

# CARLISLE TOOLKIT





## INTRODUCING THE STORY AND ITS EXPRESSION

Significantly placed in the North West of England, Carlisle has a distinct and radiating influence over a wide geography. Due to this unique position it can claim to be both a lively urban hub and the City of the Lake District.

Carlisle's proud history boasts numerous visitor attractions including Carlisle Castle and Cathedral and the world renowned Hadrian's Wall. It's independent spirit, asset rich and compact city experience needs to be celebrated and communicated with confidence.

This toolkit introduces and instructs a strategically driven visual expression which is used to communicate and illustrate Carlisle's unique story. The expression should influence all future communications and is based on the city's big idea and themes stated in the following pages.

THE BIG IDEA

# CAPITAL CARLISLE: CITY OF THE LAKES



## THEMES

INDEPENDENT,  
UNITED AND PROUD

ANIMATING OUR HISTORY

A DESTINATION FOR  
ENTERTAINMENT, FUN  
AND FREEDOM





# INTRODUCING THE CARLISLE IDENTITY

The Carlisle identity can be used as an alternative to the graphic language, when a traditional logo is required. In other cases we advise using combinations of the graphic language with the word Carlisle (similar to the simplified identity). Please see further into this document for information on type and the graphic language.

## BASIC

You must always use the full-colour visual identity where possible.

The full colour identity must always be used in full colour publications, on a white background.

Min. height 20mm.

The word 'CARLISLE' in a serif font, where each letter is filled with a different, vibrant, multi-colored pattern.

## GREYSCALE

When colour is not an option, or there are cost restraints the greyscale visual identity may be used.

Min. height 20mm.

The word 'CARLISLE' in a serif font, where each letter is filled with a different, complex, grey-scale pattern.

## SIMPLIFIED

The simplified forms must only be used in situations where it is not possible to use the primary identity. For example, if the identity needs to be embroidered on to a T-shirt, or it needs to be reproduced at a small scale. When using the simplified identity please use a specified colour from the colour palette.

The word 'CARLISLE' in a solid, dark purple serif font.

## CLEAR ZONE

When using the visual identity, please keep an area equivalent to the width of the letter 'C' taken from the Carlisle logo type.

Please see the examples to the right for correct and incorrect placement in the clear zone.



CARLISLE

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CARLISLE

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## IDENTITY DO'S & DON'TS

### IDENTITY DO'S



DO use the full colour visual identity on a white background



DO use the greyscale visual identity on a white background



DO use the white visual identity on colour backgrounds



DO use the white visual identity on background images

### IDENTITY DONT'S



DO NOT change the proportions



DO NOT skew or rotate



DO NOT use the colour identity over single colour or photography

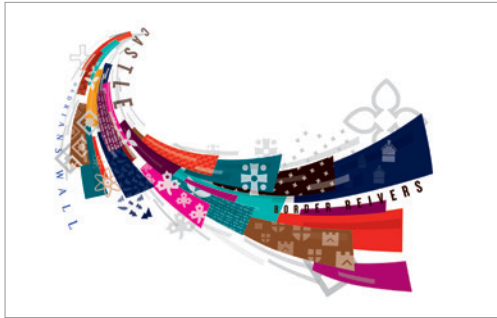


DO NOT use the visual identity over images that are too busy



DO NOT use the identity over images or colours with little contrast to the identity.

