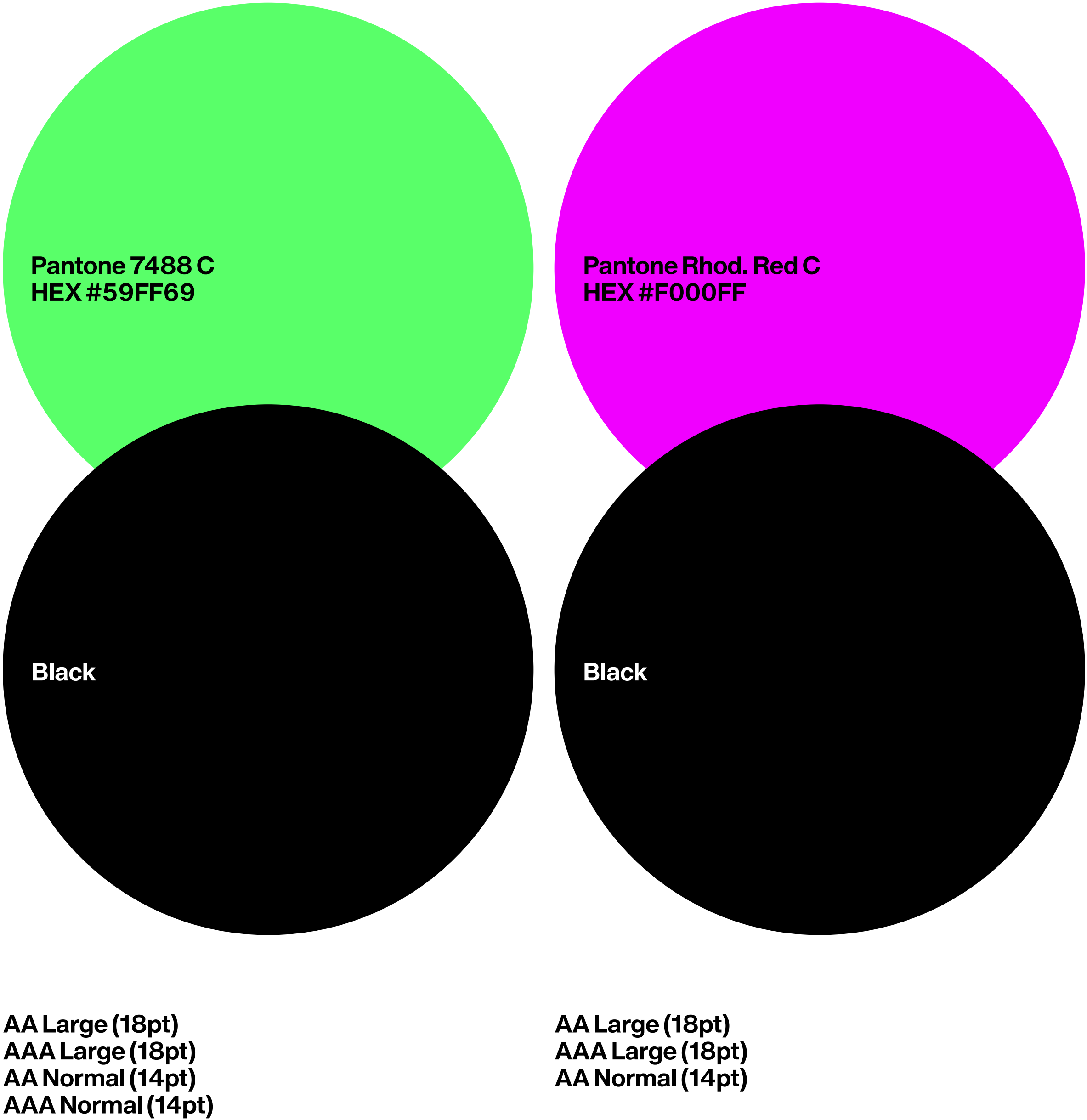
AA Large (18pt)
AAA Large (18pt)
AA Normal (14pt)
AAA Normal (14pt)

AA Large (18pt)
AAA Large (18pt)
AA Normal (14pt)
AAA Normal (14pt)

The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement. If unsure refer to www.colourcontrast.cc to check colour pairings.

Our colour pairings indicate a minimum of AA. However most are AAA rated.

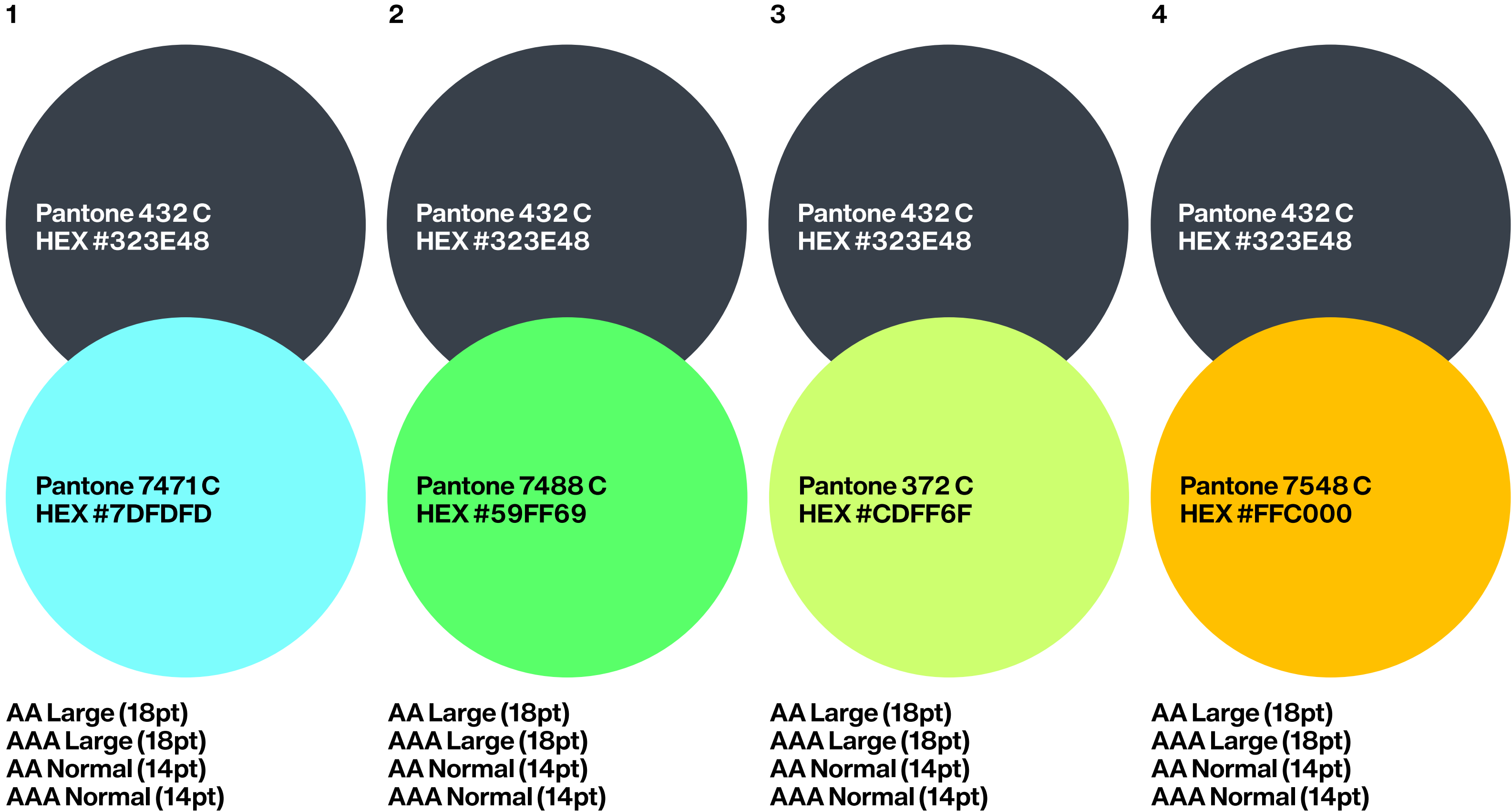


Our neutral colour (PMS 432C) can be combined with our primary colour palette to aid legibility.

The following examples are required for all text under 18pt regular & 14pt bold.

Accessibility is a legal requirement. If unsure refer to www.colourcontrast.cc to check colour pairings.

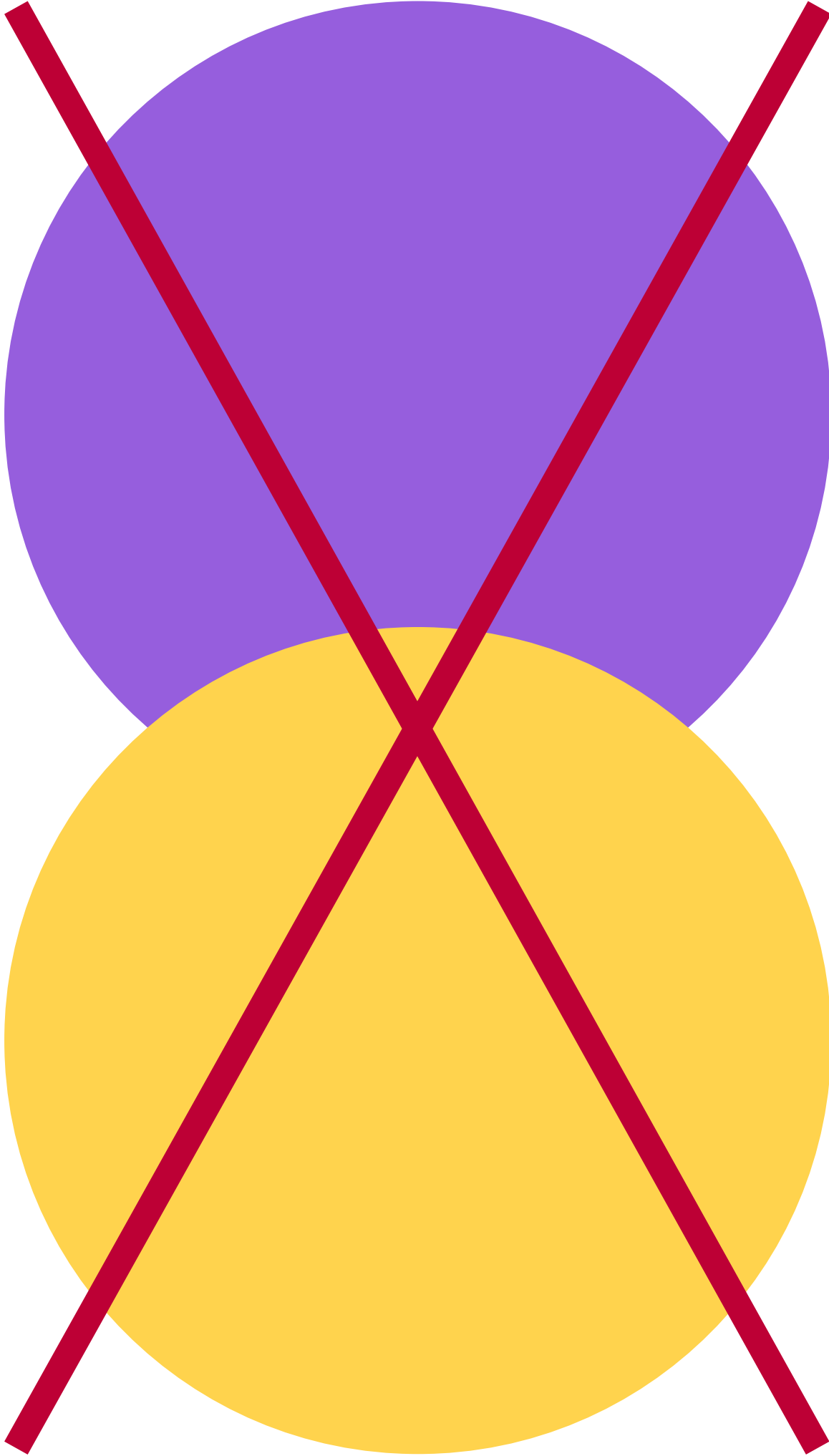
Our colour pairings indicate a minimum of AA. However most are AAA rated.



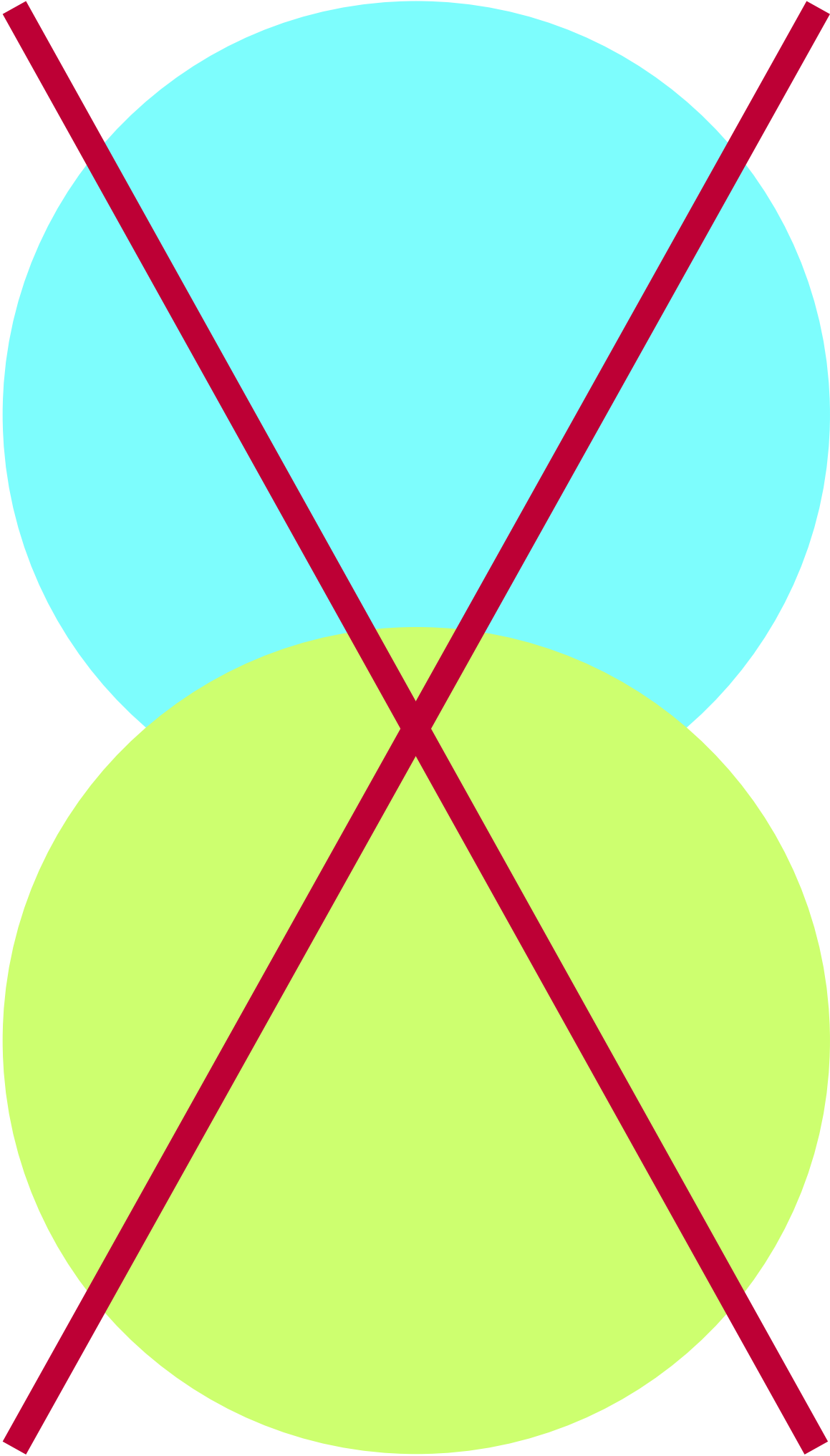
Please follow the established colour principles outlined in the previous pages.

The following three examples highlight incorrect usage.

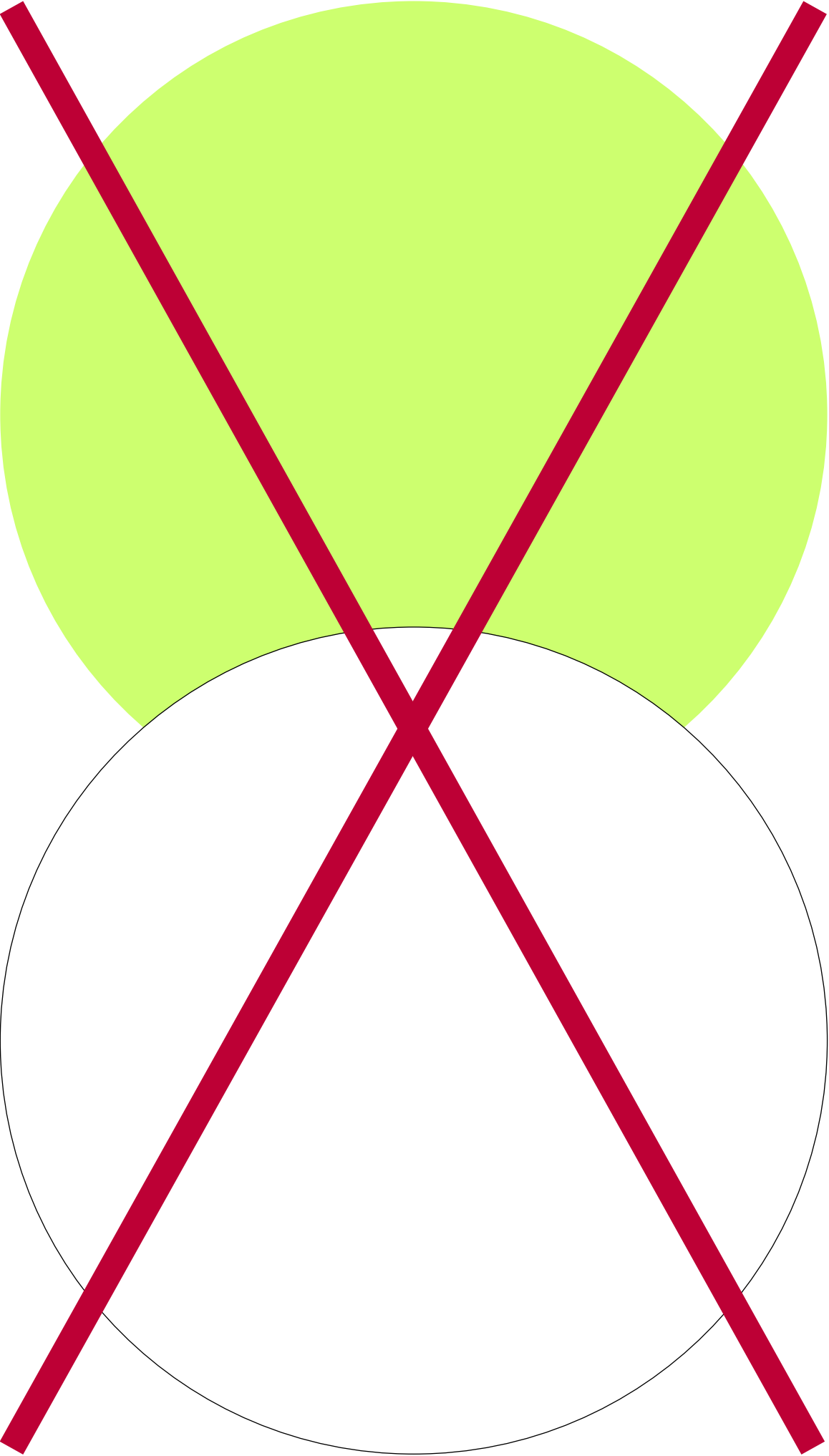
1
70% tint as primary



2
Pastels paired together



3
Pastel and white paired together



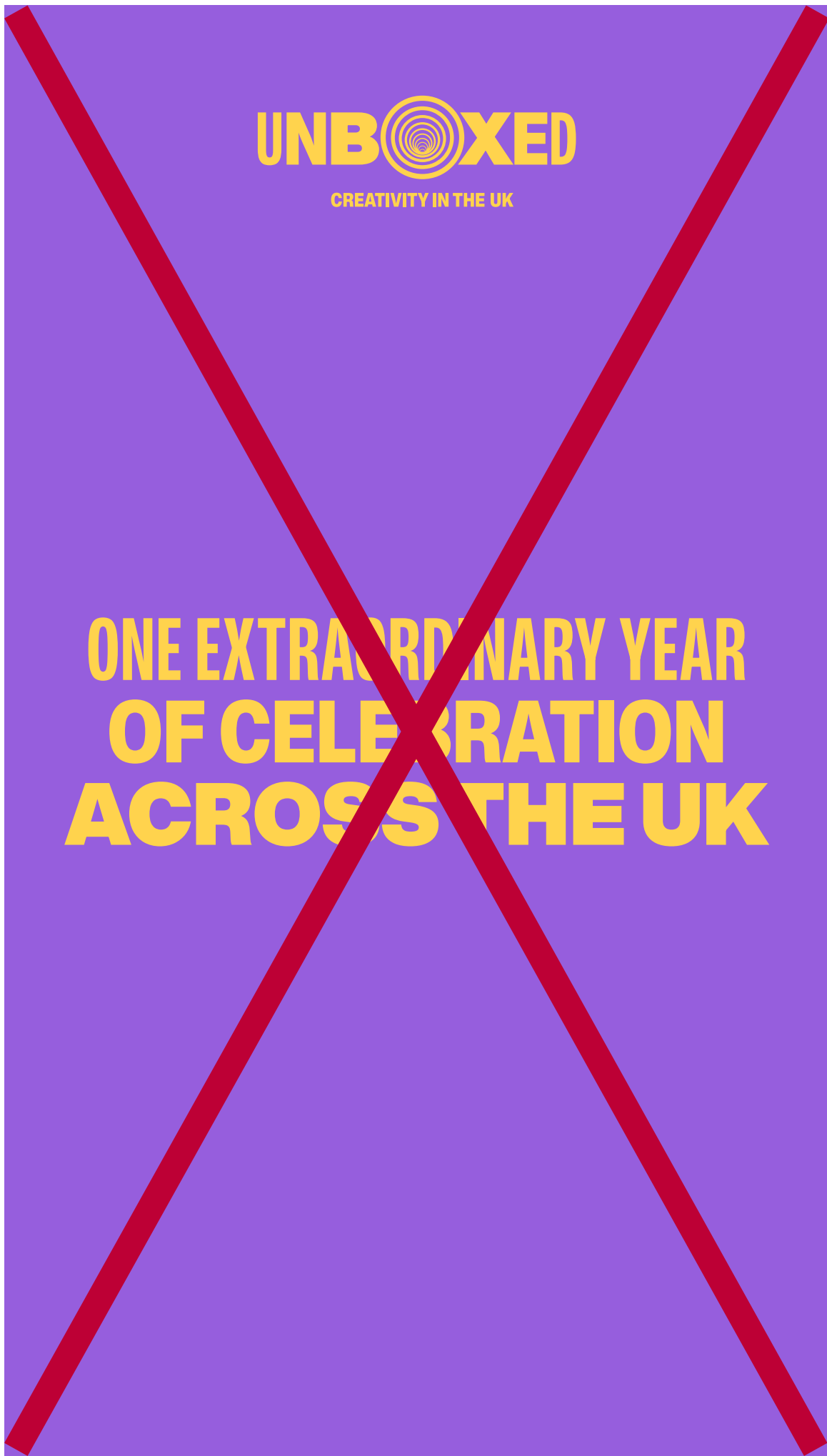
1
70% tint as primary

2
Pastels paired together

3
Pastel and white paired together

Please follow the established colour principles outlined in the previous pages.

The following three examples highlight incorrect usage.



3 Our dynamic logo

3.1 Introduction and principles

3.2 Dynamic moving image

3.3 Dynamic stills

3.4 Dynamic transition

3.5 Expression zones

UNBOXED represents multiple things:

- Creativity in the UK
- The 10 commissions
- The five sectors of STEAM (science, technology, engineering, arts and maths)

The central O from 'UNBOXED' is an open portal inviting audiences into the brand in multiple visual ways. This has allowed us to create an identity that is open ended and that can evolve to express the many elements of STEAM from creative edge through to popular culture/entertainment.

We want to see new expressions of this central portal over time and we think this brand is at its best in its dynamic form, moving through its different expressions as an ident. We encourage you to use the brand in its dynamic form wherever possible.

