



INTERNATIONAL
**BOMBER
COMMAND**
CENTRE

BRAND GUIDELINES 2017



FULL COLOUR (PRIMARY)

Primary logo choice. To be used on white/light coloured backgrounds. This version should be used where possible.



WHITE-OUT (BLOCK)

To be used on a solid block colour background



MONOTONE

To be used only for monotone documents



WHITE-OUT (IMAGE)

To be used on full bleed images when primary is not visible enough

4

LOGO USAGE (Misuse)



✗ Don't typeset the wordmark



✗ Don't stretch or skew the logo



✗ Don't use incorrect colour variations



✗ Don't rotate the logo



✗ Don't move or remove any elements of the logo



✗ Don't use old versions of the logo

5

LOGO USAGE (exclusion Area & sizes)

Above are examples of the International Bomber Command's logo exclusion area and minimum size. The logo should never be seen any smaller than 30mm wide with proportions constrained to avoid any stretching of the logo.

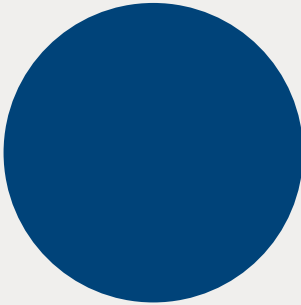
Additionally an exclusion area should be left around the logo equivalent to the height of the B character from the logo.



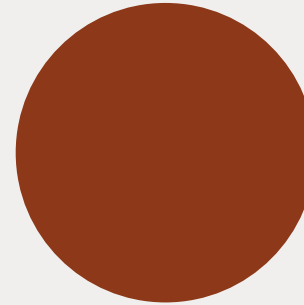
COLOUR PALETTES

When displayed in colour, the International Bomber Command Centre logo must only be shown in the colours outlined in the primary palette. When producing core marketing or stationery, any colour used must be predominantly from the below palettes.

Always refer to the CMYK breakdowns given here and not those specified in particular programmes e.g. Quark, Photoshop or InDesign, as those colour values vary from programme to programme.



Pantone: 7686C | 2945U
CMYK: 100, 57, 0, 40
RGB: 0, 68, 124

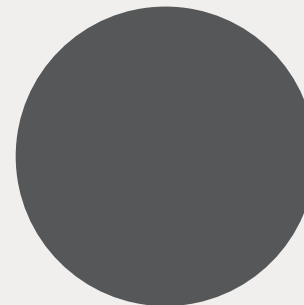


Pantone: 1685 C | 174U
CMYK: 30, 82, 96, 32
RGB: 140, 56, 25

PRIMARY PALETTE



Pantone: 7537C | 413U
CMYK: 32, 21, 40, 0
RGB: 178, 183, 158



Pantone: 425
CMYK: 60, 50, 47, 48
RGB: 85, 87, 89

SECONDARY PALETTE

COLOUR PALETTES

Below are a selection of colours to support the primary and secondary palettes. These are particularly useful for block colour application on large areas i.e. on walls or page backgrounds or when further sectioning is required. The contrast between colours allows creative use of the palette to adapt to light, dark, vibrant or muted designs where necessary.

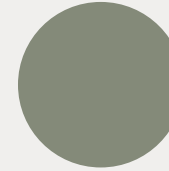
Always refer to the CMYK breakdowns given here and not those specified in particular programmes e.g. Quark, Photoshop or InDesign, as those colour values vary from programme to programme.



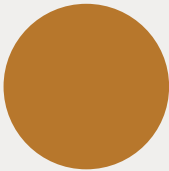
CMYK: 16, 15, 30, 1
RGB: 221, 211, 185



CMYK: 80, 58, 54, 60
RGB: 40, 55, 59



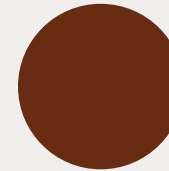
CMYK: 49, 33, 49, 17
RGB: 132, 138, 121



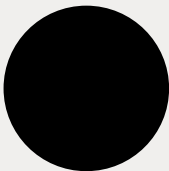
CMYK: 23, 54, 89, 13
RGB: 183, 118, 44



CMYK: 46, 36, 34, 14
RGB: 140, 141, 144



CMYK: 36, 82, 94, 53
RGB: 103, 44, 19



CMYK: 100, 100, 100, 100
RGB: 0, 0, 0



CMYK: 31, 25, 31, 6
RGB: 181, 177, 168



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

SUPPORTING PALETTE

Din Is the International Bomber Command typeface. Body copy is set to a minimum of 7pt in either Din Light or Din Regular as appropriate. All weights of the din family can be used. Din Condensed must never be used for more than a sentence of copy and is intended for additional titles or labelling.

