

THE JACK PETCHEY FOUNDATION

LOGO GUIDELINES



CMYK VALUES

BLUE C=100 M=72 Y=0 K=18

CYAN C=100 M=0 Y=0 K=0

1. The JPF Logo must be used in full colour, on a white background, wherever possible.
2. The JPF Logo must not overlap any other logos, symbols or text and is only to be used on a clean, plain white, background.
3. When used on a colour background (other than white) it is permissible to use the Black OR White EPS version of the logo. It is up to the designer to decide whether the black or white version is to be used, depending on what background colour is chosen.
4. The black and white JPEG version of the logo is ONLY for documents that will be printed in black and white.
5. Where possible, we request that our web address; www.jackpetcheyfoundation.org.uk is used in close proximity to the logo.
6. When using the logo, the minimum size is 19mm in diameter (from top of BLUE text to bottom of CYAN text).

For any queries or special permissions please contact **Rob Treloar**,
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