



Saltash Town Council  
KONSEL AN DRE ESSA

# Brand Guidelines





Saltash Town Council

**Working for the  
people of Saltash**

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**Appendix 1. Communications Policy and Strategy**

**Appendix 2. Social Media Policy**

# Town Seals & Modern Logo Permissions

**All applications to use the Town Seals or Modern Logo should be submitted in writing to the The Town Clerk, or in their absence the Office Manager / Assistant to the Town Clerk.**

This policy provides guidance on when permission will or will not be given for use of the Town Seals or Modern Logo by external organisations.

## **Background**

The need to protect the integrity of the Town Seals requires any organisation wishing to use the seals or Modern Logo to seek permission before using them. The copyright remains with the Town Council at all times.

## **Permission to use the Town Seals or Modern Logo**

The Town Clerk, or in their absence the Office Manager / Assistant to the Town Clerk, has

delegated authority to make decisions on requests to use the Town Seals or Modern Logo. Requests to be added to an internal register to be reported at the end of each Policy and Finance Committee year.

## **Protocol**

1. Except in exceptional circumstances, permission to use either the Town Seals or Modern Logo will not be granted where use is not in line with the purposes, policies and values of Saltash Town Council.

2. Approval to use the Town Seals will normally only be granted:

2.1. For use within Saltash;

2.2. For Town Council projects or requests that have a strong direct link to the Town Council – i.e. through funding or ongoing association;

2.3. Are in a permanent stationary place (e.g. not on vehicles (STC exempt), memorabilia, flyers etc.) or, on official Town Council publications;

2.4. Are of a suitably dignified nature;

2.5. Not unacceptable under point 1 above.

2.6. The Town Seals are a pair and must be displayed as so.

3. The use of the Modern Logo should be approved only for instances that:

3.1. Are for Town Council projects or have a direct relevant link to the Town Council – i.e. through funding or ongoing association;

3.2. Will not bring the Town or Town Council into disrepute;

3.3. Not unacceptable under point 1 above.

# Town Seals



**Town Seal 1**



**Town Seal 2**

The Town Seals represent the history and dignity of the town and need to be preserved and respected as such, with their use limited to situations that will not devalue them.

**IMPORTANT:** The Town Seals & Modern Logo must not appear together

See page 6 for more details

# Town Seals Usage



**Town Seal 1**



**Town Seal 2**

Town seals have historical significance and are deeply rooted in tradition. The seals feature symbols and imagery that represent the town's heritage, values and notable landmarks.

**TO BE USED ON:**

**Official documents**, such as legal papers, **proclamations**, **certificates** and **Town Council vehicles** only.

The seals symbolise continuity and provide a tangible link to the town's past.

**IMPORTANT:** The Town Seals & Modern Logo must not appear together. It is either the Modern Logo or the Town Seals, but as stated the Town Seals are of historic value and are only to be used when it is deemed appropriate, and approved, by the Town Clerk.

# Town Seals Usage



Do not distort the Seals by compressing or condensing it.

The Seals should never be rotated or skewed.

The colours within the Seals should never be altered..

The fonts within the Seals should never be changed.

The Seals should never be faded or diluted in colour or appearance.

# Town Seals Usage

The Seals should always be positioned with the light blue on the left and dark blue on the right, if used on top of each other light blue on top and dark blue on bottom.

Always keep a minimum amount of space around the Seals as indicated by the X symbol (which is approximately a 1/4 width of the Seals) this will allow the Seal to breathe.

Avoid any inflections with surrounding imagery, other logos or text that may lessen the impact of the Seals.

The Seals must always be scaled to a size where it is legible and clearly distinguishable.

When overlaid on photographic imagery or colour backgrounds/textures or patterns ensure the Seals are clearly distinguishable.





# Modern Logo



## Modern Logo

The Modern Logo represents the modern face and image of Saltash: it can be used more widely, but must still only be used in situations that could not bring the town or Town Council into disrepute or associate it with inappropriate commercial ventures .

**IMPORTANT:** The Town Seals & Modern Logo must not appear together

See page 6 for more details

# Modern Logo Usage



## Modern Logo

The Modern Logo has been designed in recent years with contemporary branding principles in mind. It aims to create a recognisable visual identity for the Town Council, incorporating elements that convey the town's character, aspirations, and unique selling points.

### TO BE USED ON:

Typically for **promotional materials, signage,** and **digital platforms** to enhance visibility and community engagement. It represents the Town Council's efforts to connect with residents and key stakeholders in a dynamic, modern way.

**IMPORTANT:** The Town Seals & Modern Logo must not appear together

See page 6 for more details

# Modern Logo Usage



Do not distort the logo by compressing or condensing it.

The logo should never be rotated or skewed.

The colours within the logos should never be altered..

The fonts within the logo should never be changed.