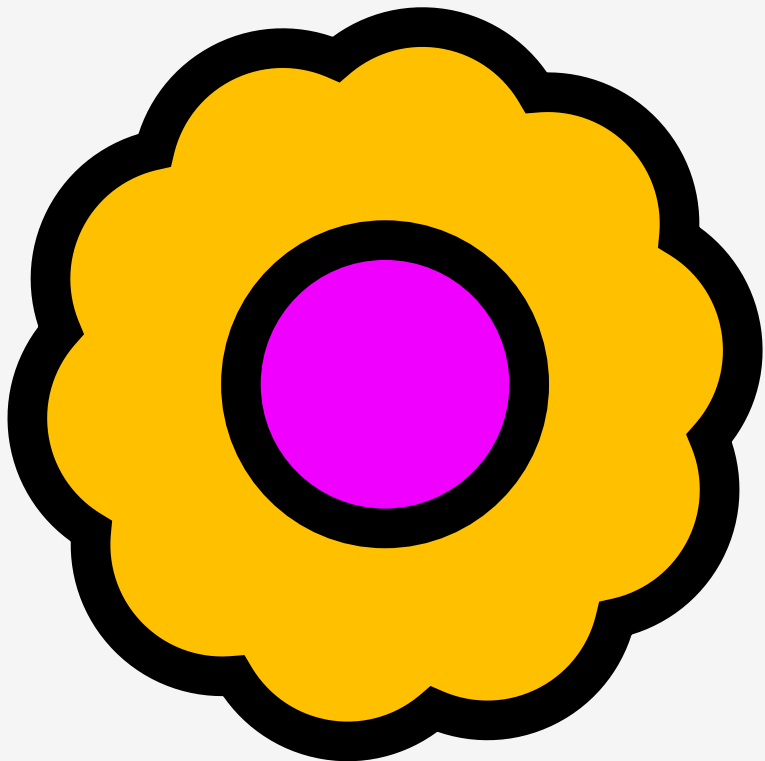
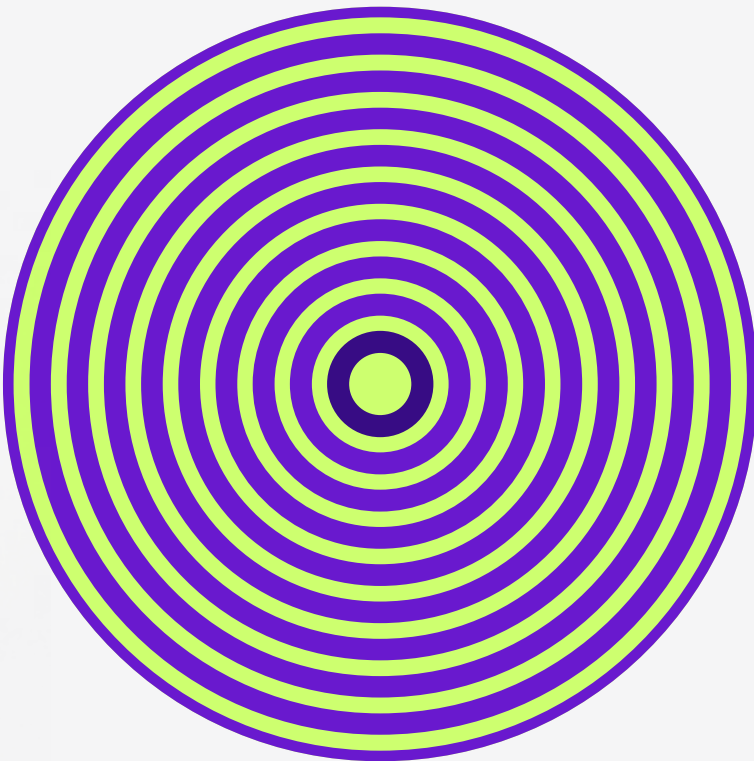
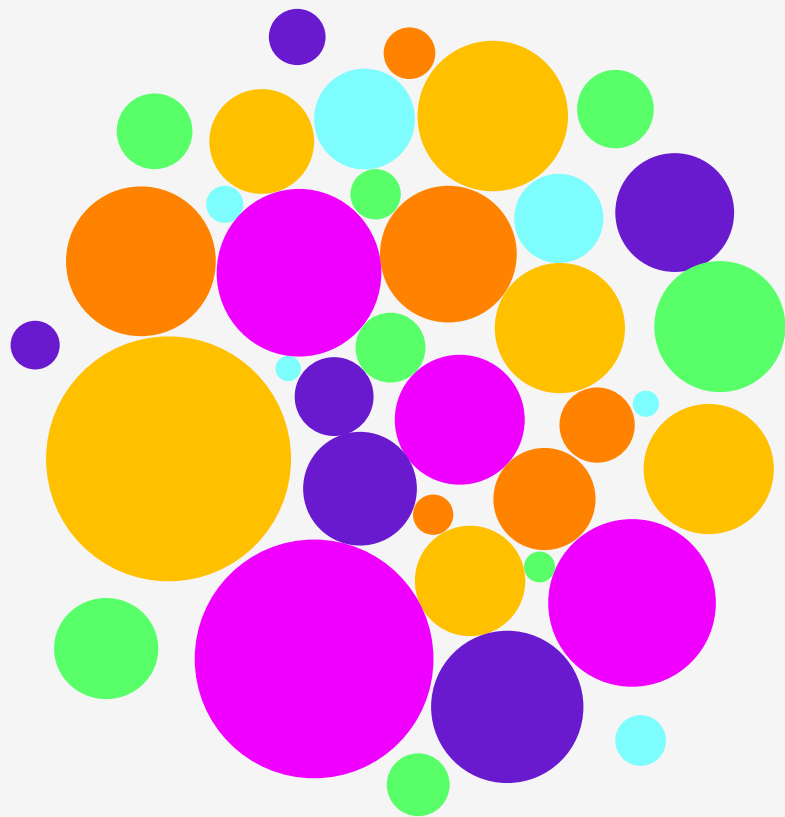
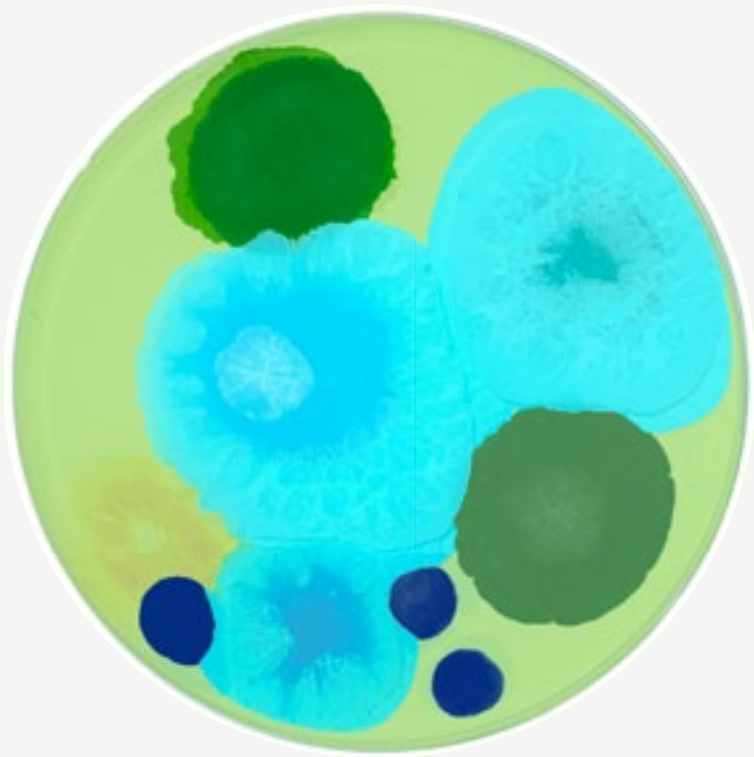
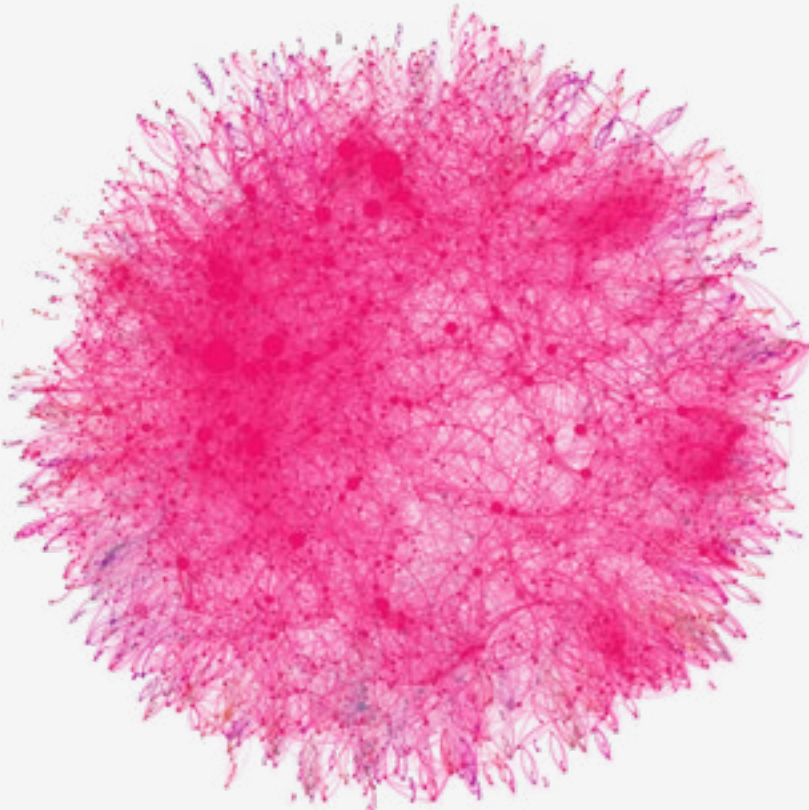
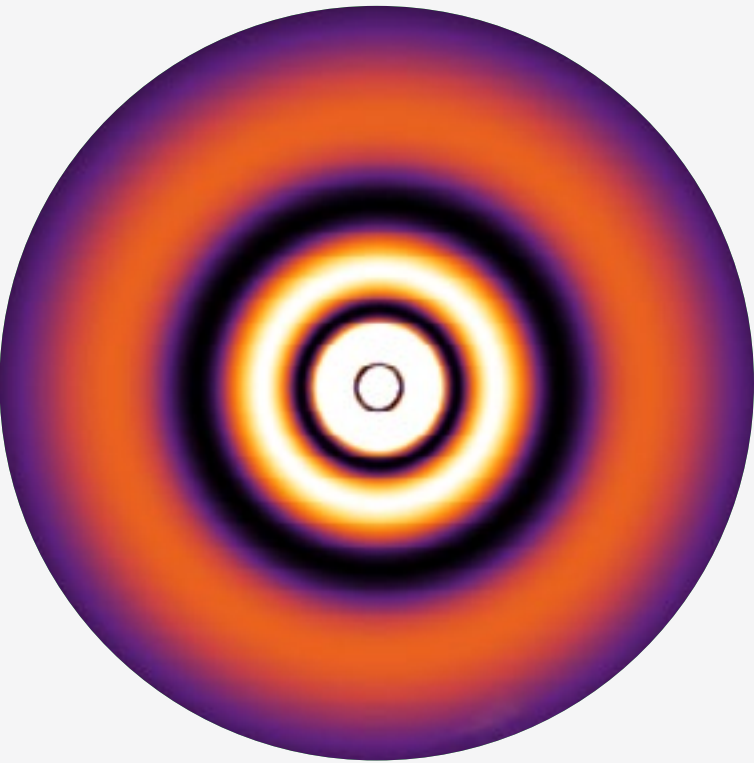
There will be times when the brand needs to live as a simple, static mark.

There are two ways of using our dynamic identity to represent STEAM:

- Dynamic moving image idents (90, 60, 30, 15, 10, 5)**
- Dynamic stills taken from the moving image ident, sourced from stock resources or created in house can be used in a static context.**

Creative edge/STEAM

Popular culture/entertainment



Our logo has been designed to be dynamic and motion-led.

Use the dynamic application wherever possible, before using static.



UNBOXED

CREATIVITY IN THE UK

A set of dynamic stills have been supplied. Additional new ones can either be extracted from the moving image ident, sourced from online stock resources, or created in house. However, all new versions must follow these guidelines and be signed off in advance by the brand team.



The dynamic transition has been supplied as a 2 second video intro and outro to be used to draw the viewer into the content.



Zone 1
Our primary visual zone

If Zone 1 is used the background colour
should be chosen from the colour palette



Zone 1
Our primary visual zone

If Zone 1 is used the background colour
should be chosen from the colour palette



CREATIVITY IN THE UK

Zone 2
Our secondary visual zone

If Zone 2 is used the background colour
should be chosen from the colour palette



Zone 2
Our secondary visual zone

If Zone 2 is used the background colour
should be chosen from the colour palette



Zone 3
Our tertiary visual zone

If Zone 3 is used the background colour can be chosen from our colour palette or an alternative colour can be used if it compliments the dynamic still.



Zone 3
Our tertiary visual zone

If Zone 3 is used the background colour can be chosen from our colour palette or an alternative colour can be used if it compliments the dynamic still.



UNBOXED

CREATIVITY IN THE UK

Our three expression zones



If the shape being used is dynamic in style (e.g. powder explosion) this can be larger than Zone 3, but this should be used sparingly for maximum impact.



UNBOXED

CREATIVITY IN THE UK

Zone 1

Zone 2

Zone 3

4 Our static logo

4.1 Core logos

4.2 Construction

4.3 Clearspace

4.4 Secondary

4.5 Vertical

4.6 Our vortex symbol

4.7 Scaling

4.8 Partnership lock-ups

4.9 Northern Ireland

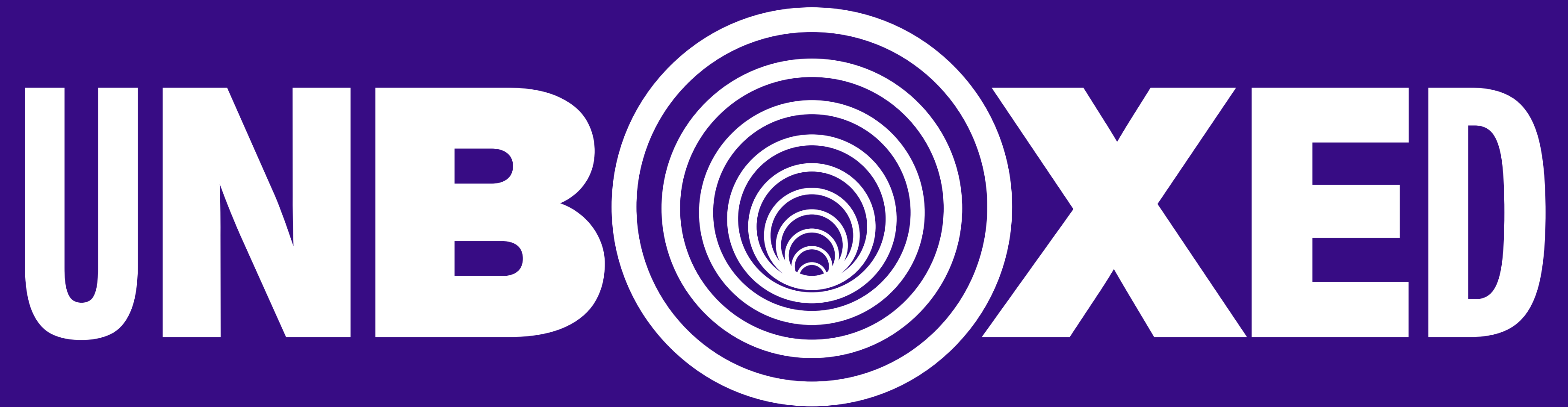
4.10 Scotland

4.11 Wales

4.12 Nations lock-ups

Our core primary static logo has been designed to be easily used and can appear in either positive or negative.

Do not re-type or recreate our logo.



CREATIVITY IN THE UK



Central 'O' =
160% of cap height



The minimum and preferred clear space area indicates the distance text, imagery and logos should be kept away from UNBOXED.

Preferred clear space area

Minimum clear space area





Our core secondary static logo should only be used when the format, canvas size or focal point of the artwork requires it.

The core secondary static logo should use the UNBOXED 'U' as shown to work out the required clear space area.

Where possible the core primary static logo should be used.

These are some examples of acceptable use of our core vertical primary static logo.

Static secondary logo



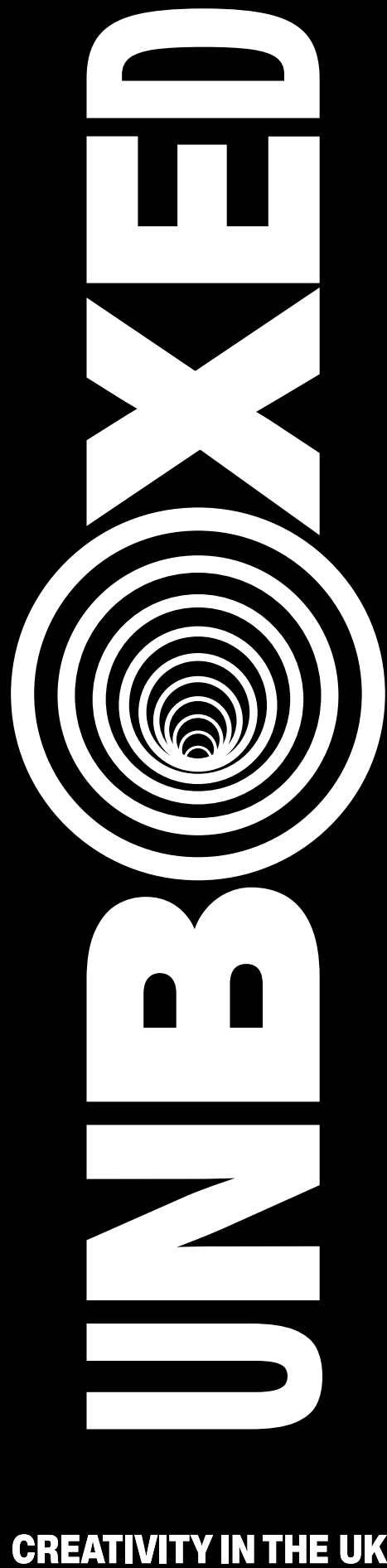
Required clearspace



Web banner

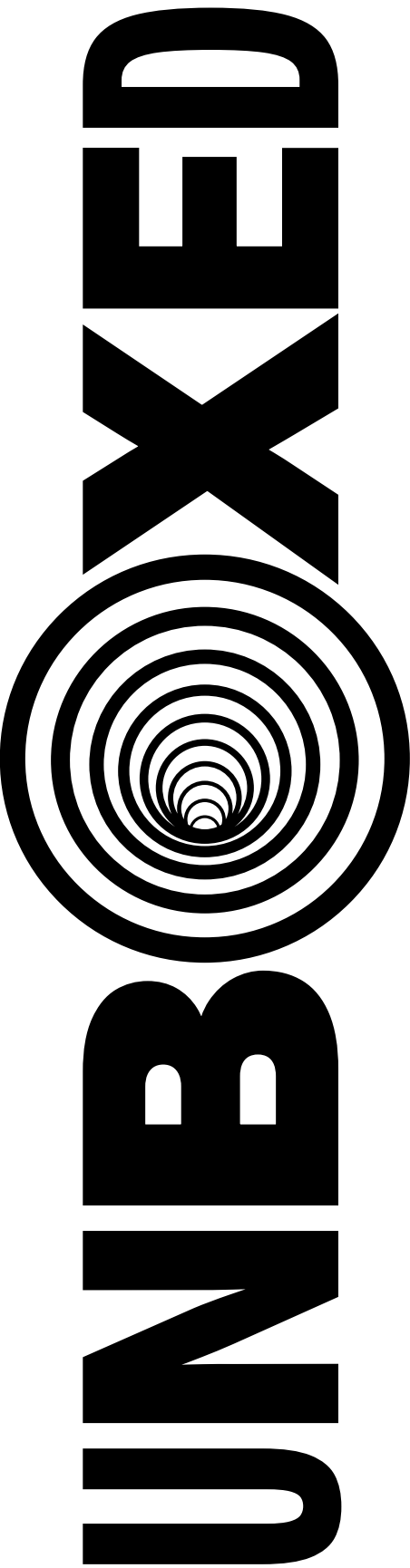


Primary



Secondary

CREATIVITY IN THE UK

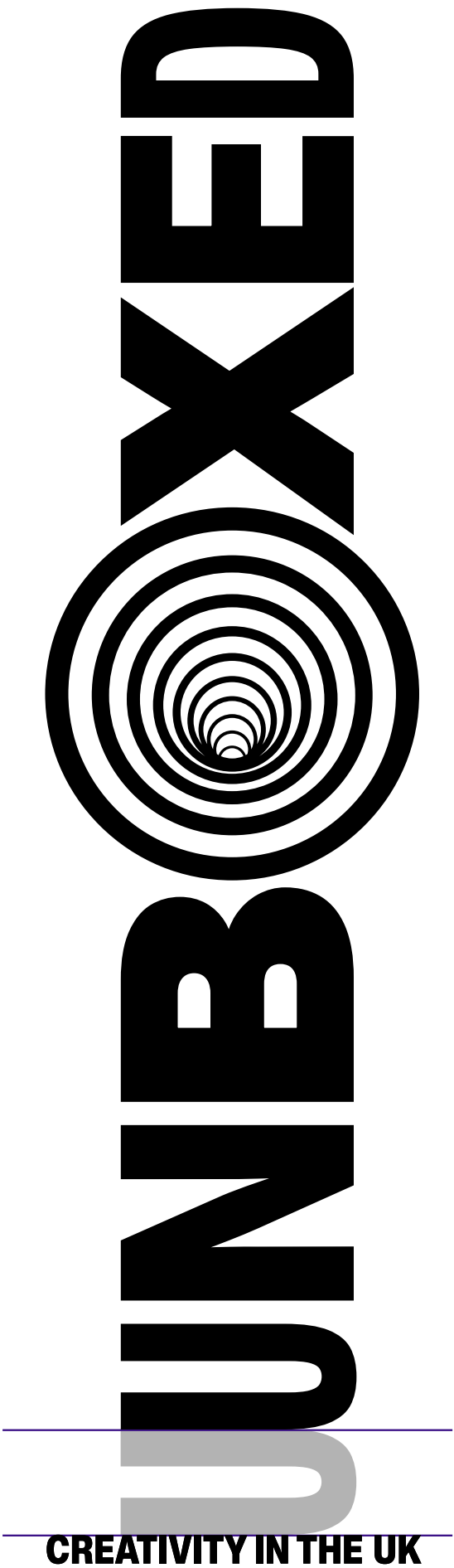


Our core vertical static logo should only be used when the format, canvas size or focal point of the artwork requires it.

Where possible the core primary and secondary static logos should be used.

Examples of acceptable use can be found on the following page.

Primary



Secondary



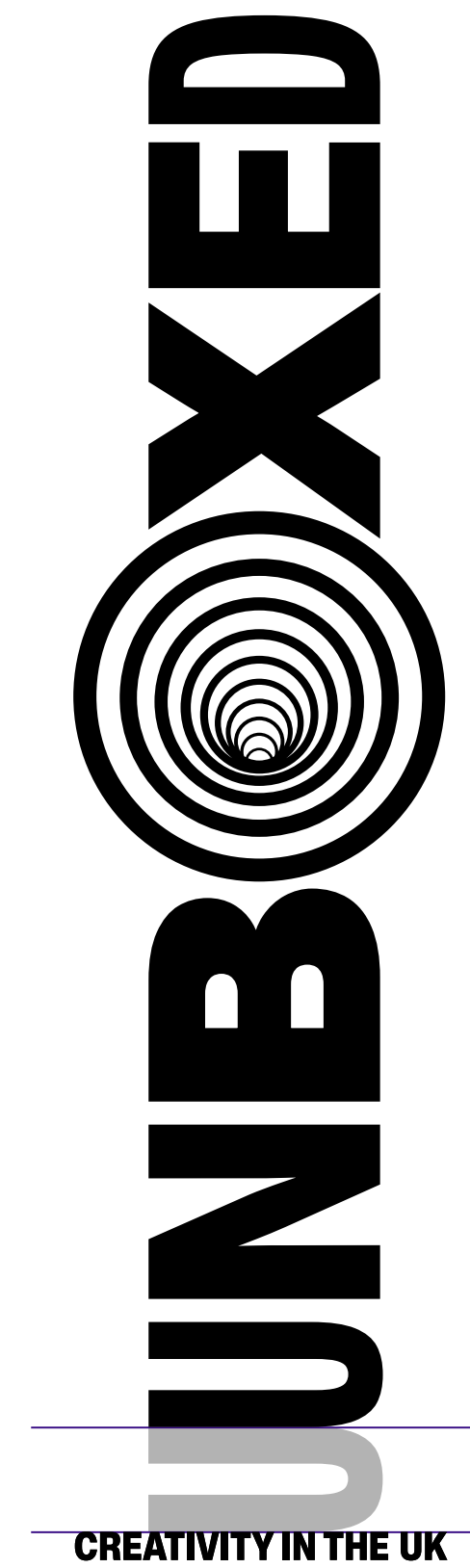
Our core vertical static logo should only be used when the format, canvas size or focal point of the artwork requires it.

The core vertical static logo should use the UNBOXED 'U' as shown to work out the required clear space area.

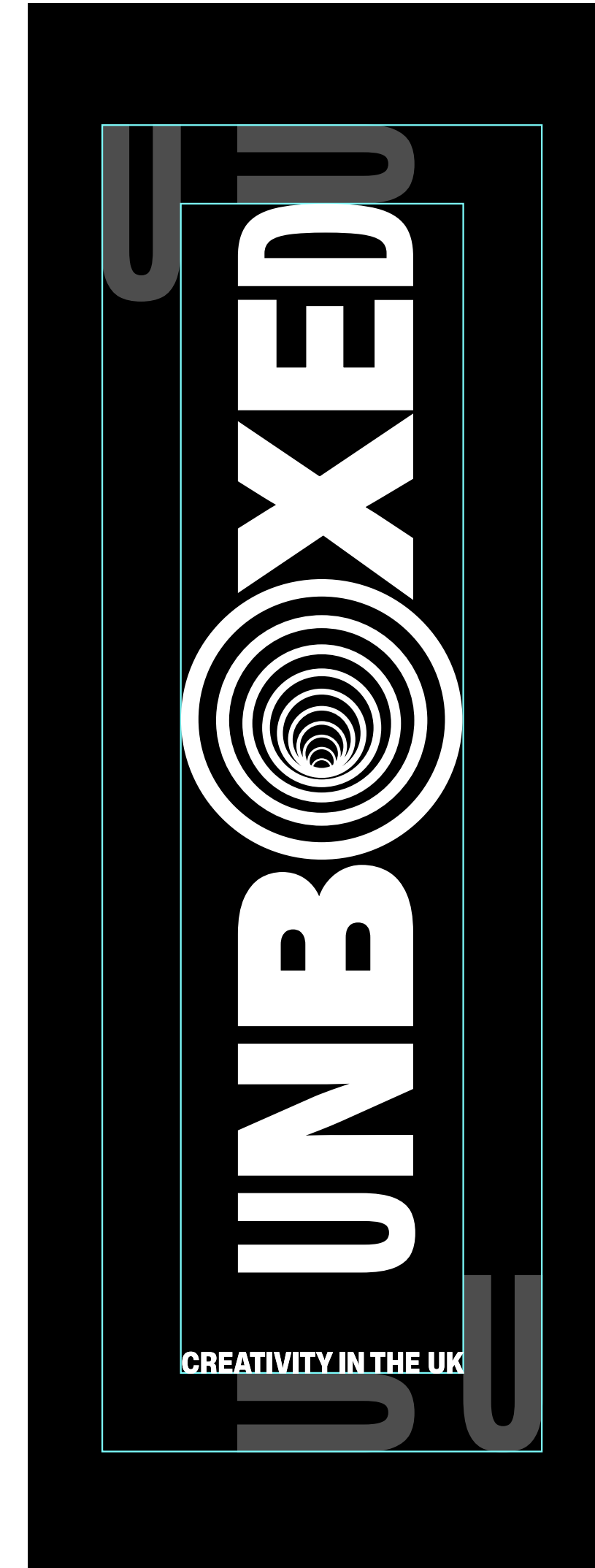
Where possible the core primary and secondary static logos should be used.

These are some examples of acceptable use of our core vertical primary static logo.

Core primary vertical static logo



Required clear space



Portrait poster



Our primary 'Tunnel' vortex logo
'Vortex A - Tunnel' is our primary vortex logo which should be used throughout the UNBOXED campaign across all print and digital mediums.



Vortex A - Tunnel

 [www.twitter.](https://www.twitter.com/unboxed2022)



UNBOXED 2022

@unboxed2022

Creativity in the UK

Our secondary 'Swirl' vortex logo
'Vortex B - Swirl' and 'Vortex C - Spiral'
provide vortex options which can be used
across digital / social media when required
to provide variety.



Vortex B - Swirl

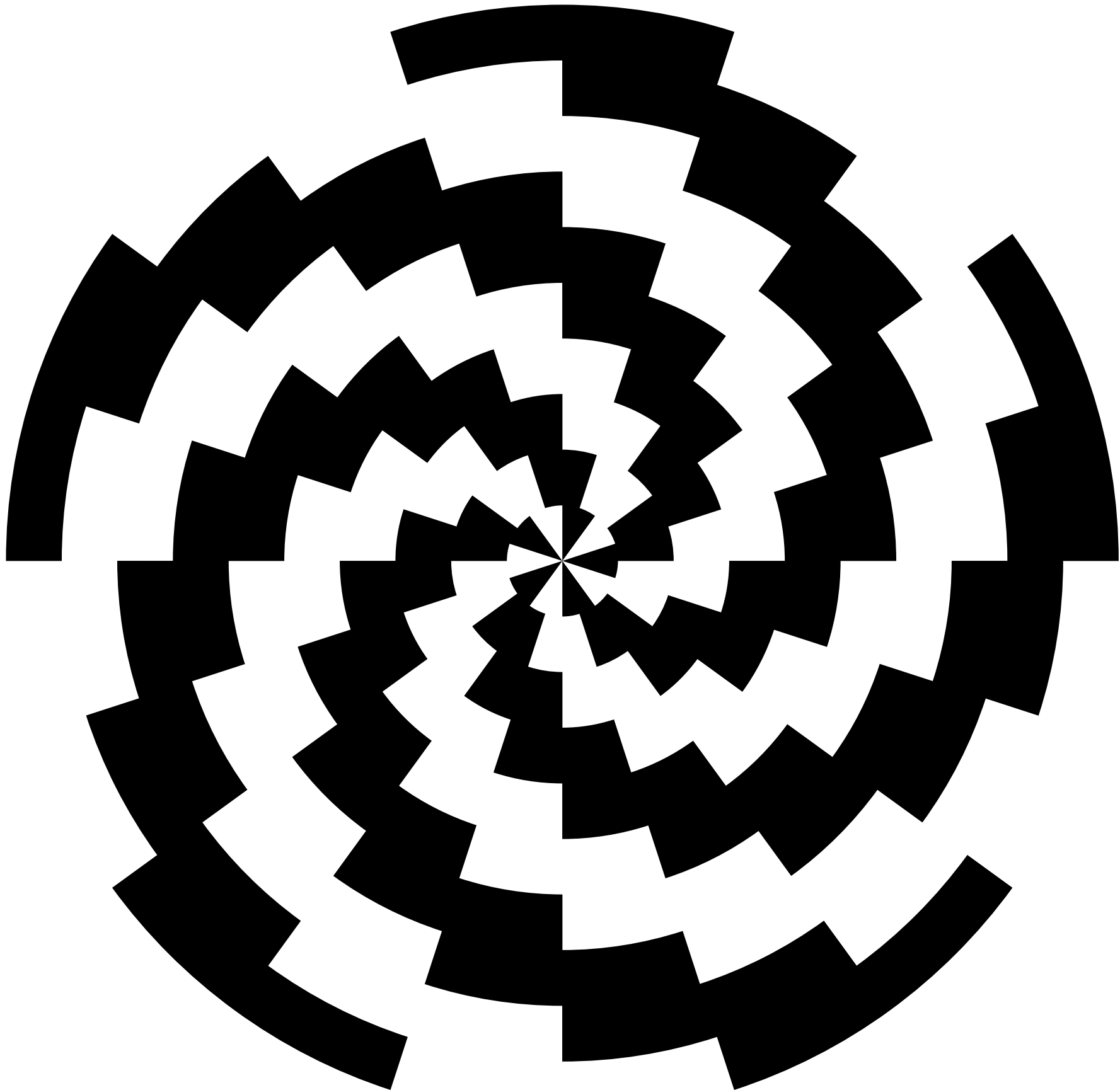
 [www.twitter.](https://www.twitter.com/unboxed2022)


CRE



UNBOXED 2022
[@unboxed2022](https://twitter.com/unboxed2022)
Creativity in the UK

Our secondary ‘Spiral’ vortex logo
‘Vortex B - Swirl’ and ‘Vortex C - Spiral’
provide vortex options which can be used
across digital / social media when required
to provide variety.



Vortex C - Spiral

 [www.twitter.](https://www.twitter.com/unboxed2022)


CRE



UNBOXED 2022
[@unboxed2022](https://twitter.com/unboxed2022)
Creativity in the UK

4.7 Our static logo
Scaling
Core primary static logo

Digital minimum size
110px wide

Print minimum size
35mm wide

Small scale variation
When using the logo below
35mm and 110px digital
we remove the strapline
‘Creativity in the UK’.



