

# USE OF THE STRATFORD-ON-AVON DISTRICT COUNCIL LOGO

These guidelines aim to give creative freedom, setting some basic guides to ensure Stratford-on-Avon District Council (SDC) build a consistent style for the branding of the communications.

This will be achieved through the look and feel that positions the Council as an authoritative organisation that informs on the day to day needs of the community it serves. It is important these guidelines are observed in order to achieve the basis for the consistent use of style (logo use, colour and type), which in turn will build perception and awareness from the communications they support.

## SIZE AND POSITION

The position of the logo should always be considered - it should appear in the same position whenever possible with equal space from the edges, and in a proportional size to the publication. The logo can be resized but must not be cropped or distorted out of shape.

The solid colour version should be used unless on an unsuitable background, when a white background or bordered version should be used.



## CORPORATE COLOURS

PANTONE 327  
(CMYK = 100C - 2M - 49Y - 14K)  
(RGB = 0R - 137G - 133B)  
BLACK, WHITE

Any printed items should match Pantone 327 as closely as possible.

The colours are in use at the present and should continue to be used as the key colours with main headlines picked out in 327, secondary headlines and body copy in black, with any other key points which need highlighting in 327.



## TYPE FACES

HELVETICA NEUE - FAMILY  
SWISS 721 - FAMILY

These type faces offer a selection of weights and styles.

The font should be used consistently for titles, text, issue numbering, page numbering.

The smallest size text should be legible at all times.

Publication dates should be clearly visible for public use.

Should the Helvetica Neue or Swiss 721 font families be unavailable to you, Verdana would be a suitable alternative.

Thin  
Light  
Roman  
**Medium**  
**Bold**  
**Heavy**  
**Black**

Condensed  
**Bold Condensed**  
**Heavy Condensed**  
**Black Condensed**

There are also italic and extended options available.



## GENERAL INFORMATION

Council Policy states: "All proposals for leaflets and publications by departments must be processed through the Print & Design Unit who are able to supply the logo in a suitable format. Responsibility of the corporate identity rests with the Corporate Communications staff, who will exercise control, via the design unit, over all publications to ensure the Council's image is maintained. the Corporate Communications staff will have discretion to stop any Council material, printed or otherwise, that does not meet corporate guidelines."

For clarification or advice please contact

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