



# **FIRE DOOR**

## **SAFETY WEEK**

A British Woodworking Federation Campaign

## Logo variations



## Logo exclusion zone and minimum size



### Logo exclusion zone

The logo should always have a certain amount of space around it. This space is based on the height of the 'F' in 'Fire Door'. The minimum exclusion zone ensures that the logo has impact and stands out on all forms of communication. No typography or graphics should encroach on this exclusion zone, as illustrated.

### Minimum size

The minimum size for reproducing the master logo in print is 37mm as shown in the example.



# Logo Misuse

In order to maintain brand consistency across all platforms the logo should never be altered or distorted in any way. This includes but is not limited to the following examples:

