LOGO

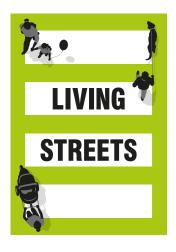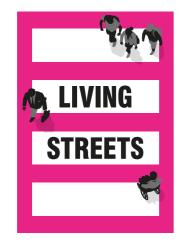## FLEXIBILITY AND CONTROL: ENJOY USING AN IDENTITY WITH A BIT OF LIFE TO IT

Our logo comes in 3 versions, 3 colours, and comes alive in application and layout. You can use whichever one you want, but always use supplied and approved artwork files.

LIVING STREETS

LIVING STREETS

STREETS

CLEAR SPACE & MINIMUM SIZE

If your layout space is extremely limited, use the width of a bar to give the logo some clear space.

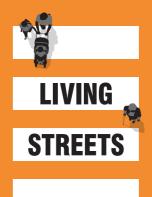Also if the logo is to appear below 45mm there is a suite of logos with adjusted greyscale elements.

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GREYSCALE

There are a full set of single clour versions of the 3 logo formats for any monochrome applications.

LIVING STREETS

CAMPAIGN

To introduce any new campaign, our logo is designed with lock-up in mind.
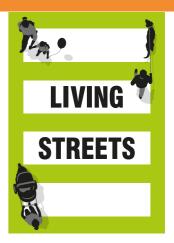

walk to school WITH LIVING STREETS

You can place a logo on solid areas of our a Living Streets brand colour. When you use it in this way, try to lock it up with a block of text or photograph.

(the layout page of this guide has more examples)

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STATIONARY

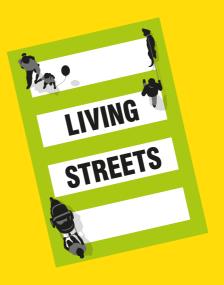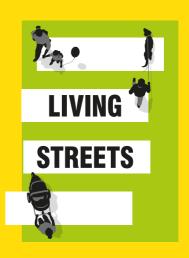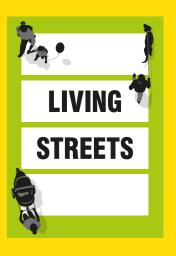On formal documents, the logo should be attached to an edge.

LIVING STREETS

NO GO!

OUR LOGO REPRESENTS OUR HERITAGE AND BRINGS TO MIND A ZEBRA CROSSING. IT'S IMPORTANT TO RETAIN THAT LOOK AND MAKE IT INSTANTLY RECOGNISABLE

There will be an opportunity to use elements from our logo creatively when producing literature and layouts, but the integrity of the logo itself needs some respect. It should not be played with and here are some examples of how not to play.
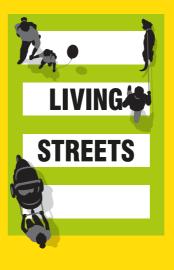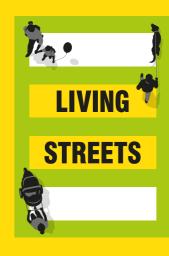
✖DON'T

✖ **DON'T** Change the angle

✖ **DON'T** Change alignment

✖ **DON'T** Change the bars

✖ **DON'T** Change the scale

✖ **DON'T** Mix colours

✖ **DON'T** Change the positions