

The Manchester bee

Guidelines for Licensees



Contents

Introduction.....	3
Part 1: The Manchester bee.....	4
Colour variation examples.....	5
What to do	6
Specifications	7
Sizing.....	7
Spacing	7
Key colours.....	8
Existing applications.....	9
Application ideas	10
Part 2: Alternative bees.....	11
Mosaic bee	11
Pride bee	12
Colours	12
Manchester City Council crest bee	13
Photographic variations.....	14
Prohibited uses.....	15

Introduction

The Manchester bee is one of the best-known symbols of Manchester and has been an emblem for the city for over 150 years. In 1842, the bee was officially incorporated into the Manchester coat of arms. Now you can see the bee all over the city.

Manchester's bee is a worker bee, reflecting a city made by its workers – the people of Manchester. For many Mancunians, the worker bee represents both hard work and working together, and it has come to represent the sense of unity in our great city.

Manchester City Council holds the registered trade marks for various iterations of the bee. This document outlines the style guide for use of the Manchester worker bee logo (the mark) and aims to ensure a recognisable, consistent and high-quality standard across printed and digital channels. It serves as a reference tool that will help maintain consistency by demonstrating how the mark should be reproduced.

As someone who has been licensed to use the mark, you have a responsibility to maintain the credibility of the Manchester bee brand and protect the mark's reputation and integrity by always applying these guidelines.



Part 1: The Manchester bee

The mark must always be reproduced from master copy artwork to ensure consistency and quality.

The logo must always be reproduced from master copy artwork to ensure consistency and quality.

Any use of the worker bee mark must be in accordance with the terms of the licence granted for such use.



The Manchester bee

Colour variation examples

We have various iterations of the mark registered, including with transparent or grey wings.

Spot, CMYK, RGB and mono versions of the mark are available in various formats on request.



What to do

Don't alter the mark's appearance.
For example:

- ✓ Keep it in proportion
- ✓ Use the colourway provided
- ✓ Place it on a background that displays it clearly.

The proportions of the mark's elements must remain consistent and must not be stretched or distorted in any way. No part of the mark can be cut, deleted, moved or replaced. The mark must stand alone and no wording must be added.



✗ Don't stretch it



✗ Don't add effects



✗ Don't change the colour



✗ Don't place it where it can't be seen clearly



✗ Don't add text

Specifications

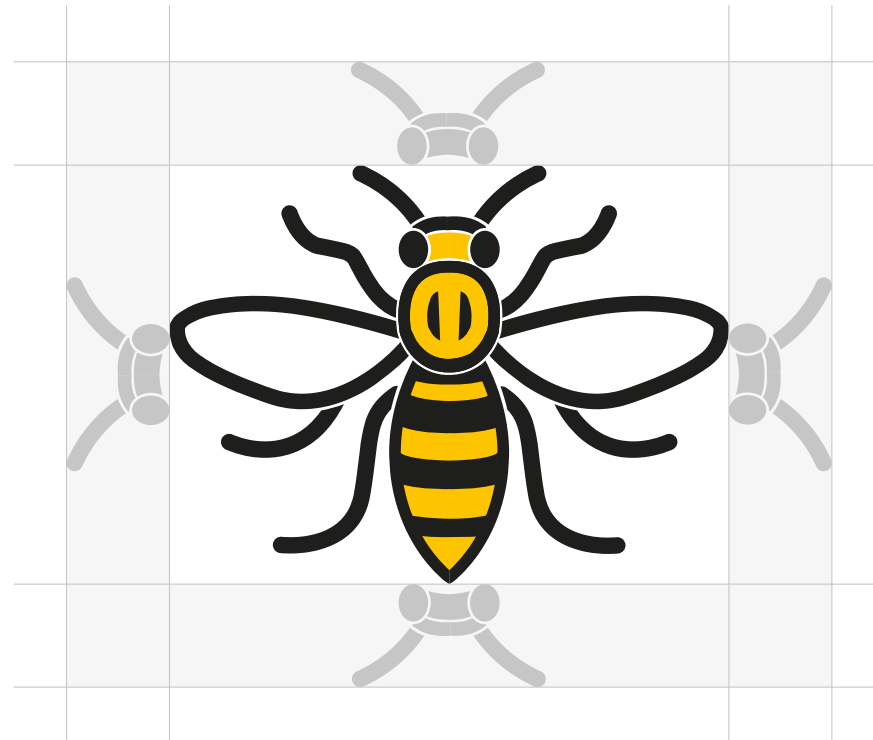
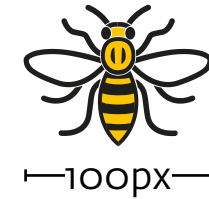
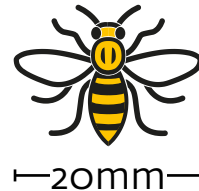
Sizing

The mark should never appear smaller than 20mm wide for print and 100 pixels wide for digital. If the mark is used too small, its quality and impact will be lost.

