



Office of the  
Deputy Prime Minister

Creating sustainable communities

# *The Beacon Council Scheme*

How to use your logo



*Excellence in  
Local Government*



## Variations on logo

Please see examples below.

The Beacon Council logo may be used both during and after the year in which it was awarded.

You may only use the Beacon Council logo(s) for the particular theme(s) for which you have been awarded Beacon status.

## Examples



**2005-2006**  
*Affordable Housing*



**2005-2006**  
*Effective Environmental Health*



**2005-2006**  
*Integrated Children's Services*

## General logo for Beacon Scheme

The general logo for the scheme shown below can only be used by the ODPM and the IDeA. It is not to be used by individual councils.



*Excellence in  
Local Government*

## Colour Variations

The logo can be used in Pantone 280 (dark blue), black or your own corporate colour, providing this is not a colour that makes the logo difficult to read. All elements of the logo will scale in proportion including the frame.

The logo can also be used in a single colour to reflect the colour palettes used within a document, provided that the logo is clear and readable in this colour.



**2005-2006**  
*Supporting Carers*



**2005-2006**  
*Supporting Carers*



**2005-2006**  
*Supporting Carers*

The logo can also be used with a white frame and white text for dark backgrounds.

The Beacon logo is Crown copyright: a licence to use it is granted on the following terms.

## Use of logo

You must use the complete logo with strapline as this defines what you have been awarded Beacon status for and in which year.

The logo can be used anywhere you choose as long as it is clear that it relates to your council and the strapline is used.

If you have been awarded multiple awards in the same year the straplines can be stacked above each other and one year date noted (see example).



If a council has received awards within the same service area over a variety of years the straplines can be stacked above each other but all year dates must be shown (see example).



## Beacon Partners

All partners identified in the application will be allowed to use the logo in the same way as Beacon authorities in accordance with the following:

- The use of the Partner logo is at the discretion of the Beacon Authority;
- The use of the logo must not bring the scheme into disrepute;
- The logo is only to be used by non-local authority partners included in the application for Beacon status;
- Its use must comply with the general guidance for the main Beacon logo;
- The Beacon authority will retain responsibility for ensuring that partners use the logo in accordance with the above.



## Size of logo

On documents of A4 size or smaller, the logo must be at least 46mm wide.



On documents larger than A4, the logo must be at least 63mm wide.



There is no limit set on the maximum size in which the logo can be used.

## Minimum clearance

Wherever the logo has been positioned it must be given the minimum clearance area specified.

<x>		<x>
		^ <b>2x</b> v
		^ <b>x</b> v

## Allowing access to third parties.

You may provide third parties (consultants, other local public bodies, local press etc) with the logo provided it is used with the full strapline and for the promotion of your council. It must not be used in a context which could be misleading as to who has been awarded Beacon status or for which theme it has been awarded.

# How not to use the logo.

Please **do not** ... **X**

... omit the strapline and/or date



... place the logo on similar colours



... place the logo at an angle



... crop/distort the logo



... alter the typefaces



... use a colour that makes the logo difficult to read



... re-order or remove elements of the logo

*2005-2005*  
*Supporting Carers*



... reverse colours of logo



## Typefaces used in logo

Blur Medium

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!  
@£\$%&()?**

Neue Helvetica Bold Italic

***abcdefghijklmnop  
qrstuvwxy  
z  
ABCDEFGHIJKLM  
NOPQRSTUVW  
XYZ  
1234567890!  
@£\$%&()?***

Neue Helvetica Roman Italic

***abcdefghijklmnop  
qrstuvwxy  
z  
ABCDEFGHIJKLM  
NOPQRSTUVW  
XYZ  
1234567890!  
@£\$%&()?***

## Colours used in logo

Pantone 280

C 100

M 72

Y 0

K 18

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Published by the Office of the Deputy Prime Minister.

Printed in the UK, March 2004 on paper comprising 75% post-consumer waste and 25% ECF pulp.

Product code 04LRGG02888/G

### **Digital artwork**

Blur medium, Neue Helvetica Bold italic and Roman italic are not supplied as systems fonts for Macs and PCs.

The digital artwork has been prepared with this in mind. The logos have been saved as Illustrator EPS files, with the fonts as outline.

Your computer will not need the fonts to read the logo.

The supplied artwork is designed for use within recognised graphics and publishing applications such as QuarkXPress, Adobe Pagemaker, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand.

### **Advice**

These guidelines have been produced to help Beacon Councils use the logos. It is essential that this guide is followed at all times, to maintain a consistent quality across all publications which carry the logo.

If you require further advice on the use of the Beacon Council logos please contact The Publicity Desk at the ODPM on 020 7944 4593.