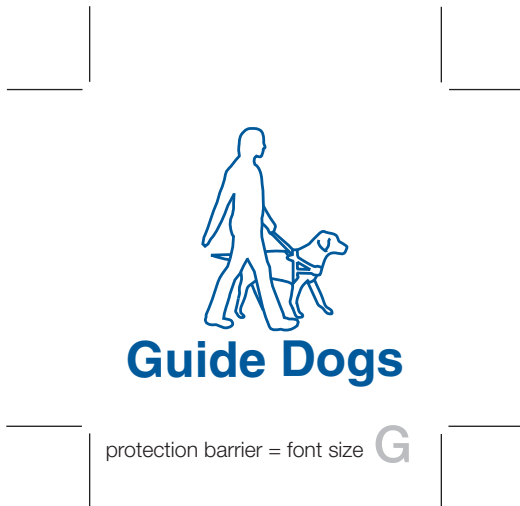




## Logo - How to use it



The Guide Dogs logo should only ever appear as shown (left). To prevent interference from images and type the logo has a protected space surrounding it. This space is determined by the Cap Height of the 'G'.

Preferably the logo should be positioned at the top or bottom right of the page.



Both the yellow and white logos must always sit on a dark/contrasting background.



The black logo is used on white backgrounds.



The horizontal logo is specifically for banners where this landscape format is required.



## Logo - How **NOT** to use it **X**

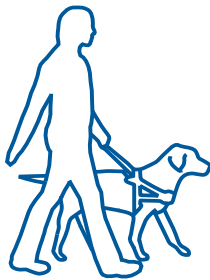


The logo must never be seen with a solid box behind it.



Guide Dogs' brand must be preserved by ensuring that the logo appears in the corporate yellow or blue, white or black.

Under no circumstances should the logo be changed to any other colour.



The icon and the words 'Guide Dogs' must not be separated or re-arranged. The relationship of these elements are fixed.



The icon must not be filled with a solid colour and should remain as an outline.

Contrast between the logo and background must be clear to ensure impact and legibility.



Avoid positioning the logo over imagery particularly if contrast and definition is poor.