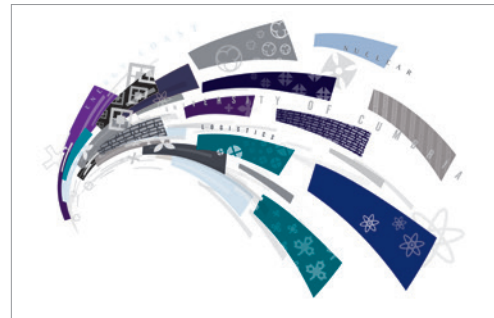
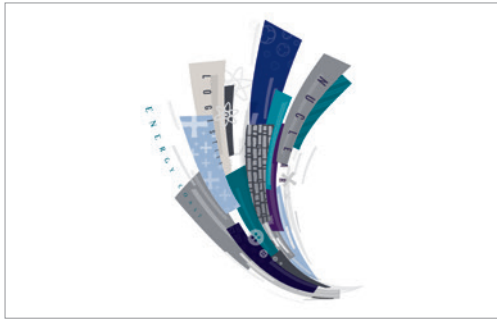
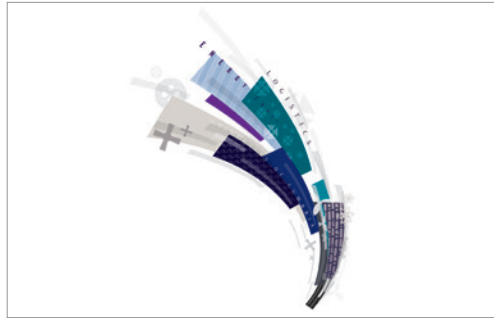
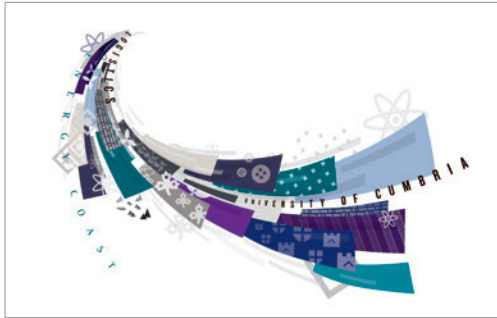
# INTRODUCING THE GRAPHIC LANGUAGE



**PRIMARY COLOUR GRAPHIC LANGUAGE:** The primary graphic language should be used for tourist and activity focused projects. Please use the language on a white background or over photography only. For more information on using the graphic language with the photography, please see page 18.

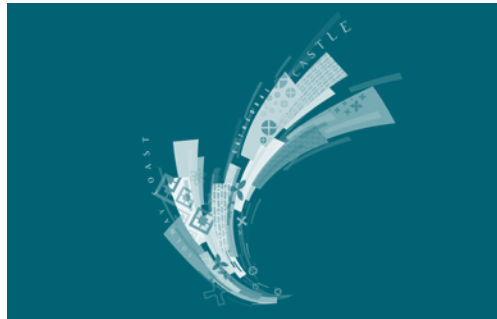
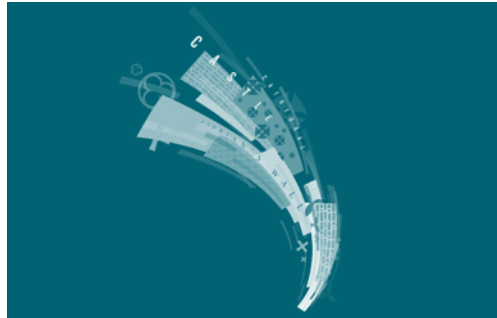


# INTRODUCING THE GRAPHIC LANGUAGE



**BUSINESS COLOUR GRAPHIC LANGUAGE:** The business graphic language should be used for business focused projects. Please use the language on a white background or over photography only. For more information on using the graphic language with the photography, please see page 18.

## INTRODUCING THE GRAPHIC LANGUAGE



**WHITE GRAPHIC LANGUAGE** The white graphic language set can be used as an alternative for the colour graphic language (both the primary and business versions have been supplied). When using the white graphic language use a bold colour from the colour palette or a contrasting section of a photograph as a background, so that the white graphic language can be seen.

# USING THE GRAPHIC LANGUAGE

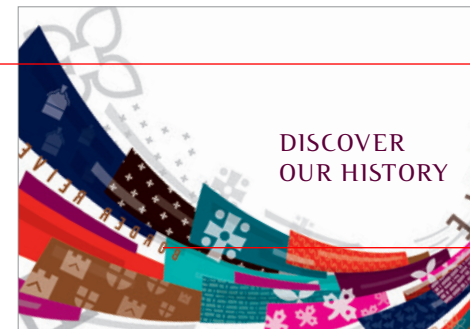
This graphic language has been created as a primary tool for Carlisle's visual expression and may be used in a variety of ways. Where possible, we recommend using the graphic language at full bleed.



Cropping is allowed however please respect the language's dynamic attributes and show as much detail as possible. Please do not scale the language down to a size where it does not have a key presence on the page. In addition to this please do not scale the language up to a size where a lot of its detail is lost.



Due to its detail please do not flip the language so that the text within the image does not appear backwards. Also when rotating the language be careful that the text and symbols/imagery do not appear upside down.



## INTRODUCING THE TYPEFACE

# CARLISLE

## CELEBRATING HISTORY

Body font; Trade Gothic LT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 0123456789!@£\$%^&\*()\_+{}:"'<>?

