

PRIMARY LOGO

The primary logo used for most applications.



EXLUSION 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







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



HORIZONTAL LOGO

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



EXLUSION ZONE

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COMBINED LOGO



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.

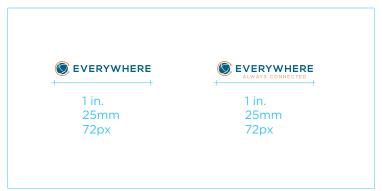
All rules of white out also apply when the EVERYWHERE is used alone.



MONOCHROME/WHITE OUT COMBINED LOGO

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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LOGO COLOR: GUIDELINES

PANTONE BLUE 7469 C

PROCESS 58.03 30.07 9.67

> R G В 94 133

HEX #005E85





PANTONE ORANGE 158 C

PROCESS С Μ G В 118 238

> HEX #EE7623

