

# Logo - Guidelines for usage



# Digimap<sup>®</sup>

These guidelines relate to use of the logo both in print and electronically.

Please contact the EDINA helpdesk if your query isn't covered by these guidelines - [edina@ed.ac.uk](mailto:edina@ed.ac.uk) or tel: 0131 650 3302

# Colours used in logo



Digimap Blue

C91 M78 Y37 K25

R44 G62 B98

HTML 2c3e62

# Exclusion zone

The exclusion zone around the identity is based on the size of the icon. This is the minimum distance of clear space allowed around the identity.



# Typography

The Digimap typeface is Calibri.

**AaBbCc0123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Calibri

# Misuse of the logo



1. Do not stretch or condense the logo



2. Do not place text or images within the logo exclusion area



3. Do not rotate the logo



4. Do not use any background colour other than white



5. Do not enclose the logo in a keyline or box



6. Do not create your own logo or recreate the logo with different fonts



7. Do not change the colour of the logo

