1024
2024

PORTESHAM & ABBOTSBURY

LOGO GUIDELINES

WELCOME

Portesham and Abbotsbury celebrate their 1000th anniversary in 2024, with many special events planned. We want everyone to feel involved. The events will bring the local community together, give pride in the village and interest for visitors and holiday makers.

We have an official logo to 'visually' tie all the events and activities together.

These logo guidelines are rules on how to implement the new logo across various formats, including some examples of how to use the logo and different versions that can be used.

THE LOGO

The are five logos available to use. Choose which one to use depending on the type of printing and what the background the logo prints onto is.

A. Two Colour Positive Logo
B. Two Colour Negative Logo
C. One Colour Positive Logo
D. One Colour Negative Logo
E. Contained Logo

A

C

E

B

D

SIZING AND DESIGN SAFE AREA

The logo should not be used too small; it will become difficult to read.

For positive logo, the minimum width of the logo is 15mm.

For negative logo, the minimum width of the logo is 20mm.

For the contained logo, the minimum width of the lockup is 28.5mm.

There is a minimum design safe area around the logo where no other graphical elements can visually compete with it.
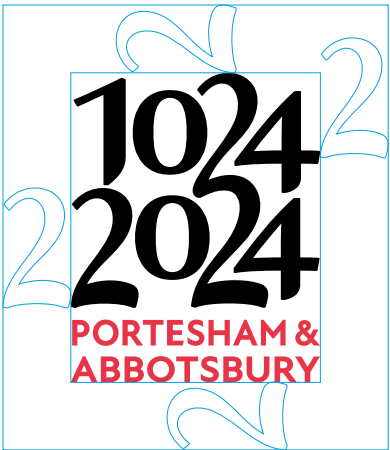
Positive Logo

15mm+

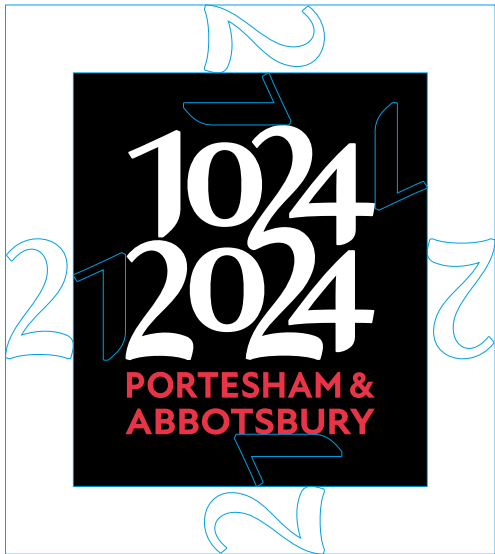**Negative Logo**

20mm+

Design Safe Area (Positive+ Negative Logos)
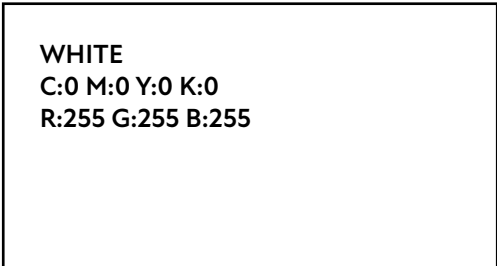

Contained Logo

28.5mm+

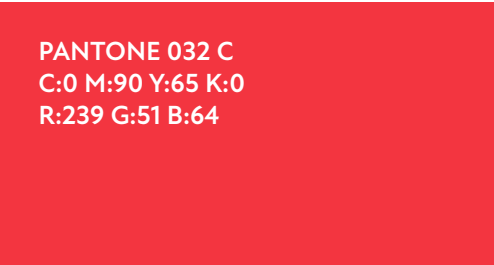**Design Safe Area (Contained Logo)**

COLOUR

Our core palette consists of three colours: Red, black and white.

PANTONE 032 C
C:0 M:90 Y:65 K:0
R:239 G:51 B:64

BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
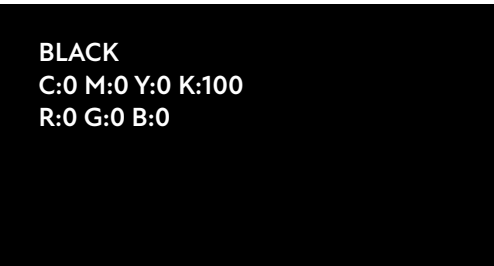
EXAMPLES

