Logo - Guidelines for usage

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 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.
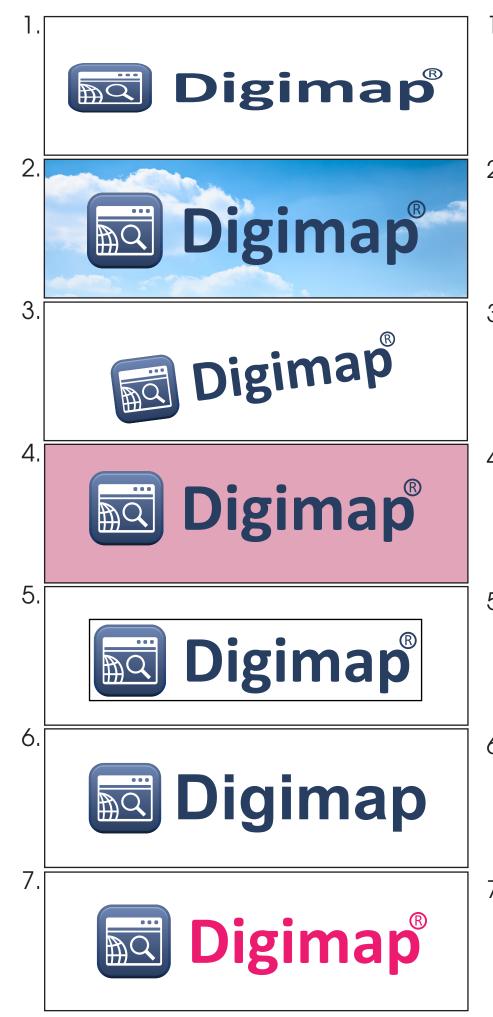
Typography

The Digimap typeface is Calibri.

AaBbCc0123

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxzy
0123456789

Misuse of the logo

1.

   1. Do not stretch or condense the logo

2.

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

3.

   3. Do not rotate the logo

4.

   4. Do not use any background colour other than white

5.

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

6.

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

7.

   7. Do not change the colour of the logo

For web use only

When space is tight, we have a minimum sized logo marque of 42 x 42px (Including padding - See below). Please ensure that you add an alt tag of 'Digimap' to the image.

This logo should be used in conjunction with the words 'Digimap' which can be rendered in any .html font, weight, or size.

See example (using Arial font):

 Digimap