

**branding guidelines** 3rd Party

**logotype**

# branding guidelines 3rd Party

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## branding guidelines 3rd Party

## introduction

**The purpose of these guidelines is to ensure that whenever or wherever the brand appears, be it a printed or online publication it is re-produced consistently.**

Miss-use of any brand can significantly damage it's reputation, hence the

importance of promoting a consistent high quality brand at all times.

The brand reflects who we are, the services we provide and the standards we set. As the brand may be used in conjunction with one or more other

brands it is imperative that we are seen to be promoting a dynamic and committed presence to existing and potential customers. Hence having a consistant brand.

## branding guidelines 3rd Party

## master logo A

**Our logotype reflects who we are, the products we provide and the standards we aim to maintain.**

**This is the Master logo A.** The logo should appear exactly as illustrated here. No other colour variations may be used.

There is no maximum size restriction but it must never be reproduced smaller than shown below.

Below is the **exclusion area** for the logo. The exclusion area is based on the 'e' element of the logo. This is the minimum exclusion area wherever possible the surrounding area should be increased.



## branding guidelines 3rd Party

## master logo B

**Our logotype reflects who we are, the products we provide and the standards we aim to maintain.**

**This is the Master logo B.** This logo is MONO. No other colour variations may be used.

There is no maximum size restriction but it must never be reproduced smaller than shown below.

Below is the **exclusion area** for logo B. The exclusion area is based on the 'e' element of the logo. This is the minimum exclusion area wherever possible the surrounding area should be increased.



50mm



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## logo 'misuse'

Below are examples of how the logo **MUST NEVER** be reproduced.

**NEVER** - compressed nor expanded, irrespective of space available.

**NEVER** - on any background other than white.

AT ALL TIMES ENSURE THAT THE LOGO IS **ONLY** REPRODUCED ON A WHITE BACKGROUND.



**NEVER** - compressed nor expanded



**NEVER** - on any background other than white



## branding guidelines 3rd Party

## access to logo

**The 'Merlin Standard' logo is a registered trademark.**

Only those who have achieved Merlin Standard accreditation are approved to use the logo and Merlin Standard name. You should only use the logo and the Merlin Standard name on materials and

communications relating to the specific programme or service for which accreditation has been awarded. You must always use the artwork supplied and never alter, separate or redraw the logo in any way.

**To access the logo or for any other information regarding the brand contact the Assessment Services Ltd Marketing Team:**

**Tel:** 020 3880 5059

**Email:** [merlin@assessmentservices.com](mailto:merlin@assessmentservices.com)

