

# BRITISH SAFETY COUNCIL MEMBERS' LOGO GUIDELINES

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## A STEP-BY-STEP GUIDE FOR USING OUR LOGO

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We will supply you with different variations of the members' logo in a range of file formats. Use the guide below to determine which file type is appropriate for use.

### STEP 1

Determine how the logo will be viewed:

**ON  
SCREEN**

or

**PRINTED**

### STEP 2

What will the logo be used for?

**E-MAIL**

**WEB**

**WORD  
DOCUMENT**

**EVERYTHING  
ELSE**

### STEP 3

Choose the right file type:

**.JPG**

**.JPG**

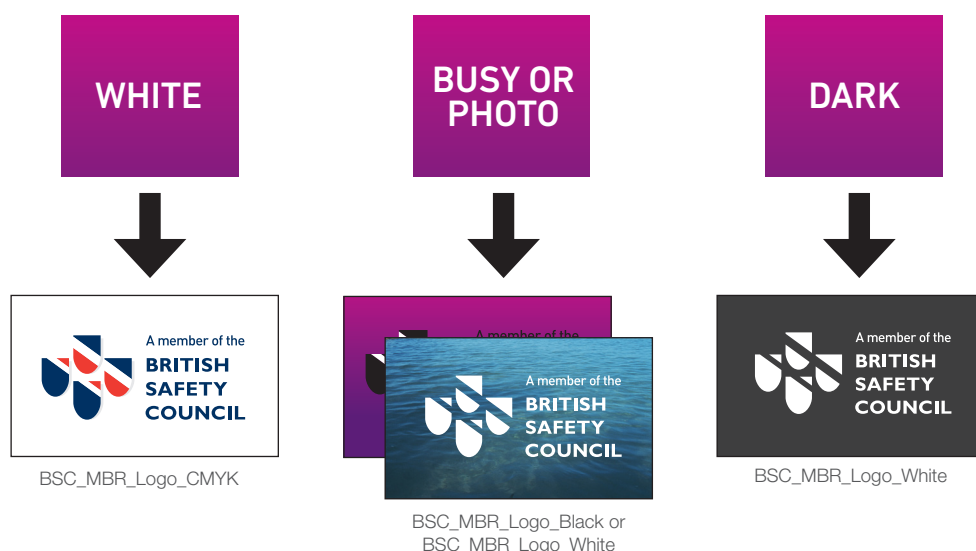
**.PNG**

**.EPS**

If you have any further queries on how to print or display our logo, please contact us.

## STEP 4

What background will the logo be printed on?



## STEP 5

Printing in the right colour

### OUR CORPORATE COLOURS

The corporate colours for the British Safety Council members' logo are as indicated below and must be used only in this way. Specifications allow for the logo to be printed in **four ways**:

#### MONO:

The recommended background on which the logo should be printed is white. However, where this is not possible, the logo should be printed in either black or blue.



#### WHITE:

If the background is too dark to use one of our mono logos, a reversed-out white version is provided.



#### TWO COLOUR SPOT:

The red and blue version of the logo should not usually be printed on a coloured background. Deviations from this must be pre-approved by British Safety Council.



#### FOUR COLOUR PROCESS:

No other variations of red or blue must be used when reproducing the logo in two or four colour printing.



If you have any further queries on how to print or display our logo, please contact us.

TELEPHONE: +44 (0)20 8741 1231 EMAIL: [ASK@BRITSAFE.ORG](mailto:ASK@BRITSAFE.ORG) [WWW.BRITSAFE.ORG](http://WWW.BRITSAFE.ORG)

## STEP 6

Ensuring the logo is the right size and displayed correctly



The simple rule of thumb to be observed is that the vertical clearance between any other element should never be less than the height of a shield and the horizontal clearance never less than the equivalent width of a shield.

The logo should not be displayed any smaller than 12mm (vertical height).

The logo must only be scaled proportionately and not skewed, rotated or edited in any way.

## CLEAR SPACE & MINIMUM SIZE

In order to protect the visual integrity of the logo, it is essential to maintain clear space around the logo. No other elements, including text, graphic devices, photographs, the edge of any page or the gutter in a brochure, should encroach on the the logo.



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## STEP 7

### Compliance with use of the logo

## TERMS OF USE & DISCLAIMER

- The British Safety Council logo may not be reproduced, except in exceptional circumstances with our express written permission. The Council member organisations are provided with a specific members' logo for use on their websites and printed material to demonstrate their commitment to working towards health, safety and environmental best practice. Samples of all items featuring the Council's name and/or logo must be submitted to the Council for approval prior to publication. **Please contact +44 (0) 20 8741 1231 for details.**
- The Council provides information on health, safety, environmental matters and best practice to its member organisations. The Council does not in any way endorse any of its members, their products or their services. Therefore use of the Council members' logo by member organisations to imply endorsement of member organisations products or services, either expressly or by implication is prohibited. The Council reserves the right to withdraw use of the members' logo at its discretion.
- Where members use the Council name or logo in such a way that brings or is likely to bring the Council or its name into disrepute the Council has the right to terminate membership and seek damages. This clause will survive the term of the membership period.
- If permission to use the members' logo is withdrawn as a result of a breach of these terms and conditions, it shall take effect immediately and stocks of materials bearing the Council name and logo shall be forthwith withdrawn from distribution and destroyed at the Member's expense. By agreeing to these terms and conditions the Member acknowledges that this is reasonable in order to safeguard the Rights of the Council. If permission is withdrawn for other reasons, the Council shall give the Member a period of two calendar months' notice. No expenses will be covered by the Council.
- Member organisations are permitted to use the members' logo only whilst their membership remains current and fully paid. Should this cease to be the case, it is the responsibility of the organisation to immediately cease displaying the members' logo at their expense.
- The use of the logo is specific to member sites and where the logo is used on a corporate website, care should be taken to identify only member sites with the members' logo.
- The Council name and logo may be used only in accordance with the Council style sheet (provided with the logo).
- The logo should appear exactly as in the approved code or images provided by the Council. No alterations are permissible.
- The electronic logo should be hyperlinked to **www.britsafe.org** and failure to fulfil this requirement may result in withdrawal of permission to use the logo.

**THE BRITISH SAFETY COUNCIL IS ONE OF THE WORLD'S LEADING HEALTH AND SAFETY ORGANISATIONS.**

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