

# Principles

February 2025

Sheffield  
in  
spires

**The purpose of this document is to provide clear and consistent principles on how to effectively use 'Sheffield Inspires' across various platforms.**

**From digital interfaces like websites and social media to physical mediums such as event banners and press advertising, these principles are designed to maintain the integrity and recognition of our brand.**

**Sheffield inspires.**  
**Always has.**  
**Always will.**

**welcometoSheffield.co.uk/inspires**

## **Our collective objective**

Is to ensure that Sheffield is recognised as one of the UK's top 5 most attractive cities for trade, tourism and talent. If we are clear and steadfast in our intention and ambition this will support the well-being and growth of the city we love.

## **Your obligation**

Is to ensure that the 'Sheffield inspires' idea and campaign are used appropriately and meaningfully to drive recognition and reconsideration from external (and internal) audiences. This is not just a case of putting the 'Sheffield inspires' icon next to any comms work. It is a critically important part of strategically positioning this city to the world, so we must do this with clarity, care and confidence. We have a lot to be proud of, we need to share it in an inspirational way that makes the spirit of Sheffield shine.

## Our key principles

**Imagery should always surprise and delight –  
it should inspire what people think, feel and do**

See – page 6

**Focus on yellow – the palette is yellow, with  
black, grey & white; no more**

See – page 8

**Keep message headlines short and sweet,  
ideally use six words or less**

See – page 16

**Inspire people – if not, rethink**

See – decision tree on page 5

Decision tree

How do I know if it's Sheffield Inspires, Sheffield, or just something that the city brand shares / promotes?

If you're not sure, feel like it fits into more than one category, or just want to chat it through with one of our teams, then please get in touch via our [website](#).

Does the story you want to tell, event you want to promote, initiative you are setting up, campaign you are running or organisation you represent...

- Change perceptions of Sheffield?
- Contain something differentiating or unique?
- Have purpose?

- Have a role to play in promoting the city, above and beyond itself?
- Have a partnership element that could benefit from neutral, city-level involvement from the city brand?
- Represent Sheffield in a positive way?

- Need an extra push to get more awareness, reach, or engagement?
- Contribute to the city's diversity, culture, communities and nature in a positive way?
- Play a role in the growth and reputation of Sheffield?

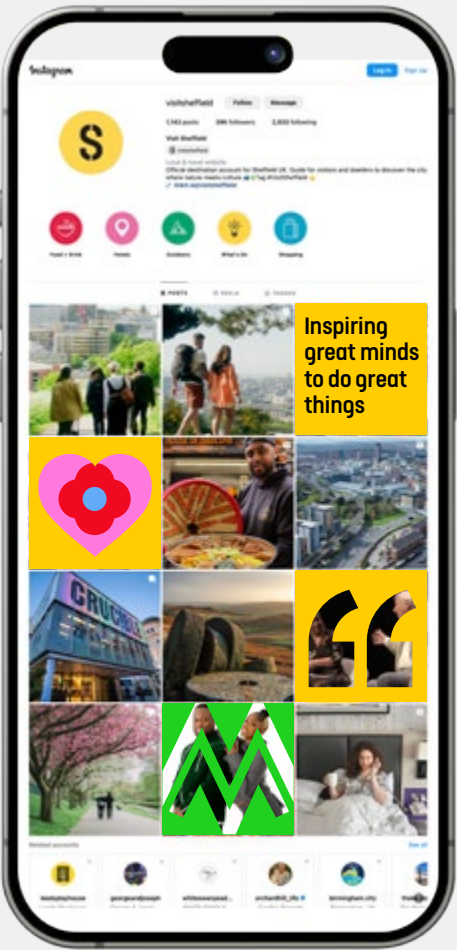
Use Sheffield inspires

Use Sheffield brand

Submit your event / submit your business / submit your story to the Welcome to Sheffield website; tag @VisitSheffield (Meta, Bluesky), @Marketing Sheffield (LI), @TheOutdoorCity (Meta) on social channels



Overview





# The icon

The ‘Sheffield Inspires’ icon draws its inspiration from the square nature of the Sheffield master brand logo to maintain brand cohesion.

Central to its design is the prominent ‘i’ outer shape driving the recognisability of the concept and ensures that the icon is both memorable and reflective of the city’s inspirational spirit, reinforcing its identity at every touchpoint.

The icon artwork exists in two forms. The full colour icon should be used wherever possible. The mono icon should only be used where colour reproduction is not possible.

