

Corporate logo guidelines

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Introduction

We have developed these guidelines to create brand consistency and ensure the Office of Fair Trading (OFT) retains its authority in the market place.

Our logo

The OFT logo must be clearly visible at all times. For quality and consistency, our logo must never be redrawn in any way. Always use the approved digital artwork.

Our logo is made up of two colours, OFT blue and gold, and we have two versions. The preferred version is positive on a white background.

OFFICE OF FAIR TRADING




Colour palette

Pantone® 655
C:100 M:69 Y:0 K:56
R:12 G:28 B:71
HEX: #0C1C47

Pantone® 132
C:0 M:23 Y:100 K:30
R:158 G:124 B:10
HEX: #9E7C0A

What not to do

Never:

- alter the proportions of the logo
- reproduce the logo in any colour other than the OFT blue and gold
- add effects to the logo, for example, shading or outlines
- enclose the logo in a box or shape
- use the logo on a coloured background
- tilt or scew the logo.



Positioning

The Office of Fair Trading logo should always be positioned on the top right hand side of any document cover or relevant space, unless otherwise instructed.

Positioning with other logos

When positioning the logo alongside other logos, the top right hand side position and appropriate sizing may not be possible. It is therefore essential to ensure our logo is given equal weight, size and balance, as shown in the example opposite.

Online usage

An OFT acronym logo exists for online media use. Artwork and guidelines are available separately.



Positioning with other logos



Size and exclusion zone

Size

The logo should appear at 80mm wide with a 12mm exclusion zone on A4 documents. On A5 and DL documents, the logo should be 55mm wide with a 8mm exclusion zone.

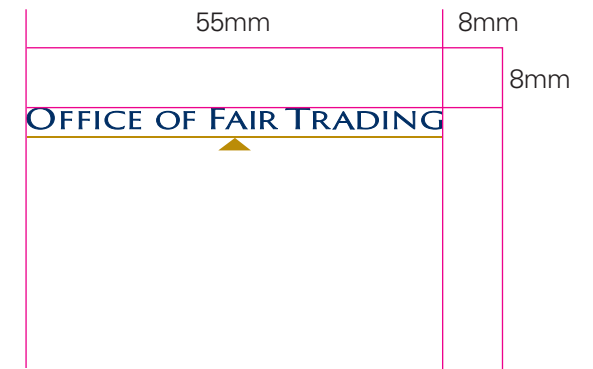
Exclusion zone

The exclusion zone is the area around a logo which should be left clear so that other graphics do not encroach on its space.

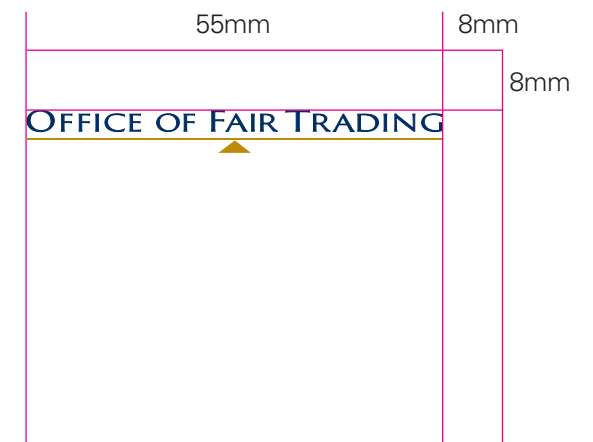
For other document/space sizes, rescale the logo and exclusion zone using the sizes shown opposite.



A4



A5



DL

