

GEN22

GUIDELINES

GEN22

October 2021

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Contents

Contents	2	Photography and Video	15
Introduction	3	Naming	17
GEN22 Identity	4	Templates	21
Master Lock-up	5	Social media	21
Master Colour Lock-Up vs Mono Lock-up	6	Print	22
Clear Space	7	Merchandise	23
Minimum Size	8	Legal Protection Notice	24
Colour Overview	9	Approval Request	26
Colour Palette	10		
Typography	11		

CONTENTS

► **INTRODUCTION**

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

INTRODUCTION

Gen22 is a social action project which provides an opportunity for a thousand young people (16-24) to gain employability boosting opportunities through the Birmingham 2022 Commonwealth Games.

Young people often face a range of barriers, these could include: lack of confidence; being a young carer or young parent; or having a criminal record. Participants are supported to undertake a 30-hour social action volunteering assignment. This will be connected to: Physical activity and wellbeing; Creative; or Digital. They will also receive a package of support to ensure they are able to maximise the benefits from the opportunity.

Organisations can apply to become a Gen22 Assignment Provider. Due to Birmingham 2022 branding requirements, only non-commercial organisations (for example community clubs, charities, education providers, religious organisations, and community interest companies) successfully licenced to be involved in Gen22 will be permitted to use the Gen22 logo. This excludes charitable arms of commercial organisations, such as football club foundation charities. Organisations will be made aware when signing their Memorandum of Understanding as to whether they will be permitted to use the Gen22 logo or not.

This guide provides an overview of the Gen22 identity, including the logo, and advice on how to use it to promote activity which is licensed by Birmingham 2022 Commonwealth Games.

CONTENTS

INTRODUCTION

► **GEN22 IDENTITY**

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

OUR IDENTITY

All identities and lock-ups shown on the following pages are available as both RGB and CMYK files in a variety of formats.

Please do not attempt to re-create these files.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

- Master Lock-up
- Colour Lock-Up vs Mono Lock-up
- Clear Space
- Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

- Social media
- Print
- Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Gen22 Master Lock-up



This is the Gen22 programme logo

The Gen22 logo has been created with stripes to represent fast tracking 16 – 24-year-olds career path through volunteering.

Artwork for the logo will be supplied to partners as part of a welcome pack. Please only use the Gen22 logo from this source – do not copy and paste from elsewhere.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up

► Colour Lock-Up vs Mono Lock-up

Clear Space

Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media

Print

Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Identity: GEN22 logo versions

Master



This is our primary version and should be used in the majority of circumstances.

Master reverse



This version provides extra freedom to increase legibility when background colours clash with the identity.

Mono



For limited use when production limitations or dense composition require extra simplicity

Mono reverse



CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up

Colour Lock-Up vs Mono Lock-up

► Clear Space

Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media

Print

Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Identity: Clear Space



Clear space

To ensure the integrity of the Gen22 brand across all communications and that it can clearly be seen, there should be an area of clear space between it and any other graphical elements or text. This area should be equal to the weight of the stripes within the logo.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

- Master Lock-up
- Colour Lock-Up vs Mono Lock-up
- Clear Space
- ▶ Minimum Size

COLOUR OVERVIEW

- Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

- Social media
- Print
- Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Identity: Minimum Size

To ensure the logo maintains its visual impact, here’s some guidance on the size of the Gen22 identity.

Absolute minimum size

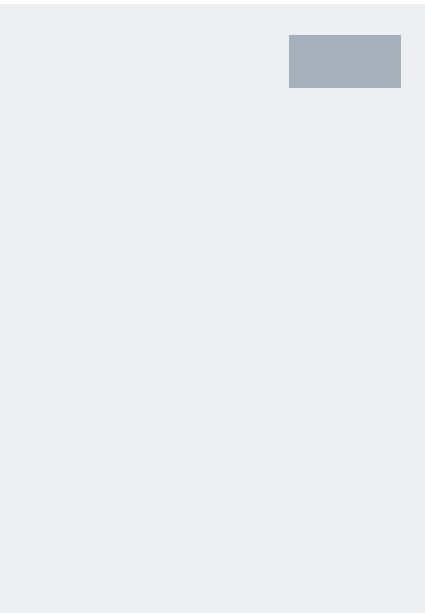
To ensure the legibility of all elements, the identity should not be reproduced any smaller than 30mm in width.



