



# Logo guidelines



# Logo

## The logo

The Access Steel logo consists of three basic elements: the word mark, the Eurocode statement and a set of star symbols. The logotype, 'access steel' appears as a lower-case font in dark blue. The Eurocode statement, 'Eurocodes made easy' sits directly below it, ranged-right and in the same colour. A set of eight yellow stars encircle the above. In print, the relative size and position of these three elements must never vary and they should never be redrawn for any purpose.

## Exclusion zone

Always preserve a clear space around the Access Steel logo. Calculate this minimum exclusion zone (x) by taking 15% of the width and stepping it horizontally and vertically as illustrated.

## Minimum size

The first practical requirement of any logo is that it can be clearly seen. Under no circumstance should the Access Steel logo be reproduced at a size that makes the Eurocode statement impossible to read. The calculated minimum size is 32mm in width.



*The logo*



*Exclusion zone*



*Minimum size*

# Colour

## Full-colour logo

The Access Steel logo in its full-colour comprises of the Access Steel Blue and the Access Steel Yellow. Use this full-colour logo when there is a white or dominantly light colour background.

For use on screen ie. website/intranet site/powerpoint presentations etc. the colours of the logo need to be visually matched as on print.

## Single-colour logo

The Access Steel logo when used as a single-colour comprises of the Access Steel Blue. Use this single-colour logo when there are restrictions in number of colours to print on a white or dominantly light colour background.

## Black/white logo

The Access Steel logo should be printed in black when unable to print in the Access Steel Blue.

When on a dark background, it should be printed reversed out in white.



Full-colour logo



Single-colour logo



Black/white logo



White-out logo on a dark background

In lieu of the Access Steel colours specified throughout these guidelines, you may use the following PANTONE®\* colours, the standards for which are as shown in the current edition of the PANTONE Colour Formula Guide.



PANTONE 295

C100% M57% Y0% K40%



PANTONE 116

C0% M16% Y100% K0%

The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® colour standards.

\*PANTONE® is a trademark of Pantone, Inc.

# Background colours

## White/Light backgrounds

The Access Steel logo should be used in its full-colour version on white or dominantly light coloured backgrounds.

## Colour backgrounds

The Access Steel logo should be used in its full-colour version on bright backgrounds. However when used against a yellow background, the stars need to be made white.

## Dark backgrounds

When used against dark backgrounds, the Access Steel Blue on the logotype and Eurocode statement turns white. The yellow stars remain.



*White/Light backgrounds*



*Colour backgrounds*



*Dark backgrounds*