





CAMERON WELLNESS CENTRE

About the logo: The Cameron Wellness Centre logo conveys wellness while using colour to tie into Indigenous roots. The type used is geometric and clean, in direct contrast with the logo image. This has been done to give the logo a professional yet approachable aesthetic. The acronym for Cameron Wellness Centre (CWC) has been incorporated into the final brand identity (see below).



This 'Read Me' document will briefly cover a few important aspects of the Cameron Wellness Centre logo.

PROVIDED LOGOS

Final logos have been provided in a variety of different formats for both print (EPS-cmyk, EPS-pantone) and web (PNG, JPG) use. We have supplied the logo in two formats (stacked and horizontal). This gives you the flexibility to choose the logo that's best suited for the application.

EPS files: Best file to supply to printers or designers eg. signwriters, stationery, apparel etc.

PNG & JPG files: Best used for any digital, web based applications or in house collateral e.g. social media, website, eNewsletters etc

COLOUR

CWC logo uses 4 primary colours. Strict adherence to these colours are important in maintaining the identity and integrity of your brand.

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|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|
| PMS | 1817C | PMS | 484C | PMS | 158C | PMS | 138C |
| CMYK | 23.84.54.68 | CMYK | 8.91.92.33 | CMYK | 0.64.95.0 | CMYK | 0.50.100.0 |
| RGB | 94.48.50 | RGB | 152.50.34 | RGB | 227.114.34 | RGB | 223.122.30 |
| Hex | 5E3032 | Hex | 983222 | Hex | E37222 | Hex | DF7A00 |

LOGO USAGE

When using the logo always be considerate of its clearspace around the logo, the minimum size and ensure that it is always highly visible. Do not distort, change colours, rotate, flip, independently scale elements or apply any effects such as drop shadows to the approved logo.



We hope you enjoy your new logo! Should you have any questions along the journey please don't hesitate to **get in touch.**