



northern rock
foundation

Logo Guide

Northern Rock Foundation
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Introduction

It is a condition of all awards from the Northern Rock Foundation that you acknowledge our grant on all promotional material. We require this for two reasons:

- to let members of the public know of the Foundation's support and
- to promote the Foundation to people and organisations who could be eligible for an award.

Where you should use the logo

The Northern Rock Foundation logo should be used to acknowledge an award in books, brochures, catalogues, CDs, films, flyers, records, reports, pamphlets, tapes and on the web.

Where not to use the logo

The Northern Rock Foundation does not expect the logo to be used in small newspaper advertisements, though large display adverts which acknowledge other partners should include it.

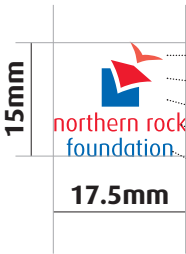
How to use the logo

When you are producing promotional materials please use the Northern Rock Foundation logo as specified and illustrated opposite.

Size, proportion and arrangement

The logo can be enlarged but must never be used smaller than the minimum reproduction size specified opposite. It should not be distorted or rearranged in any way.

Minimum size and colour specification



Colour logo (spot)

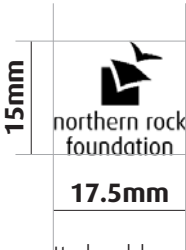
- 80% Red (PMS 485)
- 100% Red (PMS 485)
- 100% Blue (PMS 660)
- 100% Red (PMS 485)
- 100% Blue (PMS 660)

Colour logo (process)

- Red (C:0% M:95% Y:100% K:0%)
- Blue (C:90% M:57% Y:0% K:0%)

Black and white logo

The logo should be used as solid black on all light backgrounds. When used on a dark background the logo should be reproduced in white.

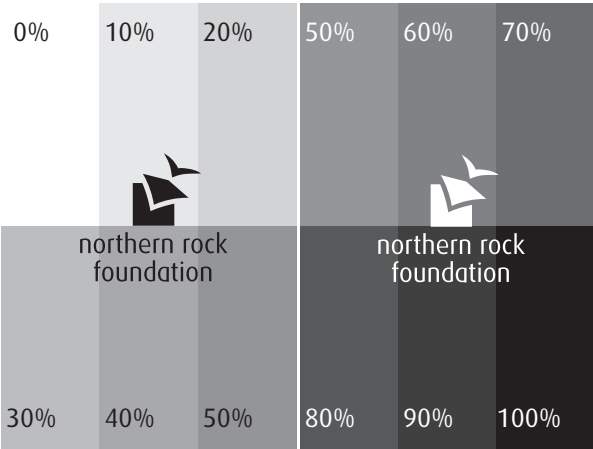


It should **never** be reproduced as a percentage tint on any background (see below).



The logo on different backgrounds

The examples below show which logo you should use depending on how light or dark the background is.



Artwork for reproduction (cut out along dotted lines)



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Digital artwork

The logo is also available to download from our website on: <http://www.nr-foundation.org.uk/pages/logo.html>

Technical support

GDA: 01661 844 777 E-mail: edward@gda-design.co.uk