

# logousageguide



minimum recommended clear space around logo



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## teal



**PRINT** 85 38 38 38

**SCREEN** 00B2A9

## grey



**PRINT** 48 36 24 66

**SCREEN** 4D4F53

## lightgrey



**PRINT** 8 5 6 13

**SCREEN** C9CAC8



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## file formats

There are many different files in your logo package, these are organised into three groups: print, screen and specific use. Please do not use print logos for screen or vice versa.

Inside each of these folders your files are organised by format and each file has a descriptive name. Although it may seem like an overwhelming number of files, if you look through this PDF and browse the folders you will be able to familiarise yourself with them and confidently find a logo for most uses.

Sometimes you may need a logo in a specific format or size that you do not have. Please don't hesitate to send a request to [alison@myslogan.com.au](mailto:alison@myslogan.com.au) and we will provide the file within 24 hours.

## colour correction

The River Heads Property Sales corporate colours can be difficult to reproduce accurately, it is therefore highly recommended that you perform a test print the first time you use the logo for a certain application. Please refer to the hard copy colour matching guide kept on file in the office for the correct colours.

The provided CMYK logos will print accurately on a Pantone calibrated printer as well as the RHPS CMYK colour copier when using the correct driver.

## fonts

The River Heads Property Sales logo and signage uses the Cocomat font, this is not suitable for large blocks of text. For advertising copy, the body of letters and so on, use Helvetica Neue LT Std. Both of these fonts are included in your logo package.

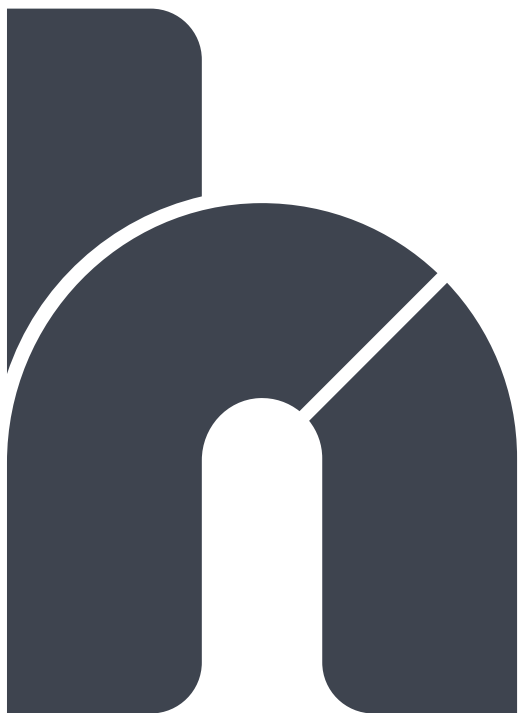
**this is a simplified logo guide for internal use, please see style guide for comprehensive information including spot colour mixes**



property



property



property



property



property





riverheadspropertysales





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