

HOW TO USE

LOGO
GUIDELINES



LOGO

monotone: black



monotone: white



color



LOGO USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

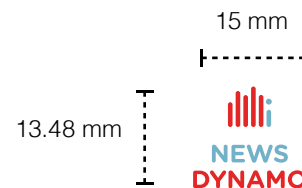
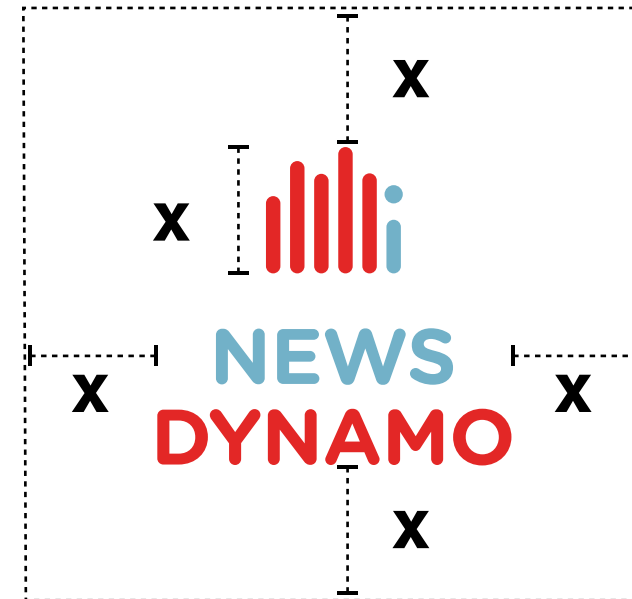
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used.

**LOGOS SHOULD NOT
BE TAKEN FROM
THIS DOCUMENT.**

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



MINIMUM REPRODUCTION SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

WRONG!

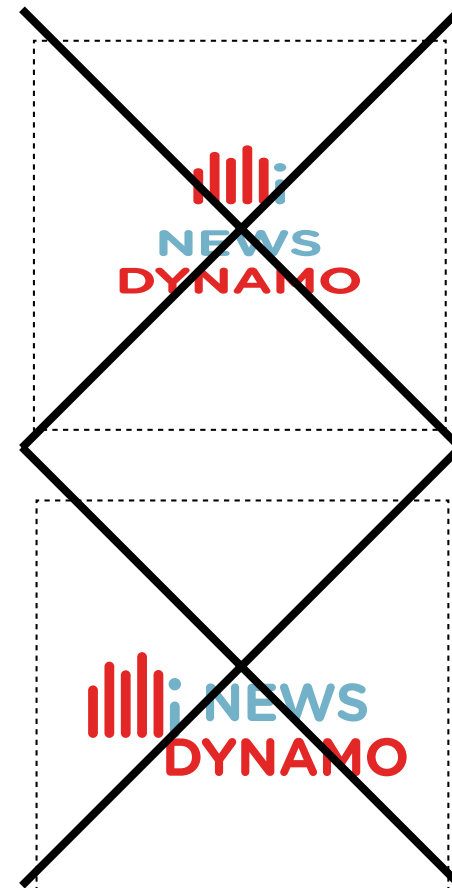
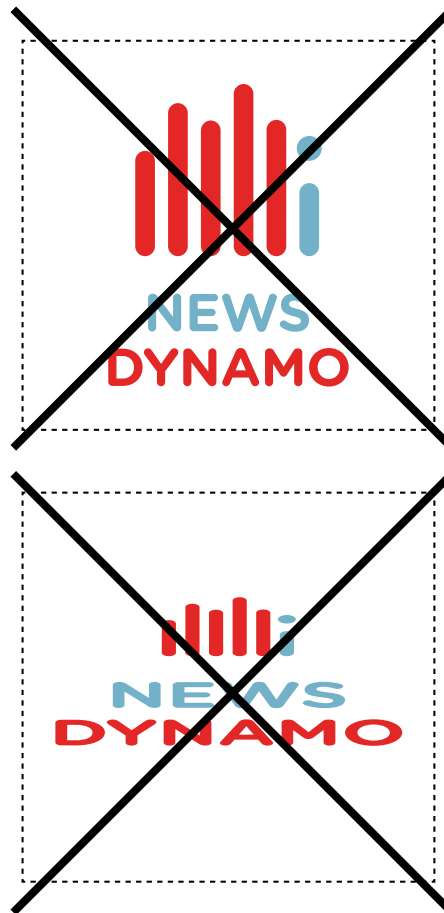
Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

The logo has become distorted from it's designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

CORRECT!

