

# DUNDEE

ONE CITY, MANY DISCOVERIES



THE HOUSE  
STYLE GUIDE

**Context:** At its simplest, a destination is a place where people want to be. Destinations have always driven the flow of people, capital and trade. But there is no winning post in the destination race – destinations must undergo constant renewal and refreshment. **The power of destinations: why it matters to be different**

# DUNDEE

ONE CITY, MANY DISCOVERIES



# Dundee ignites a spark in everyone

## We champion Dundee



Discover and learn



Dundee's foremost key strength... was its excellence in certain 'niche' industries and folklore surrounding the success of local heroes. This is a source of pride in the city, even for incomers not working in these industries. Dundee is changing rapidly and has at least two high-profile, focused industries: life sciences and digital media."

**Demos report: The Place Race (Feb 2008)**

The city of Dundee, offers its inhabitants, companies, students and visitors more choices and opportunities than most other urban conurbations in the UK – choices which can be surprising for their multitude and depth.



Discover creativity



Discover more



Discover lifestyle



## Proposition

The Economic Development Department of Dundee City Council commissioned research earlier this year, carried out by Klein O'Rorke about Dundee's perceptions and positioning. This work generated the '3 Es' as being fundamental to Dundee's new positioning.

These are:

**Enjoy:** Great quality of life.

**Enrich:** Through wide-ranging activities in Dundee and prime location for Scottish countryside.

**Excel:** In innovative industries.

Building on the research carried out as part of Dundee City Positioning project (Klein O'Rorke) we have created a focused proposition:

**Dundee ignites a spark in everyone, encouraging them to embrace all life has to offer.**



Discover motivation



## Dundee ignites a spark in everyone, encouraging them to embrace all life has to offer.

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We feel that this positioning works in many different dimensions:

**From** the pride felt by the average Dundonian who has seen the city change over the past decades and is fully enjoying the quality of life they have there;

**To** inspiring and engaging people in Dundee who might not have any knowledge of or exposure to the potential of their city;

**To** highlighting the creative stimulus Dundee provides which has led to some recent, world-renowned developments (from biosciences to creative industries to gaming).

The spark that Dundee ignites, not only energises and encourages people visiting Dundee, but also illuminates all that can be discovered about Dundee.

This led us to generate the following strapline:

### **One City, Many Discoveries**

### **One City, Many Discoveries**

We feel that 'One City, Many Discoveries' is a great line for Dundee's new identity:

- It keeps the reference to 'City of Discovery' which has been used for over 20 years, but brings out the multi-faceted nature of Dundee in 2008.
- Dundee has a thriving creative industry, specialising in new technology and specifically in computer games.
- The city's location and amenities mean that everyone can live their life enjoying their favourite activities.
- It's also affordable to live in so everyone can enjoy a great quality of life.
- It works on local, national and international levels as the scale and range of discoveries can be targeted at specific audiences.

We think our line will allow us to develop frequent and consistent media liaisons – explaining exactly how current developments will transform the city in the future

It will allow us to create a cultural event / something iconic (music / comedy festival) to attract people to Dundee so that they change their outdated perceptions.

- Harnessing the pride and the passion of Dundonians:

We intend to make local identities part of the campaign. Show how locals have helped transform Dundee into what it is today.

Employ ambassadors to lead the vision and be advocates for the brand.

Use other stakeholders as ambassadors for the city – encourage them to talk it up. and actively engage and utilise the brand.

These recommendations have helped us to reinvigorate the brand identity, and create a range of strategies to amplify this locally and nationally.

We aim to portray Dundee as a city of stature, a high achieving 'centre of Scotland' that is an intriguing and interesting place.

