

Guidelines for use of Tees Valley Living corporate identity

This guide outlines the basic elements of Tees Valley Living's corporate identity. It should provide sufficient information to ensure that anyone producing correspondence or other communications on behalf of Tees Valley Living can be confident of presenting the correct image.

The corporate logo should always be used on any official correspondence or business communication originating from Tees Valley Living.

The corporate logo's primary uses will be official stationery, formal documents and publicity material.

The corporate logo

Consists of two elements – the name of the organisation and the 'river' device. These two elements should always be used together in the format illustrated.

The logo should never be adjusted, re-drawn or modified in any way.

The logo must be shown prominently and without interference from other written or graphic material.

The corporate colours

The corporate logo uses colours that are equivalent from the Pantone® Matching System (PMS) and they are green (PMS equivalent 354) blue (PMS equivalent 308) and a 25% blue tint of (PMS equivalent 308).

Where possible the two-colour logo should be produced as specified. Mono and reversed art versions of the logo should only be used on those occasions when use of the two-colour logo is impossible or difficult.

Full colour breakdown

Tees Valley Living corporate green
PMS equivalent 354 (green) C 80% Y 90%

Tees Valley Living corporate blue
PMS equivalent 308 (blue) C 100% M 5% K 47%

Standards for Pantone Colours are shown in the current edition of Pantone® Colour Formular Guide. Pantone® is a registered trademark of Pantone, Inc.

The strapline

Tees Valley Living has approved a strapline "Better homes for a brighter future" which should be used in appropriate circumstances, such as on letterheads and as a sign-off for publicity materials.

Partnerships

When the Tees Valley Living logo is to be used for partnership projects the logo should be produced as large as practical to ensure legibility.

Sizing

For legibility reasons, 20mm is the minimum size (from left to right of the 'river' device) for reproduction of the Tees Valley Living logo.

Fonts

The fonts used by Tees Valley Living are:

Logo: Optima Regular
Strapline: Optima Oblique

Further advice and information

If further guidance on use of this corporate identity is required, contact either Tees Valley Living on 01642 264903 or DTW Public Relations on 01287 610404.

Tees Valley Living logo

This logo should ideally be used on a white background but may be used on a pale background providing there is enough tonal difference. The logo should appear no smaller than 20mm wide.



✓ The two colour corporate logo works well on a pale coloured background.



✗ The two colour corporate logo should not be used on a strong background colour.



Tees Valley black logo
This logo may be used on any pale background.



Tees Valley white-out logo
This logo can be used on any strong background colour.

Better homes for a brighter future

Tees Valley Living Strapline Corporate blue

Tees Valley Living has adopted a strapline to be used in association with the logo - but not as an attachment to it. The strapline will be used on stationery as illustrated and in an appropriate position on promotional materials.

Better homes for
a brighter future

The position of the strapline in the bottom right-hand corner of an A4 letterhead.

Tees Valley typefaces

These complementary typefaces should be used wherever possible to extend the corporate look.

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz£\$%^&?@

Optima Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz£\$%^&?@

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz£\$%^&?@

Optima Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz£\$%^&?@

Helvetica may also be used as the primary typeface for document publications .