Spacing

To give the mark sufficient space, we recommend allowing at least the amount shown around it's elements, as seen in this diagram.

These specifications apply to all our registrations for the bee mark.



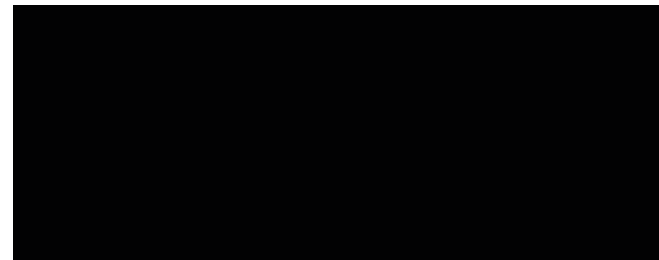
Key colours

The main colours used in the bee mark are taken from the Manchester City Council brand.



Sprinkwell Yellow

C:0 M:25 Y:95 K:0
R:255 G:94 B:34
Pantone 1225 C
Pantone 115 U
Actual FFC222
Hex FFCC33



Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Pantone Black C
Pantone Black U
Actual 000000
Hex 000000

Existing applications

Here are some examples of products that have been made under licence from the Council, including the Nike Air Force 1 Manchester Bee trainer, the Ollie and Fred scarf, and the Kitcase suitcase.



Application ideas

Below are some examples of potential products that could be made under licence from the Council.



Part 2: Alternative bees

Mosaic bee

We have also registered the mosaic bee mark with pale grey or mid-grey wings.

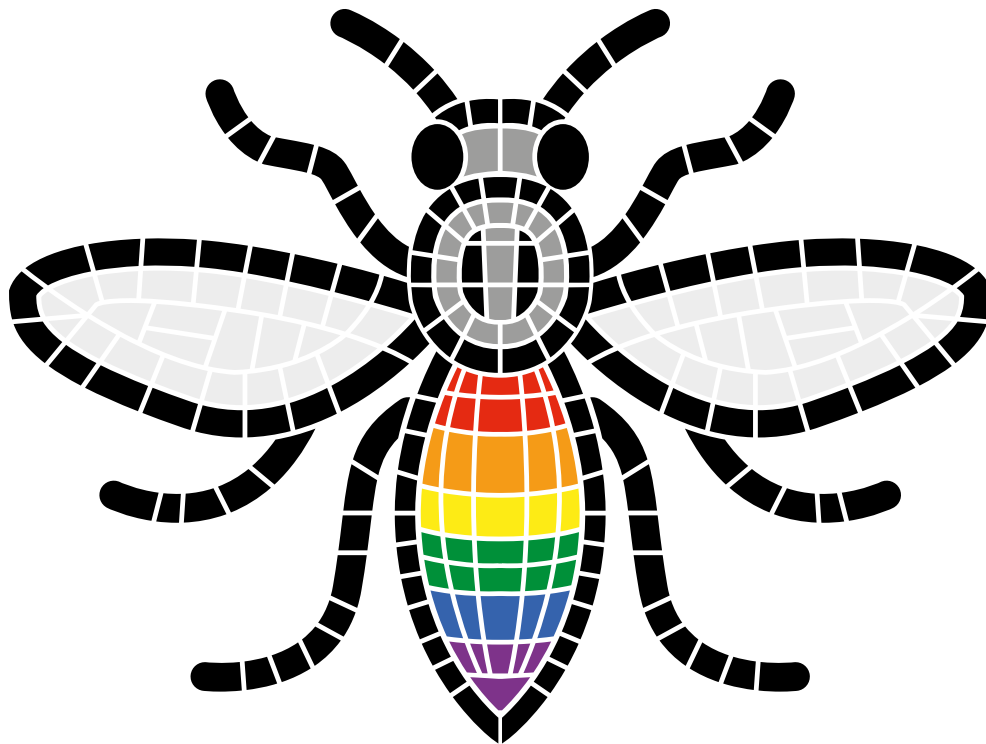
Spot, CMYK, RGB and mono versions of the mark are available in various formats on request.



Pride bee

We have also registered the pride bee mark with pale grey or mid-grey wings.

Spot, CMYK and RGB versions of the mark are available in various formats on request.



