



Logo Usage Guidelines

A Guide for Using SMS Member Logos

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Introduction

The Safe Move Scheme does not permit the use of their full logo unless specified. These member logos have been developed for use by member Firms to inform their clients and customers of their membership of the Safe Move Scheme, without utilising the full Safe Move Scheme logo.



Full Logo

The Safe Move Scheme full logo as appears on all official material



Member Logo

For Conveyancing Firms that have been approved by the Safe Move Scheme

All Safe Move Scheme logos remain the property of the Safe Move Scheme and usage is discretionary. We reserve the right, at any time, to withdraw the use of them.

Usage & Restrictions

Accepted Digital Usage:

Company website / blog - The logo can be placed on your company website, email, electronic signatures and electronic stationery

Digital display advertising - The logo can be used in digital display campaigns

IMPORTANT – All digital logos must be hyperlinked to www.safemovescheme.co.uk



Accepted Printed Usage:

Company printed stationery – Letterheads and brochures

Company promotional material – Exhibition stands, banners, printed event marketing



Prohibited Usage:

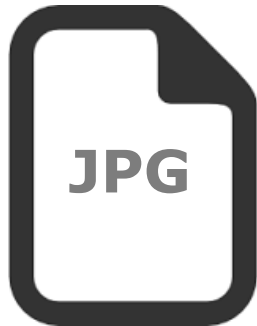


On permanent material – Signage and promotional products (Mouse Mats / Coasters etc.)

Unregistered or expired Firms – Use of the logo by unregistered Firms or Firms whose membership has expired is strictly prohibited

Available File Formats

We have provided a variety of file formats to provide the marketing team greater flexibility and choice for their preferred working format. Here's an explanation of the file formats and their potential uses.



A JPG is probably the most widely known & used format. The JPG file can be used when placing the mark onto a white background.

Ideal for:

Internal use for Word docs, email campaigns / signatures etc.



The PNG file has been saved with a transparent background, this allows the brand to be placed on higher contrasting or patterned backgrounds.

Ideal for:

Internal use for Word docs, email campaigns / signatures etc.

Available File Formats (cont.)



An EPS file maybe a preferred option due to its scalability. Your digital or marketing team can apply this without loss of quality.

Ideal for:

External use for placing on company website, email or digital display campaigns.



A PDF maybe used by your digital or marketing team.

Ideal for:

External use for placing on company website, email or digital display campaigns.



An SVG file is usually used by your digital team.

Ideal for:

The company website.

Application & Selecting a Background

We've tried to make the application approach as simple as possible; providing a single coloured mark that can be used on any background colour. On solid white background If placing onto a white background, you have the choice of utilising any file format including JPG, as the white border will be included as part of the white background automatically generated when creating the JPG file. On coloured, contrasting, patterned backgrounds or photographs. The file formats without a background colour (EPS / PNG / PDF / SVG). Should always be used on contrasting backgrounds even on low opacity colours.

On a white background



On low opacity backgrounds



On high contrasting backgrounds



On patterned backgrounds



Placed over a photo



Staging & Clearance

Clearance - A clearance zone should always be included around the signature.

The clearance zone should be half of X or at least 20 pixels - this should be chosen accordingly dependent on software used or application.



Sizing - For legibility none of the marks should be applied smaller than 90 pixels wide x 50 pixels high. For use in software such as Word, try to avoid applying the logo any smaller than 10mm high (ensuring the logo is proportionally scaled.)



Co-branding - When placing the logo alongside other accreditation or brandmarks, always ensure that the mark is placed in suitable ratio with adequate clear space separation.



Avoiding Common Mistakes

Always try to scale proportionally, the Logo should never appear stretched or distorted.



Only use the logo provided to your Firm. Never use the main Safe Move Scheme logo unless otherwise instructed.

Always ensure there is adequate clear space around the signature, avoiding over-crowding.



Need further assistance? If your marketing or digital team have application questions or would like further help, please contact enquiries@safemovescheme.co.uk