The logo should never be faded or diluted in colour or appearance.

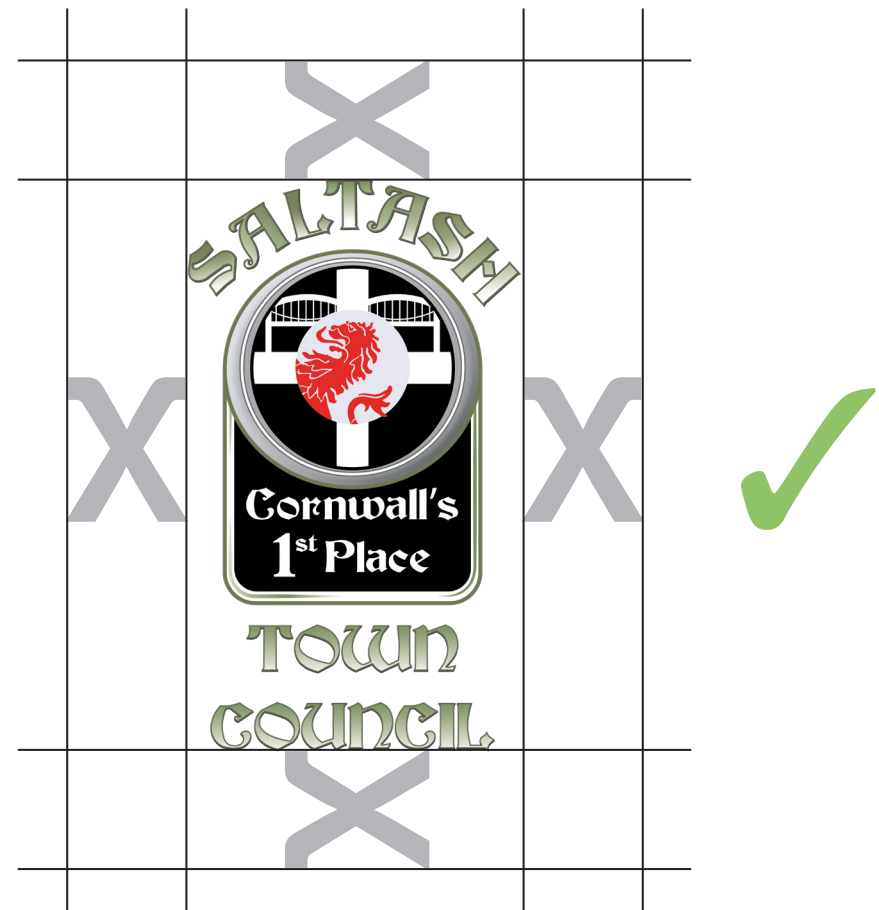
# Modern Logo Usage

Always keep a minimum amount of space around the logos as indicated by the X symbol (which is approximately half the width of the Modern Logo) this will allow the logo to breathe.

Avoid any inflections with surrounding imagery, other logos or text that may lessen the impact of the logo.

The logo must always be scaled to a size where it is legible and clearly distinguishable.

When overlaid on photographic imagery or colour backgrounds/textures or patterns ensure the logo is clearly distinguishable.



# Fonts

Museo been chosen as the font for the Saltash Town Council brand identity. This contemporary typeface offers legibility and clarity of messaging.

Museo 300 should be used for the body font, where legibility can not be guaranteed **Museo 500** should be used.

**Museo 700** should be used for titles, sub titles, statements or any text where messaging needs to be highlighted or have dominance.

## MUSEO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

Museo 300

**Museo 500**

**Museo 700**

# Colour palette

## Primary



### Ocean

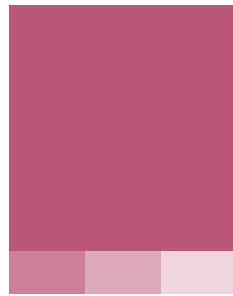
C69 M16 Y22 K0  
R72 G167 B191  
#47a6bf

## Secondary Colours



### Pistachio

C51 M0 Y73 K0  
R144 G195 B103  
#8fc367



### Grape

C30 M77 Y32 K0  
R186 G86 B122  
#ba557a



### Royal

C100 M50 Y0 K8  
R0 G21 B42  
#00356b

These four colours are the foundation of this brand identity. They should be utilised where and when they can to compliment and strengthen the brand further.

Ocean blue is the primary colour and should always be considered as the lead.

Lighter tones of the palettes colours can be used where they can further enhance and improve the design or messaging.

# Visual aids

## The Linear Band

The Linear Band has been devised as an integral part of the Saltash Town Council brand identity.

The next few pages give guidance of how the Linear Band should be applied to any medium (digital or print), ensuring visual continuity and the creation of a brand identity that can be easily identified and associated with Saltash Town Council.