## Exceptional use

For exceptional landscape applications, the icon can be rotated 90 degrees clockwise. This is to ensure it is visible from distance or at small sizes.



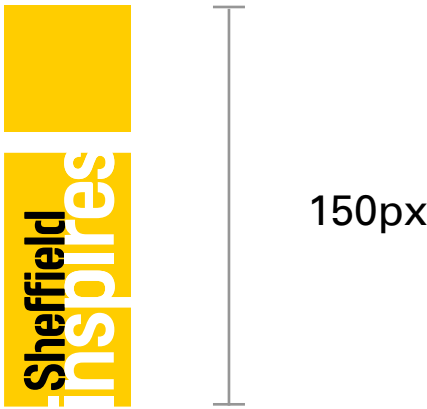
Colour icon



Mono icon



Exceptional use – landscape



Min size  
150px tall

# Colours

By anchoring the brand’s colours around our yellow, we ensure a cohesive and striking presence across all platforms.

The palette is yellow with black, white & grey; no more. This choice not only highlights the dynamic energy of Sheffield but also reinforces the brand’s commitment to standing out and inspiring its audience.

Inspires Yellow

R255 G205 B0  
#ffcd00  
C0 M20 Y95 K0  
Pantone 116

Aa

Black

R0 G0 B0  
#000000  
C0 M0 Y0 K0

Aa Aa

Gallery White

R255 G255 B255  
#FFFFFF  
C0 M0 Y0 K0

Aa

Grey

R178 G78 B178  
#b2b2b2  
C0 M0 Y0 K40

Aa Aa

Light Grey

R240 G240 B240  
#f0f0f0  
C7 M5 Y6 K0

Aa



# Typography

For our key messaging typeface, we use Big Caslon Black, owned by the font foundry, Stephenson Blake. Founders John Stephenson and James Blake established the company in Sheffield in 1818, later acquiring William Caslon IV’s foundry in 1938.

The font was chosen not only for its heritage but primarily to create distinction and stand out against the more square nature of the ‘Sheffield inspires’ icon.

To always achieve the intended impact, headlines should never exceed six words.

Big Caslon Black can be purchased [here](#). If using Adobe software, it can also be downloaded using Adobe fonts.

**Note**

Always use Big Caslon alternative ampersand by highlighting the character whilst holding the option/alt key to reveal the options to select this version.

To ensure brand consistency and recognition, Sheffield Headline is used for introduction sentences and informative headlines, and Univers is used for as a tertiary font for additional detail and captions.

Big Caslon Black  
Message typeface  
ABCDabcd123&

**Note**

Always use this alternative ampersand.

