

# ESOF EuroScience Open Forum Manchester 2016

Partner toolkit

# Introduction

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## Be part of something global

This toolkit has been produced for partners, exhibitors and participants involved in the 7th edition of the EuroScience Open Forum (ESOF) 2016 – Europe’s leading general science conference, which is hosted in Manchester, UK.

Whether you’re a session organiser communicating to an audience of academics, a partner looking to reach business investors and policy makers, or one of our many exhibitors seeking to attract students or visitors to your stand, carrying the ESOF brand mark on your promotional materials can help to raise the awareness and profile of your involvement in this landmark international event on the science calendar.

## How it works

This toolkit has been produced to provide the context to the ESOF 2016 brand and to help event organisers and partners to understand how it can be used on their own marketing and promotional materials.

The information contained within it should enable your organisation to communicate its support of ESOF to your customers and partners, whilst at the same time protecting the integrity of our brand by making sure it used clearly and consistently.

As a partner of ESOF, we ask that in using the assets included with this toolkit you and your organisation adhere to the guidelines laid down in this toolkit.

## We are here to help

If you have any queries about the contents of this toolkit that are not covered within it then please do not hesitate to get in touch with the team using the details below:

### **Emma Pemberton-Eccles**

Head of Marketing and Communications  
ESOF 2016

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**Call:** +44 (0)161 238 4532

# Background to the brand

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The European City of Science designation is awarded by EuroScience – the European voice for scientists, researchers, science communicators and policymakers from across the European Union.



Every two years, EuroScience selects a country to host its Open Forum, where scientists from all over the globe gather to discuss the major scientific and policy issues of the day. Following in the footsteps of Barcelona, Munich, Turin, Stockholm, Dublin and Copenhagen, Manchester has been as the home of ESOF for 2016, which brings with it the designation of European City of Science.



The brandmark for Manchester's designation as European City of Science has been developed by combining the official EuroScience globe and the Manchester brand 'M' created for the city by the renowned designer Peter Saville. Together these two marks symbolise the convergence of EuroScience in Manchester.



In addition, a unique representation of the EuroScience Open Forum (ESOF) brand has been created for the event in Manchester, which will be held from 23–27 July 2016. The conference will have four distinct elements – science, business, careers and a festival – and the identity scheme has been developed to allow for effective representation of all the different strands of activity through the conference.



# Logo usage

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## Full colour usage

The ESOF 16 logo should be used in full colour wherever possible to maximise brand recognition.



## Mono usage

In situations where full colour usage is not possible, the mono versions of the ESOF logo can be used. This version of the logo may appear in 100% black or 100% white.

The mono versions of the logo should also be used in instances where the logo is being placed on complex backgrounds as shown here.



The European City of Science logo should always be used at a large enough size and with sufficient clear space to ensure that it can be seen clearly and easily.

## Minimum size

To maintain clarity and legibility, the logo should not be used any smaller than 30mm.



## Exclusion zone

Sufficient clear space should be provided around the ESOF logo so that it can be clearly presented amongst other graphic elements.

The minimum clear space is indicated here based on the cap height of the E in 'Euro'.



# How not to do it

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To maintain consistency throughout the application of the ESOF identity, it is essential that the logo is never altered and is used in a consistent way. Indicated here are examples of how the brand mark should not be used. Please ensure that the brand mark is always reproduced from master artwork.



Do not make the logo any colour other than those previously specified



Do not use the logo as a mask for imagery



Do not crop any elements of the logo



Do not stretch or distort the logo in any way



Do not rotate the logo



Do not outline the logo

# Recognising your role in making ESOF happen

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The ESOF logo can also be used in a 'lock-up' in an abbreviated version with one of the following supporting statements, dependent on your organisation's relationship with and participation in ESOF activity. They include:

- Principal Partner
- Executive Partner
- Supporting Partner
- Associate Partner
- Exhibitor
- Session Organiser

These lock-up versions are available in full colour, black, and white. If you are in doubt about which version applies to your organisation, please contact us.

The minimum size of the logo when used in print should not be smaller than 20mm.



[Click here to download partner logo assets](#)