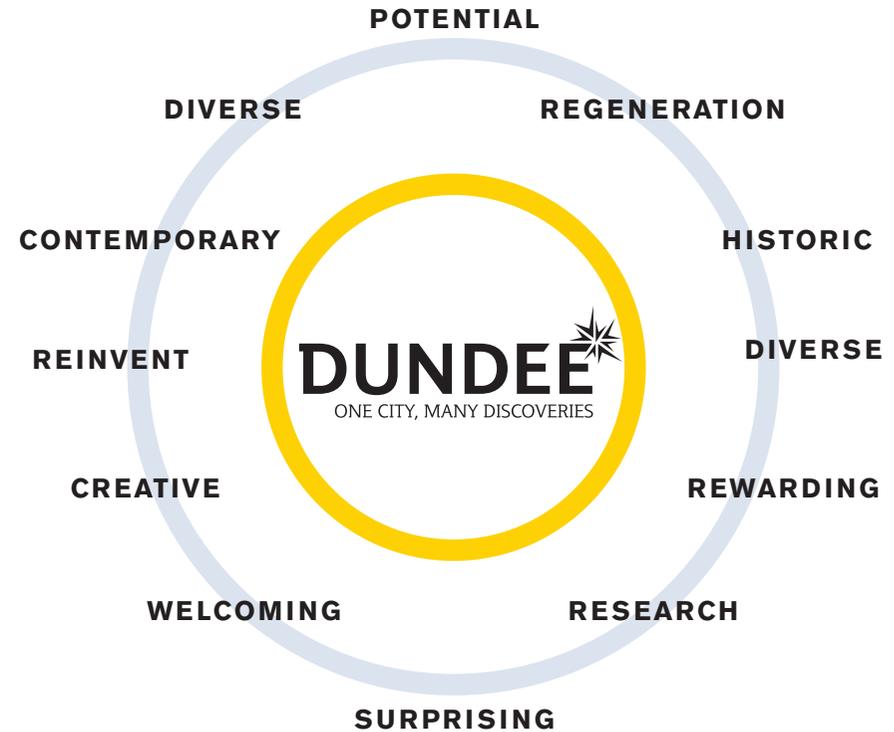
## How do we talk about Dundee?

When you talk about Dundee we would like to focus on the fact that there are multiple layers to discover about the city.

Ideally using two words, one broad and one more specific as a guide to the message your trying to communicate..

The centre rings holds words that illustrate the most true and enduring traits about Dundee and Dundonians. Dundee is this above all else.

The second layer guides you to be more factual, illustrating why this is so.



## What is our official logo?

Dundee is a city that inspires and illuminates, leading to many discoveries. It also ignites a spark in everyone who comes into contact with the city.

The imagery backs this up by focusing on one core mark – a spark of light.

This mark could be used in a range of different executions to illuminate the types of discoveries which have been, or can be, made in Dundee to amplify this locally and nationally. Our corporate identity is clean and modern. And – this is important – in its field, our wordmark (that's the technical term for it) really stands out.

If you have any queries about when to use this logo or any other of the logos within the brand family, please contact the Dundee Brand Team for advice.

To ensure maximum impact, the logo should always be clear of other graphic elements.



## Primary Logo Positive & Negative Versions

The Dundee primary logo can only be used using the versions shown below. The 'negative version', where logo is reversed to white out of a solid colour, or the 'positive version', where the logo appears as a solid colour. These logos can also be placed over an image, as shown on page ???.

Please note this should only be done when there is adequate contrast enabling the logo to be clearly read.

### Logo Usage

1. Do not redraw or change the proportions of the logo.
2. The relationship between the letters in the logo must not be changed.
3. The logo can only be used in the Dundee colours (see page?? for colour palette), white or black. Do not use any other colours.
4. Do not use other symbols with the Dundee logo.
5. Always use the logo as 100% solid colours. Do not use tints.



### PRIMARY LOGO

VERSION 1 – POSITIVE

FILE NAME:

Dundee\_Large\_4c\_Strapline



### PRIMARY LOGO

VERSION 1 – POSITIVE & NEGATIVE

FILE NAME:

Dundee\_Large\_4c\_V1

Dundee\_Large\_Greyscale\_V1

Dundee\_Large\_4c\_White\_V1

Dundee\_Large\_4c\_White\_Strapline



## Primary Logo Positive & Negative Versions

We have also created versions of the Dundee marque for use at small sizes only. So anything under 50mm inwidth should use this version only.

