

City Music Service Logo Usage

LOGO FORMATS

There are two formats of the logo, referred to as “square” and “long”. The primary format is the square logo and this should always be given preference.

Where space is limited, or other circumstances deem it necessary, the long logo may be used.



LOGO VERSIONS

In addition to the colour version of the logo, which should always be given first preference, there are 3 other versions for various applications when deemed necessary.

Order of preference:

1. Colour
2. Grayscale
3. Mono
4. Reversed

Each version of the logo should only be used if the previous version is not suitable.



GRAYSCALE

For use on single-colour documents when they are being professionally printed, or printed from a good quality computer printer. Should only ever appear on a white background.

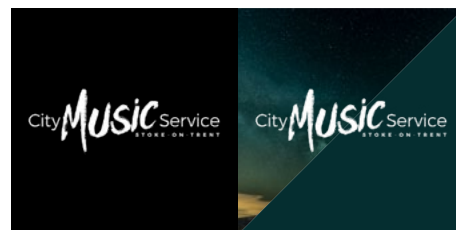
Should not be used on full-colour documents where the colour version of the logo could be used. Should not be used on coloured backgrounds where preference should be given to either the mono or reversed version.



MONO

For use with light-coloured backgrounds on full-colour documents or on single-colour documents that are being photocopied or printed on low quality printers. As appropriate, can be recoloured to harmonise with the page or document.

Should not be used with white backgrounds on full-colour documents where the colour version of the logo should be used. Should not be used on single-colour documents if the print quality allows the grayscale version to be used. Should not be used on dark coloured backgrounds where preference should be given to the reversed version.



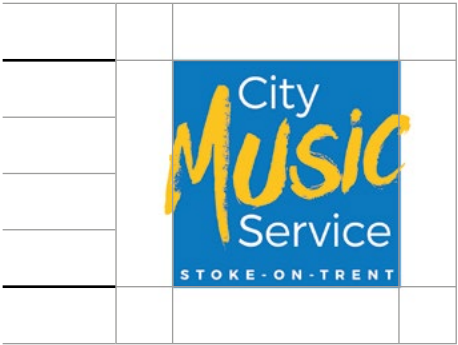
REVERSED

Only for use on dark coloured backgrounds.

Should not be used on light or white backgrounds where the primary version, grayscale version or mono versions would be better suited.

LOGO USE

Spacing around the logo must be maintained. Spacing on all four sides is equal to 25% of the total height of the logo.



TYPEFACES

The following typefaces are recommended for use in documents to complement the typefaces used in the logo.

All fonts are free to download from the links provided.

Arial is suggested as a “fallback” font when none of the recommended fonts can be used.

AGAINS FREE

Used for the word “Music” in the logo.

Againts Free available for download here:
<https://typomaker.com/product/againts-free/>

Montserrat Light

Used for the words “City” and “Service” in the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*~+-_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*~+-_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*~+-_

Montserrat Bold

Used with all caps and extra tracking for the words “STOKE-ON-TRENT” in the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*~+-_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*~+-_

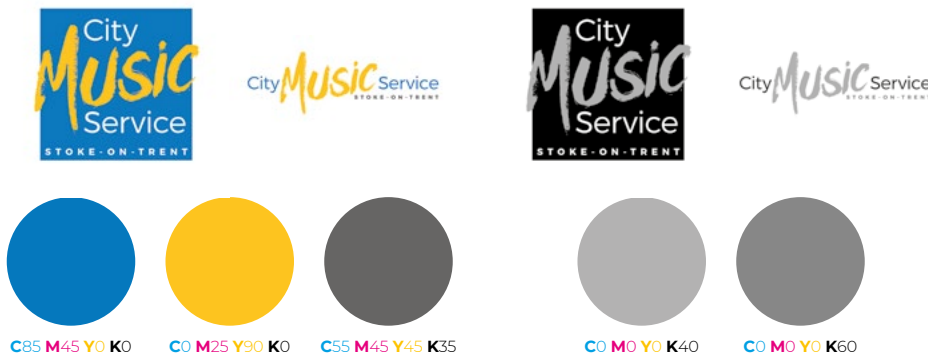
Full Montserrat family available for download here:
<https://fonts.google.com/specimen/Montserrat>

All available weights: Thin, *Thin Italic*, Extra-Light, *Extra-Light Italic*, Light, *Light Italic*, Regular, *Italic*, Medium, *Medium Italic*, Semi-Bold, *Semi-Bold Italic*, Bold, *Bold Italic*, Extra-Bold, *Extra-Bold Italic*, Black, *Black Italic*

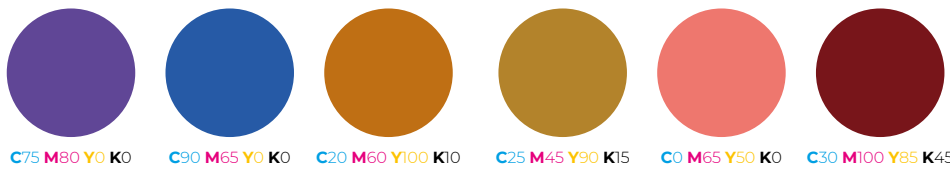
COLOURS

There are two main colours used in the primary logo, as well as a range of grays.

Also included is a range of complimentary colours for use alongside the logo. These colours pick up on themes from other partner logos eg. Music Education Hub and City of Stoke-on-Trent.



COMPLIMENTARY COLOURS



EXAMPLES

Here are a few examples of how your logo could be used. Note that there is flexibility in the use of the logo but it still achieves an overall harmonious brand.



FILE FORMATS

The logos supplied to you are in three different file formats and a number of different sizes.

. A I

This is a proprietary file format that can only be opened and edited using Adobe Illustrator software. You are unlikely to need to use these files yourself, but you may need to supply them to printers and/or other designers when they are doing work for you.

. J P G

This is a graphic format that can easily be used in a wide range of software. It is not possible to create transparent .jpg files so all files have a white background except the reverse version of the logo which has a black background.

. P N G

This is an alternative graphic format that is also widely supported by a variety of software. The benefit of .png files is that they have transparent backgrounds. This is especially useful for the mono and reverse versions of the logo which you will want to be able to place over your own coloured or textured backgrounds.