Favicon



Digital
130% scaling from minimum size



Print
130% scaling from minimum size



4.7 Our static logo
Scaling
Core secondary static logo

Digital minimum size
155px wide

Print minimum size
50mm wide

Small scale variation
When using the logo below
50mm and 155px digital
we remove the strapline
‘Creativity in the UK’.



Favicon



Digital
130% scaling from minimum size



Print
130% scaling from minimum size



4.7 Our static logo
Scaling
Core vertical static logo

Digital minimum size
250px high

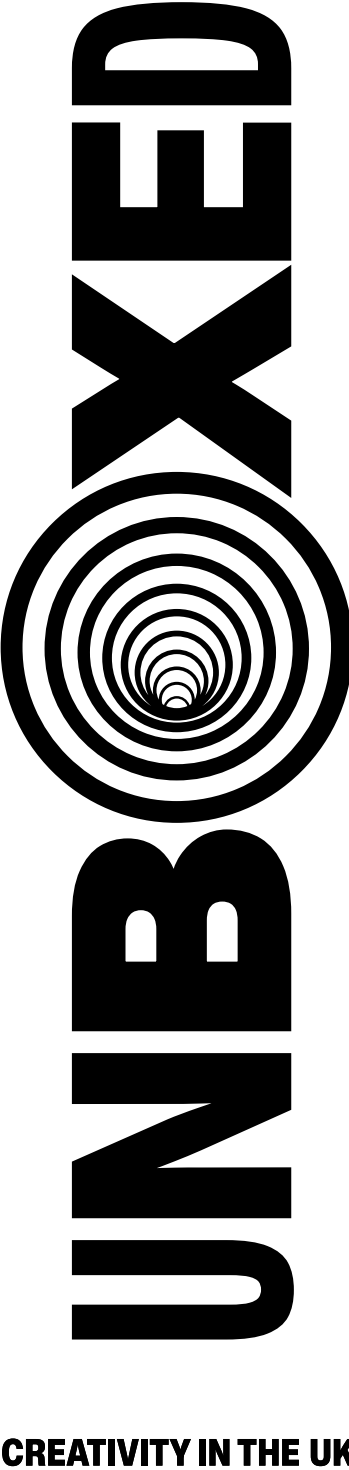
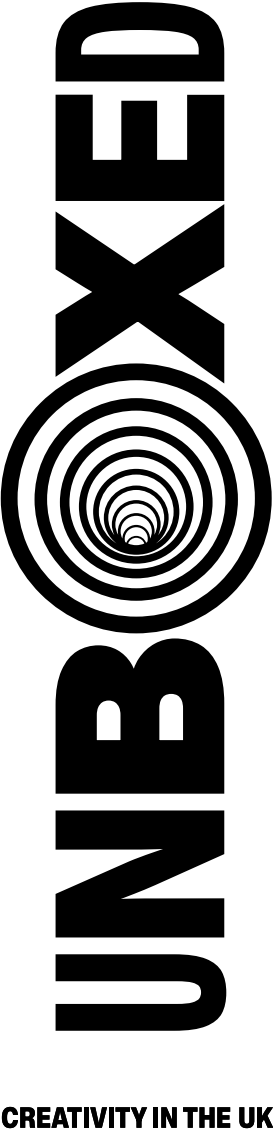
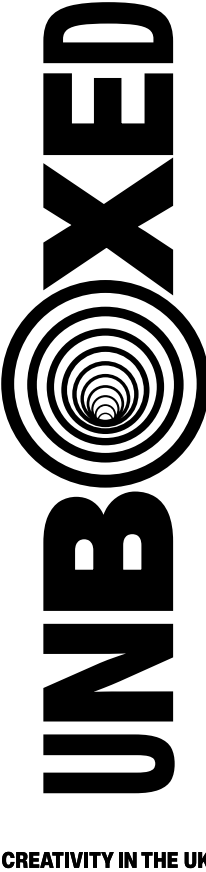
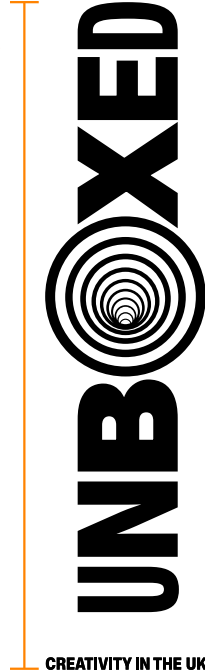
Print minimum size
80mm high

Small scale variation
When using the logo below
80mm and 250px digital
we remove the strapline
‘Creativity in the UK’.



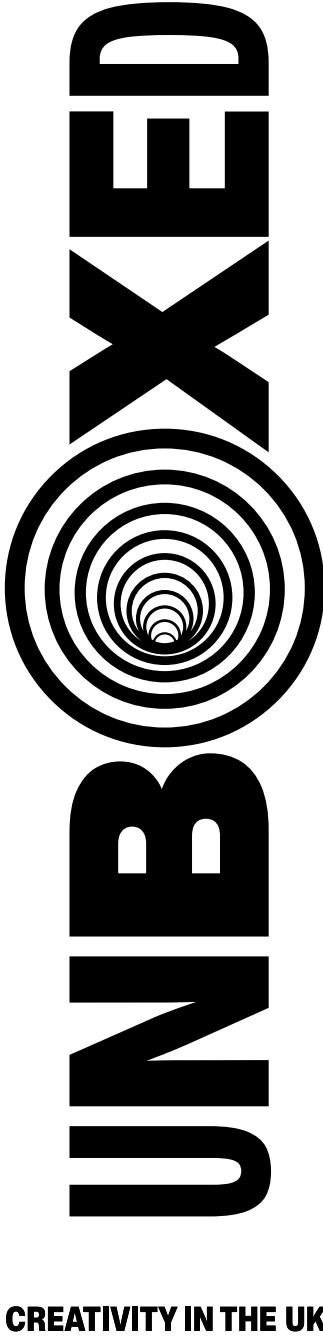
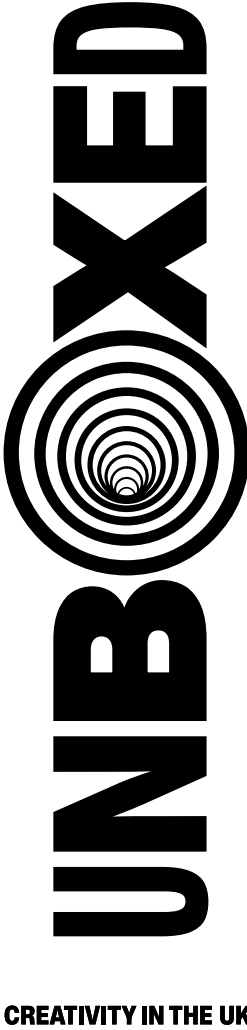
Digital
130% scaling from minimum size

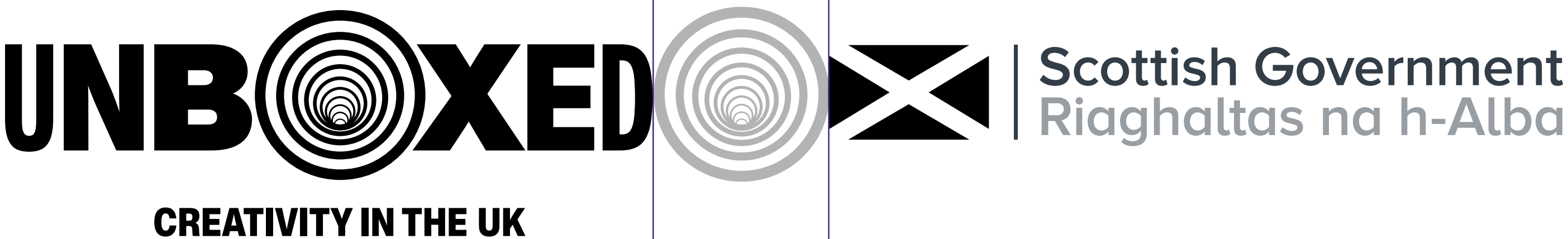
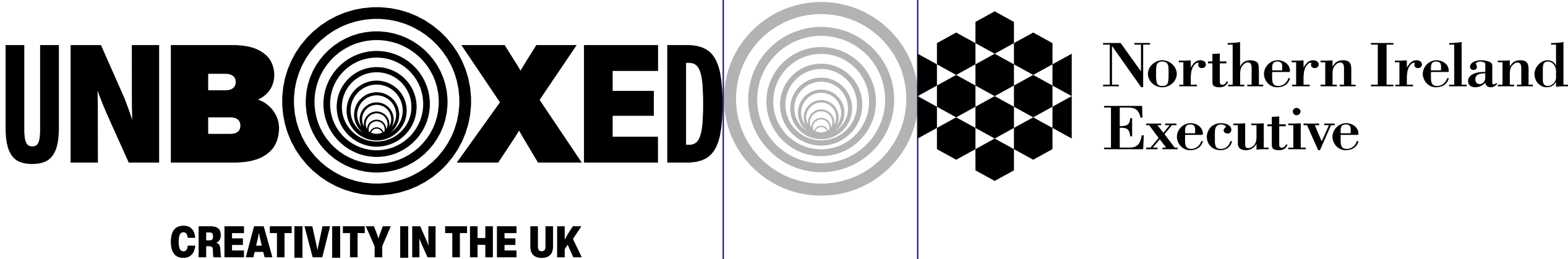
250px



Print
130% scaling from minimum size

80mm



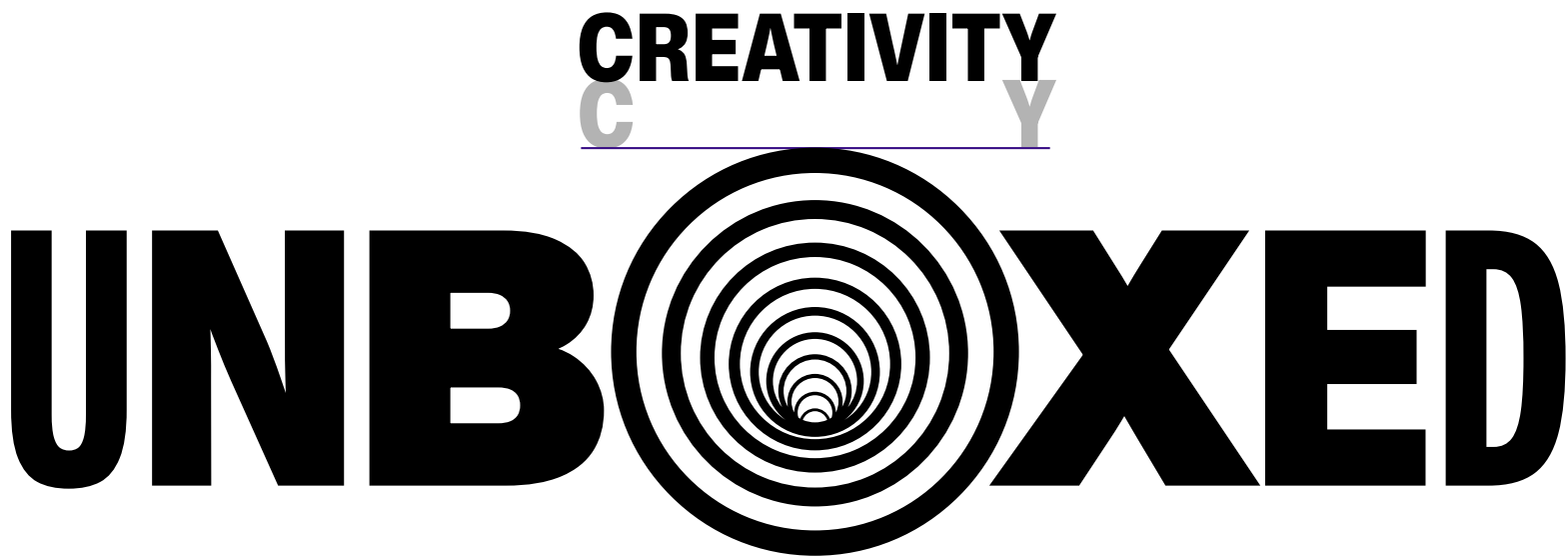


Static logos for Northern Ireland.
Only Northern Ireland can use
the ‘Creativity’ strapline version.

Core primary static logo



Northern Ireland primary static logo



Static logos for Northern Ireland.
Only Northern Ireland can use
the ‘Creativity’ strapline version.

Core secondary static logo



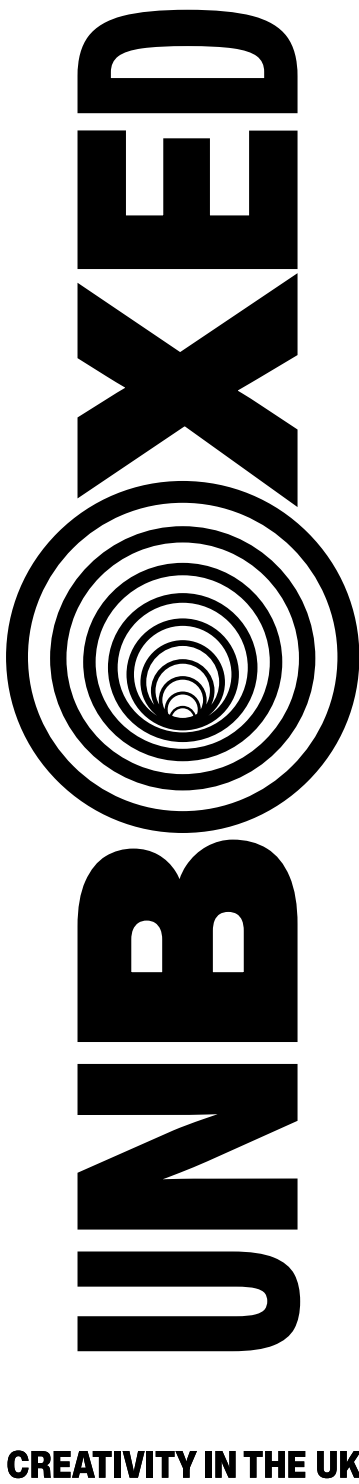
Northern Ireland secondary static logo



Static logos for Northern Ireland.
Only Northern Ireland can use
the ‘Creativity’ strapline version.

Core vertical static logos

Primary



Secondary



Northern Ireland vertical static logo



Static logos for Scotland.
Either Gaelic or English language
versions of ‘Creativity in the UK’
may be used.

Core primary static logo



Scotland primary static logo

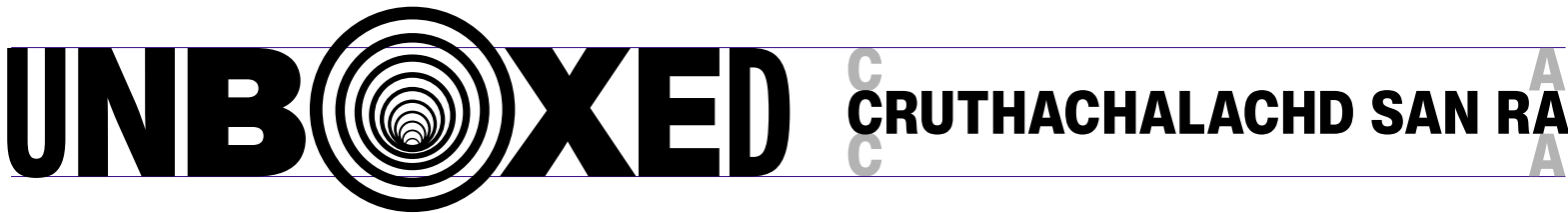


Static logos for Scotland.
Either Gaelic or English language
versions of ‘Creativity in the UK’
may be used.

Core secondary static logo



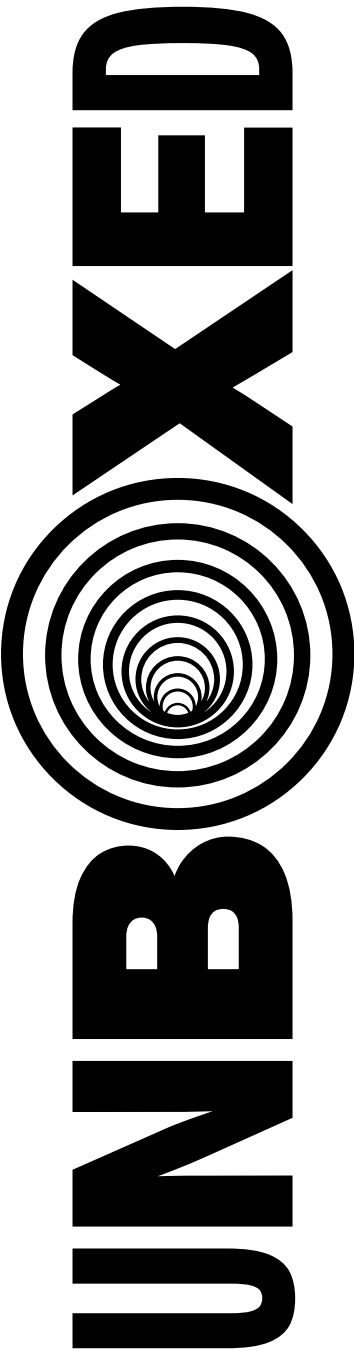
Scotland secondary static logo



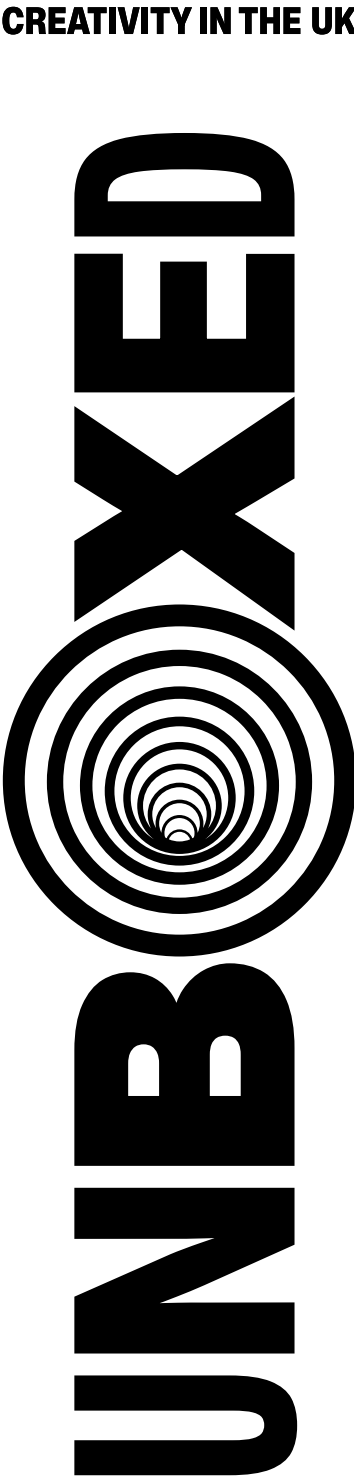
Static logos for Scotland.
Either Gaelic or English language
versions of ‘Creativity in the UK’
may be used.

Core vertical static logos

Primary

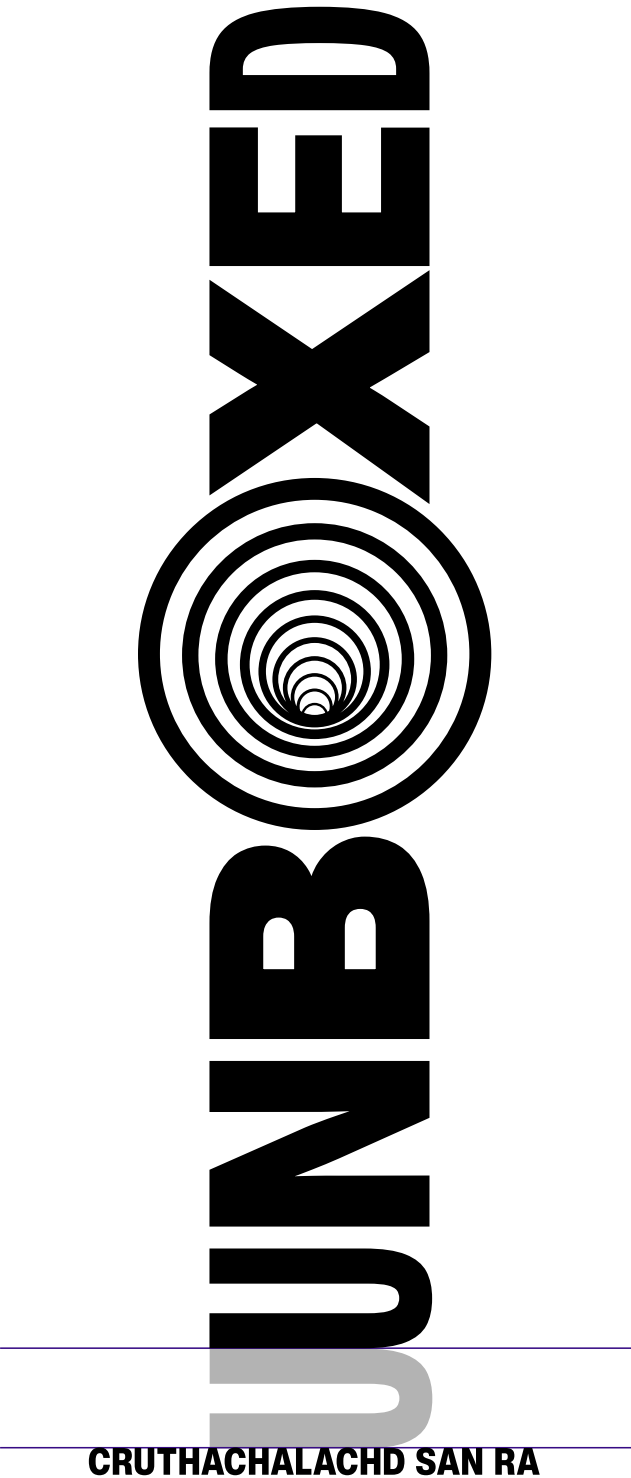


Secondary



Scotland vertical static logos

Primary



Secondary



Static logos for Wales. Either Welsh or English language versions of ‘Creativity in the UK’ may be used.

Core primary static logo



Wales primary static logo



Static logos for Wales. Either Welsh or English language versions of ‘Creativity in the UK’ may be used.

Core secondary static logo



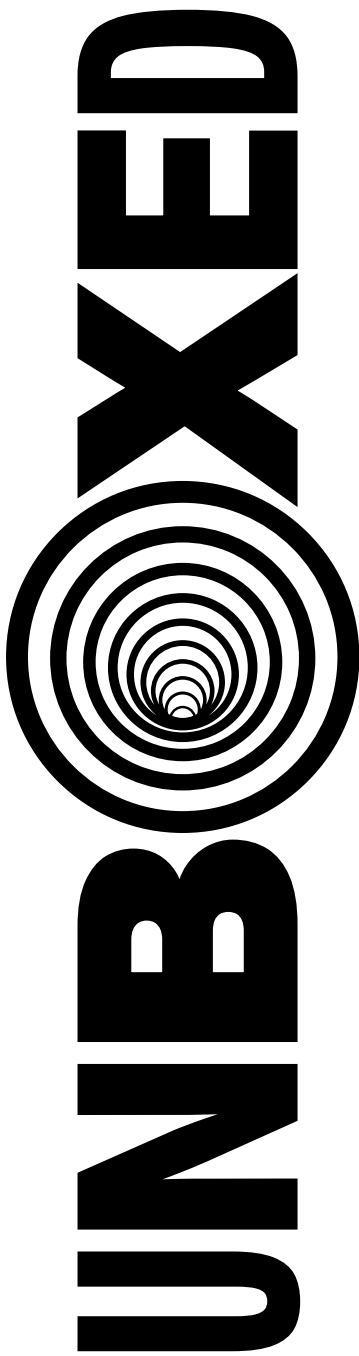
Wales secondary static logo



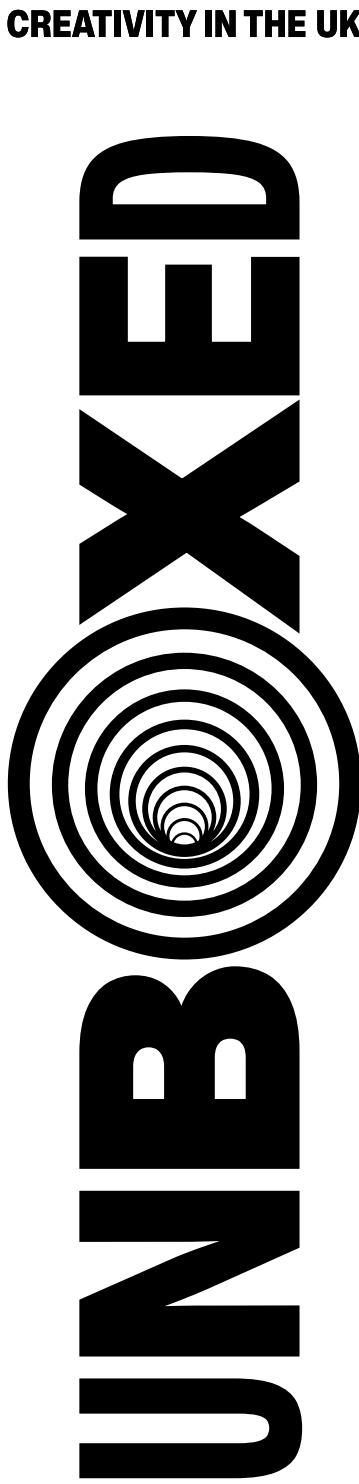
Static logos for Wales. Either Welsh or English language versions of ‘Creativity in the UK’ may be used.

Core vertical static logos

Primary

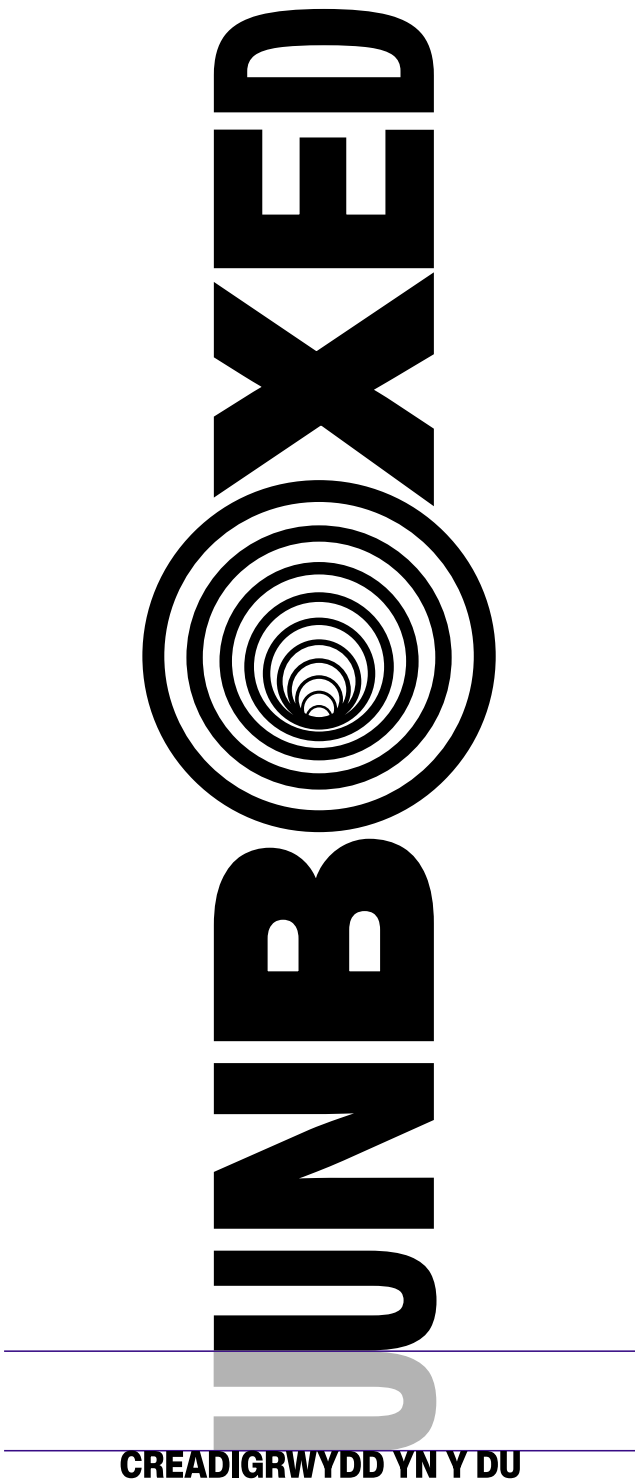


Secondary



Wales vertical static logos

Primary



Secondary



Primary
Minimum height 20px / 7mm

Use large size lockup for web
as well as print A3 and above

Use small size lockup
for print A4 and below

Funded by



Delivered in partnership with



Secondary
Minimum height 65px / 23mm

Use large size lockup for web
as well as print A3 and above

Use small size lockup
for print A4 and below

Funded by



Delivered in
partnership with



All nations lock-up assets to be supplied and not recreated.