The logo's shape is consistent with the initial design, retaining balance and legibility.



WRONG!

A colour outside of the selected brand colour scheme has been used. This is not allowed as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.

CORRECT!

The logo's shape is consistent with the initial design, retaining balance and legibility.



NEWS
DYNAMO



NEWS
DYNAMO

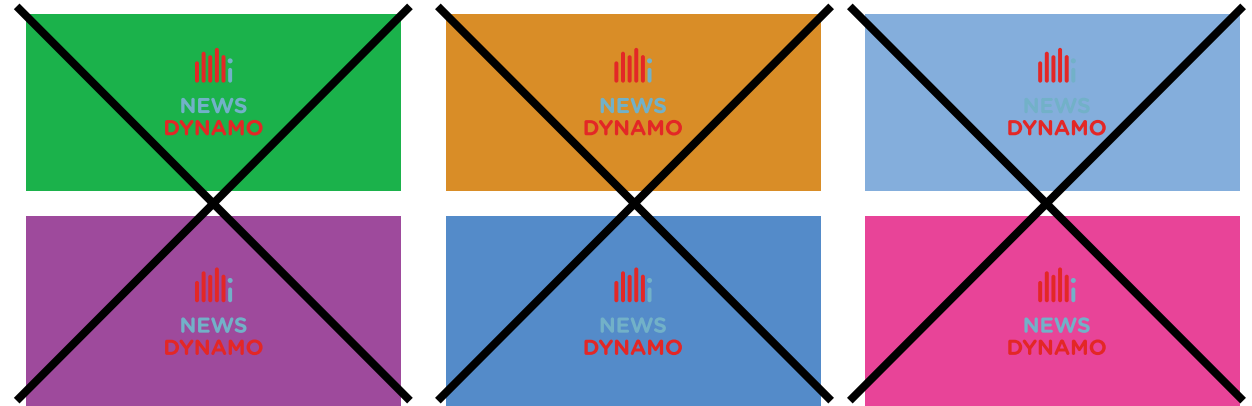


NEWS
DYNAMO

WRONG!

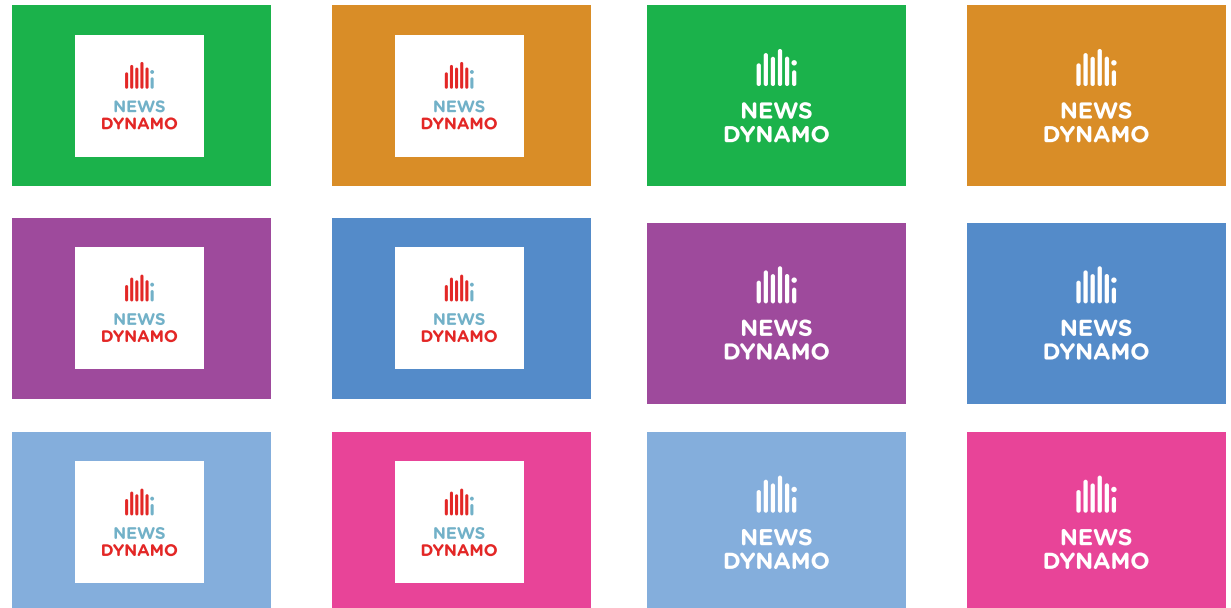
The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

To fix this problem, you can either place the logo into a white rectangle, or use the monotone version of the logo.



