

The Institution's Logotype



The Logotype is a unique mark representing The Institution of Structural Engineers. It should only be used in the form illustrated here and should not be adapted, redrawn, remastered, distorted or typeset.

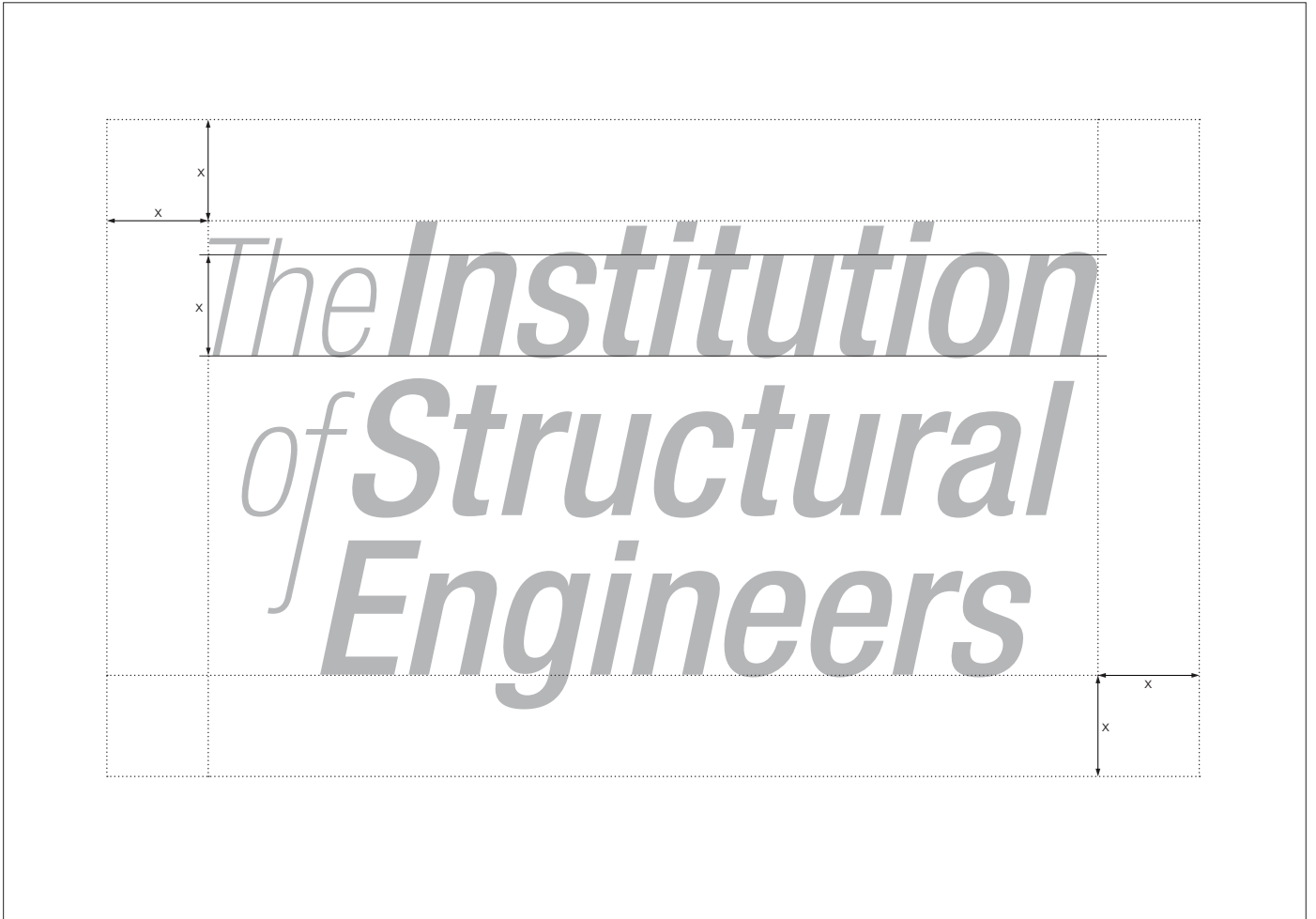
Shown here is the logotype at the size recommended for use on members' stationery. It may not be used smaller than a height of 5.5mm. Ideally it should be printed in solid black. If this is not available it may be rendered in another reasonably neutral colour.

It is important that the ownership of the members' stationery is clear, and the Institution's logotype should therefore be positioned away from members' own logotypes, preferably at the foot of the page. An exclusion zone should be applied around the logotype as indicated, and all other graphic elements should be kept outside this area.

The Logotype is available as a vector (':eps') file from The Institution of Structural Engineers. For further information about the implementation of the Institution's brand please contact the marketing team.

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Exclusion zone



The exclusion zone equals the cap-height of the logotype's bold letters. Other graphical elements such as type, images or other logos should be located outside this area.