



HM Government

# Inspired by 2012

Guidelines for using the logo

# Introduction

2012 was an inspirational year for people throughout the United Kingdom. The London 2012 Olympic and Paralympic Games, the Olympic and Paralympic Torch Relays and the Diamond Jubilee inspired people to come together as communities, volunteer or try new sports.

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One of the strengths of the 2012 legacy is that it can mean many different things to different people. Having this legacy brand as an umbrella allows lots of different legacy activity or benefits like yours to link to a single message: 'this happened because of what happened in 2012' or 'this was inspired by 2012'.

### The logo



### What the logo is for

This logo is for national and local projects that were inspired by 2012, it will connect projects with the legacy from the Games and the Jubilee, and with lots of other projects across the country.

### Who the logo is for

The aim is for the brand to be used as widely as possible by organisations and projects inspired by the events of 2012, for example through sport, volunteering, culture or community events. Government departments are using the brand and Government is also licensing use of the brand by a number of other organisations.

Because there is no direct link to the 2012 Games the brand can, unlike similar brands in the past, be used in conjunction with commercial sponsorship.

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The 'Inspired by 2012' logo is a bold and simple wordmark with a distinctive footprint. Designed for maximum legibility at small sizes, it stands out as an endorsement on a variety of communications materials. The logo has three colour variants – colour, mono and reversed in both English and Welsh language versions.

See page 4 for guidance on logo versions and formats.

## English

Colour version



Mono version



Reversed version



## Welsh

Colour version



Mono version



Reversed version



# Logo versions and file names

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All logo files are named so you can find the correct version for reproduction. Logo file names begin with 'INSP' followed by 'Logo'. The next part of the name refers to the way the logo is reproduced; 'CMYK' for full colour print, 'RGB' for screen, 'WEB' for online use and 'BLK' and 'WHT' for black only print. The table below shows the all the versions available.

For web and screen, png files are supplied, so the logo can be used on coloured backgrounds. The logos are supplied at a large size so they can be scaled down to the desired size (never scale up a png file). For print, eps files are supplied. These can be scaled both up and down to the desired size.

All logo artworks are available from [www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games)

## File names



Logo version	English	Welsh
<b>Web and screen</b>		
Web	INSP_Logo_WEB.png	INSP_Logo_WEB_WELSH.png
Screen	INSP_Logo_RGB.png	INSP_Logo_RGB_WELSH.png
<b>Full colour print</b>		
Core	INSP_Logo_CMYK.eps	INSP_Logo_CMYK_WELSH.eps
<b>Single colour print</b>		
B+W print	INSP_Logo_BLK.eps	INSP_Logo_BLK_WELSH.eps
B+W print reversed	INSP_Logo_WHT.eps	INSP_Logo_WHT_WELSH.eps

# Colour

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## Colour for screen and print

Our primary colour is PMS 2405c.  
Always use the correct Pantone® colour references or the CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).



**PMS 2405c**

C34 M100 Y0 K0

R164 G0 B132

#a40084

# Rules for logo use

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The following simple rules ensure the logo is reproduced correctly. Always:

- Use the correct logo for the process, ie. web/print etc
- Protect with the exclusion zone
- Reproduce the logo at, or larger than the minimum size
- Show with enough contrast between the logo and the background

Examples of incorrect use are:

- Don't 'straighten up' the logo
- Don't modify the logo in any way
- Don't put on a background of a similar tone

## Logo dos



✓ Use the correct logo



✓ Protect with the exclusion zone



✓ Reproduce the logo at, or larger than the minimum size



✓ Show with enough contrast between the logo and the background

## Logo don'ts



✗ Don't 'straighten up'



✗ Don't modify the logo in any way



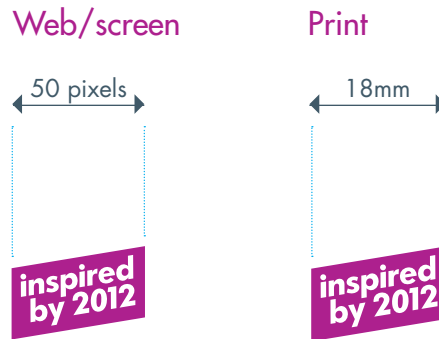
✗ Don't put on a background of a similar tone

# Minimum sizes and exclusion zone

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For maximum impact, the logo should always be used prominently and legibly. To ensure the words are legible, the logo should not be used below a certain width; 50 pixels on screen or 18mm in print. These sizes are the absolute minimum.

The recommended logo sizes for common print formats are illustrated below.



