



ATCM / UKBIDs Members' Logos - Guidelines for Use

1.0 Colour & Typography



Pantone 2726
Cyan 80%
Magenta 72%
Yellow 0%
Black 0%

Typefaces Used

Swiss 721 Black

Swiss 721
Swiss 721

NEVER ATTEMPT TO RECREATE THIS LOGOTYPE
ALWAYS USE DIGITAL ARTWORK SUPPLIED BY ATCM

2.0 Sizes and Proportions

Minimum Size

1.5 cm height 2.86cm width



Exclusion Zone

The ATCM and UKBIDs Members' logos need sufficient room to breathe. The amount of space needed around the logo is 5mm.

3.0 License for use

The organisations that have subscribed for and subsequently paid the required membership fee are free to reproduce the ATCM logo and/or UKBIDs logo for the own use without written permission under certain conditions. Any one else wishing to use either of the logos should contact the ATCM for permission. Contact information is on the following page.

Licence Terms

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The ATCM and UKBIDs Members' logos may be used in a context indicating our (ATCM/National BIDs Advisory Service) endorsement of or association with the local pilot's activities. The logo cannot be used in a manner that might suggest that a document was produced by or on behalf of ATCM or National BIDs Advisory Service.

For the duration of your membership, all related documentation produced by your organisation should bear the ATCM/UKBIDs Member logo. Positioning will be left to the discretion of the organisation but must meet the stated guidelines. Use of the logo(s) is intended to indicate valid membership of ATCM and/or UKBIDs but the organisations documents must make clear that the ATCM and/or UKBIDs is not responsible for and does not necessarily endorse any statements made or opinions expressed in the document or at associated events. This licence is subject to the laws of England and Wales.

A sample disclaimer follows:

The contents and views expressed here do not necessarily reflect those of the ATCM.

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4.0 ATCM/UKBIDs Members' Logos Contacts

If you have questions or would like information about use of the ATCM or UKBIDs Members' logos, please contact:

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