

Approved code logo design guidelines



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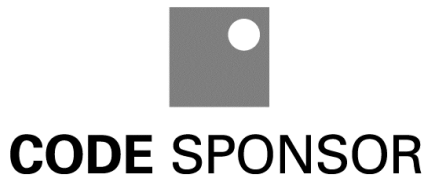
Using these guidelines

These guidelines give guidance on how to place the OFT Approved code logo in relation to the code sponsor's logo. The toolkit shows how the two logos can be used on different types of communication.

The guidelines and toolkit aim to ensure consistency of usage of both logos across all forms of communication. Consistent usage will help develop the identity and recognition of OFT Approved codes and the Consumer Codes Approval Scheme.

Colour specification

Where possible the Approved code logo should be reproduced in blue and gold using the colour breakdowns shown opposite. Where it is not possible to reproduce the logo in blue and gold, you may use it in black and white or monochrome.



Pantone references

dark blue	655
gold	132

CMYK breakdown

dark blue	C 100	M 69	Y 0	K 56
gold	C 0	M 23	Y 100	K 30

RGB breakdown (for web/screen only)

dark blue	R 0	G 0	B 51
gold	R 204	G 153	B 0

The Approved code logo must:

- always appear with the code sponsor's logo, **never** alone
- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed, broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo spacing)
- never be shown smaller than 10mm.

Logo size

Recommended size is 15mm for use on most communications including letterheads, compliment slips, business cards and so on (see toolkit for full description)



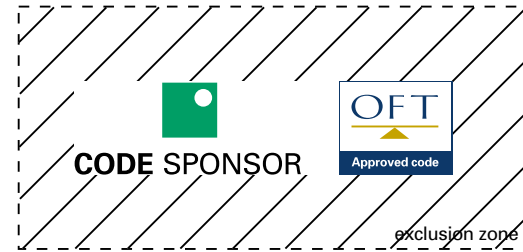
See the Approved code logo toolkit for suggestions of ways you can use the Approved code logo on your letterhead, compliment slip, business card, adverts, website and signage.

Logo spacing

The Approved code logo should be exactly 5mm from the code sponsor's logo when at the recommended size. For other communications, such as shop signage, this will change (see toolkit for a full description)



The exclusion zone, the clear area around the OFT logo and accompanying code sponsor logo, should generally be a minimum of 10mm when used at the recommended size (see toolkit for more information).



Formats

Logos in EPS, TIF and JPEG are available formats for your use from your code sponsor.

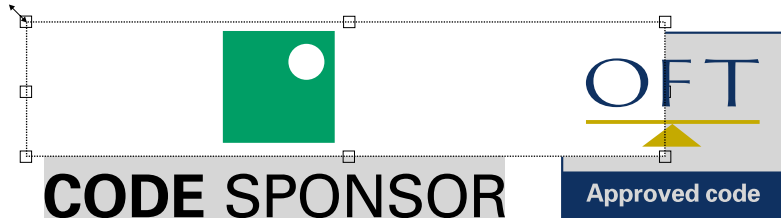
The EPS and TIF formats offer a higher resolution of the logos and are more suitable for printing purposes.

Changing the size of the logo

Click on the logo to highlight the image so that it is surrounded by eight nodes.

Move the mouse pointer over one of the nodes until it changes to a double-sided arrow.

Click and drag the node to resize the logo image by moving the mouse while holding down the mouse button and letting go when the desired size has been achieved, subject to the restrictions on size described above.



Enquiries

For all enquiries contact your code sponsor.

Other relevant publications are the Approved code logo toolkit, and Approved code logo copyright licence - guidance.