Colours



Red

C:0 M:93 Y:100 K:0
R:229 G:42 B:18
Pantone 3516 C
Pantone 2347 U
Hex E52A12



Orange

C:0 M:46 Y:94 K:0
R:245 G:155 B:21
Pantone 1375 C
Pantone 2013 U
Hex F59B15



Yellow

C:5 M:0 Y:90 K:0
R:252 G:234 B:16
Pantone 102 C
Pantone 2965 U
Hex FCEA10



Green

C:86 M:15 Y:100 K:3
R:0 G:143 B:57
Pantone 335 C
Pantone 2426 U
Hex 008F39



Blue

C:85 M:60 Y:0 K:0
R:51 G:99 B:177
Pantone 7455 C
Pantone 2388 U
Hex 3363AC



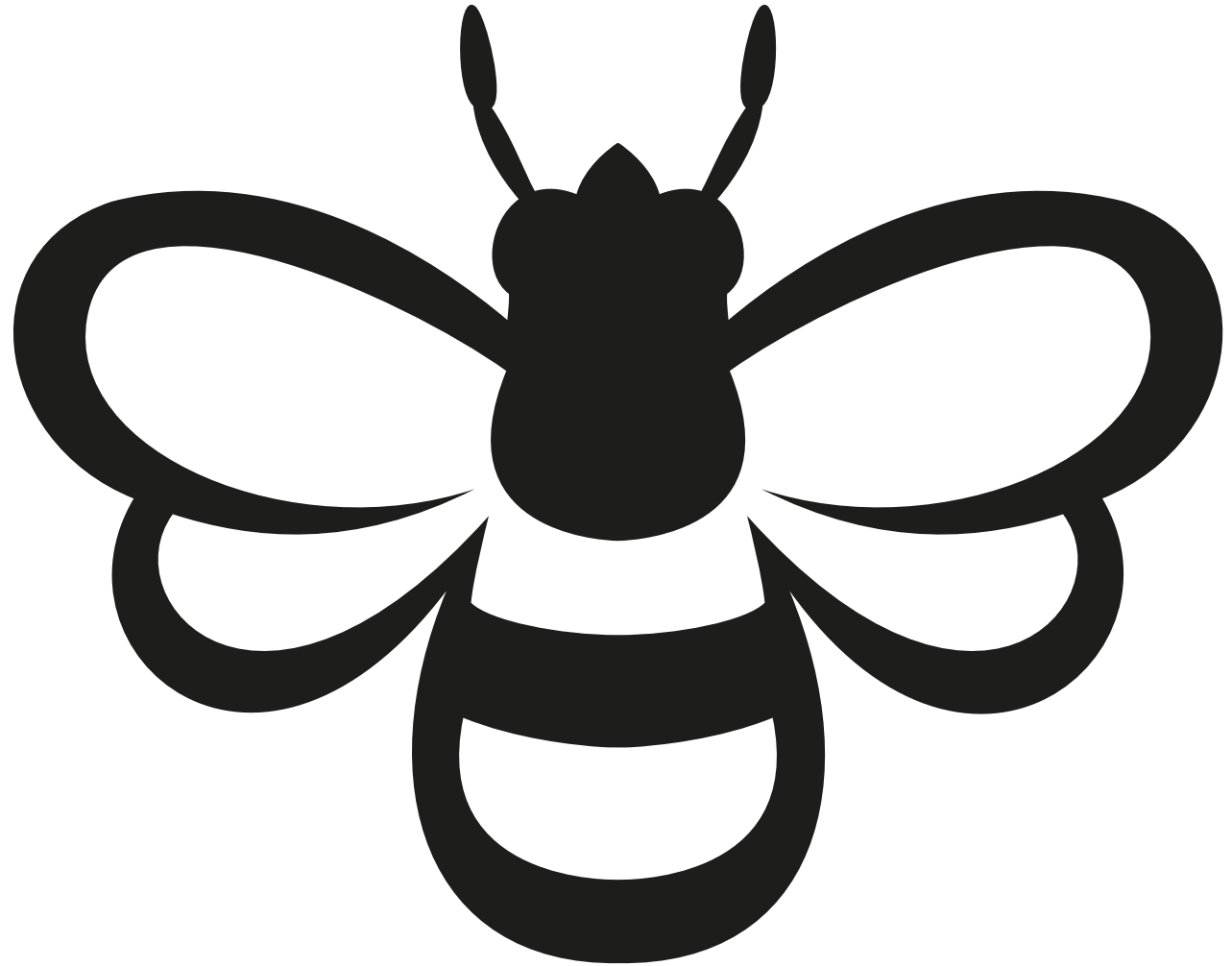
Purple

C:62 M:91 Y:0 K:0
R:127 G:51 B:138
Pantone 526 C
Pantone 2355 U
Hex 7F338A

Manchester City Council crest bee

This version of the bee is taken from the crest of Manchester City Council. We have also registered this as a trade mark.

Spot, CMYK, RGB and mono versions of this mark are available in various formats on request.



Photographic variations

We also have the following trade mark registrations.



Trade mark registration number:
UK50000000003233642



Trade mark registration number:
UK50000000003263816



Trade mark registration number:
UK50000000003235005

These marks should only be reproduced in the exact form shown.

Prohibited uses

Manchester City Council has ultimate and absolute discretion as to whether to permit or prohibit use of the mark. Use of the trade mark is prohibited for the following categories:

- faith, religion and equivalent systems of belief
- adult products and services
- alcohol, tobacco and gambling products
- weapons and gun clubs
- political or lobby groups
- any other categories that do not support the values and principles of the Manchester worker bee trade mark.

These guidelines will be periodically reviewed by Manchester City Council's Communications Service.

Should you require further guidance, please contact:
manchesterworkerbee@manchester.gov.uk