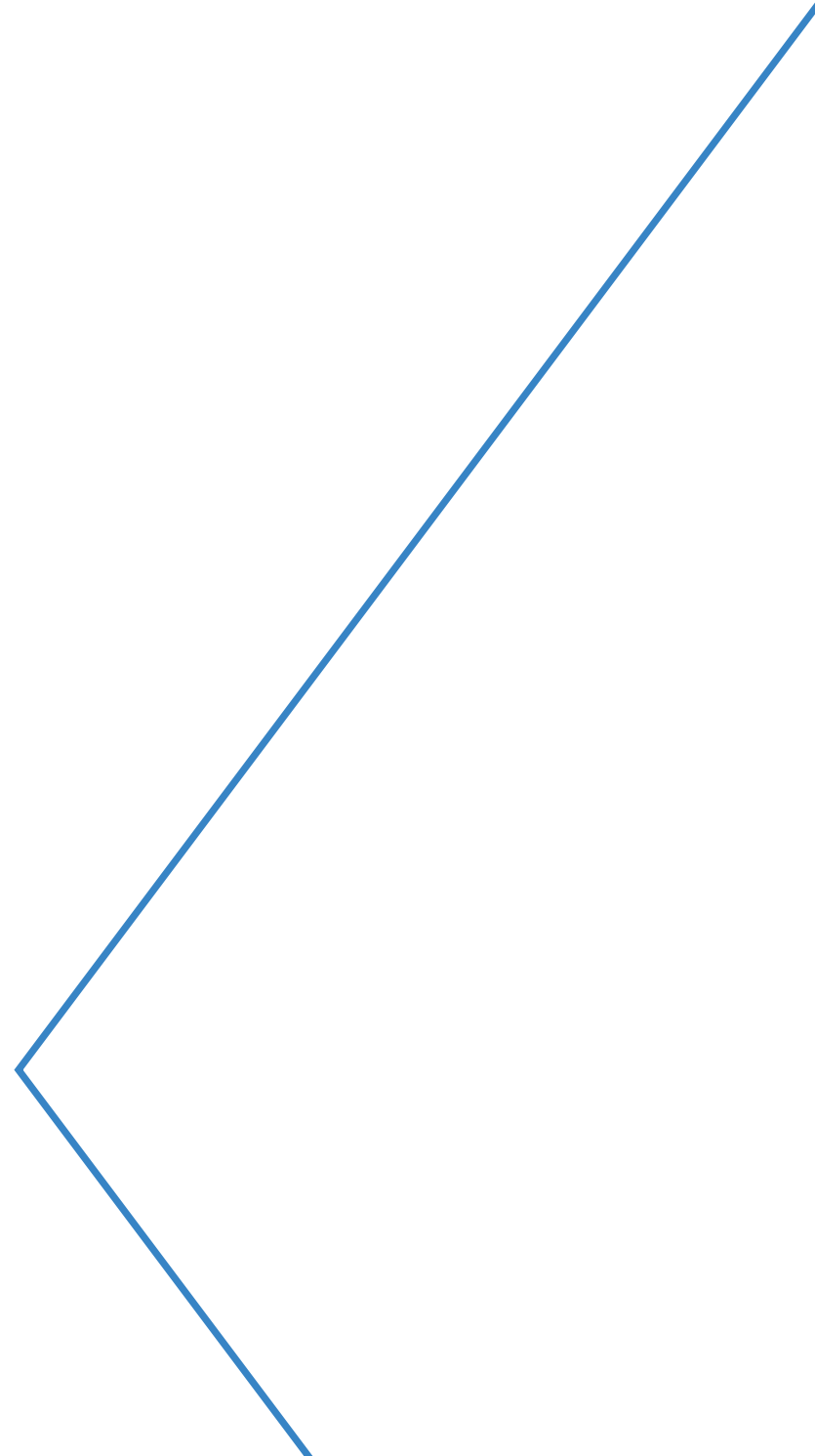




Brand identity guidelines

for members, corporate members,
partner agencies and subgroups

January 2019



Introduction and contents

If you are part of English UK's international family of member centres, official subgroups, partner agencies and corporate members, you are entitled to use a unique English UK logo.

English UK logos is a recognised symbol of quality. By following the simple brand guidelines below, we will all continue to benefit from the message of quality and reassurance that the English UK brand gives.

