



Brand guidelines

1. Using the Consortium brand

- ❑ M25 Consortium of Academic Libraries is the lead/default brand.
- ❑ cpd25 and Inform25 are services provided by the Consortium. Their logos are brand extensions, designed to reflect their status as part of the overall Consortium.
- ❑ Use the main Consortium logo on all branded items, except where it is essential to differentiate, eg. cpd25 course certificates, evaluation forms and invoices, Inform25 branded online services. Approval for other exceptions should be agreed by the Marketing & Communications Working Group.

2. Style guide

Name

The correct title is “M25 Consortium of Academic Libraries”. “M25” and “M25 Consortium” should not be used on their own. Once the title has been given in full, refer to “the Consortium”.

Logos

The logos are the Consortium’s main marketing and publicity symbols. They can be used by member institutions who require them. Please note that usage should be notified to the M25 Administrator. It must never be reset, redrawn or altered.

The logos are large size jpeg files that may need to be resized locally. Ensure that the integrity and quality of the image is not distorted if you do this. If the logo is to be used in a quality printed document, please contact the Consortium Administrator for the .eps format logo files, which are designed for publishing use.

To preview click on a logo to open each logo image. To save the logo, right click on an image or link, and select 'save as'.

M25 Logo - Colour (213kb)
M25 LogoURL - Colour (227kb)
M25 Logo - B/W (190kb)
M25 LogoURL - B/W (205kb)
M25 Anniversary Logo - B/W (85kb)

cpd25 Logo - Colour (212kb)
cpd25 LogoURL - Colour (180.5kb)
cpd25 Logo - B/W (364kb)
cpd25 LogoURL - B/W (308kb)

inform25 Logo - Colour (204kb)
inform25 LogoURL - Colour (164kb)
inform25 Logo - B/W (353kb)
inform25 LogoURL - B/W (294kb)

Typefaces

The preferred typeface for text in printed publications and materials is Arial. cpd25 should always appear in lower case.

Templates

A template is available for presentation slides. Using the standard format will save you time and effort, and will promote correct use of the Consortium's logo and visual identity.

If you need help or advice about using the M25 Consortium brand, please contact the Consortium Administrator.