



Derry City & Strabane
District Council

Comhairle
**Chathair Dhoire &
Cheantar an tSratha Báin**

Derry Cittie & Stràbane
Destrict Cooncil

Contents

Visual Identity

Logo landscape	3
Approved variations monotone	4
Approved variations colour	5
Logo portrait	6
Approved variations monotone	7
Approved variations colour	8
Applied examples	9
Logo clearance area	10
Prohibited logo usage	11
Colour palette	12
Typography	13
Permissions	14

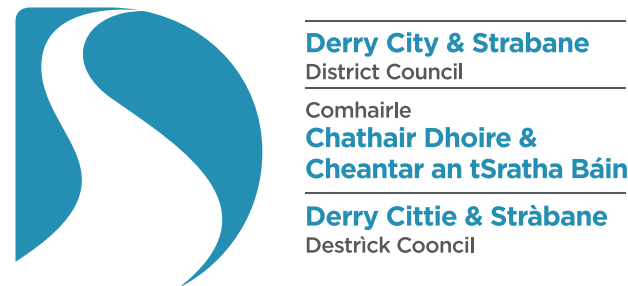
Logo landscape

A new logo has been created for Derry City and Strabane District council. It is very modern and progressive in style with no hidden symbology.

The graphic symbol of the logo is made up of two core elements. A D for Derry and a flowing S for Strabane. When paired together the two letters create a visual representation of the River Foyle that links both regions.

The new logo highlights the coming together of two distinct regions in a representative and balanced approach.

All proportions of the logo are fixed and should not be altered. It must always be reproduced using the original digital master artwork and must not be modified in any way. Please do not scan or try to recreate the logo under any circumstances.



Approved variations landscape

The primary colour logo should be used where possible. There is a greyscale version for use when colour printing is not available.

There are also mono black and mono white reversal logos. These allow the logo to work on both light and dark backgrounds.



Greyscale



Mono black



Colour variations landscape

The logo can be applied to coloured backgrounds from the selected palette on page 11.

The logo itself can be a solid colour from the same palette as well as using a mix of colour logo and grey text.

When placing a colour logo onto a coloured/photographic background, ensure that the colours compliment each other. See page 9 for examples.

White on colour



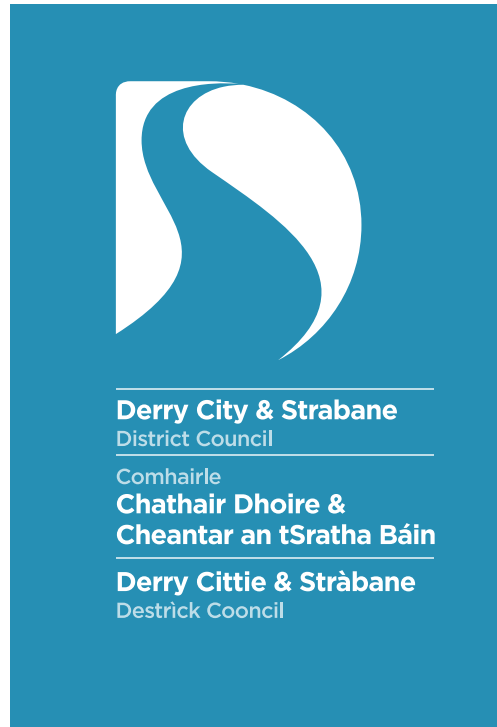
Solid colour



Logo portrait

The logo can also be used in portrait format for certain applications. Colour and monotone variations are also available.

All proportions of the logo are fixed and should not be altered. It must always be reproduced using the original digital master artwork and must not be modified in any way. Please do not scan or try to recreate the logo under any circumstances.



Approved variations portrait

The primary colour logo should be used where possible. There is a greyscale version for use when colour printing is not available.

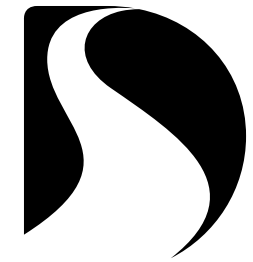
There are also mono black and mono white reversal logos. These allow the logo to work on both light and dark backgrounds.