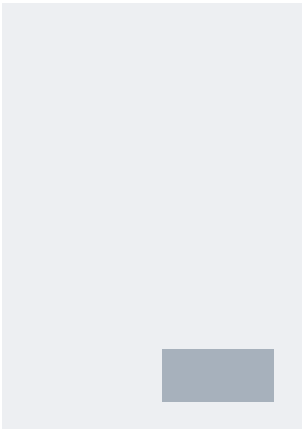
Recommended sizes for common formats

Printed items

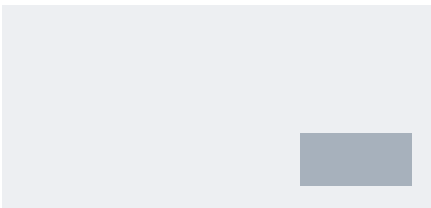
Large format items



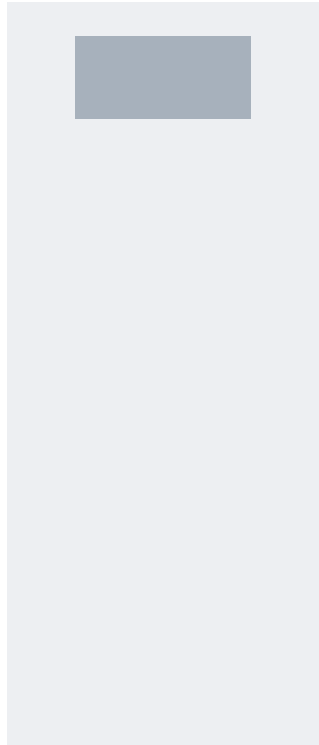
A4 size
40mm wide



A5 size
35mm wide



DL or A6 size
30mm wide



Pull-up
400mm wide

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

► **COLOUR OVERVIEW**

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

COLOUR OVERVIEW

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

► Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Primary colour palette

URBAN GREY Pantone Cool Gray 1 U RGB 227, 227, 227 HEX #E3E3E3 CMYK 00, 00, 00, 15	SABBATH BLACK Pantone Black 6U RGB 000, 000, 000 HEX #000000 CMYK 00, 00, 00, 100	IRON GREY Pantone 7546 RGB 037, 048, 061 HEX #24303E CMYK 75, 55, 35, 70	CANAL BLUE Pantone 2985 U RGB 000, 182, 248 HEX #00B6F8 CMYK 70, 00, 05, 00	LICKEY LILAC Pantone 213 U RGB 234, 039, 194 HEX #EA27C2 CMYK 00, 90, 00, 00	MOSELEY MAUVE Pantone 2597 U RGB 114, 077, 214 HEX #724DD6 CMYK 60, 77, 00, 00
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These are the colours that make up our primary identity and should form the backbone of our communications.

! Pantone colours should be used in print work as much as possible, with the CMYK values only where this isn't possible. RGB values are to be used for all digital executions, including video or motion.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

► **TYPOGRAPHY**

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

TYPOGRAPHY

Typography does not only serve the purpose of telling a story, it can also be used to show that narrative, and bring it to life.

Our use of Knockout, which has several variants in weight and widths, gives us 'kinetic' type both when used static, and much more so in motion.

We use Gineso in body copy.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

► TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Typography:

The usage of **Knockout** alongside **Gineso** serves as another element which influences the emotion of the messages.

GINESO – CURRENT TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YX0123456789,.,?&

Gineso CondBook

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WZYX0123456789,.,?&

Gineso Norm Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WZYX0123456789,.,?&

Gineso Cond Bold

BRUM 2022

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

BRUM 2022 (see page 50)

Knockout is our headline face with Gineso used for bodycopy, CTAs etc.

KNOCKOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.,?&

Knockout 29 Junior Liteweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ZYX0123456789,.,?&

30 Junior Welterweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.,?&

48 Featherweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789,.,?&

93 Ultimate Heviweight

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

► TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Typography: Knockout

For headline copy we use Knockout. There are a few weights to give us flexibility in design.

ABCDEF 0123

Knockout 46 Flyweight

Used for base headline weight before adding weights for emphasis.

ABCDEF 0123

Knockout 67 Full Bantamweight

Used for emphasis to particular words.

ABCDEF 0123

Knockout 70 Full Welterweight

Used for emphasis to particular words.

ABCDEF 0123

Knockout 73 Full Heviweight

Used for emphasis to particular words.

This font is available to purchase from [Typography.com](https://www.typography.com)

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

► TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Typography: Gineso

For body copy and pull out quotes we use Gineso Norm. There are a few weights to give us flexibility in design. Tracking is always set to -10.

ABCdef 0123

Gineso Norm Light

Used for variety, pulling out copy and large highlight copy.

ABCdef 0123

Gineso Norm Regular

Used for body copy.

ABCdef 0123

Gineso Norm Demi

Partner with Gineso Norm Light for more refined documents.

ABCdef 0123

Gineso Norm Bold

Used for titles and subtitles.

Gineso is available to purchase from MyFonts, Linotype or fonts.com
Gineso is also available for free as part of Adobe Fonts to Adobe Creative Cloud subscribers.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

► **PHOTOGRAPHY AND VIDEO**

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

PHOTOGRAPHY AND VIDEO

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

► PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Photography and video

Please do not use images which are protected by copyright, including images shared by Birmingham 2022 Commonwealth Games and Gen22 to promote your event.

