



PREFERRED FULL-COLOUR LOGO

MAIN BLUE: CMYK 70,15,0,0
RGB #59A6DE



ONE-COLOUR LOGO

BLACK



REVERSE LOGO

WHITE

The following guidelines apply to all materials relating to the Social Services Expo and Conference.

The logo variants can be downloaded from www.iriss.org.uk/identity/ssec

LOGO USE IN PRINT

The full-colour, one-colour and reverse variants can all be used as required for print purposes. For professional print use, the logo is provided in EPS format. For office use (MS Word, etc) the PNG (screen) version should be used.

File names: ssec-logo-cmyk.eps (full-colour)
ssec-logo-k.eps (one-colour black)
ssec-logo-white.eps (reverse)

LOGO USE ON SCREEN

The preferred full-colour logo should be used at all times on screen. It is available in multiple sizes in PNG format.

File names: ssec-logo-lrg.png (large)
ssec-logo-med.png (medium)
ssec-logo-sml.png (small)

CLEARSPACE AND STAGING

An invisible rectangular border, equal in width to 'X' in the illustration (left) should be maintained around the perimeter of the logo. Do not place the logo on busy or low contrast backgrounds. Do not alter the logo in any way except to adjust size proportionally. Do not set the logo smaller than 30mm wide in print.

TYPOGRAPHY

Professionally designed materials should use DIN Next (FF DIN is acceptable). All other documents should use either Helvetica (preferred) or Arial.

