

# LOGO: GUIDELINES



## PRIMARY LOGO

The primary logo used for most applications.



## EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the width of the 'E' in the logotype.



## COMBINED LOGO

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**EVERYWHERE**

## **MONOCHROME**

When monochrome is used, then all elements are to be 100% black.

All rules of white out also apply when the EVERYWHERE is used alone.



## **WHITE OUT**

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

All rules of white out also apply when the EVERYWHERE is used alone.



## **MONOCHROME/WHITE OUT COMBINED LOGO**

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## HORIZONTAL LOGO

The primary logo used for horizontal and small spaces where the stacked version can not be used.



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# LOGO: MINIMUM SIZE

## Minimum width



### **PRIMARY LOGO**

The minimum size for the primary logo is 1 in (25mm) (72px).

There is no maximum width.

## Minimum width



### **COMBINED LOGO**

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There is no maximum width.

# LOGO COLOR: GUIDELINES



PANTONE BLUE 7469 C

PROCESS	C	M	Y	K
	<b>100</b>	<b>58.03</b>	<b>30.07</b>	<b>9.67</b>

R	G	B
<b>0</b>	<b>94</b>	<b>133</b>

HEX  
**#005E85**



PANTONE ORANGE 158 C

PROCESS	C	M	Y	K
	<b>3</b>	<b>66</b>	<b>99</b>	<b>0</b>

R	G	B
<b>238</b>	<b>118</b>	<b>35</b>

HEX  
**#EE7623**