We expect you to use your own imagery to communicate about your event or initiative.

In signing up to the Gen22 programme, you have given permission for Birmingham 2022 Commonwealth Games to use and share photography and video from your projects, including content that has been shared on social media using **#B2022 #Gen22** or through social media tagging.



The above images are good examples of imagery which may be used. They are clear, not too busy and have good lighting. Do not use imagery that is out of focus, too dark or too bright.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

► **NAMING**

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Naming

There are a number of the Birmingham 2022 Commonwealth Games images and references that are protected. By joining the Gen22 programme, you have been given a license to only use the Gen22 logo within the parameters set out in these guidelines.

There are key partners and sponsors to the Birmingham 2022 Commonwealth Games; we need to protect the brand and be clear around who is associated with the Games.

It's important your organisation follows the do's and don'ts when speaking about your project in relation to the Birmingham 2022 Commonwealth Games and the Gen22 program brands.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

► **NAMING**

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Referring to Gen22

You can refer to your organisations project as being part of the Gen22 programme.

Don't refer to your organisation or project as a Partner, Sponsor, Provider, Supplier, Venue, Event or Festival of the Games, Commonwealth Games, Birmingham 2022 or Commonwealth Games England Team.

Ensure any project communications from your organisation make it clear to the reader that the activity is linked with your organisation and not with Birmingham 2022 Commonwealth Games.

If you do need to make any reference to the Games, keep it to a factual statement.

Tag and hashtag the Games:

Twitter: @birminghamcg22

Facebook: Facebook.com/birmingham2022

Instagram: @birminghamcg22

LinkedIn: Birmingham 2022 Commonwealth Games

Hashtags:

#Gen22

#B2022

Avoid placing undue emphasis on Birmingham 2022 Commonwealth Games in any project communications.

Don't create an email address which mentions the Birmingham 2022 Commonwealth Games or Gen22 names e.g:

commonwealthgamesfunday@approvedorganisation.com OR
Gen2022@approvedorganisation.com

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

► **NAMING**

TEMPLATES

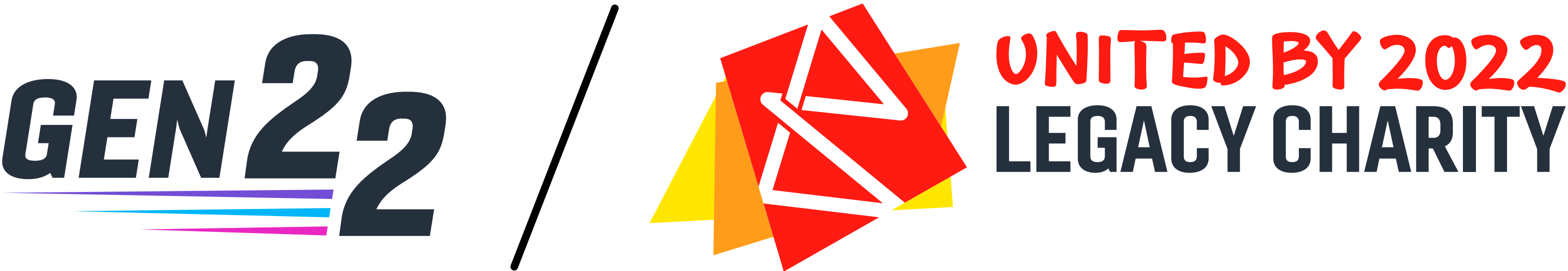
Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Using the Gen22 logo

There are limits to how you are able to use your logo with the Gen22 logo. This is to keep consistency that highlights the relationship between the two brands. The two logos should always be given suitable amounts of clear space to breathe and should not be placed too close to each other.



CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

► NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

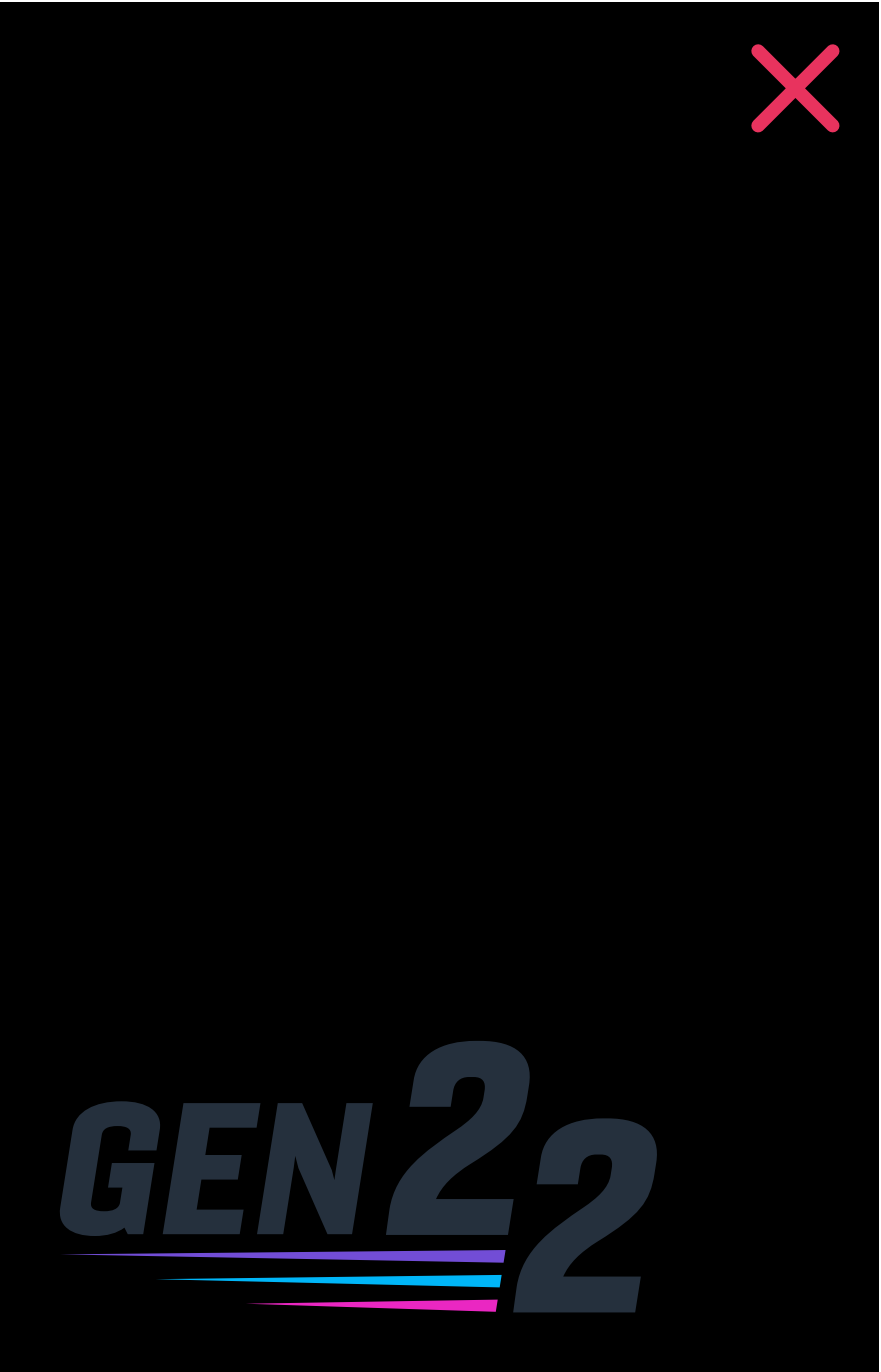
APPROVAL REQUEST

Things to avoid

There are certain things to avoid when creating collateral to make sure we maintain brand consistency.