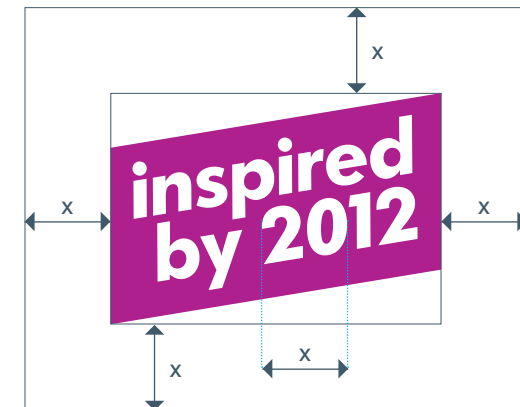
## Recommended minimum sizes for print

A4	25mm wide
A3	35mm wide
A2	50mm wide

The exclusion zone ensures that the logo is not compromised by other elements.

The exclusion zone is a distance equivalent to the width of the '20' in '2012' around the logo (x in the figure below). This is the minimum clearance; whenever possible, leave more space around the logo than the exclusion zone.

## Exclusion zone



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## Relative sizes

When a number of logos are positioned together, they should be visually even in appearance. The examples below show the Big Lottery Fund logo's relationship with our logo. Other logos will have different rules for relative sizes. Make sure that the logo doesn't infringe the other logo's exclusion zone.

If you are having difficulty with relative logo sizes please refer to:  
[www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games)

## Horizontal



## Vertical





# Mandatories

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## Standard business applications

There is a fixed set of materials on which the logo can appear. Please check with [www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games) if you wish to include the logo on any material not covered in the following list.

- Advertisements (online and offline)
- Booklets
- Educational material
- Exhibition stands and banners
- Flyers
- Information boards
- Invitations
- Job adverts
- Newsletters
- Plaques
- Posters
- Presentations
- Press releases
- Programmes
- Publicity leaflets
- Site boards
- Stationery
- Websites

## Using the logo in your communications

The Inspired by 2012 logo is a 'stamp of recognition' to be used to support your communication materials. It is intended as an endorsement and should be used no larger than your logo (see previous page). Your brand must always lead any communication.

## Length of time logo can be used

Your licensee will advise on how long you can display the logo on your materials. It will vary depending on the nature of the project.

## Monitoring and compliance

Your licensee is responsible for monitoring and compliance. It will be light touch but is important to ensure brand consistency. Your licensee will advise you of their requirements.

# Examples of the logo in use

We want organisations to acknowledge and celebrate their association with 2012 in a broad range of applications. Here are some examples of how and where the logo might appear in communications.

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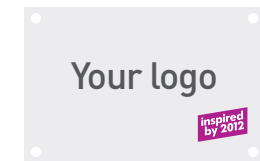
## Website



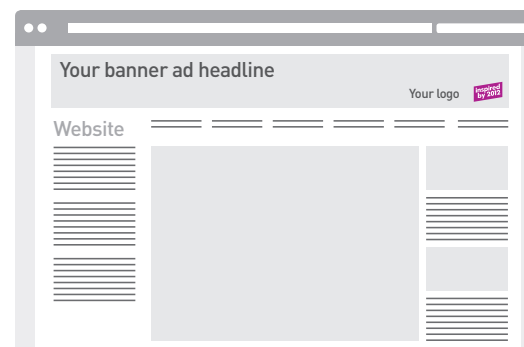
## Poster



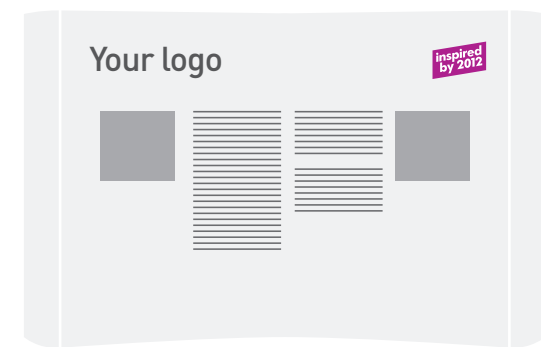
## Sign



## Web banner ad



## Exhibition stand



# Core copy

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To help you to explain why the 'Inspired by 2012' logo appears on your materials, we have developed a short piece of core copy or 'boilerplate' text. This standard piece of text is for use on press releases, your website or any materials where the presence of the logo needs to be explained.

The text should be used in full. Do not modify or rewrite it. You can cut and paste the text from this pdf file and use it on approved materials. See page 9 for which materials this applies to.

## Standard 'boilerplate' text

The 'Inspired by 2012' brand is an initiative led by DCMS and Cabinet Office, to bring together legacy projects inspired by the 2012 Olympic and Paralympic Games and the Diamond Jubilee under a single brand. This brand enables projects to promote themselves, and be recognised by the public, as legacy projects. For more information go to **[www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games)**

# Contacts

For advice on the application and use of the Inspired by 2012 identity, please visit [www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games)

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