

## **Tools for Self Reliance**

# **Guidelines on how to use our logo**

The Tools for Self Reliance logo consists of two parts. The main logo which incorporates the strapline 'practical help for practical people' and the 25-year badge. They will normally be supplied as gif or jpeg files.

### **Sizes**

The size of the logo will depend on where it is used. The recommended widths for the main logo are given overleaf.

There should be a clear space of 5 mm all around the logo. The logo cannot be stretched or otherwise altered in any way.

### **Colours**

The logo can be black or white (reversed out) depending on the background colour. The 'Tools' part of the main logo can in some circumstances be a different colour but please check with Netley Marsh first. No other colour variations should be used.

*Tools*

**FOR SELF  
RELIANCE**  
practical help for  
practical people

38 mm

e.g. business cards

*Tools*

**FOR SELF  
RELIANCE**  
practical help for  
practical people

50 mm

e.g. leaflets, reports

*Tools*

**FOR SELF  
RELIANCE**  
practical help for  
practical people

68 mm

e.g. letterheads

*Tools*

**FOR SELF  
RELIANCE**  
practical help for  
practical people

105 mm

e.g. Annual Review, posters

The sizes for the 25-year badge are as below.

25 years  
**TFSR**  
1980-2005

5 mm

e.g. business cards

25 years  
**TFSR**  
1980-2005

11 mm

e.g. leaflets

25 years  
**TFSR**  
1980-2005

17 mm

e.g. annual review, letterheads  
and low resolution printing