Web font; Helvetica

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 0123456789!@£\$%^&\*()\_+{}:"'<>?

When writing the word Carlisle, headlines and subheadings always use the typeface CutOff Pro Regular in uppercase. Please set the type to optical kerning with the tracking set to 50 (on InDesign). You may need to purchase CutOff Pro Regular: we suggest the URL below:

<http://www.myfonts.com/fonts/urw/cutoff-pro/regular/>

When writing body text always use Trade Gothic LT. Trade Gothic LT can be purchased at the link below:

<http://www.myfonts.com/fonts/adobe/trade-gothic/regular/>

The only exception to these rules is when neither of these fonts are available, for example in online applications. In these cases you may use Helvetica for body type.



# TYPE DO'S AND DONT'S



## DISCOVER CARLISLE'S HISTORY

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### THE ROMANS

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### MEDIEVAL TIMES

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- DO use spacious leading (line spacing) on headings, sub-headings and body text.
- DO use few words and large type size for headlines. One or two lines are allowed.
- DO left align and unjustify all text. Body type has regular tracking (letter spacing).
- DO use upper case with tracking set to 50 for headlines and subheadings.
- DO give text 'room to breathe' when combining it with graphic language.



## Discover Carlisle's history

Desciis aborum soluptatem. Olupta de consenatur si con plibus sin ex enissitas expe si ipsunt optimum, qui apis iundunt es simusam abo. Nequi cor maximodi berionse isciatem ratinum qui dolest ditati dendia si simpedipsam, eos denda quod moluptatia proviti apistrum est fuga. Et lab id mint aut que nis andunt, te simi, cus repedio nsenditem solupta tibus.

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DON'T use leading which is too small.

DON'T hyphenate text.

DON'T use sentence case or title case for headlines or subheadings.

DON'T justify text, word spacing becomes irregular and structure is unclear.

DON'T include orphans (single words at end of paragraphs).

## Discover Carlisle's history, heritage and it's location

Desciis aborum soluptatem. Olupta de consenatur si con plibus sin ex enissitas expe si ipsunt optimum, qui apis iundunt es simusam abo. Nequi cor maximodi berionse isciatem ratinum qui dolest ditati dendia si simpedipsam, eos denda quod moluptatia proviti apistrum est fuga. Et lab id mint aut que nis andunt, te simi, cus repedio nsenditem solupta tibus.

### The Romans

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### Medieval Times

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# COLOUR PALETTE

This is the primary Carlisle colour palette to use for tourist and activity focused projects. You must never use an unspecified colour.

The palette is supplied in three different colour models, to use for print and web.

The Pantone colours have been supplied for special occasions. They should be used when a close match to the pantone colour is possible (for example vinyl applications, paper choices, special print jobs using pantone inks).

With most common four colour print process an exact match to the pantone colours is not possible, therefore a close but alternative set of CMYK colours have been provided for this purpose.

The RGB values are based the CMYK colours and should be used for web and digital projects.

Pantone	CMYK	RGB	Colour of text on top	Can be used for headings/subheadings
Pantone 229C	C26 M100 Y17 K63	R93 G0 B57	White	No
Pantone 228C	C16 M100 Y11 K43	R131 G26 B83	White	Yes
Pantone 226C	C0 M100 Y2 K0	R236 G0 B137	White	No
Pantone 485C	C0 M96 Y100 K0	R237 G33 B42	White	No
Pantone 484C	C8 M94 Y99 K34	R158 G35 B22	White	Yes
Pantone 4635C	C12 M61 Y80 K45	R136 G76 B40	White	Yes
Pantone 4665C	C5 M31 Y37 K12	R211 G164 B139	White	No
Pantone 137C	C0 M46 Y100 K0	R249 G155 B28	White	No
Pantone 326C	C84 M0 Y38 K0	R0 G179 B176	White	No
Pantone 3155C	C100 M10 Y28 K47	R0 G99 B115	White	Yes
Pantone 661C	C100 M75 Y0 K6	R0 G79 B157	White	No
Pantone 655C	C100 M80 Y12 K63	R0 G26 B73	White	Yes
Pantone process black	C0 M0 Y0 K100	R0 G0 B0	White	No
Pantone 421C	C13 M9 Y11 K26	R171 G173 B173	White	No
Pantone Cool Gray 1C	C4 M2 Y4 K8	R223 G225 B223	Black	No
White	C0 M0 Y0 K0	R225 G225 B225	Black	Yes

# COLOUR PALETTE

This is the business Carlisle colour palette to use for business and investment focused projects. When using colour please use the same rules outlined on the previous page.

Pantone	CMYK	RGB	Colour of text on top	Can be used for headings/subheadings
Pantone 536C	C35 M17 Y2 K7	R152 G178 B208	Black	No
Pantone 3145C	C100 M11 Y28 K20	R0 G132 B153	White	Yes
Pantone 3155C	C100 M10 Y28 K47	R0 G99 B115	White	Yes
Pantone 281C	C100 M85 Y5 K35	R14 G45 B109	White	Yes
Pantone 2768C	C100 M90 Y13 K69	R0 G4 B61	White	Yes
Pantone 2603C	C73 M100 Y0 K3	R102 G42 B140	White	No
Pantone 2627C	C81 M100 Y6 K35	R64 G22 B99	White	Yes
Pantone process black	C0 M0 Y0 K100	R0 G0 B0	White	No
Pantone Cool Gray 10C	C40 M31 Y20 K70	R66 G69 B79	White	Yes
Pantone Cool Gray 7C	C20 M15 Y11 K40	R135 G137 B143	White	No
Pantone 421C	C13 M9 Y11 K26	R171 G173 B173	White	No
Pantone Warm Gray 2C	C6 M7 Y9 K11	R213 G208 B204	Black	No
Pantone Cool Gray 2C	C5 M3 Y5 K11	R215 G216 B214	Black	No
White	C0 Y0 M0 K0	R255 G255 B255	Black	Yes
Metallics				
Pantone 8181C			White	Yes
Pantone 877C			Black	Yes

# PHOTOGRAPHY

Carlisle photography should be unique to the place, and capture its varied assets from lively urban hubs, to beautiful outdoor landscapes. It is essential that the photographs communicate the big idea and themes.

Photographs should be animated, and use imaginative close ups, unusual perspectives and artistic viewpoints.

Reflections in water, windows and inanimate objects should also be treated as a key feature for the photography. It is a vehicle to connecting the city to its outer assets and helps place emphasis on “Capital Carlisle: City of the Lakes”.

In essence we are looking for challenging photography which helps to change peoples’ perception of Carlisle. Not only should the photographer capture the physical assets of place, he/she is required to capture the spirit of the newly positioned Carlisle, and how its population (visitor/local) interacts with the place. This means where possible a preference should always be given to people populating and helping to animate the photography. See more examples on the following page.





# PHOTOGRAPHY

ANIMATING HISTORY



REFLECTION



ARTISTIC VIEWPOINTS



IMAGINATIVE CLOSE-UPS



UNUSUAL PERSPECTIVES





# USING PHOTOGRAPHY WITH THE GRAPHIC LANGUAGE



The Graphic Language can be used over and behind photography. When placing over photography please use the white graphic language as a preference to give a more subtle approach. When placing the full colour graphic language please be aware of clashing with colours in the

photography. To avoid this, place the colour language over lighter and simpler images. Graphic language does not always need to be put with photography but when it does please make sure it does not interfere with the focus point of the photograph.

# USING TEXT WITH PHOTOGRAPHY

## AND THE GRAPHIC LANGUAGE

When combining text with the graphic language or photography where possible please place the body of text in “white space” (clear space within the layout). Using white space will give the type and graphic language “room to breathe” therefore the two elements should not be placed too close together.

This rule also applies to photography with insignificant and plain areas of the photograph becoming the “white space”. Please make sure that the focus of the photography is not affected and that the section of the photograph that is being used contrasts with the colour of the text.





# USING TEXT WITH PHOTOGRAPHY

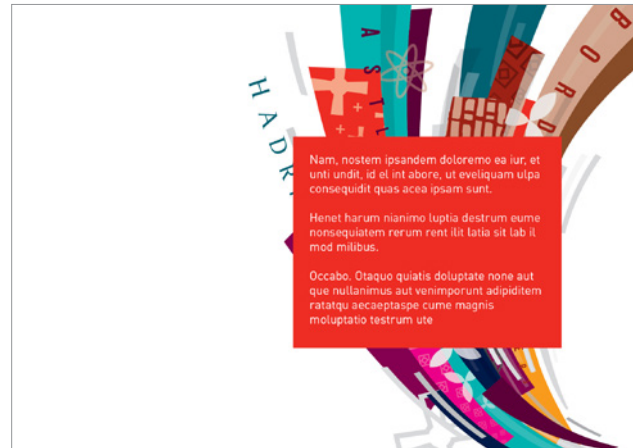
## AND THE GRAPHIC LANGUAGE

When there is an insufficient amount of white space and text needs to be placed onto a design, a text box can be used. This rule only applies to photography when there is not an area that will contrast with the colour of the text. Please do not place a text box over the focus of a photograph.

