

Making Leeds a child friendly city

Brand usage
guidelines

First Issue
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Leeds

child
friendly
Leeds

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Introducing the identity

'Making Leeds a Child Friendly City' is represented by the identity 'we are child friendly Leeds'.

The logo is made up from a thumbs-up icon and the wording 'we are' and 'child friendly Leeds'.

The primary colour palette

The primary logo uses Pantone 021 for the thumb and Pantone Warm Red for the 'we are' wording.

Black and white also form part of the primary colour palette. In addition to these colours you can also any of the other colours featured in the primary and secondary palettes (see page 4).

The thumb

The thumb icon represents positivity and is used universally to say 'ok', and 'everything is good'.

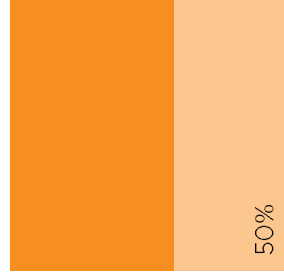
This immediate recognition provides a powerful accreditation mark. All partners can say 'We are child friendly Leeds'. Associated projects can proudly promote that 'we are child friendly Leeds'.

The five fingers on a hand represent the five priorities of the campaign, in that, all children and young people in Leeds;

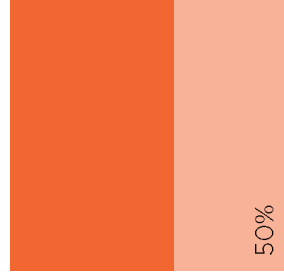
- will be safe from harm;
- do well in learning and have the skills for life;
- choose healthy lifestyles;
- have fun growing up; and
- are active citizens who feel they have voice and influence.



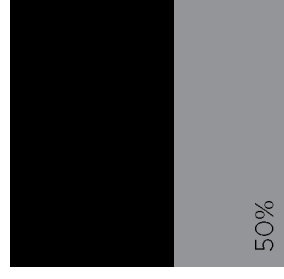
The primary colour palette



Pantone
Orange 021
CMYK
C0 M53 Y100 K0
Web
R247 G142 B30



Pantone
Warm Red
CMYK
C0 M75 Y90 K0
Web
R252 G101 B49



Pantone
Process Black
CMYK
C100 M0 Y0 K0
Web
R35 G31 B32



White

Secondary logos

The identity is supported by three secondary logos and colour schemes that represent each of our key audiences, which are:

- children & young people;
- parents, carers & families; and
- business & partners.

As the identity represents children and young people in the first instance, this audience is considered the primary audience and retains the primary (orange) colour scheme.

Colour palettes

When using the identity the two main colours of the logo used should feature the most in any associated design materials (see page 5 for advice on using the correct logo). In addition you can also use any of the other colours featured in the primary and secondary palettes.

Only the colours shown can ever be used for the logos themselves. For variations in the logo formats please see page 6.

The secondary logos and colour palette

Children & Young People



Pantone
Orange 021

CMYK
C0 M53 Y100 K0

Web
R247 G142 B30

50%

Pantone
Orange 021

CMYK
C0 M53 Y100 K0

Web
R247 G142 B30

Parents, Carers & Families



Pantone
376

CMYK
C50 M0 Y100 K0

Web
R141 G198 B63

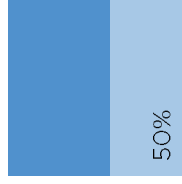
50%

Pantone
363

CMYK
C68 M0 Y100 K24

Web
R67 G149 B57

Business & Partners



Pantone
279

CMYK
C68 M34 Y0 K0

Web
R80 G145 B205

50%

Pantone
Reflex Blue

CMYK
C100 M73 Y0 K2

Web
R0 G84 B164

Using the correct logo

Using the correct logo is essential for consistency, clear communication and is simple to identify.

Who is producing the particular item of communication?

If the item is being produced directly by, for and solely to communicate about Making Leeds a Child Friendly City then either the primary or secondary logos should be used. To determine the exact logo to use please see the table below. If you have any doubts please contact us (see page 12).

If the item is being produced by an approved third party and is carrying the 'we are child friendly Leeds' logo to show association with our campaign then the black or reversed-out (white) logo should be used. If this is the case please see page 11 for sizing and positioning guidelines.

Logo for use on:	Correct logo
All generic materials about Making Leeds a Child Friendly City	Primary (Orange)
Materials for more than one audience	Primary (Orange)
Materials specifically for Children and Young People	Primary (Orange)
Materials specifically for Parents Carers and Families	Secondary (Green)
Materials specifically for Businesses and Partners	Secondary (Blue)
Materials specifically by approved third parties in association with Making Leeds a Child Friendly City	Black or White

The primary logo



Primary (Orange)

- For use on materials specifically for;
- all generic materials about making Leeds a Child Friendly City;
 - materials for more than one audience; and
 - materials for Children and Young People.

The secondary logos



Secondary (Green)

- For use on materials specifically for
- Parents Carers and Families



Secondary (Blue)

- For use on materials specifically for
- Businesses and Partners



Black or White

- For use on materials specifically by approved third parties in association with Making Leeds a Child Friendly City. See the next page for example of the White logo.

Logo formats

Each logo is provided on a coloured thumb for use on white and light coloured backgrounds, and on a white thumb for use on darker colours. Which logo is used is up to the user however you should strive to ensure the logo is clearly legible at all times.

