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Ashford Borough Council Logo Usage and Application

New Ashford Borough Council Logo Usage and Application 20 July 2004

Introduction

On the 15th July 2004, the Executive agreed a new logo for the Council. This paper explains the changes in the logo and how it should be used, including colour schemes and dimensions. These are the only ways in which the logo may be used. It must not be distorted, adapted or used in any form apart from the style set out here.

Implementation

With immediate effect, Executive Support will order new headed stationery for all services. This is necessary in any event as stocks are low of old stationery. As soon as these arrive, they must be used by all council services using the existing templates developed by Executive Support.

There is no need for other printing to be redone at this time. In future, however, all new printing should include the new logo.

Included with this guide are files suitable for most documents and printing requirements. These are .jpg (print quality), .eps (needed for most printers) and .ai (vector format which can be enlarged without loss of quality).

Major Changes

The changes to the logo are the removal of the silver background, using only a single colour green, removal of the red tongue and changes in positioning of text.

Usage

There are three permissible ways to use the logo. In full colour, in black and white out or in a single colour outline. The logo proportions must be kept as per the attached graphics and should not be distorted in any way.

When printing the logo in any document, the quality and definition of the logo should be such that all aspects are clear and in a way that portrays the Council professionally.

Where the logo is used together with other logos, for example in partnership activities, the Council's logo should be of similar size and prominence to all other brands. In any publicity or promotional designs, if the Council is a partner then the Council's logo should be used.

No additional text may be added to the logo without the consent of the Communications and Marketing Service.

The logo should not be displayed with an outline around it.

Colour and Font

In its full colour version, the logo colours are:

Yellow – Pantone Reference 109 (solid uncoated)
Green – Pantone Reference 361 (solid uncoated)

The font for the logo is Calisto.

