



Active Derbyshire Logo Usage

Guidelines for use

This style guide has been produced to ensure that the Active Derbyshire logo is used consistently. The logo must always appear in its entirety and must never be redrawn or regenerated using standard typefaces or distorted in shape at all.

Decorative Application

Where the Active Derbyshire logo has been used once in its formal application in any piece of publicity material, it may be used again in decorative applications. For example, as a partial decorative graphic in an inside page or as a tint background.

Logo Options

The logo is available to be used in the following colours and can be applied to complement specific designs. The following different logos are available on request.



Colours

The two corporate colours are **black** and **Orange (Pantone 376)** and should be used wherever possible.

Typeface

Omnes

Logo Misuse

The logo must not be used incorrectly. The logo should not be stretched or rotated.



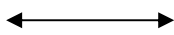
Clearance Space

The minimum clearance space required around the logo is equivalent to 50% of the height of the main box.



Minimum Size

The logo should never appear smaller than 30mm in width



30mm

Further Guidance

For further guidance, advice or electronic copies of the logo please contact the Derbyshire Sport Marketing Team on 01773 571224.