Primary
Minimum height 20px / 7mm

Use large size lockup for web
as well as print A3 and above

Use small size lockup
for print A4 and below

Funded by



Delivered in partnership with



Secondary
Minimum height 65px / 23mm

Use large size lockup for web
as well as print A3 and above

Use small size lockup
for print A4 and below

Funded by



Delivered in
partnership with



All nations lock-up assets to be supplied and not recreated.

Primary
Only to be used on white backgrounds
in press releases and emails

Funded by



Delivered in partnership with



Secondary
Only to be used on white backgrounds
in press releases and emails

Funded by



Delivered in partnership with



All nations lock-up assets to be supplied and not recreated.

Primary
Minimum type size 6.5pt / 9px




Left align

Maximum length of supporting text

Funded by



Delivered in partnership with



All nations lock-up assets to be supplied and not recreated.

Secondary
Minimum type size 6.5pt / 9px

Left align

Funded by



Delivered in partnership with



Maximum length of supporting text

Clear space between Belfast City council logo and copy

All nations lock-up assets to be supplied and not recreated.

5 Our graphic expression

5.1 Our vortex symbol

5.2 Tints

5.3 Vortex crops

5.4 Do not

Aside from being used as a social media
favicon, the vortex tunnel is the only symbol
that can be cropped to create backgrounds
with depth and pattern.

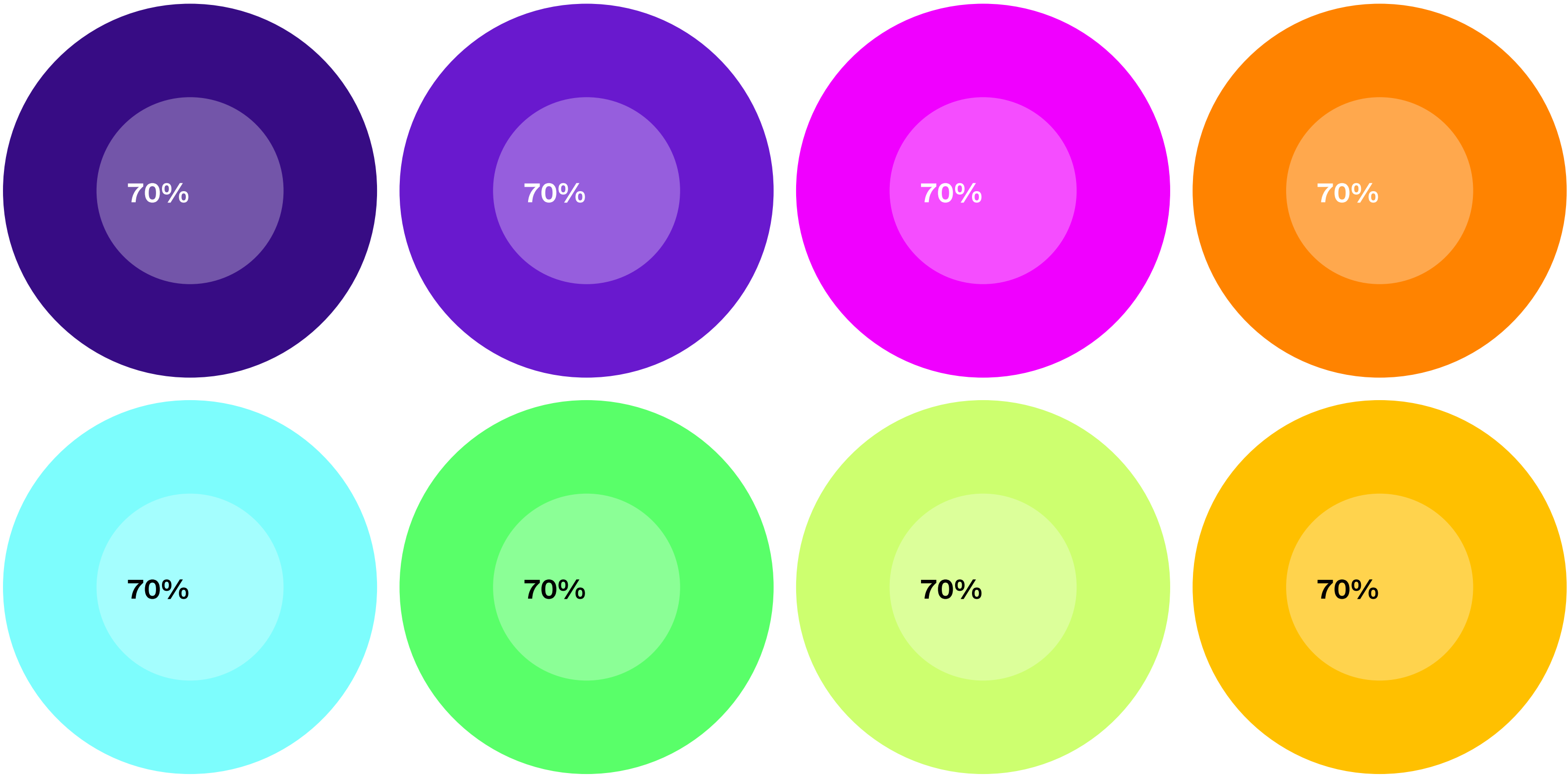


Tints are only to be used at 70% of the same colour.

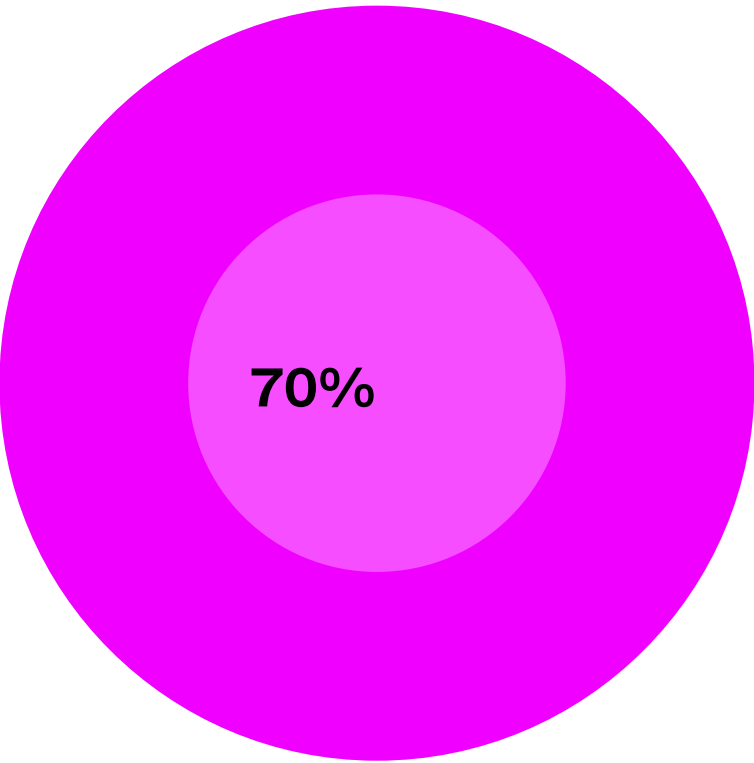
70% tints should be used to add depth to vortex crops used on backgrounds or merchandise.

Use a positive or negative 'UNBOXED' logo over tints.

Do not use a tint as a primary colour option.



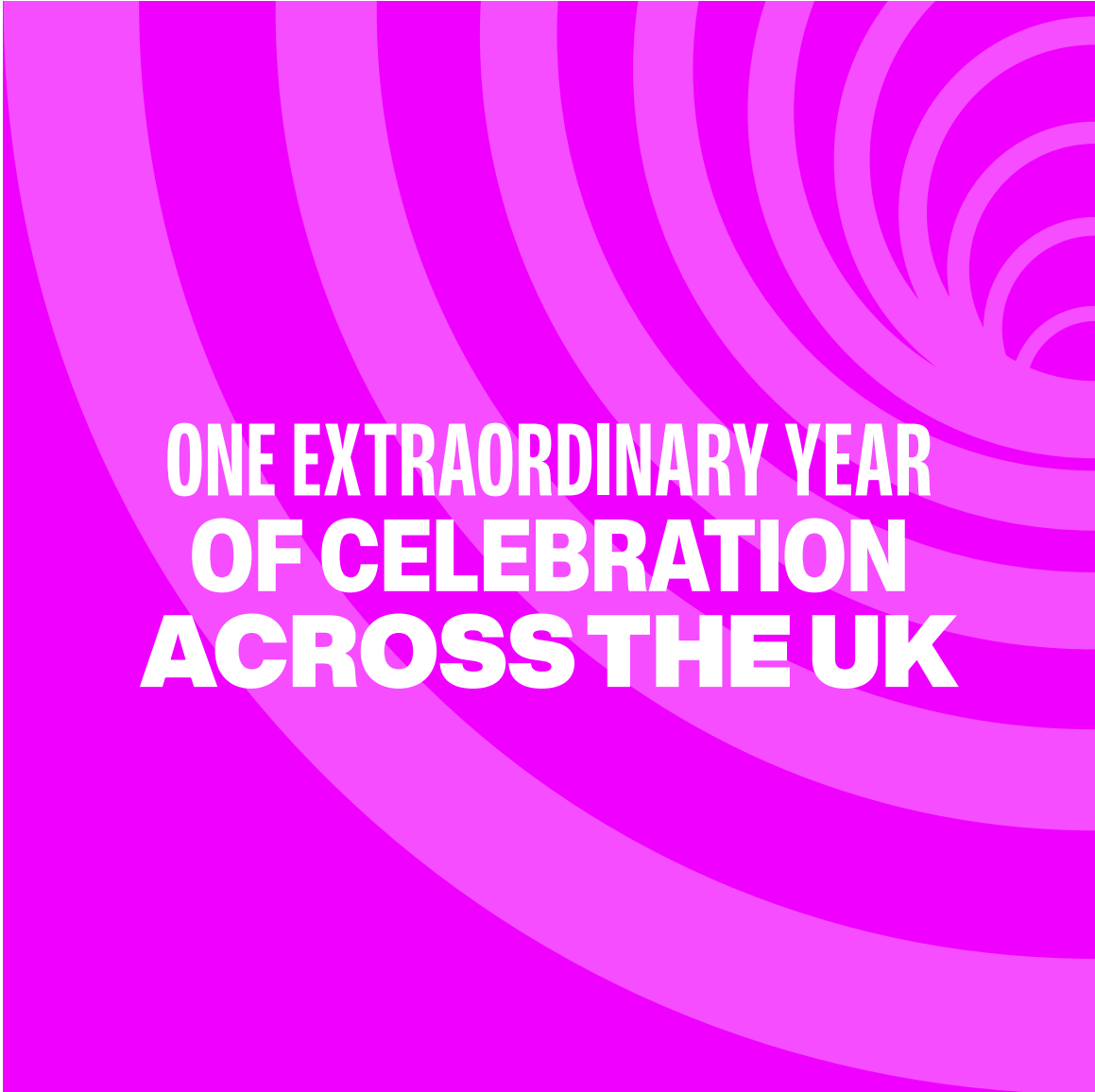
Using a tint for our vortex graphic gives our text greater legibility in the example shown.



1



2



3



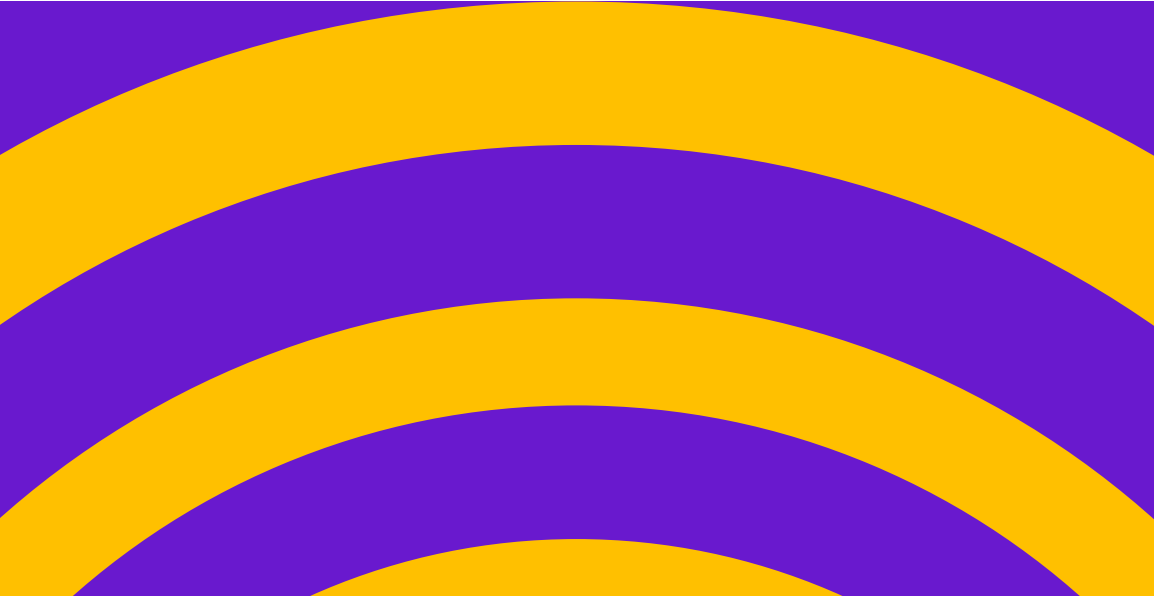


To create a range of dynamic and expressive crops we can use our vortex in these nine positions.

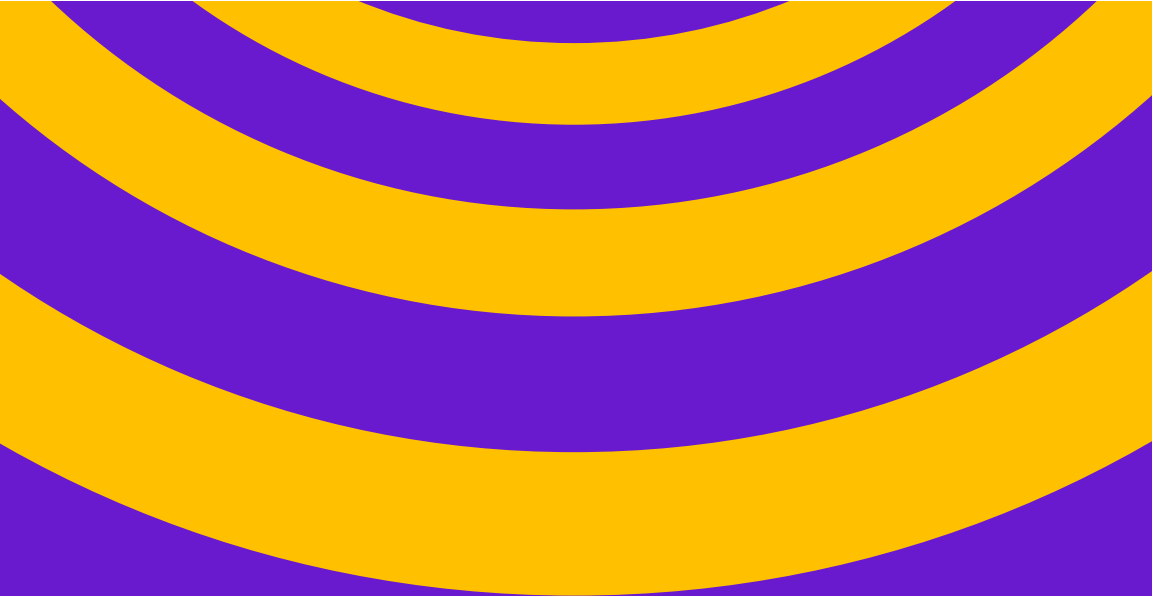
Central



Central top



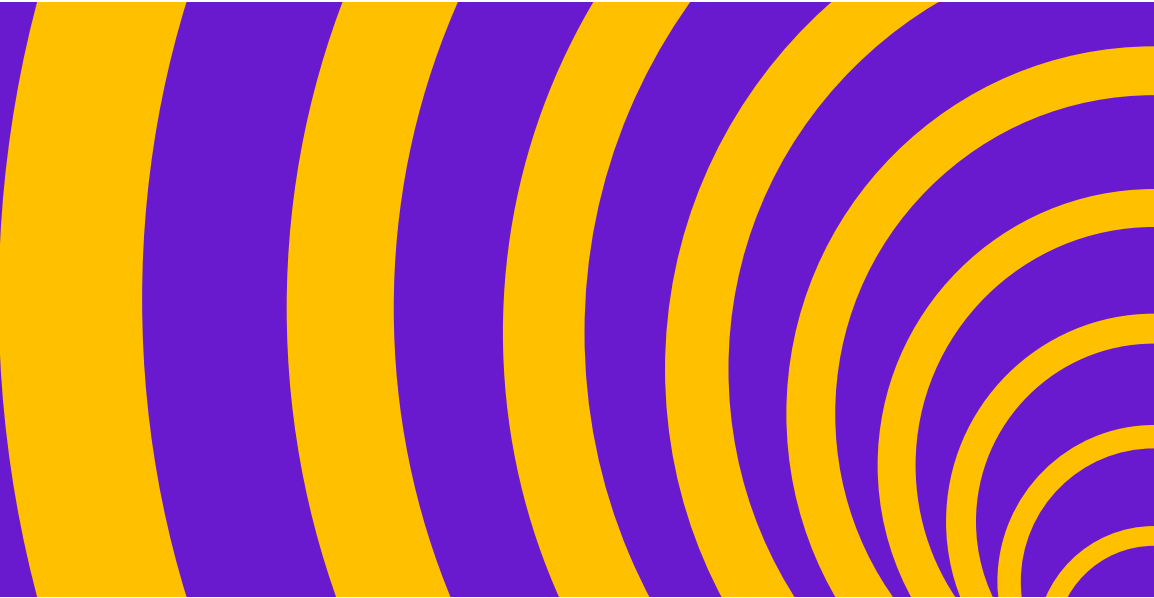
Central bottom



Central right



Central left



Bottom right



Bottom left

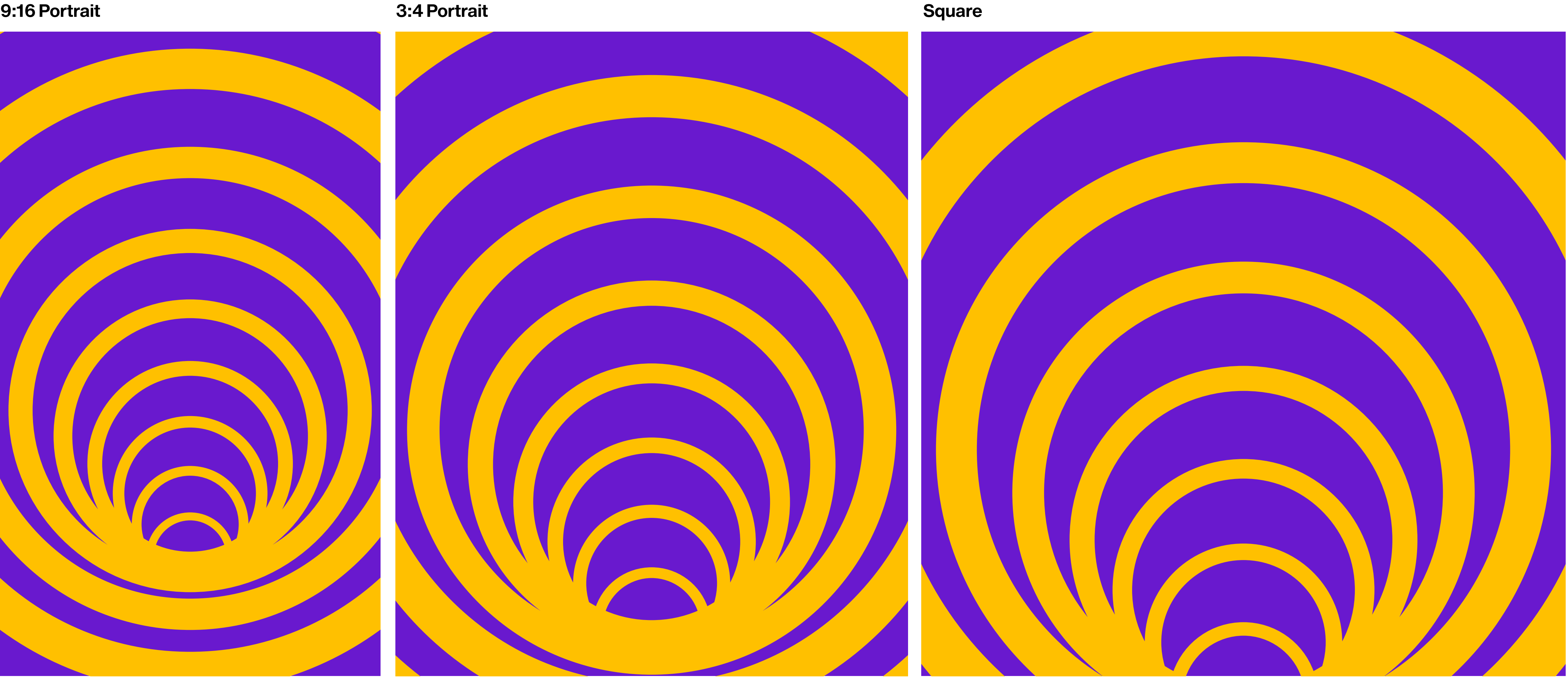


Top right



Top left





4:3 Landscape



16:9 Landscape



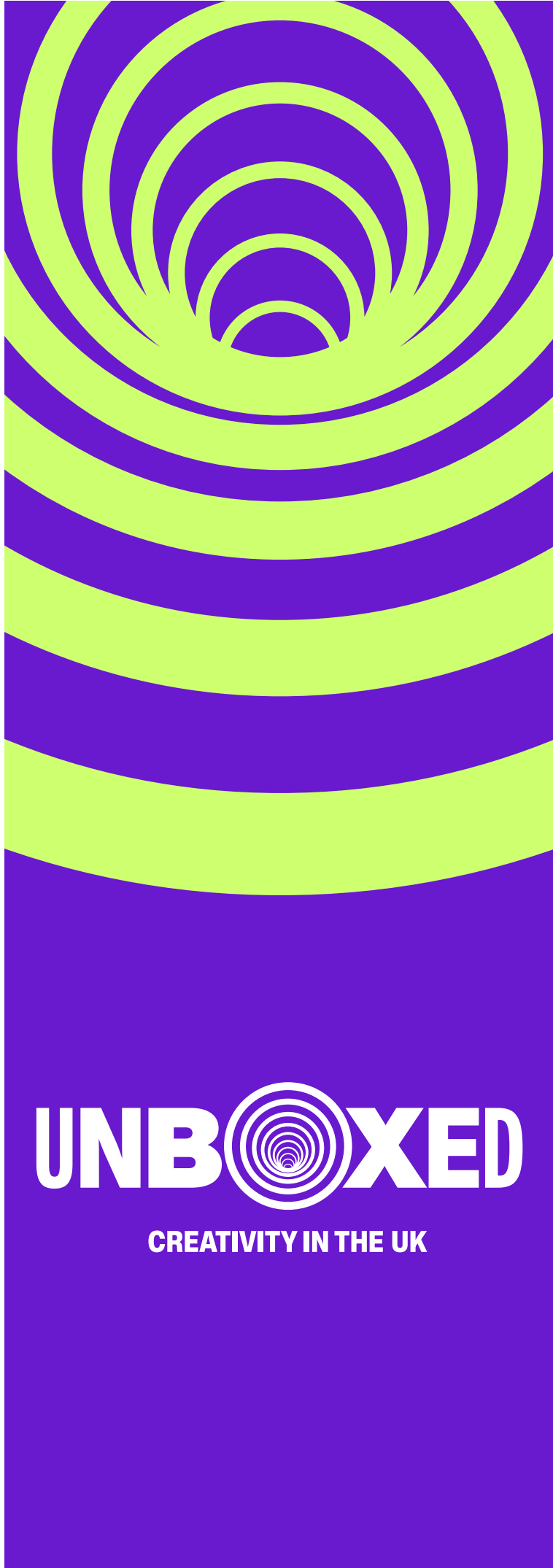
1



2



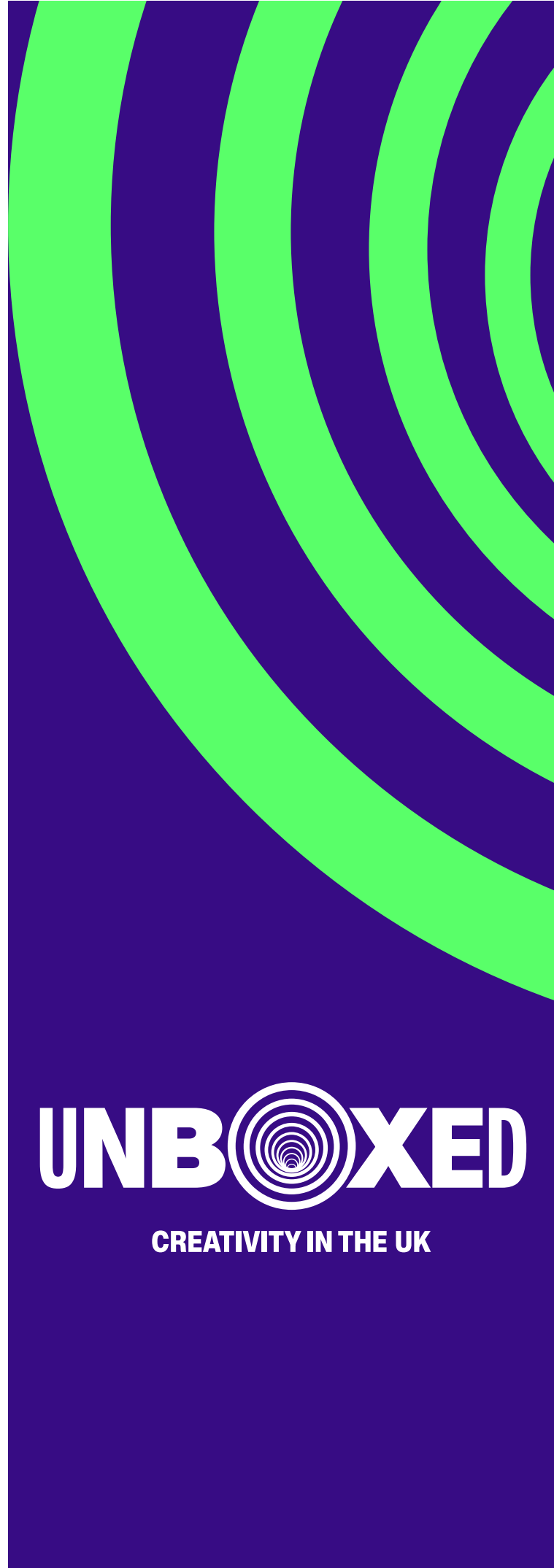
3



4



5



6



Please DO NOT fill in the centre of our
vortex with colour or image for any
static output.



Crops with copy

- 1
When using headline copy over a vortex graphic with one of our colour pairings, always use an abstract crop to maintain legibility.
- 2
When using one of our static logos over a vortex graphic with one of our colour pairings, always use an abstract crop to maintain legibility.

1 Incorrect



2 Incorrect



1 Correct



2 Correct



6 Our typography

6.1 Our brand typeface

6.2 Our headline styles

6.3 Typographic expression

6.4 Specifications

Helvetica®
Now

Helvetica® Now

All the clarity and simplicity of Helvetica while offering more creative freedom to use optical and dynamic sizing, stylistic alternatives and extended character set.

