



## Logo guidelines

# The logo

The logo of the Association for Science and Discovery Centres (ASDC) consists of two elements: a five-colour graphic block of swirling dots and the text, 'UK Association for Science and Discovery Centres' spread across three lines. An alternative form of the logo uses the graphic block with our initials, ASDC.



ASDC's logos; the 'full logo' is on the left, the 'alternative logo' is on the right.

Any work which is carried out in collaboration with ASDC should use the full logo where possible. When space is at a premium (for example on websites or document footers) the alternative logo can be used. If you would prefer to use the alternative logo, please email [info@sciencecentres.org.uk](mailto:info@sciencecentres.org.uk)

Electronic versions of the logos are available from the ASDC website<sup>1</sup> in the following formats:

- .pdf** for print and use by graphic designers; this format is 'vector-based' and completely scalable without losing resolution (that is, the logo will not become 'pixelated').
- .png** for print, presentations and web; this format has a transparent background to match whatever background you choose, but it is 'pixel-based' and therefore has limited scalability.

## The elements

The graphic block and text should always appear together and always in the same relationship to each other.



<sup>1</sup> <http://www.sciencecentres.org.uk/>

## The colours

In full colour, the logo has black text and five colours in the graphic block. The five colours rotating clockwise from the left are:

Colour	RGB			Web	CMYK			
	R	G	B		C	M	Y	K
Yellow	218	179	0	#DAB300	0	18	100	19
Green	154	163	96	#9AA360	84	26	71	0
Teal	94	162	149	#5EA295	59	0	37	22
Baby blue	121	169	215	#79A9D7	56	25	0	0
Dark blue	59	95	143	#3B5F8F	72	46	0	32

In addition to the full colour logo, greyscale, whiteout and blackout versions are available for when use of the colour version is impossible or unsuitable.

### Greyscale



The greyscale version is recommended for use with monochrome work which will not be extensively photocopied.

### Blackout



For single-colour printing, for documents which are going to be extensively photocopied, or for light backgrounds please use the blackout version.

### Whiteout



When using a dark background, please use the whiteout version to get maximum contrast. Where possible, please use one of the ASDC colours as the background.

When using the logo in corporate material, either printed or electronic, please **always** use the full colour logo.

## Whitespace

The 'whitespace' is the minimum area around the logo that should remain clear to ensure other text or graphics do not interfere with the clarity or impact of the logo.

The size of the whitespace is equivalent to the width of one of the 'swirls', as illustrated below.



## Minimum sizes

The full logo should never be smaller than 20mm across (excluding whitespace). If space is at a premium the alternative version of the logo may be used down to 10mm across (excluding whitespace).



If you need to use the logo at a size smaller than this, please email [info@sciencecentres.org.uk](mailto:info@sciencecentres.org.uk)

When using the logo on websites please use the standard sizes provided and do not reduce the logo to smaller than the smallest logo available.

## Use with other logos

Please remember to adhere to the whitespace guidelines above and try to scale other logos so that they suit the size of the ASDC logo being used.

## Typefaces

The typeface used in the logo is 'Akzidenz Grotesk'. It is a classic typeface originating from the 1890s and formed the basis for the hugely popular 'Helvetica' typeface.

We would prefer it if similar typefaces (such as Helvetica and its derivatives) are **not** used for the body of the accompanying text. ASDC's first choice of typeface is the standard 'Calibri' typeface.

## Examples of unacceptable/ acceptable usage of the logo



- Mixed contrast background
- Logo colours clash with background and are not distinct
- Whitespace rules are breached – logo is too close to the edge of the image



- Use the whiteout version of the logo against the consistent dark blue of the sky to get maximum contrast