

## Dark Sky Discovery Site Logo Guidelines

### Logo uses

It is essential that the Dark Sky Discovery Site logo is applied in a consistent manner. Variations and mistakes, however small, will collectively erode the overall integrity and reduce the impact of the identity.

### Protected area

The logo must be positioned in its own clear space, standing apart from other images and text. It must be surrounded by a minimum clear zone as shown. The clear zone helps protect the status of the logo and ensures it is always displayed to best effect.

The protected area around the logo is defined by the height of the “Dark Sky” text.



### Logo positioning

The logo can be used in horizontal and vertical orientation.

### Sizing guidelines

To establish a consistent look across the common publication/communications ‘A’ series formats these standard sizes logos are recommended:

Preferred size on A4	= 38mm
Preferred size on A5	= 26.5mm
Preferred size on A6	= 19mm
DL (horizontal)	= 38mm
DL (vertical)	= 26.5mm
Minimum size	= 19mm

For web use the logo diameter should be 125 pixels wide where possible in order to give a uniformity of presentation.

N.B. When altering the size of the logo, please ensure that its relative dimensions are maintained.

## Best practice use of the logos:

- Ensure there is a strong contrast between the logo used and the background
- Maintain the relative dimensions of the component parts when resizing
- If you are in any doubt regarding the correct usage of the logos, or need guidance for use in a difficult situation, please seek advice from us.

## How not to use the logos



Do not change the relative size of the component parts



Do not place on over complicated backgrounds



Do not distort the logos



Do not infringe the protected area



Do not reposition elements



Do not mix and match elements of the logo



Do not change the text typeface



Do not use the logo at an angle



Do not change the colour or alter the strength of the colour



Do not place the logo in a "box" or shape as a floating element on the page

**For more information and advice please contact us:**

Use of Dark Sky identity:

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