



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

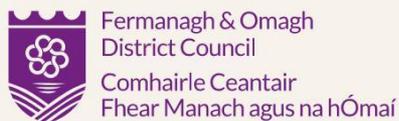
Master Identity Guidelines for Fermanagh & Omagh District Council

LOGO USE

1. Logo Usage Guidelines

The Master Council Identity Logo

The Council has selected a Bi-Lingual Identity. This is the version that should be used at all times with both the English and Irish Text appearing at the same size



Permitted Council Logo Variants

Unlocked Crest Only Logo

This is permitted by the Council with very strict restrictions for use on Clothing and on some Councillor Literature.



Incorrect Use

The master identity should never be manipulated, have drop-shadows added, stretched, distorted or cropped.



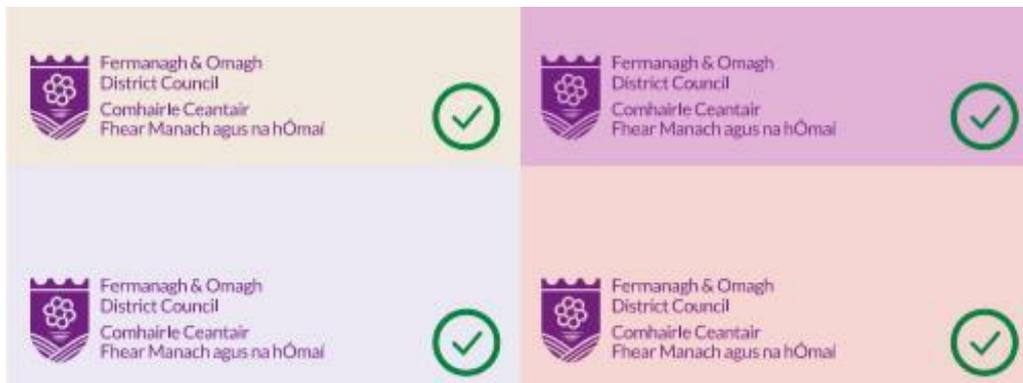
The Council Logo should NEVER be boxed or framed.



Applying Council Logo on Light Colour Backgrounds

The logo should be produced in Pantone 2603 colour on light background colours so long as it does not affect the legibility of the Council Identity.

If the Council Logo is clearly legible the logo can be reproduced on the supported brand colour.



Applying Council Logo on Dark Colour Backgrounds

If the Council logo needs to appear on dark colours that can affect its legibility, then the Council logo MUST be used in its reversed white version.



2. Council as a Supporting Partner – Publications and Advertising

When the Council is to be represented as a supporting partner, the Council Master logo should appear smaller than the logo of the organisation which it is supporting.

When additional supporting logos accompany the Council Master logo they should be restricted to the height of the Council logo and spaced evenly. The additional logos should not be allowed to infringe on the Council Master logo.



Above: Additional supporting partners in conjunction with the Council Master logo.

Clearance Area

To ensure legibility the logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the identity. The area is defined by using half the width of the logo mark (x) this free area is denoted as (y).



Minimum Size

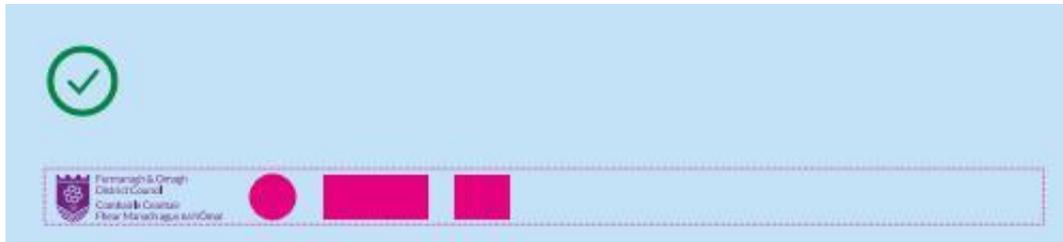
To ensure legibility, the minimum size has been set for the identity and the logo mark. No element of the master identity should be reproduced below these sizes.



Minimum Size – 34mm x 10mm

Council Support Format on Light Colour Backgrounds

The Council Master Identity MUST be used on white and light background colours that do not affect the legibility of the Council logo.



Council Support Format on Dark Colour Backgrounds

Partners supported by the Council may have colour schemes for their branding that could affect the legibility of the Council logo. In these circumstances the Council Master logo should be reversed (white) to facilitate greater legibility and presence of the Council logo.

