



Aberdeen City Council

Brand and Visual Identity Guidelines

Crest



Official Council Crest CMYK version
C100-M58-Y47-K47



Black / Mono version



Reversed / White version

How to use the logo correctly

The following versions are available.

- Full colour in CMYK
- Black
- Reversed

They can be scaled up or down but the proportions cannot be altered in any way.

Care must be taken to ensure that the logo is reproduced in a sharp, clean and legible manner with accurate reproduction of colours.

Crest



Minimum Clear Space

Clearspace. Always maintain the minimum clear space around the logo to preserve its integrity, maintain visual clarity and provide maximum impact.

The identity must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionately from the example shown on this page.

The clear space around the identity is represented by **X**.

X is measured by the width of the shield as shown to the left.

Minimum Size

To protect the integrity, legibility and impact of the logo, it must never be reproduced in sizes smaller than 30mm wide.

Crest: How not to use it

The logo and its proportions must not be altered in any way. The logo should always stand alone and must not be surrounded with irrelevant components, with a minimum clear space surrounding it. Always ensure that the logo is produced to the highest quality possible.



Never substitute any fonts

Never substitute any font. Never distort the logo in any way. Never use the logo in full colour on a black background. No other elements should conflict with the logo. (ie. lines, rules, boxes etc.)



Never distort the logo in any way

Do not use the logo more than once on a single sheet unless its a large scale display graphic. Do not embed the logo in a line of text.



Never split the crest and type



No other elements should conflict with the logo. (ie. Boxes, lines, type etc.)



Never use the logo against a black or very dark background where its hard to see it clearly. Use the reversed version instead.



Never use just one part of the logo

Full colour palette



Typeface: Proxima Nova

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PROXIMA NOVA THIN

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PROXIMA NOVA THIN ITALIC

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PROXIMA NOVA LIGHT

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PROXIMA NOVA LIGHT ITALIC

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PROXIMA NOVA REGULAR

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PROXIMA NOVA REGULAR ITALIC

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PROXIMA NOVA SEMIBOLD

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PROXIMA NOVA SEMIBOLD ITALIC

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PROXIMA NOVA BOLD

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PROXIMA NOVA BOLD ITALIC

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PROXIMA NOVA EXTRA BOLD

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PROXIMA NOVA EXTRA BOLD ITALIC

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PROXIMA NOVA BLACK

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PROXIMA NOVA BLACK ITALIC

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Typeface: Proxima Nova Condensed

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PROXIMA NOVA CON THIN

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PROXIMA NOVA CON THIN ITALIC

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PROXIMA NOVA CON LIGHT

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PROXIMA NOVA CON LIGHT ITALIC

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PROXIMA NOVA CON REGULAR

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PROXIMA NOVA CON REGULAR ITALIC

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PROXIMA NOVA CON SEMIBOLD

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PROXIMA NOVA CON SEMIBOLD ITALIC

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PROXIMA NOVA CON BOLD

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PROXIMA NOVA CON BOLD ITALIC

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PROXIMA NOVA CON EXTRA BOLD ITALIC

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PROXIMA NOVA CON BLACK

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PROXIMA NOVA CON BLACK ITALIC

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