A text box placed on top of graphic language should be the last option. If used, the colour should differ as much as possible from the colours used in the chosen section of graphic language.

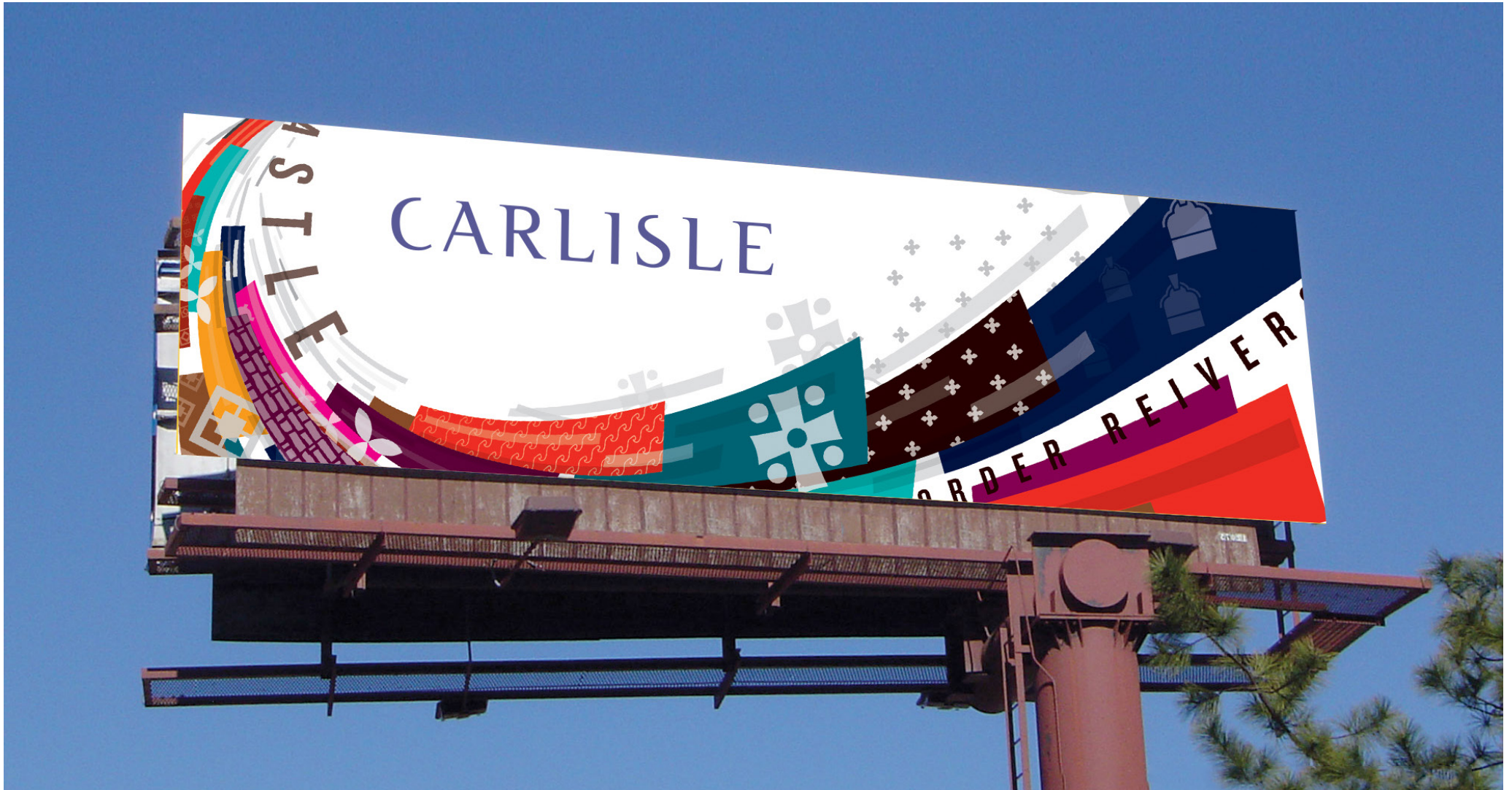
When using text boxes please make sure that the sufficient space is left between the text and the edge of the text box. Please also choose a colour for the text box that will contrast with your text, if unsure please consult the colour palette section of this toolkit.

