

PRIMARY LOGO (VERTICAL)

FULL COLOUR (VERTICAL)



GREYSCALE (VERTICAL)



REVERSE (VERTICAL)



The primary logo (vertical) is the preferred option for all applications, except where the secondary logo (horizontal) provides a more suitable fit for the intended space. The logo should always appear on a white background wherever possible. The full colour logos should always be used if possible. The greyscale and reversed versions are provided only for occasions where a white background or use of colour is NOT possible (e.g. faxes or black and white printing).

SECONDARY LOGO (HORIZONTAL)

FULL COLOUR (HORIZONTAL)



GREYSCALE (HORIZONTAL)



GREYSCALE (HORIZONTAL)



The primary logo (vertical) is the preferred option for all applications, except where the secondary logo (horizontal) provides a more suitable fit for the intended space. The logo should always appear on a white background wherever possible. The full colour logos should always be used if possible. The greyscale and reversed versions are provided only for occasions where a white background or use of colour is NOT possible (e.g. faxes or black and white printing).

CORRECT LOGO USAGE

To ensure visibility on all applications, the minimum recommended print size for the logo is 30mm wide. The logo appears best on a white background. The logo should never be modified or applied incorrectly as illustrated below. Here are some examples of how not to use the logo.



VIVID COLOURED BACKGROUND



STRETCHED OR CONDENSED



ON PATTERN OR IMAGE



CROPPED



ALTERED OR ADJUSTED



CHANGE OF COLOUR