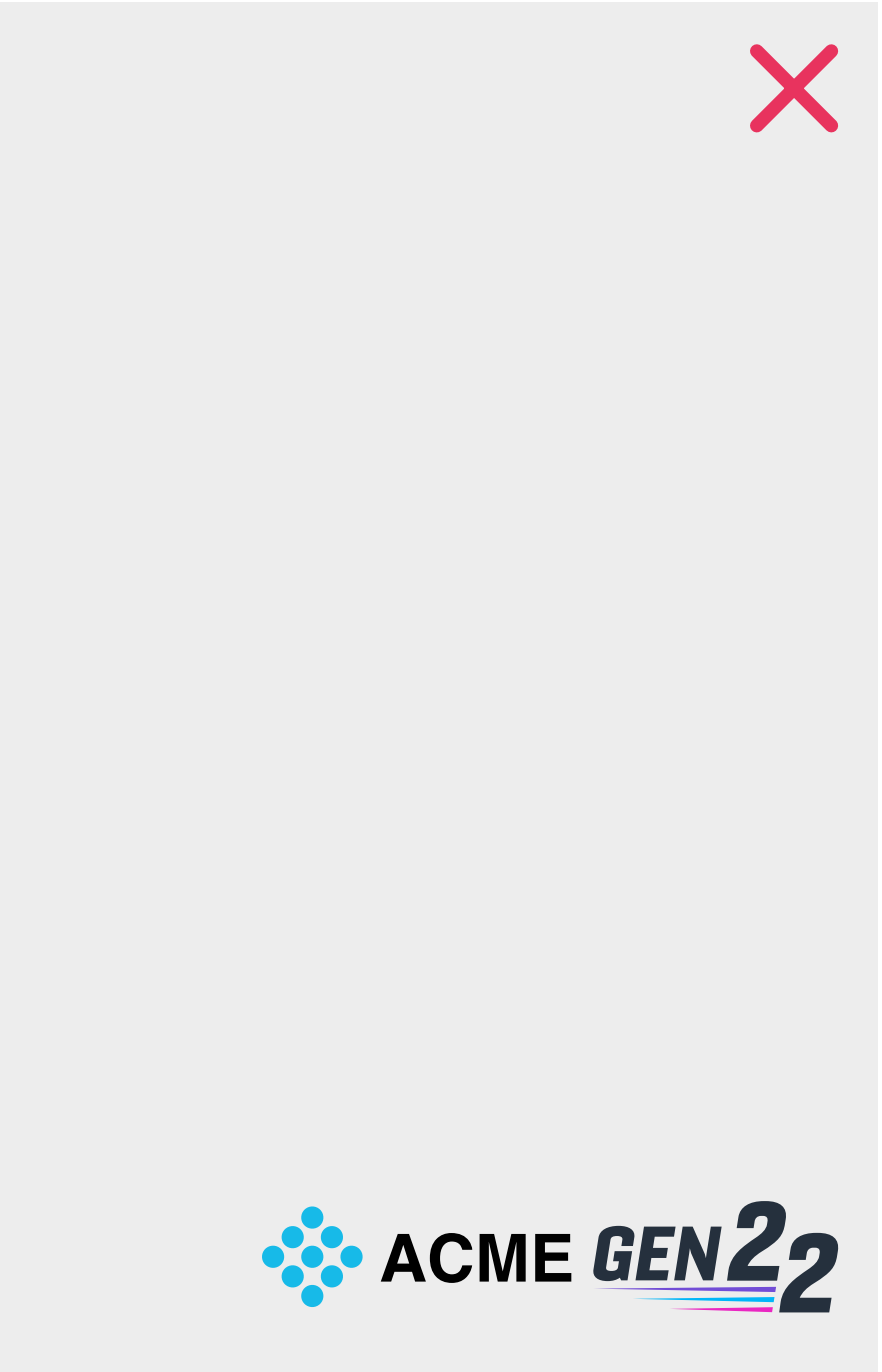
Do not alter, stretch, distort, recolour or attempt to recreate the logo.



Always make sure you use the correct logo and the correct background so it remains legible.



Do not place our logo on a busy background image so it remains legible.



Do not place your logo too close to the Gen22 logo.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