Sheffield Headline – used for introductions and supporting headlines

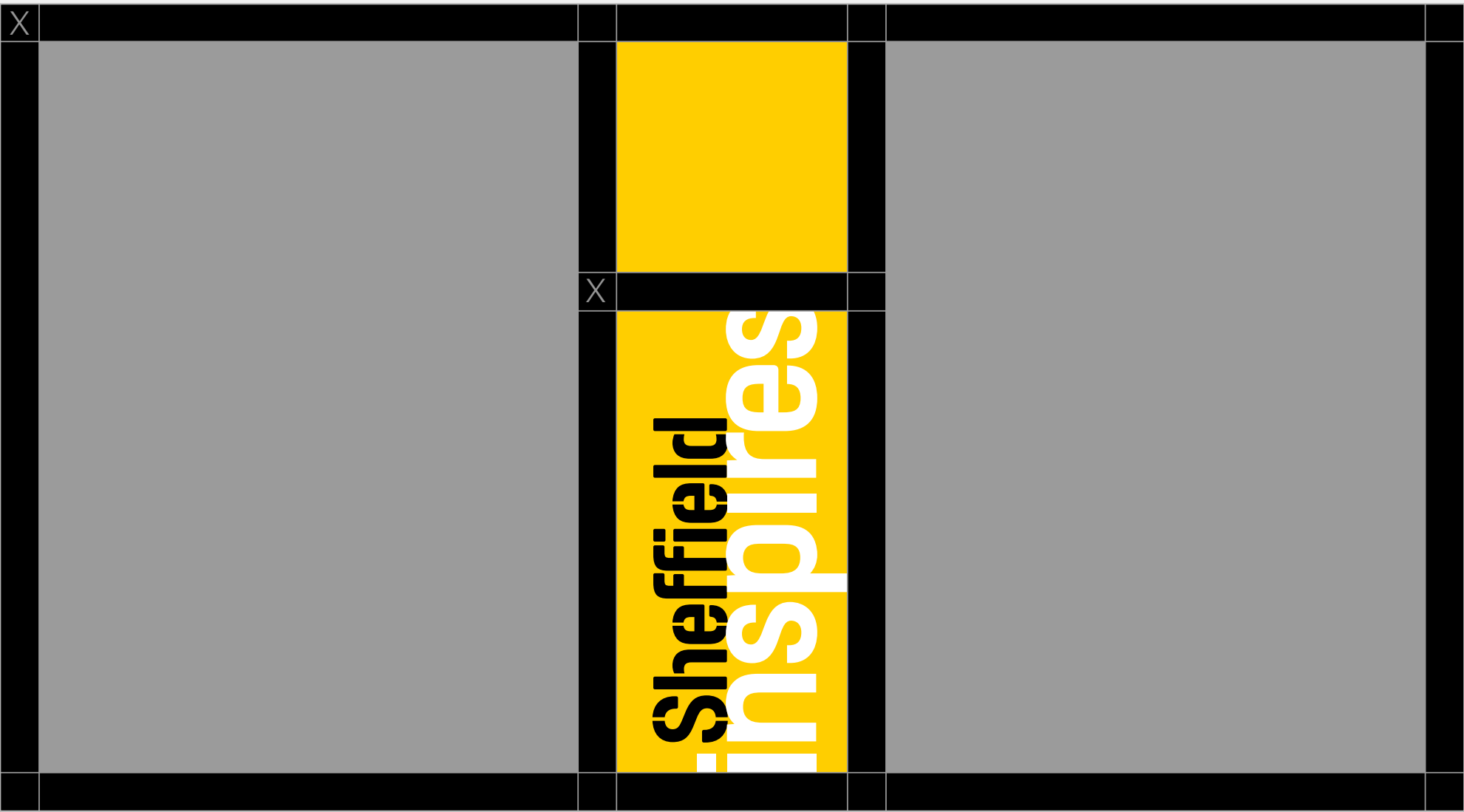
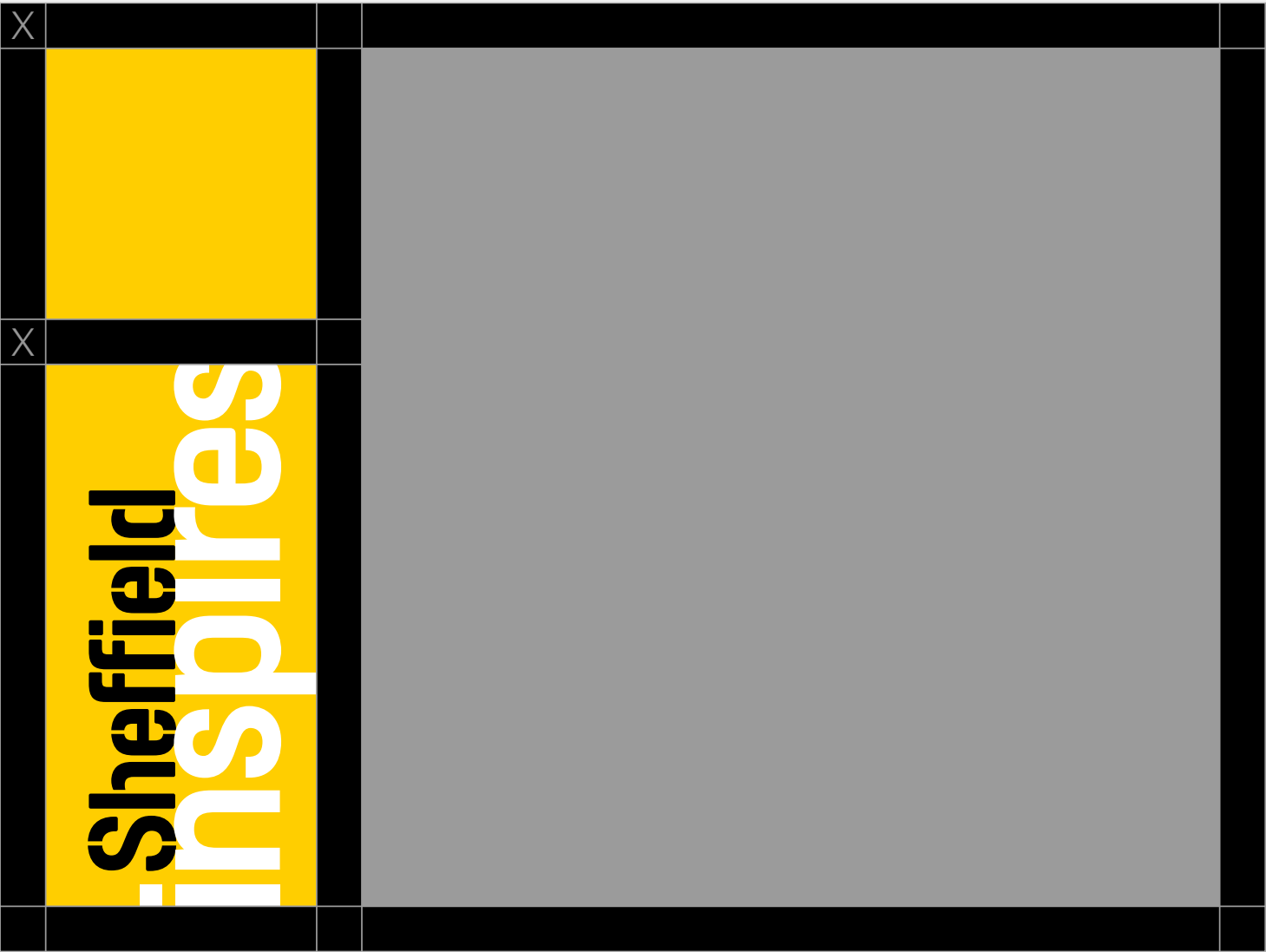
# The block system

