Logo - Master

Our logo is an essential part of our branding. It's a visual representation of our brand that, importantly, sticks with people . It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

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Our master logo – with our stapline – should always be used as the first option where possible.

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Logo - Misuse

The logo should never be redrawn, distorted, reconfigured, recoloured or changed in any way.

Some examples of logo misuse are shown opposite:

DO NOT DISTORT THE LOGO

DO NOT CHANGE THE FONT OF THE LOGO

DO NOT USE LOGO ON BUSY PHOTOGRAPHY

DO NOT ROTATE THE LOGO

DO NOT CHANGE THE COLOUR OF THE LOGO

DO NOT RECONFIGURE THE LOGO

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Logo - Digital Primary

A brand without a digital presence is like a car without tires. It's not going to get anywhere fast. That's why it's important that our logo is recognisable even in super small digital environments.

Whether it's a Google display ad, app button, social media post, or a website takeover, we have created logos to fit all digital shapes and sizes.

VERSION 1

VERSION 2

VERSION 3

When using the logo on navy or dark backgrounds, version 1 should be used. On orange or light backgrounds, version 2 should be used. On light backgrounds, version 3 should be used.

The device should not be used any smaller than 30 pixels in height.

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Logo - Digital Secondary

We have created a stacked version of the logo which should be used when the primary version doesn't sit right.

When using the logo on navy or dark backgrounds, version 1 should be used. On orange or light backgrounds, version 2 should be used. On light backgrounds, version 3 should be used.

The device should not be used any smaller than 40 pixels wide.

VERSION 1

VERSION 2

VERSION 3

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Logo - Digital Tertiary

This logo should be used when the text on the primary and secondary logo isn't legible on an asset. It should be used primarily on digital display adverts.

When using the logo on navy or dark backgrounds, version 1 should be used. On orange or light backgrounds, version 2 should be used. On light backgrounds, version 3 should be used.

The device should not be used any smaller than 30 pixels in height.

VERSION 1

VERSION 2

VERSION 3

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Colour

First impressions count. This is especially true when it comes to your brand since your brand color is likely to be the first thing customers see. Colors elicit emotions and feelings, plus they convey certain information. Put simply, our brand colors are powerful and here's how we use them.

CMYK 100 • 49 • 0 • 56	**CMYK** 0 • 60 • 100 • 0	**CMYK** 0 • 0 • 0 • 63	**CMYK** 84 • 4 • 0 • 0
RGB 0 • 61 • 101	**RGB** 214 • 123 • 25	**RGB** 127 • 127 • 126	**RGB** 60 • 167 • 227
HEX #003c65	**HEX** #d57b18	**HEX** #7e7e7e	**HEX** #3ca7e3
PMS 540	**PMS** 716	**PMS** Cool grey 9	**PMS** 299
75%	75%	75%	75%
50%	50%	50%	50%
25%	25%	25%	25%

Dark blue is the constant master colour, supported by orange and grey. We also use aqua blue when talking to consumers

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