

## A5 leaflet logo guidelines

These Logo strips have been provided for use on A5 leaflets ensuring correct sizing and spacing.

Where there are more than 4 logos required, the logos can be spread across the front and back of the leaflet (see examples opposite). Preference is given to Inspire and NCC on the front cover. If single sided the logos should be arranged in 2 lines and the footer increased in depth.

The depth of the footer is **20mm** or **35mm** if logos are stacked.

Footers containing frequently used logos have been created, with options in colour, white reversed out of black and also black on white.

Additional logo strips can be produced upon request. If adding logos to the reverse or using the stacking option, please refer to the minimum sizes. Logos at the correct size are available in eps and jpeg formats in all colour options.

- Nottinghamshire County Council logo is 40mm wide.
- Inspire logo 35mm wide.
- ESFA 30mm wide.
- The logo strip should always be used from the digital artwork provided, and should never be altered.
- The logo strip should always be on a plain/clear background.
- The colour version of the logo strip on a white background should be used wherever possible for the majority of applications. The black background logo strip should be used if the design of the publicity is improved by doing so.
- Nothing must appear in the background areas of the logo strips which have been produced to include the correct 'exclusion zones around the logo's.
- The black and white versions of the logo strip should only be used where colour is not an option.

Example 1 - single logo strip



Example 2 - stacked logo strip



Example 3 - Double-sided leaflet with LOGOS on both sides

