Our Logo
Basic Principles

Logotype

This is the lettering in the logo. There is a fixed relationship between the 'B' icon and the logotype – these should not be altered.

Logo Location

The growing 'B' icon has an adjustable stem. The logo must grow from the bottom of the page or baseline. The logo where possible should appear on the left.

Logo Colour

The logo should be black unless using the logo reversed out logo.

The inner leaf must always be white apart from when using the reversed out logo.

The primary logo background is white, although the logo can be used on any document background (provided it adheres to "logo location")

Fixed Space

Barnsley & Rotherham Chamber of Commerce
Business. Always Business.

Fixed Space

The B Icon always grows from the bottom of the page or a base line – the logo cannot appear to float.

The height must not be shorter than the fixed space above.

The stem height may extend beyond the minimum length as outlined above