

Logo guidelines

For external organisations



An MLA logo must be used only as supplied, in its unique form of shape, lettering and colour, and including the descriptor beneath the three discs. Do not try to re-create it.

Which logo?

There are three logos. Ensure you use one with the correct descriptor text

Digital file names begin with an abbreviated form of an MLA agency/activity, eg: mla_p (for MLA Partnership)

- **Partnership (p)** to signify a joint activity between two or more members of the MLA Partnership and for all organisations in receipt of support from an MLA Partnership activity, eg: Renaissance or Strategic Commissioning.
- **Region** (eg: y for Yorkshire) to signify a regional agency and for all parties in receipt of support from that agency.



- **MLA (c)** to signify the Museums, Libraries and Archives Council and for all parties in receipt of support from that agency.

Using a logo

Size

Prominence must be given relative to the level of support MLA has provided. For example, organisations receiving the majority of their funding from MLA should use the logo very prominently, second in size only to their own. If MLA is one of other funders it may be similar to the others.

Minimum: 25mm wide, or 120 x 70 pixels.

Positioning

The logo should be positioned bottom right on the cover of printed materials and appropriately on websites and other electronic media (see Size).

Note: The logo should not be positioned too close to other images, logos or the edge of publications. For clarity, allow a zone of breathing space around it no less than the height of the large MLA letters.

Further information

For further information about the Partnership's visual identity, please contact the Publications Manager at MLA on 020 7273 1428 or email info@mla.gov.uk

A digital toolkit containing files for reproduction and a pdf copy of these guidelines is available by email, or can be downloaded from http://www.mla.gov.uk/website/aboutus/name_and_logo

[more >](#)

Logo colour

An MLA logo must only ever appear in its supplied colours, never any other

The corporate Blue logo should be used wherever possible. Where impractical or when secondary, the Black (Greyscale) or White* logo may be used.

If necessary, the Blue logo may be reproduced on a solid colour or photo image background (depending on contrast). It is supplied with a black or white descriptor to suit your background.

* The white logo may only appear over a solid colour background, not a photo image.

Which logo file?

For quality results, ensure you use the correct file for the particular project in hand

Digital file names clarify logo colour and usage, beginning with an abbreviated form of an MLA activity/agency, eg: `mla_p` (for MLA Partnership).

Note: Office PC systems may not allow certain digital files to be viewed (eg: specialist .eps files). If required, forward these direct to your designer or printer (a viewable .jpg file may be unsuitable).

Important: Logo tints vary across file formats. Never use or adjust a file for a purpose it has not been supplied for.

Logo files

Blue (majority use)

`_blueblack` / `_bluewhite` (descriptor), followed by:
`_cmyk.eps` – repro/most print/oversize
`_cmyk.jpg` – repro/office (white backgrounds only)
`_pantone.eps` – repro (stationery/spot colour)
`.png` – office/Powerpoint (websafe colours)
`.gif` – web (websafe colours)

White (secondary use)

Solid backgrounds only / not photos

Note: adjust logo box to match your background

`.tif` – repro/oversize (any print process)
`_scrnprint.tif` – screen printing (adjusted ratios)

Black (secondary use)

Unsuitable for Pantone use

`_greyscale`, followed by:
`.eps` – repro/most print/oversize
`.jpg` – repro/office (white backgrounds only)

Technical specification (tint ratios vary)

Overlaps:

Blue
PMS 2738
C100 / M94 / Y0 / K0
R0 / G0 / B102
Hex: 000066

White 0%
Black 80%

Discs:

Blue
PMS 2738 – 65%
C65 / M61 / Y0 / K0
R102 / G102 / B153
Hex: 666699

White 22%
Black 60%



Blue logo with black descriptor for white, light colour or photo backgrounds



Blue logo with white descriptor for darker colour or photo backgrounds



White logo for colour backgrounds only



Black/greyscale logo for black only printing