Here are a few examples to help choose the correct logo.
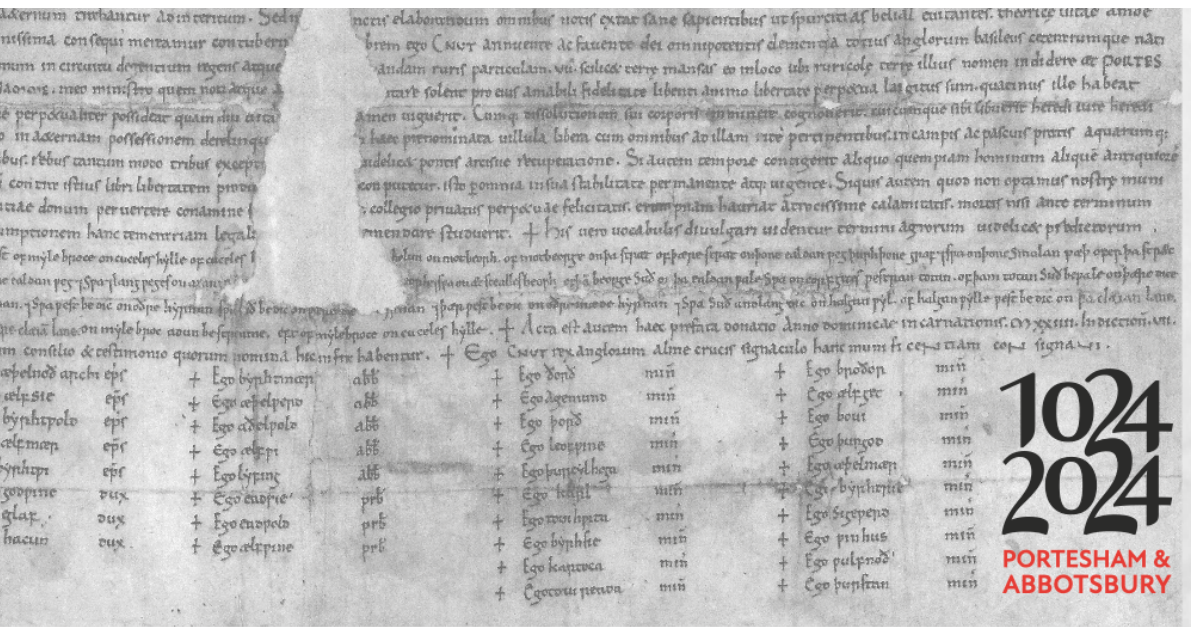
EXAMPLES

Here are a few examples to help choose the correct logo.

DO'S AND DONT'S

Here are some simple usage rules that you should adhere to.

DO use supplied logos only.

DO use logo no smaller than minimum width stated; POS 15mm+, NEG 20mm+.

DO use logos on complementary background colours.

DO use contained logo if used on busy/ complicated imagery.

DON'T change logo proportions.

DON'T use logos less than specified widths.

DON'T use logos on backgrounds that reduce standout.

DON'T distort logo.

DON'T change logo colour outside colour options supplied.

DON'T use logo directly on busy/ complicated imagery.

POSITIVE LOGO ARTWORK

SPOT
Available format: .ai

PA_1024_2024_Logotype_PS_2S.ai

CMYK
Available format: .ai

PA_1024_2024_Logotype_PS_CMYK.ai

MONO BLACK
Available format: .ai

PA_1024_2024_Logotype_Mono_PS_K.ai

RGB
Available format: .ai/.jpg/.png/.psd

PA_1024_2024_Logotype_PS_RGB.ai

RGB MONO BLACK
Available format: .ai/.jpg/.png/.psd

PA_1024_2024_Logotype_Mono_PS_RGBK.ai

NEGATIVE LOGO ARTWORK

SPOT
Available format: .ai

PA_1024_2024_Logotype_NG_2S.ai

CMYK
Available format: .ai

PA_1024_2024_Logotype_NG_CMYK.ai

MONO BLACK
Available format: .ai

PA_1024_2024_Logotype_Mono_NG_W.ai

RGB
Available format: .ai/.png/.psd

PA_1024_2024_Logotype_NG_RGB.ai

RGB MONO BLACK
Available format: .ai/.png/.psd

PA_1024_2024_Logotype_Mono_NG_RGBW.ai

CONTAINED LOGO ARTWORK

SPOT
Available format: .ai

PA_1024_2024_ContainedLogo_PS_3S.ai

CMYK
Available format: .ai

PA_1024_2024_ContainedLogo_PS_CMYK.ai

RGB
Available format: .ai/.jpg/.png/.psd

PA_1024_2024_ContainedLogo_PS_RGB.ai