Brand Identity Guidelines
September 2012

ENGLISH**UK**

If you are part of English UK's international family of partners and members and entitled to use one of our logos, the following pages contain a few simple guidelines.

With around 700 organisations now under the English UK umbrella, it's important that everyone uses the logo and branding carefully, so that we all continue to benefit from the message of quality and reassurance that it gives.

ENGLISH**UK**

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ENGLISH**UK**

1. Guidelines for using the English UK logos

1.1   Different versions

There are several different versions of the English UK logo. Each one represents a particular part of the organisation, whether members, subgroups or partner agencies.

The association logo (featured below) represents the overall organisation and so is for use by English UK and external bodies or partners with written permission only, not individual members or partners agencies.

Members, special interest/regional groups and partner agencies each have specially-created versions of the logo.

The same basic guidelines about presentation apply to all the different versions of the English UK logo. You will find these in this section, with information on the different logos and any specific suggestions for use, in section 2.

All but one of the logos uses both the English UK logotype and the flag graphic. The logo must always be used as a single unit, with the logotype and flag appearing as shown. (Special interest group logos are the exception to this rule).

ENGLISH**UK**

1.2   Colour variants

The logo is available in three colour variants, to give maximum impact wherever it appears. These are full colour ①, black ② and white-out ③.

① **ENGLISHUK**

② **ENGLISHUK**

③ **ENGLISHUK**

Which version should we use?

Use the two colour logo wherever possible, especially on a white background. Make sure it is clear and legible, with the different colours equally visible. The white-out logo is best for a coloured background.

1.3   Colour specifications

English UK's colours are red (Pantone 1797), and blue (Pantone Reflex Blue).
For four colour applications, the English UK Red (Pantone 1797) must print the CMYK
equivalent comprised of M:94%, Y:94%, K:6%. The English UK Blue (Pantone Reflex Blue)
must print the CMYK equivalent comprised of C:100%, M:72%, K:6%.

EUK Red
Pantone 1797
M:94%, Y:94%, K:6%

EUK Blue
Pantone Reflex Blue
C:100%, M:72%, K:6%.

1.4   Clearance area

English UK logos must always be completely framed by a blank area so that they do not look crowded or cluttered. This clearance area is the width of the logo's flag device.

1.5   Minimum size

We specify this so that the logo has enough visible impact and readability to do its job. In print, the logo must be no less than 30mm long: the minimum screen size is 155 pixels.
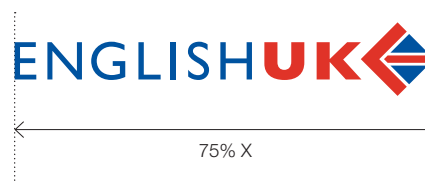

30 mm

Sizes for print

155 pixels

Sizes for screen
(not shown actual size)

1.6   Using an English UK logo with another logo

If you need to use the English UK logo with another one, the English UK logo should be no smaller than 75 per cent of the other one.

X

Your logo

75% X

1.7   Do's and don'ts

The examples below show acceptable and unacceptable use of the logo.

Please remember to use the two-colour logo wherever possible, and ensure there is enough contrast with the background to give maximum standout and legibility.
Below there are examples of acceptable and unacceptable presentation of the logo.

Logo: acceptable usage

1. Preferred logo on a white background

2. Preferred logo on a pale background

3. Preferred logo on a dark background

4. Preferred logo in a single, 2 or 3 colour document when Red (Pantone 1797), and Blue (Pantone Reflex Blue) are not in your palette

5. Preferred logo on a light image

6. Preferred logo on a dark image

Logo: unacceptable usage

7. The logo must not be used on background colours where legibility is compromised

8. The logo must not be distorted in any way

9. The logo must not be used on backgrounds where there is not enough contrast for effective standout

10. The logo must not be accompanied by association phrases such as 'approved by', 'a member of', 'accredited by' etc except where that usage has been approved by English UK and a master artwork provided
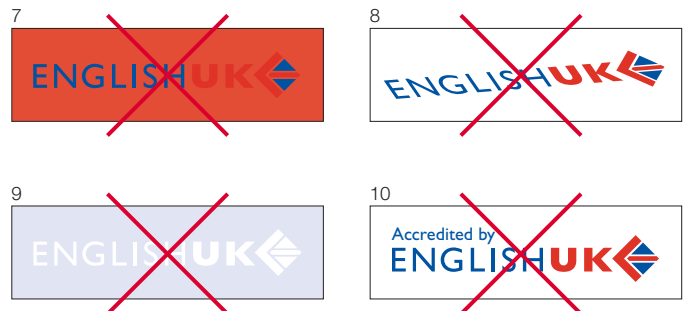
2.   The different English UK logos

2.1   The English UK association logo

This logo represents the organisation as a whole and is intended for use on official documents, websites and publications of English UK.

ENGLISH UK

2.2   English UK member centres

This is the logo for English UK member centres.

ENGLISH UK *member*

2.3   English UK members' regional and national groups

Members of these groups are encouraged to use their specially-created regional/national group logo and may use the group logo with or without the member logo. The logos shown here are the English UK North and English UK Scotland group logos.

ENGLISH UK *north*   **ENGLISH UK** *scotland*

2.4 English UK members' special interest groups

These logos are slightly different to all the rest of those created for English UK as they do not include the flag graphic. Members of special interest groups are encouraged to use their specially created interest group logo as well as the member logo.

Special interest groups also have the option of using an additional tagline, reading "A special interest group of English UK". This tagline is available either in plain text (in Gill Sans) or including a miniature version of the association logo: if the latter is used, this should be at no less than 75 per cent of the size of the special interest group logo.

BUSINESS ENGLISHUK

WORK EXPERIENCEUK
A special interest group of English UK

ENGLISHUK
75% X

2.5 Corporate members

This is the logo for English UK corporate members.

ENGLISHUK
corporate member

2.6 Partner agencies

This is the logo for English UK partner agencies.

ENGLISHUK
partner agency

3. *Typography*

We use three basic fonts to convey English UK's message and branding.

- For printed documents or static electronic media, such as PDFs, we use Helvetica Neue Light. Other Helvetica Neue family members, such as Bold and Heavy, can be used for emphasis and definition, in headlines for example.

- ITC New Baskerville can be used as an alternative for headlines, brochure covers, adverts and posters to provide a contrast with sans serif.

- For email, Word and PowerPoint communications, where electronic text is editable, we prefer Arial or Verdana.

Helvetica Neue

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Helvetica Neue Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrstu
vwxzy1234567890.,;:'"/?!&%

Helvetica Neue Bold Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrst
uvwxzy1234567890.,;:'"/?!&%

Verdana

Verdana Regular
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Verdana Bold
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Verdana Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

ITC New Baskerville

New Baskerville Roman
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

New Baskerville Bold
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

New Baskerville Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrstu
vwxzy1234567890.,;:'"/?!&%

New Baskerville Bold Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrst
uvwxzy1234567890.,;:'"/?!&%

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Arial Bold
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Arial Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

Arial Bold Italic
ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxzy1234567890.,;:'"/?!&%

If you have any questions or queries regarding the correct usage of English UK logos or any aspect of the brand identity contact Annie Wright or Jodie Gray on +44 20 7608 7960 or email marketing@ englishuk.com.

www.englishuk.com
www.englishukfairs.com
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ENGLISHUK