

Our logotype is made up of two components: our name and our shield.

#### Our name

The Competition Commission name is based on a traditional serif font. It has been redrawn for the Competition Commission and no attempt should be made to reconstruct it using another font. Use only files supplied by the Competition Commission.

The letterforms have been spaced carefully to achieve an equal measure for the words Competition and Commission.

# COMPETITION COMMISSION

#### Our shield

The Competition Commission shield symbolises the organisation's heritage and values. It is a modern, bold and balanced design communicating authority, independence, professionalism and respect.



Our name and shield have been crafted carefully and developed digitally to communicate the values and principles of the Competition Commission. The design of the name and shield allow them to be recognisable instantly and read easily in many different environments or on any surface.

Any distortion or mis-representation of the name undermines our values. Therefore, the following treatments are not permitted:

- \_drop shadows
- \_gradations
- \_haloes
- \_textures
- \_stretching.

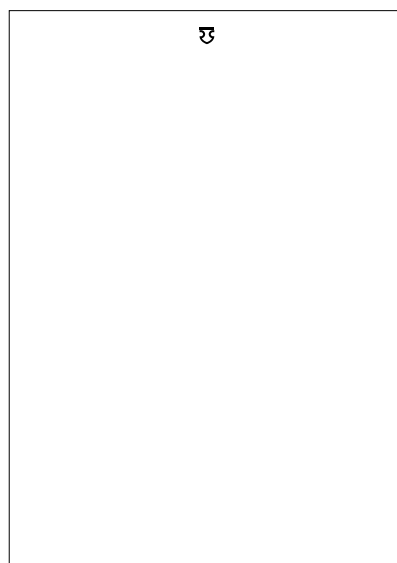
The Competition Commission logotype is made up of our name and shield. Together they re-enforce our values.



The Competition Commission uses two different logotypes. They are defined as our centred logotype and our flexible logotype.

#### Centred logotype

The Competition Commission centred logotype appears on all stationery. It must appear at all times at the head of the page. Examples of these are given on pages xx. No elements can be placed above the centred logotype.

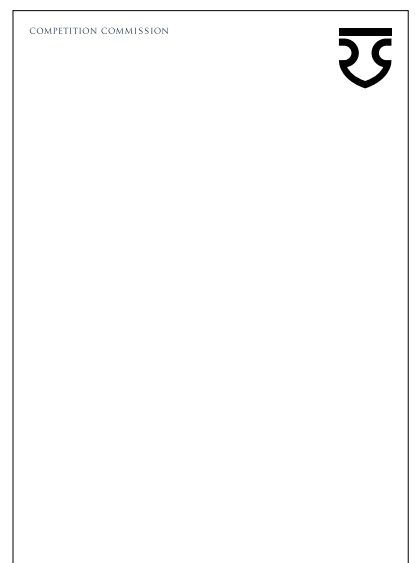


Centred logotype

#### Flexible logotype

The Competition Commission flexible logotype has been designed for application on items other than stationery. Examples of these are given on pages xx.

The construction of the flexible logotype must always appear in the order given below. The shield must always appear to the right of the name. Follow examples on page xx for guidance on application.

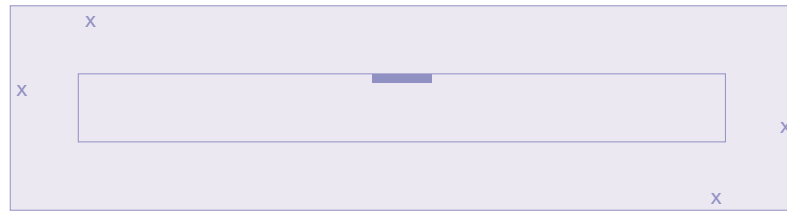


Flexible logotype

**Exclusion zone**

To ensure our identity has clarity and impact an exclusion zone, has been defined around the outside of our logo. Nothing should be in this zone including text, pictures or graphics.

