



Milton Keynes  
Keihatsu Aikido Club  
[www.mkkac.com](http://www.mkkac.com)

## Logo usage guidelines

The Milton Keynes Keihatsu Aikido Club (MKKAC) logo mark is a stylised “K” within a circle. The logo is available as a hi-res TIFF image for download from the “Press kit” section of the website, [www.mkkac.com](http://www.mkkac.com)

Below the logo, the full title of the club must **always** appear, separated onto two lines. The two lines reading:

**Milton Keynes  
Keihatsu Aikido Club**

Below this the web address of [www.mkkac.com](http://www.mkkac.com) must **always** also appear.

The logo is printed in two colours, solid black with a background colour of pure white, regardless of the surface colour or type (matt or gloss) it will ultimately appear on. It is not acceptable to change the colours employed in the logo.

The logo should have at least 1 cm of white space around it and not be “cramped” by surrounding text or distracted by larger headers. If used on an MKKAC document, it should always appear centered at the top of the page. In this case, any document title should also appear centered underneath the logo in Verdana, 14-point, bold text. Body text will be in plain Arial, point size to suit usage/media.

In all instances, the club should **always** be referred to initially by its full title of “Milton Keynes Keihatsu Aikido Club”. In following paragraphs it is acceptable to use the abbreviation “MKKAC”. **Never** just refer to the club as “Keihatsu Aikido” or KAC, or similar.

For any further queries on permission to use the logo, or usage, please contact:  
Adam Chapman  
Marketing, Milton Keynes Keihatsu Aikido Club  
[info@mkkac.com](mailto:info@mkkac.com)