Calibri - Should be used for office documentation or emails only when Din is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!
abcdefghijklmnopqrstuvwxyz
0123456789 &?!

Din Condensed

DIN FAMILY

Imagery is one of the most important elements of the brand and its use needs to be carefully considered. We rely heavily on historic content and photography to educate and tell our story. It is important that photos are chosen sensitively and accurately to best support our brand and remain respectful to those stories we discover and remember.

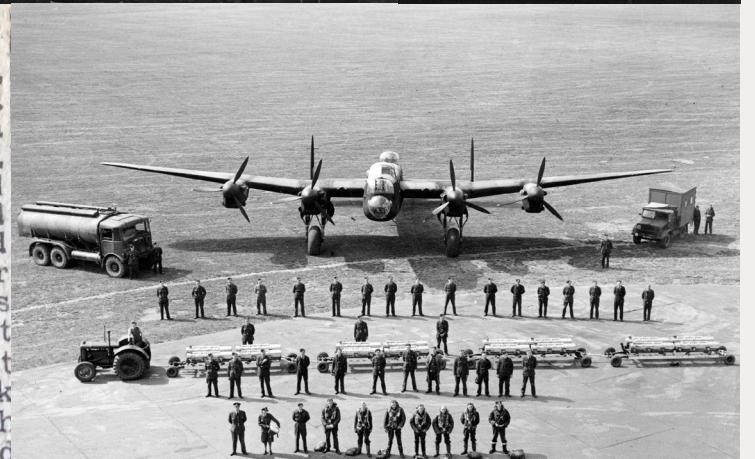
We recognise the importance of our archive by not editing old images to look 'new' but keeping their historic look and feel. Images are only enhanced for easier legibility/clarity. Clean structured layouts are used to provide contrast to the material.

Historic



Medal and Promotion

Sergeant Pilot Ernest Ronald Abbott, second son of Mr. and Mrs. R. J. Abbott, of Married Quarters, Alexandra Hospital, Cosham, has been awarded the Distinguished Flying Medal and gazetted Pilot Officer for flying services over Germany. Pilot Officer Abbott attended Purbrook Park County High School, and joined



New photography and images of our memorial centre should be in colour and full of natural light.

Current



We are the preservers of the often contentious heritage of Bomber Command. We are based in Lincolnshire, in close contact with various RAF squadron associations and heritage centres, and products of a society which emerged victorious (although battered) at the end of the war. All this will influence our voice. In this sense, we are not 'neutral', although we must strive for objectivity.

THE STORIES WE WANT TO TELL

- The story of all those who served in, supported the efforts of, and/or suffered as a result of the activities of, Bomber Command during World War II
- The lives of anyone else affected by the actions of Bomber Command and its legacy

OUR PERSPECTIVE

The nature of the source material we are collecting is what lends itself to our distinctive perspective, which is to tell the story of Bomber Command through the personal, everyday experiences of a wide range of those caught up in the bombing war.

We will convey the experiences of:

- Men, women and children
- Those who came to the UK from all over the British Empire and other nations to serve in Bomber Command
- Those in the local area of Lincolnshire
- Civilians on both sides of the conflict Air crew and both male and female ground personnel
- German military personnel associated with the bombing war
- The impact of bombing war on subsequent generations

TITLE

When using the full the title of the project, or any element within the project, this must be written in title case. E.g. International Bomber Command Centre, International Bomber Command Centre Digital Archive.

Shortened versions of the title are only to be used once the full title has been used. E.g. IBCC or IBCCDA.

CONTACT INFORMATION

Telephone numbers should always be written as '+44 (0)1522 529591', without using 'Tel' or any other formats or punctuation marks. Mobile version: +44 (0)7123 456789

Email addresses should always be written as 'name@internationalbcc.co.uk', not using any other formats or punctuation marks.

The inclusion of the project social media channels in signature strips for email should look as follows:
Facebook: International Bomber Command Centre
Twitter: @IntBCC Instagram: ibccentre

UNITS

We use the International System of Units (Si) e.g. 2mm, 4cm, 8km, 10kg

FIGURES

All numbers are always displayed as figures (3%, 5m, 6 years , £7bn). The short version of data labelling is always used e.g. '%' not 'per cent'.

