

Logo Usage Guidelines

November 2009



UK General Logo

The UK General logo is used across all advertising and communications and is the principal element of our brand.

The logo is made up of the UK General logotype and the cubic element. The cubic element has a fixed relationship with the logotype. The relative size and positioning of the elements must not be altered. The 'Insurance Group' strapline is the primary logo, however usage of the logo without this strapline is permitted for individual business units.

The logo must not be distorted or otherwise modified.

The logo must only ever be reproduced using the original master artwork.

You must only use the logo a maximum of once on each visible face of any piece of artwork.



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Minimum clearance around the logo

There must be a defined space around the logo that is kept completely free so that the logo is clearly visible. No other element may be positioned within this clearance space.

The minimum clearance required for the logo is 40% of the total height of the inner bounding box.

Any graphic element, including type, is allowed to bleed to the edge of the safe zone.



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Colours

The cubic element is made up of a single colour, Pantone 288 C.

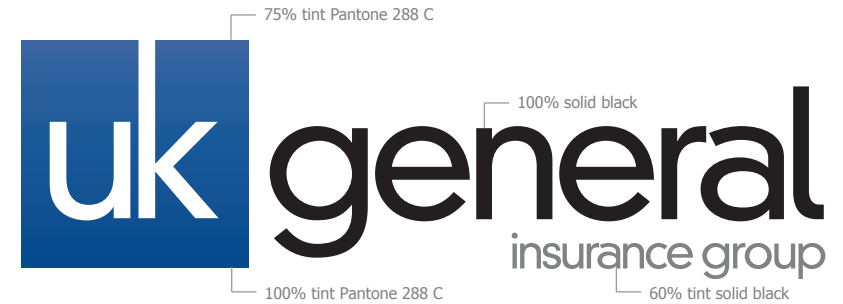
The gradient is made by reducing the tint at the top of the cubic element to 75%.

The strapline is a 60% tint of solid black.

If the logo is to be used in newsprint or other black and white applications, use the black and white versions shown.

CMYK values are as follows:

Cubic element (bottom tint):	C:99% M:67% Y:0% K:23%
Cubic element (top tint):	C:75% M:51% Y:0% K:17%



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Colour Variations

Below are illustrations of the accepted usage for our logo:



Original logo with tint



Solid Pantone 288 C



Solid white logo for black/mono



Solid black logo for white/mono

Further Information

If you have any further queries relating to this logo's usage, or wish to make any specific requests, please contact the marketing department via:

marketing@ukgeneral.co.uk