



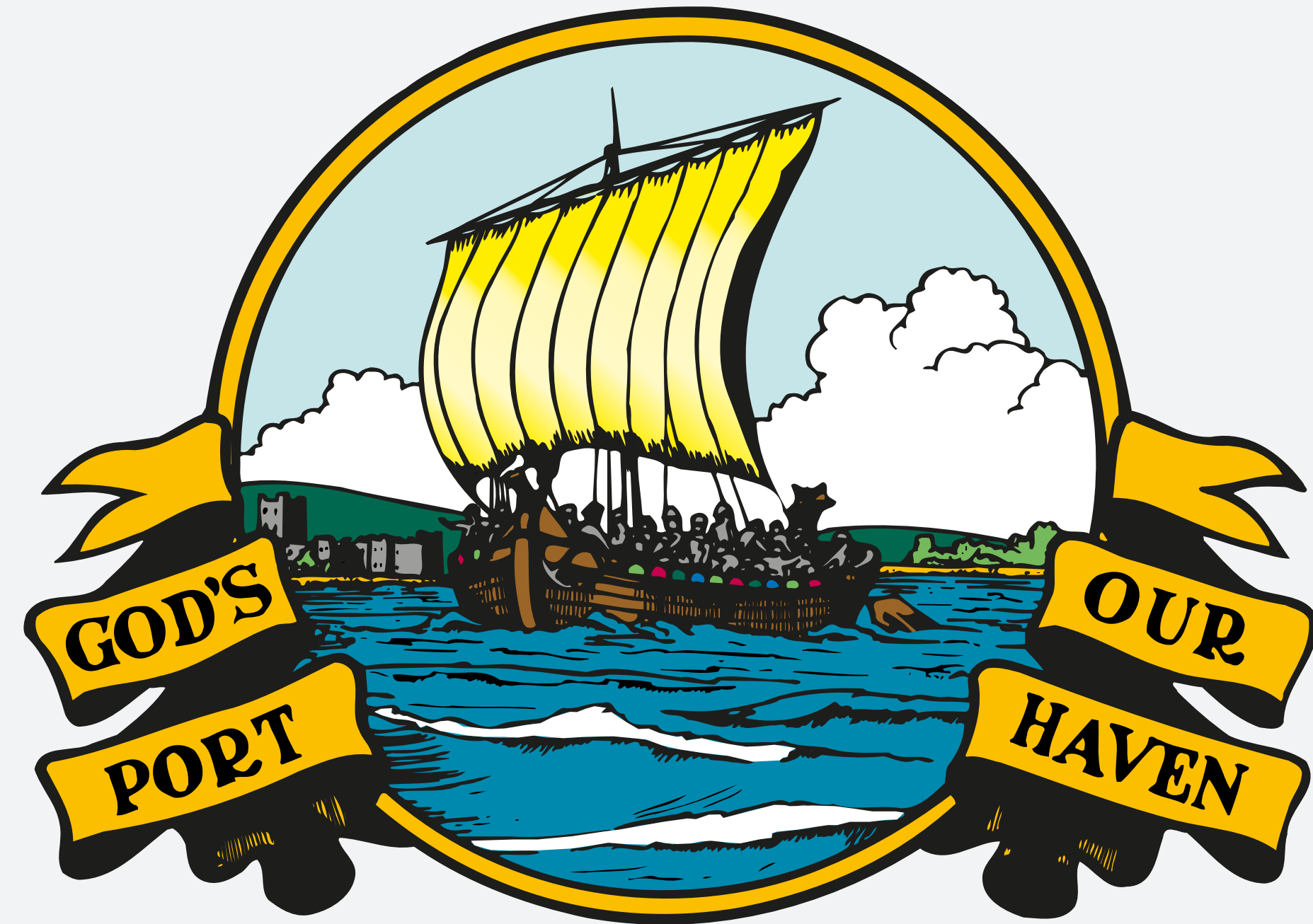
GOSPORT

BOROUGH COUNCIL

UPDATED COUNCIL LOGO

The Crest

The borough crest is distinct from the council's logo. It is used widely in the borough, including by organisations such as the football club and is synonymous with the borough, rather than being specific to the council. The crest will continue to be used by the Mayor, for civic and ceremonial functions and for gifts.



The Logo

The logo is an elegant and modern deviation from the Gosport Crest, whilst still maintaining the borough's nautical sensibilities.



The Sail

The Sail icon is lifted from the Gosport Crest and given a modern, clean twist. Over time, the simple, minimal shape will contribute to a recognisable brand.



The Logo variations

The logo has multiple colour variations, this is to aid legibility on a multitude of different backgrounds.



The Logo variations

The logo has different variations, dependent on level of partnership, there is also a 100 years logo to note the centenary.



The Logo variations

There is also a version of the logo featuring the strapline 'Working for you'. In this instance, the strapline is set in extra bold and at 80% opacity.

