

## Corporate identity – key facts



This is our two-colour logo (blue and red).



The logo can also be reproduced as a single-colour logo in blue or black, and all three versions can be reversed out.



When reversing out, please note that the innermost circle of the rose is always dark. It should never appear white or in a light colour.

### 40mm

This is the standard logo size used on A4, A5 and DL documents.

### 30mm

The minimum logo size for use on smaller items.

### Proportional sizing

When used on larger items the logo and banding should be enlarged proportionately.

### Typefaces

Our logo uses two typefaces: Gill Sans and Garamond.

Use Gill Sans for signage.

### Colours

The corporate colours are:

- Pantone 5395 (dark blue)
- Pantone 485 (red)
- black
- white.

### Banding

26mm depth with 40mm logo  
(adjust proportionately for larger or smaller logos)

On printed publications the logo must be located on the front cover, in the bottom left corner in a band.

The band:

- must form a solid area of colour, distinct from the rest of the design
- finish with a straight line at the top – no interruptions or fading
- only include our logo – apart from partners' logos where appropriate – and the generic web address:  
**[www.hants.gov.uk](http://www.hants.gov.uk)**
- extend across the full width of the page.

## **Signage**

Generally signage must:

- be blue with white text
- include the logo in the bottom left corner
- use Gill Sans or Gill Sans Light fonts
- use as few capital letters as possible.

Culture, Communities & Business Services signage must be agreed with Gareth Miller, Communications Team Leader (Marketing). Email [gareth.miller@hants.gov.uk](mailto:gareth.miller@hants.gov.uk) or call 01962 846880.

## **Vehicle livery**

Vehicle livery should include the:

- two colour logo
- web address
- appropriate contact centre (or other) telephone number.

## **Videos, CD Roms and DVDs**

Feature the logo at the beginning and end of the presentation.

## **Marketing identities**

Some County Council business units and services have their own marketing identities. These are used in addition to the corporate logo, which is applied in the usual way.

## **Corporate identity website:**

Our website gives more information about application of the corporate identity, including useful illustrations  
**[www.hants.gov.uk/logos](http://www.hants.gov.uk/logos)**.

## **If in doubt, consult Communications:**

Jane Fowler and Laura Eden are happy to help with your corporate identity queries.  
Email [corporate.communications@hants.gov.uk](mailto:corporate.communications@hants.gov.uk) or call 01962 846415/846243.