

**1066 COUNTRY STORY**  
**BADGE GUIDELINES FOR USE**

ISSUE 1 | MAY 2018



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These simple guidelines explain how you can use the 1066 Country of Origin badge.

They are intended for members, partners and their agents, whether commissioning, designing or delivering communications materials and media.

By following these guidelines you are helping to present a clear message to 1066 Country audiences. In time, this will help all of us build a relevant and consistent story for 1066 Country.

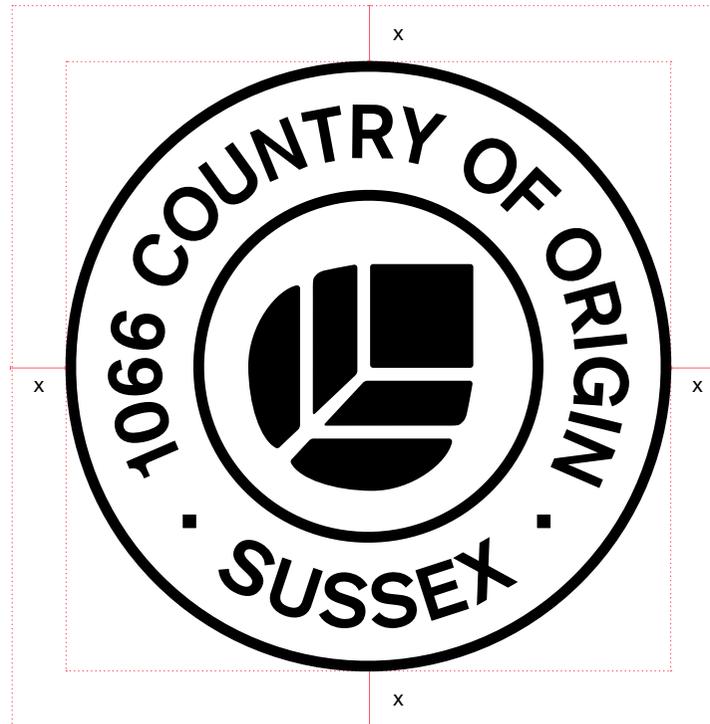
## Our badge

The badge has three elements:

1. Our proposition: 1066 Country of Origin
2. Our location: Sussex
3. Our symbol: the leaf/arrowhead device

### Minimum clear space

A clear space should be left around all sides of the badge. The unit of measure 'X' equals the cap-height of the text within the badge. This is the minimum required clear space around the badge.



Minimum size: 17mm

## How to use the badge

The badge should always appear in a consistent way. Make sure you follow these simple principles.



The badge should only be reproduced from the digital files provided. It should not be redrawn or altered.

It should be reproduced in black or a dark neutral tone, never in colour. It may be used reversed white out of a background or image providing it is legible.



Minimum size: 17mm

It should never be reproduced smaller than 17mm in diameter. (above is not to scale)



It should always be aligned so that the top of the leaf/arrowhead motif is horizontal and the 1066 COUNTRY OF ORIGIN text is symmetrical.



It should be placed so that is clearly separate from other text, never closer than a space equal to the cap-height of the text within the badge.

## What to avoid

Make sure you use the digital files supplied.  
Never alter, re-draw or recreate the badge.  
Here are some other examples of what *not* to do.



**X** Never skew or distort the badge to fit



**X** Never apply any effects to the badge



**X** Never colour the badge



**X** Never rotate the badge at an angle



**X** Never change the type within the badge to any other location, place name, company, venue or project names



**X** Never alter the size or position of any of the components (proposition, arrowhead/leaf, Sussex)

## The badge in use

Here are some examples of different ways in which the badge can be used to promote 1066 Country.

### Please note

These images are not real life examples and are for illustrative purposes only. If you would like to know how the badge has been used already please use the contact details at the end of this document.



## **More information**

For more information on how to use these guidelines, the initiative behind the project or general enquiries please contact the relevant parties listed below.

For general enquiries please contact:  
Kevin Boorman  
KBoorman@hastings.gov.uk