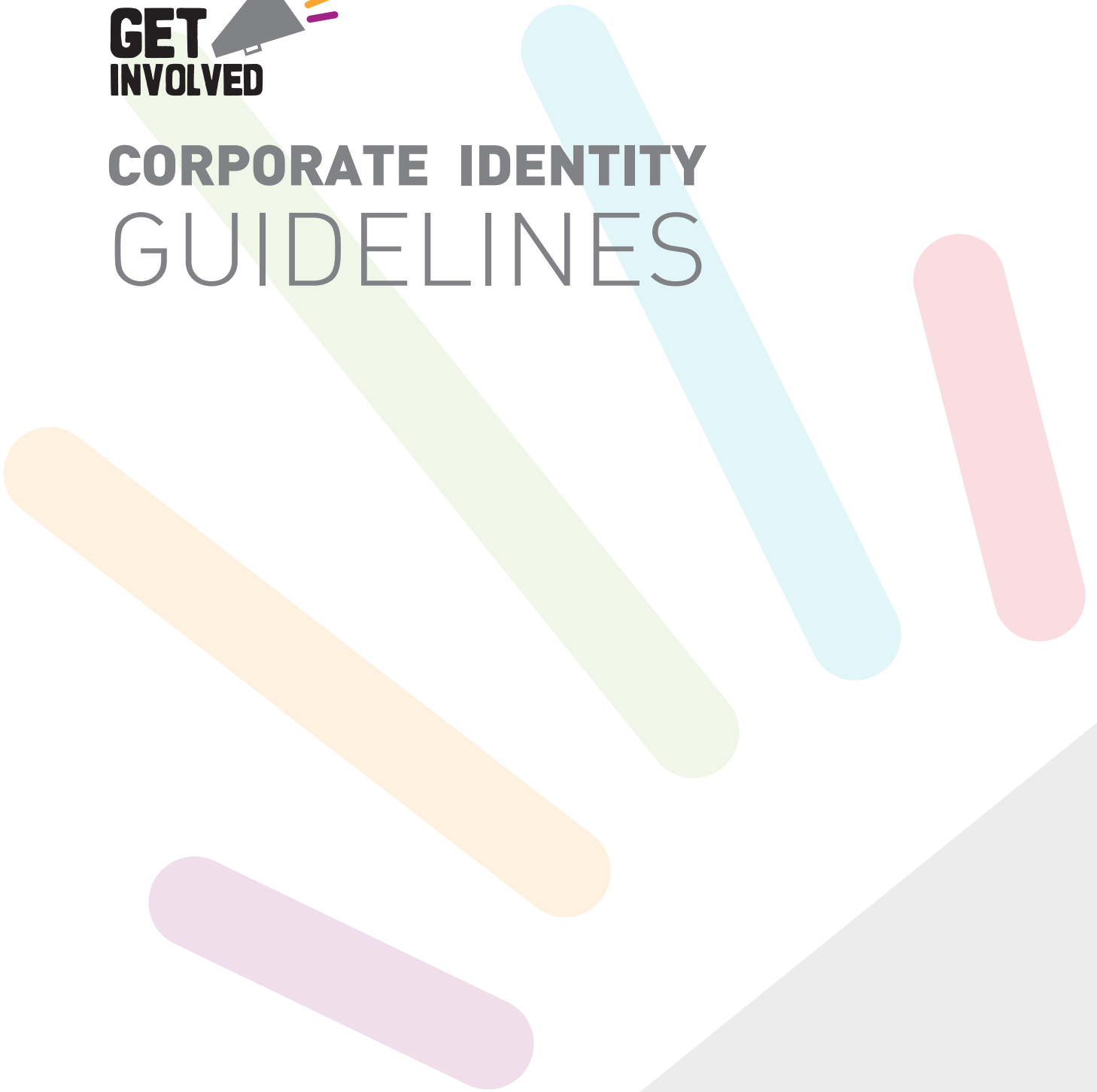




GET INVOLVED

CORPORATE IDENTITY GUIDELINES



LOGO

Dos

They can be scaled up or down but the proportions cannot be altered in any way.

Care must be taken to ensure that the logo is reproduced in a sharp, clean and legible manner with accurate reproduction of colours.

To protect the integrity, legibility and impact of the logo, it must never be reproduced in sizes smaller than **25mm** wide.

Full colour version



Mono version



Colour version reversed



Mono version reversed



Dont's

The logo and its proportions must not be altered in any way. The logo should always stand alone and must not be surrounded with irrelevant components, with a minimum clear space surrounding it.

Always ensure that the logo is produced to the highest quality possible.



Never distort the logo in any way.



Never separate the elements of the logo in any way.



Never add straplines to the logo.

COLOURS

60% BLACK

RED

c9 m100 y79 k2
r214 g30 b60
#d61e3c

BLUE

c63 m0 y12 k0
r66 g196 b221
#d6c4dd

ORANGE

c0 m40 y90 k0
r250 g166 b52
#faa634

PURPLE

c33 m100 y0 k8
r162 g25 b132
#a21984

GREEN

c41 m0 y78 k0
r160 g207 b103
#a0cf67

FONTS

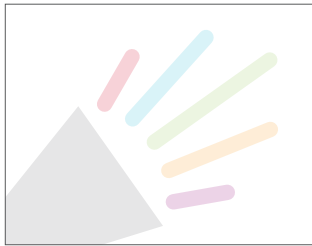
CANCAN DE BOIS

DIN light alternate
DIN regular
DIN medium
DIN bold
DIN black

CANCAN DE BOIS



SUPPORTING MEGAPHONE DEVICE



The supporting megaphone device is intended to provide a flexible visual tool which can be used to convey a consistent theme. It may be used in any appropriate way. Tints, colour, scale, crop and proportions are all flexible.

Example of logo and supporting elements on a letterhead.



A4 Plain report
(Not shown actual size)

NORWICH WARDS LOGOS



THEME LOGOS





This guidelines has
been produced by



NORWICH
City Council

You may not use these logos in any context that is unlawful, defamatory, libelous, objectionable, profane, indecent, pornographic, harassing, threatening, hateful, or otherwise inappropriate or could bring the council into disrepute.

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