

Corporate Identity Guidelines

April 2017



The Logo

The new logo represents the following:

- A wave to represent Cornwall and its association with the sea.
- The Colours of the sunset (from left to right and from blue to yellow).
- The colours of the Lesbian, Gay, Bisexual and Trans (LGBT) flag.
- A horizon through the middle as represented by the slight change in colour.

The logo has 7 elements:

- The colour.
- The wave.
- The horizontal line representing the horizon.
- The word Cornwall.
- The word Pride.
- The trademark (TM).
- The font.

These elements **MUST** be present together as **ONE** image and must not be separated or changed in any way. The colours and words must **NOT** be changed in any way.

Acceptable variations of the logo

The logo is subject of a trademark and copyright, providing 2 variations:

With trademark reference



With registered trademark reference



The logo can be used on the following background colours:

- White
- Black



Size

The logo should always be in proportion and maintain its legibility, it is important that it is never reproduced or displayed smaller than the minimum size shown:



Exclusion zone

A 'clear space' should always be maintained to ensure that the logo is prominent and can easily be seen.



Blue Line around logo signifies exclusion zone

Conditions of the logo's use

Under no circumstances should our logo be placed on any website, literature, pictures or any media, either in written and printed form or in digital form without the prior permission and consent of Cornwall Pride Limited.

Permission and Consent to use our logo will be recorded with Cornwall Pride Limited to ensure the correct use and application of the logo and compliance with the conditions of its use so that brand integrity can be maintained.

Cornwall Pride Limited retains the right to decline the use of the logo anywhere that it is not used in accordance with these guidelines.

The logo is a registered trademark of Cornwall Pride Limited and Cornwall Pride CIC and must be used in accordance with the Trade Marks Act 1994, misuse may be the subject of legal action.