

# Logo **guidelines**

This document has been produced to ensure that the National Osteoporosis Society logo is used correctly. Please follow these guidelines as a reference to ensure we maintain the consistency of our logo.

Always work from the bromides supplied in this document and never reset or alter the logo in any way.



National  
Osteoporosis  
Society

The logo consists of two elements: the figures and the Society's name. These two elements are linked together and should never be altered. The logo is at its most effective when it appears on a white background with as much white space surrounding it as possible. Never enclose the logo within a box or place a distracting background or texture behind it.



**Pantone colours**

144 (orange) and 281 (blue).

**4 colour values**

144 = 54 magenta, 100 yellow

281 = 100 cyan, 85 magenta, 45 black

**Other options**

If you are unable to use the logo as instructed above you must use one of the examples shown below.



Reversed out of a black solid



Reversed out of a 281 solid



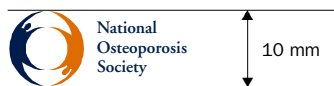
All black



All 281

**Minimum size**

The logo should never appear smaller than the size shown here.



Please contact the National Osteoporosis Society on 01761 471771 if you have any queries regarding the use of our logo.