



Dundee City Council

Corporate logo guidelines

Dundee City Council logo

First impressions are important.

A logo is often the customer's first impression of an organisation: signage on a building, uniforms, livery on vehicles, letters, posters and documents, websites and social media pages.

A logo is the visual symbol which represents an organisation's brand and identity – its ideals and values, how it views itself and how it wants to be viewed by the customer.

When a logo is used repeatedly, consistently and correctly across all print and digital platforms, familiarity and credibility is built. The logo becomes recognised and remembered, reassuring the customer – they see the logo and they instantly know what service they should expect from that organisation.

When we think of the services Dundee City Council provide, we think of authority, professionalism, reassurance and care – providing a quality service for the people of Dundee. Our logo should reflect this and be recognised as a stamp of all these qualities.

Consistent, quality controlled use of our logo is therefore essential in building this recognition, and as employees, we are all responsible for this.

The following pages provide an overview of the correct use and application of the Dundee City Council logo.

Please note

- The logo should only be used in connection with projects specifically relating to Dundee City Council.
- Permission to use the logo by external organisations, including community groups and charities, must be sought in advance.
- There are some instances where the Council logo is not applicable, for example, where partnership logos are in use.
- If you have any queries on the above, please contact Communications (details at back of document).

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Dundee City Council logo

Dundee City Council logo depicts both the iconic Law, which dominates Dundee's skyline, and the River Tay, around which Dundee's culture, business and tourist attractions thrive.

The logo uses 2 Pantone colours



PMS 293



PMS 348



The logo must always contain the Changing for the Future strapline.

This statement forms the foundations for the Council's transformational journey towards achieving its vision for the city.

The logo must always contain the web address
(NOT a Service/Section title)

Correct use of the Dundee City Council logo

The logo should only be used in its colour version, solid black or reversed white. No other colours should be used.

There are two orientations of the Dundee City Council logo - landscape and square.

Please use the most appropriate version depending on the space available to ensure maximum impact and accessibility for the logo.

Colour logo

Wherever possible, reproduce the logo in full colour, against a white or pale coloured background. If you're applying it to an image, make sure it sits on an uncluttered background with sufficient contrast.



Reverse logo

A white-out version is available for use when colour reproduction is limited or the background has too much clutter for the colour logo.



Mono logo

A mono version is available for use when a document or visual will be photocopied or reproduced in black and white or the background has too much clutter for the colour logo.



Correct sizing of the Dundee City Council logo

The logo should be scaled up or down proportionately to avoid distortion.

The logos below show the **minimum** size that can be used for print output. Please don't resize the graphic below these dimensions. This ensures legibility of the text is maintained.

There is no maximum size restriction of the logo.

Square logo minimum dimensions

Please don't apply the square logo any smaller than 20mm width.



Landscape logo minimum dimensions

Please don't apply the landscape logo any smaller than 55mm width.



What not to do



Don't stretch or distort the logo. When resizing make sure you are resizing in proportion.



Don't use the logo any smaller than 20mm to allow the text to remain legible when printed.



Don't omit elements of the logo.



Don't use old versions of the logo which still contain service titles. Only the web address should be included.



Don't distort the proportions of the logo.



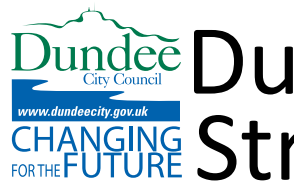
Don't use low resolution logos which appear pixelated when scaled up or printed. Logos suitable for screen viewing are often too low resolution for printing purposes.



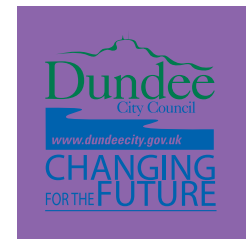
Don't change the colours of the logo.



Don't apply any effects.



Don't crowd the logo.



Don't place the logo on a background without sufficient contrast. In this instance the white reversed logo would be more appropriate.



Don't place over 'busy' backgrounds.



For branding/logo enquiries, please contact:

Katherine Laidlay, Design Services Team Leader, Communications

e: katherine.laidlay@dundee.gov.uk

For branding use in video/animation, please contact:

Mark Thomas, Communications Officer, Communications

e: mark.thomas@dundee.gov.uk

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