
Brand guidelines and logo usage

Version 1

1/4

The Convergence logo is colourful and vibrant and needs to be carefully used to ensure consistency across all applications. The attached sheets show how to use the logo.



European Regional
Development Fund
Investing in your Future



European Union
European Social Fund
Investing in jobs and skills

Brand guidelines and logo usage

Version 1

2/4

There are very few rules, but please take the time to read and understand how they work and how they can be used together to ensure a cohesive and vital brand identity. It is crucial that the brand appears correctly and consistently in every communication.

The Convergence logo



✘ Don't distort or change the logo



✘ Don't change elements within the logo



✘ Leave clear space around the logo



Making
connections.



Brand guidelines and logo usage

Version 1

3/4

Reversed-out logo



File name: NEW_CONV_CMYK_white_text.ai

Greyscale logo



File name: NEW_CONV_Grey_text.ai
NEW_CONV_Grey_text.jpg

Reversed-out greyscale logo



File name: NEW_CONV_Grey_Wht_text.ai

EU logo



File names: NEW_CONV_CMYK_text_EU.ai
NEW_CONV_CMYK_text_EU.jpg

ESF logo



File names: NEW_CONV_CMYK_text_ESF.ai
NEW_CONV_CMYK_text_ESF.jpg

ERDF logo



File names: NEW_CONV_Grey_text_ERD.ai
NEW_CONV_CMYK_text_ERD.jpg

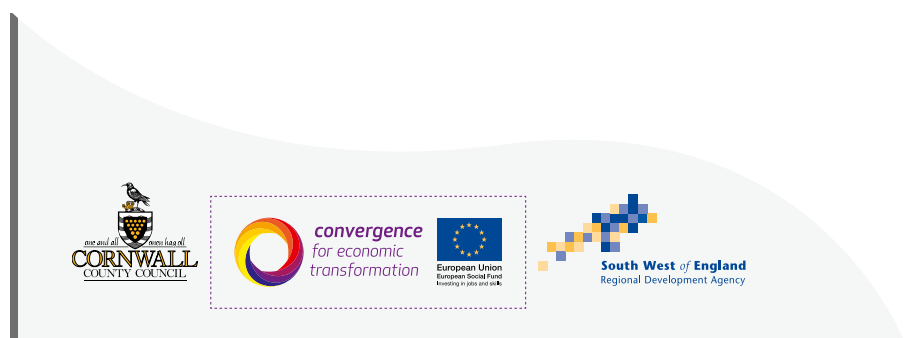
Usage on other backgrounds

To place the Convergence logo on coloured backgrounds other than Convergence colours (see brand guidelines) the logo should appear in a white block. To work out the measurements of the block divide the height of the whole mark by 3 and this will determine the perimeter around the mark.



Logo footers

When placing the Convergence logo with other supporting logos make sure it's as big as it can be and you can use the parameter above to protect the mark from other graphic devices.



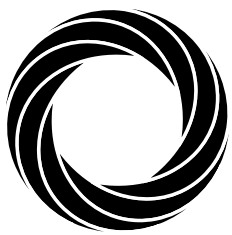
Brand guidelines and logo usage

Version 1

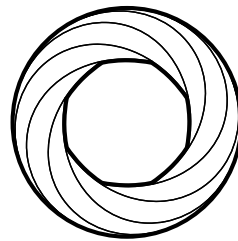
4/4

Special logo usage

There may also be a need to reproduce the logo on more hard wearing materials. There are logos for these occasions, both a solid version and a keyline version are available.



convergence
*for economic
transformation*



convergence
*for economic
transformation*



Solid version

The solid version of the logo can be used when circumstances mean that the shaded panels of the logo cannot be produced (for example engraving on wood).

Keyline version

The keyline version of the logo can be used when the shading of the logo cannot be produced but line work etching is a possibility (for example etching onto metal).

For further information please contact the Convergence Partnership Office.

Tel: 01872 241 379 Email: convergence@cornwall.gov.uk