

Logos

Here are some examples of how the logo should not be used.

The main NN logo has been used to demonstrate incorrect usage. This rule applies to **ALL** NN logos.

Minimum Size

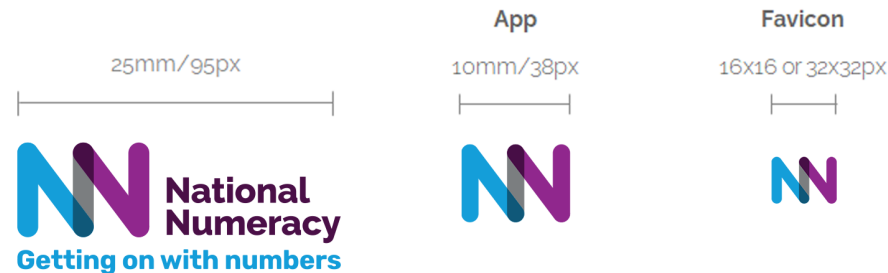
The minimum size the National Numeracy logo can go to is 25mm or 95 pixels. The NN icon as a stand alone icon can be reduced to 10mm (For example an app).

Do's and Don'ts

Please always use the logo on a white background at the correct proportions, in full colour with the clear space observed. Please do not use the logo on coloured backgrounds or white-out. Never stretch, compress or attempt to re-draw the logo. The full colour logo should be used in all primary instances on a white background (e.g. brochure front cover or web home page) but further down the communication piece, this reversed-out version can be used.

Download the logos from **here**

1.3 Minimum Size



Incorrect use



Logo placement on clear white background



DO NOT place logo onto a coloured



DO NOT add any effects, for example



Keep the proportions locked – **DO NOT** distort, skew, stretch or squash



DO NOT rotate or angle the logo



DO NOT place the logo onto photography or imagery



DO NOT alter any elements of the NN logo lock-up, ie. change any sizing of the NN icon, tagline or strapline.



DO NOT change any colours within the logo



DO NOT crop the logo in any way