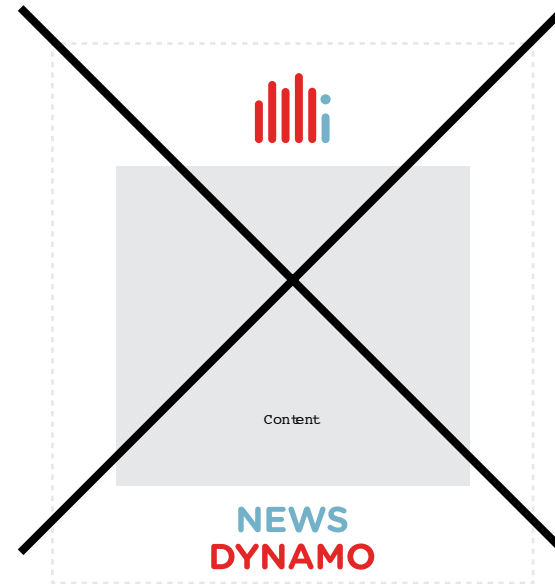
CORRECT!

The logo's color is consistent with the initial design, retaining balance and legibility.



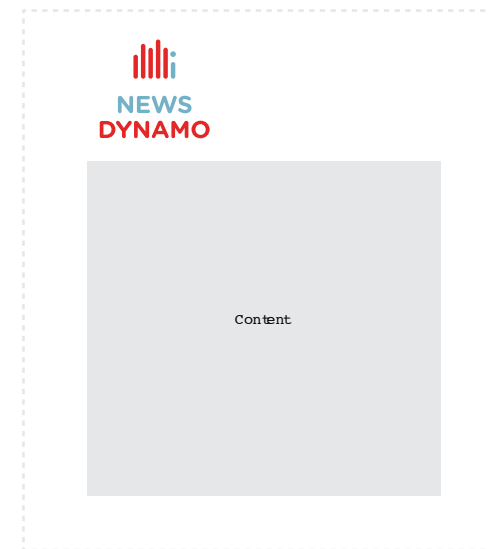
WRONG!

If an advertiment is made by your company then the logo could be used accordingly to brand's guidelines.



CORRECT!

The logo's shape is consistent with the initial design, retaining balance and legibility.




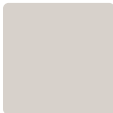


COLOUR SCHEME

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Secondary and black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB
Primary Brand Colour		Pantone 485 C	5 / 98 / 100 / 0	227 / 39 / 38
Third Brand Colour		Pantone 7458 C	55 / 16 / 15 / 0	114 / 177/ 200
Text / Content Colour		Pantone black 3	0 / 0 / 0 / 93	34 / 31 / 32
Background / Base Colour		Pantone Warm Gray 1	14 /13 / 17/ 0	217 / 210 / 202

Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.



TYPOGRAPHY

PRIMARY TYPEFACE

Gotham Rounded Medium
Main logotype text / Titles

abcdefghijkl
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

SECONDARY TYPEFACE

Arial Regular
Body Copy

**This font should only
be used for titles**

Donec vestibulum cursus urna, et sollicitudin diam rutrum sed.
Morbi at malesuada erat. Praesent sodales id elit varius dictum uisque elementum scelerisque
sollicitudin. Cras quis aliquet tortor. Duis ut massa ac risus fringilla cursus. Etiam quis fermentum
arcu. Etiam in ligula enim. Integer dolor ligula suscipit.

**THIS FONT SHOULD ONLY
BE USED FOR TITLES**

Donec vestibulum cursus urna, et sollicitudin diam rutrum sed.
Morbi at malesuada erat. Praesent sodales id elit varius dictum uisque elementum scelerisque
sollicitudin. Cras quis aliquet tortor. Duis ut massa ac risus fringilla cursus. Etiam quis fermentum
arcu. Etiam in ligula enim. Integer dolor ligula suscipit .

THANK YOU
for treating our logo with care