

# Citation

## Quality Mark Guidelines

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# The Citation Quality Mark Logo

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The Citation Quality Mark is available to clients that have had approval from Citation, the logo remains the property of Citation and needs to be used in line with our guidelines. The Citation Quality Mark is an essential element of our brand and should not be altered in any way.

Adding a hyperlink to the logo mark is encouraged, linking the Citation homepage.

[citation.co.uk](https://www.citation.co.uk)



# Sizes and exclusion zone

## Exclusion zone

Across all media, our logo must clearly stand out. To accomplish this, it must be kept clear of any other elements. The exclusion zone uses the height of the letter n. The logo must sit at least this amount of space away from the edge of the page, device or any other graphics.

## Minimum logo size

The Citation quality mark should not be set below the established minimum sizes:

30mm wide for all printed material  
85 pixels wide (at 72dpi) for digital



30mm

Minimum size for print



85px

Minimum size for on-screen  
85 pixels at 72dpi