

This guide has been produced to help you make the most effective and accurate use of the Domesday Logo across all promotional environments. The Logo should be used wherever possible to reinforce the historic value of your town, region or visitor attraction. The Logo is a free endorsement from The National Archives, the home of Domesday

## 1 Full colour logo



## 2 Colours for print



For red use PANTONE®485 M 97% Y 100% CC3333

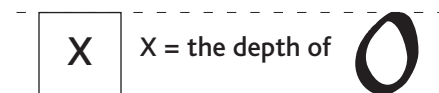


For black use PANTONE® Process Black K 100% 333333



White FFFFFFF

## 3 Clear space



## 4 Minimum size



## 5 Logo on a black background



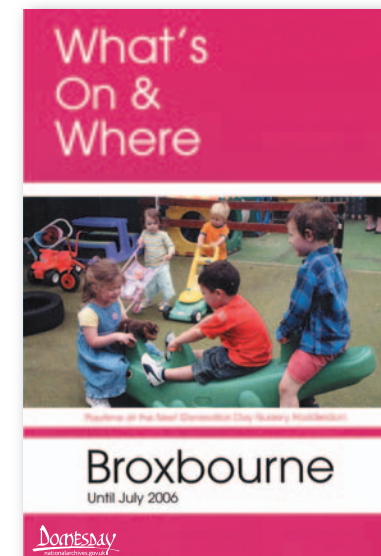
## 6 Black logo on white background



**7** White logo on coloured background



**8** Correct usage of the logo



**9** Incorrect usage of the logo



The logo should never be reproduced at an angle.



Do not alter the proportions of the logo



Never reproduce it in any other colour



Never use backgrounds that confuse legibility