Times are always shown in figures in 24-hour format e.g. 09.00 and 21:00. Dates are written as '20 February 2016'. Do not use 'th', 'st', 'rd' or 'nd' or any commas or dashes to separate. Shortened year ranges are always used e.g. '2010–14' not '2010–2014'.

Thousands should include commas e.g. 2,000 tonnes.

LISTS

The format for writing bulleted lists is always shown with Blue or Copper (see colour references) bullets and never replaced with dashes.

- List item name
- List item name

Our working partnership with The University of Lincoln is key and should be evident on relevant publicity. In addition to the partnership logo the Heritage Lottery fund logo should also be applied on relevant documents. In all instances the IBCC logo must remain the most

prominent. Where possible the IBCC logo should always be at the top/ front of the document with any partnership logos being secondary and placed at the bottom or on the reverse; as shown on the stationery on the next page.

PARTNERSHIP



FUNDING



Funded by the Chancellor using LIBOR funds

Letterhead & Business Cards



INTERNATIONAL
**BOMBER
COMMAND**
CENTRE

LBCM Trust
13 Cherry Holt Road
Bourne
Lincs
PE10 9LA

nicky@internationalbcc.co.uk
01778 421429 07789 790457

www.internationalbcc.co.uk

Mr A Jones
Address Line 1
Address Line 2
Address Line 3
Postcode

09/10/16

A Story of Discovery, Education and Remembrance.

Dear Name,

Res que velibus, aut velecerioris aut velenduci d ipsum dolesequi isci ratem. Nequati as ditis est ex et aut aut ipsum essequeae porum et que volligenda de voloratem noste rrorratur, ullam aut aut rem faccaepe occus volore nit, que velis es asinume quis dolor magnime officillis, con prectet et aut eosam, ut eatis ut ad qui velis et et ommoluptatem at rem repre ipsam, net illupid unditi dem culpa doluptati simii ex es arum nulpia volores cusant, utet am repudia ssectur?

Ossi dipit facimagnat laceper ferrorrum quatusa nditat peribus aperiosti bea conet alit evercium doloren duciunt omnihiiti vende voluptatur aliquunt labo. Sit ime as dolore inis expeditio. Lecte dolore isciment ad quosant a dolore natempo repudan iminum que etustio commis expliatur?

Quis elibuscimi, od quissit, si que recturi sciaessint officid quiam distiun daeperferum quis eos quis andi nit reium et alitate debitam que porume ipsam et liqui cusae pre est, nese veriassum si conse voluptas estrunt ulluptas in con con cumet excerendit, odit aut estiore, aperfer lassundae. Officipis imi, quunt molor magnatia voloria con nus aut voluptat faceprovitass ut qui conesti destias pereiru? Atur resto volendis.

Kind Regards,
Nicky Barr

N. Barr



Lincolnshire Bomber Command Memorial

In partnership with



UNIVERSITY OF
LINCOLN



Lincolnshire Lottery Fund
LOTTERY FUNDED

Funded by the Chancellor
using LIBOR funds

Lincolnshire Bomber Command Memorial Trust is a registered charity 1144182 Registered office: Fleet Estate Office, Manor Farm, Holbeach Hurn, Spalding, Lincs, PE12 8JR



