

BRAND TOOLS / LOGOS

Primary Logo

Our primary logo is a registered trademark and should feature on all generic marketing collateral.

The logo is available in CMYK, RGB and mono versions. The CMYK version is the primary printed logo and should be used wherever possible.

Where possible, always use the full colour logo in clear white space, free from elements that will clash or distract.

The reversed logo is only to be used in special circumstances such as advertising campaigns. It should never be used on fact sheets, brochures and other informative material.

Our primary and business unit logos are the core of our brand and should never be altered in any way.



Logo clear space



Logo minimum size
40mm wide



Logo clear space



Logo minimum size
40mm wide

BRAND TOOLS / LOGOS

Business Unit Logos

For advertising specific products and services, we have our business unit logos.

A business unit logo should never be combined with the primary logo, but instead replaces it on service-specific material such as fact sheets and product brochures.

Business unit logos are to be used in the same way as the primary logo:

- they utilise the clear space rule
- with preference to the full colour CMYK or RGB version

Bluestone.
mortgages

Bluestone.
motor finance

Bluestone.
credit management

Bluestone.
consumer finance

Bluestone.
capital management



Secondary Logo clear space

Bluestone.
mortgages

Bluestone.
motor finance

Bluestone.
credit management

Bluestone.
consumer finance

Bluestone.
capital management



Secondary Logo clear space

Bluestone.
mortgages

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capital management



Secondary Logo clear space

BRAND TOOLS / LOGOS

Using our Logos

The logo should be positioned in the top right corner of stationery.

It is acceptable to place the logo in a different position on other collateral, but it should never be centred vertically or horizontally within a document.

As a general rule for sizing:

Logo width = 1/4 of page width

In some cases, the logo may need to be used at a different size on special formats.

Customer Service
01223 454 600
customerservice@bluestone.co.uk

Bluestone.

Registered in England and Wales No. 08753310
Registered Office
One Station Square, Cambridge, CB1 2GA.
www.bluestone.co.uk

Bluestone.
mortgages

Bluestone.

Name Lastname
Position

name.lastname@bluestone.co.uk

M 0101 010 101

P 01 0101 0101

W bluestone.co.uk

1 Station Square,
Cambridge CB1 2GA UK

Bluestone.

Bluestone.
credit management

POSTAGE
PAID

Bluestone Credit Management, 1 Station Square, Cambridge CB1 2GA

Bluestone.

With Compliments

BRAND TOOLS / LOGOS

Misuse

Our logos are precious. It is important that they are used correctly and never tampered with.

Never alter the artwork for the logo or use it in situations which affect its impact, or compromise its visual integrity.

Colours, composition and usage should always be consistent. Examples of treatments which are not accepted can be seen here.



Bluestone.
mortgages

Do not change logo colours



Bluestone.
mortgages

Do not distort or skew the logo



Bluestone.
mortgages

Do not rotate the logo



Bluestone.
financial

Do not create new secondary logos



Bluestone.
mortgages

Do not stroke logos



Bluestone
mortgages

Do not alter or remove elements or add effects



Bluestone.
mortgages

Do not place the logo on busy, low contrast images



Bluestone.
mortgages

Do not place elements within the logo's clear space, or layer objects over the logo



We are **Bluestone.**

Do not use the logo within copy

Dual Branding

Under certain circumstances, we may partner with another brand on marketing material. In these instances, it may be appropriate to use a lock-up of our primary logo with our partner's logo.

Lock-ups should still adhere to the primary logo rules and not encroach on the clear space area of our logo.

Both logos are separated by a 1pt separator line in our grey. This line should sit vertically centred on the edge of the primary logo's clear space area on the right.

The partner's logo should then be 1x the X-height to the right of the separator line. The rules for partner logo sizing depends on the partner logo's orientation.

Specific rules for horizontally and vertically oriented partner logos can be seen on the right.

Primary logo lock-up with stacked or vertical partner logo



A stacked logo should sit within the blue area and never exceed more than 5x the X-height of the primary logo. If a partner logo is not exactly square, the longest dimension (height or width) must never exceed 5x the X-height. The partner logo should be vertically centred with the primary logo. The white around the lock-up represents the clear space area.

Primary logo lock-up with horizontal partner logo



A horizontal logo should be scaled to sit within the blue area, and height should never exceed more than 3x the X-height of the primary logo and never be wider than 9x the X-height of the business unit logo. The white around the lock-up represents the clear space area.