

Logos

Minimum Size

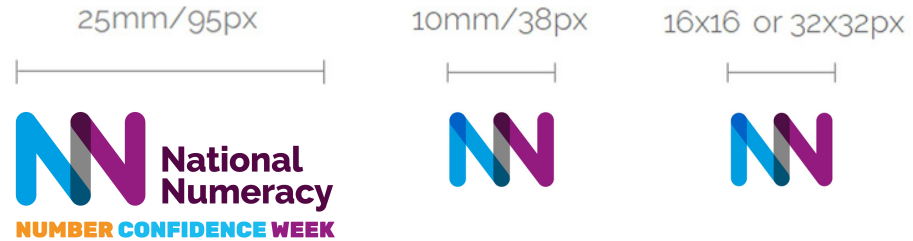
The minimum size the National Numeracy Day logo can go to is 25mm or 95 pixels. The NN icon as a stand alone icon can be reduced to 10mm (For example an app).

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

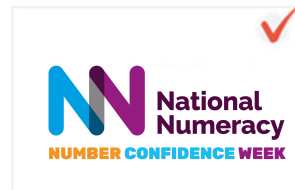
Do's and Don'ts

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).

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



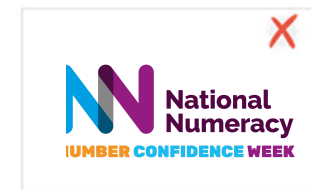
DO NOT place the logo onto photography or imagery



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