



Introduction

The logo is made up of three elements. Mark, Header and Strapline.

The Mark is based around a standard isometric grid, it can be broken into equalateral triangles for uses such as preloaders or graphics for stationary or other branding purposes. The Mark is two colour and should be kept this way unless otherwise stated as detailed below.

Colours

The logo uses two main colours and a 60% tint of black, referred to here as Grey. This Grey has it's own colour values when used as a colour swatch.

The colours are as follows:



Dark Blue

r0 g106 b151
c92% m54% y22% k3%
HEX #006A97



Light Blue

r26 g163 b221
c73% m19% y0% k0%
HEX #1AA3DD

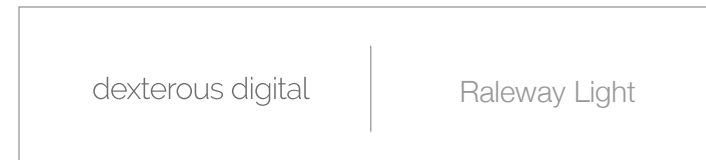


Grey

r109 g110 b112
c58% m49% y47% k15%
HEX #6D6E70

The Fonts

The fonts used in the logo are all open-source licences and can be used commercially in desktop and/or for web font formats.



The body font that should be used for paragraph text is Helevetica Neue Light between a standard 11-14 points. It is very legible and widely used and available for commercial usage.



Identity usage

The logo should change its shape slightly to fit into the environment to which it applied. (Much like the company ethos - changing to take on the challenges it's faced with.



When white-out, the Mark should divide into four shapes creating clearly defined gaps between them. This helps keep the isometric illusion clear.



Although the Mark is isometric, the Header and the Strapline must always be kept on an x-axis, thus keeping the logo straight at all times.



The logo must not be used with any gradient effects nor should any other colours be used than those specified here.



In a normal scenario, the logo should appear as it does here. The 'd' of the Header should be chiselled at 45° North East to South West.



When the situation arises that the logo needs to be stacked vertically, the Mark should sit exactly centered on top of the Header and the Strapline.

Important note: the stem of the 'd' in the Header should chisel in the opposite direction to that of the horizontal logo in a North West to South East direction.

Negative space

This is how much space should be left around the logo at all times:

