

## Primary logos



Single line 'Torbay Council' - to be used when the primary purpose is ownership/involvement (for example signage, uniforms, policy documents etc).



Single line 'torbay.gov.uk' - to be used when the primary purpose is to direct viewers to website. This version is used on all digital materials.

## Colour variations



Colour version - for use on white backgrounds only



Black version - for use on light coloured/ photographic backgrounds



Reversed colour version - for use on PMS 294 only



White version - for use on dark coloured/ photographic backgrounds

## Alternative layout



Two line 'Torbay Council' - to be used when a more rectangular shape is needed (eg alongside other partner logos, on uniforms, or when the single line version would appear too small)

## Endorsement logo



## Colours



## Illustration



Style 1: People illustrations



Style 2: Outline style illustrations