INTERNATIONAL
**BOMBER
COMMAND**
CENTRE

Tony Worth CVO
Chairman of Trustees

07860 810686
tony@internationalbcc.co.uk

Fleet Estate Office, Manor Farm, Holbeach
Hurn, Spalding, Lincolnshire, PE12 8JP

A Story Of Discovery, Education And Remembrance



INTERNATIONAL
**BOMBER
COMMAND**
CENTRE

Professor Heather Hughes

(+44) 01522 835597
heather@internationalbcc.co.uk

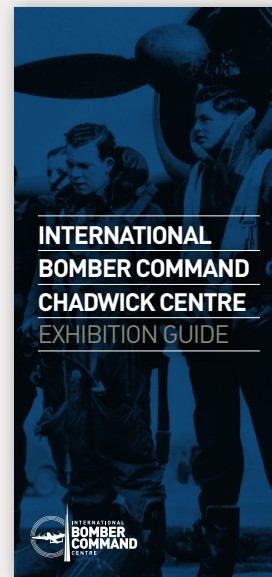
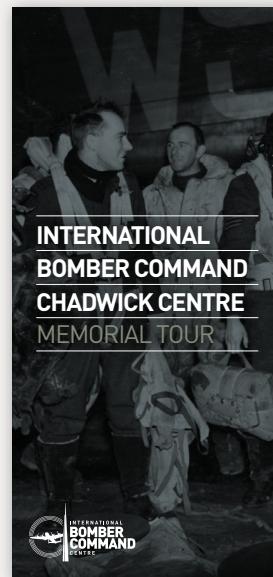
IBCC Digital Archive, Riseholme Hall, University
of Lincoln, Riseholme Campus, Lincoln, LN6 7TS

 UNIVERSITY OF
LINCOLN

A Story Of Discovery, Education And Remembrance

Below are some example promotional/marketing materials produced inline with our current brand guidelines. These designs illustrate the variety of options available when applying the brand and are for illustrative purposes only.

Brochure, Leaflets, Membership Pack



Leaflets & Banners

INTERNATIONAL BOMBER COMMAND CENTRE

PRESERVING OUR HERITAGE

Whether you have an interest in military and aviation history or you are tracing your family history the IBCC Digital Archive and Losses Database provide a powerful tool. They provide a fascinating insight into the people involved, the spirit of the era and the lives that followed. Through interviews, personal and official documents and photographs the story of Bomber Command is brought to life.

DIGITAL ARCHIVE

The most comprehensive research resource in the world covering the Bomber Command story. It is being created as part of this project to ensure that the story of the unit and the bombing campaign is preserved in perpetuity.

The Bomber Command Digital Archive is preserving documents, from all over the world, including log books, photographs, letters and service citations. The archive also contains oral histories of those involved, from all sides, ensuring that their first-hand experiences are preserved before it is too late.

The archive not only ensures the heritage is preserved but it helps to bring those involved to life through their personal documents and stories.

The Digital Archive is free to use and is a fantastic resource for anyone with an interest in aviation heritage, military heritage, 20th century history and those doing family research. To access the archive please visit internationalbcc.co.uk/digital-archive

If you have documents that you would like preserving please email us on archive@internationalbcc.co.uk

Front

Below are some example promotional/marketing materials produced in-line with our current brand guidelines. These designs illustrate the variety of options available when applying the brand and are for illustrative purposes only.

RECORDING MEMORIES

The IBCC has been running a comprehensive oral history programme for the last 3 years and has preserved the memories of hundreds of those involved, on all sides, in both audio and video interviews. Including memories of air crew, ground staff, WAAFs and other support personnel, survivors of the bombing campaigns, factory workers involved in the design and manufacture of the aircraft and recipients of humanitarian aid through Operation Manna.

All of these memories are made available through the Digital Archive and many are incorporated into the exhibitions within the Chadwick Centre.

These interviews will enable users of the archive and visitors to the IBCC to understand, through the first-hand testimonies of those involved, what it was like to be part of one of the darkest periods in our modern history.

LOSSES DATABASE

The IBCC Losses Database records the details of every Bomber Command death during WWII.

It provides the most comprehensive record of these losses in the world. It comprises over 2.5 million pieces of information from the full name through to what caused their loss.

Over 50 volunteers have worked for the last 4 years to complete the work.

To access the Database please visit internationalbcc.co.uk/losses-database

FIND OUT MORE ABOUT THE HISTORY OF BOMBER COMMAND AND THE ARCHIVE AT
INTERNATIONALBCC.CO.UK/HISTORY-ARCHIVE

A STORY OF DISCOVERY, EDUCATION & REMEMBRANCE | INTERNATIONALBCC.CO.UK

Reserve

INTERNATIONAL BOMBER COMMAND CENTRE

A STORY OF DISCOVERY, EDUCATION AND REMEMBRANCE

- 1 To remember the thousands of aircrew from across the world who were part of Bomber Command's efforts during World War II.
- 2 To educate the generations of today and those who follow about the individuals who served with Bomber Command and the sacrifices they made to preserve our freedom.
- 3 To allow individuals across the world to discover more about Bomber Command, those who served in it and their lives and experiences as told by letters, diaries and memories.
- 4 To tell the stories of those affected by the bombing campaigns across Europe.