### Logo Usage

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5. Always use the logo as 100% solid colours. Do not use tints.

### PRIMARY LOGO

VERSION 1 – POSITIVE

FILE NAME:

Dundee\_Small\_4c\_Strapline



LOGO 40MM WIDTH



LOGO 25MM WIDTH

### PRIMARY LOGO

VERSION 1 – NEGATIVE

FILE NAME:

Dundee\_Small\_White\_Strapline



## What is the logo exclusive zone?

This is the minimum space required around the logo. Nothing can go inside this area as it would interfere with the integrity of the logo and its 'space'. This zone defines the breathing room needed for the logo to have presence and stature.

The letter "D" is used as a standard unit of measure and can be used upright or on its side.



## How does the logo work on busy or photographic backgrounds?

If the space is 'clean' (i.e. predominantly dark or light and solid), use the logo normally or in reverse. Where the background is hopelessly busy, use the boxed logo in an appropriate colour chosen from the primary palette.

Left: use the positive version of the logo where possible, as long as it's legible.

Right: use the boxed logo when the positive logo would be illegible. Select the logo colour to complement the image and have stand out.



## What is the box size for each the logo?

The letter "D" from the Dundee is used as the standard unit of measurement to determine the proportion of the box around the logo.



# Primary Logo Positive & Negative Versions

The examples below show incorrect logo usage. The golden rule is legibility. Its usage is incorrect if you can't read it. Always ensure that there is adequate contrast between the background and foreground to guarantee legibility.

When using the negative logo, always ensure that there is at least an obvious tonal difference with the background. See the examples below.

When using the positive logo always ensure there is adequate contrast with the background. Also ensure that there is adequate legibility when using the positive logo with the star over the image.

### Logo Usage

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3. The logo can only be used in the Dundee colours (see page?? for colour palette), white or black. Do not use any other colours.

4. Do not use other symbols with the Dundee logo.

5. Always use the logo as 100% solid colours. Do not use tints.



Adequate tonal difference

Limited legibility,  
inadequate tonal difference

Limited legibility,  
inadequate tonal difference

Limited legibility,  
inadequate tonal difference



Adequate tonal difference

Limited legibility,  
inadequate tonal difference

Limited legibility,  
inadequate tonal difference

Adequate legibility



Adequate tonal difference

Do not stretch or squash the logo

Poor legibility

Adequate legibility

## Are there alternative colours for the logo?

Dundee has a very distinctive colour palette. By sticking to this palette we build recognition and consistency.

The colours should always be used at 100% solid – do not use tints. Colour can be used in a dynamic and playful manner, and as such has not been assigned to any particular event or department within the organisation.

### Use in advertising

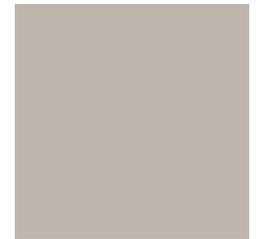
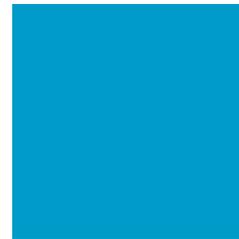
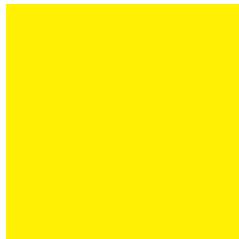
Due to the reproduction process in advertising it is necessary to adjust colours as outlined below:

Midtones: Allow 30% dot gain.

Shadows: Total ink not to exceed 230%

Black ink limit 80%

You can should check with the publication for any colour correction requirements prior to sending.



