



## LOGO USAGE GUIDELINES

Southampton was granted city status by Royal Charter on 24th February 1964 and celebrates its 60th anniversary this year.

If you would like to join the city's diamond jubilee celebrations we have developed a special logo in various formats for you to use to help promote your event or activity.

## VERSIONS OF THE LOGO

There are two versions of the logo for use on white or colour backgrounds. In addition there are mono, greyscale and white out versions. The black ribbon version can also be used at the top of a page and can bleed off. If you require a bleed version of this logo please contact us.

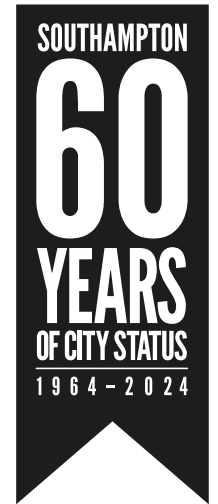
## RECOMMENDED SIZE

Wherever possible please try and stick to the recommended dimensions for the logos.

## EXCLUSION ZONE

The logo must always be surrounded by a minimum area of space that cannot be encroached upon. No other logo or text must come within this area.

The exclusion zone around the logo must be at least the height of the Y in the logo.



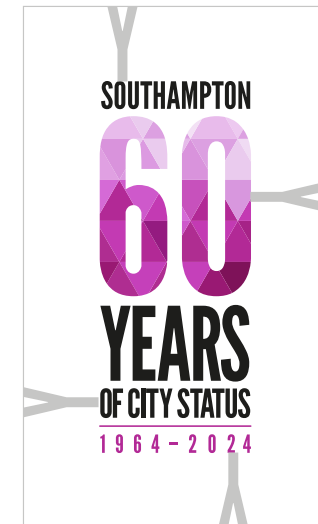
A5 - 38mm high



A4 - 50mm high



A3 - 62mm high



## HOW NOT TO USE THE LOGO

1. Do **not** stretch or squash the logo.
2. Do **not** use the logo in any alternative colours.
3. Only use the logo in its entirety, do **not** use part of the logo.
4. Do **not** change any words within the logo.
5. Only use on plain background, if placing over an image ensure the correct version of the logo is used.

Please only use the logos as they are provided, and do not edit them in any way.

1.



2.



3.



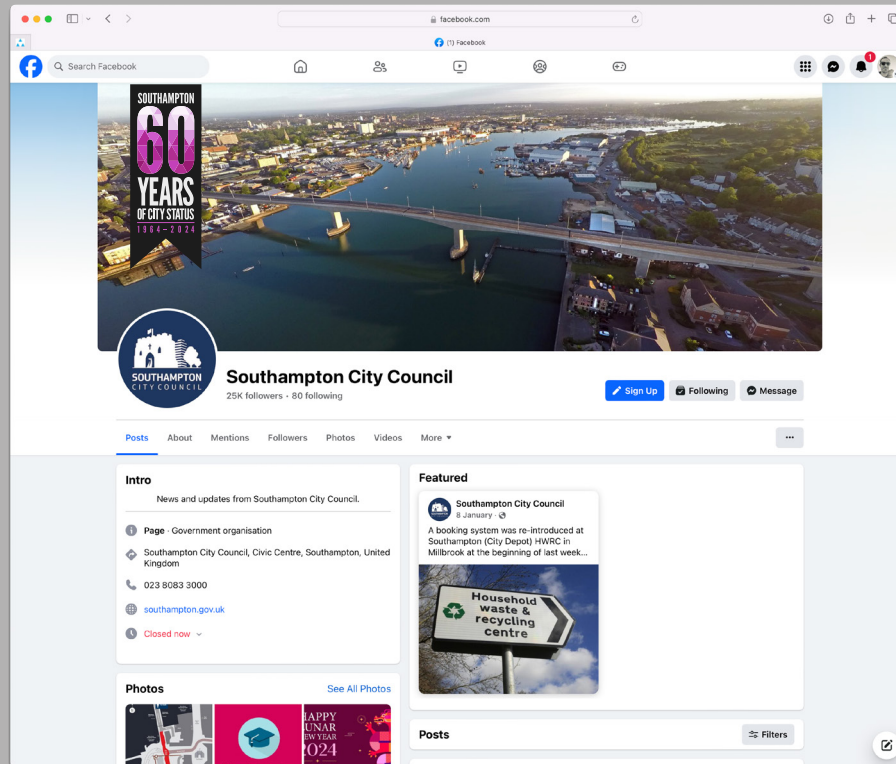
4.



5.



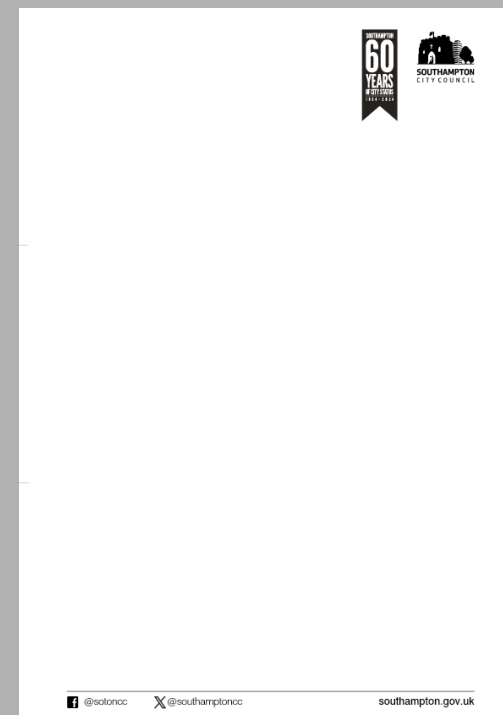
# EXAMPLES OF USAGE



Facebook header



Social media image



Letterhead

## TERMS AND CONDITIONS

The 60th anniversary logo has been designed by Southampton City Council for use in Southampton during 2024.

The logo has been designed to be free to use by anybody within the city, please abide by the usage guidelines laid out in this document.

Please ensure the logo is removed from all materials before the end of 2024, do not use on any items that have a shelf-life that may go beyond 2024.

The logo cannot be used in any way that could damage the reputation of Southampton City Council or its partners.

For further advice, or to obtain a copy of the logo please email [communications@southampton.gov.uk](mailto:communications@southampton.gov.uk)