



Logo Guidelines - the Centre for Ecology & Hydrology. December 2010

Wherever possible the CEH logo should be produced using the special PANTONE® inks shown here. Where production constraints prohibit this, the CMYK (for litho printing) or RGB (for screen-based applications such as web or PowerPoint) mixes can be used. The breakdowns are shown beside the colour chips.

Master logos are available in EPS format and should be obtained from the Information Services Team in the Knowledge Transfer Section (e-mail: cehcomms@ceh.ac.uk) or directly from the intranet.



Materials using the CEH logo that are produced externally (for example: clothing, signage etc) must have a final proof signed off by the Multimedia Editor.

PLEASE DO NOT ATTEMPT TO CREATE THE LOGO YOURSELF - Always use the master artwork files.



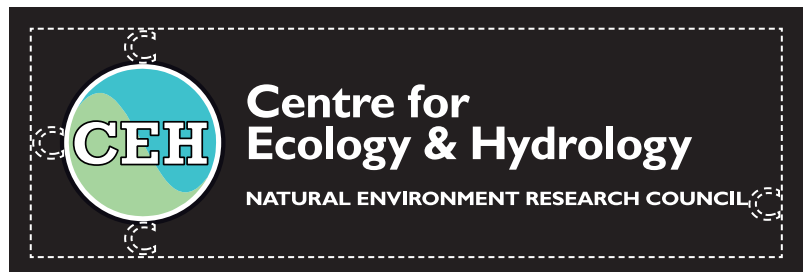
Centre for Ecology & Hydrology

NATURAL ENVIRONMENT RESEARCH COUNCIL

	CMYK: C: 63 M: 0 Y: 20 K: 0	RGB: R: 48 G: 205 B: 215		CMYK: C: 39 M: 0 Y: 60 K: 0	RGB: R: 161 G: 216 B: 139
PANTONE® 319 C			PANTONE® 359 C		

Exclusion area

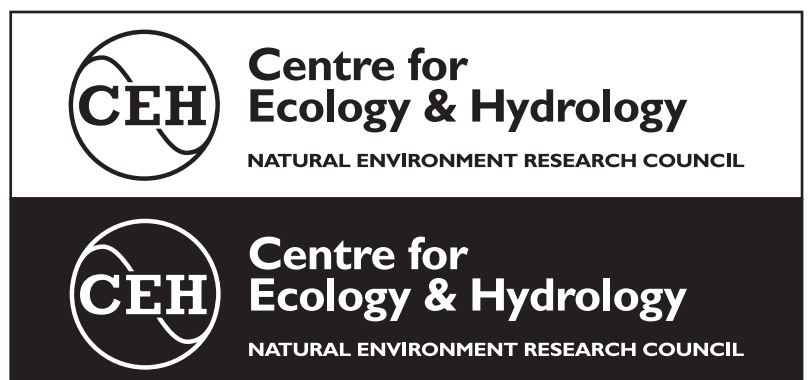
The dotted line surrounding the logo indicates the exclusion area or minimum clear space - this helps prevent the logo from becoming crowded by nearby graphics or text. This is based on the height of the capital C in the word Centre as illustrated.



The dotted line is for reference only and does not form part of the logo. Note this is the negative version of the full colour logo for use on dark backgrounds.

Mono logo

When full colour printing is not available or appropriate, the mono version may be used in either positive or negative depending on the background.



Minimum size

To help ensure legibility, all versions of the logo should never be printed smaller than 40mm across the width.

