



## How to use the logo

Positioning, colour and sizing guidelines for using the Sunderland City Council logo on promotional or communications materials for other organisations.

**NB** These guidelines do not apply to materials produced on behalf of Sunderland City Council, for which alternative guidelines apply. To obtain a copy of the full Sunderland brand guidelines, please contact Sunderland City Council Corporate Communications Team on 0191 553 1204.

# Preface

These guidelines cover the basic usage of the new Sunderland City Council logotype.

This logotype is part of a wider brand identity and communications approach for the city of Sunderland, the council and the partnership. To obtain a copy of the full Sunderland brand guidelines, please contact Sunderland City Council Corporate Communications Team on 0191 553 1204.

**⚠ Please note.** Further information and advice, examples of correct usage and specific files, templates and usage guidance can be obtained by contacting City Print Services on 0191 553 1091 or email: [studio@sunderland.gov.uk](mailto:studio@sunderland.gov.uk).

# Size

The Sunderland logotypes must never be used smaller than the sizes shown, in order to ensure clarity of communication and legibility.

In instances where the uncontained logotypes are being used on print being produced by other external organisations this minimum size is reduced to 30mm on A4 documents and 20mm documents sized A5 or less. The contained version minimum size should be 36mm on A4 documents and 24mm on documents sized A5 and less.

**⚠ Please note** the uncontained version of the logo should be used wherever possible, only using the contained version if required for legibility reasons.



**Minimum size for external organisations**  
for documents sized over A5.



30mm

**Minimum size for external organisations**  
for documents sized A5 or below.



20mm



36mm



24mm

## Clear space

The minimum space surrounding the signatures is related to the size of the central circle within the Sunderland Flare graphic. Maintaining this space to size relationship is crucial in creating a high recognition factor for the city's visual identity.

Whatever the clear space used around the logotype, please ensure that wherever possible this is equidistant on all sides.



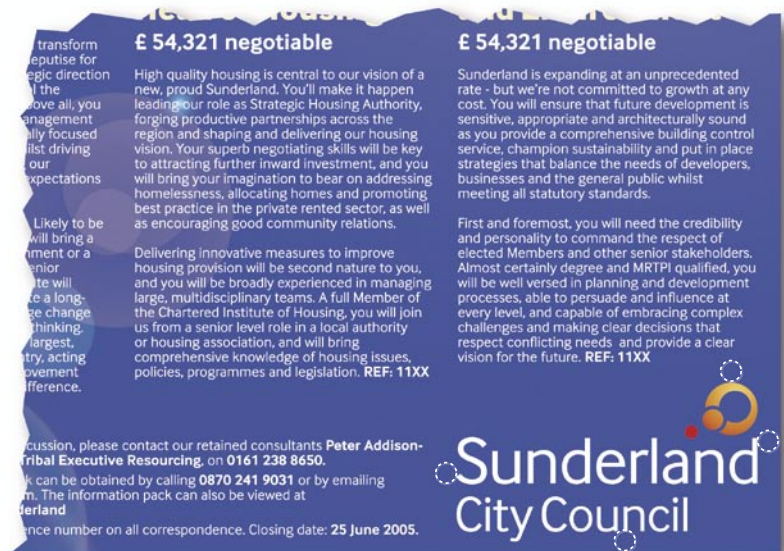
## Position

In using the city council logotypes the ideal placement is either top or bottom right, as this creates maximum prominence.

The type styling within the logotypes themselves is also ranged to the right, so a right hand placement gives the best visual result.

In circumstances where this is not possible (for instance where the logo is used as one of a number of equal status logos) please ensure that the clear space rules are adhered to.

Please do not use the logotypes in any other orientation other than horizontal i.e. do not use at an angle or vertically.



⚠ **Please note** that the circles used to indicate clearance on this example are for visual purposes only.


# Colour

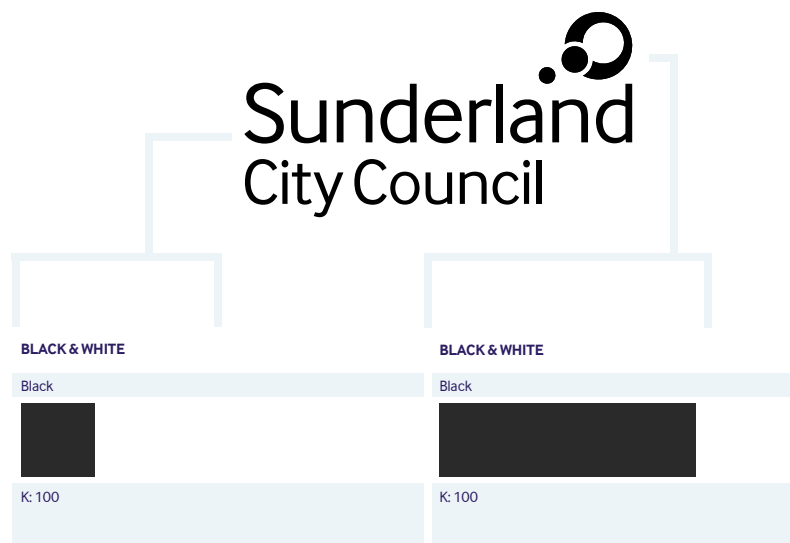
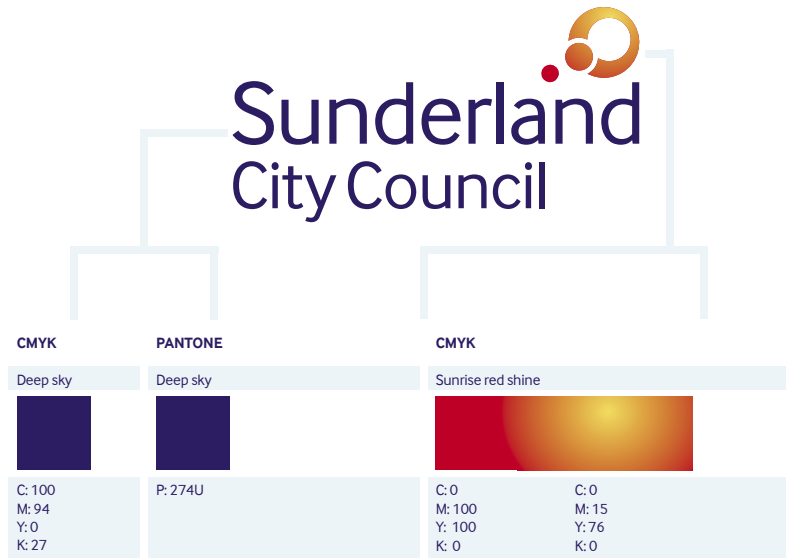
## CMYK and Pantone

**Please note** non-standard Pantone CMYK conversion.

## Grayscale and mono

The Sunderland City Council logotypes are available in both grayscale and pure black and white versions for mono usage. The grayscale version should be used in all high resolution print applications, with the pure black and white version reserved for low resolution single colour applications such as fax headers, newspaper reproduction etc.

 **Please note** care should be taken to supply artwork in the correct format for the required print process.



**COLOUR REFERENCES FOR CHILDREN’S CENTRE LOGO**

**CMYK and Pantone**



The logo features the word "Sunderland" in a dark blue font, with a stylized graphic of three overlapping circles in shades of green and yellow above it. Below the logo, three color reference boxes are provided:

CMYK	PANTONE	CMYK
Deep sky	Deep sky	Bank green shine
		
C: 100 M: 94 Y: 0 K: 27	P: 274U	C: 40      C: 6 M: 10      M: 0 Y: 100     Y: 76 K: 0        K: 0