

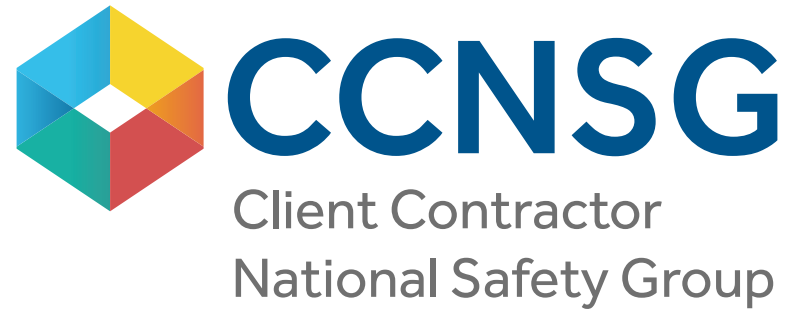


BRAND GUIDELINES



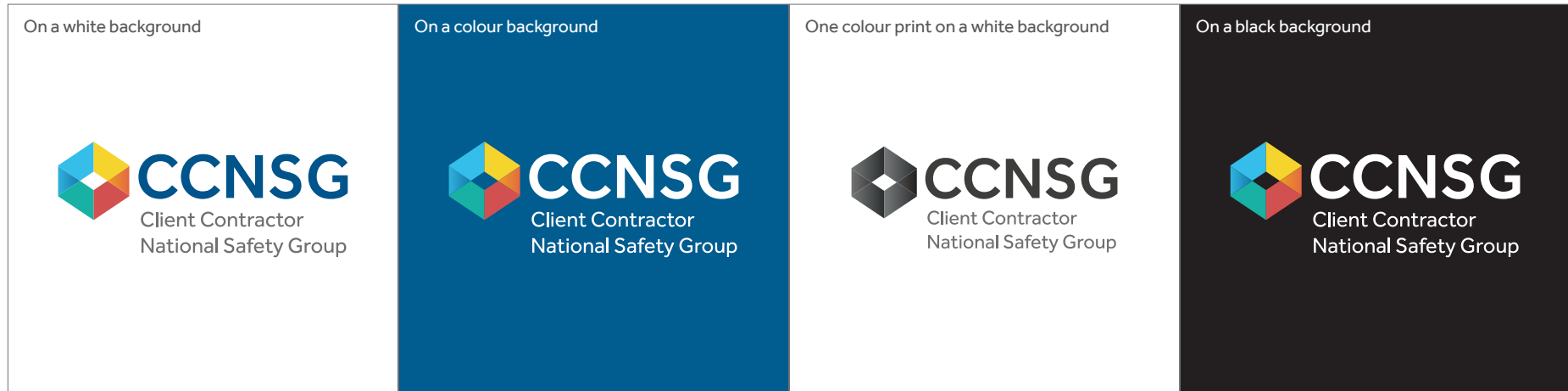
## THE LOGO

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## COLOUR VARIATION

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Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.

### **White background**

When placing the logo on a white background, use the colour version of the logo. If using a one colour print use the black version of the logo.

### **Colour background**

Always use the white version of the logo when placing it on coloured backgrounds.

### **Black background**

The white with colour version can be used on a black background.

## LOGO EXCLUSION ZONES

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The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

This image shows the minimum clearance area. Whenever possible, leave more space around the logo than the exclusion zone.

The height and width of the clear space around the logo is set by the width of the spark shape.

# LOGO DON'TS

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Don't squash or distort the logo



Don't place the logo at an angle



Don't add a strapline near the logo



Don't distort the proportion of the box



Don't place the logo on images where it may get lost



Don't alter the colour of the logo



The configurations of the logo must never be altered.

## LOGO MINIMUM SIZES

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Maximum and minimum sizes refer to the width of the box, rather than the logo as a whole.

### **Minimum size for print**

To make sure the logo is clear and legible, the box should never appear smaller than a width of 5mm in print.

### **Minimum size for digital**

The box should never appear smaller than a width of 26px on screen.

# LOGO POSITIONING

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For maximum impact, the identity should always be used prominently and legibly.

Whenever possible the logo should be placed at the top left hand-side of the page. Should the design not permit this, place the logo according to the guide shown here.

