BRAND: THE DLHE SURVEY



Primary Logo

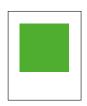


Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

COLOUR SPECIFICATIONS



Pantone Black 100% C0 M0 Y0 K100 R35 G31 B32 #000000



Pantone 361 100% C62 M0 Y76 K31 R67 G176 B42 #43B02A

DON'T ABUSE THE LOGO

DON'T STRETCH OR DISTORT HORIZONTALLY OR VERTICALLY.

DON'T CHANGE ELEMENT SIZE OR POSITION OF ANY PART.

DON'T CHANGE FONTS OR COLOUR OF ANY PART.







The minimum required Clear Space is defined by the measurement 'x' (equal to height of the text, known as 'cap-height').

FONTS USED IN LOGOTYPE

CALIBRI REGULAR 123456789!"£\$%^&*()-_=+ ABCDEFGHIJKLMNOPQRSTUVWXYZ

CALIBRI BOLD 123456789!"£\$%^&*()-_=+ ABCDEFGHIJKLMNOPQRSTUVWXYZ

OTHER GUIDANCE

Minimum Logo Size 70mm is the safest minimum width.



Social Profile Images Twitter, FaceBook etc.

Website Favicon Usually saved as a .ico at 16px.



Usually