

Membership, Fabric First and Site Safe logos

Usage guide for members



Structural Timber Association logo usage

These guidelines have been put together to ensure correct usage of the new Structural Timber Association logo. The logo should only be reproduced from original artwork which, if you do not have, can be obtained from Bob Davis at the Structural Timber Association (bob.davis@structuraltimber.co.uk)

The colours, shapes and proportions of the logo should under no circumstances be altered. If you have any queries about logo usage please contact Bob and he will be happy to advise you.

There are two versions of the new membership logo, designed to accommodate a variety of layout requirements.

Linear



Stacked



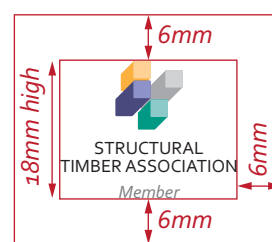
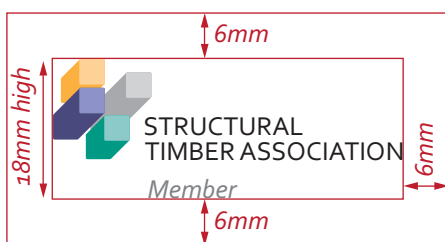
We would ask you no longer use the old UKTFA logo on your company's marketing collateral. We appreciate that this will be a gradual phase-out.

Note: An 'Accredited member' version of the logo is available for use by companies meeting the new quality standards (August 2013). Members entitled to use this logo should contact Bob Davis for a copy.

Associate members of the Structural Timber Association will be provided with the appropriate version of the logo.

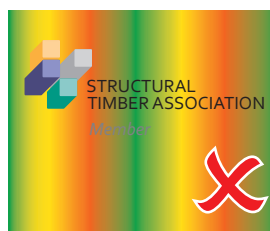
Logo placement

When placed within a document, there is an exclusion zone of a minimum of 6mm around the logo into which no other graphic devices or text should extend. The minimum height for reproduction of the STA logo is 18mm.



Logo usage - suitable backgrounds

Whenever possible the logo should be reproduced in colour and is designed to be used against a white (or light) background. The logo should not be used against a patterned background or over an image.



Logo usage - mono print and dark backgrounds

Alternative versions of the logo are available for mono print and for use on black and dark flat colours. We can provide linear or stacked versions. Please contact bob.davis@structuraltimber.co.uk if you require versions of these logos.



Fabric First logo usage

A new Fabric First logo has been produced as part of the new Structural Timber Association branding. Again, the use of the old logo should be phased out as soon as is practical.

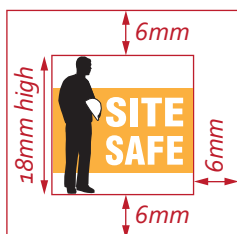
The logo should be used with a 6mm exclusion zone, into which no other graphic devices or text should extend. The minimum height for reproduction of the Fabric First logo is 15mm.



Site Safe logo usage

The Site Safe logo has only changed in colour, but we request that you use the new version as the yellow/gold is from the STA suite of colours.

The logo should be used with a 6mm exclusion zone, into which no other graphic devices or text should extend. The minimum height for reproduction of the Site Safe logo is 18mm.



Note to members

In using the Site Safe logo on your literature, you are agreeing to minimise fire risk on site by implementing the Site Safe 16 Steps. If you require further information about the association's Site Safe initiative please contact Martin Milner (martin@structuraltimber.co.uk)



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