Tech Talent Charter (TTC) Logo Guidelines

**Where the logo should (and should not) be used**

TTC Signatory organisations are free (and encouraged) to use our logo to promote the fact that they are members of the Charter via:

* Company footers in emails or print stationery
* Company websites
* Social media
* Meetings or events in presentation decks or banners
* In Inclusion and Diversity reports (e.g. Gender Pay Reports or Action Plans)

Members should not use the logo in the following contexts:

* Sales/promotional materials that suggest products or services are TTC endorsed or are recommended by TTC over that of competitors;
* Event promotion materials to suggest it is a TTC event (unless permission is secured in writing from the TTC itself)
* Proprietary online or printed content which suggests it is TTC content (unless permission is secured in writing from the TTC itself)

**How the logo should be used**

Our logo is one of our most visible and valuable assets and we ask that it’s respected. To ensure our logo’s visibility and legibility, we request that you always:

* position the logo for maximum impact and give it plenty of room to ‘breathe’
* ensure our logo is proportionately enlarged or reduced in size

The surrounding grey space where the Guillemets or punctuation marks (< >) are repeated is equally as important as the text itself.

**Downloading the logo**

The TTC Logo can be downloaded from the [Media hub](https://www.techtalentcharter.co.uk/media-hub) under ‘supporting imagery’.

There is a specific TTC Signatory logo which can be downloaded in the Media hub.