



TRAFFORD
COUNCIL

Our Logo

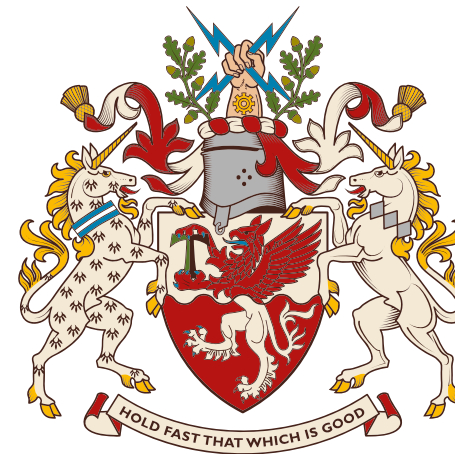
Trafford Council

Our Logo

Our logo is made up of our crest with the words 'Trafford Council' written underneath. This is the standard logo that will be used on the majority of our materials.

To build lasting trust and engagement with partners, including residents, then they need to recognise the Council brand and what we do. Seeing our logo will help them recognise that it is Trafford Council doing the work or sharing the message that they are seeing or hearing. A consistent approach when communicating key messages is all part of creating recognition and trust among our audiences.

For all corporate and external facing communications this logo should be used alongside our corporate colours. This includes on the website, social media channels, power point presentations, vehicle livery, uniforms, signage and letter headed paper.



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Logo size & clear space

Our logo must always have a clear space surrounding it that corresponds to the size of the capital 'O' in the word 'Trafford'.

No text, graphic or material should appear in this space.

The logo can be placed over imagery as long as it is done appropriately and does not affect the quality of our logo in any way.

To ensure clarity and legibility the logo must not be reproduced smaller than 15mm in height (in the landscape version no smaller than 10mm).



Logo versions

The full colour version of our logo is preferred. However, black and white options are available for single-colour print applications or designs where the logo struggles for clarity.

‘Please avoid using a copy of the logo that is set on a coloured (including white) background as the square of colour behind the logo often shows up in the image or on the page - even if it seems to be the same shade. Only use a copy of the logo that is set on a transparent background.

The square logo is the preferred option. However, the use of the landscape logo is also allowed when appropriate.



Logo Use

The preferred position for our logo is the top right corner.

Please consult with the Communications and Marketing Team if you would like to use the logo in a different position.

On external material, where possible please add the Trafford Council website: www.trafford.gov.uk.



Logo Incorrect Use

- **Do not** use the crest without the words "Trafford Council".
- **Do not** rotate the logo.
- **Do not** alter the logo in any way. i.e. Do not change the font.
- **Do not** stretch or distort the logo.
- **Do not** apply effects to the logo.
- **Do not** use old versions of the logo.

Do not recreate the logo.

The logo has been recently updated and to ensure consistency, can users please make sure they are using the latest version. To ensure you have the correct logo, please ask a member of the Communications and Marketing team.





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Our Colour Palette

Trafford Council

Colour Palette

Corporate Colours

The following palette are our two corporate colours.

Remember that printing can affect the shade and density of a colour. Please use the pantone colours if the option is available to keep the consistency.



Trafford Blue

Pantone 2391

CMYK 100 30 20 0

RGB 0 136 178

HEX #008b3



Trafford Red

Pantone 3517

CMYK 20 100 100 10

RGB 183 33 38

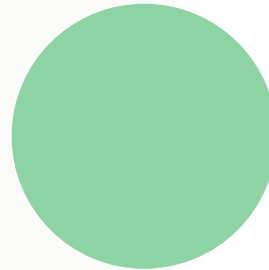
HEX #b4181e

Colour Palette

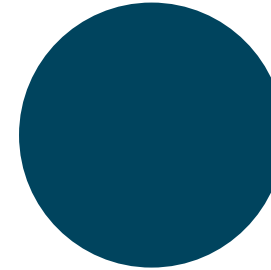
Secondary Colours

The following palette are six colours that have been introduced to compliment our corporate colours.

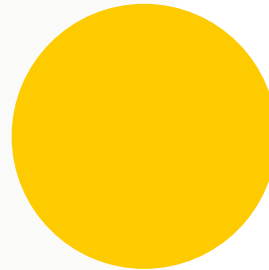
They can be used alongside the corporate colours or as stand alone colours when the primary colour palette is not appropriate.



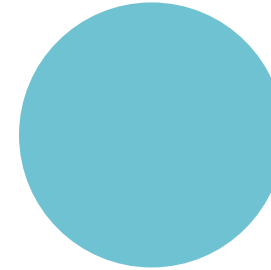
CMYK 49 0 46 0
RGB 142 211 164
HEX #8ed3a4



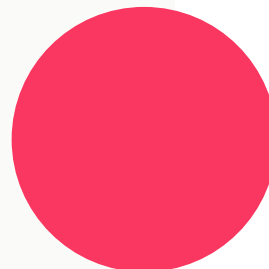
CMYK 100 30 20 60
RGB 0 68 94
HEX #00435d



CMYK 0 21 94 0
RGB 225 203 0
HEX #ffc000



CMYK 57 3 18 0
RGB 11 194 210
HEX #6fc2d2



CMYK 0 88 44 0
RGB 250 55 96
HEX #fa3760



CMYK 12 8 12 0
RGB 0 136 178
HEX #e7e6e1