PMS BLACK

PMS 116

PMS 021

PMS 186

PMS 239

PMS 313

PMS 3395

PMS Warm Grey 5C

CMYK  
C30 M0 Y0 K100

CMYK  
C0 M12 Y100 K 0

CMYK  
C0 M68 Y100 K 0

CMYK  
C0 M12 Y100 K 0

CMYK  
C18 M80 Y0 K0

CMYK  
C100 M0 Y10 K4

CMYK  
C74 M0 Y52 K 0

CMYK  
C11 M13 Y14 K26

RGB

RGB  
R254 G203 B0

RGB  
R255 G12 B0

RGB  
R254 G203 B0

RGB  
R213 G57 B175

RGB  
R0 G152 B195

RGB  
R0 G199 B139

RGB  
R174 G167 B159

WEB

WEB

WEBFF 58 00

WEB  
C6 0C 30

WEB  
DA 39 AF

WEB  
00 98 C3

WEB  
00 C7 8B

WEB

## What is our official typeface?

Akzidenz-Grotesk is a realist sans-serif typeface originally released by the H. Berthold AG type foundry in 1896 under the title Accidenz-Grotesk. It was the first sans serif typeface to be widely used and influenced many later neo-grotesque typefaces.

Akzidenz is a modern and versatile typeface. The Dundee identity uses four weights; bold, medium, regular and light, along with the italics for each weight. This typeface is suitable for display purposes as well as being very legible for text.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz:;,"'---  
1234567890&  
ŒÆÇØÁÂÅÓÔÒÇ  
oeæfiflßçøáàâãå  
éêëñóòôöõ([{}])!@#  
\$£¥¢§β©®β%0%00

In addition to jam, jute and journalism  
the city is also known for The View.

*In addition to jam, jute and journalism the  
city is also known for The View.*

**In addition to jam, jute and journalism  
the city is also known for The View.**

# Typogrphahy

## Rules for Text

Use text range left, ragged right, i.e. do not justify text.

Do not letterspace any typography. Always use normal or zero tracking.

Body copy text should be no smaller than 9pt. When reversing typeout of dark colours, text should be no smaller than 12pt. Ideally do not reverse text out of solids when using Akzidenz Light, increase type weight to Medium.

Terms and Conditions should be no smaller than 8pt.

As a general rule, apply 20 per cent leading or linespacing to text, i.e. if using 10pt type, apply 2pts of leading.

Always hang punctuation and bullets in the column gutters. This ensures that the column of text retains a flush left edge. When listing dot points, only put a full stop at the end of the last point.

A series of two or more capital letters (eg. acronyms) should always be made a half point smaller than the text point size. This ensures a more even reading of the text information.

### EXAMPLE OF RANGE LEFT RAGGED RIGHT TEXT

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities. Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

### DO NOT LETTERSPACE ANY TYPOGRAPHY

In addition to jam, jute and journalism the city is also known for The View.

### ALWAYS HANG PUNCTUATION AND BULLETS IN COLUMN GUTTERS

- Dundee contributes more.
- Dundee contributes more.
- Dundee contributes more.
- Dundee contributes more.

### A SERIES OF TWO OR MORE CAPITAL LETTERS TO BE MADE 1/2 PT SMALLER

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities. DUNDEE contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

### DO NOT JUSTIFY

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities. Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

### DO NOT REVERSE TEXT OUT OF SOLID COLOURS WITHOUT ADEQUATE CONTRAST

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities. Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

### ALWAYS HANG PUNCTUATION AND BULLETS IN COLUMN GUTTERS

- Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.
- Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

### WITHOUT ADJUSTMENT

Dundee contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities. DUNDEE contributes more to the economic and cultural life of Scotand than any other centre of Scotland's cities.

