



SHOPS logo guidelines

The SHOPS logo is **only** to be used in national newspaper advertisements, catalogues or inserts and only by authorised SHOPS scheme members. To maintain consistency, the logo must not be redrawn, retypeset, recoloured or have its proportions altered in any way. This logo supercedes any designs in use prior to 13 August 2013.

The SHOPS logo is available in EPS format from martyn@shopspromise.com or on the SHOPS website at www.shopspromise.com

Colours

Red
Pantone 186
CO/M100/Y100/K0
R240/G0/B0



Black
Pantone Black
CO/M0/Y0/K100
R0/G0/B0



Minimum logo size



25mm

Full page newspaper



18mm

Half page newspaper, full page
magazine and catalogues



14mm

Quarter page,
25x4 and smaller