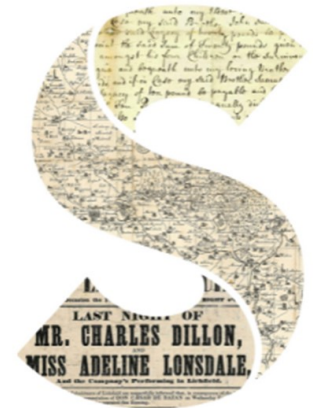


Proposed Joint Service Logos



Staffordshire & Stoke-on-Trent
Archive Service



Staffordshire & Stoke-on-Trent
Archive Service

Existing Logo



STAFFORDSHIRE
&
STOKE ON TRENT

• Archive Service •



STAFFORDSHIRE
&
STOKE ON TRENT

• Archive Service •



Staffordshire & Stoke-on-Trent
Archive Service

Side by Side



STAFFORDSHIRE
&
STOKE ON TRENT

• Archive Service •



Staffordshire & Stoke-on-Trent
Archive Service

Side by Side



Staffordshire & Stoke-on-Trent
Archive Service



Staffordshire
County Council

Alongside authority logo



Staffordshire & Stoke-on-Trent
Archive Service



City of
Stoke-on-Trent

Alongside authority logo



Staffordshire
History Centre



Staffordshire
County Museum
Collection

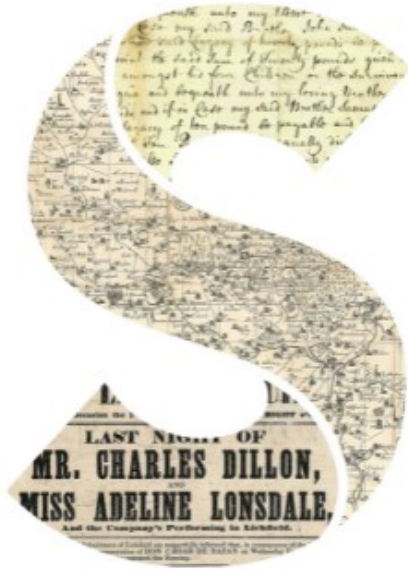


The William Salt
Library



Staffordshire & Stoke-on-Trent
Archive Service

Logo Series: The S Unites



Staffordshire & Stoke-on-Trent
Archive Service



Staffordshire
History Centre

Logo Series: The S Unites

2021/2022 Annual Report

Staffordshire & Stoke on Trent Archive Service

Can be used alone or
alongside a range of logos
(service, parent authority,
funders & location) in print



Staffordshire & Stoke on Trent
Archives Service



Staffordshire
County Council



City of
Stoke-on-Trent



Staffordshire
History Centre

Archive Report 2023/24



Handwritten text in a cursive script, likely a historical document or letter, partially obscured by the collage.



Can be used alone or
alongside a range of logos
(service, parent authority,
funders & location) in print

Can be used alongside location logos



Staffordshire & Stoke on Trent
Archives Service

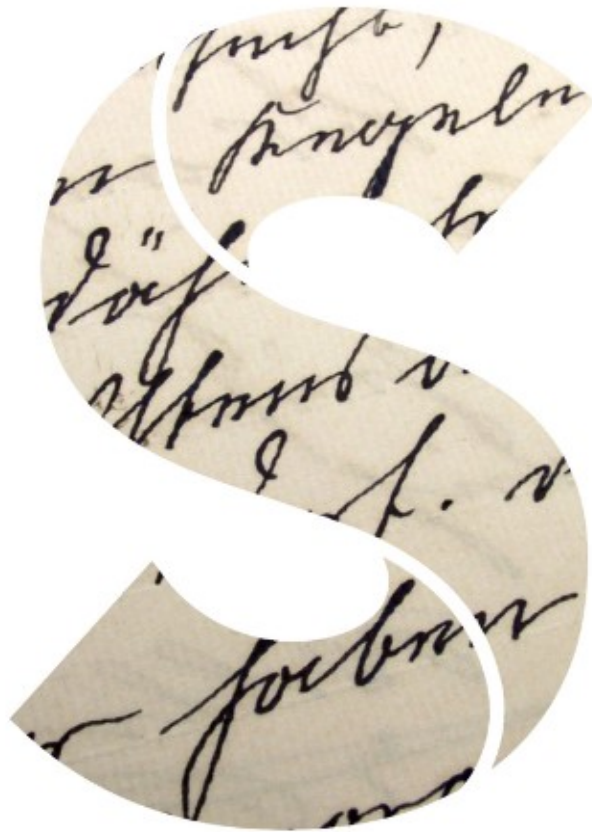


Staffordshire & Stoke on Trent
Archives Service



Staffordshire
History Centre

Other design options for printed & digital media: use of collections images



Staffordshire
History Centre



Flexible use of the master S as a supporting graphic alongside black & white logos



Reversed single colour identity



Staffordshire
History Centre

Single colour identity



Surprises in store

Some of our amazing objects are far too big to fit into a display case! Carriages owned by the wealthy and carts used by Staffordshire's farmers sit alongside machinery, statues, ploughs, shop counters, angles and rocking horses.



Logo displayed alongside the master S (collections images)