



Safe Communities Northumberland County (SCNC) Policy on Graphic Standards

The SCNC logo is not authorized for use without the explicit permission of SCNC. Only the Co-Chairs of the Leadership Table and the Coordinator(s) are authorized to make the official logo available.

Before granting approval for any third party to use the name/logo, SCNC reserves the right to examine a copy of the text, images and context of the project in advance to ensure that it contains no inaccurate or misleading references/content.

Use of the SCNC logo must comply with this policy.

Protection Zone

For greater impact, the logo must always be surrounded by a protection zone – an area that is always empty. This will give the logo presence when used in combination with other identities or graphic elements.

The protected zone is marked with an “X”.



X = width of
the starburst centre

The minimum size for the SCNC logo is 45 mm wide



The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the logo from approved electronic artwork only.

The logo should only be used in black where colour is not permitted.

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The following examples show what should be avoided when designing materials that make use of the SCNC logo. These examples are not intended to form a complete list.

<p>Do not change the colour of any of the elements of the logo.</p>	
<p>Do not distort the aspect ratio of the logo.</p>	
<p>Do not apply special effects to the logo that could compromise its legibility.</p>	
<p>Do not place the logo on an angle.</p>	
<p>Do not use any font other than the designated one.</p>	
<p>Do not alter the position of the elements in the logo and never change the proportions between the elements.</p>	
<p>Do not place the logo on a busy background or place an image behind the logo where it is illegible.</p>	
<p>Do not insert text in the logo's protection zone.</p>	
<p>Do not crop or crowd logo.</p>	