



helping you make
money and debt
manageable

corporate identity guidelines

Logo & strapline usage

The MAPS logo can appear in the corporate colours or in black or white. It can be used either with or without the strapline.



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The MAPS logo should always be aligned to the left and there should be no less than 1 X (when X = distance from edge of speech bubble to right of 'o' in 'money') away from the left and top of the page



The MAPS logo can be used on a colour block, but it must break the bottom of the colour block by 1 X.



Colours

The MAPS corporate colours are Pantone 382 and 418. Pantone 415 can be used as a supporting colour.



Typefaces

The MAPS corporate typeface is Arial.
Body copy should be set at no smaller than 11 point with 14pt leading

Arial Regular 11pt with 14pt leading
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789

For Headlines and intros Arial Bold must be used and must be at least 2pts bigger than the copy text with leading set at 3 pts more than the type size

Arial Regular 11pt with 14pt leading
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789

Logo files

The MAPS logo's are available as EPS & JPEG Files

Colour logo in Pantone colours

file: MAPS logo 2 colour.eps

Colour logo in Pantone colours with strapline

file: MAPS logo 2 colour (strap).eps

Colour logo in CMYK

files: MAPS logo CMYK.eps
MAPS-logoCMYK.jpg

Colour logo with strapline

files: MAPS logo CMYK (strap).eps
MAPS-logoCMYK(strap).jpg

Black & white logo

files: MAPS logo BW.eps
MAPS-logoBW.jpg

Black & white logo with strapline

files: MAPS logo BW (strap).eps
MAPS-logoBW(strap).jpg

Please call 01323 635999 for more information

Examples of letterhead & leaflet

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