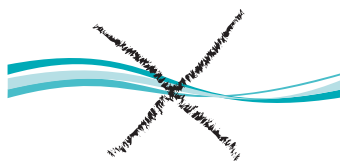


## About the new logo

The new logo below reflects the “wave” effect of the civic centre building. It is in colour but can be equally well used in black and white.



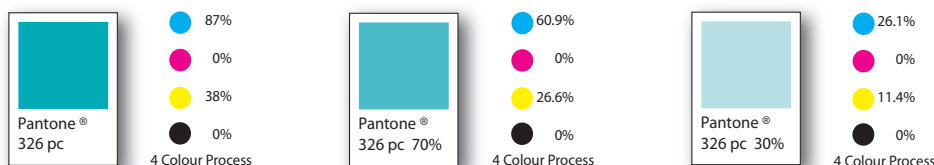
The logo should be used in the proportions shown. It should not be stretched or distorted in any way. It should always be used with the lettering “Harlow Council”. Please do not use the wave in isolation.



## Colours

The logo colours are Pantone 326 and black.

When you are producing a colour document, these are the colours that must always be used. The logo should not be reproduced in any other colours.



If you are producing a black and white document, the logo must be used as shown as below.



In some cases you may be producing a colour publicity document eg a leaflet or poster on which the coloured logo would not look good. In this case you can either use the black and white version shown above or reverse the logo in white as shown below.



## The Strapline

The strapline should be used whenever possible. No variation of the strapline is permitted. The font is Times New Roman and should be printed either in black or reversed in white (examples shown above)