

# Accredited Logo Guidelines:

Conditions For Use by tempo Accredited Members

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## Purpose of this document

As a **tempo** accredited member, you now have access to the **tempo** accredited member logo which can be used on literature including, but not limited to, websites, business cards, promotional leaflets and print adverts.

All **tempo** accredited members are required to abide by these guidelines and should take care to ensure it is understood and that correct usage is adhered to.

To this end therefore, this document sets out the conditions that must be followed for organisations that wish to use the logo.

If in doubt on the correct usage, please contact **tempo** for advice before proceeding with printing.

# 1.0 Introduction

## Brand Identity

The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent **tempo** cohesively.

## Use of the tempo name

Please respect the use of the **tempo** name when writing documents. If **tempo** is used at the beginning of a sentence, an upper case 't' must be used, however throughout body text the **tempo** name must be presented in lower case.

The **tempo** name must always be formatted in bold.

## 2.0 Definitions

**'tempo accreditation logo'** - means the logo used by tempo to identify accredited members.

**'tempo accredited member'** - means an organisation that has passed the tempo audit process.

### 3.0 Form and display of the tempo accreditation logo

The **tempo** accreditation logo is an important and valued graphic element and must be used consistently and appropriately; even minor variations will undermine and compromise the image of the branding.

**Tempo** will make logos available for use to accredited members.

Accredited members will have access to the following logo, in both JPEG and PNG format, which are attached with this document:



## 4.0 Use of the tempo accreditation logo

Always use the **tempo** accredited logo provided when reproducing any artwork or design, whether that be on your public website, business cards, or any other promotional material.

Always ensure you are using the correct **tempo** logo, in original high resolution or as a vector graphic file (JPEG or PNG). Logos should not be taken from this document; please use the attached logo files.

### ○ 4.1 General

#### Exclusion Zone

Please make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo ‘breathe’, free from distraction.

Please see below for exclusion zones on the **tempo** logo.



#### Minimum reproduction size

In the primary logo format, a minimum size must be adhered to so that legibility is retained.

Minimum size is 31mm (width) by 8mm (height).

Use of the **tempo** strapline with the primary logo must be used as displayed and must not be distorted or altered so legibility is compromised.

Please see below for the **tempo** logo at minimum reproduction size.

### Colour scheme

Accurate reproduction of the **tempo** colour scheme is essential in communicating a clear and consistent message.

The Pantone colours below should be used, or alternatively the CMYK/RGB be matched, using the correct codes.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Colour logo text / secondary background / accent		Pantone 295 C	100 / 89 / 36 / 35	0 / 40 / 86	#002856
Secondary Brand Colour highlighting / second accent		Pantone 158 C	0 / 70 / 97 / 0	241 / 111 / 37	#f16f25
Background / Base Colour		Pantone Cool Gray 1 U	0 / 0 / 0 / 0	255 / 255 / 255	#dadada

## ○ 4.2 Website

When using the **tempo** logo on your public website, please ensure you adhere to the minimum reproduction size, exclusion zones and colour scheme, as already stated above.

Please also ensure you use the following URL, when linking the **tempo** logo to the **tempo** website.

<http://www.tempouk.org/>

The following descriptor should also be used, when providing a brief summary of **tempo**:

**Tempo** is an alliance of recruitment agencies and hirers that is committed to raising standards within the temporary recruitment industry.

