



**WE ARE
NEWCASTLE**

NGI WE ARE NEWCASTLE

CAMPAIGN IDENTITY GUIDELINES



Heaton - Quirky, foodie and independent, vibrant with variety

Ouseburn - Arty and eclectic, with a laid-back attitude and indie vibes

Quayside - Café-bar culture with wow-factor waterside views

Gosforth - Where bustling high street meets green park oasis

Byker - Buzzing with bargains for the canny shopper, and real community spirit

Elswick - Where a world of cultures meets, eats and treats

Campaign Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890%&

Body copy fonts Din 2014 - Light and Bold

Campaign Colours



CMYK
0 0 0 100
RGB
0 0 0
HEX
#000000



CMYK
47 0 98 0
RGB
148 201 64
HEX
#94c940

Neighbourhood Identity - Generic



DIVERSE
NEIGHBOURHOODS
IN A
DISTINCTIVE
CITY

Burnaby - Stencil
 Korolev Compressed - Bold
 Clarendon URW Extra Wide - Extra Bold | InterFace - Black
 Blenny - Black
 Bodoni URW - Regular

The fonts used can be interchangeable, retaining the colour.



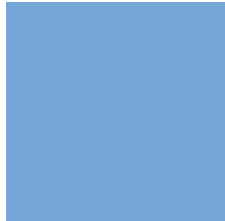
CMYK
 100 100 37 32
 RGB
 34 30 82
 HEX
 #221e52



CMYK
 60 0 98 0
 RGB
 113 191 71
 HEX
 #71bf47



CMYK
 66 8 25 0
 RGB
 74 180 191
 HEX
 #4ab4bf



CMYK
 52 25 0 0
 RGB
 120 166 216
 HEX
 #78a6d8



CMYK
 0 100 54 0
 RGB
 237 21 87
 HEX
 #ed1557



CMYK
 100 33 51 32
 RGB
 0 97 100
 HEX
 #006164

Neighbourhood Identity - Byker



**WE ARE
BYKER**

InterFace - Black



CMYK
0 70 70 0
RGB
243 113 83
HEX
#f37153



CMYK
65 60 0 0
RGB
106 110 179
HEX
#6a6eb3



Neighbourhood Identity - Elswick



WE ARE
ELSWICK

WE ARE
ELSWICK

Sauna Pro - Black
Alternate Gothic ATF - Bold



CMYK
100 100 37 32
RGB
34 30 62
HEX
#221e3e



CMYK
100 0 20 0
RGB
0 172 205
HEX
#00accd



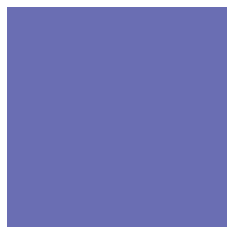
Neighbourhood Identity - Gosforth



**WE ARE
GOSFORTH**

**WE ARE
GOSFORTH**

Clarendon URW - Bold



CMYK
65 60 0 0
RGB
106 110 179
HEX
#6a6eb3



CMYK
100 100 37 32
RGB
34 30 62
HEX
#221e3e



Neighbourhood Identity - Heaton



WE ARE
HEATON

Blenny - Black



CMYK
0 95 20 0
RGB
238 42 123
HEX
#ee2a7b



CMYK
47 0 98 0
RGB
148 201 64
HEX
#94c940



Neighbourhood Identity - Ouseburn



**WE ARE
OUSEBURN**

Burnaby - Stencil



CMYK
0 95 20 0
RGB
238 42 123
HEX
#ee2a7b



CMYK
0 0 0 100
RGB
0 0 0
HEX
#000000



Neighbourhood Identity - The Quayside



WE ARE THE
QUAYSIDE

Korolev Condensed - Bold
Bodoni URW - Light



CMYK
100 33 51 32
RGB
0 97 100
HEX
#006164



CMYK
18 55 55 0
RGB
211 134 111
HEX
#d3866f



Neighbourhood Identity Logos



Partner Logos



Communications should include the partner logos.
Each logo should have similar or equal prominence.

Campaign Imagery



Campaign Tone of Voice Example

WE ARE
OUSEBURN

We are indie, eclectic, toe-tapping vibes. We are your arty oasis in the city, and we need your support. Come on over.
Love your neighbourhood

WE ARE
GOSFORTH

We are friendly high street and green park escape. We are shopping with character, not with crowds. Come on over.
Love your neighbourhood

WE ARE THE
QUAYSIDE

We are café-bar culture and waterfront walks. We are Sunday morning markets and soaking up the sights. Come on over.
Love your neighbourhood

WE ARE
HEATON

We are quirky and foodie, vibrant with variety. We are indie shops and a friendly welcome. Come on over.
Love your neighbourhood

WE ARE
BYKER

We are bargains and bike shops, community spirit and a catch-up cuppa. Come on over.
Love your neighbourhood

WE ARE
ELSWICK

We are international flavour and local heart, where a world of cultures meets, eats and treats. Come on over.
Love your neighbourhood



Campaign Example Executions

WE ARE BYKER

We are bargains, bikes and climbing adventures, community spirit and a catch-up cuppa. Come on over.
COMING SOON the GeordieStreet app for updates, offers and extras.

Newcastle City Council, European Union, HM Government, Support your local neighbourhood wearenewcastle.org.uk

WE ARE HEATON

We are quirky and foodie, vibrant with variety: vegan, veggie, flexi, yummy! Indie shops and a friendly welcome. Come on over.
COMING SOON the GeordieStreet app for updates, offers and extras.

