West Dunbartonshire Council

Logo and Brand Guidelines

Logo use:

- The first choice use of the WDC logo should always be the stacked version as shown below.

    A one line version of the logo can be provided in exceptional circumstances. If this is required please contact the communications team stating the purpose for using a one line version of the logo.

- To ensure legibility the logo should preferably not be used in a size less than 35mm wide.

- To ensure visibility, no text should run over or too close to the logo and it should not appear in a box. There should be an exclusion space around the logo that is 50% of the logo's height. For example if the logo is being used at 40mm high, the exclusion area would be 20mm.

- The logo is available in jpeg, png and vector eps files. If the logo is to change size it is best to share the vector eps version with designers to avoid it becoming pixelated. The jpeg and png standard files are provided in size 1181 x 709 pixels.

- If the size of the logo is changed it should be done so in proportion. It should not be distorted by stretching or compressing. When resizing the jpeg version of the logo in Word or PowerPoint, hold down Ctrl + Shift together and then drag the box from the corner.

Colour and non-colour use:

- The logo should be used in colour wherever possible. The jpeg and eps colour logos provide the logo in the correct pantone but if the exact references are required for printing purposes, these are listed below:
  - Darkest Blue = 2757
  - Lightest Blue = 300
  - Darker Green = 3298
  - Light Green = 347

- If the document is in black and white the dedicated black and white jpeg or eps file should be used as below. There should be no grey shading or tints.

- The logo should not be used on a coloured background wherever possible but if this unavoidable then the all white version should be used as below. This logo can be shared in eps or png formats.

Stationery

- Both colour and black and white letterhead and compliment slip templates are available for download [links to be added].

- The typeface should remain as Arial, pt 12 at all times.