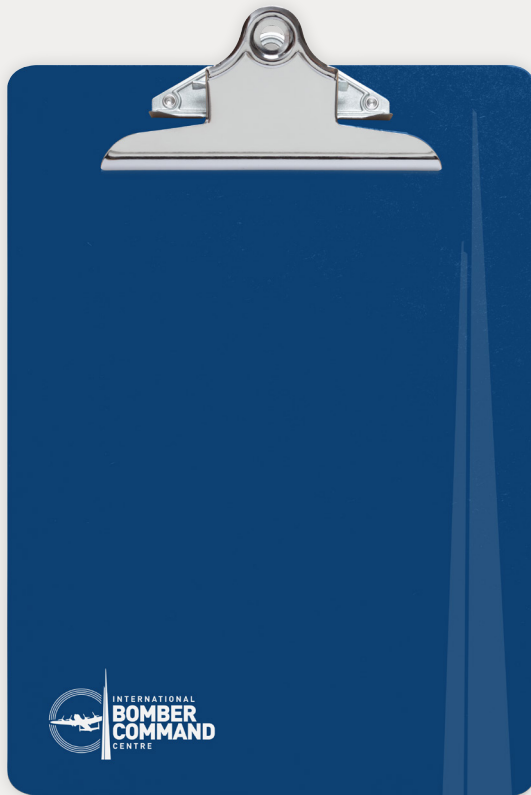
INTERNATIONALBCC.CO.UK

In partnership with **UNIVERSITY OF LINCOLN**

Supported by **The National Lottery** through the Heritage Lottery Fund

Heritage Lottery Fund

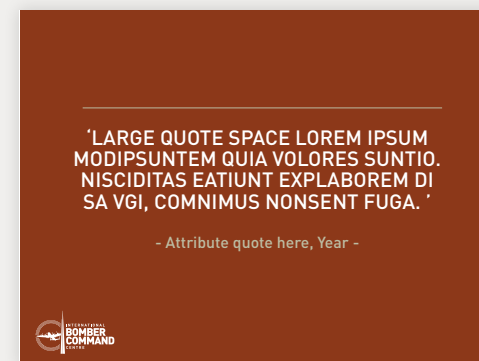
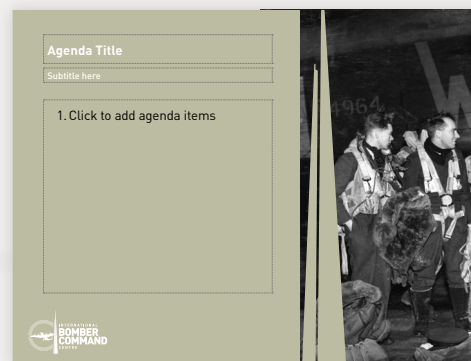
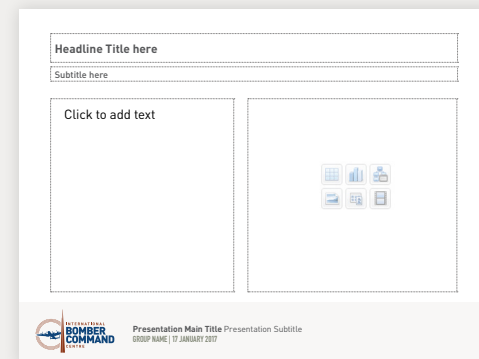
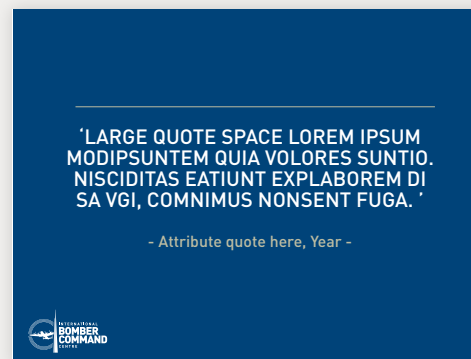
Below are some example merchandise materials. These designs illustrate the variety of options available when applying the brand and are for illustrative purposes only.



18 POWERPOINT TEMPLATES

Below are some examples of the slides available in the branded Microsoft Powerpoint presentation template. The full template includes a variety of slide options containing sections, images, quotes and lists.

Templates are available in both standard and wide-screen formats. Please contact name@internationabcc.co.uk to receive the download.



In-stream images across various social media platforms should be kept simple with maximum impact.

