



# Logo guidelines

THE READER

Logo





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## Logo guidelines

### About the logo

The new logo is a development from the previous logo and keeps the same basic principles: The blue representing the Readers' colour. The circle to represent the love of God for the world, which has neither a beginning nor an end. The cross at the centre to represent our Lord Jesus Christ, the Word of God and Saviour of the world.

Available in colour and black & white.

Colour: Use this version for all your work

Black & white: Use this version only when restricted in printing colour

### Colour

The blue used in the logo has the following colour specifications:

CMYK: C90% M60% Y0% K0%

RGB: R20 G104 B179

Web: 1960AB

### Size

The Reader logo has been designed to reproduce at a minimum height of 10mm. On the web the minimum size of the logo is 30 pixels deep. For sizes above 155mm, the designers must be contacted.



Colour



Black & white



10mm



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### Isolation area

The Reader logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using half of the height of the logo which is referred to as  $x$ .

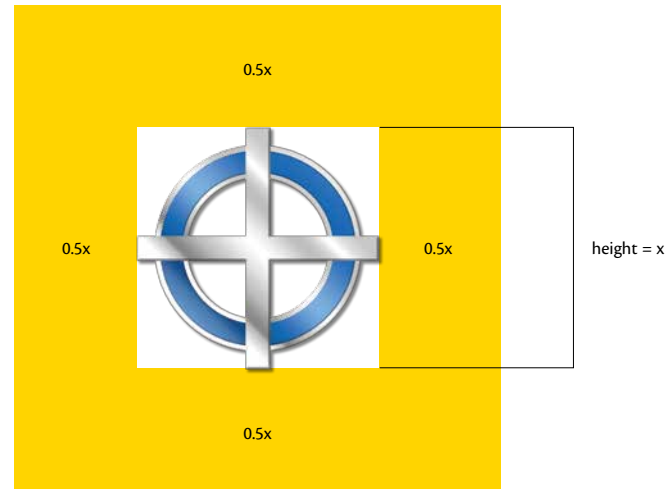
A margin of clear space equivalent to  $0.5x$  is drawn around the logo to create the invisible boundary of the area of isolation.

For example:

Logo height = 10mm

Area of isolation = 5mm around all sides of the logo

This area of isolation is a minimum and should be increased wherever possible.





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### Misuse of the logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.



Do not distort the logo.



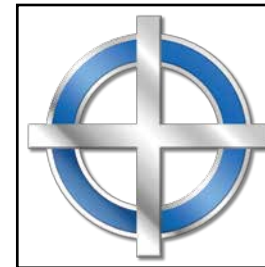
Do not place text on the logo.



Do not change the colour of the logo.



Do not add a shadow to the logo.



Do not place the logo in a frame.



Do not use the logo reversed.



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### Supply

There are different versions and file formats of the logo available. Please contact Wild Associates on 01736 333 449 or email [kw@wildassociates.com](mailto:kw@wildassociates.com).



Colour with shadow



Colour, no shadow



Black & white with shadow



Black & white, no shadow

File formats:  
EPS, JPG, PNG, PSD, TIF