

GUIDELINES TO THE
**LOCAL AUTHORITY DISABILITY
EMPLOYMENT MARK**
CORPORATE IDENTITY



LOCAL AUTHORITY
DISABILITY EMPLOYMENT MARK

CONTENTS

THE LOCAL AUTHORITY DISABILITY EMPLOYMENT MARK BRAND

Introduction	03
Exclusion zone	03
Colour palette	03
Appearance	04
Logo restrictions	04
Size	04

INTRODUCTION



LOCAL AUTHORITY
DISABILITY EMPLOYMENT MARK

The logo to your left is the master Local Authority Disability Employment Mark logo and is to be used when the logo is required to sit in isolation from any other graphic element.

It also comes in a landscape version.

N.B. Always print from the master logo artwork supplied. Where possible the logo should always be positioned in the bottom right corner. For further information contact

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EXCLUSION ZONE



This is the clear area around the logo in which no other elements are allowed to infringe on the space. It helps to ensure clarity and improve the impact of the logo. This clear space is proportional and is defined as the double height of the letter 'L' that forms part of the logo.

COLOUR PALETTE

Pantone References



Pantone 158 C



Pantone 425 C

CMYK References



C: 0
M: 64
Y: 91
K: 0



C: 60
M: 50
Y: 47
K: 40

The Local Authority Disability Employment Mark brands personality is personable and modern yet based on expert and reliable foundations. The colour palette needs to bring this to life. The Local Authority Disability Employment Mark corporate colours are yellow and orange.

Orange - Represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

APPEARANCE



fig. 1



fig. 2



fig. 3



fig. 4

There are four secondary versions of the logo but to reinforce the identity the use of the full colour version is encouraged (see fig. 1), which is referred to as the master logo.

One colour usage

When printing in one colour the solid black version (fig. 2) or the greyscale version (fig. 3) should be used.

Greyscale

The greyscale version is another option when printing in one colour.

Reverse out (white)

The reversed out logo works better on dark backgrounds and flat areas of colour (see fig. 4)

LOGO RESTRICTIONS



For consistency purposes the examples shown here are how **NOT** to apply the Local Authority Disability Employment Mark logo.

1. Do not distort or stretch the logo.
2. Do not change the font or size of the text.
3. Do not change the colour of the logo.
4. Do not place the logo on colours that restrict legibility.
5. Do not set type or place graphics within the exclusion zone.
6. Do not join type to the logo.

SIZE



There is not a recommended logo size, this will be determined by the size of the communication. It can go as big as is required, but the Local Authority Disability Employment Mark master logo should never be reproduced any smaller than 25mm in width. Sticking to these minimum sizes will ensure clear and legible branding. fig. 1