techUK logo usage guidelines

For all permitted uses of our trademarks, you may not:

> Alter our logos in any way

> Place a logo in such close proximity to other content that it is indistinguishable

> Make our logo the most distinctive or prominent feature on your website, printed material or other content

> Use our logos in a way that suggests any type of association or partnership with techUK or approval, sponsorship or endorsement by techUK (unless allowed via an agreement from us)

> Use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person

> Use our logos on websites or other places containing content associated with hate speech, pornography, gambling or illegal activities

> Use our logos to, or in connection with, content that disparages us or sullies our reputation

techUK

techUK

techUK
FOR WHAT COMES NEXT

techUK
FOR WHAT COMES NEXT

techUK

Common mistakes

Think of these as the equivalent to wearing your gloves on the wrong hand: they're still gloves, they're basically where they're supposed to be, but it just feels wrong.

techUK events

Additional text on our logo.

techUK events

Wrong colour on UK and additional text on our logo.

Wordmarks

techUK should always be written with a lower case t and upper case UK e.g techUK.

techUK

Our logo is the primary expression of our brand and must appear on all our communications. Please ensure the correct logo artwork is used and never distort, alter or recreate it.

Our logo must always be surrounded by an area of clear space. This ensures that the logo is not overwhelmed by any other elements.

As a guide, the logo should not be used any smaller than 15mm wide in print and 120px wide on screen. This size is a guide and may vary depending on format and production but always ensure that each element is readable.

Clear space
Use the 'U' from the logo all the way around as shown below.

Minimum sizing
Print: 15mm wide
Screen: 120px wide

techUK

120px

The techUK logo should only be used in the three colour ways shown on this page

1. **Dark blue and light blue**
   Use this version of the logo on white or light colour backgrounds

2. **White and light blue**
   Use this version of the logo on dark blue or dark colour backgrounds

3. **White only**
   Use this version of the logo on imagery, conflicting colour backgrounds or gradients

techUK
FOR WHAT COMES NEXT

Clear space
Use the 'UK' from the logo all the way around as shown below.

U techUKU
FOR WHAT COMES NEXT
U

Minimum sizing
Print: 25mm wide
Screen: 220px wide

techUK
FOR WHAT COMES NEXT

220px

Lockup

This lockup has been created for instances when the logo and strapline must appear together in the same space. When using this arrangement of the logo and strapline always use the supplied artworks and do not alter.

The logo and strapline must always be surrounded by an area of clear space. This ensures that the logo is not overwhelmed by any other elements.

As a guide, the logo and strapline should not be used any smaller than 25mm wide in print and 220px wide on screen. This size is a guide and may vary depending on format and production but always ensure that each element is readable.

When to use

The logo and strapline should be used when first interacting with brand collateral. We would recomend using it on cover and title slides, digital banners, and large format printing, including interior branding, ads and pull-up banners.