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About The Case Centre

The Case Centre is dedicated to promoting and facilitating case study based learning in management education and development. Established in 1973 by the business school community, the Case Centre is a not-for-profit, membership based organisation and a registered charity. thecasecentre.org provides access to the best management cases, articles, book chapters and instructor materials available worldwide, and includes facilities to search, preview and purchase for instant download. The Case Centre also offers many services to support the writing and teaching of cases including training, scholarships, awards and materials on the case method. The Case Centre’s publication services allow authors to make their cases available to a global audience.

Identity

Our visual identity is an important tool for communicating our brand values and positioning. Therefore, it is very important that these design elements are used consistently throughout all applications.

Queries

If you have question about the use of our logo please contact

Antoinette Mills
Media and Systems Development Manager
t +44 (0)1234 756416
e antoinette@thecasecentre.org
Our logo is an important and valued graphic element and must be used consistently and appropriately. The complete logo should always be used. The logo should never be used in isolation; the type should never be used in isolation and correct colours should be adhered to at all times.
When ever possible:

- the logo should be used on a white background, if used on a coloured background guidelines provided in this guide must be followed
- the logo must not be used on busy/patterned backgrounds or backgrounds with a similar colour to the logo
- where paper coating is unknown, or pantone colours are unavailable, please use the logo in black as specified below.

**Our colour palette**

- **PANTONE 429 Uncoated**
- **PANTONE 430 Coated**
- **BLACK**
The logo must always have an exclusion zone of ‘clear space’ around it, further details are provided in the guidelines below. We provide logos for print and web use at three different sizes.

**Print**

- **Small**: 12mm x 26.5mm (requires 8mm of space on all four sides of the logo)
- **Medium**: 18mm x 40mm (requires 18mm of space on all four sides of the logo)
- **Large**: 30mm x 66mm (requires 15mm of space on all four sides of the logo)

**Web**

- **Small**: 35 pixels x 78 pixels (requires 22 pixels of space on all four sides of the logo)
- **Medium**: 52 pixels x 113 pixels (requires 37 pixels of space on all four sides of the logo)
- **Large**: 86 pixels x 188 pixels (requires 43 pixels of space on all four sides of the logo)
Exclusion zone for print usage

Small print logo

Medium print logo

Large print logo
Exclusion zone for web usage

Small web logo

Medium web logo

Large web logo
Logo files

Download

Files for the logos on the following pages are available for download at thecasecentre.org/brandguidelines. Please ensure to use the correct logo for your needs.

Queries

If you have question about the use of the logo please contact

Antoinette Mills
Media and Systems Development Manager
   t +44 (0)1234 756416
   e antoinette@thecasecentre.org
Pantone 429 logo

For print use on a white background (with spot colour) on uncoated paper.

Small version: thecasecentre429small.tif

Medium version: thecasecentre429mid.tif

Large version: thecasecentre429large.tif
Pantone 430 logo

For print use on a white background (with spot colour) on coated paper.

Small version: thecasecentre430small.tif

Medium version: thecasecentre430mid.tif

Large version: thecasecentre430large.tif
Black logo

For print use on a white background (no spot colour)

Small version: thecasecentreBsmall.tif

Medium version: thecasecentreBmid.tif

Large version: thecasecentreBlarge.tif
White logo

For print use on a solid background

Small version: thecasecentreWsmall.eps

Medium version: thecasecentreWmid.eps

Large version: thecasecentreWlarge.eps
White logo

For web use on a solid background

*Small version: thecasecentreWsmall.png*

![Image of the casecentre logo in small version]

*Medium version: thecasecentreWmid.png*

![Image of the casecentre logo in medium version]

*Large version: thecasecentreWlarge.png*

![Image of the casecentre logo in large version]