The following factsheet will help provide an overview of how to use the West Sussex County Council logo.

If you have any questions, please don’t hesitate to email the Graphic Design Team central mailbox

graphicdesignteam@westsussex.gov.uk
All material produced by the County Council should carry our logo. It is the cornerstone of our visual identity and provides a simple ‘trademark’ to signal the wide range of services we provide.

There are two versions of the logo. The first is the Positive version for use on white or light backgrounds and the second is the Negative version for use on dark backgrounds.

The logo should always be positioned in the bottom left corner for West Sussex County Council corporate literature. The minimum size is 14mm height.

**Logo colours**

The standard corporate colour is Pantone Process Blue. The logo should be reproduced in either this colour or black. Where neither Pantone Process Blue or Black ink is used the logo can be reproduced in another colour, but must be from one of the darker colours used in the publication concerned.

The West Sussex County Council logo is available from the Graphic Design Team in Jpeg and Adobe Illustrator EPS formats*. Email a request with reference of where it is to be used and your direct County Council contact to: graphicdesignteam@westsussex.gov.uk

On A4 publications

**Use 25mm logo height**

Place logo 12mm from bottom left hand edge

On A5 publications

**Use 22mm logo height**

Place logo 10mm from bottom left hand edge

On DL publications

**Use 21mm logo height**

Place logo 10mm from bottom left hand edge

**Spacing**

The logo needs clear spacing around it to stand out and be clearly visible.

A minimum clear space of 5mm must be allowed around the logo.

Ideally there should be even more space to provide maximum impact for the logo.

* Other formats are available in TIFF and PDF formats on request.