



A word cloud in green, textured font arranged in a triangular shape. The words include: PROUD, BRITISH, Heritage, STREET PARTIES, MEDITERRANEAN CUISINE, HISTORY, MUSIC, Phoenician Empire, Calentita, Jazz, INTERNATIONAL, LITERARY FESTIVAL, THE ROCK, The Moorish Castle, Pillars of Hercules, Music Festivals, Food Festival, 100000 YEARS, National Week, Chess, Snooker, Darts, Backgammon Championships, and Neanderthal Settlements.

# Gibraltar

## A year of Culture

Brand Book

# INTRODUCTION

In an increasingly fast, dynamic and fractured communications environment it is vital to create a strong, clear brand that delivers the required message in the most consistent and coherent way possible, whilst striving to eliminate any potential inaccuracies, irregularities or contradictions.

All parties that are involved with and responsible for a brand should be clear in what it represents and how it relates to its target market. This document has been created to set out what the Gibraltar, A Year of Culture brand is and how it and the design elements surrounding it should be utilised.

It forms a brand toolkit that features brand logos, typefaces, tone of voice and more.

Whilst there may be a little flexibility to allow for a certain amount of interpretation, we ask that all those making use of the guidelines and the elements therein do respect them as much as possible as they are designed to give the Gibraltar, A Year of Culture brand a long term, robust and uniform presence.



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The logo and how it is deployed is a key element across all communication channels. Here's how it works, and how it doesn't.

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The main element of our new marketing. What's in it and why.

## Pages 8-9 Colours & tone of voice

A range of colours and their constituent parts that perfectly reflect the Rock and all that's happening. Plus it's not always just what you say, it's also the way you say it that's important in getting the message across

## Pages 8-9 Typography

Your typeface plays a major part in your brand personality. Get it right and it's a joy to read, get it wrong and you're in trouble.

CORRECT LOGO USAGE



Please allow clear space around the logo to maximise the visual effectiveness. Nothing should intrude into the specified clear space.



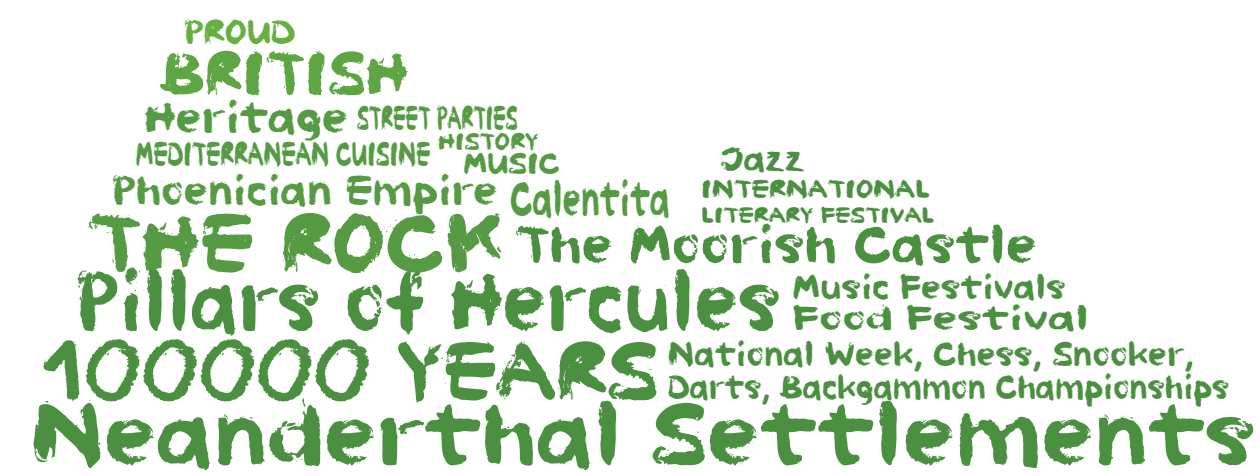
The Gibraltar, A Year of Culture logo is a visual and descriptive representation of the iconic Rock of Gibraltar and its famous features. Four variants have been created to offer a degree of flexibility for the user depending on the situation in which it is to be used. There are three colour versions (see Page 8) and one monochrome. No other forms of the logo can be used other than the examples featured here.

