

TECHNICAL CONSTRUCTION / STYLE SHEET

PRIMARY LOGO



MONO LOGO



ASSOCIATED GRAPHICS



COLOUR PALETTE



PMS / Pantone 7549 C
CMYK / C0 M30 Y92 K0
RGB / R252 G184 B46
HTML / fcb82e



PMS / Pantone 541 C
CMYK / C77 M65 Y32 K13
RGB / R77 G89 B122
HTML / 4d597a



PMS / Pantone Cool Grey 11 C
CMYK / C0 M0 Y0 K80
RGB / R88 G89 B91
HTML / 58595b

TYPEFACE

Labrador A (Logo font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Gill Sans (Design applications)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Calibri (Standard applications)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

USAGE

- The logo must always be used in its original proportions.
- To ensure that the logo remains legible, it may never be reproduced at an enclosure width and height less than 30mm in typical applications.
- The logo is not to be altered, interfered with or distorted in any way.
- No additional words may be used within, under or around the logo.
- No other colour, image or pattern may be used as a background for the logos.

FOR FURTHER INFORMATION, PLEASE CONTACT:

