Fig 01: Full logo - default

Fig 02: Full logo - inverted on additional core colours   Fig 03: Full logo - greyscale default and invert

Core identity colours

The original dark blue is kept for the icon as all existing literature and online work uses it at it's core. The logo can also sit on two supporting blues that reflect the Shropshire Council brand. There are also monotone versions for black and white applications. The text is now always in black or white for accessibility purposes as well as tying all text together in designs and layouts. A version of the logo has been created to work on the dark blue, but is less strong than the dark blue logo and should be avoided if possible.
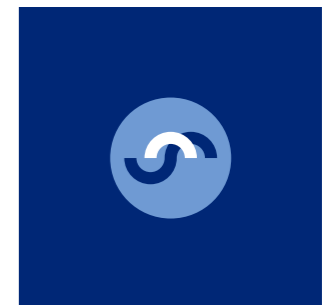

Fig 04: Full logo - single line invert on core blue   Fig 05: Icon invert on core blue