INCORRECT LOGO USAGE



The logo has been designed to work horizontally and only in the colourways featured on the previous page. Other than the two squared up versions shown, no background or tone should be added. The colours of the letterforms used must only be those permitted and no visual amendments or additions should be made. Nor must any of the three elements that make up the complete logo be omitted.

CORRECT ROCK CONTENT



The Rock has been carefully designed to feature all the important elements and events that make up this vibrant part of the world. Each is positioned for maxi-mum relevance and readability and cannot be changed. The identification of the shape of the Rock is vital to communication and must be retained.

INCORRECT ROCK CONTENT



The geographical characteristics, historical features and regular events that are central to the personality of Gibraltar are all present in the Rock logo and have been agreed as being the best reflection of current cultural life for communication purposes. Therefore no amendments or additions should be made to the content of the design.

## COLOURS



ROCK CULTURE GREEN  
**PMS** 7489C  
**CMYK** C=71 M=22 Y=100 K=7  
**RGB** R=86 G=145 B=64  
**HEX** #569140



GIBRALTA BLUE  
**PMS** 534C  
**CMYK** C=95 M=87 Y=28 K=19  
**RGB** R=43 G=56 B=108  
**HEX** #2B386C



COAST GOLD  
**PMS** 534C  
**CMYK** C=95 M=87 Y=28 K=19  
**RGB** R=43 G=56 B=108  
**HEX** #958F4D



SOLID BLACK



GREY  
**PMS** 424C  
**CMYK** C=0 M=0 Y=0 K=74  
**RGB** R=101 G=102 B=104  
**HEX** #656668

## COMPLIMENTARY COLOURS



ROCK CULTURE GREEN  
**PMS** 359C  
**CMYK** C=33 M=0 Y=56 K=0  
**RGB** R=173 G=234 B=147  
**HEX** #ADEA93



LAGOON BLUE  
**PMS** 2925C  
**CMYK** C=78 M=31 Y=12 K=0  
**RGB** R=40 G=144 B=189  
**HEX** #2890BD



ORBEA  
**PMS** 5807C  
**CMYK** C=16 M=8 Y=31 K=0  
**RGB** R=209 G=211 B=174  
**HEX** #D1D3AE

We have created a core palette of corporate colours, a combination of which can be used on all marketing communications. We have kept the number of colours down to five plus three complementary ones to allow a degree of flexibility yet retain uniformity. Percentages of these colours are acceptable when necessary but other colours should not be used.

## TONE OF VOICE



**May 14th 2018**  
**See Gibraltar Rock**  
**to Beethoven.**

Beethoven's stormy Third Piano Concerto is preceded by his fateful Coriolan Overture, telling the tale of the doomed general Gaius Marcius Coriolanus as his army marches for Rome. In the Ninth Symphony, choir and orchestra join forces for Beethoven's ultimate journey from darkness to light; the Ode to Joy in the fourth movement arguably the most spectacular celebration of human spirit in musical history.

This year's Classical Concert will be held at St Michael's Cave.  
Time: 8pm

Why don't we hear Beethoven's 9th the way he intended it to be played? Benjamin Zander explores the difference between tonight's performance and the Beethoven 9th we thought we knew - and how we can detect what Beethoven intended in terms of tempo, character and dynamics.

Gibraltar Year of Culture copy should always be concise, enthusiastic and con-versational. There will be a lot of exciting things happening in Gibraltar in the coming year so a 'newsy' feel will also be relevant. Gibraltar, A Year of Culture should be used, as a phrase, when possible to keep the subject and sense of occasion at the top of the consumer's mind.



TYPOGRAPHY: PRINT

QUICKSAND LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

QUICKSAND REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

QUICKSAND BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

This is a key element in ensuring all marketing and communication material has a unified look and character. The chosen typeface for print is Quicksand and there are three weights: Light, Regular and Bold that can be used individually or together depending on the requirement. This typeface is clean, easy to read and has a very modern feel that perfectly suits the ambitions of Gibraltar, A Year of Culture.

TYPOGRAPHY: WEB

OPEN SANS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

OPEN SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

OPEN SANS BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

The chosen typeface for all web-based communications is Open Sans which shares many characteristics with Quicksand but which is slightly more suited to online readability. Again there are three weights: Light, Regular and Bold which can all be mixed at the discretion of the user depending on the message.

