

Logo Usage Guidelines

for partner organisations

Contents

Our logo

Our colours

Minimum sizes & exclusion zones

Logo usage 'Don'ts'

Logo usage 'Do's'

Coloured backgrounds guidance



Our logo

High resolution JPEGs of the logo are available in colour and black & white.

Scalable vector EPS files for large scale logo reproductions are also available.

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Primary Logo:

This is the preferred logo format and should be used in the first instance where possible.



Primary Logo Reversed:

The primary logo can also be shown in white out of 'teal' backdrop.

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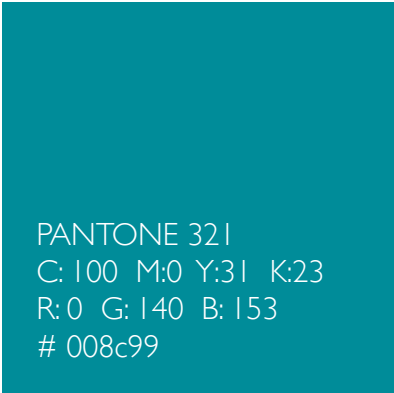


Secondary Logo Mono:

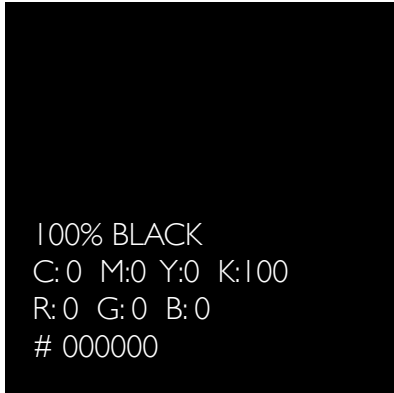
Wherever possible the full colour logo should be used. However on occasions where colour is restricted; black & white newsprint for example, solid black and reversed versions of the logo are available.

Our primary logo colours

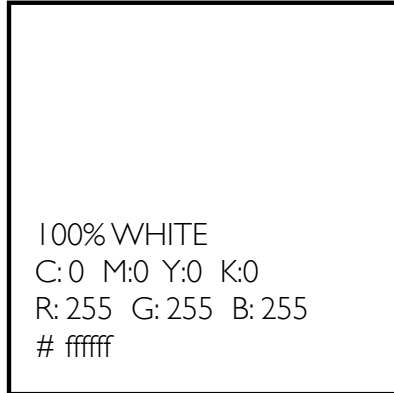
Our logo should only ever appear in these colours
without exception.



PANTONE 321
C: 100 M:0 Y:31 K:23
R: 0 G: 140 B: 153
008c99



100% BLACK
C:0 M:0 Y:0 K:100
R: 0 G: 0 B: 0
000000



100% WHITE
C:0 M:0 Y:0 K:0
R: 255 G: 255 B: 255
ffffff

Our logo size

Our logo should not be reproduced in print at a width of less than 25mm.

This is the minimum size at which the word 'solicitors' remains legible

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—|
No less than 25mm

Our logo exclusion zone

Our logo should always be placed in as much white space as possible. This helps to maintain visibility and therefore recognition. However, when space is at a premium, this is the absolute minimum clearance which must be left around the logo. No other piece of text or graphic element may enter this area.



Our logo positioning

On sole branded publicity materials the logo should always be positioned in either the bottom or top right hand corner. On dual branded/ sponsorship or associated publications this restriction is lifted but logo minimum size and exclusion zones still apply.

Our logo usage: “Dont’s”

Under no circumstances should any of the following alterations be made to our logo.

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Don't alter the colour of the logo

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Don't alter the colour of any components within the logo

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Don't distort the logo proportions

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Don't enclose the logo inside shapes

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Don't alter the colour tint value of the logo

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Don't apply any 'special effects' to the logo such as drop shadows, glows transparencies and zooms

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Don't alter the scale, visual balance or emphasis of any components within the logo

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Don't rotate or skew the logo

Our logo usage: “Do’s”



Do use the primary version of the logo in the first instance wherever possible.
Do use the primary reversed version of the logo for heavily coloured backgrounds
(see 'coloured backgrounds' page for additional guidance).



Do make sure the logo has a minimum width of 25mm for printed applications.
Do keep to the 'x' & 'y' height logo clearance as an absolute minimum.



Do use the appropriate logo file format. If you need to use the logo on a large scale always use the vector EPS files.

Our logo usage: Coloured Backgrounds

Although wherever possible the logo should appear on either a white or 'teal' backdrop, on the occasions this is not possible please follow the below guidance.



The logo should only ever appear in teal, black or white. Choose the logo colour that provides the greatest contrast (without clashing colours) if the logo has to sit on a coloured background.



Never place the logo over complex backgrounds, consider alternate layouts to maximise logo clarity.

Should you have any questions or queries in regards to our logo usage guidelines please contact our marketing team who will be happy to help. Email us at marketing@anthonycollins.com