# Visual aids

The Linear Band can appear on any angle from 0 degrees to 180 degrees. Preferably on increments of 5 degrees.

The selected angle of degree should be the one that most fits and compliments the layout of the design.

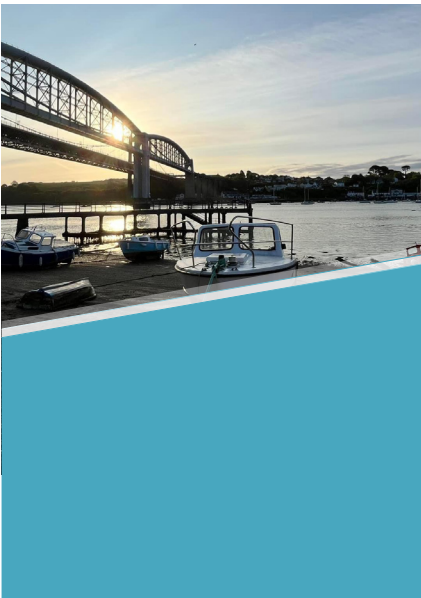




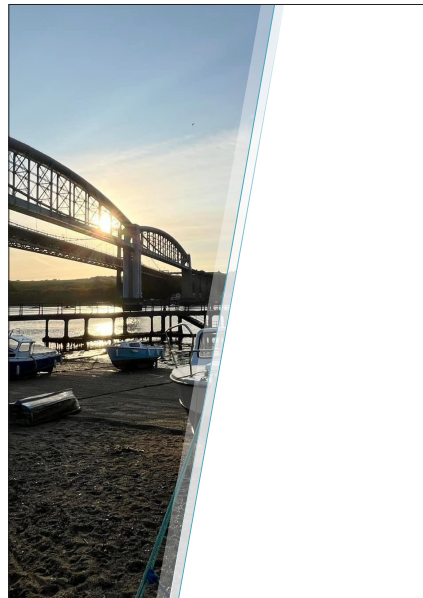
# Visual aids

## Portrait format

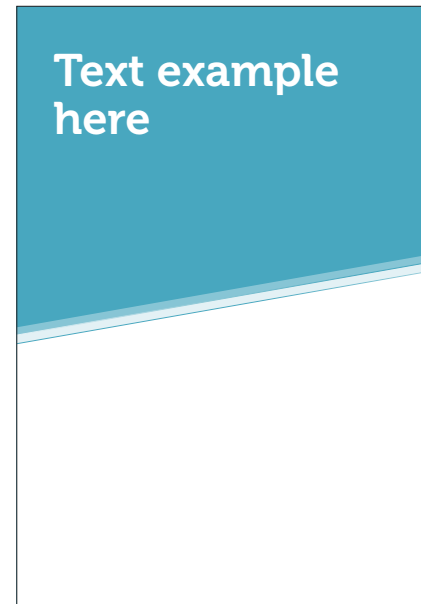
Below are some examples of how the Linear Band can be applied in portrait format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

# Visual aids

## Square format

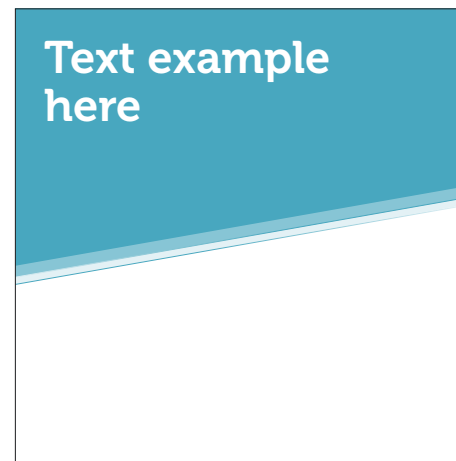
To the right are some examples of how the Linear Band can be applied in square format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

# Visual aids

## Landscape format

To the right are some examples of how the Linear Band can be applied in landscape format for any medium. It can work horizontally (A) or vertically (B), there are no restrictions to the positioning of the band. It can extend to display a colour fill (A) or work independently with no colour fill (B). It can overlay and house images (A&B) or blocks of colour and space where text/typography can be positioned (C&D).



A



B



C



D

# Iconography

Illustrated below are 6 graphic icons that represent the 6 associated topics.

These can be utilised in collaboration with any written content relative to their associated topics.



**Boosting Jobs and  
Economic Prosperity**



**Travel and Transport**



**Health and Wellbeing**



**Climate Emergency**



**Housing**



**Recreation and Leisure**

For any further assistance or guidance with regard to the brand guidelines.  
Please contact Saltash Town Council via email at [enquiries@saltash.gov.uk](mailto:enquiries@saltash.gov.uk)



Saltash Town Council

**Working for the people of Saltash**