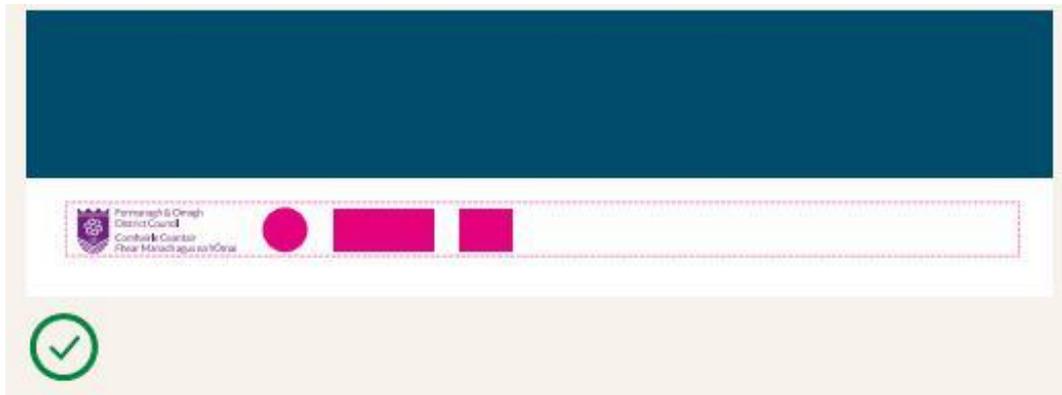


Correct Application on Dark Colour Backgrounds from Supported Partners



Incorrect Application on Dark Colour Backgrounds from Supported Partners

Under NO CIRCUMSTANCES should the Council Master logo be boxed or framed on dark colours. If allowed by the supported brand, the Council logo should be placed on a white footer band across the bottom of the supported partner artwork.



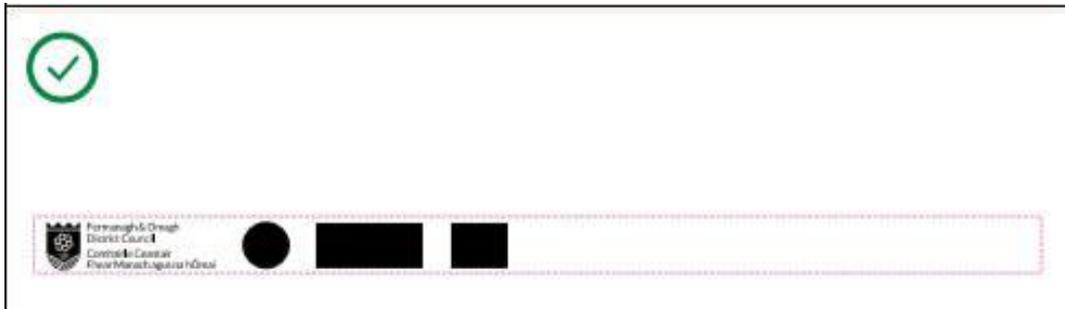
Council Master Logo within White Background Colour Bar & including Support Logos.



Incorrect Application - on Dark Colour Backgrounds from Supported Partner.

Black & White Council Support Application

As a supporting partner the Council Master logo could be reproduced in black and white for newspaper advertising. In these circumstances the following applications must be applied. White backgrounds are the primary choice when producing the Council Master logo.



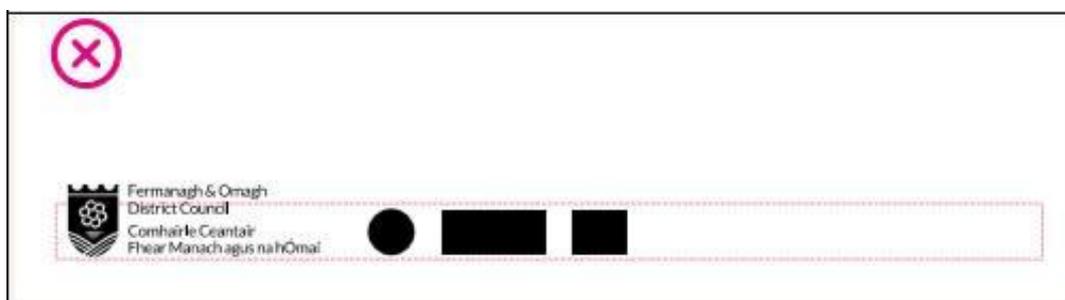
Correct Application on White Background with Associated Supporting Partner Logos



Correct Application on Black Background with Associated Supporting Partner Logos

Black & White Incorrect Use

In a support capacity the Council logo should not appear larger or more prominent than other supporting partners.



Council Logo Size Inconsistent With Additional Supporting Partners

