

Logo guidelines

These guidelines explain how universities and other stakeholders should use The Accommodation Code logo on their own materials.

These guidelines have been produced to provide an overview of the basic design elements and the way in which they can be used for maximum effect.

The logo

The logo has been produced both with and without the strapline. To enable the logotype to work across a large variety of applications, several variations have been created:

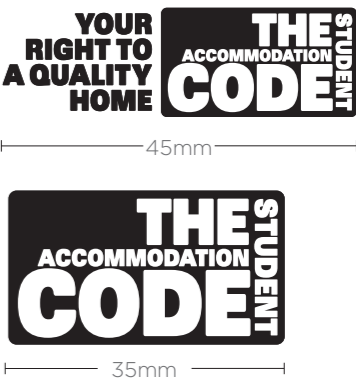
- Full colour positive
- Single colour positive
- Single colour negative

Please note: only use the single colour logotype on a colour background where the background has less than 40% black content.

Logotypes for each of the three variations have been created in spot colour, full colour process and RGB, to allow for use across all media types.

Minimum size

The logotype with the strapline must never be used below the minimum size of 45mm; the logotype without the strapline must never be used below the minimum size of 35mm. Please maintain the logo proportions and ensure legibility is never compromised.



Lock up with the strapline – full colour positive



Lock up without the strapline – full colour positive



Lock up with the strapline – single colour positive



Lock up without the strapline – single colour positive



Lock up with the strapline – single colour with tint positive



Lock up without the strapline – single colour with tint positive



Lock up with the strapline – single colour negative



Lock up without the strapline – single colour negative



Exclusion zone

To ensure the logos are free to breathe, a clear area must be maintained around it at all times. No typography, imagery or other visual information should appear within this zone.

The exclusion zone around the logotype is equal to the cap height of the 'M' in HOME'.



Colours

The logotype colours have been created to work in partnership. There are three colour ways, shown below, and these partnerships should always be adhered to.

Accurate breakdowns of these colours across all applications are shown. It is important to note that this is a guide. Always refer to accurate print guides when proofing colours.

PANTONE 314
C:100 M:0 Y:0 K:30
R:5 G:124 B:176

40% tint of Pantone Process Cyan
C:40 M:0 Y:0 K:0
R:162 G:218 B:244

15% tint of Pantone Process Cyan
C:15 M:0 Y:0 K:0
R:217 G:240 B:250