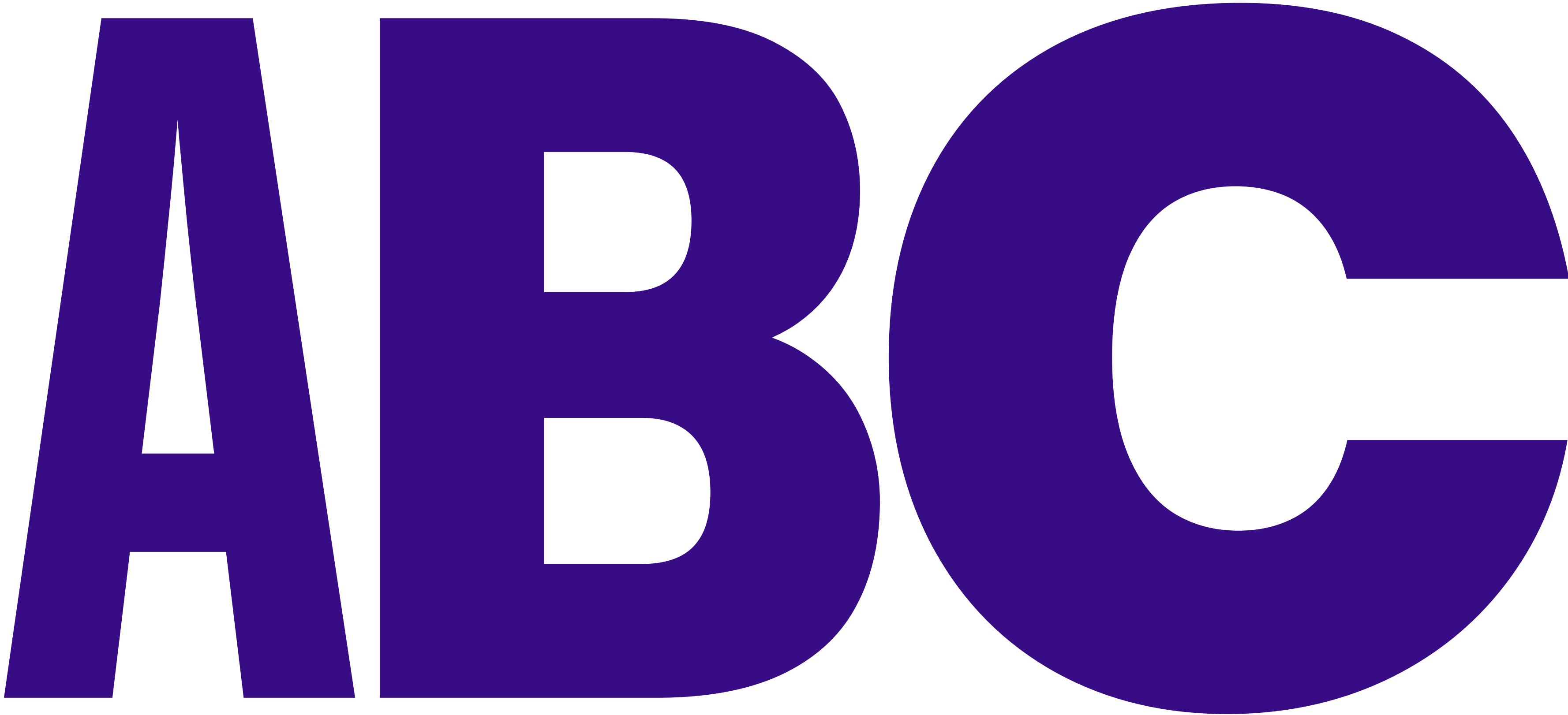
To find out more visit

www.monotype.com/fonts/helvetica-now-variable



Our three specified styles utilising Helvetica Now Variable offer static and dynamic flexibility.

Multiple headline styles should not be used on one line of text.



HEADLINE 1
WEIGHT 700
WIDTH 50
OPTICAL SIZE 30

HEADLINE 2
WEIGHT 850
WIDTH 80
OPTICAL SIZE 30

HEADLINE 3
WEIGHT 1000
WIDTH 100
OPTICAL SIZE 30

Helvetica Now
Variable

HEADLINE
HEADLINE
HEADLINE

When designed for motion, type can flex between heading 1 and heading 3. It must not stretch beyond these parameters.

Multiple headline styles should not be used on one line of text.

AAAAAA

BBBBBB

CCCCCC

Principle 1

Use all three styles to build cascading typography. This is to be used for short, snappy headline writing.

Multiple headline styles should not be used on one line of text.

BUILDING

Headline 1

SHORT

Headline 2

STORIES

Headline 3

Principle 2

By pairing two of our expressive styles we can emphasise key messages within longer communication.

Multiple headline styles should not be used on one line of text.

BUILDING

Headline 1

CREATIVE

Headline 3

EMPHASIS

Principle 3
Sometimes simplicity is best.

On occasion, we can use one
headline style to ensure our messages
are clearly communicated.

**BUILDING
IMPACT
THROUGH
SIMPLICITY**


Headline 3

Principle 1



A CREATIVE
ADVENTURE
ACROSS THE UK

Principle 2



TEN
CREATIVE
ACTS LIVE
AND ONLINE
TAKING PLACE IN 2022

Principle 3



UNBOXED IS
A UK-WIDE
CELEBRATION
OF CREATIVITY
TAKING PLACE
IN 2022

Heading 1
Leading
Tracking
All caps

90% of typesize
+20

DISPLAY STYLE 1

Heading 2
Leading
Tracking
All caps

90% of typesize
+10

DISPLAY STYLE 2

Heading 3
Leading
Tracking
All caps

90% of typesize
+10

DISPLAY STYLE 3

Our support text should be set in either Helvetica Now Text Bold or Helvetica Now Text Light.

These two weights should be used in harmony to create contrast and clarity in body text and subheadings.

Helvetica Now Text Bold

AaBbCc123

Helvetica Now Text Light

AaBbCc123

Subheading Bold
Leading 110% of typesize
Tracking -35

Helvetica Now Text Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 [.,'""-;:~!]?&

Subheading Light
Leading 110% of typesize
Tracking -35

Helvetica Now Text Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 [.,'""-;:~!]?&

Body Bold
Leading 120% of typesize
Tracking -20

Helvetica Now Text Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 [.,'”-;:!]?&

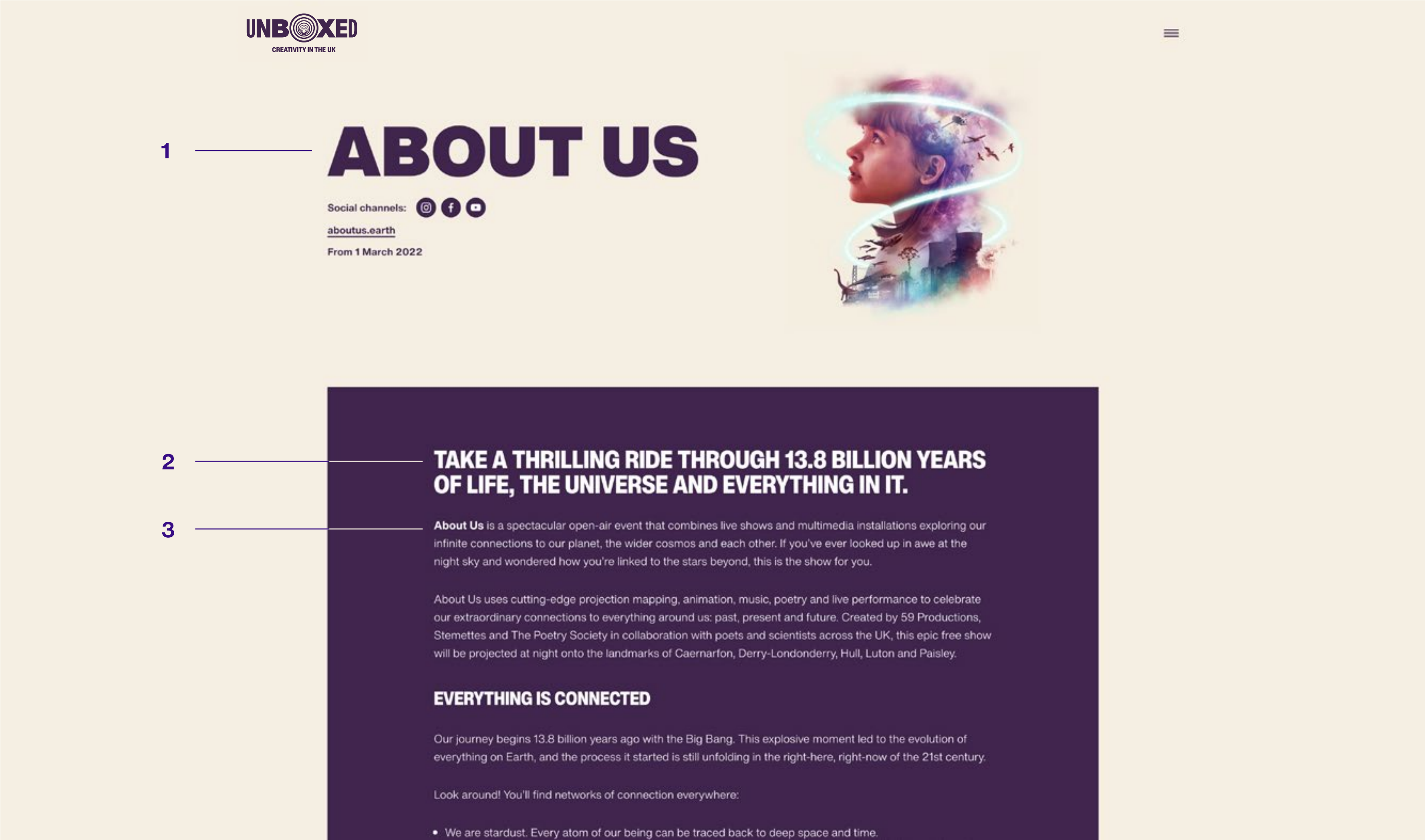
Body Light
Leading 120% of typesize
Tracking -20

Helvetica Now Text Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 [.,'”-;:!]?&

Each of these weights can be combined within various applications to form a typographic hierarchy. This should remain consistent and logical.

- 1 Helvetica Now Variable (Headline 3)
Weight 1000
Width 100
Optical size 30
- 2 Helvetica Now Variable (Headline 2)
Weight 850
Width 80
Optical size 30
- 3 Helvetica Now Text (Bold/Light)



7 Our grids

7.1 Grid system

7.2 Construction

7.3 Adaptive scaling

7.4 Designing with our grids

7.1 Our grids

Grid system

The grid system has been developed to allow for total design flexibility.

We have created a responsive formatting system so that every creation retains a uniform look and feel.

These include:

ISO portrait
ISO landscape
Square
Presentation
Portrait narrow
Landscape narrow

- 1 ISO portrait

6 x 12 grid

Inner and outer margin 7% of canvas width

Top and bottom margin 4% of canvas width

Gutter 50% of top margin
- 2 Portrait narrow

4 x 12 grid

Inner and outer margin 12% of canvas width

Top and bottom margin 7% of canvas width

Gutter 40% of top margin
- 3 Square

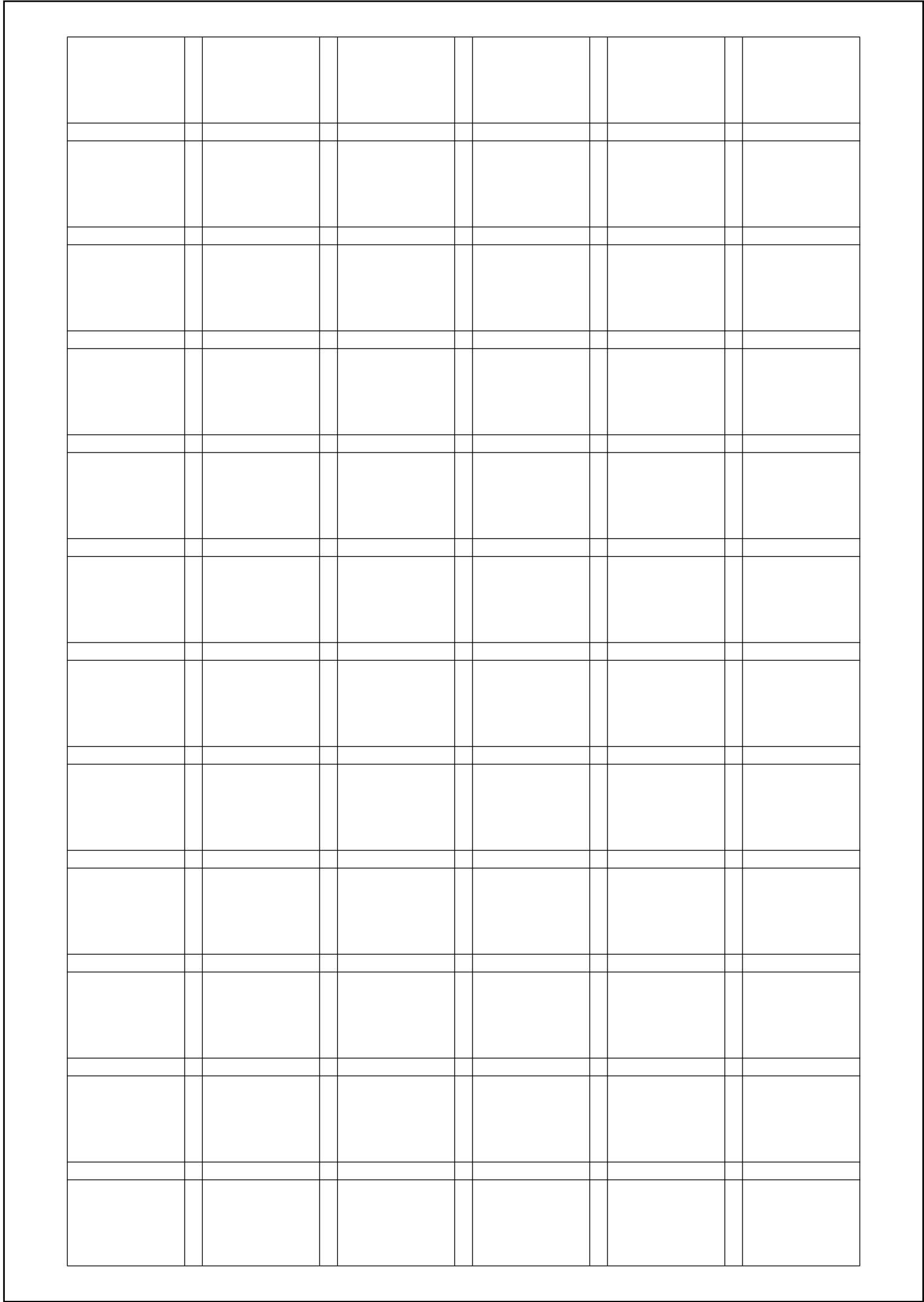
6 x 6 grid

Inner and outer margin 7% of canvas edge

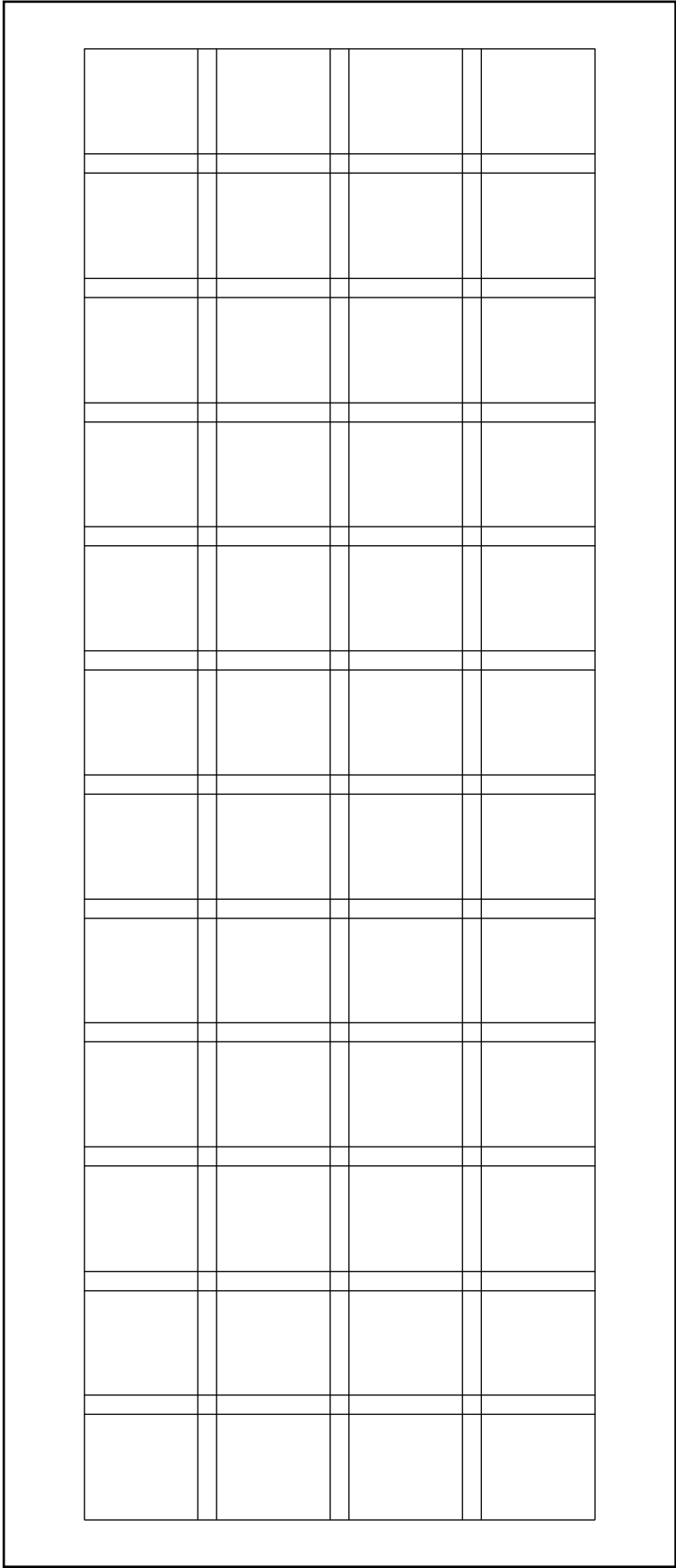
Top and bottom margin 7% of canvas edge

Gutter 35% of top margin

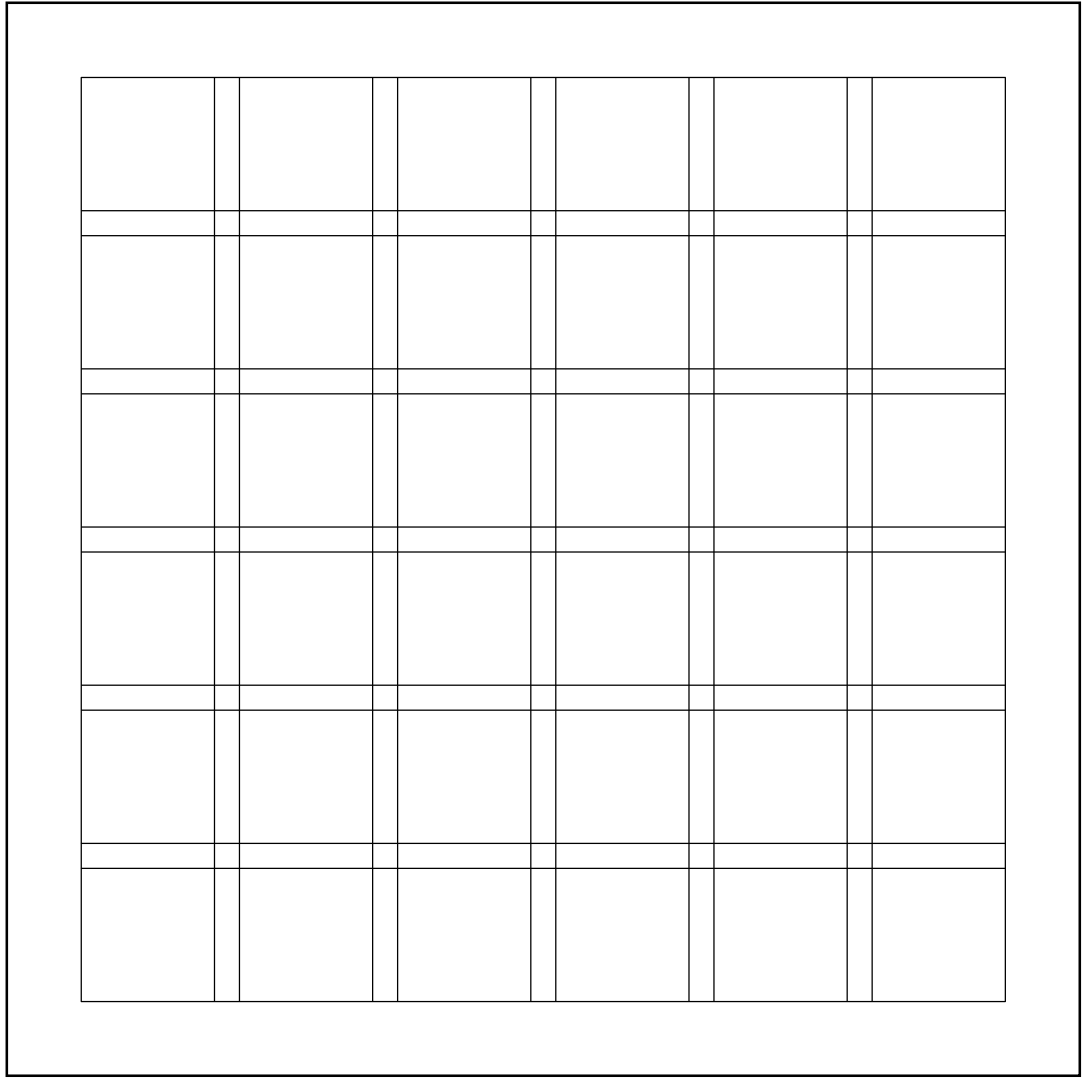
1



2

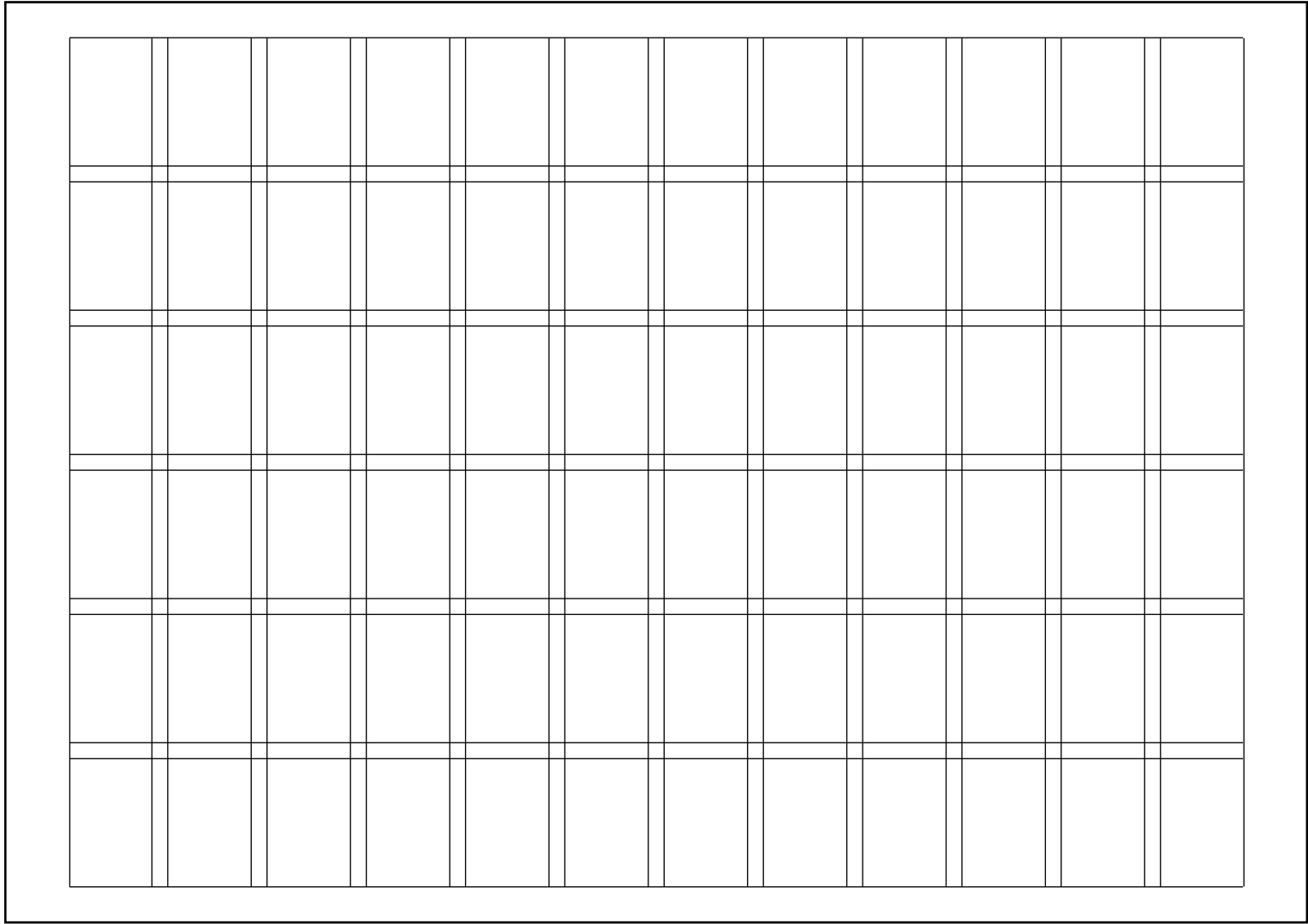


3

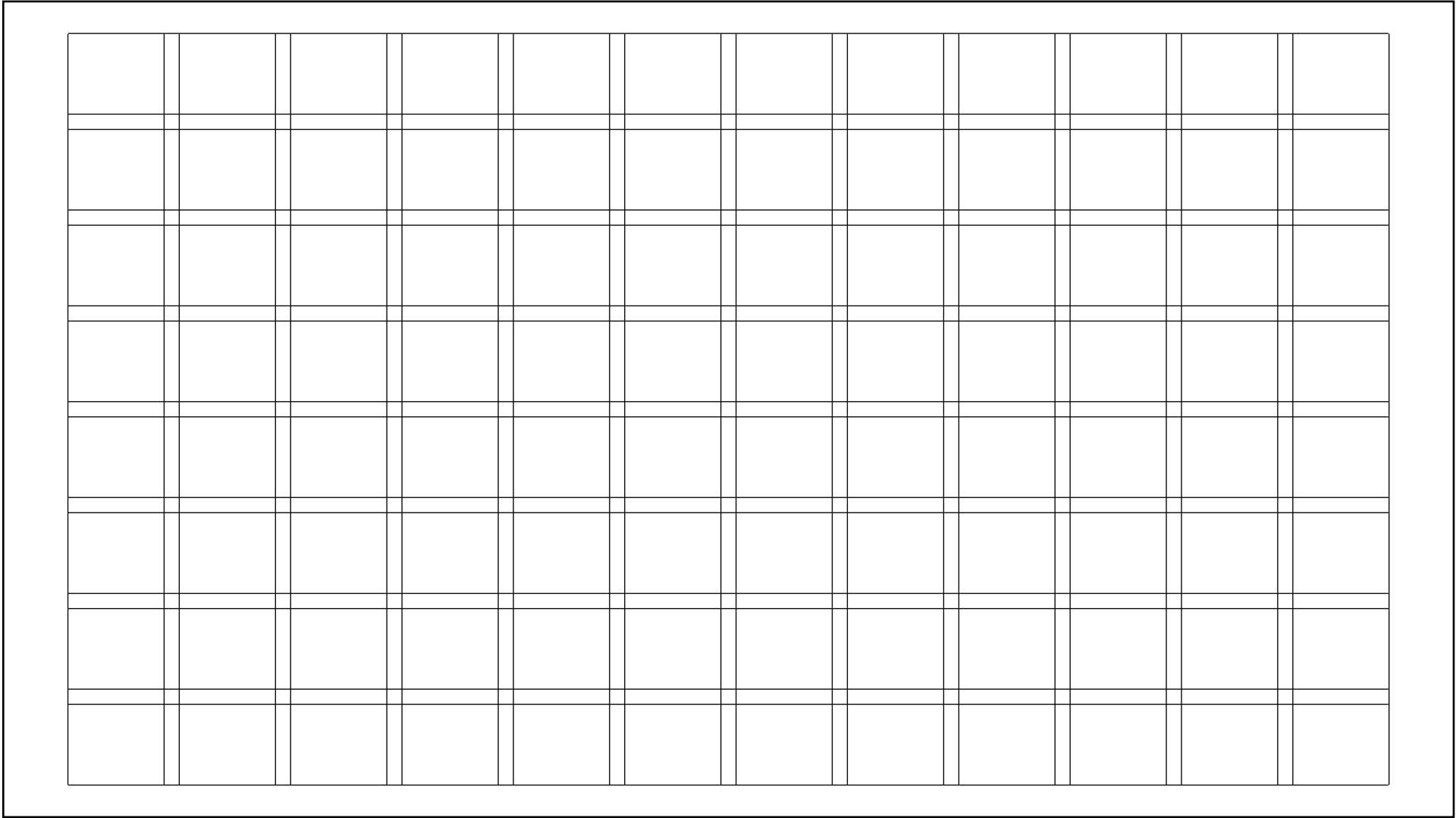


1

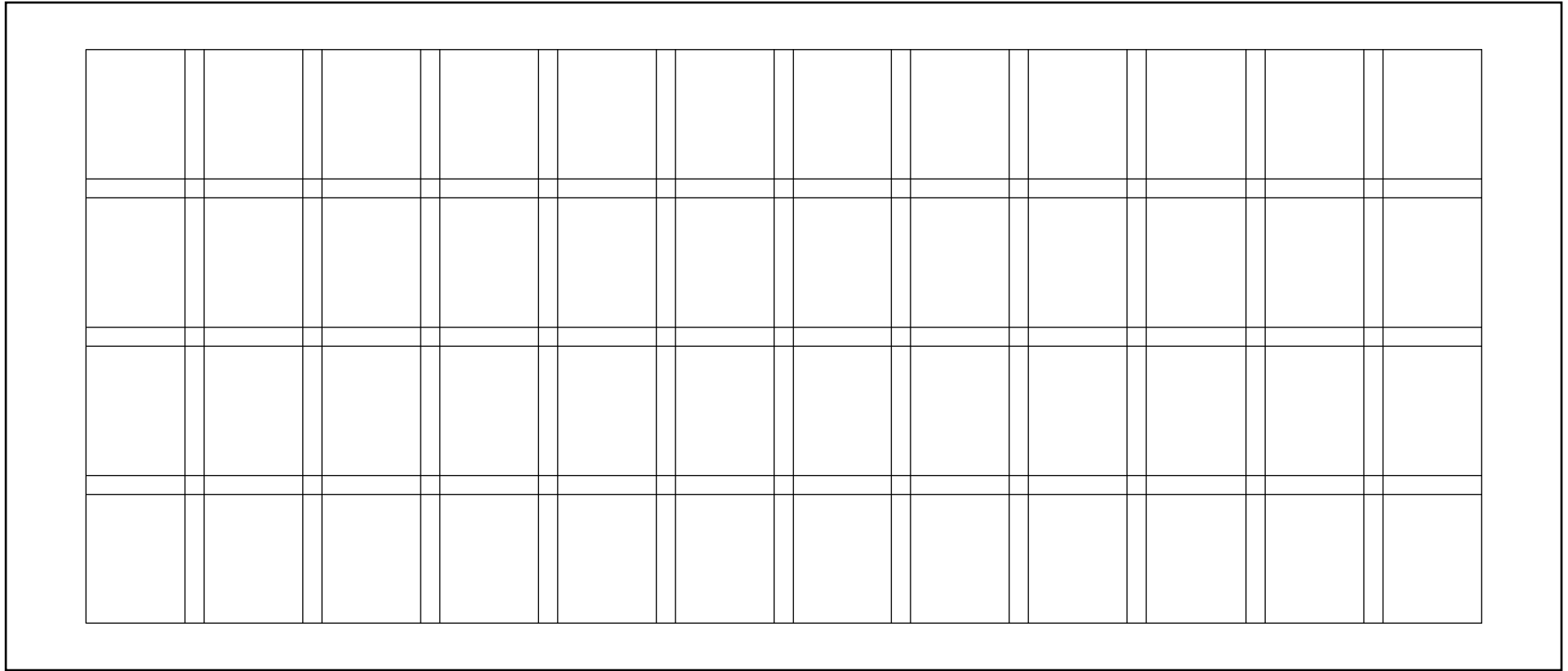
- 1 ISO landscape**
12 x 6 grid
Inner and outer margin 7% of canvas height
Top and bottom margin 4% of canvas height
Gutter 50% of top margin
- 2 16:9 presentation**
12 x 8 grid
Inner and outer margin 8% of canvas height
Top and bottom margin 4% of canvas height
Gutter 50% of top margin
- 3 Landscape narrow**
12 x 4 grid
Inner and outer margin 12% of canvas height
Top and bottom margin 7% of canvas height
Gutter 40% of top margin



2



3



1 ISO Portrait



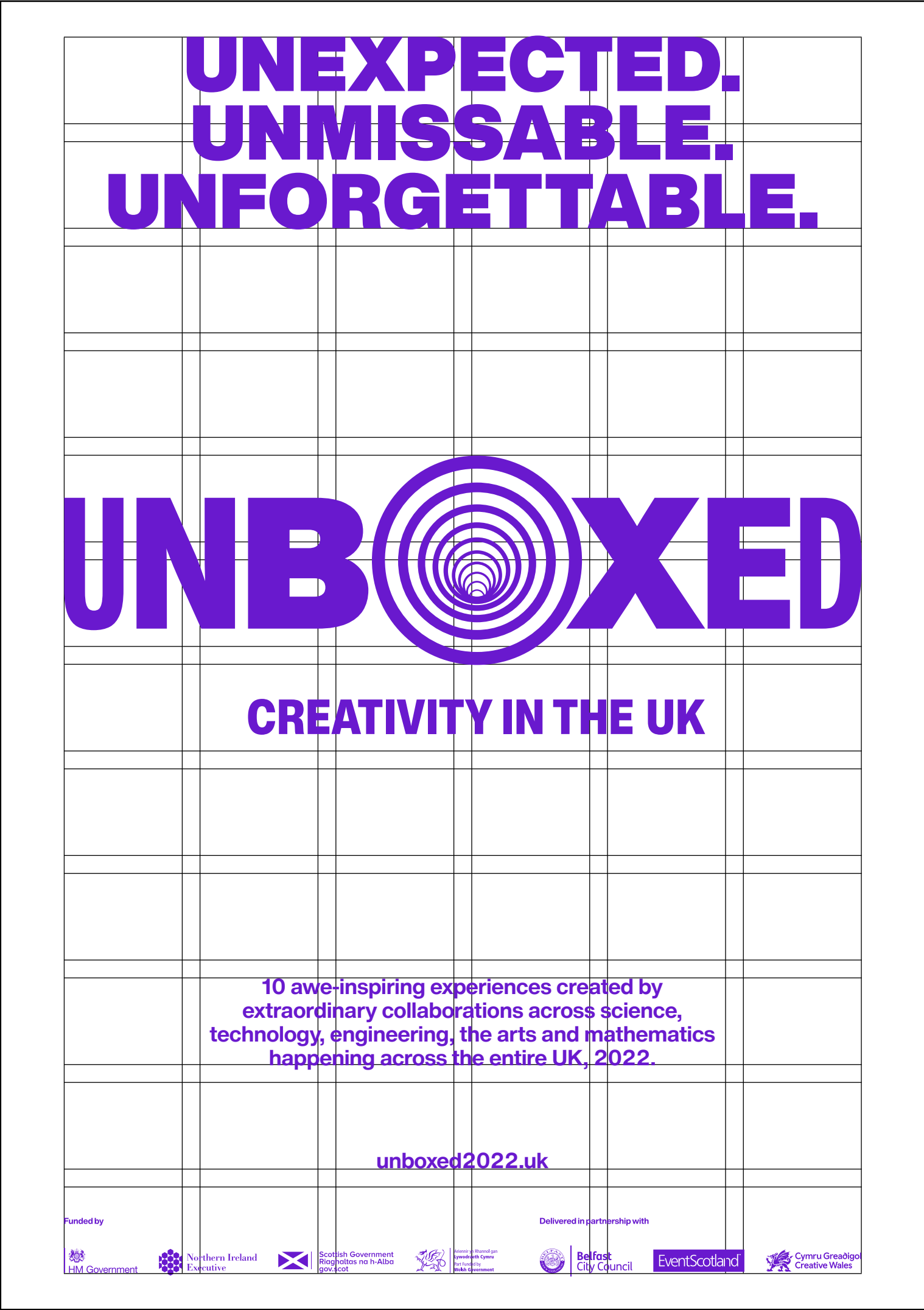
2 Square



3 Landscape narrow



1 ISO Portrait



2 Square

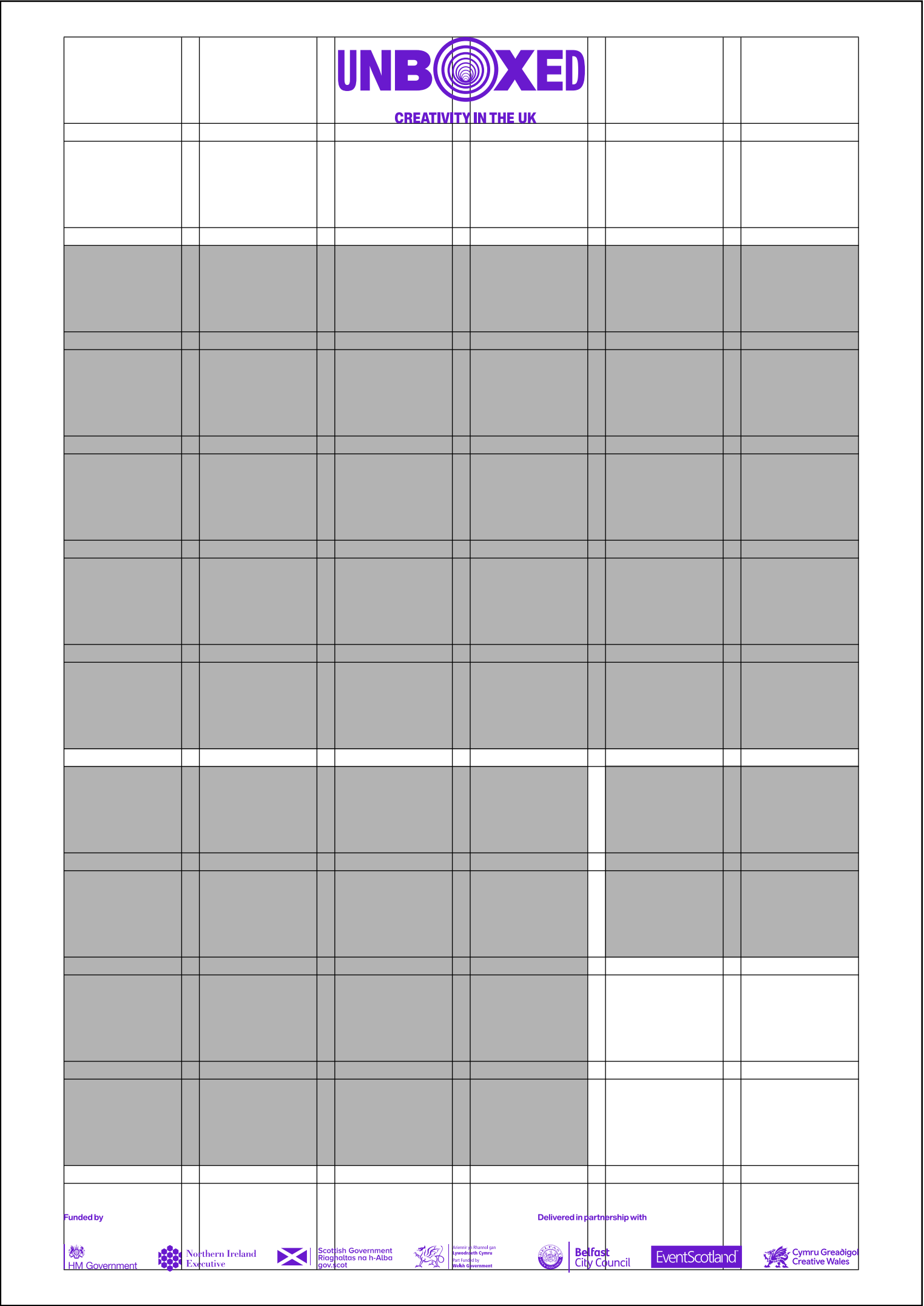


3 Landscape narrow

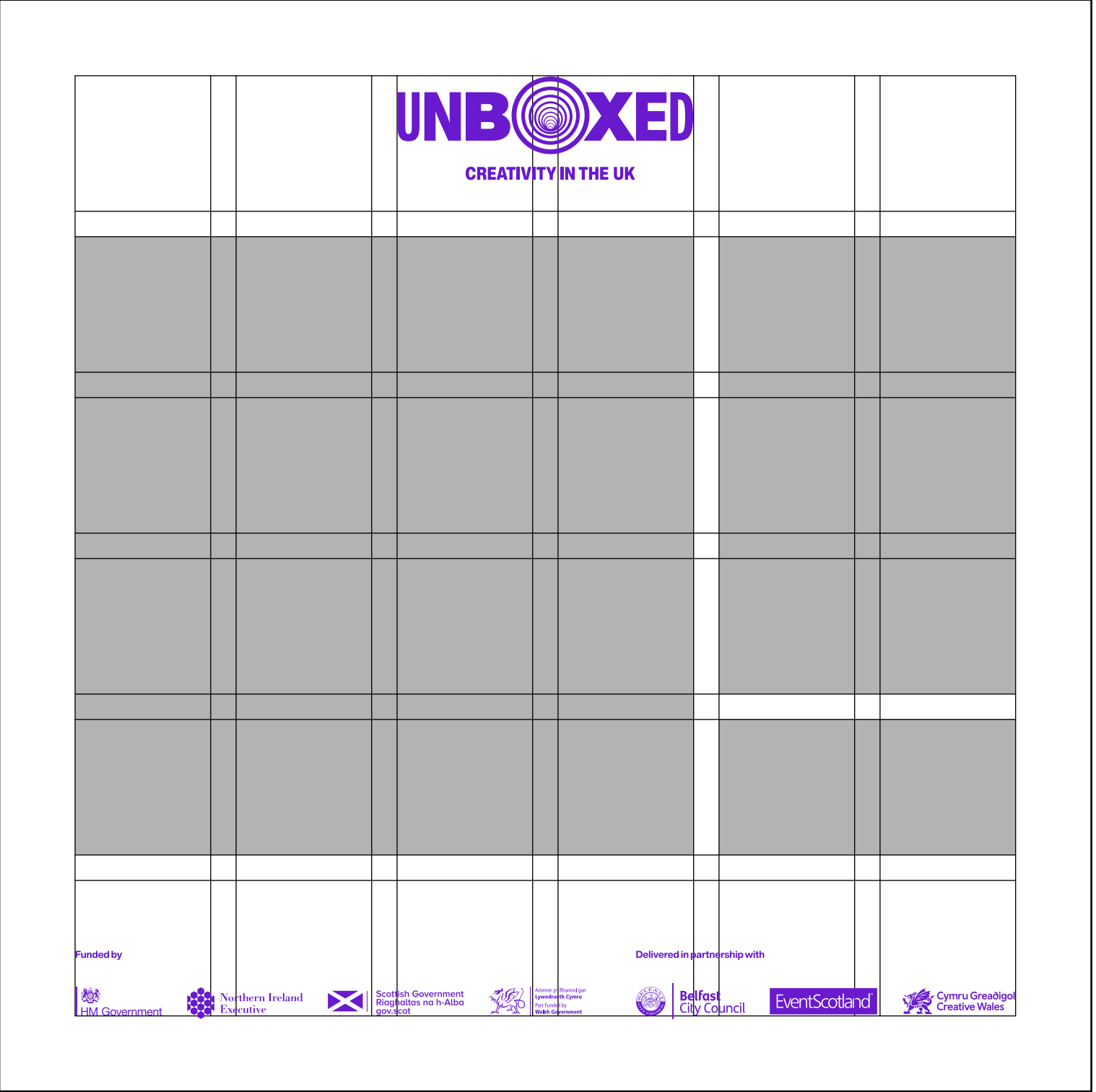


Headline
We don't always have to fill the full grid measure.
The above example shows reduced type scaling
within the grid.

