



# Purple Flag Guide

an introduction to the qualities  
and usage of a new brand





# What is Purple Flag?

Purple Flag is an accreditation scheme, which recognises excellence in the management of town & city centres at night, setting standards for managing successful evening economies, benchmarking performance, and providing significant recognition for partnerships who deliver key services & initiatives associated with the night-time economy.

Purple Flag is a rigorous accreditation process that helps to tackle many prominent issues associated with night time economy management and is supported by the Home Office, The Association of Chief Police Officers, Local Government Regulation NOCTIS, Diageo, and many other high profile national bodies. The scheme focuses on four key themes encompassed by a policy envelope: wellbeing, appeal, place, and movement, providing a solid framework for centre assessment.

The initiative aims to improve perceptions of places, tackle crime & anti-social behaviour, and encourage a diverse evening offer, leading to raised standards and the improved

# Why a Brand?

Purple Flag is in transition from a well-researched, established concept towards a nationwide professional accreditation programme. This booklet has been created to reveal a refined Purple Flag brand, and introduce stakeholders to the personality and appearance of Purple Flag.

Purple Flag’s success depends on the ability to build relationships; government, industry bodies, commercial partners, accredited centres, the public, as well as a variety of town & city centre partnerships. It is important that the brand is accessible, and usable by these audiences, in order to raise the profile of the scheme.

# Brand Objectives

- To develop a brand, which would encapsulate and communicate Purple Flag’s unique qualities.
- To provide an effective identity for all marketing activity
- To enhance the Purple Flag reputation on both a national and international level
- To attract further interest in the programme from a variety of audiences

Throughout this booklet you will see and read about the guidelines governing the use and implementation of the new brand to ensure consistency.

Please keep in mind that this is a living document and look for electronic updates and additions online.

“Purple Flag really is an exciting initiative. This programme offers the opportunity for national recognition of excellent strategies and best practice across a comprehensive, practical framework, for a variety of places. The scheme will help drive up standards and replace negative perceptions with positive visions by rewarding well-managed evening and night-time economies.”

Martin Blackwell, Chief Operating Officer, ATCM

# Purple Flag Logo

The logo is the visual interpretation of Purple Flag. It projects the attributes of professionalism, energy and vibrancy through the 'Flying Flag' logo design, neon text and deep purple colour.

The new image is credible, distinctive, full of character, and is supported by the tagline 'for a better night out', a strong, positive statement, which communicates the intentions of the scheme at its heart.

The following guidelines demonstrate how the graphic identity can be used, and sets out rules to ensure that it is applied consistently.

Note: Purple Flag is currently developing a Marketing Toolkit to support Purple Flag holders. These will be developed in conjunction with the brand guidelines and will ensure that current holders will be able to promote their status in a variety of ways, leveraging the accreditation to raise awareness of the scheme and the excellent NTE management initiatives being undertaken by partnerships.

The brand identity comprises the, 'Flying Flag' logo and tagline, the 'Flying Flag' logo with separate text, and the 'Flying Flag' logo without tagline in 'icon' format. These new logos are the graphic representation of the Purple Flag initiative.

The logos are available in the Purple Flag Marketing Toolkit in the following formats:

- .jpg
- .png
- .eps (specialised format)

Large



for a better night out

Medium



Icon





# How should I use it?

## Flying the Flag

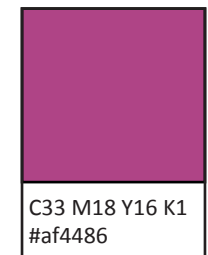
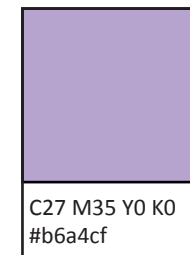
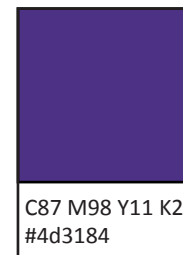
ATCM would like the Purple Flag logos to be adopted as widely as possible by our official sponsors and supporters, however please note that only town & city partnerships with accredited Purple Flag status may fly the Purple Flag logo on any materials, literature etc.

It is recommended that the 'Flying Flag' logo (Large) and tagline take precedence over the others for all literature and materials, however the 'Flying Flag' logo with separate text (Medium), and 'Flying Flag' logo without tagline (Icon), have been devised so that Purple Flag can have an impact regardless of document/material size, colour or location. Please consider the various sizes as appropriate to your needs.

When using the logos please consider an exclusion zone to ensure the logo is not interfered with in any way and ensure it appears clearly and legibly on its backgrounds. The zone should be observed when positioning the identity close to the edge of a page or trim area. The zone equates to a space that uses the width or height of the 'Flying Flag' and text, however wherever possible please allow more space.



## Colours



## Typography

purple flag for a better night out

**Myriad Pro**

1234567890!@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





# Logo Variations

When placing the logo on a background other than white please use your best judgement to determine which logo type and variation is most suitable. Always ensure legibility by placing the logo in an area that is simple and uncluttered.

If you need to seek permissions, or are unsure about logo usage please contact:  
[daniel.mcgrath@atcm.org](mailto:daniel.mcgrath@atcm.org)

## Large

Grayscale



for a better night out

Mono-colour



for a better night out

Coloured Background



## Medium

Grayscale



Mono-colour



Coloured Background



## Icon

Grayscale



Mono-colour



Coloured Background



## Examples of use

Please also refer to the Smart City Dressing Purple Flag Marketing Kit for examples of Purple Flag logo use and innovative marketing ideas for promoting Purple Flag within your area.

### Posters



### Website Icons



### Letter Footers



## Terms and Conditions

Utilising the Purple Flag brand implies your acceptance of the terms of this user agreement. A breach of these terms may result in us asking you to withdraw the offending items with immediate effect at your own expense.

All elements of the Purple Flag brand including, but not limited to, text, software, photographs and graphics is and will remain the property of ATCM. ATCM grant you a limited, non-transferable, non-exclusive, royalty free right to use, copy and reproduce the electronic images, logos and templates (including scripts, fonts and colours), subject to the following conditions:

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- All material must be used in the original and unchanged form in which it is downloaded.
- You shall not incorporate the Purple Flag brand features into your own product name, service names, trademarks, logos or company names.
- You shall not copy or imitate the Purple Flag brand, including the look and feel of the brand, distinctive colour combinations, typography, graphic designs, icons or imagery associated with the Purple Flag brand.
- You shall not adopt marks, logos, slogans or designs that are confusingly similar to the Purple Flag brand.
- You shall not use the Purple Flag brand to promote any illegal, immoral or "adult only" activity or in any way which is obscene, indecent, vulgar, unsavoury or defamatory or which could harm or compromise the ATCM name, reputation, or goodwill, or that of any of its employees.
- It is at the ATCM's discretion to withdraw a "users" permission based on its sole opinion on material viewed as misleading, unfair, defamatory, infringing, libellous, disparaging, obscene or otherwise objectionable.
- You shall not, without our prior written consent, permit the material made available to you to be used, reproduced, published or distributed by anyone else.
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- We reserve the right to change these Terms and Conditions from time to time without prior notice by changing them in this document.