## PRIMARY SPARKS

VERSION 1 – POSITIVE

FILE NAMES:

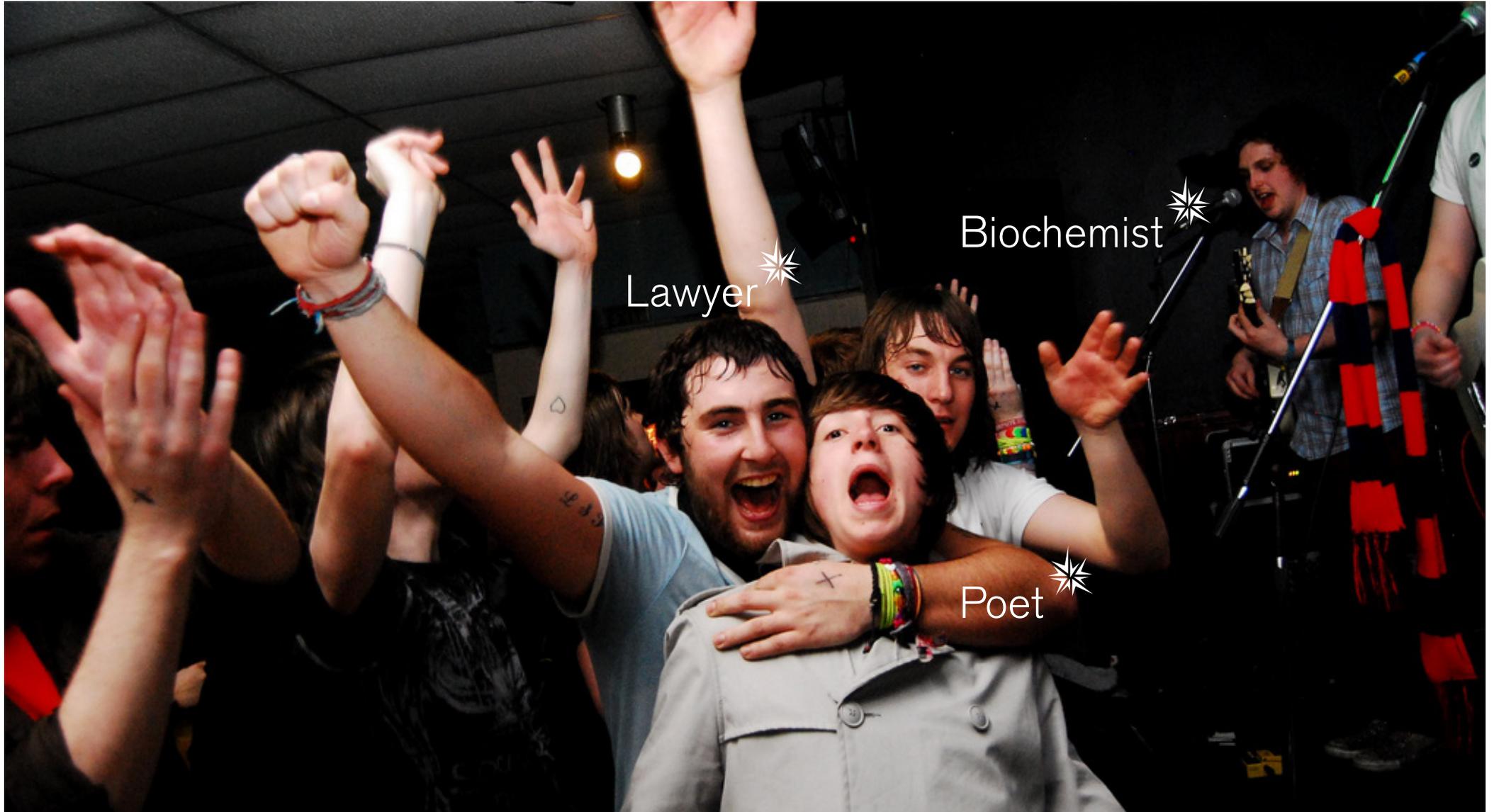
Dundee\_SPARK\_4c

Dundee\_SPARK\_Greyscale

Dundee\_SPARK\_K



**Dundee ignites a spark  
in everyone**



**Dundee ignites a spark  
in everyone**

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**enjoy, enrich, excel**

