

LOGO

CORE BRAND ELEMENTS

LOGO

1 Logo elements

There are two parts to our logo: the word mark and the symbol. At times this is the only point of contact with our brand. Please use the master artworks which we supply.

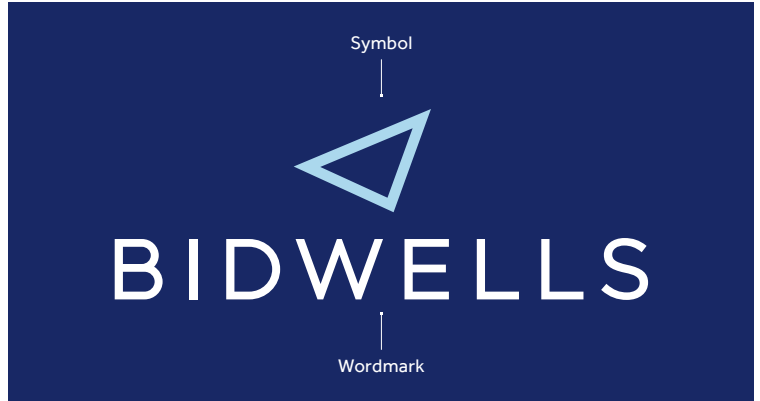
2 Logo colours

In most instances, we want to present our logo on Dark Blue. This means that the 'full-colour negative' logo will be used the most. There are three other logos that can be used if the 'full-colour negative' logo isn't appropriate. Here are a few examples:

Printed stationery – We use the 'full colour positive' logo.

Newsprint (single colour) – We use the 'single colour negative' logo on a black background.

1



2



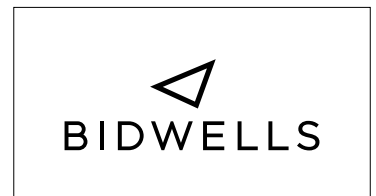
Full-colour negative



Full-colour positive



Single-colour negative



Single-colour positive

CORE BRAND ELEMENTS LOGO SIZE AND EXCLUSION ZONE

1 Measurement

We use the width of our logo as the measurement for scale.

2 Artworks

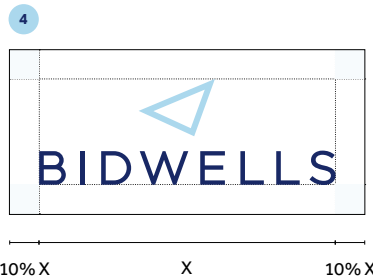
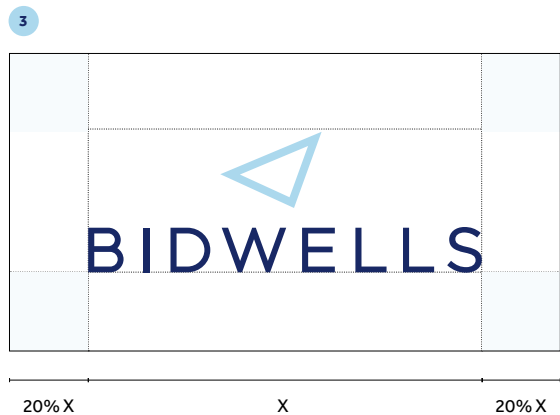
Our logo artworks are 100mm in width, which makes scaling the logo to the right size an easy task. If you need the logo at 50mm, just import the logo and scale it to 50%.

3 Exclusion zone (standard)

Our logo has an exclusion zone which should be kept clear of any other elements, we don't want our logo to be crowded off the page.

4 Exclusion zone (minimum)

When you need to make the logo as large as possible on an event banner for example, we have the minimum clear space of 10% X.



CORE BRAND ELEMENTS

LOGO POSITION

1 Position

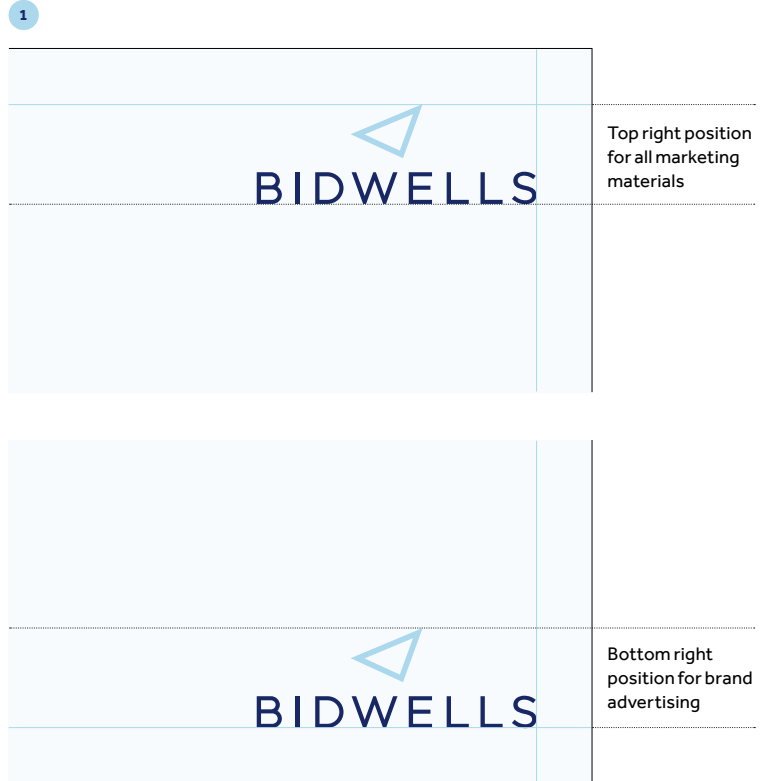
We should always place our logo top right for marketing materials and bottom right for brand advertising.