The block system draws its inspiration from the square nature of the Sheffield Inspires icon to maintain brand cohesion.

Additional rectangular shapes can be bolted next to the icon, on either side, or both sides.

X is equal to the distance between the dot and stem of the prominent ‘i’ outer shape and distance between each element should always be equivalent to X.

The minimum border width is also X, however there is no maximum distance as the block system can appear well within the substrate it’s applied to.





# Social media

To drive brand awareness, the icon can feature prominently, front and centre to the full height. These posts could feature a number of different subjects by using multiple alternate images.

For specific content using key messaging, the icon appears half the height of the image. The primary position is bottom left, however, as an alternative, it can also appear top left when if there is more free space above. The top of the message should always align with the top of the stem of the 'i'.



**General subjects**  
To drive brand awareness



**Specific content**  
Primary logo and message position



**Specific content**  
Alternate logo and message position



# Co-branded icon

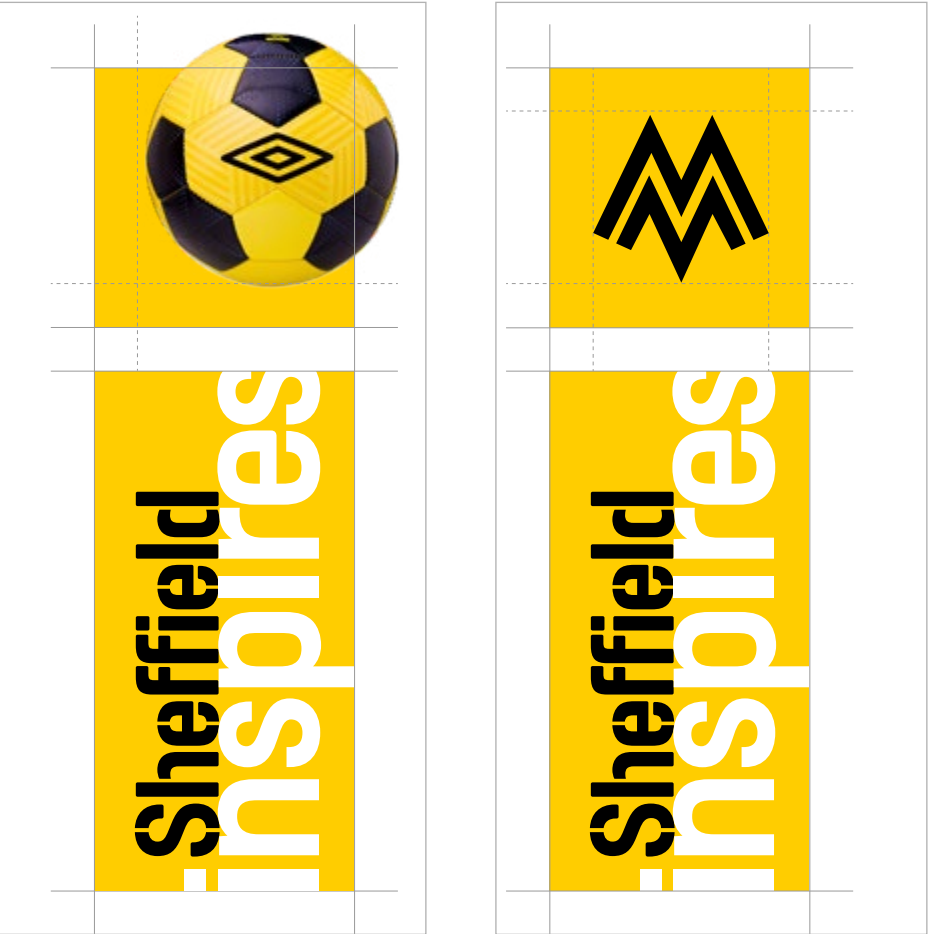
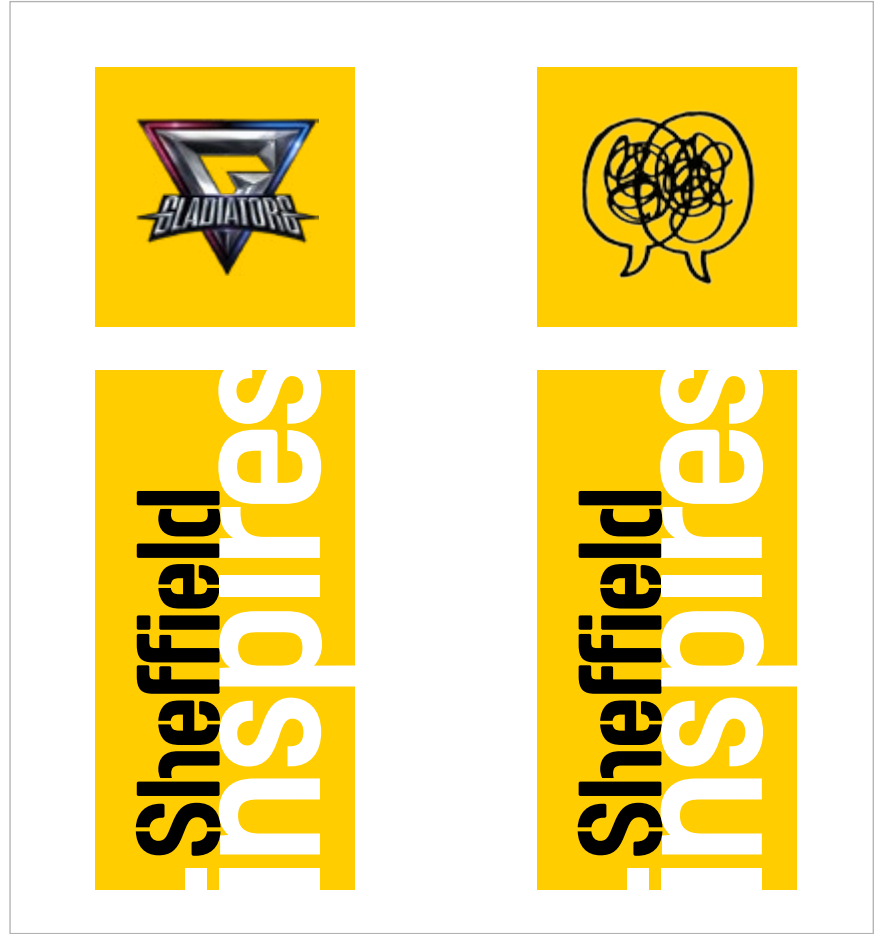
The Sheffield Inspires icon was also designed with an additional purpose, the bold dot of the 'i' is a place where we can promote key sponsors or partners.

For positioning, we use a similar method to our block design system; X is equal to the distance between the dot and stem of the prominent 'i' outer shape. Therefore our partner logos should preferable be positioned X distance within the dot.

The icons dot can also integrate with cut out 3D images. These cut-outs should be positioned top right, overlapping X distance and inset bottom left to X distance

## Exceptional use

For exceptional landscape applications, the icon can be rotated 90 degrees clockwise. This is to ensure it is visible from distance or at small sizes. To maintain proper orientation, the sponsor logo within the dot should be rotated 90 degrees anti-clockwise to compensate.



Exceptional use – landscape





# Co-branding

There are also instances where co-branding would appear as an endorsement at smaller sizes, and therefore would appear as separate logos.

Clear space rules have been determined based on the half the width of the Sheffield Inspires 'i'. The logos are also separated by a thin grey keyline.