Newcastle City Council, European Union, HM Government, Support your local neighbourhood wearenewcastle.org.uk

WE ARE GOSFORTH

We are a family-friendly high street with a green park escape. We are shopping with character, not with crowds. Come on over.
COMING SOON the GeordieStreet app for updates, offers and extras.

Newcastle City Council, European Union, HM Government, Support your local neighbourhood wearenewcastle.org.uk

WE ARE ELSWICK

We are international flavour and local heart, where a world of cultures meets, eats, and treats. Come on over.
COMING SOON the GeordieStreet app for updates, offers and extras.

Newcastle City Council, European Union, HM Government, Support your local neighbourhood wearenewcastle.org.uk

4 Sheet and 6 Sheet Outdoor Posters

Campaign Example Executions

**WE ARE
NEWCASTLE**

**DIVERSE NEIGHBOURHOODS IN
A DISTINCTIVE CITY**

Newcastle City Council
Newcastle Gateshead Initiative
European Union European Regional Development Fund
HM Government
Geordie Street

Support your local neighbourhood
wearenewcastle.org.uk

Motorway Digital Screen

Campaign Example Executions

WE ARE GOSFORTH

We are a family-friendly high street with a green park escape. We are shopping with character, not with crowds. Come on over. Download the GeordieStreet app for updates, offers and extras.

Newcastle City Council, Newcastle City Gateway, European Union European Regional Development Fund, HM Government, CS Support your local neighbourhood wearenewcastle.org.uk

A3 Posters

WE ARE ELSWICK

We are international flavour and local heart, where a world of cultures meets, eats, and treats. Come on over. Download the GeordieStreet app for updates, offers and extras.

Newcastle City Council, Newcastle City Gateway, European Union European Regional Development Fund, HM Government, CS Support your local neighbourhood wearenewcastle.org.uk

WE ARE NEWCASTLE

DIVERSE NEIGHBOURHOODS IN A DISTINCTIVE CITY

We are arty, foodie, boutique and cosmopolitan. We are unique character and real local heart. Come on over. Download the GeordieStreet app for updates, offers and extras. Support your local neighbourhood wearenewcastle.org.uk

Newcastle City Council, Newcastle City Gateway, European Union European Regional Development Fund, HM Government, CS

A4 Posters

WE ARE OUSEBURN

We are indie vibes, wonder-filled stories and toe-tapping nights. We are your culture, your history, your arty oasis in the city. Come on over. Download the GeordieStreet app for updates, offers and extras. Support your local neighbourhood wearenewcastle.org.uk

Newcastle City Council, Newcastle City Gateway, European Union European Regional Development Fund, HM Government, CS

Campaign Example Executions



Window Stickers



Beer Mats



Campaign Example Executions

**WE ARE
OUSEBURN**

Download the GeordieStreet app for updates, offers and extras.

Support your local neighbourhood
wearenewcastle.org.uk

Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council

Correx Board

**WE ARE
THE
QUAYSIDE**

Download the GeordieStreet app for updates, offers and extras.

Support your local neighbourhood
wearenewcastle.org.uk

Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council

Lamppost Banners

**WE ARE
NEWCASTLE**

**DIVERSE
NEIGHBOURHOODS
IN A
DISTINCTIVE
CITY**

Download the GeordieStreet app for updates, offers and extras.

Support your local neighbourhood
wearenewcastle.org.uk

Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council, Newcastle City Council

Social Handles

Overarching campaign hashtag – use every time:

#wearenewcastle

Specific hashtags – use with **#wearenewcastle** to highlight individual neighbourhoods:

#weareheaton

#wearethequayside

#weareelswick

#wearebyker

#weareouseburn

#wearegosforth

Campaign Example Executions

WeAreNewcastle Sponsored




WE ARE OUSEBURN

We are indie, eclectic, toe-tapping vibes. We are your arty oasis in the city, and we need your support. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle City Council, European Union, HM Government, GS

Learn More

WeAreNewcastle Sponsored




WE ARE GOSFORTH

We are friendly high street and green park escape. We are shopping with character, not with crowds. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle City Council, European Union, HM Government, GS

Learn More

WeAreNewcastle Sponsored



WE ARE THE QUAYSIDE

We are café-bar culture and waterfront walks. We are Sunday morning markets and soaking up the sights. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle City Council, European Union, HM Government, GS

Learn More

Facebook/Instagram Story Suggestion

Campaign Example Executions

WeAreNewcastle Sponsored




WE ARE HEATON

We are quirky and foodie, vibrant with variety. We are indie shops and a friendly welcome. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle Business Park, European Union, HM Government, GS

Learn More

WeAreNewcastle Sponsored




WE ARE BYKER

We are bargains and bike shops, community spirit and a catch-up cuppa. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle Business Park, European Union, HM Government, GS

Learn More

WeAreNewcastle Sponsored



WE ARE ELSWICK

We are international flavour and local heart, where a world of cultures meets, eats and treats. Come on over.
Love your neighbourhood

Newcastle City Council, Newcastle Business Park, European Union, HM Government, GS

Learn More

Facebook/Instagram Story Suggestion

Campaign Example Executions



Social Media Stickers



THANK YOU



NewcastleGateshead
Initiative