

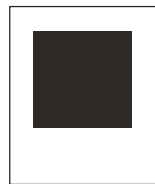
Primary Logo



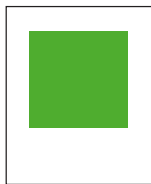
Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

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

COLOUR SPECIFICATIONS



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



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

FONTS USED IN LOGOTYPE

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

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

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.



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.