This exclusion zone (x) is proportional and is defined by the height of the shield in the centred logotype.



**Logotype sizes**

Our logo should be used the same size on different formats for all our communications. Wherever possible ensure the logotype is used at these sizes on publications and communications.



A5 and DL size



A4 size



Minimum size



A3 size

**Exclusion zone**

The exclusion zone around the name and shield is defined by x. The measurement x is defined by the top third of the shield, as shown in the example below. Follow examples on this page when applying the exclusion zone to the flexible logotype.



Individual exclusion zones

**Flexible logotype sizes**

The flexible logotype should be used the same size on different formats for all communications. Wherever possible ensure the logotype is used at these sizes on all communications.

Avoid using the name or shield smaller than the minimum size.



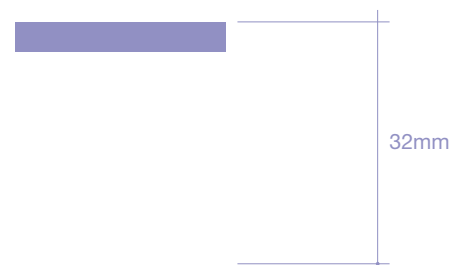
Name and shield minimum size



A5 and DL size



A4 size



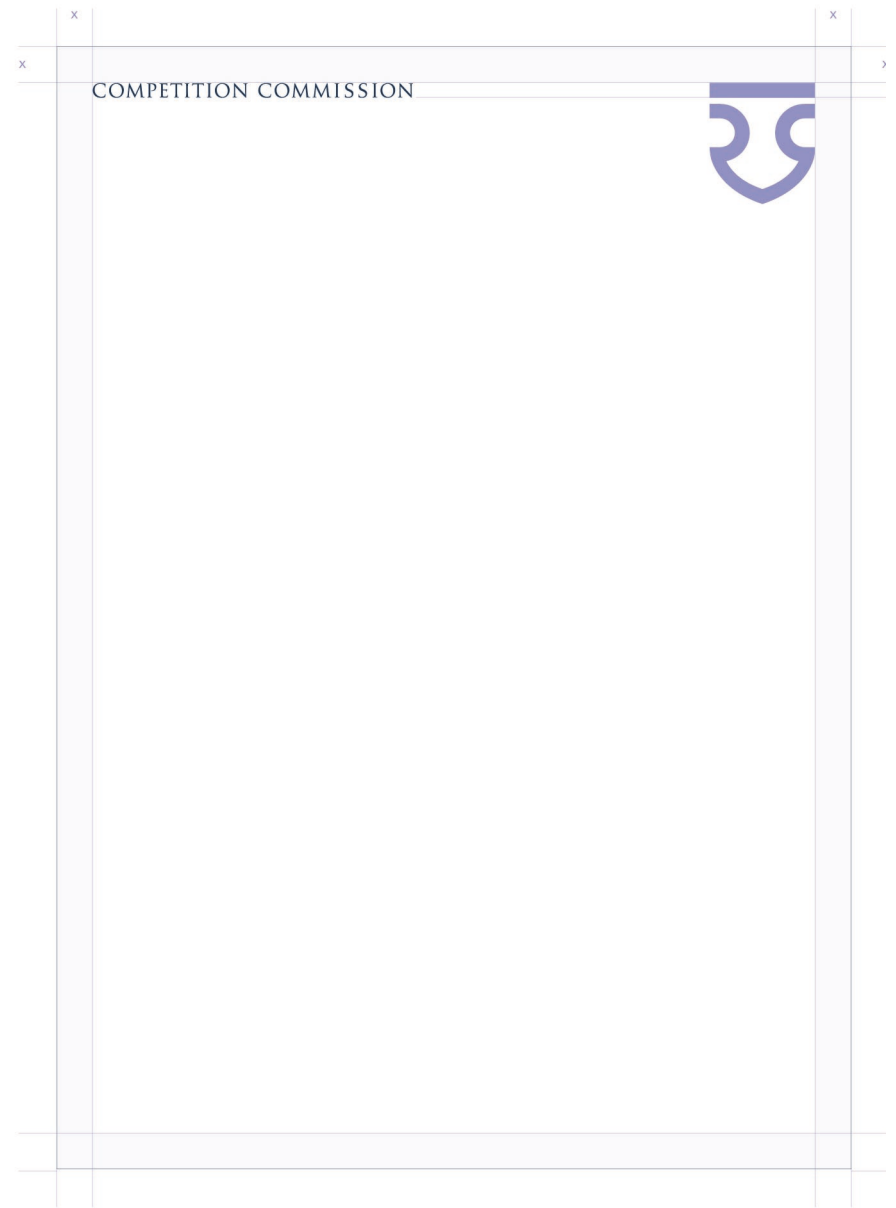
**Application**

When applying the flexible logotype the shield must always sit to the right of the name. The shield must always sit in the top right hand corner of all formats. The distance from the top and right hand edge of the format it is applied to is defined by its exclusion zone

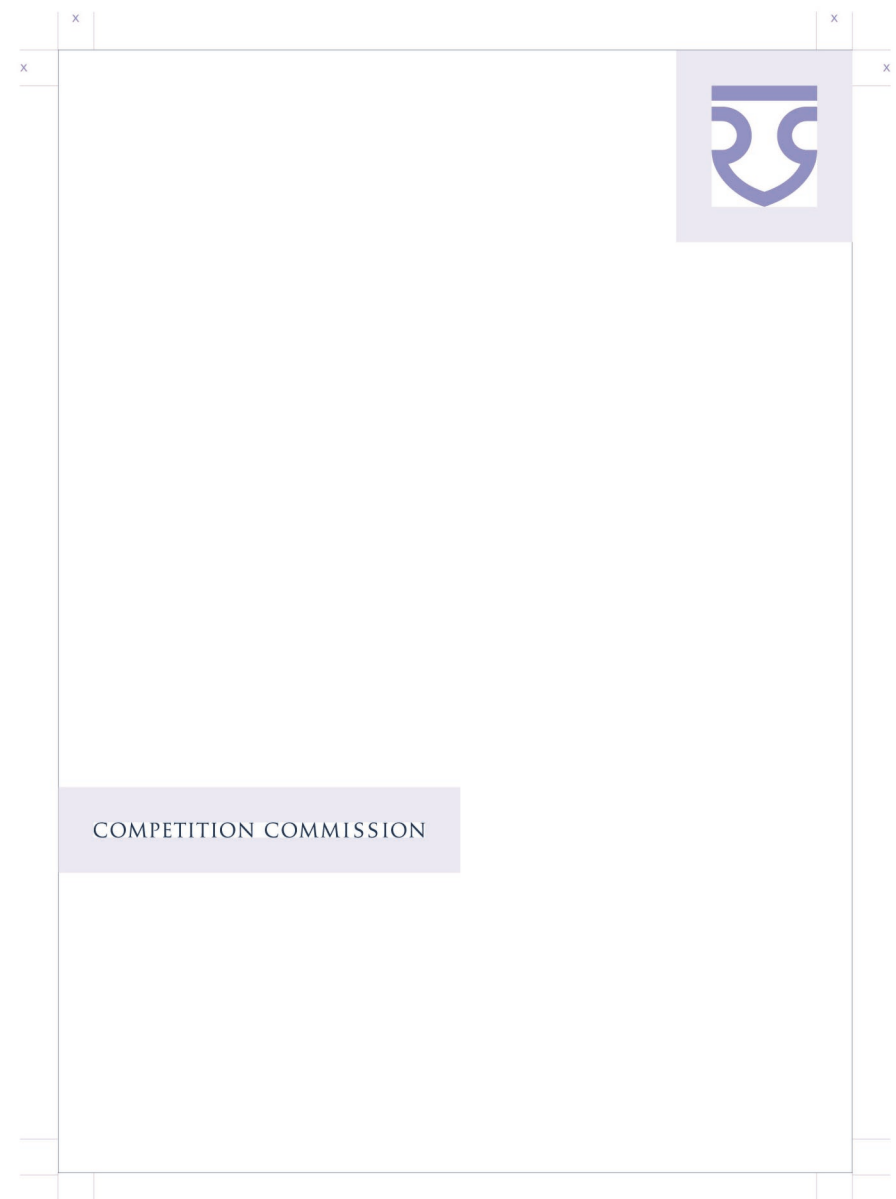
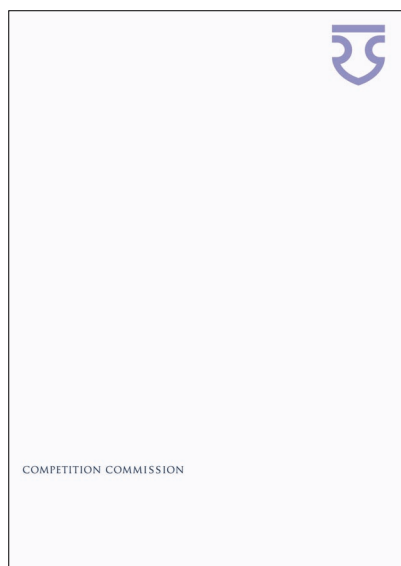
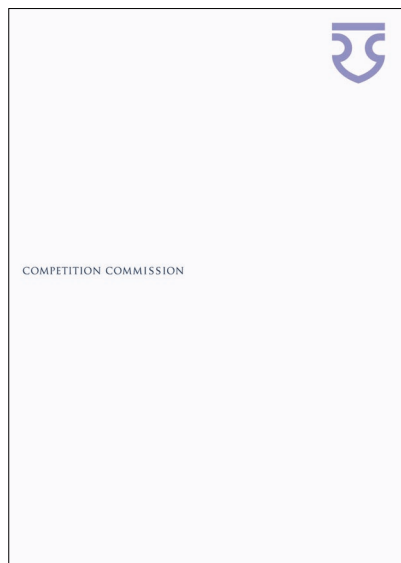
The name must always align left on all formats. The distance from the left hand edge of the format it is applied to is defined by its exclusion zone.