Headings and subheadings can also be placed in text boxes. For long headings/subheadings please make sure that the text is placed over more than one line.





## APPLICATION



## APPLICATION





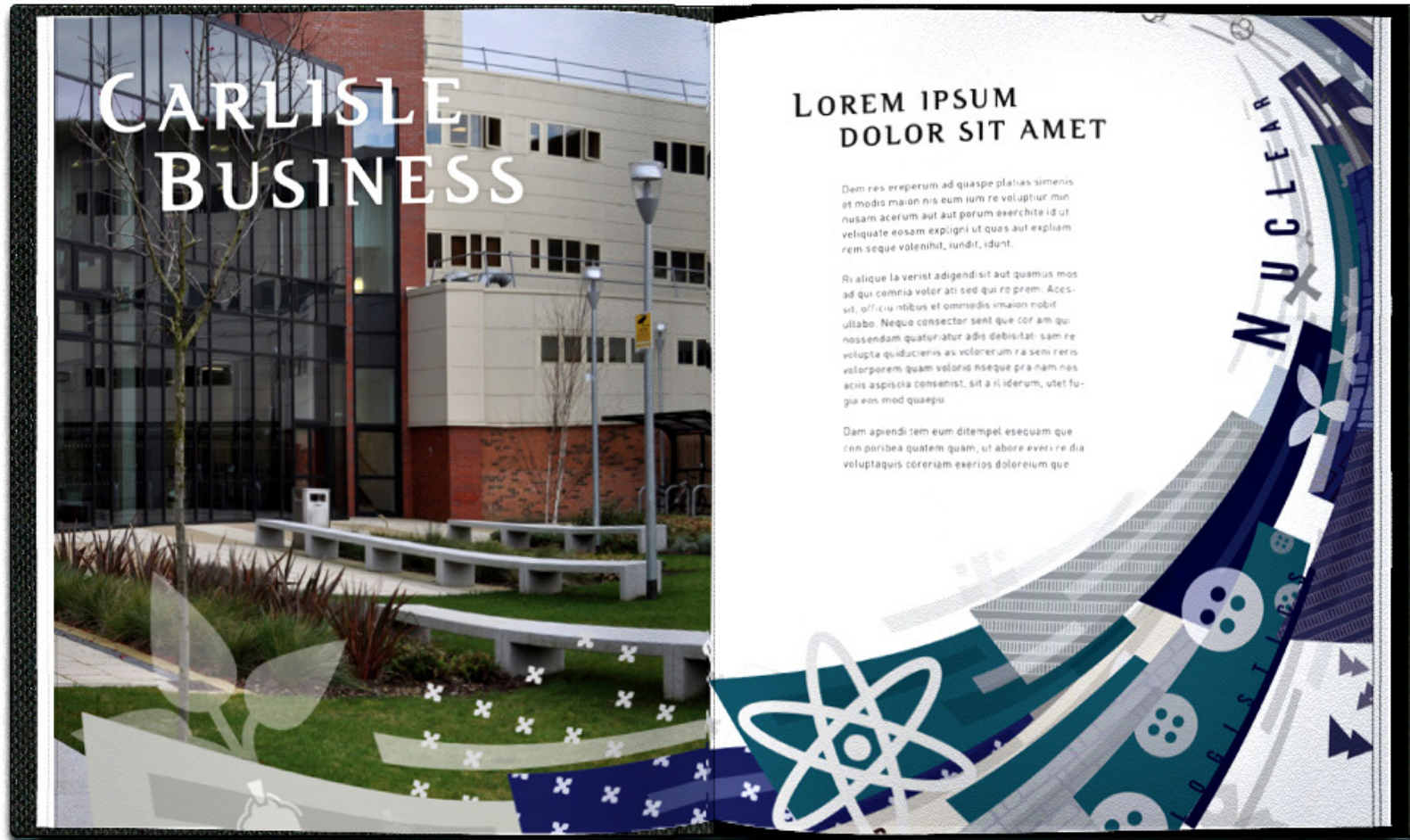
## APPLICATION



## APPLICATION









## APPLICATION