Greyscale



Mono black



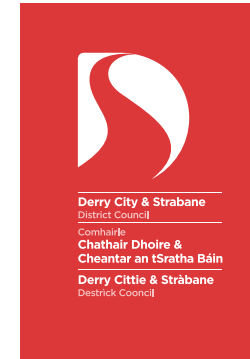
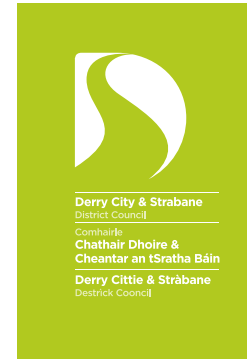
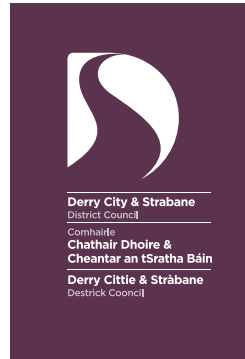
Colour variations portrait

The logo can be applied to coloured backgrounds from the selected palette on page 11.

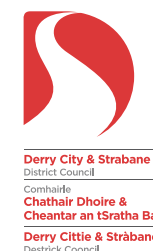
The logo itself can be a solid colour from the same palette as well as using a mix of colour logo and grey text.

When placing a colour logo onto a coloured/photographic background, ensure that the colours compliment each other. See page 9 for examples.

White on colour



Solid colour



Applied examples

When using the logo on photography always ensure that there is sufficient negative space for the logo to sit on. Also ensure you are using the reversal logo that is most appropriate for the photograph's background colour.



Clearance area

The Derry City & Strabane District Council logo should always be surrounded by a minimum area of space. The clearance area for the logo is based on the space between the first two languages as shown. This is to ensure that the logo is not encroached upon or interfered with by headlines, text or other visual elements.

The minimum size the logo can be used at for legibility reasons is shown here for both print and screen on both landscape and portrait orientations. There is no set maximum size.



Landscape

Minimum size for print



30mm

Minimum size for screen



160 pixels

Portrait

Minimum size for print



30 mm

Minimum size for screen



160 pixels

Prohibited usage

All elements of the Derry City & Strabane District Council logo are fixed and should not be altered in any way. The logo must always be reproduced using the original digital master artwork and must not be modified in any way. Here are some examples of things that you should NEVER do:

01. Stretch the logo
02. Squash the logo
03. Rotate the logo
04. Make the icon larger
05. Change alignment of the typography
06. Place languages above the icon
07. Place languages on the wrong side of the icon
08. Change the scale of icon and typography
09. Place the logo in a box
10. Use drop shadow on the logo

01.



02.



03.



04.



05.



06.



07.



08.



09.



10.



Colour palette

Our colour palette is made up of a primary corporate colour, along with eight secondary colours all with two tones.

The palette contains muted, subtle tones to convey trust and heritage; as well as vibrant and energetic colours to convey liveliness and diversity.

The overall visual system is strong enough to bring consistency without relying on one primary corporate colour. The new identity allows the colour to change depending on the type of communication.

CMYK, RGB and Hex values are shown for each colour.

Primary Colour



Secondary Colour



Typography

Our brand typeface is Gotham. This should be used throughout all of our corporate brand communications.

Size hierarchy is important when setting type. In general, the headline message should always be the largest. The sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. The minimum point size for Gotham body copy is 10pt.

Call to action should never be larger than a sub-heading.

Leading

As a general rule the leading should be set the same as the text point size. For example if the text is '40pt' the leading should also be '40pt'.

Kerning

When kerning Gotham headlines/sub headlines/call to action should be set at '-40' and body copy set at '-15'.

Headlines - Gotham Bold, -40 kerning

**Gotham bold
lowercase for
headlines**

Sub headlines - Gotham book, -40 kerning

**Gotham book
lowercase
for sub-headlines**

Call to action - Gotham book, -40 kerning

derryandstrabane.com

Body copy - Gotham Book, -15 kerning

Vita et esectoribus pera quas res dolupta quosseq uosande voluptiatius doluptae maxim ut ra alibusae volenti orpogm erum laboribum eribusa rionem solora audam repellatium.

Essequi ssimuscimil inum iurehenimi sam quatiur ma tnttnm voluptaecto te aut lacest.

Permissions

The DS&SDC logo/brand must never be altered or recreated without the prior permission of DS&SDC.

The logo should only be reproduced from master artwork supplied specifically for this purpose by DS&SDC's Marketing department.

For permission to use the DS&SDC brands assets, contact the Marketing department on —

Derry City & Strabane District Council
Marketing and Communications
98 Strand Road
Derry
BT48 7NN

Telephone:

(028) 7137 6575

Email:

design@derrycityandstrabanedistrict.com



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