

choose
chelmsford!

lozenge usage **guidelines**

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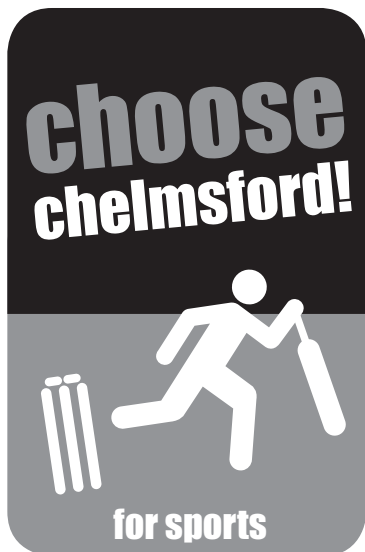
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lozenge **variants**



colour version

Please use where possible



mono version

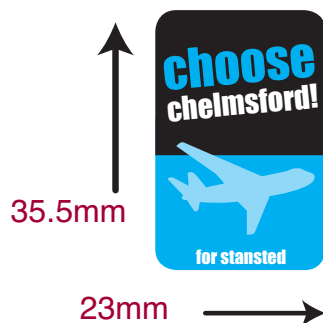
For faxes etc., where a colour version would lose its value.

lozenge **exclusion zone**



creating impact

The lozenge is to have a minimum exclusion zone of 10mm around it's exterior



size is **important**

To ensure legibility, a choose chelmsford lozenge should ideally not appear any smaller than:

- **23mm** wide by **35.5mm** high on A4 and smaller
- **30mm** wide by **46.5mm** high on A3 and larger

lozenge placement



*Not shown to scale

*Not shown to scale

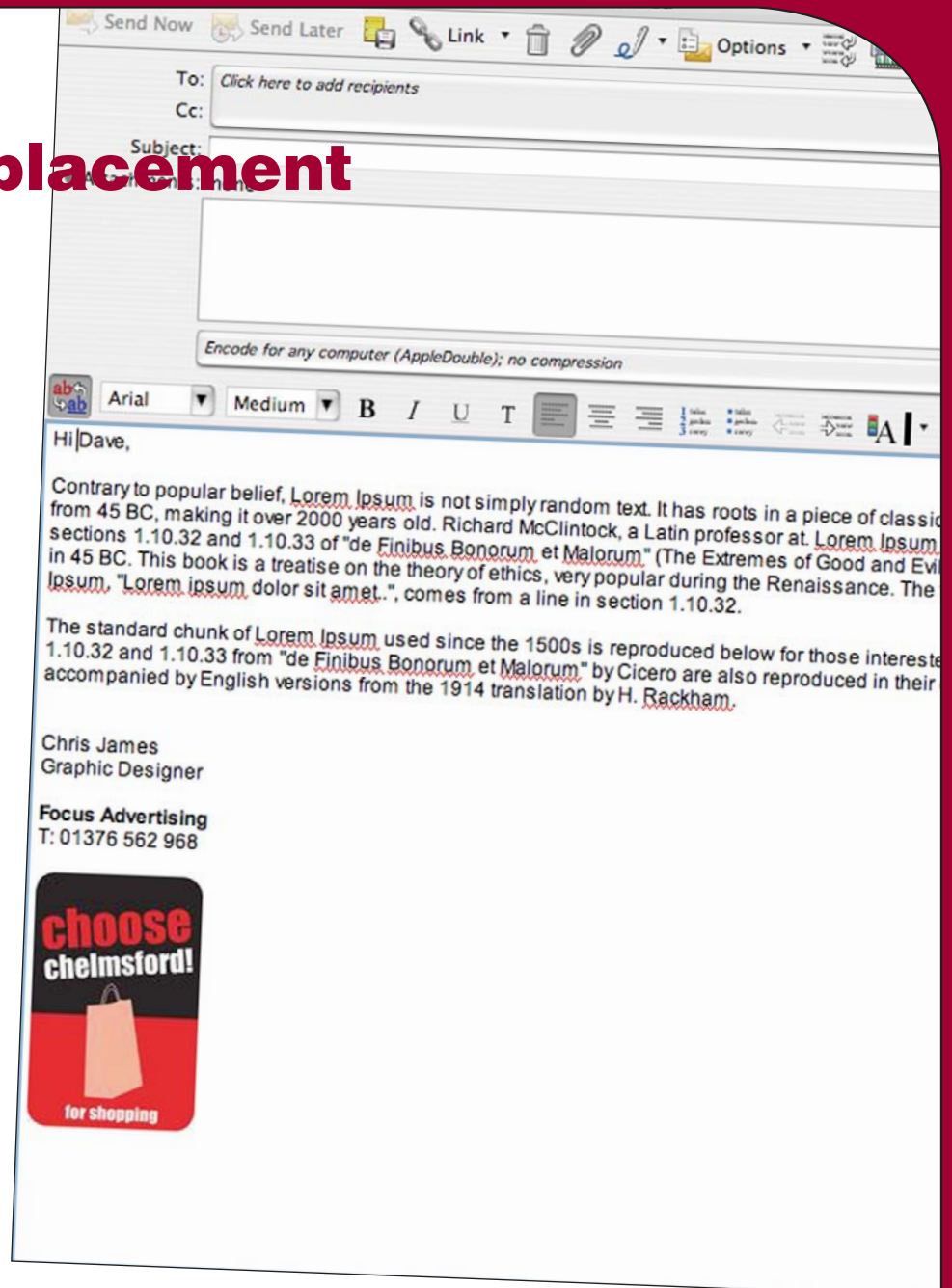


Business card logo is centered so a judgement is made to place lozenge on right.

office stationary

Letter heads, comp slips etc, insure that the choose chelmsford **lozenge** is placed anywhere along the opposite side to your corporate logo.

lozenge placement



digital media

The lozenge pack contains a set of screen and web-safe lozenges' in **gif** format. These can be used on emails and word headers. A guide to inserting a 'clickable' lozenge into your email signature is also included in the pack.



fitting in

You may feel that the lozenge will become lost in your design, if this is the case we have also provided a set of lozenges' that sit within a white border.

lozenge examples **brochures**



*Not shown to scale



*Not shown to scale

lozenge examples posters

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**choose
cheimsford!**
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*Cost for each unit is 50p. Photo by Essex Young Peoples Drug and Alcohol service

*Not shown to scale

lozenge examples **web sites**

Web banners are provided at a standard size of **468px** wide by **60px** high