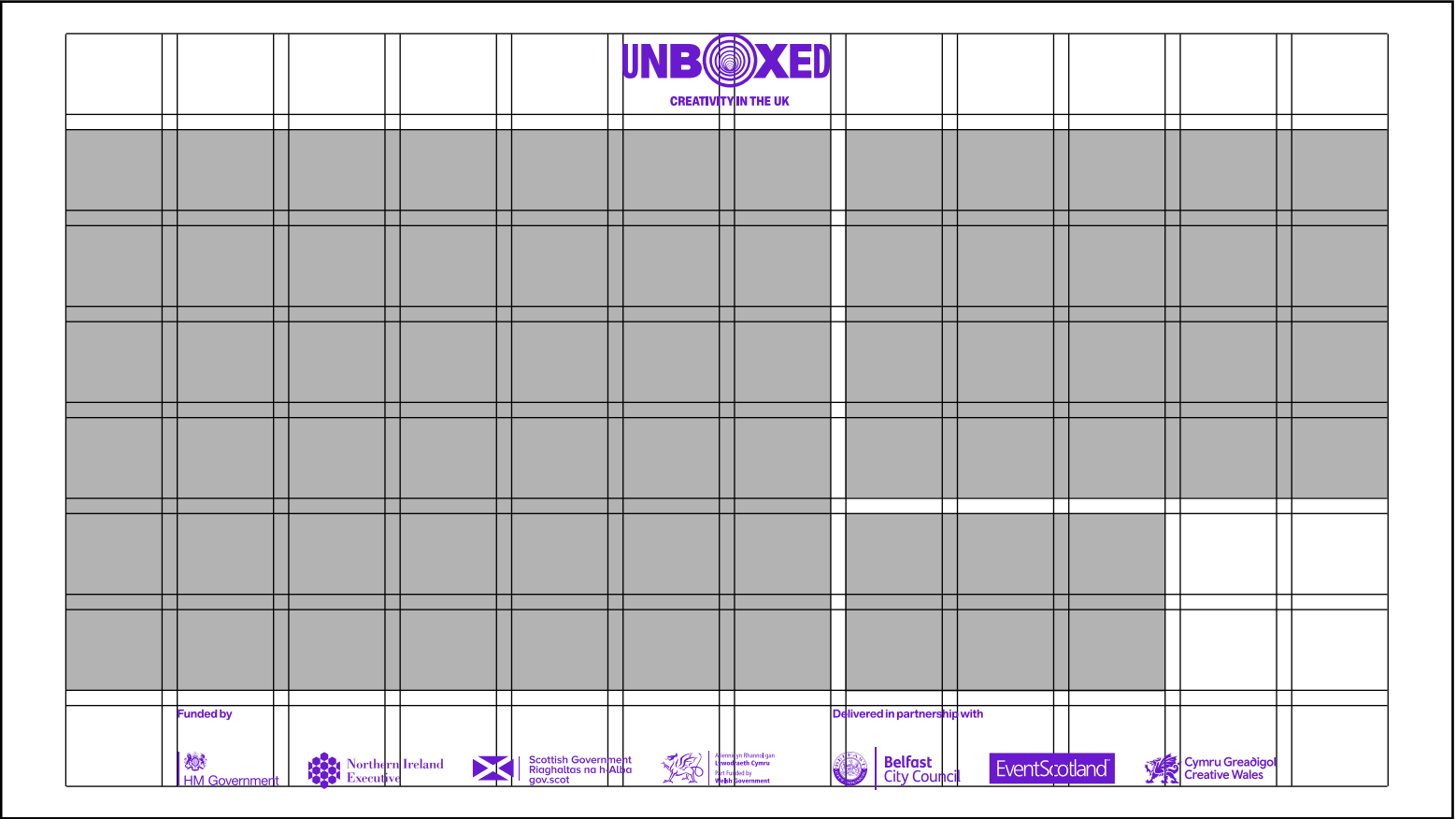
1 ISO Portrait



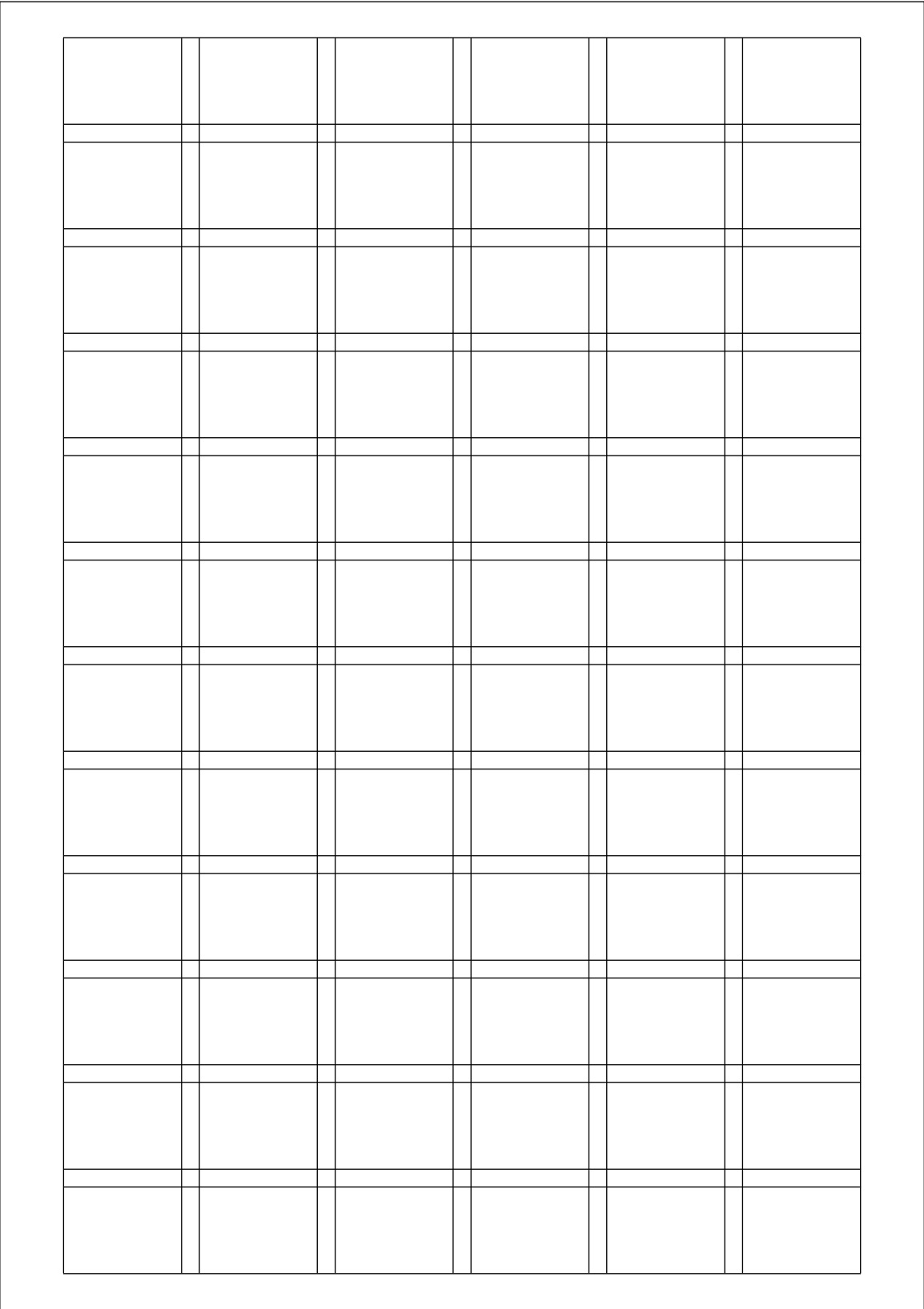
2 Square



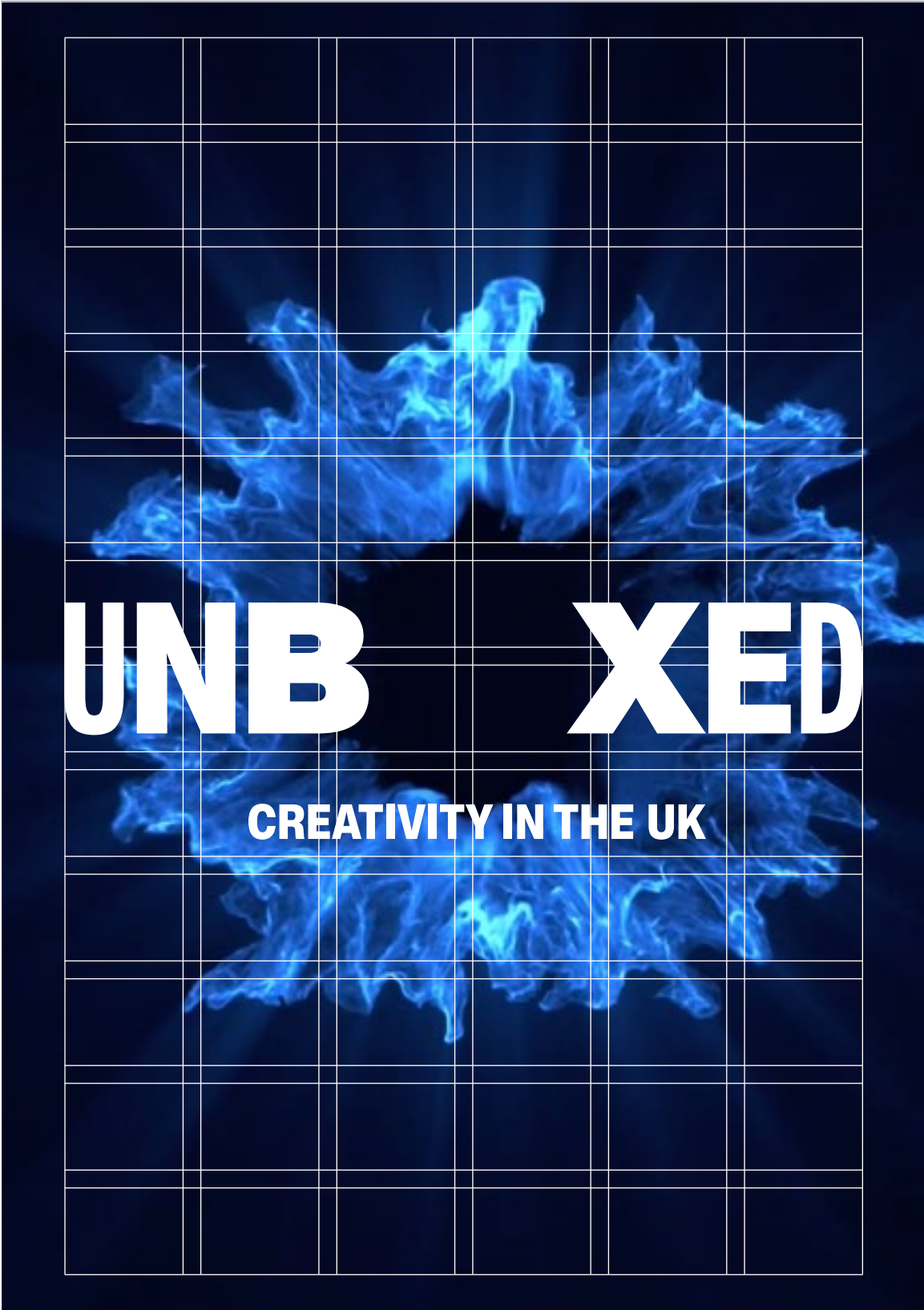
3 Landscape narrow



1 Format



2 Logo position and graphic



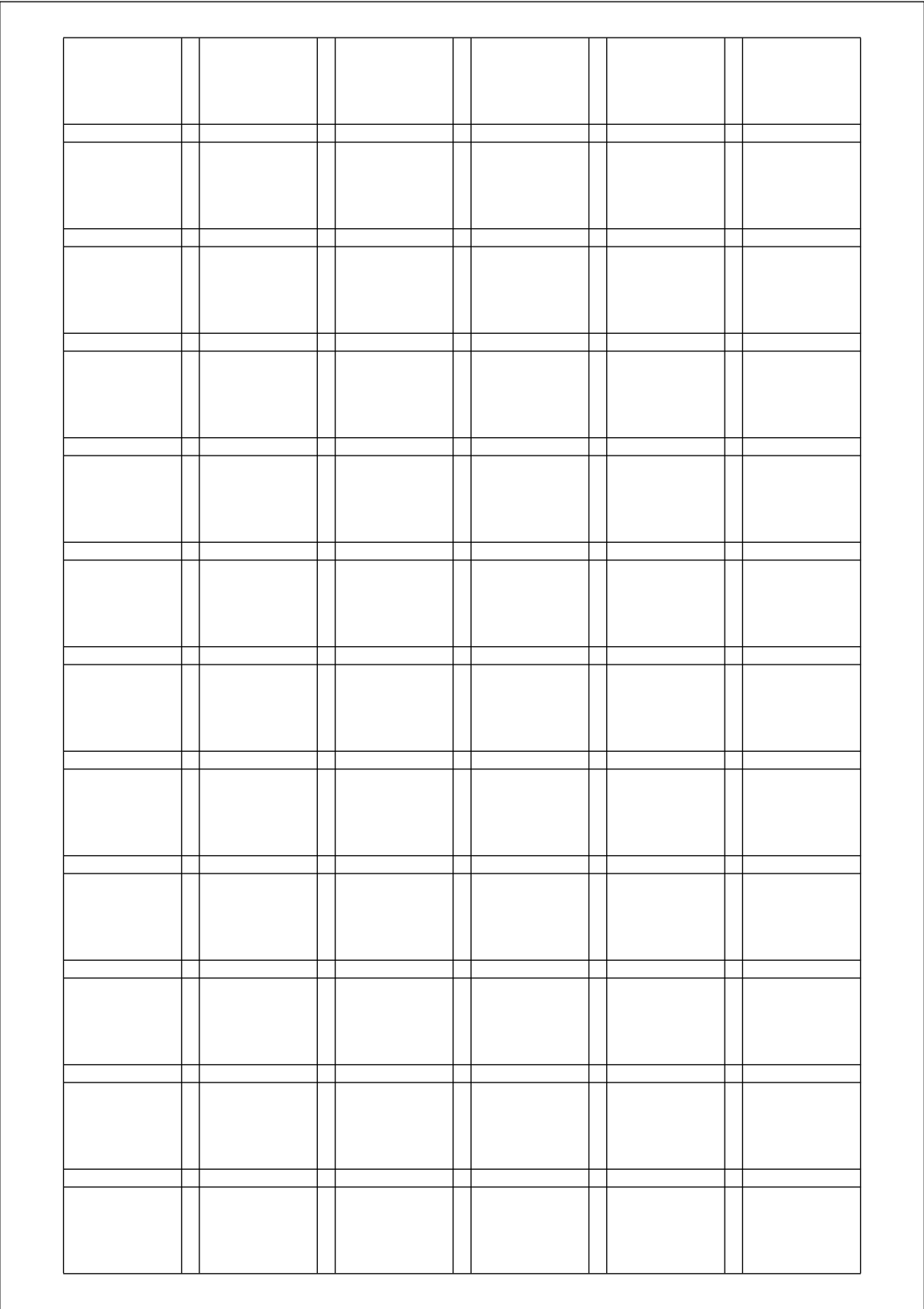
3 Supporting assets



4 Final composition



1 Format



2 Logo position and graphic



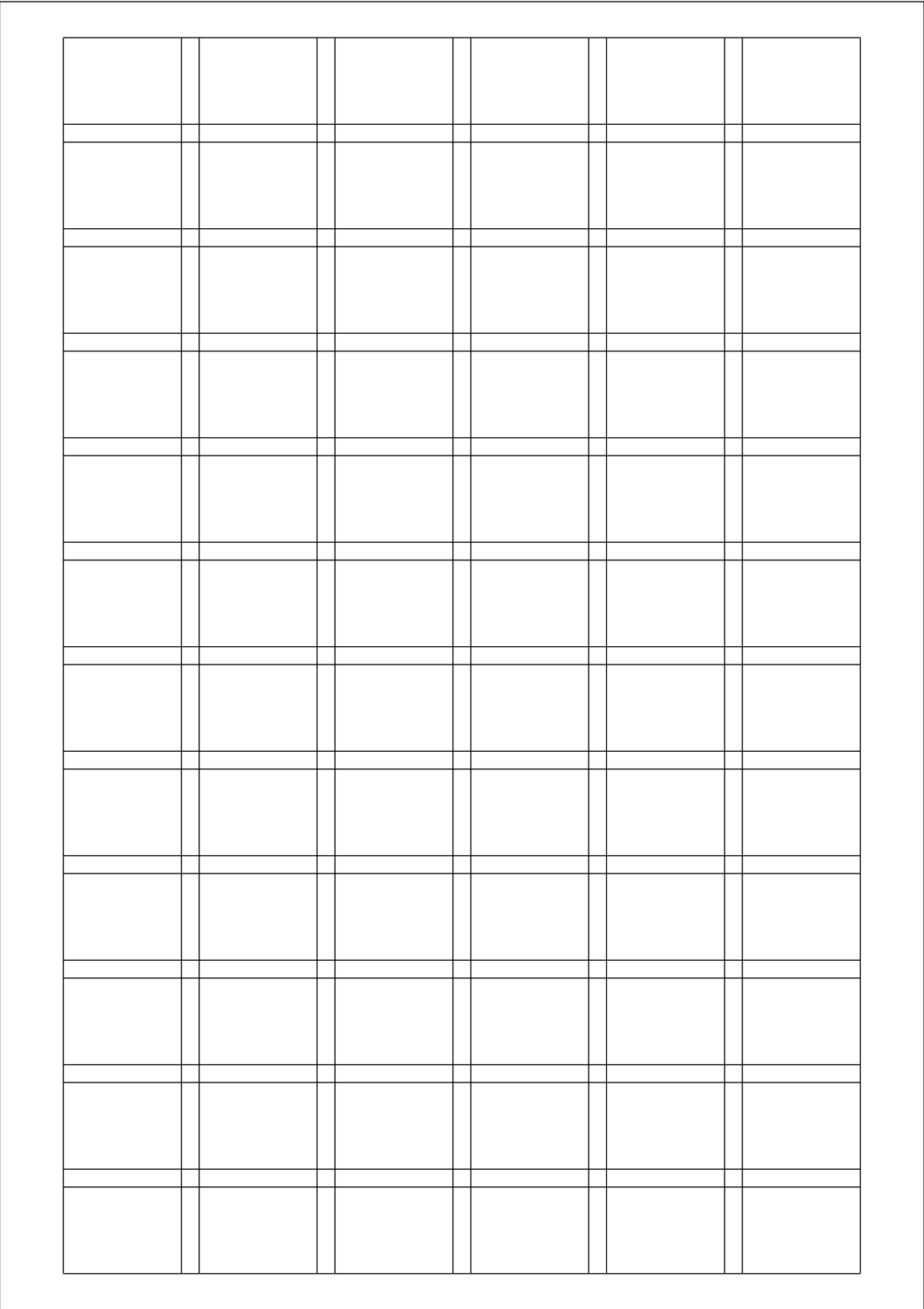
3 Supporting assets



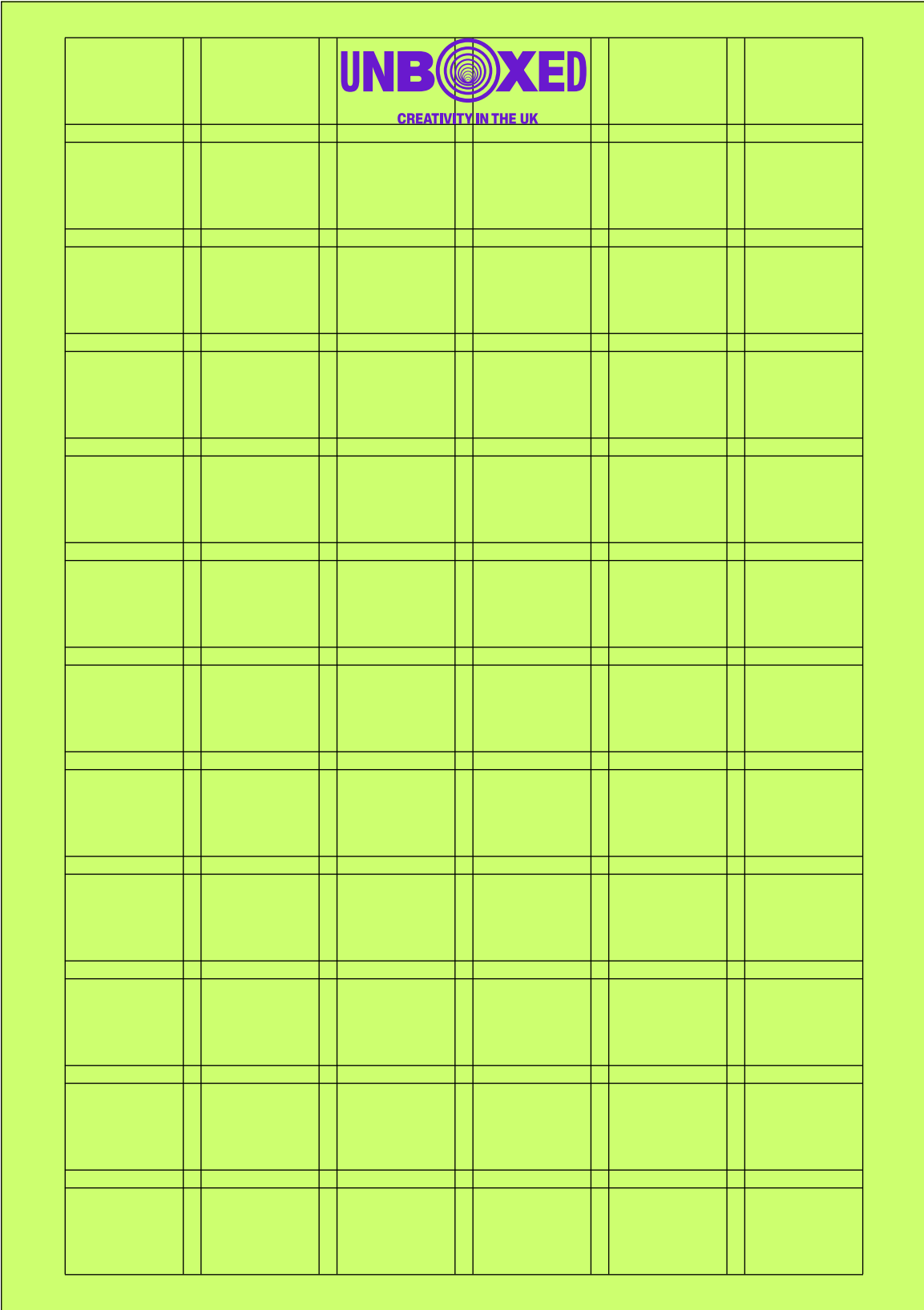
4 Final composition



1 Format



2 Logo position and graphic



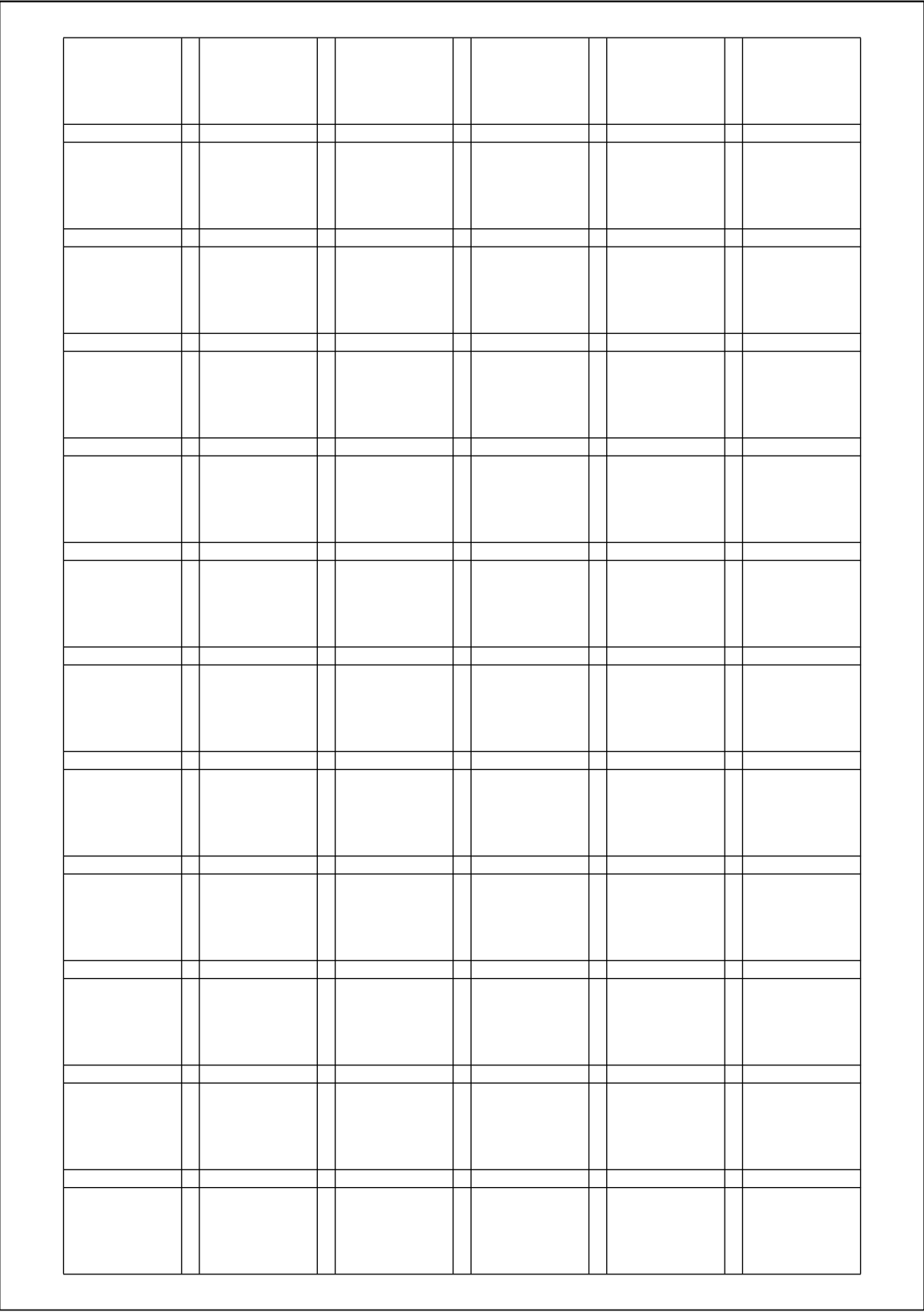
3 Supporting assets



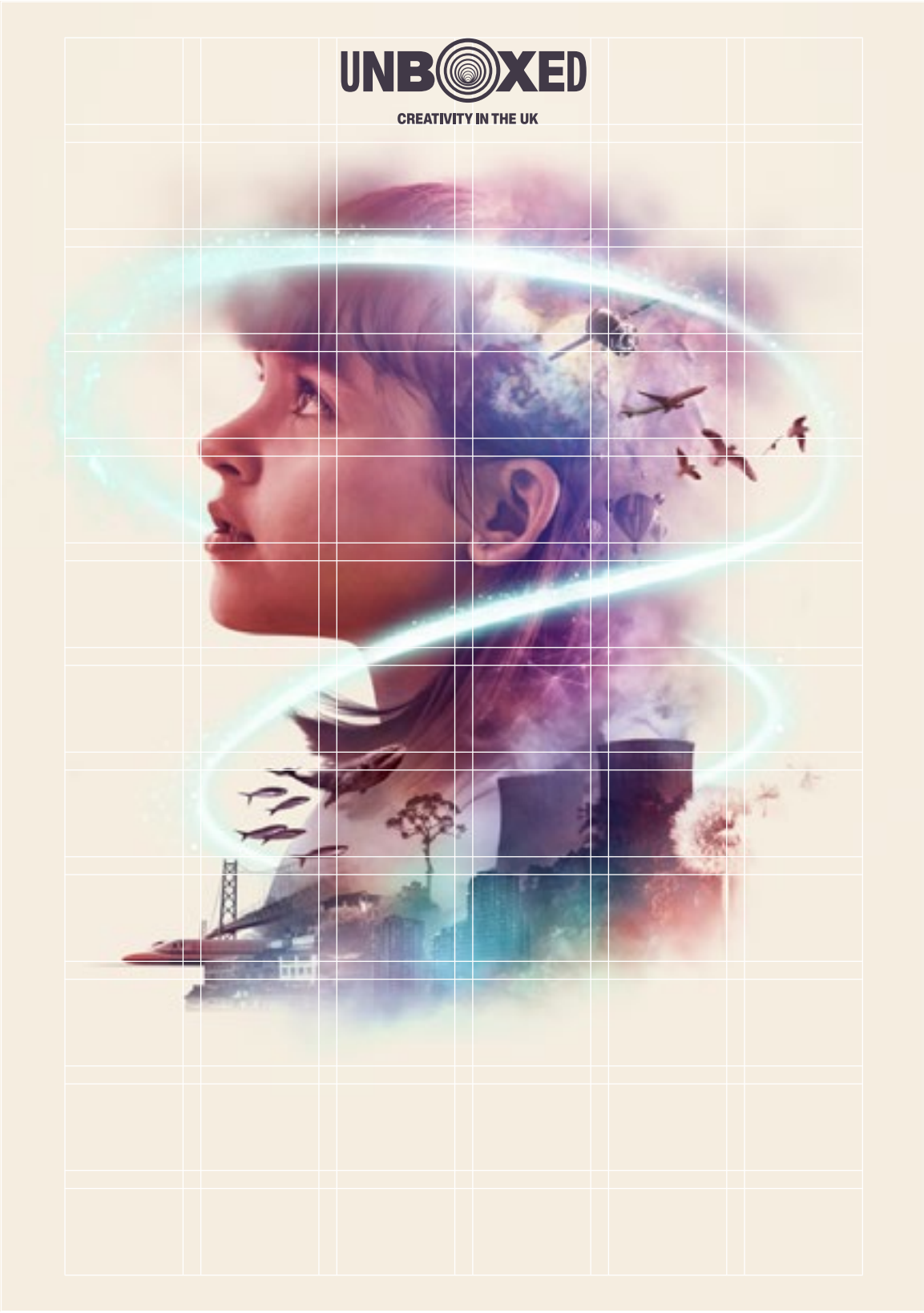
4 Final composition



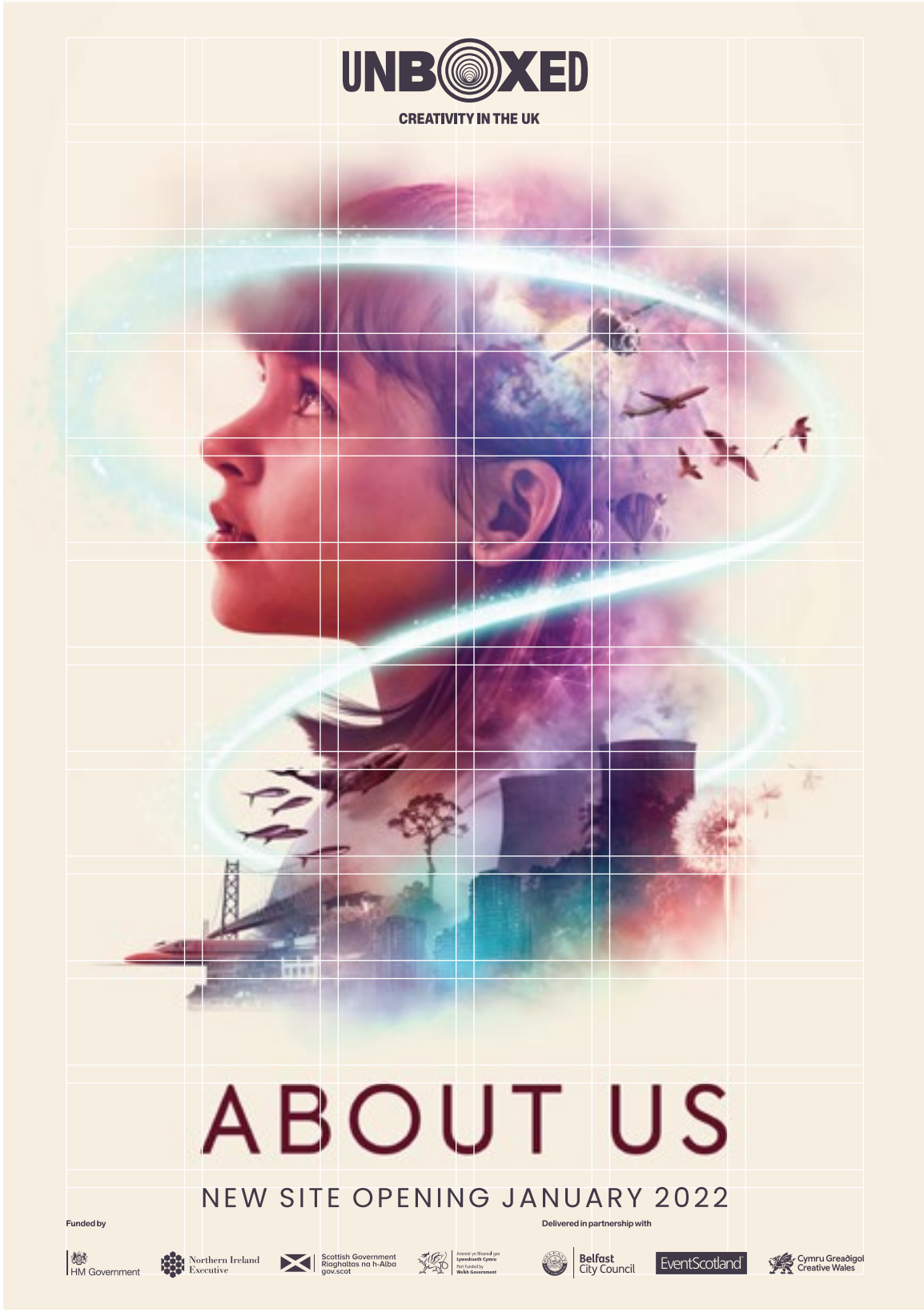
1 Format



2 Logo position and graphic



3 Supporting assets



4 Final composition



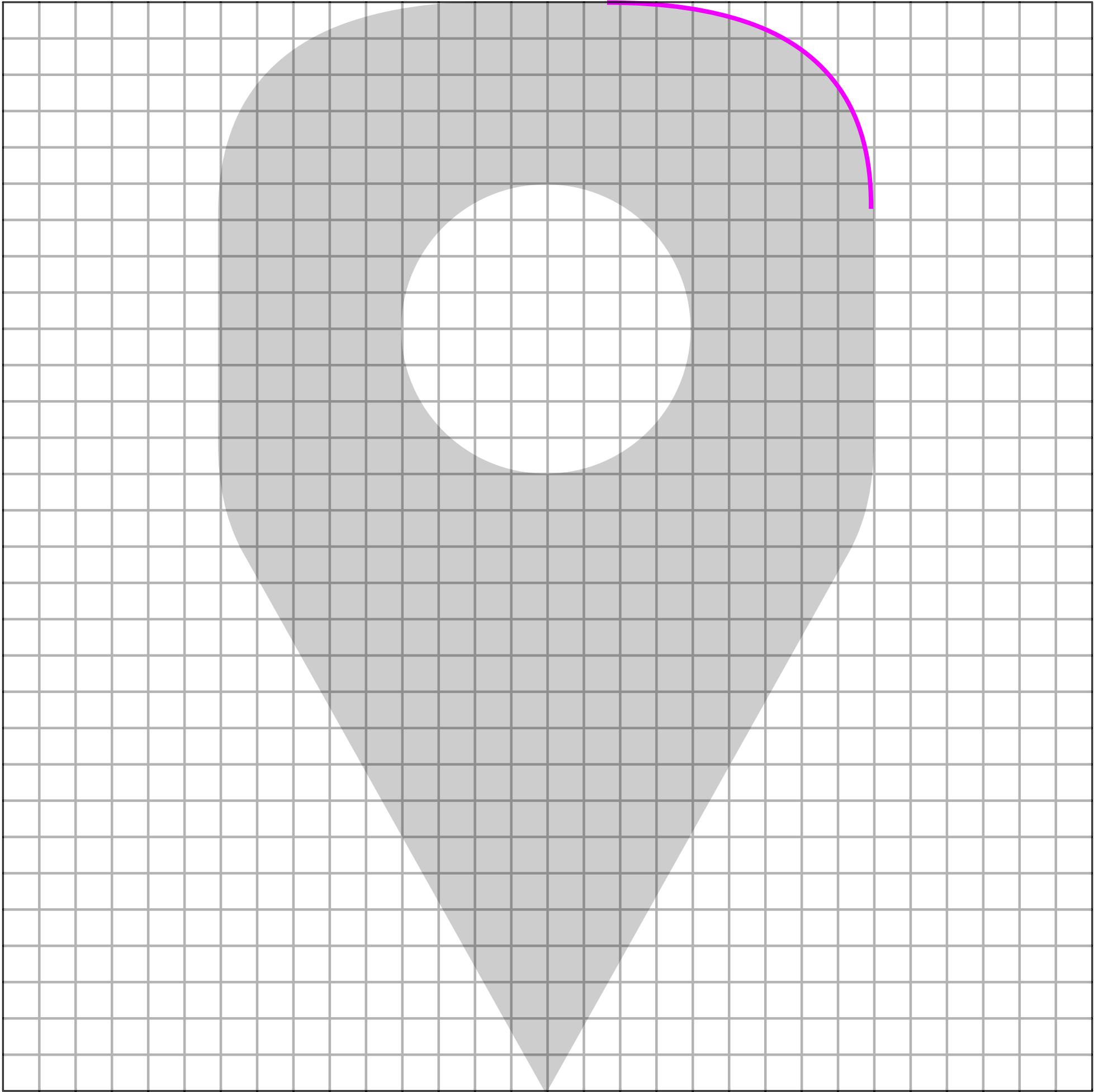
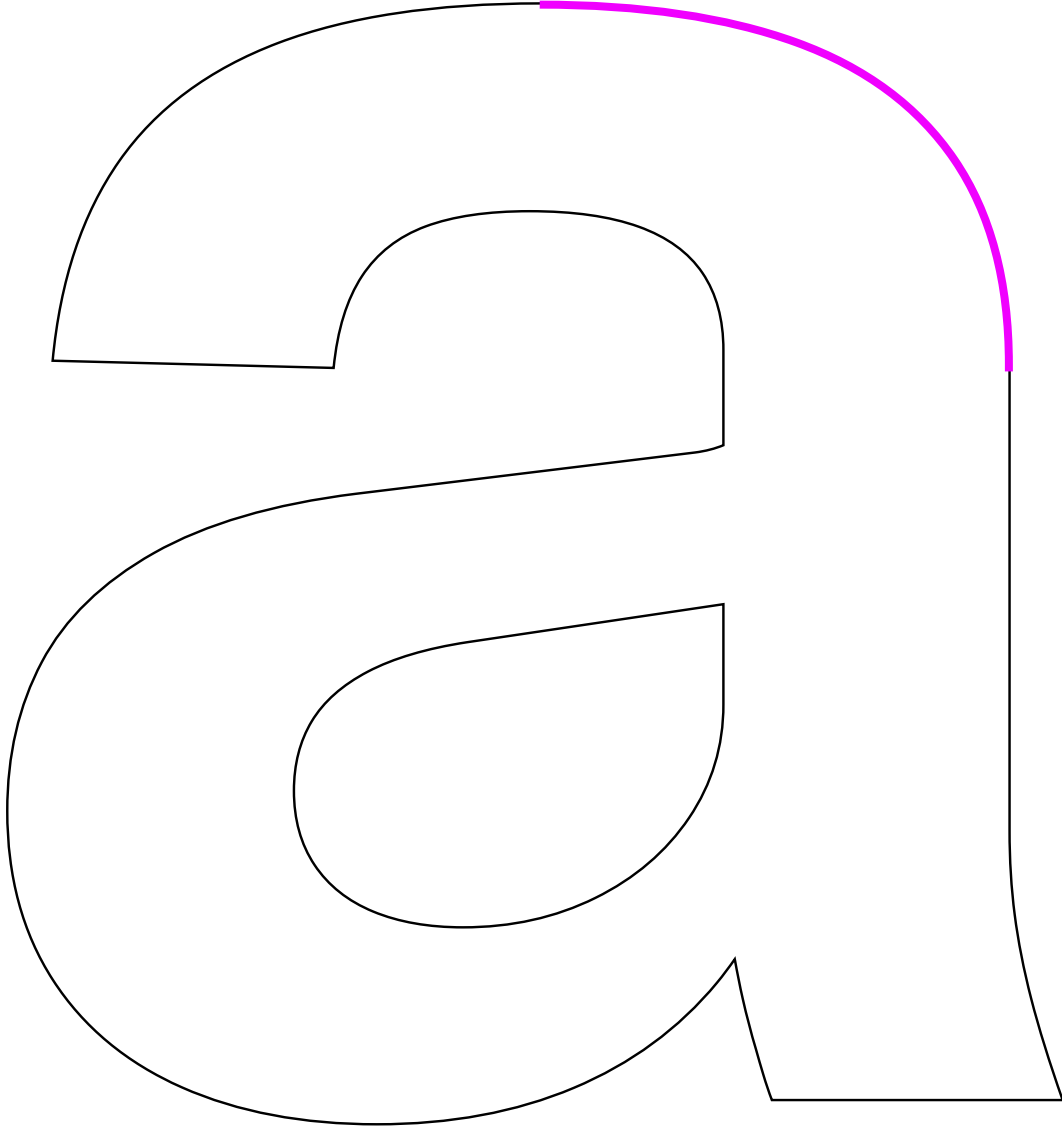


