

**MAKE
YOUR
MARK**

Partner logo guidelines

2018



**West Midlands
Growth Company**

Mark

West Midlands Growth Company



What Not to Do

Do not distort the mark. Do not rotate the mark. Do not change the typeface. Do not use the mark without the hexagon. Do not colour the mark in a shade that does not stand out against the background colour.

Logo Variants

When there isn't enough space for the primary lock up of the mark to be used, use the landscape version.



Minimum Size

As a rule the mark should not be smaller than 35mm when used in print and 200px for web use. When used on an email signature, the ratio between your owned logo and WMGC partner logo should be 2:1.



35mm
200px

