

Corporate Identity Guidelines

For Tamworth Borough Council partnerships

1 The logo

The logo should be on anything produced that is supported by funding, this means any publications, printed material, press releases, events or project website.

The logo consists of letters with the m and w linked, it is available in three colour ways, but the colour version should always be used where possible.



This is also available in two styles suitable for partnerships.



2 The logo size

There is a minimum size limit for the logo.



Colour logo

Minimum Size for A4 and above: 34mm wide
Minimum Size for A5 and below: 25mm wide
Maximum size: there is no maximum



3 The logo colour

The logo is available in two colour versions. The two colour logo uses the colours Pantone 7467 (Teal) and Pantone 425 (Grey), this should be used where possible.

For documents printed in black only, a grey only version of the logo can be used.



PANTONE 7467 C
(C95 M 0 Y25 K0)



PANTONE 425 C
(C0 M0 Y0 K77)



White logo

The white logo should be used only when the other two logos shown above are not suitable, for example when the background is too dark to display the logo properly.



4 General logo advice

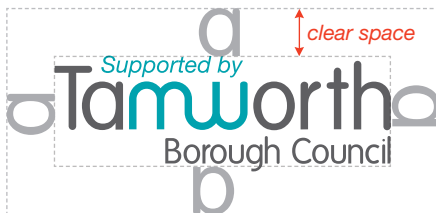
Consistent use of the logo is important to get the best impact and the best impression from our brand image. Always use a logo from an original source, this is available from the Communications Team.

Never distort or stretch the logo...

Never change the colours or fonts...



5 Exclusion zone



The logo should always have a clear space around it in order to make it clearly visible on publications. If you measure by using the height of the letter 'a' in the word 'Tamworth', the clear space must be equivalent to the 'a' height.

The Council's Communications Team should always be consulted for all design and publishing requirements.

All external publications should always be approved in advance by the Communications Team. To contact our Communications Team Tel: 01827 709573 or email graphics@tamworth.gov.uk

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