

Logo Application Guidelines

The Logo

The Advantage West Midlands logo consists of a solid colour background, a hand drawn 'A' and white type underlined with a single white rule. The fonts used are Norma (Advantage) and Helvetica (West Midlands). The Pantone colour reference for the background is 180. The 4 colour process reference is C:0, M:76, Y:83, K:11.5.



The logo for the Regional Supply Office division includes the additional 'Regional Supply Office' wording below the main block of the logo, as shown right.

Minimum clear space

To make sure that the logo is recognised and uncluttered, please follow the rules shown right. It shows the minimum clear space area that should be given to the logo whenever it is applied.



Minimum Size

The logo must never be reproduced smaller than 36mm. This dimension should always be measured across the width of the logo.

Please don't

- alter the proportion of the logo;
- alter the colour of the logo;
- produce the logo smaller than 36mm;
- alter the size of any elements within the logo;
- use the 'A' element on its own;
- redraw or use anything other than master artwork for the logo;

The Logo on a Coloured Background

Please be careful using the logo on coloured backgrounds. On light coloured backgrounds the standard colour version should be used. On a dark colour background which does not provide enough contrast with the colour of the logo, use a reversed out white version as shown on the left at the foot of the page(b).



Logo use on partnership material

On partnership material, the Advantage West Midlands logo should be positioned 10mm from the bottom of the page, and should be the closest logo to the left hand edge of the page.



Mono Logo

Wherever possible, the colour version of the logo should be applied. However, in mono environments, the following guidelines should be applied. When on a white background, use version (a) of the logo and when used on a black background, use version (b). All minimum sizes apply.



Electronic version.

Logo artwork, and copies of these guidelines are available to download from the 'News and publications' section of the Advantage web site - www.advantagewm.co.uk.

Should you have any queries or require further details on the application of the Advantage West Midlands logo, please contact the design manager at Advantage West Midlands. Tel: 0121 380 3500