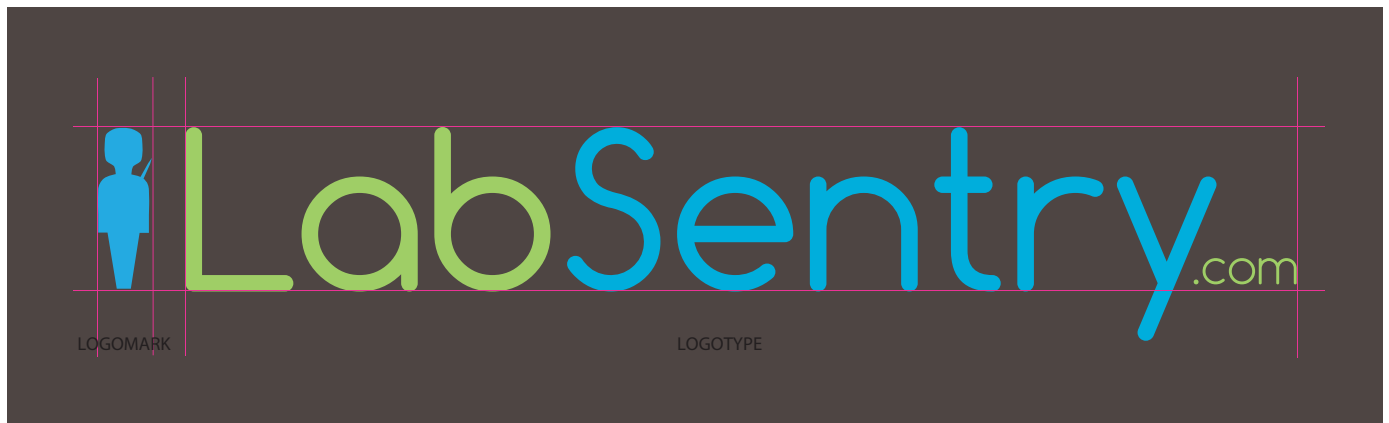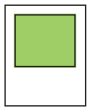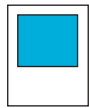## Primary Logo

LOGOMARK

LOGOTYPE

COLOUR SPECIFICATIONS

Pantone Black
C3 M0 Y0 K100
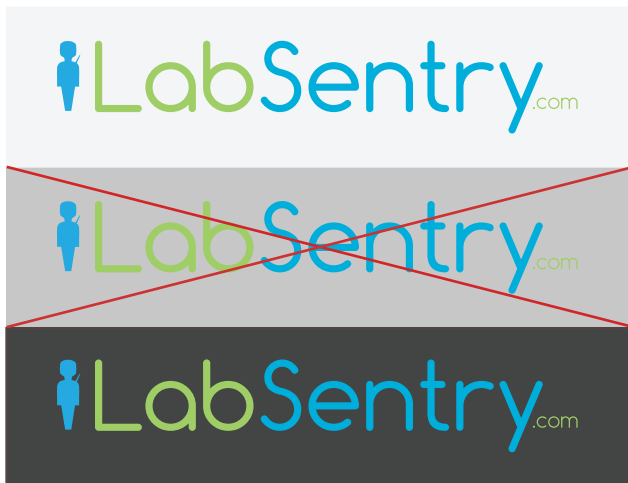#000000

Pantone 375
C41 M0 Y78 K0
#96ff38

Pantone 312
C96 M0 Y11 K0
#0aff3e

Pantone Solid Coated Black 7 C
C59 M60 Y59 K44
#3b393b

Suggested Colour Splits

There are four main colour options, any combination can be used. It is best to avoid the two lightest or the two darkest colours being used together, especially in small sizes where legibility is reduced.

FONTS USED IN LOGOTYPE

Comfortaa Light

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Comfortaa Regular

1234567890 !@£$%^&*()-=+
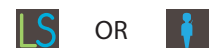ABCDEFGHIJKLMNOPQRSTUVWXYZ

Comfortaa Bold

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 35mm
35mm is the safest minimum size.

Website Favicon
Usually saved as a .ico at 16px.

 OR

Social Profile Images
Twitter, FaceBook, Flickr etc.

DONT ABUSE YOUR LOGO

DON'T CHANGE ELEMENT POSITION

DON'T STRETCH OR DISTORT

DON'T CHANGE ELEMENT SIZE

DON'T CHANGE FONTS/COLOUR