

South West Communications Group  
BRAND LOGO GUIDELINES

Issue 2 October 2014





This is the official South West Communications Group logo, it is a registered trademark and brand identity. In order to maintain a consistency of style throughout the organisation, some very simple rules must be followed by anybody wishing to use the logo.

### **IMPORTANT NOTE**

**The swcomms logo may only be used by external agencies with the express permission of South West Communications Group Ltd. and all instances must be approved by the company before reproduction. Internal company use is restricted to compliance with these guidelines. If you are unsure about the use of the brand logo, please contact the marketing department for further guidance.**

Please check you are using the latest issue of these guidelines as reference.

# Style Variants

The logo is available in two full colour formats, positive for use on white backgrounds and a reversed version to be used only on black.

Mono versions are also available for use where reproduction restrictions make use of the full colour version impracticable. However the correct, full colour, version must be used wherever possible.

Only the versions shown here are acceptable and recolouring or moving/removal of any element is not permitted.

In written circumstances, the company should be referred to as South West Communications Group in the first instance and then **swcomms** in bold thereafter.

Top level logo styles (to be used wherever possible)



Full colour positive version



Full colour reverse version

Limited colour variants (to be used only where colour is limited or reproduction methods restrictive)



Single colour positive (halftone)



Single colour reverse (halftone)



Single colour positive (line work)



Single colour reverse (line work)

Hi Vis variant (for use in limited applications only, particularly signage)



The strapline below the logo is designed to position the brand within a particular application of the logo. Currently there are only two versions which may be used. In some circumstances neither will be relevant, in which case please use the master logo without a strapline.

Further straplines may be developed in future for specific applications, however these will be approved at company board level.

Commercial strapline identifying the companies core business activities.



Sponsorship strapline for use on all associative sponsorship material for Exeter Chiefs

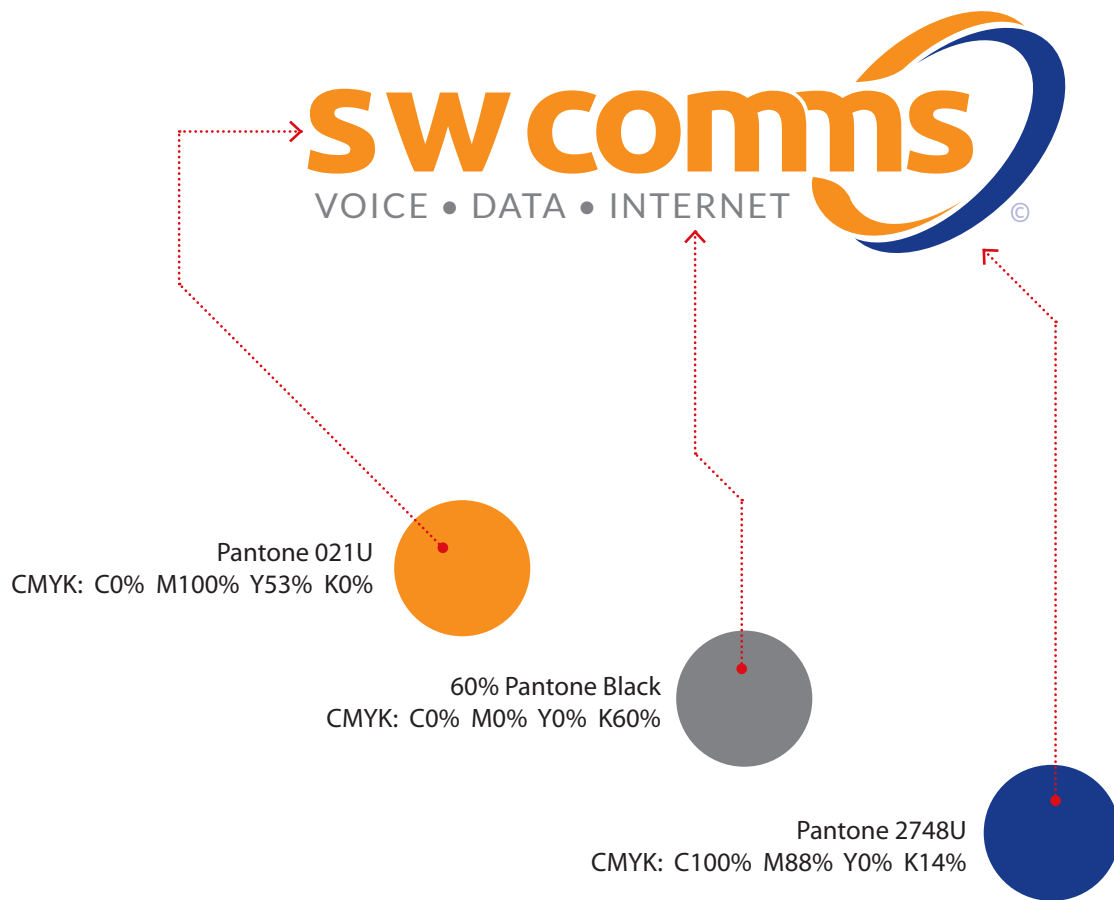


**NEVER** Change any wording in the strapline, or write your own

# the Colours

The logo uses a specific colour pallet. Reproduction must, where possible, match these colours.

Where the logo is to be reproduced in a format which does not use Pantone reference colours, ie. stitching or vinyl a 'closest match' approach should be used, which must be agreed with the company before proceeding to production.



**NEVER** recolour any part of the logo.



# the Shape

The logo should always be used in its original proportions, never squashed or stretched. The minimum reproduction height is 10mm without and 20mm with a strapline.



**NEVER** distort, squash or stretch the original proportions or remove any of its elements



Surrounding 'free space' must be left around the logo proportionate to the size of reproduction. Using the height of the 'W' in the logo as a scale, a clear space, free of any other items, must be left to the dimensions as shown here.

# the Background

The logo may only be reproduced on a white or black background. All other applications will require a white or black background panel, equal in proportions to the clear space dimensions shown on the previous page of this document.



Although generated from standard a typeface, the logo typeface has been adjusted to suit its purpose. Do not attempt to reset or recreate this typography - always use artwork originals.

To standardise company publications the recommended typeface is Myriad Pro and may be used in all its versions. Please try to match these fonts as closely as possible. A default sans serif font such as Arial is preferable to a serif form such as Times.

Myriad Pro Regular  
*Myriad Pro Italic*  
Myriad Pro Light  
**Myriad Pro Bold**  
**Myriad Pro Black**

## Original Artwork

### **IMPORTANT**

Always use original, first generation artwork.

Resolution should be as high as possible.

Files 'lifted' from the internet or scanned from existing documents must never be used.

Line weights and spacings must remain as per originals

**A CD containing the correct artwork in a variety of formats is available to approved users from the company marketing department upon request**