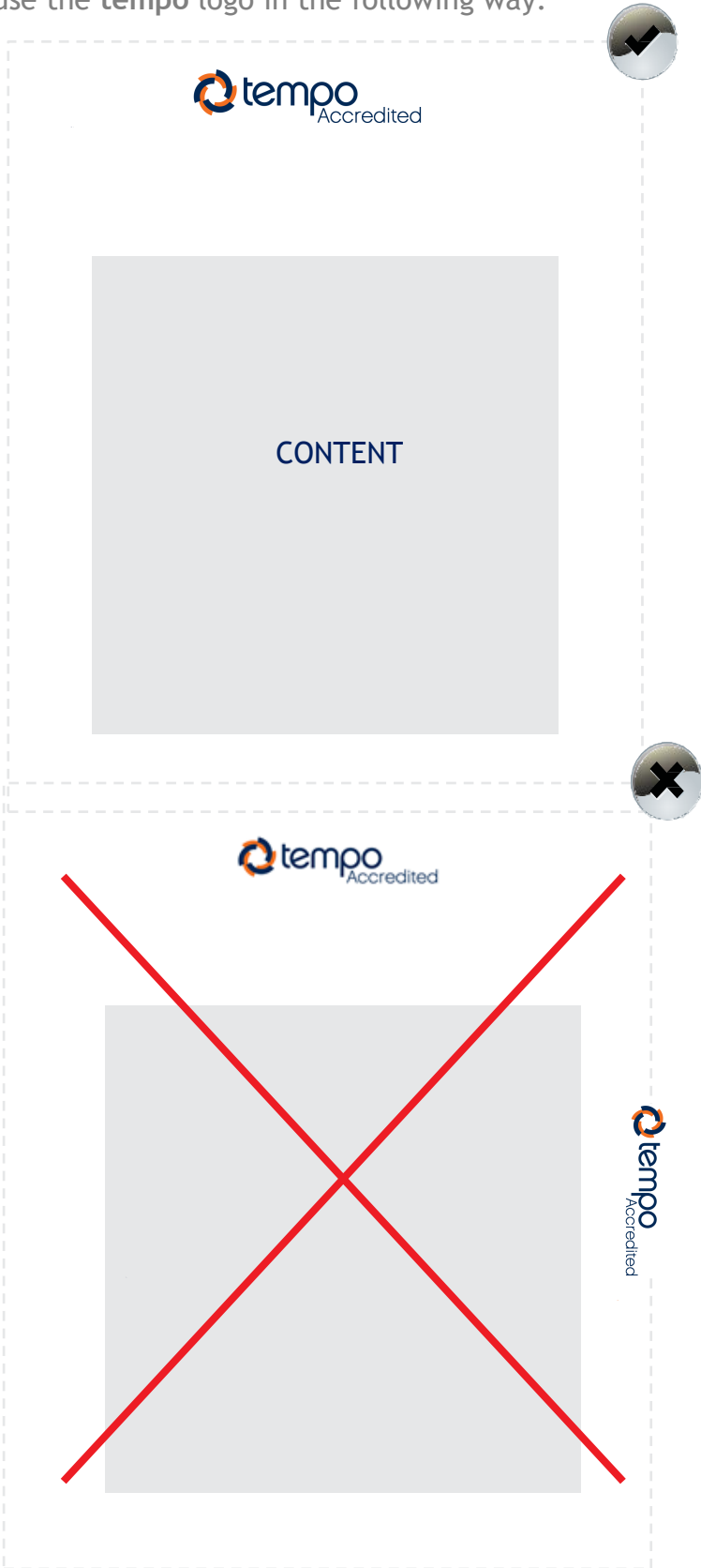
Membership is restricted to agencies that are able to demonstrate the highest standards of customer service, regulatory compliance and progressive development of their workforce, all measured through regular auditing.



### ○ 4.3 Publicity Materials

In most cases, use of one company logo is all that is required. If an advertisement is made by your company, then that logo is usually all that is required for recognition by your audience and/or customers.

Please use the tempo logo in the following way:



## 5.0 Reference to accreditation

Only organisations that pass the tempo audit may advertise themselves as a **tempo** accredited member, using the following descriptor:

*INSERT YOUR COMPANY NAME is a tempo accredited member*

## 6.0 Contact details

Company: tempo (UK) Ltd.

Email: [support@tempouk.org](mailto:support@tempouk.org)

Web: [www.tempouk.org](http://www.tempouk.org)