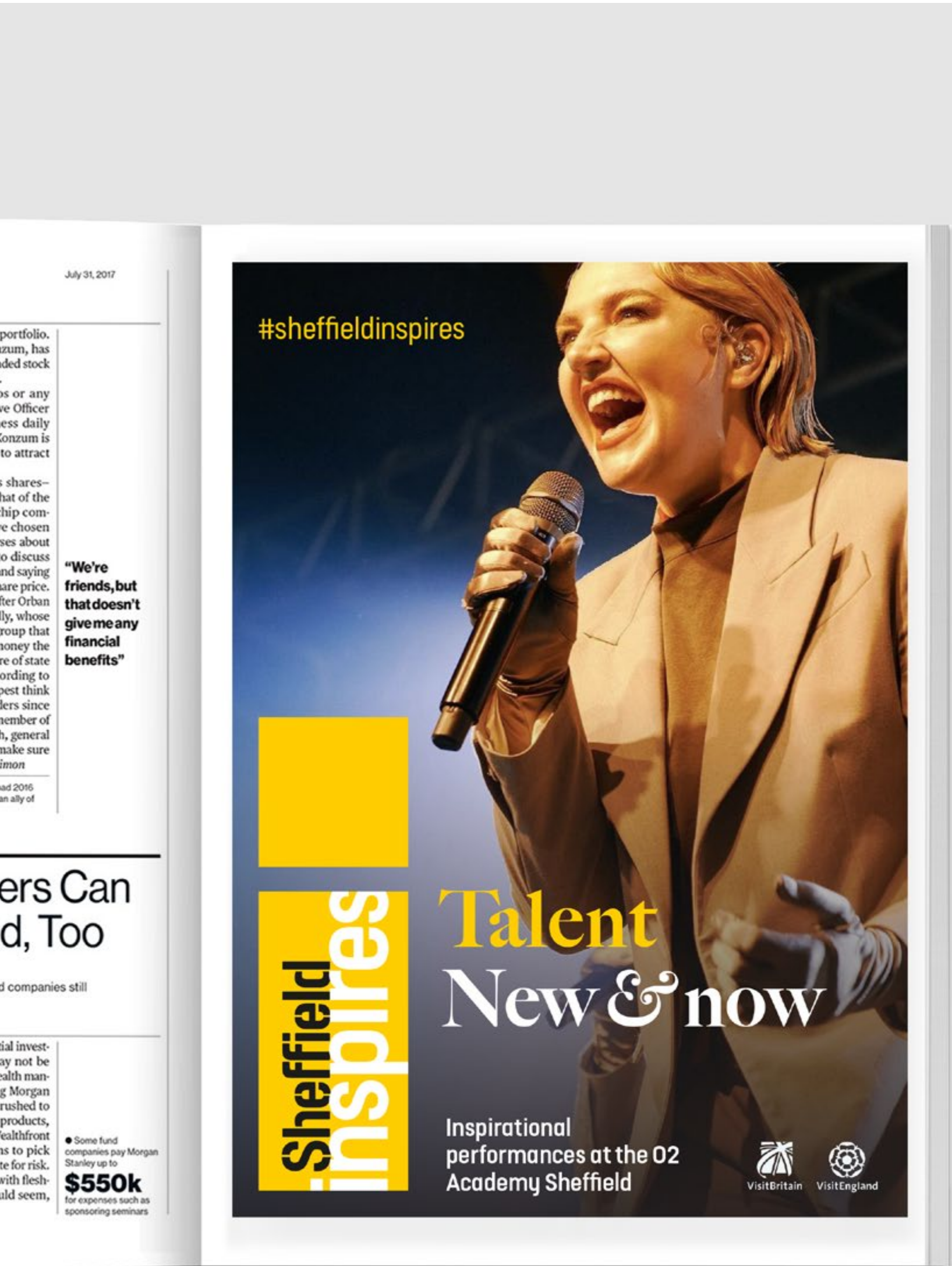
