

5653

Marone band as 3559 with 2007 Ribbon border
printed in chocolate. Tinted in Harrisons XX Pink.
But gold edge, traced handle & footline.
Thick & fine line at top of band.
Line at bottom.

5050 Turquoise
4754 Light green
7188 green



Spray for
centre of
saucer &
inside cup.



Spray for
centre of plate
913 & 133



DRAFT

5654

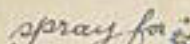
Scale border printed in Leason's Grass Green.
Panelled, with sprays printed in chocolate, tinted in
XX Pink, No 8 Mauve, Chinese Celest Blue
Soft Yellow 5498 Orange, 7188 green
Turquoise.

Lig gold tracing round panel,
edge, traced & footline. Line
outside cup. Thick & fine line
below band.



5655

Rococo Border printed in Leason's Grass
Green. Sprays printed in chocolate, tinted in XX Pink.
spray for inside cup



celest Blue (Chinese)



Staffordshire
History Centre

Logo
guidelines
Issue no.1
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Logo Mark



Logo Type

Staffordshire History Centre

1. Introducing our Master Logo

In creating the Staffordshire History Centre three separate services have been brought together in one new redeveloped site. Our new Identity reflects each of the services and acknowledges the influence of the County Council. The Master Logo has two elements; the Logo Mark and the Logo Type. In most situations they should be used together. However, the Logo Mark may also be used as an illustrative device in isolation.

Logo Mark



Single colour



Single colour reversed out



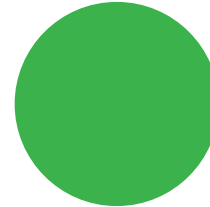
Grey scale

2. Logo Mark

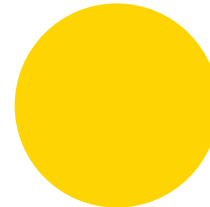
The Logo Mark is based on the concept of three services joining together to create a new and exciting visitor facility in Stafford. The Archive, Museum and Library functions are represented by different curved shapes that together form a capital S - the new symbol for the Staffordshire History Centre.



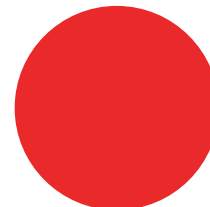
Staffordshire History Centre



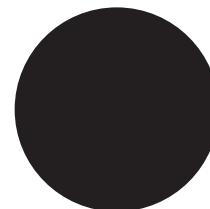
PMS 7738cp
C74·M0·Y98·K2
R72·G162·B63
RAL6018



PMS 116cp
C0·M14·Y100·K0
R255·G205·B0
RAL1023



PMS 1795cp
C0·M96·Y93·K2
R210·G38·B48
RAL3028



PMS Process Black cp
C0·M0·Y0·K100
R44·G42·B41
RAL9017

3. Master Logo Colours

Our Logo Mark uses three colours. The Logo Type appears in Black in most applications. The various breakdowns of the colours are shown here. It is very important that these colour references are adhered to. Only in this way will there be complete consistency of the logo reproduction over the various media we expect to be utilising.

Full colour identity



Staffordshire
History Centre



Reversed single colour identity



Single colour identity



Grey scale identity

4. Master Logo variations

There are a number of different artworks of the Master Logo. These artworks have been conceived with the largest range of applications and reproduction specifications in mind, including print and online/ screen based media. It is crucial that the integrity and legibility of the master lock-up is not compromised. With this in mind we have created a reversed out version (white). This version should be used where full colour is available but where the background is busy or very dark - such as when the logo is placed over photography.

5. Master Logo clear area



Reversed single colour identity

Clear space is the minimum 'breathing room' maintained around the Master Logo. This space should be kept clear of graphics, imagery, text and other logos. Clear space is important to maintain the authority of the identity and ensure legibility.



6. Master Logo useage – what to avoid

Make sure that our Master Logo is clearly recognisable in what ever application you are using it in. Consider the context or background you are applying the logo to and choose the most appropriate artwork version to ensure the best legibility. Where ever possible the full colour Master Logo should be used, however we recognise that production process will not always allow this.

7. Typography

**AVERTA STD
BOLD**

Averta std Bold

AVERTA STD
REGULAR

Averta std Regular

Our primary typeface is Averta Std. The typography on the Master Logo is set in Averta Std Bold and Averta Std Regular. This text will never need to be changed but it is likely that promotional communications will require additional type setting.

8.1 Example Master Logo applications



Sample leaflets showing
Master Logo positioning
and a front page die-cut.

Here are some examples to demonstrate how the new Staffordshire History Center Master Logo can be applied across a range of different applications. These examples are for your inspiration and are not considered to be definitive. As long as the simple guidance provided here is acknowledged, the application of the logo will be consistent, legible, professional, fun and inspiring.

8.1 Example Master Logo applications



Manifestations of the
Master Logo at the
Eastgate Street archway



Powder coated steel signage



Laser etched logo

8.2 Example Master Logo applications



Sample polo shirt
identity applications



9. Contact

TBC