If you have any questions about using English UK logos, please contact Helen Kind on +44 20 7608 7960 or email helen.kind@englishuk.com.

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The English UK logo and colour specification

English UK members, partner agencies, special interest, regional and national subgroups each have specially-created versions of the logo. These can be found on pages 10-11.

The logo uses our two primary brand colours blue and red. The colours always appear as shown opposite and must not be changed or used in any other format.

Colours must not be changed

Spot colour reference:

English UK Blue – Pantone 2172

English UK Red – Pantone 199

For four colour print applications use:

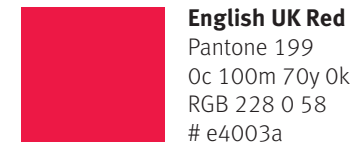
English UK Blue – 85c 45m 0y 0k

English UK Red – 0c 100m 70y 0k

For digital applications use:

English UK Blue – RGB 5 120 190

English UK Red – RGB 228 0 58



Give your logo some space

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 height of the letter 'U' in the logo.



Minimum size

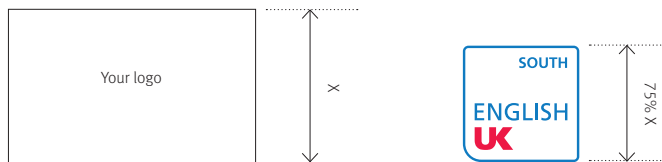
We specify this so that the logo has enough visible impact and readability to do its job. In print, the logo must be no less than 10mm long: the minimum size for digital is 50 pixels.



Minimum size for print

Using the 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% of the other one.



Stay true: use full colour where possible

Our logo is available in three versions to give maximum impact wherever it appears.

Our preferred choice is the full colour version using our two primary colours (Fig. 1). There is also a single colour version (Fig. 2) and a white (reversed out) version (Fig. 3).

Full colour logo on white wherever possible

Wherever possible, use the full colour logo on a white background. Never reproduce the colour logo in any other colour combinations.

There may be times when it isn't possible to use the full colour logo, such as on a coloured background or image. In this case, use the single colour or reversed out version, as appropriate.

The logo can appear on colour, illustration or photographic backgrounds, so long as it is clear and legible. Information on how to use the logo on images and other backgrounds can be found on page 7.

The logo should only be reproduced using the master artworks available from English UK.

Fig. 1



Fig. 2



Fig. 3



Keep it clean: use plain, high contrast backgrounds

Keep the logo clear and legible

You may want to use the logo over a photographic background or coloured image.

You can do this as long as the logo remains clear and legible. Only use the logo on a background image that provides sufficient contrast and has a good even tone.

Fig. 1 shows the white logo on a dark background image.

Fig. 2 shows the black logo on a light background image.

Fig. 1



Fig. 2



No squashing, stretching or embellishing

The English UK logo is the key part of our identity. As such, it's essential that it is used correctly and consistently across all applications so we all benefit from its strength.

Treat your logo well

Please take care to use the logo correctly. A squashed, stretched or barely visible logo does not look professional or trustworthy; you could weaken the English UK visual identity and what it stands for.

- Follow the guidelines on page 8 to ensure the correct version of the logo is used on background colours so that legibility is not compromised (Fig. 1 and 2)
- The logo must not be stretched or distorted in any way (Fig. 3)
- The logo must not be accompanied by 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 (Fig. 4)

Fig. 1



Fig. 2

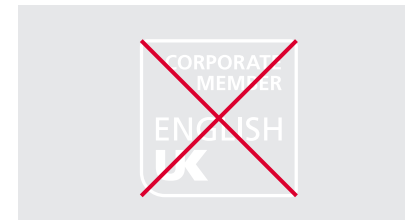


Fig. 3



Fig. 4



The different English UK logos

English UK member centres

This is the logo for English UK member centres.



Corporate members

This is the logo for English UK corporate members.



English UK members' regional and national groups

Members of English UK regional and national 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.



Partner agencies

This is the logo for English UK partner agencies.



The different English UK logos

English UK members' special interest groups

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". The logo with tagline is available as a separate artwork from English UK.



Special interest group tagline (optional)



A SPECIAL INTEREST
GROUP OF ENGLISH
UK

Further information

If you have any questions or queries regarding the content of these guidelines contact Helen Kind at English UK on +44 20 7608 7960 or email helen.kind@englishuk.com.



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