



Logo Guidelines

The logo

The logo is the first visual point of contact and is the key visual which represents your campaign. The application across various materials must be consistent to acquire brand recognition. Therefore, the rules set out in these guidelines must be applied.

The logo should never be altered or reconstructed in anyway.

The positive logo should only be positioned onto a white background to ensure the correct application of the gradient shield.

We need to allow the logo a minimum clearance to give it clarity and status! It is really important that no element, type or otherwise enters this area, otherwise the logo will lose impact and status.



The background gradient

The gradient forms an integral part the brand and it's application should be consistent.



The gradient background is a combination of the colour spread out evenly in a diagonal direction.

Jade (Pantone 7711) - C:72 / M:0 / Y:32 / K:8 or R:19 G:174 B:174

Purple (Pantone 7669) - C:71 / M:73 / Y:0 / K:0 or R:99 G:91 B:168

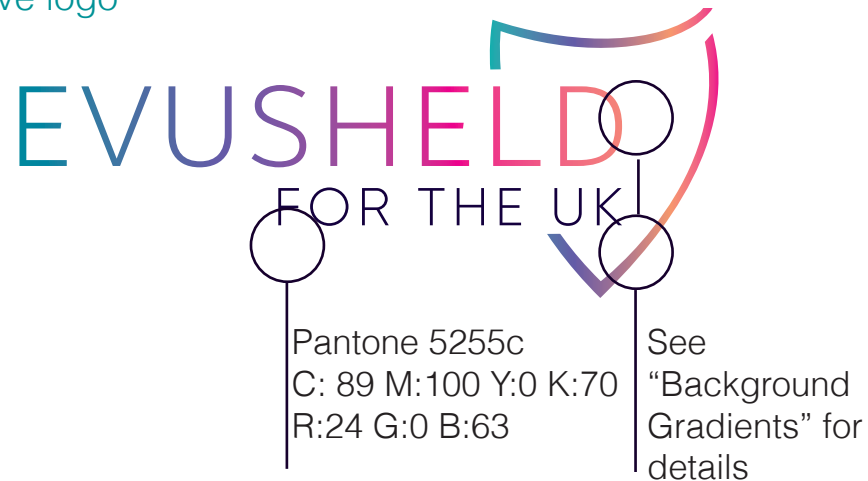
Pink - (Pantone Magenta C) - C:0 / M:100 / Y:0 / K:0 or R:236 G:0 B:140

Peach (Pantone 1635) - C:0 / M:49 / Y:59 / K:0 or R: 247 G:152 B:109

Logo's primary colours

The positive version of the logo should be your first choice, but when this is not possible a reversed logo or mono logo can be used as shown below. Please note that colour variations can occur when viewing logos on different appliances and when printed on different materials, papers and even different print manufactures, due to variants in their calibration. It is therefore, highly recommend to see a proof or sample before ordering any deliverable.

Positive logo



Reversed logo is only allowed on the gradient background



Reversed logo

