



2020
VISION

**Corporate guidelines from
Bradford Vision**
how and when to use the logo

October 2001

When to use the logo, corporate guidelines and contact details



The 2020 Vision logo can be used on any item, at any time providing its usage supports the aims of the 2020 Vision document and its stated objectives. Please see the 2020 Vision web site www.bradford2020.com

NOTE: The logo refers to the circle with the V inside and the wording 2020 Vision as one coherent element as shown left. They are not two separate items and must always be used together.

Never place the logo in a coloured or white box.



Preferred forms of the logo

1 On a white, yellow or pale background the preferred option is the full colour version. This is ideal for letterheads and other forms of stationery.

a



b



2 If the item has to be printed in black on white then use
a the greyscale version or
b the mono version



3 If the usage requires the logo to be in a different colour then only use the mono version in the colour you need. The mono version can also be reversed out if the background is dark.



2020 logo and Council logo together

When used on the same page as the Council logo the same method of reproduction should be carried out i.e. if the Council logo is in full colour then the 2020 Vision logo should be in full colour.

The height of the 2020 Vision logo should not exceed the Council logo on the same page.

The Council logo should always appear before the 2020 Vision logo ie. the Council logo should be on the left or above the 2020 Vision logo.

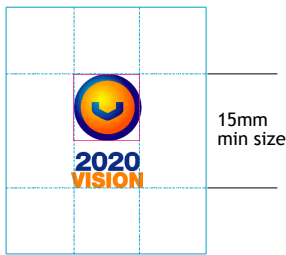


Scaling

The 2020 Vision logo should always stay in proportion - it should never be stretched:-

- 1 upwards or
- 2 outwards

but it can be increased in size providing it remains to scale.



Size & spacing

Care should be taken when reducing the size of the logo. Users must bear in mind the ability of the outputting devices being used. All elements of the logo must be clearly distinguished; the recommended minimum size is 15mm. Please check with the Print Unit Studio 01274 752307 if you are in any doubt.

The space around the logo should be not less than the width of the Vision ball.



Unusual items



Vinyl banners

If the banner has a pale background use the 2 colour version (or the mono version if the rest of the banner's graphics are in black and white.)

Stage frontages

If there is a need to paint the logo on stage frontages refer the artist to these corporate guidelines and ask them to contact the Print Unit Studio.

2020 Vision logo faded in the background or used artistically.

This type of usage needs to be passed by the Print Unit Studio.

Possible uses of the logo

- Recruitment advertising
- Newsletters
- Brochures
- Flyers and leaflets
- Letterheads
- Promotional material
- Vinyl banners
- Web sites

Common questions answered

Does the 2020 Vision logo belong to the Council?

No. The 2020 Vision belongs to Bradford Vision (formerly Bradford Congress.) The Council are part of the partnership which supports 2020 Vision and one way of doing this is through appropriate usage of the logo to help develop the brand. Other organisations are to be encouraged to use the logo.

Because of the freedoms permitted on the use of the logo, Bradford Vision cannot be held responsible for inappropriate use of the logo.

Does the 2020 Vision logo replace the Council logo?

Not usually. The 2020 Vision logo is a partnership logo of which the Council is a member. On most occasions the Council logo and the 2020 Vision logo will sit together. If the logo is being added to something which already carries the Council logo then the 2020 Vision logo can simply be added where appropriate.

For example

Recruitment Advertising



How can I get hold of a copy of the 2020 Vision logo?

Copies of all the different formats been sent to all Council Heads of Service.

Copies are available from Marketing and Communications 01274 752307.

They can also be downloaded from the internet at the following address:

www.bradford2020.com

Is there a version available to use on the internet?

Yes. This can be found on www.bradford2020.com

Contact

2020 Vision Guidelines - Marketing & Communications Tel: 01274 752307.

the 4 versions of the 2020 vision logo

FULL COLOUR



2 COLOUR



Orange Pantone 158c
Blue Pantone 280c

GREYSCALE



Greyscale version must only appear in black

MONO



Mono version may be printed in any solid colour

the 2020 vision logo on coloured pages

PALE BACKGROUND



NOTE The logo can appear on any background
Do not put the logo in a coloured box

COLOURED PAGES



Either '2020' or 'vision' can be white out if legibility is a problem
Do not put the logo in a coloured box



REVERSED OUT



The logo can reverse out of any background colour
Do not put the logo in a coloured box



Never alter the the logo colours; use mono or greyscale version instead

NOTE: '2020' or 'VISION' can be used white out if legibility is a problem



Never alter the relationship between the type and the icon



Never alter the shape of the logo by stretching or squashing



The greyscale version must not be used in any other colour than black - Mono version can be used in any colour