8 Our iconography

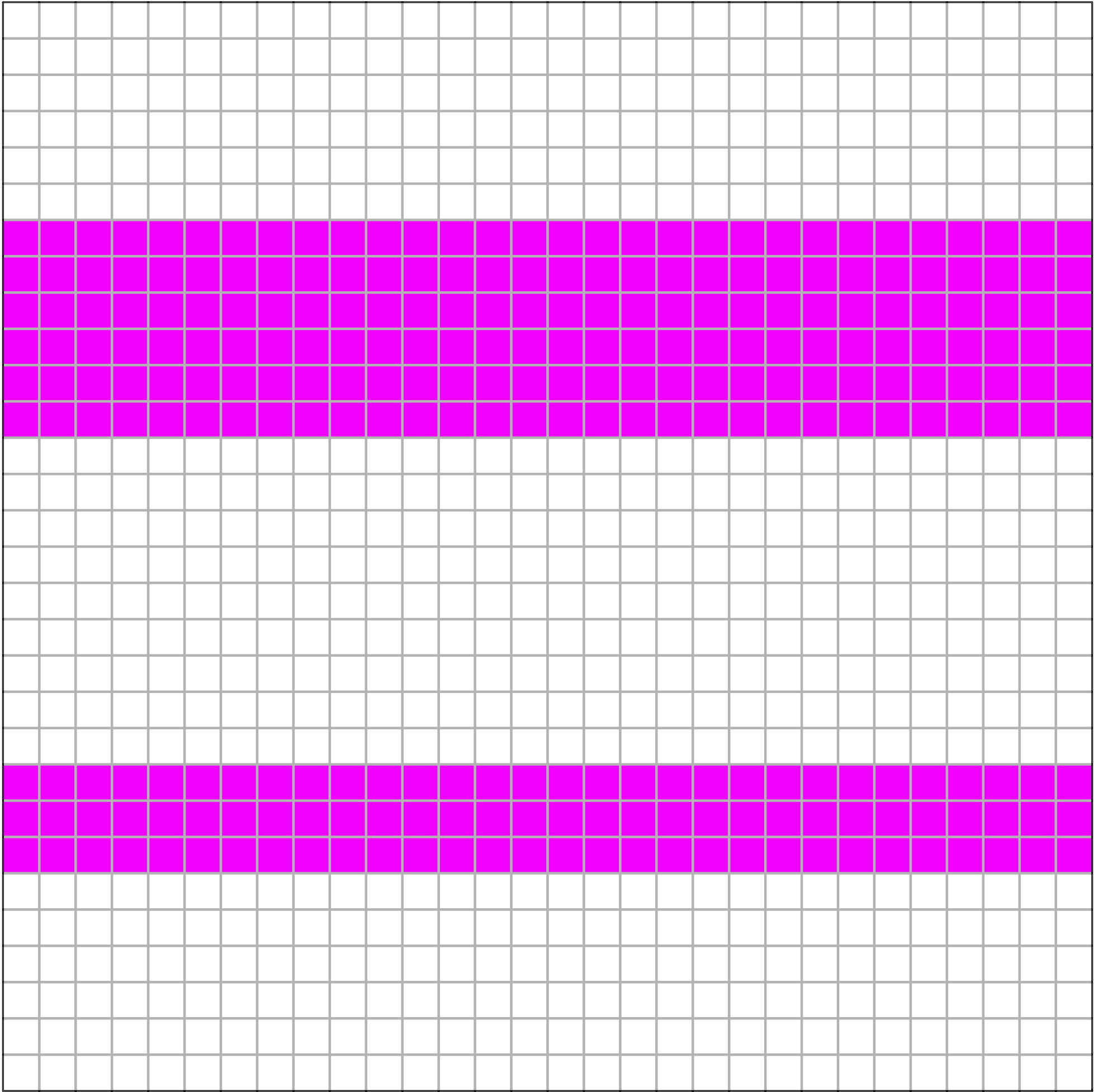
8.1 Construction

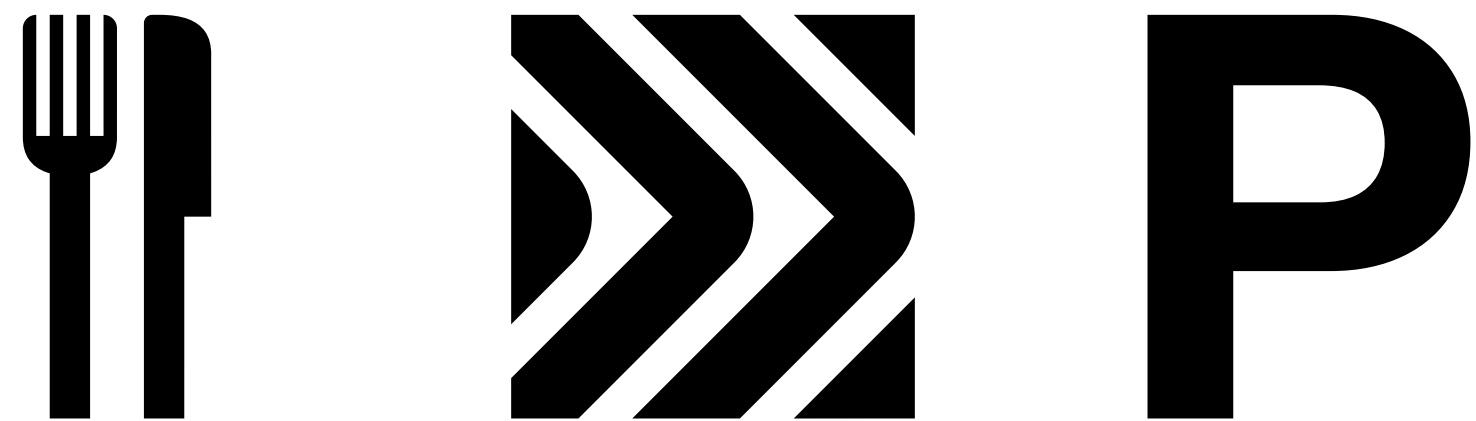
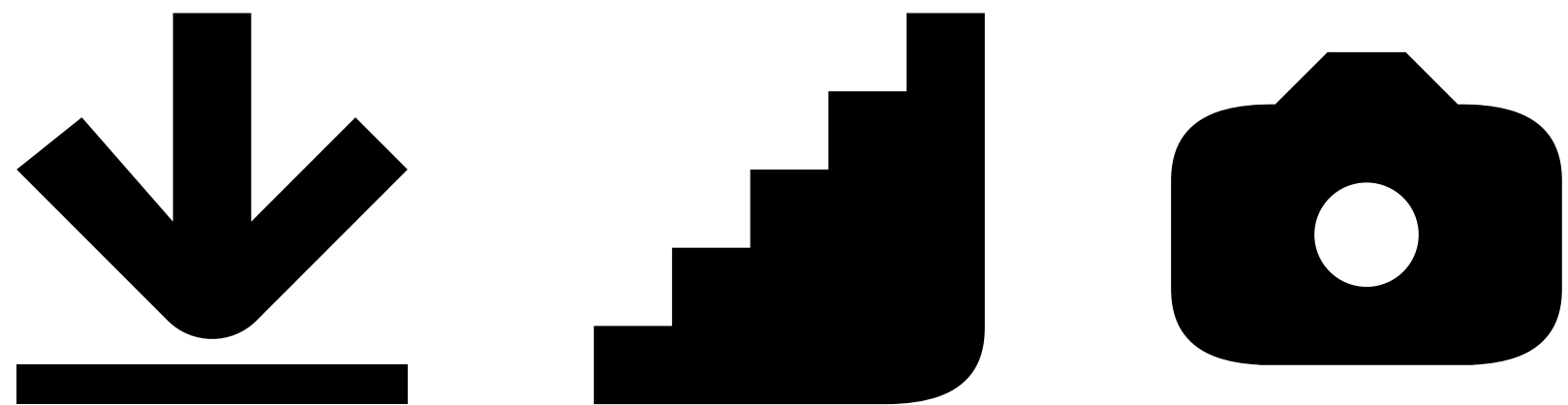
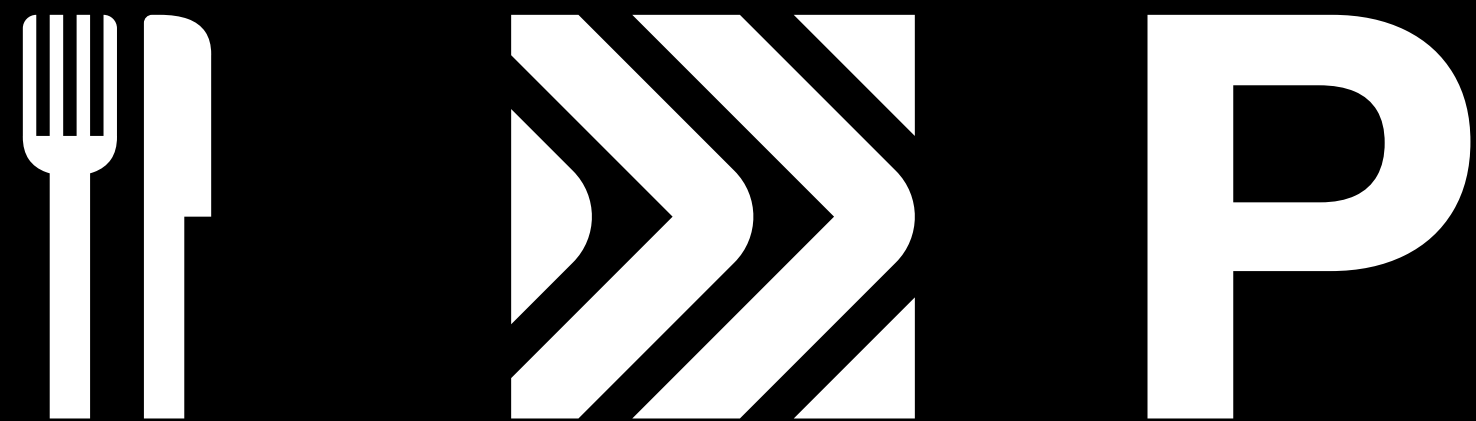
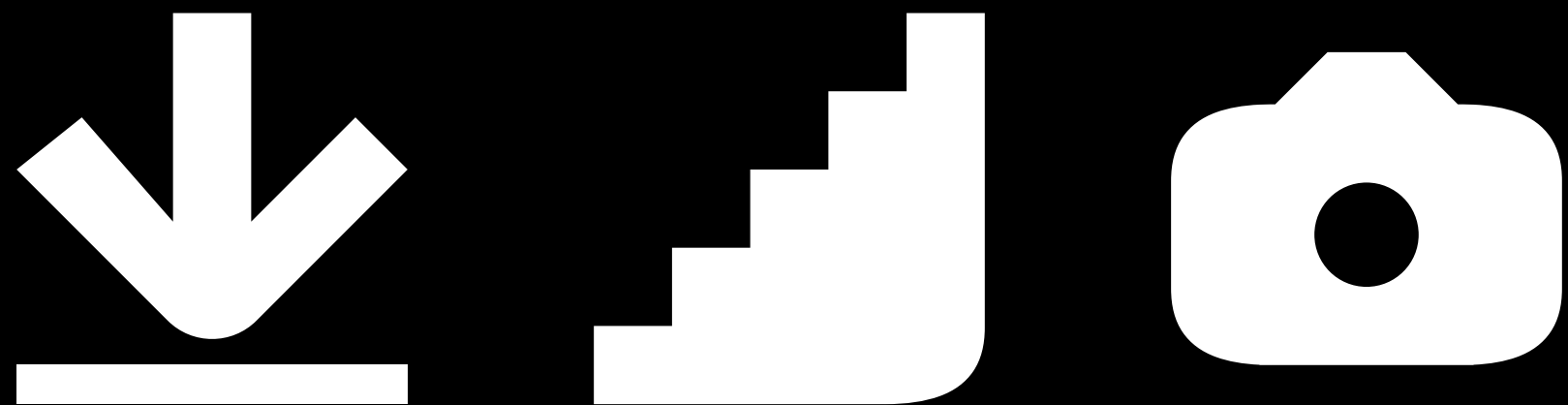
8.2 Suite

Where possible, icon curves should follow that of the lower case Helvetica a.



Key stroke weights used to construct our icons
based on our 30x30 grid.





9 Our best practice

9.1 Print

9.2 Digital

9.3 Physical





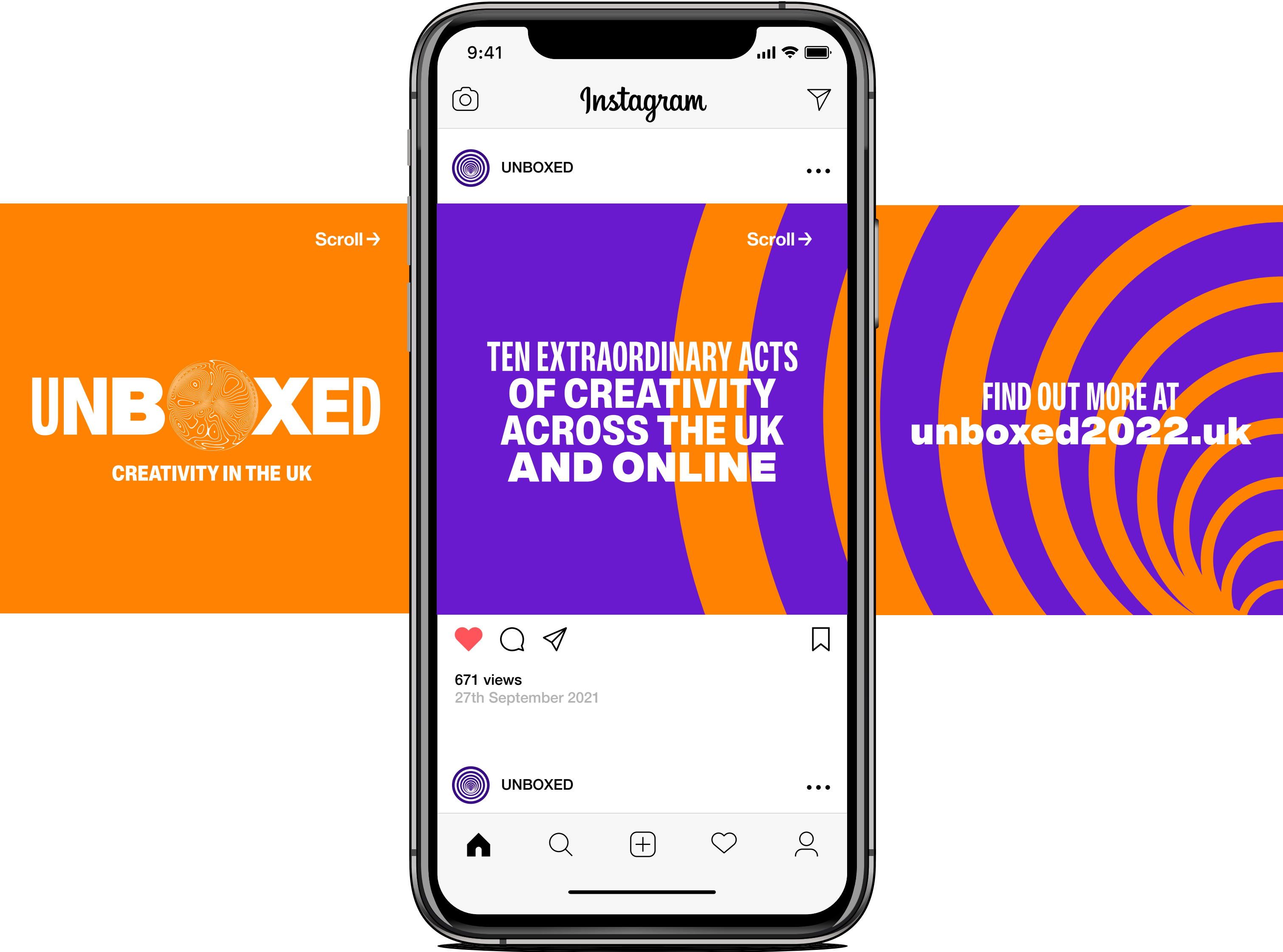




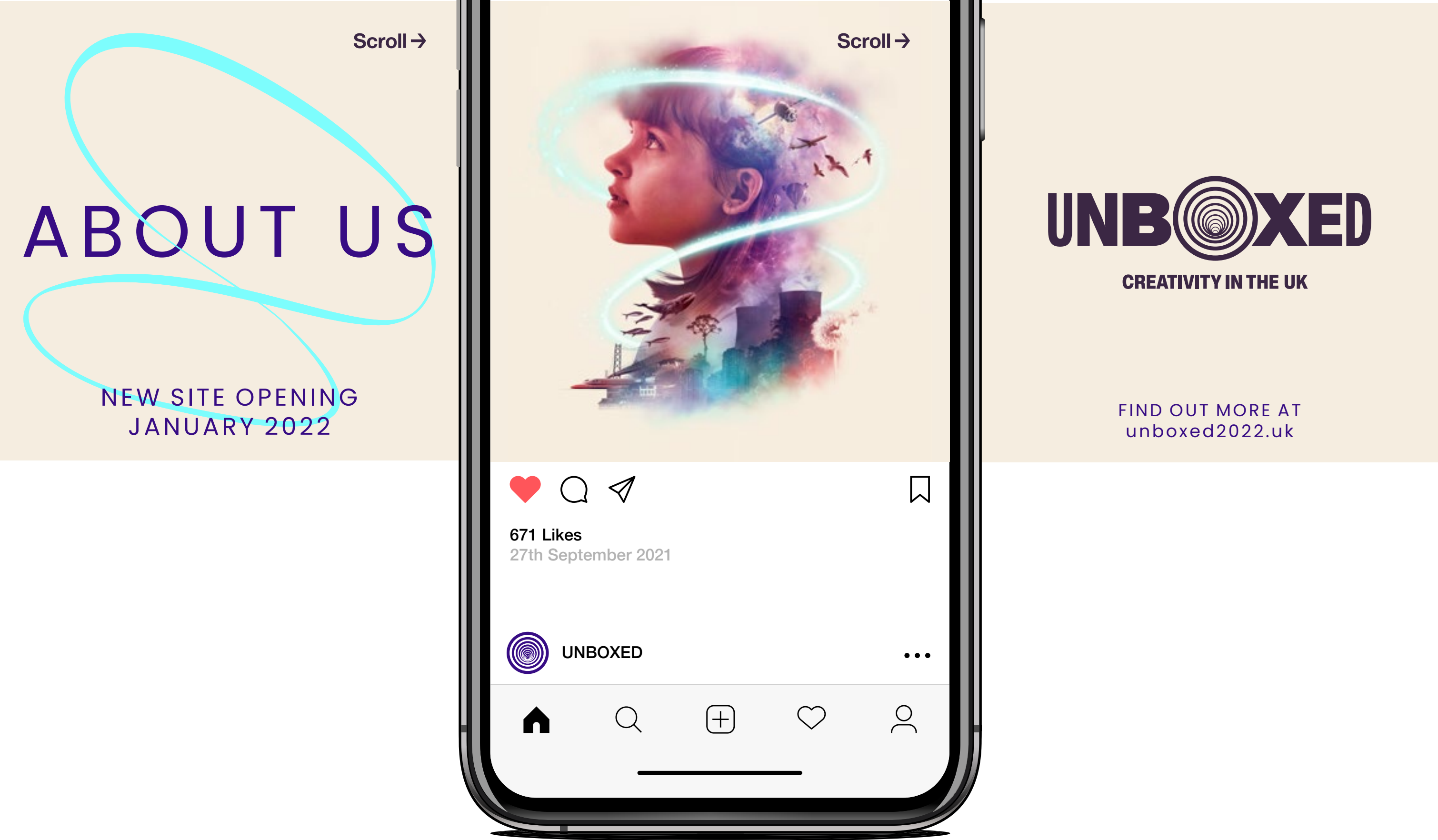


**DISCOVER MORE AT
UNBOXED2022.UK**

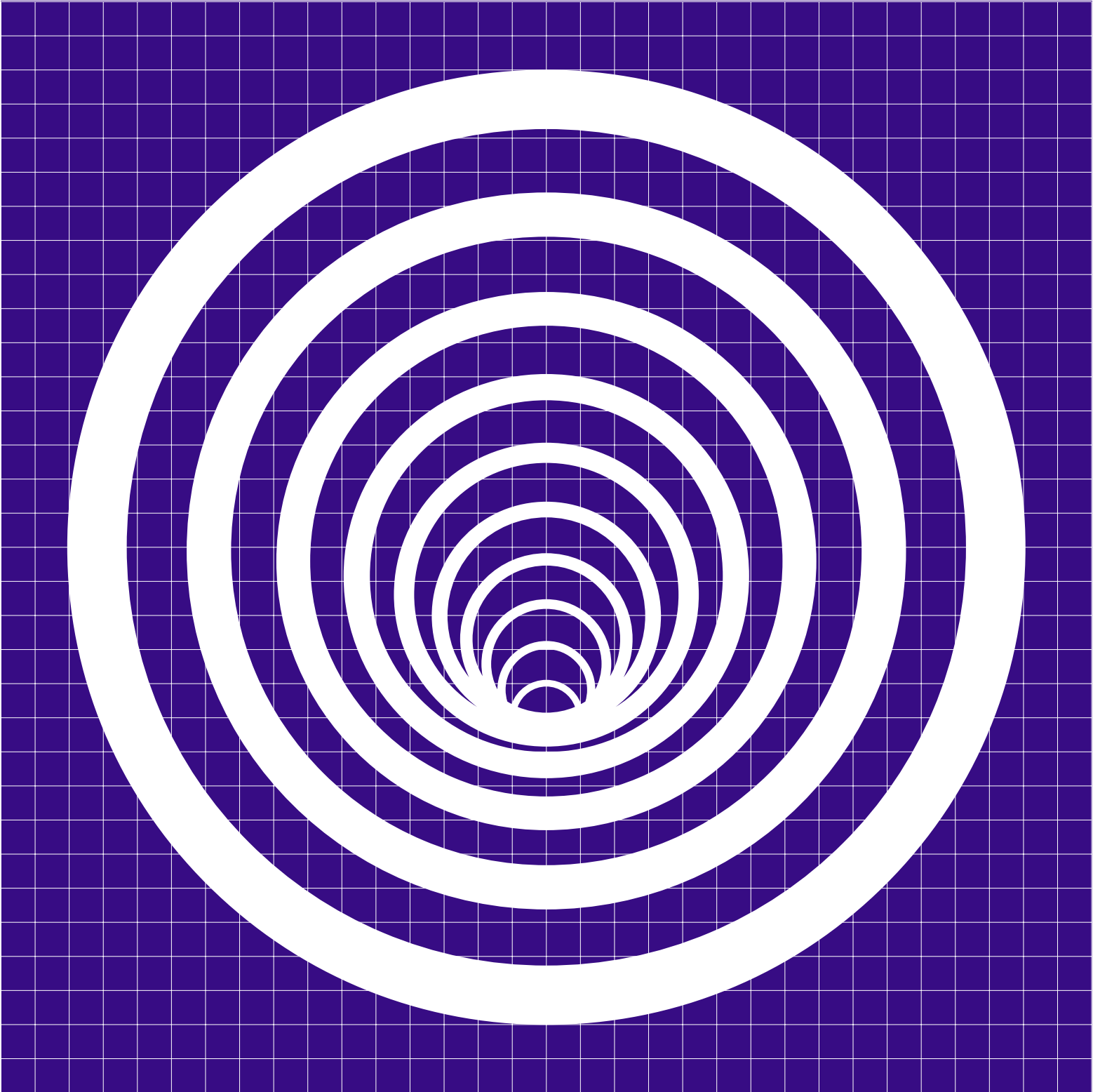








The social media icon and favicon use our five ring vortex symbol. The favicon appears at 16px2 on a standard resolution screen, or 32px2 in HD.



- 1
Pre-launch template example
- 2
UNBOXED 2022 template example

1

PRESS

to: email@recipient.co.uk

10/10/2021

Key stakeholder event, 21 Oct Invitation

KEY
STAKEHOLDER
EVENT

We are delighted to invite you to the programme announcement of a ground-breaking celebration of all our creativity, taking place across the UK and online in 2022.

One of the most significant creative programmes in a generation, it has been developed by some of the brightest minds from across science, technology, engineering, arts and maths. Together, they explore the power of collaboration and creativity to drive innovation and shape the ways we work, live and play.

The event will be hosted by the project's Chief Creative Officer, Martin Green CBE.

Please join us online on
Wednesday 20 October 2021
9.30 – 11am

[Add to calendar](#)

Contact
email@enquiries.co.uk

Address Line One,
Line Two AB1 CD2

2

143

UNBOXED 2022

to: email@recipient.co.uk

01/01/2022

UNBOXED 2022 Mailer Example

UNBOXED

CREATIVITY IN THE UK

UNBOXED
2022
HEADLINE

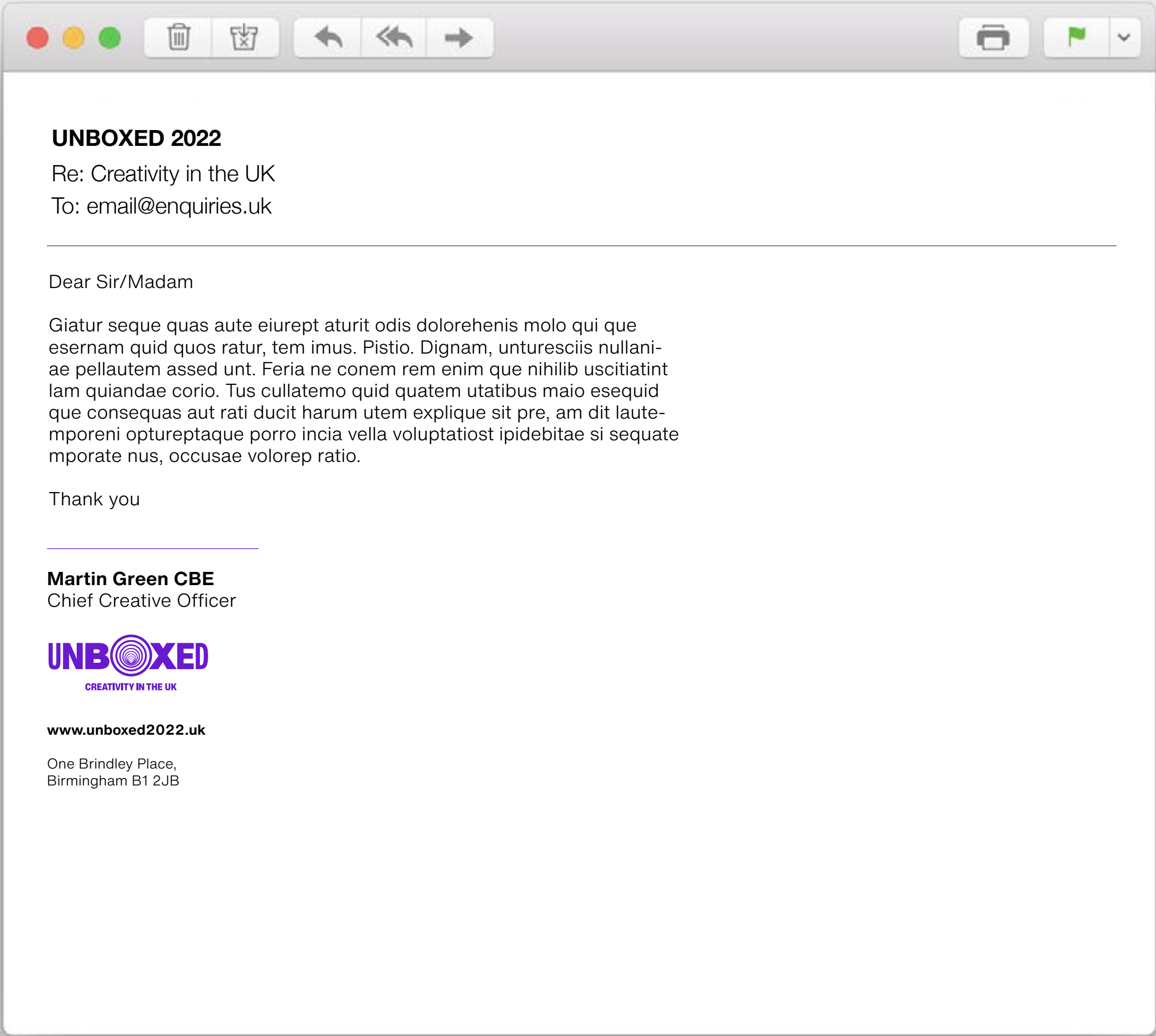
Subheading. Ma dellabore nis ad mosam sumquo blautem et, cus alic te nis iur sit aut pera pre ipsae ratus conet alibust isquae.

Event title

Met es acil eaquos eossincipsam lam accusdam harum estem eleni blatuscillit ut eseditias rere restis adic tempostibus quam rem aut etur sum faceario. Namus dolo quature corrovit, si alitem facest, accusa ditistis ut ipsae.

Monday 1 January 2022
9.30am – 5pm

[Add to calendar](#)









UNBOXED
CREATIVITY IN THE UK

- 2052**
- DANDELION**
- DREAM MACHINE**
- FOREST OF THE IMAGINATION**
- GREEN SPACE**
- DARK SKIES**
- OUR PLACE IN SPACE**
- SEE MONSTER**
- STORY SCAPES**
- TOUR DE MOON**
- YOU ARE HERE**

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UNBOXED

CREATIVITY IN THE UK



SEE MONSTER

20.10.22 / Weston-Super-Mare.

UK Government

Northern Ireland Executive

Welsh Government

Scottish Government

Belfast City Council

EventScotland

Creative Wales



10 Our approval process

You can submit items for brand approval via the Brand Asset Management System.

Prior to 1 January 2022 – all assets that use our brand/logo will require brand approval (multiple files can be uploaded in the same submission).

Design work should be submitted BEFORE it reaches final artwork stage.

For more complicated design concepts please engage with the brand & marketing team at the earliest possible opportunity – it's never too early and the team are happy to review briefs.

You will receive brand feedback at the earliest possible opportunity, within a maximum turnaround time of three working days.

For questions or any support needed with brand approval please contact design@festival2022.uk / design@unboxed2022.uk

The team are here to help.

This special format is not a sub-brand but is a title lock up for any future specialised programmes and associated toolkits that may be required.

In this scenario, 'Learning' has been devised for the Unboxed Learning & Participation toolkit and will feature on a digital educational resource hub.

The programme title is placed before the Masterbrand which retains its integrity.

LEARNING

UNBOXED

CREATIVITY IN THE UK

Single word titles
Set the type in our Helvetica Now Bold subheading style and follow the spacing shown here. The word should fill the width of the Creativity in the UK strapline.

Multiple word titles
If required, we can set a longer title to the width of the UNBOXED primary static logo.

