

IDENTITY GUIDELINES

Design Event 08
9-26 October

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Design Event 08

Design Event 08 is funded by ONE NorthEast, Northern Rock Foundation and Arts Council England, North East and thus their logos must be present on all material promoting DE08 activity.

We have also included a corner tab to underline the collective festival, this is to go on all marketing material relating to the event or exhibition that is taking part in Design Event 08. We would however like to keep additional individual exhibition flyers, posters etc to a minimum as stated in our contract with exhibitors.

We understand that exhibitors may have further funders themselves, and these can either be present alongside the DE08 logo family or on additional pages in line with each funder's requirements.

The guidelines have been produced to ensure a collective feel across the Design Event 08 festival to enable the audience to see at a glance the link between events.

Funder logos:



Regional Development
Agency



north east
england

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Part of Design Event 08 Corner logo:



Place in top right hand corner

When applying Design Event guidelines to single page materials; **funder logos** should sit at the bottom with '**Part of Design Event 08**' in **top right hand corner**. Materials of more than one page must have the DE08 corner tab on the front page and DE08 logo family and any additional logos can go elsewhere. Please apply logo usage to website / internet pages also.

Please use the following text in press releases and brochures to outline the position of your event within the festival:

Press release context:

(Your Exhibition Title) is part of this year's Design Event, the North East's annual design festival, taking place from 9-26 October 2008. Now in its fourth year, Design Event 08 includes exhibitions covering graphics, illustration, fashion, architecture and product design at a host of venues across the region.

Notes to Editors:

Design Event 08 (DE08) is an annual celebration of design across the North East showcasing the very best regional talent and bringing in exhibitions from outside of the region. DE08 is funded by ONE NorthEast, Northern Rock Foundation and the Arts Council England, North East.

For further information please see www.design-event.co.uk.

Brochure context:

(Your Exhibition Title) is part of Design Event 08 (DE08), the North East's annual design festival, www.design-event.co.uk. DE08 is the fourth year of this innovative festival celebrating design across the region.

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If you have any queries on logo usage or would like to check that the logo has been used correctly before items go into production please feel free to email kala@design-event.co.uk or call to ask any questions.