



Background

The **see inside manufacturing** logo has been developed to support the joint BIS/industry manufacturing open days programme. It can be used to promote events that fit our objective of increasing the attractiveness of manufacturing as a career. The logo should be used consistently on all communication activities including digital media relating to the initiative.

Positioning

The **see inside manufacturing** logo should be placed at the top of all communications material in a prominent position.

Colours



RED
PMS 193EC
C:2 M:100 Y:60 K:11
R:204 G:0 B:51
Websafe
#CC0000



LIGHT BLUE
PMS 632EC
C:93 M:2 Y:15 K:6
R:0 G:155 B:187
Websafe
#009BBB

Minimum size

The logo should not be displayed smaller than 30mm wide



Exclusion zone

Use the 'height of arrow' from the logo to determine an exclusion zone.



Variations



Black



White out (reverse)

ONLY use the variations shown here. DO NOT make any further variations.

Joint branding

Wherever possible the **see inside manufacturing** logo should be positioned top right with partner logos positioned bottom left,

Accessibility

All material featuring the **see inside manufacturing** logo should comply with best practice in relation to printed and digital material. Please contact BIS for more information, if necessary.

BIS contact details

For further guidance please call:
020 7215 6403

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