These examples also show use of the black and reversed-out (white) logos. These should be used when used in black and white printing (i.e. photocopying, internal documents, single colour printed items etc) and when the 'we are child friendly Leeds' identity is used alongside that of other companies when materials are produced by approved third parties where 'we are child friendly Leeds' is supporting and not leading the production of the item. For more information please see page 5 and 11.

Logos for use on white backgrounds



Logos for use on light coloured backgrounds



Logos for use on dark coloured backgrounds



Positioning the logo

The logo should always be positioned in a clear space with an appropriate amount of free space, clear of text or other graphic items. The space to be left clear is easy to calculate using the method shown on the right.

The logo should always be used in the top right hand corner. There are two exceptions to this rule.

1. When the logo is used on its own, in which case it should be placed prominently and centrally.
2. When Making Leeds a Child Friendly City are not taking the lead in producing the item (see page 5 and 11)

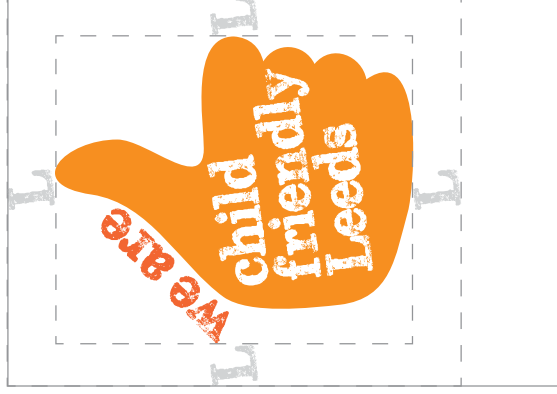
Positioning the logo in the top right hand corner compliments use of the Leeds City Council logo which is used in the bottom right hand corner.

The Leeds City Council logo should only be used in the black or reversed-out (white) versions and not the full colour versions.

Space to be left clear around the logo



Using the logo on its own



Positioning the logo



Do not use the full colour
Leeds City Council logo



Sizing the logo

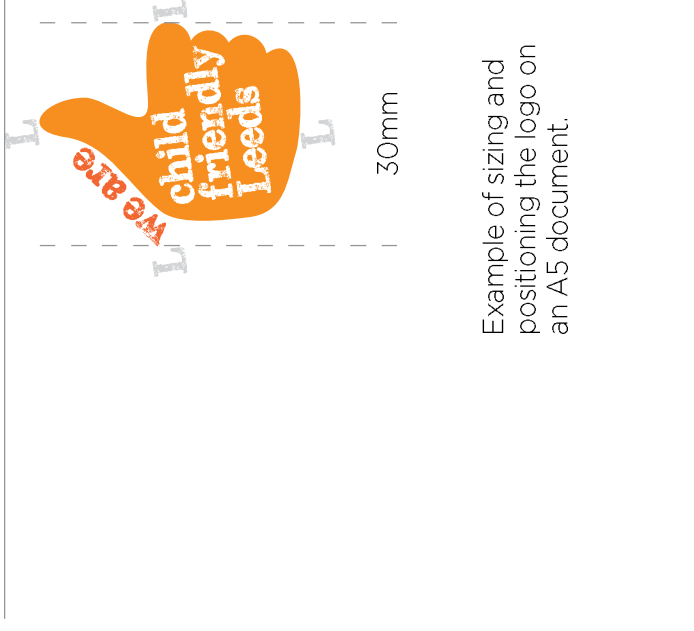
The appropriate size of the identity is determined by its application. Whilst all formats cannot be covered in this section, the recommended sizes that the identity should appear at are shown for guidance. There is no maximum size and the logo should also be as prominent as possible.

To ensure good quality reproduction, the identity should appear no smaller than 25mm wide. Shown on the right hand side are the minimum sizes for printed material, and promotional items.

Document size	Logo width
Minimum size	25mm
A5	30mm
A4	40mm

When using larger formats we recommend scaling up from the proportions advised for A4.

Choosing the correct size



Example of sizing and positioning the logo on an A5 document.

Typefaces

The primary typeface

The primary typeface is Subway Novella. This should be used solely in main headlines and as the document title on front covers. This font can be purchased here: www.myfonts.com/fonts/kcfonts/subway-novella/

The secondary typefaces

The secondary typefaces are Gotham Bold and Gotham Light. These should be used in body copy, and body copy headlines and subheadlines. You should only use these two font weights.

Typefaces on a PC

If you do not have this font on your PC you should use Microsoft Sans Serif (MS Sans).

Subway Novella

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Examples

The examples on this page show the logo in use following the good practice and rules set out in these guidelines.



Using the logo as a partner

When the logo is used on items produced by third parties or partners of 'we are child friendly Leeds', the logo can take a less dominant position as it is used in a supporting role.

These are the guidelines for use in these circumstances:

- The logo's minimum size is reduced to 15mm wide.
- The black or reversed out logos should be used
- The logo may be positioned anywhere on the document to fit within the lead party's guidelines
- The clear space rule still applies (see page 7)

Positioning the logo



Contact us

if you have any questions about Making Leeds a Child Friendly City or using the 'we are child friendly Leeds' identity please feel free to contact the Catherine in the Communications team at Leeds City Council.

Catherine Wright

Communications manager
Leeds City Council
4th floor west, Civic Hall
Leeds LS11UR
Phone: 0113 24 74160
Mobile: 07891 279 265
Email: Catherine.Wright@leeds.gov.uk