There will be exceptions to the rule. On the website the logo is used top left, and on our particulars advertising the logo is used top right.

If you are unsure of where to place the logo, top right is the preferred option.

2 Logo size

A correctly scaled and placed logo can make our materials professional and consistent.



2

| Document size | Logo height | Scale |
|-------------------------|-------------|-------|
| A3 Portrait | 68mm | 68% |
| A3 Landscape | 68mm | 68% |
| A4 Portrait | 48mm | 48% |
| A4 Landscape | 48mm | 48% |
| A5 Portrait | 36mm | 36% |
| A5 Landscape | 36mm | 36% |
| DL Portrait | 36mm | 36% |
| Business card (85x55mm) | 30mm | 30% |
| PowerPoint® | 44mm | 44% |

CORE BRAND ELEMENTS JOINT AGENCY PARTNER LOGO

We have a specific logo for use on our associated partners marketing materials. This incorporates a contact number and a URL.

1 Associated partner logo

It is important to check that you have the correct phone number; the master artworks are available for you to change this as necessary.

2 Colour variants

The full-colour blue logo is the preferred option, guidance for application can be found on the following page.

3 Exclusion zone

It is important not to overcrowd our logo, so please ensure the exclusion zone is applied.

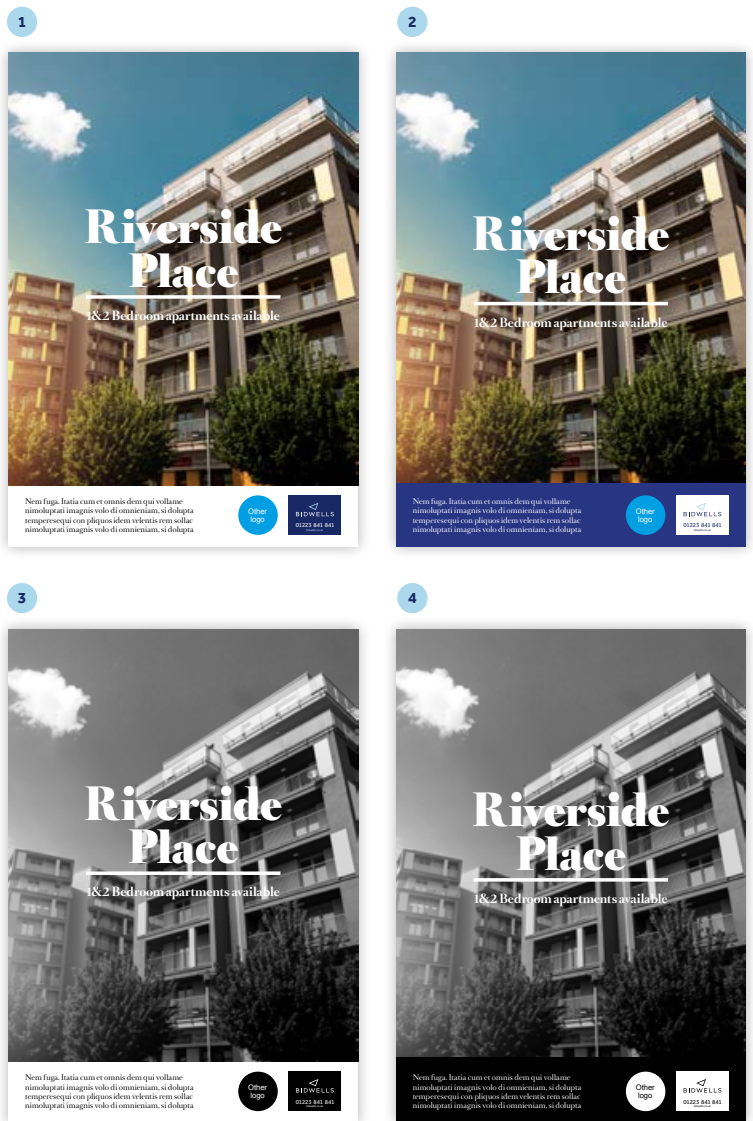


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JOINT AGENCY PARTNER LOGO APPLICATION

The following examples show how the logo should be applied.

- 1 Full-colour blue**
This is our preferred logo, to be used on white and any colour that doesn't clash with our dark blue.
- 2 Full-colour white**
This is to be used when the background colour clashes with our dark blue.
- 3 Single-colour negative**
This is to be used when the print is single colour, on newsprint for example.
- 4 Single-colour positive**
This is to be used when the print is single colour, on newsprint for example, and when the background is black.



CORE BRAND ELEMENTS LOGO MISUSE

Things to avoid

Applying our logo is simple, and using our master artworks will help to avoid any mistakes.

- 1 Do not change the logo typeface
- 2 Do not move the symbol
- 3 Do not change the colour
- 4 Do not distort the proportion
- 5 Do not fill the symbol
- 6 Do not change the proportions of the elements
- 7 Do not add any effects
- 8 Do not attach any additional items to the logo
- 9 Do not place the logo over an image
- 10 Do not place the logo on a clashing colour