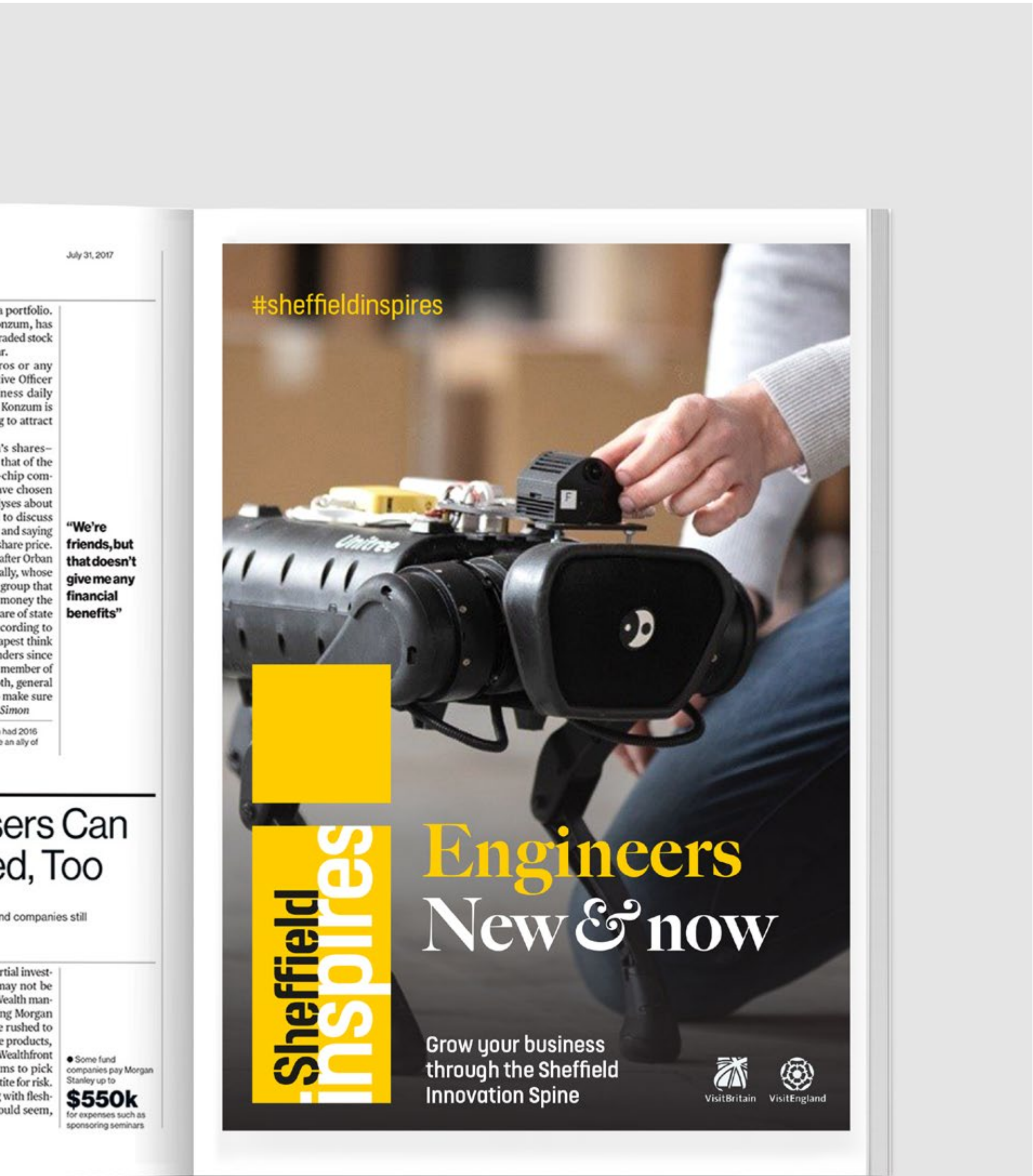


