

How to use the logo



Use of the Swallowing Awareness Day logo

These guidelines have been produced to ensure that the logo is used correctly and the guidelines are applied consistently. When working with the logo you should only use original digital graphic files, eps or jpg and ensure you do not alter the logo in any way. Please do not redraw the logo or attempt to re-create it yourself.

Format	The logo can be made available in different formats e.g. .eps, .png to meet all your printing requirements.
Examples of how to use the logo	The logo has been designed for you to use in a variety of ways: <ul style="list-style-type: none"> • On letterheads publicising the day • On stand materials • On badges • On a sash • As a screen saver • On T-shirts • On social media promoting the day
Colours	<ul style="list-style-type: none"> • The colours of the logo are as shown and for use on lighter backgrounds to ensure legibility • The logo can be produced in black when printing is in mono or greyscale
Space around the logo	We ask, when placing it, please make sure to allow some space around it. We call this clearspace and it should be at least 1 x width of the outer circle of words.
Use of another logo by the Swallowing Awareness logo	If being used with another logo, both logos should be sized to ensure they are visually equal with clearspace separating both logos.
Using a visual as a background	If used on a visual background the logo must be clearly legible and not masked by the visual

A few 'do not's'

The logo should never appear distorted and should be used consistently when applied to both print and screen. There are some simple rules to be followed to maintain consistency:

Please do not:

- slant the logo
- place on a background colour where the logo cannot be read e.g. a busy photographic background
- reduce in size so that it becomes illegible and loses impact

- stretch or distort it
- use alternative colours or use the colour in a gradient way
- apply any effects to the logo
- print in mono when colour can be used
- outline the logo
- move any of the elements of the logo
- delete or add any words to the logo
- use an alternative typeface
- insert the logo into another shape

Important information

The use of this logo does not imply RCSLT endorsement of any products or services offered by that member. It is the member's responsibility to make this clear to any third party with whom they may have dealings. Whilst it would be impractical to insist on a disclaimer notice to appear on a business card or letter-head, the following disclaimer should be written into any business proposal or larger advertisement. "The appearance of the Swallowing Awareness Day logo in this document is for promotional purposes only and does not constitute RCSLT endorsement of the product of services being offered"

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