GUIDELINES FOR WELLCOME TRUST LOGOTYPE:

Colour variants:

2-colour – PMS 2755 and PMS 272
to be used when printing on a clear, white background ONLY
(can also be printed out of CMYK, 2755 – 90/94/0/24, 272 – 60/54/0/0)

1-colour – PMS 2755
to be used when printing on a clear, white background ONLY for single-colour applications

Black or reversed white-out
to be used in ALL other cases where printing onto a coloured background or [background] image,
sufficient contrast MUST be allowed to ensure clarity of logo when printed.

Position and size:

The logo should ALWAYS appear either top-right or bottom-right on a page, sized and positioned as
detailed below:

A6	(width) 35 mm	position from edge of page	6 mm (t/b) and 18mm (s)
DL (w 99 mm)	50 mm	(top/bottom and side)	9 mm (t/b) and 13.5mm (s)
A5	60 mm		11 mm (t/b) and 16.5mm (s)
A4	70 mm		12 mm (t/b) and 18mm (s)
A3	90 mm		16 mm (t/b) and 24mm (s)
O/size	scale to fit		

Where our logo appears with other partnership logos, it is preferred that it is positioned to the [far] right
with partnership logos ranged to the left of it. In these circumstances our logo should be sized
appropriately to balance with the partnership logos and give equal prominence to all.

Minimum size:

The minimum allowable size [width] is 30 mm.

Exclusion zone:

The minimum amount of clear space required around the [whole] logo is equal to the height/width of
the 'w' in Wellcome (when placed on the extreme edges of the logotype letters).