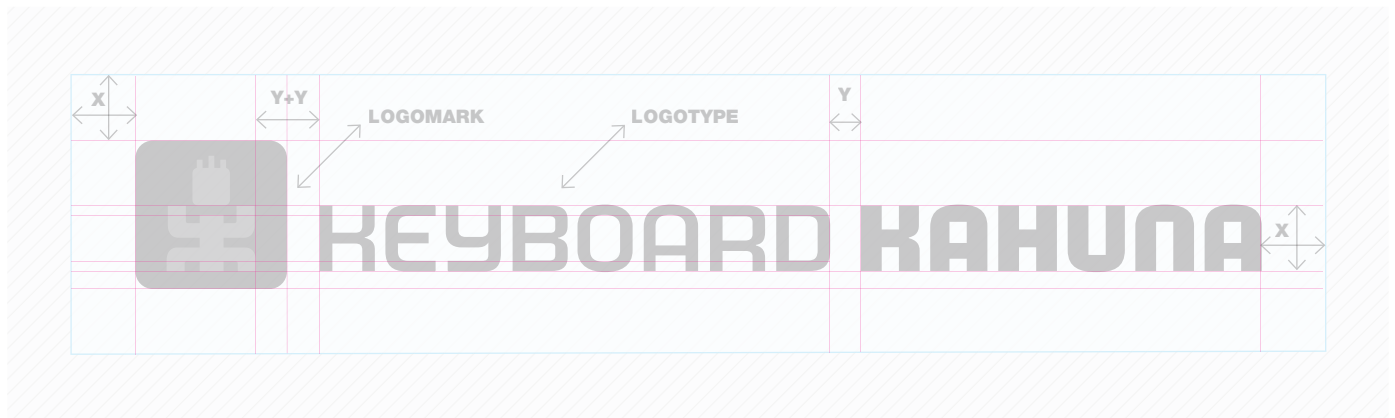


## Primary Logo



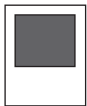
Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates **Safe Zone**. Magenta indicates type and element alignment and boundaries.

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

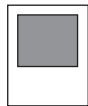
## COLOUR SPECIFICATIONS



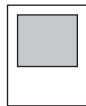
Pantone Black  
C3 M0 Y0 K100  
#000000



Pantone 431C  
C0 M0 Y0 K75  
#636466

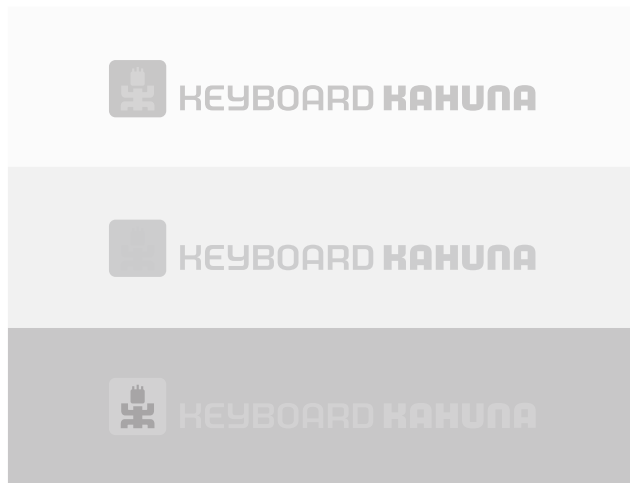


Pantone 429C  
C0 M0 Y0 K50  
#939598



Pantone C Gray 5C  
C0 M0 Y0 K25  
#c7c8ca

### Suggested Colour Splits



There are four main colour options, any combination can be used. It is best to avoid the two lightest or the two darkest colours being used together, especially in small sizes where legibility is reduced.

## FONTS USED IN LOGOTYPE

Morgan Extra Big Roman

1234567890 !@£\$%-&\*0-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Morgan Extra Big Bold

1234567890 !@£\$%-&\*0-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

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



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



Social Profile Images  
Twitter, FaceBook, Flickr etc.



## DONT ABUSE YOUR LOGO



KEYBOARD KAHUNA

DON'T CHANGE ELEMENT POSITION



KEYBOARD KAHUNA

DON'T STRETCH OR DISTORT



KEYBOARD KAHUNA

DON'T CHANGE ELEMENT SIZE



KEYBOARD KAHUNA

DON'T CHANGE FONTS/COLOUR