

## **Guidelines and Protocol for the Use of the Quality Parish/Town Council Logo**

The logo can appear in any parish council or county association or county accreditation panel's publications, publicity materials, corporate branding, films, video, web site and electronic publications. The attached show how the logo should appear in full colour or black or white. If possible the logo should appear towards the bottom of stationery etc (eg as per the use of Investors in People logo).

Attached to this email are:-

- CMYK logo (jpeg and tiff)
- Black and White logo (jpeg and tiff)

You should transfer the logos along with these guidelines to the printers or designers (if necessary). If there are any more queries please contact the NALC Communications Team on 020 7290 0308 or 020 7290 0316.

### **Corporate Typeface**

Palantino is the Quality Parish and Town Council Scheme logo typeface. This typeface must not be condensed or extended. Text should not appear smaller than a font size of 10 points.

### **Corporate Colours**

The Quality Parish and Town Council Scheme corporate colours are:-

- NALC Blue – Pantone 280
- NALC Green – Pantone 361

Please note all items of print (electronically and offline) produced locally should follow the above guidelines. If you have any enquiries regarding variations on these guidelines, you should contact the NALC Communications Team on 020 7290 0308 or 020 7290 0316 before proceeding to produce these.

**Further information or any queries on the Quality Parish and Town Council Scheme can be obtained from Justin Griggs, Development Officer either via e-mail at [justin.griggs@nalc.gov.uk](mailto:justin.griggs@nalc.gov.uk) or on direct line 020 7290 0317.**