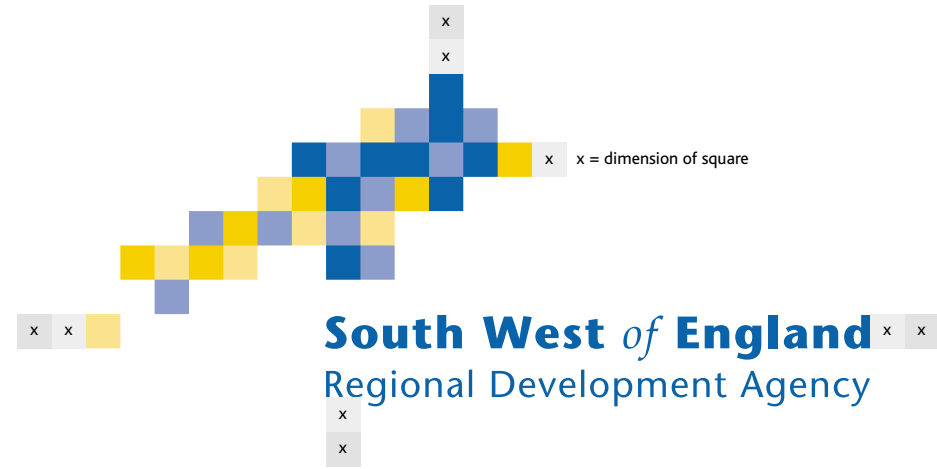


Use of the South West RDA logo

May 2004

Financial or other support from the Agency should be acknowledged and publicised wherever possible. This guidance sets out how the Agency's logo should be used. All artwork should be reproduced from files supplied by the Agency and then submitted for sign off prior to production. For artwork submission or further information, please contact steve.price@southwestrda.org.uk.

Guidance for partner
organisations and projects



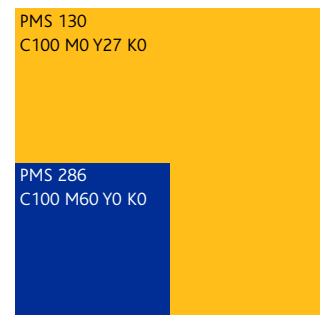
This document gives advice on the use of the South West RDA logo in it's various colourways and formats. Please always reproduce the logo from original master artwork available.

The physical shape of the logo should not be altered or distorted in anyway.

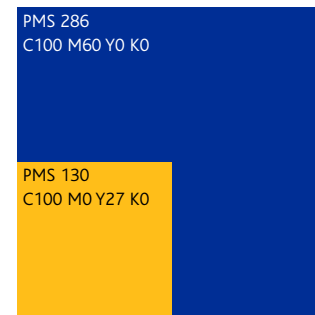
The logo must never appear without the type.

Care must be taken to abide by the exclusion zone marked.

Although printing systems may vary in output these colour references should be sought at all times. Allow for adjustment of the CMYK values if necessary.



CORPORATE COLOURWAY



CORPORATE COLOURWAY

Minimum size of logo

The preferred size of the logo is 41mm wide. The minimum size for the logo is 32mm.



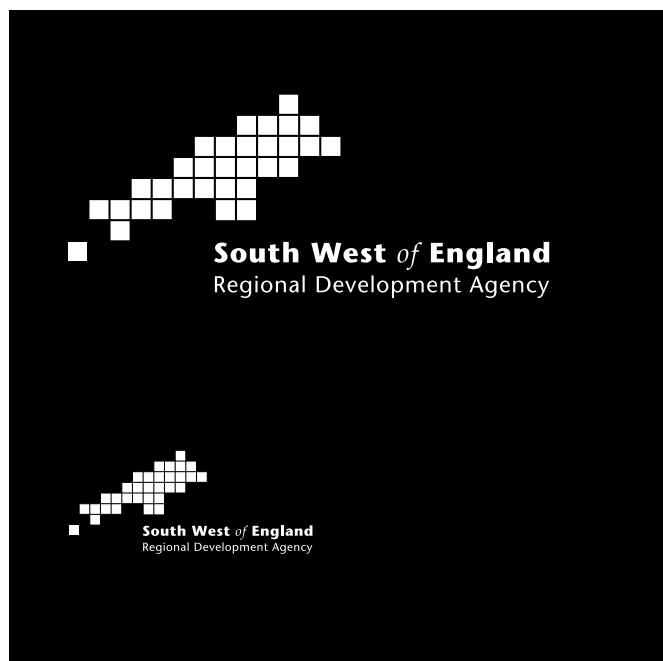
Black and white reproduction

For black and white reproduction the following logo must be used.



Mono reproduction on dark backgrounds

Here are examples of the logo on black or dark backgrounds.



Pantone tint breakdowns and cmyk breakdowns



If the logo is to be reproduced in the two Pantone colours the following tints values should be used.

The cmyk version uses the colour breakdowns as shown opposite.



Improper usage of the logo

The logo is made up of a graphic and type.

The physical shape of the logo should not be altered or distorted in anyway.

The graphic must never appear without the type.



Partner logo size relationship

When using a partner logo next to the South West RDA logo care must be taken to adhere to the exclusion zone and also maintain an equal size relationship between the two.

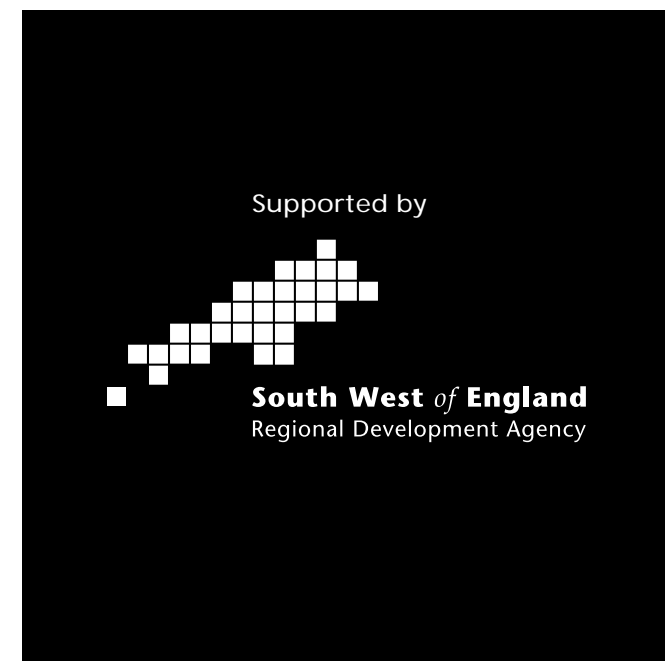


South West
England

Application to partner materials

The logo to be applied to partner materials should always be accompanied by the words 'supported by' in the following formats.

Where possible, reproduction on a white background in full colour is preferred, however there may be occasions where it is necessary to produce the logo in either black and white, single colour or white out. Here are the guidelines for use in these situations.





For further information please contact Steve Price
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