

## 2. Programme logos

### Job Placement Employment and Training

#### Spot colour (Pantone PMS)

The logo has three colours: PMS 240 Magenta and PMS 356 Green for the icon and black for the type.



**The CMYK equivalents are not the same as the Pantone recommended CMYK breakdown. Please use the breakdowns specified below.**

#### CMYK equivalent (Full colour)

Magenta – 20% Cyan 100% Magenta

Green – 100% Cyan 90% Yellow 15% Black

Black – 100% Black

The colour reproduction in this guide is indicative only. Pantone swatches should always be referred to for accurate colour matching.



Colour – Spot



Colour – CMYK



Black – Prints black only, never part colour.

#### Never split tagline



## 2. Programme logos

### Job Placement Employment and Training

#### Reverse logo

The logo will successfully reverse out to white from black and the two other logo colours. The background colour for a reversed form of the logo should always be one of the logo colours. Never reverse out of a colour that is not a logo colour.

#### Mono logo

The logo can be printed black or in either of the logo colours. Do not print in any other colour.

#### Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



White – Reversed out of PMS 240 Magenta



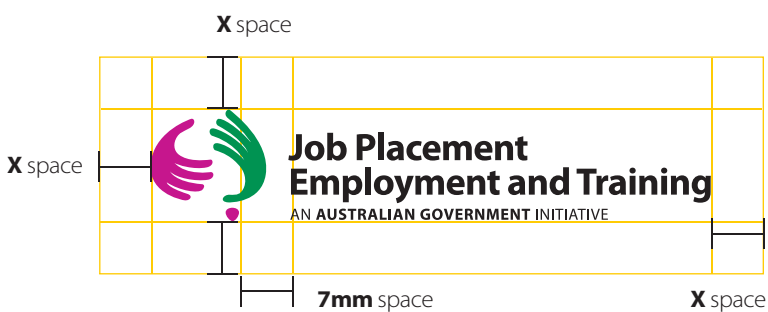
White – Reversed out of PMS 356 Green



White – Reversed out of Black



Minimum width 15mm



Part

1