

Our logo / formats and inappropriate use



Correct application of logo



Plymouth Marine
Laboratory

Do not move elements



Applications Ltd

Do not move elements

Our logo / inappropriate use

The logo should never be changed from its original style, should you have any questions about applying the logo please see Thecla (room 201; ext 3437).



Do not stretch or distort



Do not use incorrect typeface's



Do not change colour



Do not alter size relations



Do not make transparent



Do not skew or italicise



Do not add text



Do not swap elements



Do not show in a box

Wherever possible we need to avoid applying the logo in this way, there may be occasions where this is not possible, in which case please seek advice from Thecla (ext 3437; room 201).



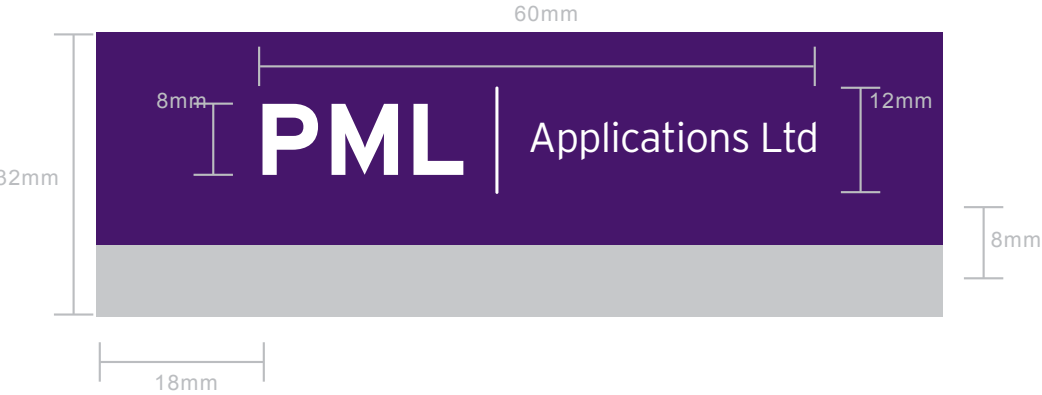
Do not use on a confusing background



Do not use on brightly coloured background

At times the PML logo needs to sit on colour backgrounds. Always check whether the tone of the background is suitable to the logo choice.
Dark tone - White out logo
Light tone - Corporate colour logo or black.

Our logo / the core of our identity



The minimum size at which the PML logo may be reproduced to ensure its legibility.



The minimum size at which the PML Applications Ltd logo may be reproduced to ensure its legibility.



NOTE: The above measurements apply to the brand positioning on a host of stationery items printed and electronic.