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Corporate Identity Guidelines

How to use the logomark

It is important to maintain the logo across applications. When using the logo always make sure you're using the master artwork file. To maintain quality, use the EPS artwork and make sure you select the correct colour version depending on your circumstances.

Colour on white background

Colour on colour background

Dark mono for use on white background

Light mono for use on colour background

Incorrect Usage

Editing the logo must never be done. Only use the master artwork file to ensure you have the correct logo on your document.

Rotated arrow device

Repositioned arrow device

Keyline around logo

Colours changed from specified standard

Logo over photography

Distorted scale

Exclusion Zone

It is important that the logo has enough room around it so that other elements of a design don't interfere or compete with it's presence. This guide made from the darker element of the arrow device displays the margins required.

Minimum Size

The logo can be scaled to any size, but it must never be displayed any smaller than the examples below in print and on screen.

25mm

80 pixels
when displayed at 72dpi

28mm

89 pixels
when displayed at 72dpi

Short Strapline Positioning

When a strapline is used in conjunction with the logo, the hierarchy of the mark must prioritise the logo. Therefore, the strapline must be positioned below the logo as illustrated here. The distance between the bottom of the logo must be equal to 1/3rd the height of the text in the logo. The height of the text in the strapline must also be equal to 1/3rd the height of the text in the logo.

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Ennius et sapines et fortis

Long Strapline Positioning

To maintain considered composition between the logo and the strapline, a maximum line length has been set for the strapline. If the strapline is to exceed this line length, the strapline must continue below as shown.

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Ennius et sapines et fortis etas alter Homerus, ut critici

Colours

The logo uses two colours. Below are the pantone codes for the colours, along with the CMYK and RGB values.

Pantone Spot Colours

368C

348C

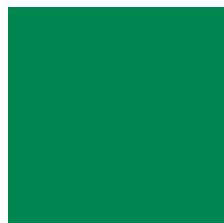## CMYK - Full Colour Process

C: 50
M: 0
Y: 100
K: 0

C: 100
M: 0
Y: 91
K: 42

RGB - On Screen

R: 122
G: 193
B: 66

R: 0
G: 112
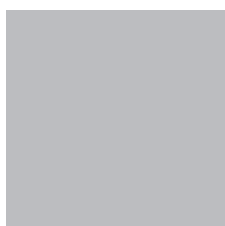B: 60

Hexadecimal - Online

#7AC142

#00703C

Mono - Black and White Screen & Print

B: 30%

B: 80%

Typefaces

The identity uses Avant Garde as it's preferred headline typeface. Titles, signs, straplines or other important and short pieces of text should use the appropriate weight.

Arial is used as the body face and should only be used in headers when Avant Garde is unavailable. Arial displays well on screen, both in headings and on large bodies of text.

The full families of both faces are used. Generally, the more important the text dictates the point size and weight of the text.

Avant Garde

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789   . , ; ` ˝ £ $ @ & ! ?

Headline 45pt Max
Secondary Header 32pt Max

Arial (Print)

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789   . , ; ' " £ $ @ & ! ?

Headline 45pt Max
Secondary Header 32pt Max
Sub-Header 20pt Max

Body Copy 9pt to12pt

Arial (Screen)

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789   . , ; ' " £ $ @ & ! ?

Headline 55pt Max
Secondary Header 32pt Max
Sub-Header 26pt Max

Powerpoint Body 20pt Max

Web Body 12pt Max