

# Hull

**HULL CITY BRAND**

Consumer Audience



The Square Logo

**Hull**

The Hull Logotype



**Visitors & Residents**

For use in destination and on key culture-led tourism campaigns



**Visitors**

For use across visitor economy sector and on broader tourism campaigns

Secondary Palette

<b>HULL RED</b>  CMYK: C0 M85 Y56 K19 RGB: R199 G59 B72 Web: #C73B48 Pantone: 1797C	<b>HULL PINK</b>  CMYK: C0 M83 Y3 K0 RGB: R210 G52 B125 Web: #D2347D Pantone: 7424C	<b>HULL ORANGE</b>  CMYK: C0 M45 Y100 K0 RGB: R234 G148 B0 Web: #EA9400 Pantone: 2012C	<b>HULL GREEN</b>  CMYK: C14 M2 Y100 K15 RGB: R178 G188 B38 Web: #B2BC26 Pantone: 397C	<b>HULL AQUA</b>  CMYK: C68 M5 Y28 K0 RGB: R68 G180 B189 Web: #44B4BD Pantone: 563C	<b>HULL PURPLE</b>  CMYK: C0 M0 Y0 K100 RGB: RX GX BX Web: # Pantone: Process Black	<b>HULL BLACK</b>  CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0 Web: #000000 Pantone: Process Black
--	--	---	---	--	--	---

Background Colours

Light key colours	Hull Red	Hull Pink	Hull Orange	Hull Green	Hull Aqua	Hull Purple
Hull Red						
Hull Pink						
Hull Orange						
Hull Green						
Hull Aqua						
Hull Purple						

Authentic > Down to Earth > Original

Provocative > Mischievous > Personality

Northern > Gritty > Proud

Human > Arms Open

Confident > Celebratory > Spirited

---

It's time to grow the **HULL** up.

But still keep a nod to the year of culture.

We're no longer the new kid on the block.

We've been there, done that, and...

---

Now we've got their  
attention, we can just talk.

By dropping the **CAPITALS** and using  
lower-case, we instantly appear less shouty.

Parent Font

**Choplin Semi Pro**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Primary Typeface

Din Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Din Next LT Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Din Next LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Sometimes we might use a 'title' or 'accent' in an advert to make sure we stand out or if we want to promote a show! Just to show we're still that little bit cheeky!





Choosing imagery is critical to creating an emotional connection with our brand. Our image style should be warm, approachable and natural, but at the same time have the gritty, spirited quality that shows Hull is unlike anywhere else.



### **Only in Hull**

Hull has a unique energy, resonance and approach

### **Independently spirited**

An independent, enterprising spirit  
(driven by culture)

### **Connected inside and out**

Connected to each other  
and the world

### **Expectation defying**

Confident we will continue to  
confound expectation

### **For the creators**

A place which welcomes contributions

### **In it for the long term**

Long term in thinking

## Visitor messaging

**Only in Hull** - 'Only in Hull' experiences (from the one-off to a surprising year0round programme/offer)

**Independently spirited** - Independent, creative & cultural

**Connected** - Vibe of a waterfront European city, here in the UK.  
Cobbles statement - a medieval maritime city

**Expectation defying** - We satisfy curiosities

**For the creators** - Proudly not for everyone. A place with personality

**In it for the long-term** - We are building a city with both eyes on the future

### Visitor:

Hello, shall we?

Oh, the things you'll see.

Think you know Hull? Think again.

Hull is yours for the taking.

Everyone back to ours.

Where have you been all our lives?

## Resident messaging

**Only in Hull** - Be proud of what we have done and what we will do

**Independently spirited** - Culture is now part of our DNA

**Connected inside and out** - Connected to the world and each other

**Expectation defying** - It's only the beginning, we will continue to surprise and confound expectations

**For the creators** - This city still belongs to everyone

**In it for the long-term** - A next generation city, making plans which will change lives

### Resident:

This is just the beginning.

The next chapter is up to you.

Anything can happen. And it will.

Everyone back to ours.

Dive into culture.

Stand. Stare. Share.

Something has stirred within **Hull**.

UK City of Culture propelled the city into a new braver future. A path that will defy expectations.

Come with us on a journey of exploration, heading towards a destination unknown.  
A city for the independent; the explorers, the creators and the curious.

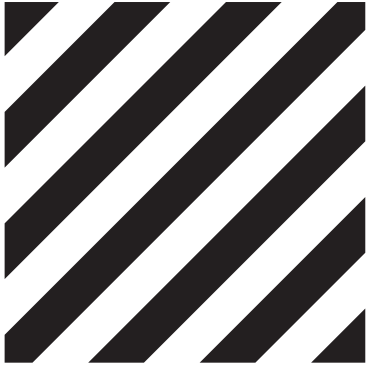
Be surprised. Let us provoke. Let us welcome.

For hidden in the depths of this waterfront city are stories still to discover. People yet to meet.  
Adventures still to experience.

There's something different about this place. A taste of Europe on the UK shores, where culture bubbles to the surface. An energy and an outlook quite impossible to describe. An authenticity and an undeniable sense of who we are.

But don't take our word for. See it for yourself. **Hull** – there's more to our story.

---



A dual colour versions of the pattern add depth

