

Guidelines for third party logo use



The following guidelines have been written to help those who need to apply the Octagon's logo to a piece of their own literature or communication.

If you have any queries, please contact the Octagon's Communications Department on 01204 556505.

Preferred logo

Our preferred logo is the red and black version which always appears against a white background.

Do not use this logo when applying against a coloured background - alternative logos are available for use in these circumstances.

Please do not stretch or distort our logo or alter the position of any of the elements. Our logo should always appear as shown opposite.



Logo use against a coloured background

If our logo needs to appear on a coloured background, please use either the white version or the black version provided.

Please ensure there is sufficient contrast between the background colour and the logo.



Size

The smallest size we recommend is 16mm in height. This is to make sure that the word 'Bolton' in our logo is legible when reproduced at a minimum size.



Clear zones

Ideally, we would prefer a clear area (ie an area around the logo which is not encroached by imagery, another logo or text) to be left around our logo which is equivalent to half the height of the 'O'.

