

Acronym logo digital guidelines

Introduction

These guidelines are for using the Office of Fair Trading acronym logo correctly for online media use only.

Our logo

The OFT acronym 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.

Logo



Colour palette



OFT Blue: # 20375c



OFT Gold: # aa8205

Variations



Minimum size and 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. This space should not be less than the height of the 'F' in the acronym 'OFT' logo.

When applying the OFT logo online, it is important that we maintain a consistency of size and proportion as shown opposite.

The positive version of the logo sits on a white background. Its minimum size is 84.5 pixels x 40 pixels with a 23 pixels exclusion zone around it.

Exclusion zone



Minimum size



All measurements in pixels

What not to do

Never:

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

1.



2.



3.



4.



5.



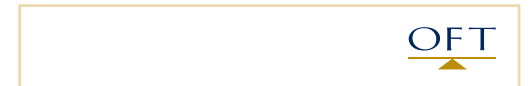
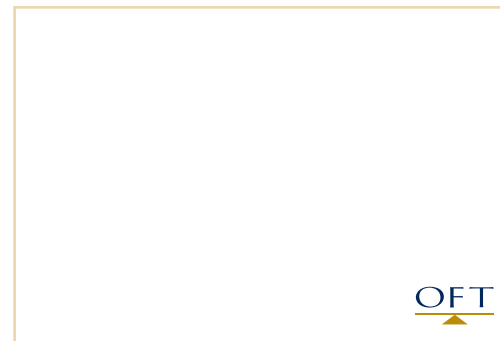
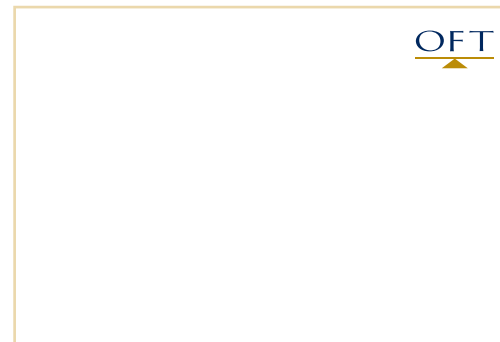
6.



Applications

When using the logo in a website banner advert, the placement is preferred as shown in the examples opposite.

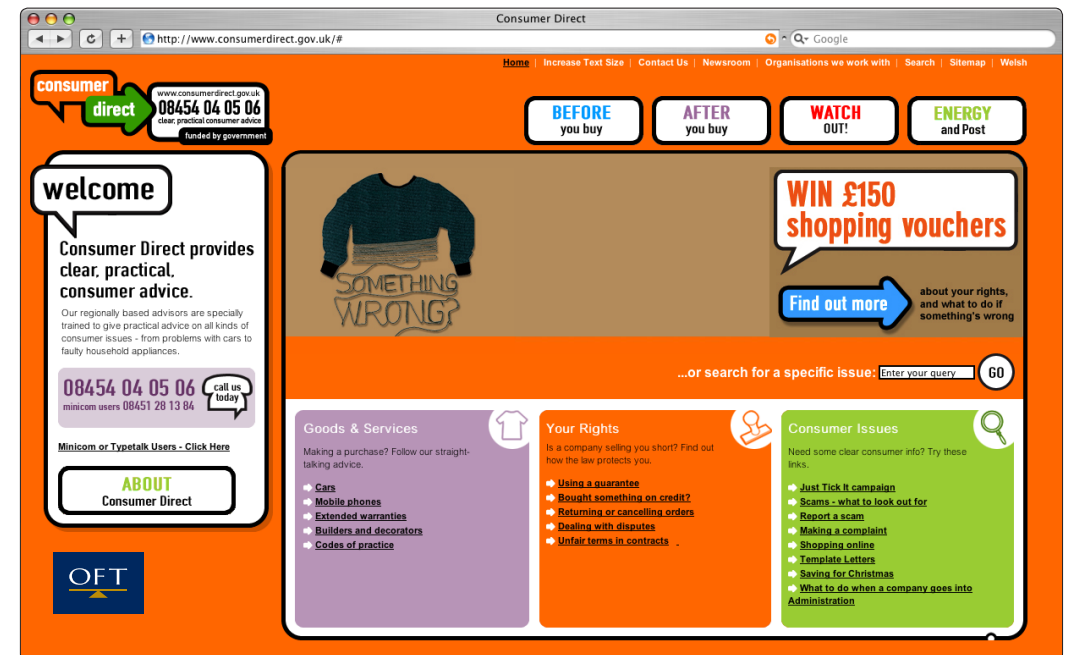
Website banner adverts



Applications

When applying the logo to act as a click-through button on a website remember not to break the minimum size and exclusion zone rules.

Website click-through button



Positioning with other logos

When positioning the OFT acronym logo alongside other logos, ensure it is given equal weight, size and balance, as shown in the example below.



