

THE CHARTER MARK LOGO

This sheet gives basic guidelines for the use of the Charter Mark logo. It shows the different forms the logo can take: coloured, reversed out, black and reversed out black.

Logos and exclusion zones

The exclusion zone is the area surrounding the logo that must be kept free of graphics. The diagram opposite indicates the size of the exclusion zone, which depends on the size of the logo. The exclusion zone is a quarter of the width of the strapline as indicated opposite.

Colour with exclusion zone



$\frac{1}{4} X$ | X | $\frac{1}{4} X$

Reversed out colour



Black



Reversed out black



Colour and reproduction

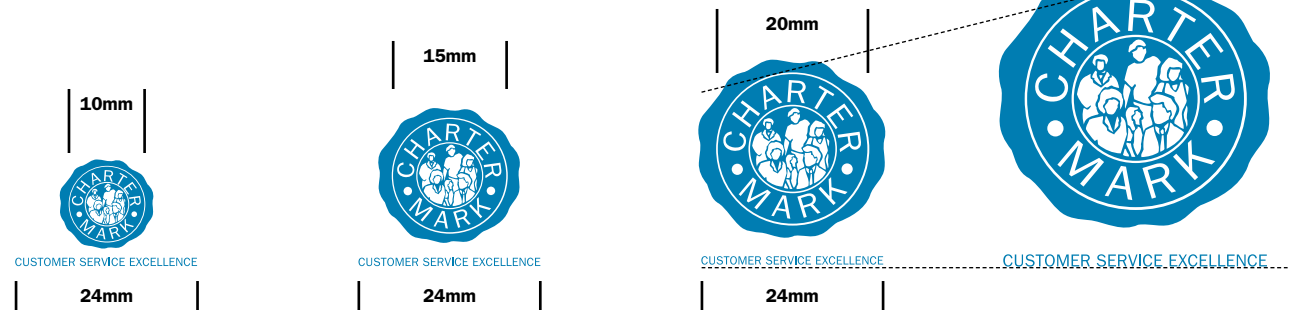
The logo should be reproduced in corporate blue. The chart opposite indicates the different colour formats and their colour breakdowns for corporate blue. For one-colour print jobs it is acceptable for the logo to appear in black or the strongest single colour available.

Charter mark corporate blue

Pantone 307	C 100 M 6 Y 0 K 34	Web 006699	R 0 G 126 B 188
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Logo sizes

The minimum size of the logo and strapline are 10mm and 24mm respectively. The strapline remains the same size as the logo increases, until the logo reaches a size of over 20mm. The diagram opposite indicates four typical logo sizes and the corresponding size of the strapline. When measuring the size of the logo, the width refers to the width of the inner circle not the outer seal.



Background colours

The diagram below shows how the colour of the logo's outer seal and strapline vary depending on the background they are placed on. On a background lighter than 50% black the seal and strapline should appear in a solid colour. For a background darker than 50% black the seal and strapline should appear in white. The same principal applies when the logo is placed on a photograph or illustration.

