



Morecambe Bay Curriculum

Logo guidelines (condensed)

The logo

Full colour logo

The Morecambe Bay Curriculum logo should never be re-created. The logo should only ever be reproduced using digital master artwork. There are multiple versions of the logo for various applications, including full colour, reversed mono and horizontal for digital use.



Reversed mono logo

On dark colour backgrounds please use the official reversed mono version of the logo. The logo should only ever appear in the colour white. Never attempt to re-create the logo, always use the master artwork.



Horizontal logo

For digital applications such as websites, where the primary logo is too small, a horizontal version of the logo should be used.



Minimum size

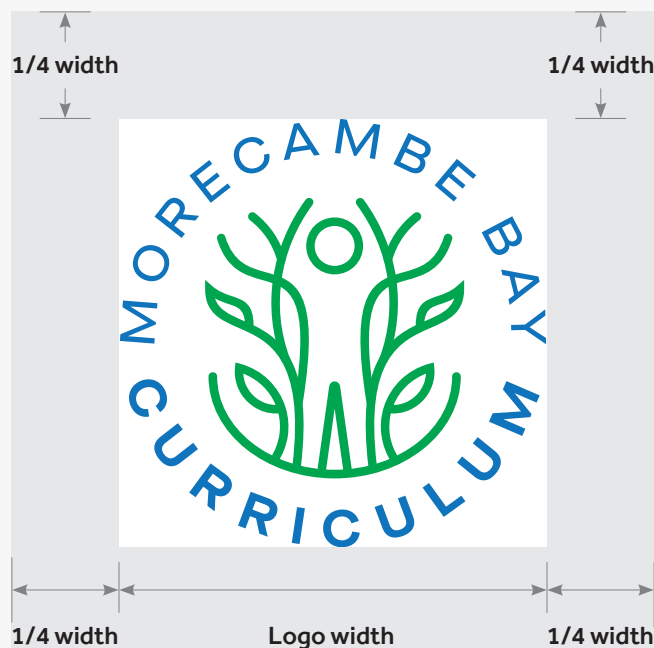
The minimum size for all Primary logo reproduction is 15mm height. This is the smallest size the Morecambe Bay Curriculum logo can be reduced, without losing integrity or becoming illegible. The minimum size must always be adhered to.



Isolation guide

In ideal situations the Morecambe Bay Curriculum logo should always have a surrounding area of clear space (containing no other graphics or areas of detail) at least one quarter of the logo width.

For example if the logo is 40mm wide, the clear space above, below and to either side should be a minimum of 10mm.



Colour

The Morecambe Bay Curriculum logo is made using two colours.



Pantone®	340 C	Pantone®	285 C
CMYK	100 / 0 / 100 / 0	CMYK	85 / 50 / 0 / 0
RGB	0 / 153 / 69	RGB	44 / 124 / 236
HEX	#009933	HEX	#0066CC

Logo lockups

To ensure brand consistency and maintain our brand identity, especially for external facing content and collateral, please use the Morecambe Bay Curriculum logo in conjunction with the Lancaster University and the Lancaster & Morecambe College logos.

