

Logo usage guidelines

Exclusion zone There is a designated area around any of the FSG logos that must not be invaded by other graphics or logos. This area is measured using a distance which is **25%** (one quarter) of the height of the logo.

Exclusion zone



Minimum size The logo size should be reproduced at a **minimum** width of 25mm.

Minimum size



Backgrounds Wherever possible the standard colour logos should be used, preferably on white or pale backgrounds. Avoid backgrounds of varied colours, particularly ones that contain red.



Incorrect use Do not distort logos by stretching them horizontally or vertically. Do not recolour the logos. Do not add any other wording or illustration to the logos. Do not remove any wording or illustration from the logos.



Further information Please contact FSG Marketing Department for further advice and logos in alternative formats. Tel 0844 8000 700, email enquiries@fsguk.com.