

Science and Technology Facilities Council

Our logo - corporate identity guidelines

February 2011



Science & Technology
Facilities Council

OUR LOGOTYPE



This is the principal logotype for the Science and Technology Facilities Council (STFC)

The logotype is a single unit and is the most important visual device through which STFC is identified. The following guidelines provide instructions as to its appearance and use, as well as additional guidelines which reinforce STFC's image in a consistent way.

Master version

The logotype is a unit, made up of a graphic device and the title 'Science and Technology Facilities Council'. The logotype must be used as shown – it must not be separated into its component parts or altered in any way except in the specific circumstances outlined in this document. This is the master full colour version, (in the corporate blue), which is to be used on white and light coloured backgrounds. It is the preferred version and should always be used wherever possible.

OUR LOGOTYPE VERSIONS

There are occasions when it is not possible to use the standard blue logotype due to printing or web related restrictions. When this occurs only the following adaptations are permitted.



**Science & Technology
Facilities Council**

Black on white version

This is for use when printing black only.



**Science & Technology
Facilities Council**

White out version

This version of the logotype is to be used on dark backgrounds, and particularly when used with STFC's corporate colours. For more information on the corporate colours contact corporate.identity@stfc.ac.uk.



STFC

Short version

This version of the logotype is only for use online or on corporate gifts only where space is limited. Prior approval of the use of this particular logotype is required.

OUR LOGOTYPE THE PROTECTED AREA



Protected area

A minimum protected area has been defined to help maximise the impact and clarity of the Science and Technology Facilities Council logo.

The role of the protected area is to maintain the logo's visibility when using other graphic elements near the logo. It can, however, be placed on backgrounds and areas of colour (see page 2 for versions available where STFC's master logo cannot be used because of printing restrictions).

The purpose of the protected area is to reinforce the impact of the logo. It is not permissible to allow other items to encroach on this area.

Sizing guidelines

To establish a consistent look across the common literature 'A' series formats these standard sizes logos are recommended.

Please note the minimum recommended size of 33mm wide.



Preferred size on A4 = 60mm
 Preferred size on A5 = 47mm
 Preferred size on A6 = 33mm
 Preferred size on DL = 33mm

For web use the logotype should be a preferred size of 260 pixels wide where possible in order to give a uniformity of presentation.

When altering the size of the logo you must ensure its relative dimensions are maintained.

OUR LOGOTYPE EXAMPLES OF INCORRECT USAGE

If you are in any doubt please seek advice.



Do not change the relative size of elements.



Do not distort.



Do not reposition elements.



Do not change the typeface.



Do not change the colour.



Do not change strength of colour.



Do not use standard logo on dark backgrounds.



Do not use reversed logo on light backgrounds.



Do not place over complicated backgrounds.



Do not infringe protected area.



The sun/horizon devise must always be white.



Rule of thumb: if the sun and horizon have been rendered in black or a dark shade on a lighter background then this is a clear indication that the logotype graphic has been incorrectly manipulated



Do not swap elements between the two formats of the logotype.



Do not box the logo.

OUR LOGOTYPE EXAMPLES OF CORRECT USAGE IN DIFFICULT SITUATIONS

Non-corporate coloured backgrounds

By preference, the logotype should only be placed on a white background or reversed out of the corporate blue. If circumstances dictate that a non-corporate coloured background has to be used, ensure that the appropriate version is used to contrast with its background.

Midtone backgrounds must be avoided.



On most occasions it should be straightforward to decide the most appropriate use of the logotype. Some scenarios are more challenging. For example, if the logotype needs to be put against a strong, vibrant colour then the logotype's colour in the standard version will clash with the background colour. Under these circumstances, the colourless white out will retain its corporate values more effectively and is therefore the correct choice. The scenario below illustrates that a mid-tone or darker background requires the reversed version of the logotype whereas a 30% or less tonal value demands the blue on version for clarity. If in doubt, seek advice (see back cover).



For further information and advice about the STFC's corporate identity please email corporate.identity@stfc.ac.uk or call +44(0)1925 603708

Science and Technology Facilities Council

Polaris House, North Star Avenue, Swindon SN2 1SZ, United Kingdom

T: +44 (0)1793 442 000 F +44 (0)1793 442 002

www.stfc.ac.uk

