The James Hutton Institute

Logo Use
Quick Reference Guide

This guide is to be used as a quick reference for logo usage. It is not intended as a substitute for the complete guidelines that outline expanded procedures, logo options, secondary colour palettes and specific applications for our visual identity.

For complete identity guidelines, please contact:
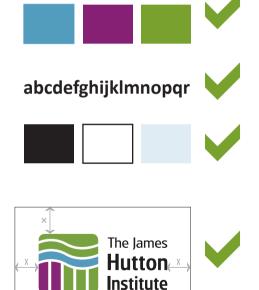**Graphics@hutton.ac.uk**

The James **Hutton** **Institute**

The logo should always have...

Correct colour swatches

Correct fonts -

High quality apprearance - Logo should be chosen for each background accordingly.

Exclusion zones - A minimum space surrounding the logo, as shown. It is measured by the width of the two vertical green bars in the logo. The ensures the logo is never crowded and can be seen and understood easily.

abcdefghijklmnopqr

The logo should never be...

Re-Typeset- Only the correct brand fonts are to be used for the logo. Their positioning in relation to the logo may not be changed.

Distorted- The logo must be resized without stretching or altering its proportions.

Boxed - Do not place the logo into a white box. Choose a neutral background colour. White is the preferred background colour for the full colour logo.

Fragmented- The logo and text should always appear together, never independently.

On busy backgrounds of either photography or vector art. If the logo is to be placed on a dark background, use the reversed white version.

Altered - do not add any effects such as bevels or drop shadows to logo.

Print Version   Web Version