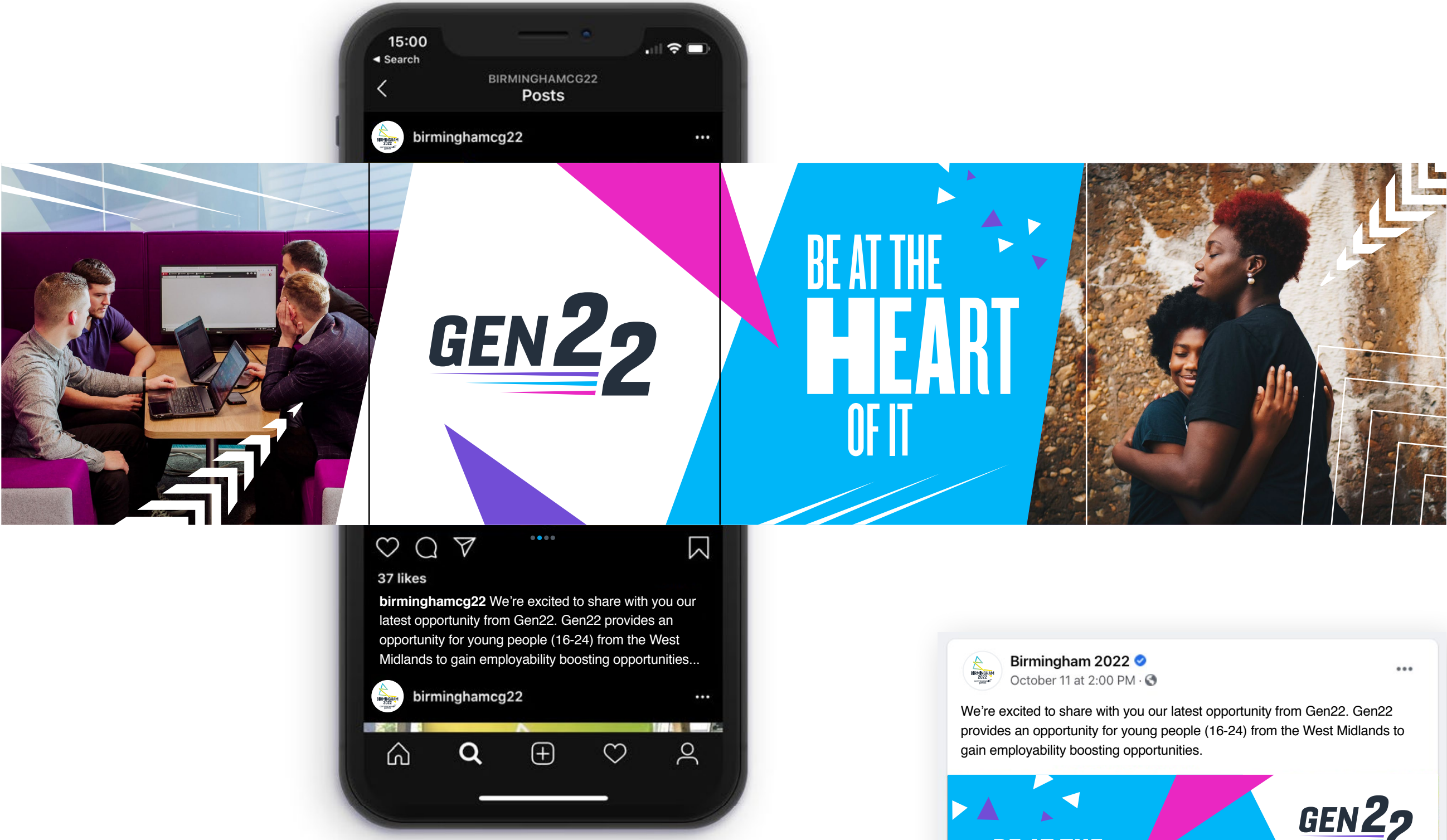
TEMPLATES

- Social media
- Print
- Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Social media



These are examples of how the branding looks on social media.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

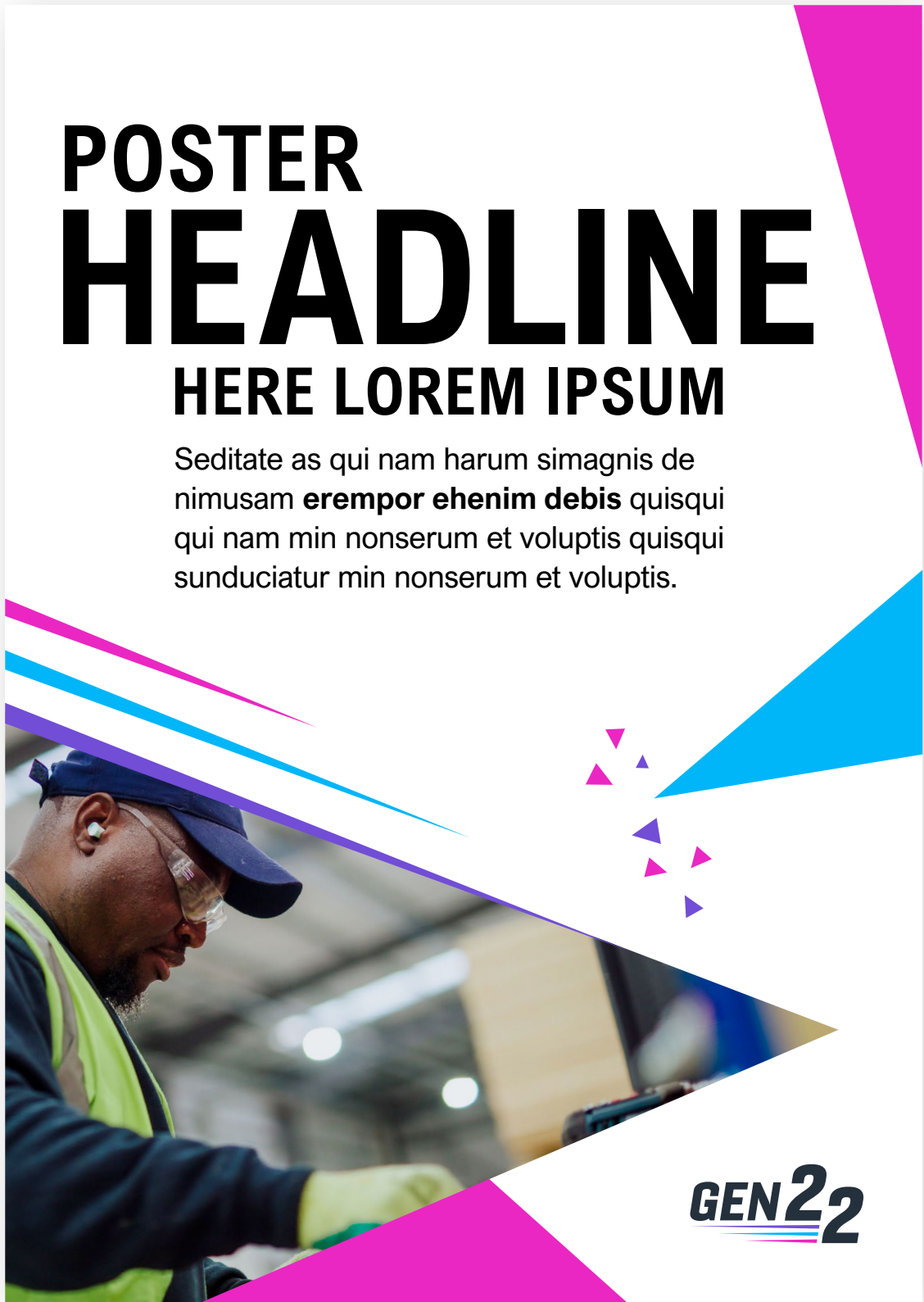
Social media
▶ Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

