Logo Rules

When using our logo, please do not:

1. Amend, rotate, change the scale of elements or reformat the type in any way
2. Change the colours or create your own versions
3. Put on low contrast coloured background. We can supply different versions of the logo if you need them
4. Stretch or squash the logo
5. Put the logo in a holding device other than a highlight
6. Add effects to the logo
7. Create your own sub-brand logo
8. Crowd the logo
9. Place on a busy picture background. Try using a header or footer strip if it is problematic

Logo Standards

Ideal minimum
The logo should appear at least 35mm/99 pixels wide where possible. This ensures the x-height of the lettering is accessible. The standard sizes should be used across documents in most cases.

Absolute minimum
Sometimes, it may not be possible to use the logo at 35mm wide. The absolutely minimum the logo should be used at is 25mm/70 pixels wide, but please remember this is not ideal as it is not accessible.

To make sure the logo is not crowded, a space of the height of the 'y' in the logotype should be used around all edges. No other parts of a design should enter that exclusion zone.