

Guidelines for reproducing the British Safety Council Members' Logo

The corporate colours for the British Safety Council Members' Logo are as indicated and must be used only in this way. Specifications allow for the logo to be printed in three ways:

- 1) Mono: Black and White or Pantone Blue 289
- 2) Two colour process: Pantone Red 032 and Pantone Blue 289
- 3) Four colour process: Red: Magenta 91%, Yellow 87% and Blue: Magenta 60%, Cyan 100%, Black 56%

The recommended background on which the logo should be printed is white. However, where this is not possible, the logo should be printed in either black or blue (versions as shown). The red and blue version of the logo should not usually be printed on a coloured background. Deviations from this must be preapproved by British Safety Council.

No other variations of red or blue must be used when reproducing the logo in two or four colour printing.

In order to protect the visual integrity of the logo, it is essential to maintain clear space around the logo. No other elements, including text, graphic devices, photographs, the edge of any page or the gutter in a brochure, should encroach on the logo.

The simple rule of thumb to be observed is that the vertical clearance between any other element should never be less than the height of a shield (shown as Y) and the horizontal clearance never than the equivalent width of a shield (shown as X).

When used as an electronic logo on a website, the Members' Logo must be hyperlinked to www.britishsafetycouncil.org.

If you have any queries regarding these guidelines, please contact the British Safety Council.


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**BRITISH
SAFETY
COUNCIL**

 Pantone Red 032

Magenta 91%
 Yellow 87%

 Pantone Blue 289

Magenta 60%
 Cyan 100%
 Black 56%

