



PRIMARY LOGO

Guidelines

Blue indicates **Clear Space**.

The blue area must be kept free of other elements.

Magenta indicates type and element alignment and boundaries.

Space

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width (Y) is equal to the height.

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

COLOUR SPECIFICATIONS



C50 M0 Y100 K0
R141 G198 B63
#72c600



C40 M40 Y40 K100
R0 G0 B0
#000000



C56 M44 Y44 K29
R102 G102 B102
#666666

Green Gradient Breakdown



C50 M0 Y100 K0
R141 G198 B63
#72c600



C50 M0 Y100 K0
R79 G154 B80
#4f9a50

Background colours



C0 M0 Y0 K0
R255 G255 B255
#ffffff



C13 M10 Y10 K0
R219 G219 B219
#dbdbdb

FONTS USED IN LOGOTYPE

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rotis Serif Italic



Minimum Logo Height- 30mm
30mm is the safest minimum size.



Landscape Version -
Minimum Logo Width - 35mm
35mm is the safest minimum size.



Social Profile Images
Twitter, FaceBook, Flickr etc.



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



Inversed Colours
Use of white and light grey
replaces the black and dark grey.

DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR

USE OF GREYSCALE/ BLACK & WHITE

Greyscale Versions

If greyscale versions are to be used, greys and blacks should be used like the following.



Black Versions

If logo is needed to be all in black. The logos should look like this.



White Versions

If logo is needed to be all in white. The logos should look like this.



Package Icons

PACKAGES



GENERIC



COLOUR SPECIFICATIONS

Package 1:



C64 M31 Y79 K12
R100 G132 B83
#648453

Package 2:



C28 M96 Y99 K31
R137 G32 B27
#89201b

Package 3:



C83 M62 Y0 K0
R43 G102 B199
#2b66c7

Package 4:



C21 M42 Y98 K2
R201 G148 B46
#c9942e

Package 5:



C20 M100 Y10 K0
R199 G23 B130
#c71782

Package 6:



C86 M30 Y49 K7
R0 G130 B130
#008282

Package 7:



C62 M91 Y0 K0
R1221 G61 B150
#7a3d96

Package 8:



C63 M33 Y1 K0
R94 G148 B204
#5e94cc

Package 9:



C16 M64 Y14 K0
R209 G120 B158
#d1789e

Generic:



C73 M17 Y92 K3
R79 G156 B79
#4f9c4f