

# Corporate guidelines

a simple guide to using the new branding

## Logo

There is one master logo that should be used to represent the Centre in all instances. It should never be redrawn or edited. If a suitable version is not available, please contact Fiona Duffin (fionad@qeicc.co.uk) to arrange for one to be supplied

## Fonts

The font of choice to use on all literature produced in conjunction with the Centre is Meta. Meta Normal should be used for text and Meta Bold is for headings. The exceptions is when the heading is used at a much larger size than the text in which case it should also be in Meta Normal.

On general correspondence, if Meta is not available for text (eg text on a letter) a suitable san serif font such as Helvetica or Arial should be used.

## Positioning

A clear space should always be left around the logo as shown on the above right. It should not be crowded by any other elements as this detracts from its impact.

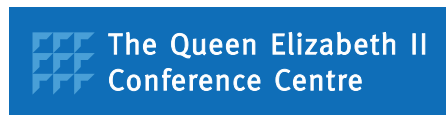
## Colours

An important element of the branding is the range of colours that it uses. A family of 4 basic blues are used. Colour 1 is generally used as the background. These are currently set up as CMYK break-downs but if Pantone or RGB values are required these can be supplied.

\* Please note that colour 4 should not be used as a background colour when using the main logo.

## Further information

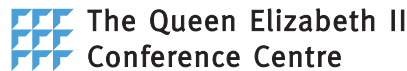
For any additional enquires about the usage of the QEICC branding please contact the Marketing Communications Manager, Fiona Duffin on +44 (0)20 7798 4017 or by email at fionad@qeicc.co.uk.



Shown with background colour for legibility



Shown with background colour for legibility



## Main logo

For use on brochures, adverts etc.

For use on brochures, adverts etc, where maximum contrast is needed. Also for use in mono situations when the logo needs to be reversed out.

For use on brochures, adverts etc, when against a white background



For mono use on brochures, adverts etc, when against a white background

Meta Normal

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Meta Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXY**  
**1234567890**



Colour 1

C 90  
M 55  
Y 0  
K 0



Colour 2

C 95  
M 75  
Y 0  
K 0



Colour 3

C 80  
M 40  
Y 0  
K 0



Colour 4\*

C 65  
M 25  
Y 0  
K 0