

**Keep it consistent**

You should have been provided with all the variations for your logo. These will normally include a black on white version, a white on black version and any colour versions using the colours of your brand

If appropriate you may also have been provided with other variations too - maybe emblem versions, or elements of the logo to use independently.

Use and distribute only the versions you have been supplied with. This will make sure that your brand identity is kept as uniform as possible.



**Colours and typefaces**

Along with your graphic files you should also have been provided with the names of any typefaces used along with the Pantone, CMYK and RGB colour information for your brand colours.

It is recommended that you only use the original logo files, but if where this is not possible make sure that only the specified typefaces and colour are used.



Henry SL Bold

*and this is your tag*

Sally light



Pantone 123 C12 M56 Y67 K6 R23 G12 B45



Pantone 123 C12 M56 Y67 K6 R23 G12 B45

**Give it space**

It is important that your brand is given the space it deserves, whether on the web or in print. As a rule of thumb, make sure that no other text or image gets within X of your logo - where X is the height of your largest capital letter.



## Common mistakes

Whenever your logo is displayed make sure those using it don't compromise your brand.

Only use and distribute the original logo files so that your brand looks good and remains consistent.

Never italicise or slant the logo



Never change the aspect ratio of your logo



Do not outline the logo



Do not change the brand colours of the logo



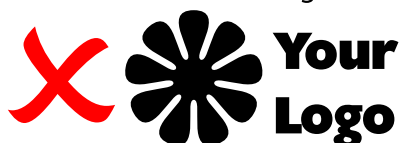
Make sure that your logo is in contrast to the background it's placed over



Avoid using your logo over busy images



Never rearrange the layout of your logo



Do not apply gradient shading or 3d rendering effects to the logo



Never try to recreate the logo. Only use and distribute the original logo files.

