THE LOGO

How to use the logo -
The default logo and strapline must be used at all times (Fig. 1: High Street - 1500 Years of History). There is also a composite logo of Historic Glasgow and Glasgow City Council which also has to use at all times (Fig 1a: composite logo).

The High Street logo should be placed on the top left, front of each document, with the Historic Glasgow and Glasgow City Council composite logo on the bottom right (Fig. 2).

DO NOT:
• Stretch, distort, condense or reproduce the mark in any way that alters or causes deterioration to the rendering of the subtext
• Reproduce from a photocopy, fax, printed sample or anything other than approved artwork
• Reproduce as a tint in a colour other than recommended in these guidelines
• Print over the top of a photograph, texture or pattern unless the appropriate white border and background are both used
• Infringe the exclusion zone
• Alter proportions or formats in any way from the approved layouts given in these guidelines
• Add supporting text to the mark – for example, service title.

Fig. 1a: High Street - 1500 Years of History

Smaller Size -
When the High Street logo is required at an smaller size the minium it must be is **20mm in height** with the exclusion zone being in line with the following.

Fig. 2: Logo Position

White or black logo -
White logo on colour schemes or black logo with white background
THE LOGO WITH STRAPLINE

How to use the logo -
When using the logo and strapline the default is High Street: 1500 years of History (Fig. 4a).

If a specific area is to be used, i.e. People, this can happen (Fig. 4b) all logos.

If an area is not covered within these logos, then permission must be sought from Kate Dargie to create additional strapline.

This will then be updated into this Branding Booklet which is on xxxxxxx.

Any information please contact:
Kate Dargie
Kate.Dargie@glasgow.gov.uk
0141 287 8576

Paola Pasino
Paola.Pasino@drs.glasgow.gov.uk
0141 287 7244

Fig. 4a: Default High Street Logo

Fig. 4b: High Street Logo with Alternatives
BRAND GUIDELINES

EXCLUSION ZONE

How to use the logo -
If there are other logo to be placed on a document, these would be placed on the left of the composite logo with the designated excluded zones (Fig 3a). An example of this can be seen in (Fig 3b).

Fig. 3b:

Exclusion Xone -
The exclusion zone is the height of the “H” all round.

Smaller Size -
When the High Street logo is required at a smaller size the minimum it must be is 20mm in height with the exclusion zone being in line with the following.

White or black logo -
White logo on colour schemes or black logo with white background
BRAND GUIDELINES

BRAND IMAGERY
FURTHER LOGO COMPONENTS

COLOUR PALETTE

Heritage colours -
Relating to periods in time.

Charcoal tone should be used instead of black in all situations.

<table>
<thead>
<tr>
<th>Heritage Colours</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charcoal</td>
<td>C: 0</td>
<td>R: 34</td>
<td>222121</td>
</tr>
<tr>
<td>Medieval</td>
<td>C: 38</td>
<td>R: 162</td>
<td>a22320</td>
</tr>
<tr>
<td>Jacobean</td>
<td>C: 92</td>
<td>R: 0</td>
<td>009266</td>
</tr>
<tr>
<td>Georgian</td>
<td>C: 94</td>
<td>R: 9</td>
<td>095387</td>
</tr>
<tr>
<td>Regency</td>
<td>C: 54</td>
<td>R: 135</td>
<td>87a565</td>
</tr>
<tr>
<td>Modern</td>
<td>C: 22</td>
<td>R: 176</td>
<td>b04028</td>
</tr>
</tbody>
</table>

Heritage colours -
Relating to periods in time.

<table>
<thead>
<tr>
<th>Heritage Colours</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medieval</td>
<td>C: 100</td>
<td>B: 35</td>
<td>222121</td>
</tr>
<tr>
<td>Jacobean</td>
<td>C: 12</td>
<td>B: 146</td>
<td>a22320</td>
</tr>
<tr>
<td>Georgian</td>
<td>C: 74</td>
<td>B: 83</td>
<td>009266</td>
</tr>
<tr>
<td>Regency</td>
<td>C: 62</td>
<td>B: 165</td>
<td>095387</td>
</tr>
<tr>
<td>Modern</td>
<td>C: 15</td>
<td>B: 40</td>
<td>87a565</td>
</tr>
</tbody>
</table>

- Generic Charcoal:
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 0</td>
<td>R: 34</td>
<td>222121</td>
</tr>
<tr>
<td>M: 0</td>
<td>B: 33</td>
<td>a22320</td>
</tr>
<tr>
<td>Y: 0</td>
<td>G: 33</td>
<td>009266</td>
</tr>
<tr>
<td>K: 96</td>
<td></td>
<td>095387</td>
</tr>
</tbody>
</table>

Medieval (1120-1560)
- C: 38
- M: 100
- Y: 100
- K: 4

Jacobean (17th Century)
- C: 92
- M: 12
- Y: 74
- K: 0

Georgian (18th Century)
- C: 94
- M: 62
- Y: 17
- K: 15

Regency (19th Century)
- C: 54
- M: 20
- Y: 71
- K: 3

Modern (20th-21st Century)
- C: 22
- M: 83
- Y: 87
- K: 15

Charcoal
- C: 0
- M: 0
- Y: 0
- K: 96

CMYK
- C: 38
- M: 100
- Y: 100
- K: 4

RGB
- R: 162
- B: 35
- G: 32

HEX
- 222121

CMYK
- C: 92
- M: 12
- Y: 74
- K: 0

RGB
- R: 0
- B: 146
- G: 102

HEX
- 009266

CMYK
- C: 94
- M: 62
- Y: 17
- K: 15

RGB
- R: 9
- B: 83
- G: 135

HEX
- 095387

CMYK
- C: 54
- M: 20
- Y: 71
- K: 3

RGB
- R: 135
- B: 165
- G: 101

HEX
- 87a565

CMYK
- C: 22
- M: 83
- Y: 87
- K: 15

RGB
- R: 176
- B: 64
- G: 40

HEX
- b04028
TIMELINE

What colour to use in regards to time -
Relating to periods in time.

<table>
<thead>
<tr>
<th>MOLENDINAR BURN</th>
<th>SAINT MUNGO</th>
<th>COLLEGE GARDEN</th>
<th>JAMES BOSWELL</th>
<th>WILLIAM MILLER</th>
<th>TRON THEATRE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landmark</td>
<td>C. 518 - 614</td>
<td>1600's</td>
<td>1740 - 1795</td>
<td>1813 - 1865</td>
<td>EST 1981</td>
</tr>
</tbody>
</table>
BRAND GUIDELINES

FONTS AND TYPOGRAPHY

Heading text must be either Langdon or if Langdon cannot be used, Clear Sans in bolded Capitals.

The smallest text size within any publication must be at least 9pt and all text must have a tracking of at least 20.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Langdon (Must be in CAPS)

Generic text

Times New Roman

Stropline text
These are just an example, provided the design keeps to the clean aesthetics and maintains the overall brand the designer has free reign over each of the designs.
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MEDIEVAL TIMES

MOLENDINAR BURN

The Molendinar burn was central to the development of the early medieval town, up until the 17th century the burn was an essential water supply to the townspeople encouraging trade and commerce. Mills were situated along the Molendinar, the textile and craft industries used the water sources in the preparation of their goods and the town grew up around the burn. The growth of the town eastwards was prevented as the need for a good water supply was essential to the life of the burgh. Today the Molendinar has been absorbed into the landscape, and can only just be seen along Duke Street.

Continuing north along High Street, you will come across Duke Street running across the High Street. Looking right down Duke Street, we can locate the last place where the Molendinar burn can be seen.
These are just an example, provided the design keeps to the clean aesthetics and maintains the overall brand, the designer has free reign over each of the designs.
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