A3 poster - Printable PDF

These poster templates can be used to create a branded poster with your own content. The headlines and content can be changed within the template when creating your personalised poster but the graphics should remain untouched.



CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print

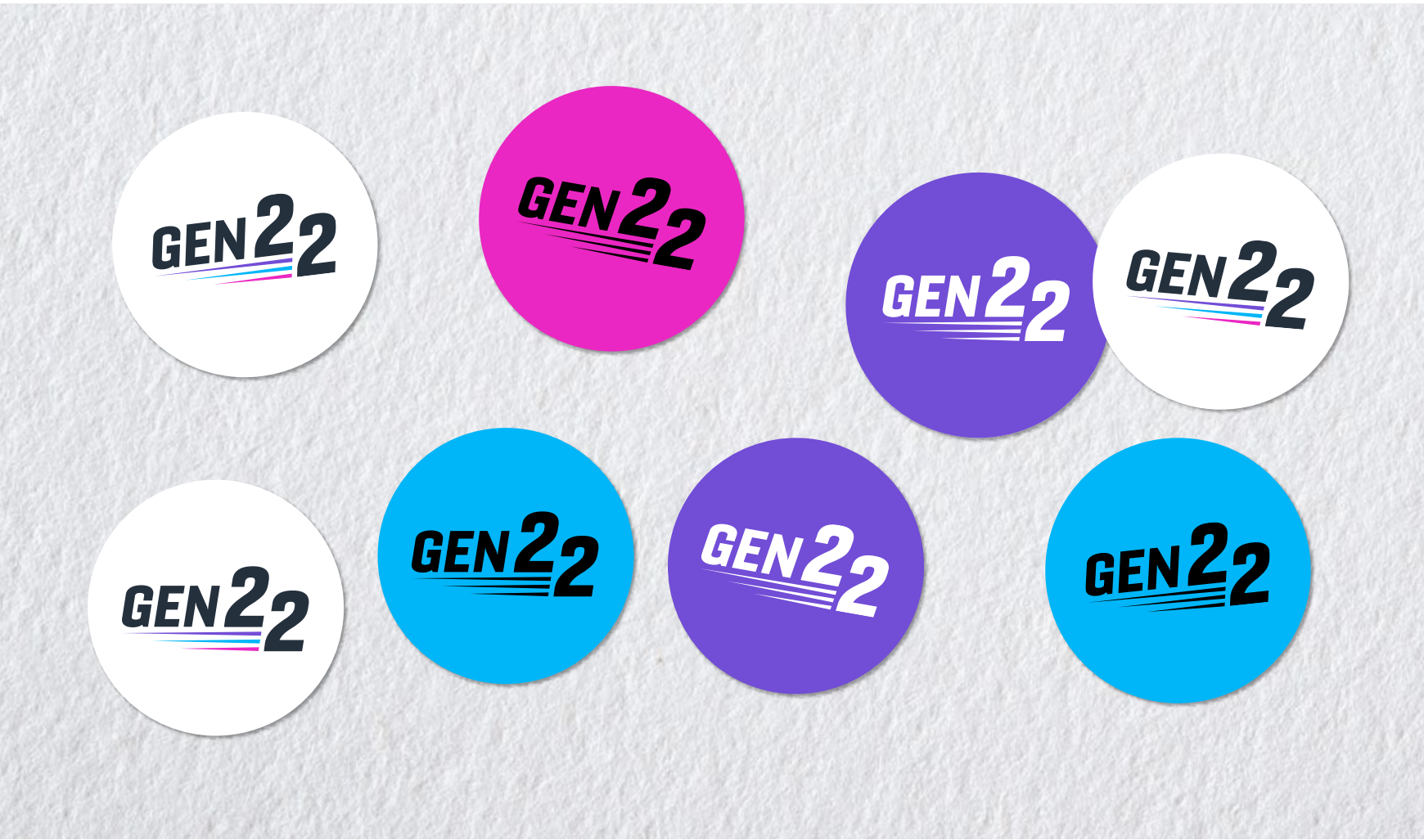
► Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

Merchandise

Stickers are supplied on an A4 sheet that can be printed onto a standard size sticker sheet. The stickers are provided at 40mm size on an A4 sheet. Bunting is provided in A4 sheets that can also be printed. Instructions on how to create the final bunting feature on the printable PDF.



CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

► **LEGAL PROTECTION NOTICE**

APPROVAL REQUEST

LEGAL PROTECTION NOTICE

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

► **LEGAL PROTECTION NOTICE**

APPROVAL REQUEST

Legal Protection Notice

Extent of Protection

The Gen22 mark and the Gen22 brand guidelines are produced by or on behalf of Birmingham Organising Committee for the 2022 Commonwealth Games Ltd (“Birmingham 2022”) is protected by copyright. In order to preserve this protection and put Birmingham 2022 in a stronger position against third party infringers, any use of the Gen22 guidelines should be accompanied by an IP notice in every reproduction of the Gen22 guidelines as outlined in this guidance document.

It is important that this is adhered to as it will be essential to making third parties aware of the rights which Birmingham 2022 has put in place to preserve the rights of its licensees and to ensure protection against infringing use.

The Notice

This notice should be in the following form: ‘© Gen22 mark is property of The Birmingham Organising Committee for the 2022 Commonwealth Games Ltd’.

This notice should be used on all publications and websites that bear the Gen22 mark.

Where and How the Notice Should Appear

In any printed media the IP notice should appear either on the inside/ second or final page of a printed document.

On websites where use of the Gen22 mark has been approved by Birmingham 2022, the IP notice should appear on the homepage or on the copyright notices webpage with a link visible on the homepage.

- All IP notices must be legible and capable of being read without difficulty
- Where space permits the following statement should also be included ‘Any Reproduction and/ or transmission of all or part of the Gen22 mark, without the written approval of Birmingham Organising Committee for the 2022 Commonwealth Games Ltd is prohibited’
- Where the Gen22 mark and other third party copyright works appear on the same medium the notice should clearly distinguish between Birmingham 2022’s rights and third party rights.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

► **APPROVAL REQUEST**

APPROVAL REQUEST

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

► APPROVAL REQUEST

Content Approval Process

All content using the Gen22 name and the Gen22 mark must be approved by Birmingham 2022 before it is published (whether this is in print media, on your website, on social media platforms or otherwise).

In addition to any authorisation to use the Gen22 name and mark, only the Official Commercial Partners, Sponsors, Official Providers / Supporters / Suppliers and Authorised Licensees of Birmingham 2022 are permitted to use the Games Marks (e.g. the Games logo and the words “Birmingham 2022” and “B2022”) in accordance with the terms of their agreements with Birmingham 2022. This does not permit use of the Birmingham 2022 master logo. All content produced by Official Commercial Partners, Sponsors, Official Providers / Supporters / Suppliers and Authorised Licensees of Birmingham 2022 that utilises Games Marks must be approved by Birmingham 2022 prior to use.

The below process must be followed to gain approval;

1. Applicants must complete the online application form to be appointed as a Nominating Organisation or an Assignment Provider. This includes uploading documents or policies covering: Safeguarding, Health and Safety, Public Liability Insurance, Data Protection & Confidentiality and Data Sharing Agreement.
2. The information is reviewed by Birmingham 2022.
3. Preliminary Gen22 Nominating Organisation and/or Assignment Provider status will be confirmed to the applicant by Birmingham 2022.
4. The Nominating Organisation and/ or Assignment Provider shall enter into an agreement with Birmingham 2022 setting out the terms and conditions on which the Nominating Organisation or Assignment Provider shall provide the services, in return for use of the Gen22 logo where applicable.
5. Following signature of the agreement, Birmingham 2022 shall confirm the status of any Nominating Organisation and/or Assignment Provider. The Nominating Organisation and/ or Assignment Provider shall then be authorised to nominate individuals for work experience placements, accept nominations and provide work experience placements for individuals, and use the Gen22 logo.
6. Marketing content to promote a Nominating Organisation or Assignment Provider’s involvement with the Gen22 scheme should be submitted for feedback and approval via email to Marketing@Birmingham2022.com. Sponsors should also copy Sponsor Family (Sponsorfamily@birmingham2022.com) into brand approval requests.
7. Content will be reviewed by the Gen22 team prior to feedback being given via email. Feedback given does not amount to an approval. Where feedback is provided, updated or amended content will need to be re-submitted for approval. This content should be sent to Gen22@birmingham2022.com.
8. Each time content is submitted please allow 14 days for feedback and / or approval.
9. Content featuring the Gen22 name or Gen22 mark must be formally approved in writing from Birmingham 2022.

CONTENTS

INTRODUCTION

GEN22 IDENTITY

Master Lock-up
Colour Lock-Up vs Mono Lock-up
Clear Space
Minimum Size

COLOUR OVERVIEW

Colour Palette

TYPOGRAPHY

PHOTOGRAPHY AND VIDEO

NAMING

TEMPLATES

Social media
Print
Merchandise

LEGAL PROTECTION NOTICE

APPROVAL REQUEST