The name does not have to align with the top bar of the shield. It is flexible and can sit anywhere along the left vertical edge of any format.

Use the examples given below as a guide to applying the flexible logotype.



A4 cover example showing flexible logotype relationship



A4 cover example showing individual exclusion zones around flexible logotype

Using our logotype in colour

Our logotype should be reproduced in our metallic blue and our dark blue. The order in which they should appear is:

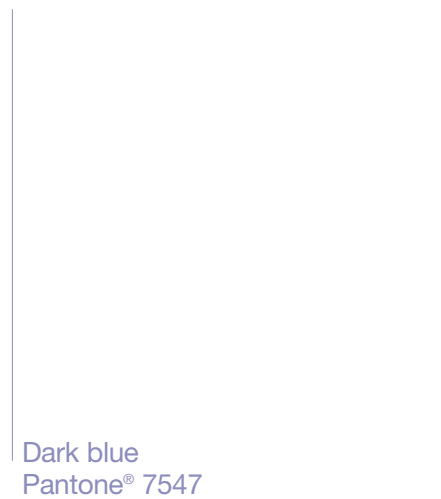
- Name: Dark blue  
Pantone 7547
- Shield: Metallic blue  
Pantone 8183

In instances where only one colour is available, the logotype can be reproduced in Pantone 7547 (dark blue) or black.

Wherever possible use a white background for our coloured logotype. Or use one of our colours as the background and use a reversed out version of the logotype, as the examples below.

The logotypes should not be placed on or reversed out of photography or illustration.

COMPETITION  COMMISSION



Dark blue  
Pantone® 7547



Metallic blue  
Pantone® 8183

