



ABMA Education Logo Usage Guidelines

Definition

The ABMA Education logo is comprised of two elements; the 'ABMA triangle' and the associated text underneath ("ABMA Education"). These two elements must be used together at all times without exception.

Size and Colour

The ABMA Education logo should always be printed or published no smaller than 30mm or 3cm in width. This should be measured from the base of the ABMA triangle as per below.



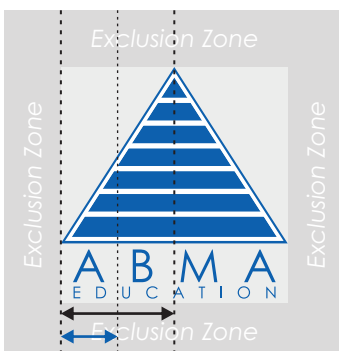
When enlarging the ABMA Education logo, this must be done with the constraints or proportions maintained to ensure that the logo is not in any way skewed or misrepresented.

When printing or publishing the ABMA Education logo, all reasonable efforts must be made to ensure that the logo appears in the ABMA Education corporate colour which is Pantone 2728. Some alterations to the colour may occur when publishing documents to PDF which is acceptable, however there should be no deliberate attempt to alter the colour without prior consent from ABMA Education. This blue version of the ABMA Education logo should be used only all materials where the use of the ABMA Education logo is permitted.



The ABMA Education logo is available in a white outlined format and can be made available upon request. It is important to highlight however, that this logo must only be used on solid colour backgrounds where the standard ABMA Education logo would not be clearly visible.

Exclusion Zone



The ABMA Education logo should not be affected by other design elements. To ensure the logo is clear there should be space around all edges. This clear space is calculated by working out the distance from the bottom edge of the ABMA triangle to the centre and then halving this measurement. The correct distance is shown by the blue arrows and should be used around all edges as per the diagram.

Other Restrictions

Below is a summary of the changes that are not permitted to be made to the ABMA Education logo under any circumstances.



DO NOT... use the ABMA Education logo without the words ABMA or Education. Both words must be used with the ABMA triangle.



DO NOT... use the white version of the ABMA Education logo on a faint background or without prior written consent.



DO NOT... change the colour of any part of the ABMA Education logo or associated text.



DO NOT... change the font used for the words ABMA or Education.



DO NOT... adjust the size of the ABMA Education logo disproportionately so that the logo becomes skewed.



DO NOT... use the standard ABMA Education logo on a dark background. Use a different background or request the white logo from ABMA Education.



DO NOT... use poor quality versions of the ABMA Education logo on any website or publication.



DO NOT... rotate the ABMA Education logo. The logo should always be represented straight.

Extra Guidance

The ABMA Education logo, or indeed any logo provided by ABMA Education, cannot be used on any certificate whatsoever or any other unrelated college or marketing materials.

After following the above guidance, should you be unclear over any aspect of how the ABMA Education logo should be used or wish to request the white version of the logo, you should contact your ABMA Education representative or email info@abma.uk.com.