# Press advertising

When applied to press advertising, the icon should occupy half the height of a portrait layout and be positioned to the left. This placement ensures ample space for accompanying images and text.

Utilising a icon that is half the height of the layout maintains the icon's prominence and brand recognition without overwhelming the design.

A full-height icon is not recommended for portrait layouts as it would dominate the space, leaving insufficient room for other essential elements.





Endorsed advertising

When applied as an endorsement in advertising, the icon should be used as small scale and always placed bottom left.

July 31, 2017

a portfolio. onzum, has ded stock ir. ros or any ive Officer ness daily onzum is g to attract

's shares-- hat of the -chip com- ve chosen yses about to discuss and saying are price. after Orban ally, whose roup that money the are of state ording to apst think ders since member of th, general make sure *Simon*

had 2016 is an ally of

ers Can ed, Too

nd companies still

rtial invest- ay not be ealth man- ng Morgan e rushed to e products, Wealthfront ms to pick tite for risk. , with flesh- ould seem,

Some fund companies pay Morgan Stanley up to **\$550k** for expenses such as sponsoring seminars



**CAMBRIDGE STREET COLLECTIVE**

THE BEST PARTIES ALWAYS END UP IN THE KITCHEN

OPENING APRIL 2024  
CAMBRIDGE STREET, SHEFFIELD

Sheffield Inspires CAMBRIDGE STREET COLLECTIVE

July 31, 2017

portfolio. onzum, has ded stock is or any re Officer ess daily onzum is to attract

's shares-- hat of the hip com- e chosen ses about o discuss nd saying are price. fter Orban ally, whose roup that oney the re of state ording to est think lers since member of h, general nake sure *imon*


ad 2016 in ally of

ers Can d, Too

d companies still

ial invest- ay not be alth man- g Morgan rushed to products, ealthfront s to pick te for risk. with flesh- ald seem,

Some fund companies pay Morgan Stanley up to **\$550k** for expenses such as sponsoring seminars



**McLaren**

When you become part of McLaren McLaren becomes part of you

**570S**  
Sports Series

Sheffield Inspires

Official fuel consumption figures in UK mpg (l/100km) for the McLaren 570S (3,799 (l) petrol, 7-speed Seamless Shift dual-clutch Gearbox (SSG), urban 17.2 (36.3), extra urban 38.4 (7.4), combined 26.6 (30.7). Official combined CO2 emissions 245g/km. The efficiency figures quoted are derived from official NEDC test results, are provided for comparability purposes only, and might not reflect actual driving experience.



# Messaging examples

When writing headline copy – ‘Sheffield inspires xyz’ should always be written out in full. ie, Sheffield inspires exports. This is to drive recognition of the phrase to accompany the icon.

Over time, once the icon has established fame, the icon can lead, followed by ‘xyz’ ie, exports.

To start



**Sheffield  
inspires exports**

Growing as a  
green & global  
economy



**Sheffield  
inspires diversity**

Celebrating  
difference, creativity  
& culture



**Sheffield  
inspires people**

Building community,  
championing equality  
& enjoying nature

Over time



**Exports**

Growing as a  
green & global  
economy



**Diversity**

Celebrating  
difference, creativity  
& culture



**People**

Building community,  
championing equality  
& enjoying nature



# Tone of voice

Everything we do and say, always starts here. Whatever the brief, whatever the activity, event, campaign, development piece. Sheffield Inspires.

Here are a few principles for how we should communicate through out tone of voice.

Use any form of communication you like as long as it inspires your audience. Prose. Poem. Book. Speech. Song. Sign. Anthem. Film... never limit your ability to inspire people.

## Inspire

Are we inspiring?  
Is the content inspiring?  
Are we talking in an inspiring way for the audience?

## Inspired by

Write for your audience – what inspires them – both content and tone. Connect by talking about what inspires you, but always talk at the same level. And don't over do it.

## Inspired to...

Make it clear that inspiration leads somewhere, or it's just not inspiring. Show what people could do – what you'd hope they would do, but never imply they MUST DO. Write to inspire action.

## Cut to it

Get to the point quickly and simply, but in a human way. We talk as people- and to people- not machines. If you need a few more words to come across as a human being, then add them in. But don't waffle.

## Humility

Speak confidently, but with humility – there are plenty of other amazing cities out there. We aren't trying to say why we are better, we are just saying why we are great.

## Be Sheffield

Sheffield inspires.  
Always has.  
Always will.

## Be and see

Always look for the 'Be' angle. Invite people to 'be Sheffield', not just 'see Sheffield'. It's not just a place you visit, it's a city you become a part of.



# Sheffield Inspires: showcasing our talent

Wherever possible, we should use Inspires to showcase bold and brilliant ways of being different by using our local talent.

Our launch campaign for Inspires saw Rob Lee, local graphic and street artist, animate his work for the very first time in a mould-breaking video to communicate Inspires to locals, and the world, for the first time. He worked with Andy Robinson to bring his mind-warping visuals to life, and created a unique one for each of our key messages of how Sheffield Inspires the world. And if that wasn't enough, it was also soundtracked by the electronic music artist and producer 96 Back, who is proudly from the city.

You can find out more about all of this on the Inspires [web pages](#).

Have you got an idea for another creative commission, or something similar? Check it aligns with Inspires (see page 5) and get in touch with us through the [form](#) on our website.





Sheffield inspires.  
Always has.  
*Always will.*

**These principles showcase how to use Sheffield Inspires in the right way. It should be implemented consistently to protect its integrity.**

If you'd like to discuss any potential projects, applications, events or anything else related to Sheffield Inspires or the core Sheffield place brand, please contact Mark Mobbs, on **[mark.mobbs@sheffield.gov.uk](mailto:mark.mobbs@sheffield.gov.uk)**.