

Salford City Council

Corporate logo guidelines

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Salford City Council logostyle

The Salford City Council logo is for use as the city council's identity mark.

The logos shown below are the only acceptable ways of reproducing the logo.

It replaces all previous logos which should no longer be used in any context.

This logo may not be redrawn, distorted or altered in any way.



The Salford City Council logo has a 1pt white keyline around the outer edge as a default. The keyline allows the logo to stand out better on solid backgrounds or images.

Logo colour

Salford's logo colour is 100% magenta.

The Salford City Council colour can be reproduced in Pantone spot or four colour process.



**PANTONE Process
Magenta (coated or
uncoated).**

**Four colour process
breakdown.**

**C 0
M 100
Y 0
K 0**

Logo clear area

A clear area around the logo will ensure visibility and impact on every communication.

As illustrated below, the height of the logo is the standard unit of measurement for calculating the minimum logo clear area.



Logo placement

While the Salford City Council logo provides a high degree of flexibility, consistent placement of the logo will help to ensure recognition and a cohesive look across all media.

Following the clearance rule on page 4 of these guidelines the logo can be placed in any of the four corners of any page. See examples below.



The Salford City Council logo has a 1pt white keyline around the outer edge as a default. The keyline allows the logo to stand out better on solid backgrounds or images.

Incorrect usage

The Salford City Council logo has been carefully created and must never be recreated.

Inconsistency of any kind will undermine our efforts to create a cohesive identity for Salford City Council.

Don't...
recreate the logo



Don't...
use the logo uncontained



Don't...
use previous versions



Don't...
distort the logo

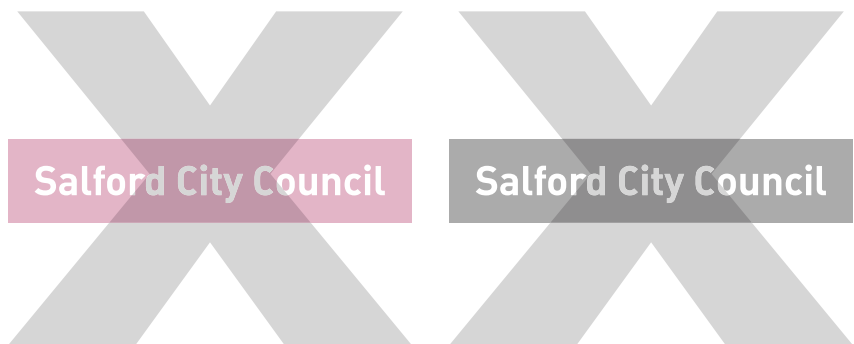


Incorrect usage cont.

Don't...
reproduce in other colours



Don't...
reproduce as a tint



Don't...
transpose the colours of the logo



Digital artwork

FF Din Salford font has been specially created to produce the Salford City Council logo and is not supplied as a system font for Macs and PCs. The digital artwork has been created with this in mind. The logos have been saved as Adobe Illustrator EPS files, with the fonts outlined. **Your computer will not need the font to read the logo.**

The supplied artwork is designed for use within recognised graphics and publishing applications such as QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand.

Advice

These guidelines have been produced to help designers use the logo. It is essential that this guide is followed at all times, to maintain a consistent quality across all publications which carry the logo. If you require further advice on the use of the Salford City Council logo please contact Marketing and Communications on **0161 793 3761** or email creative.services@salford.gov.uk