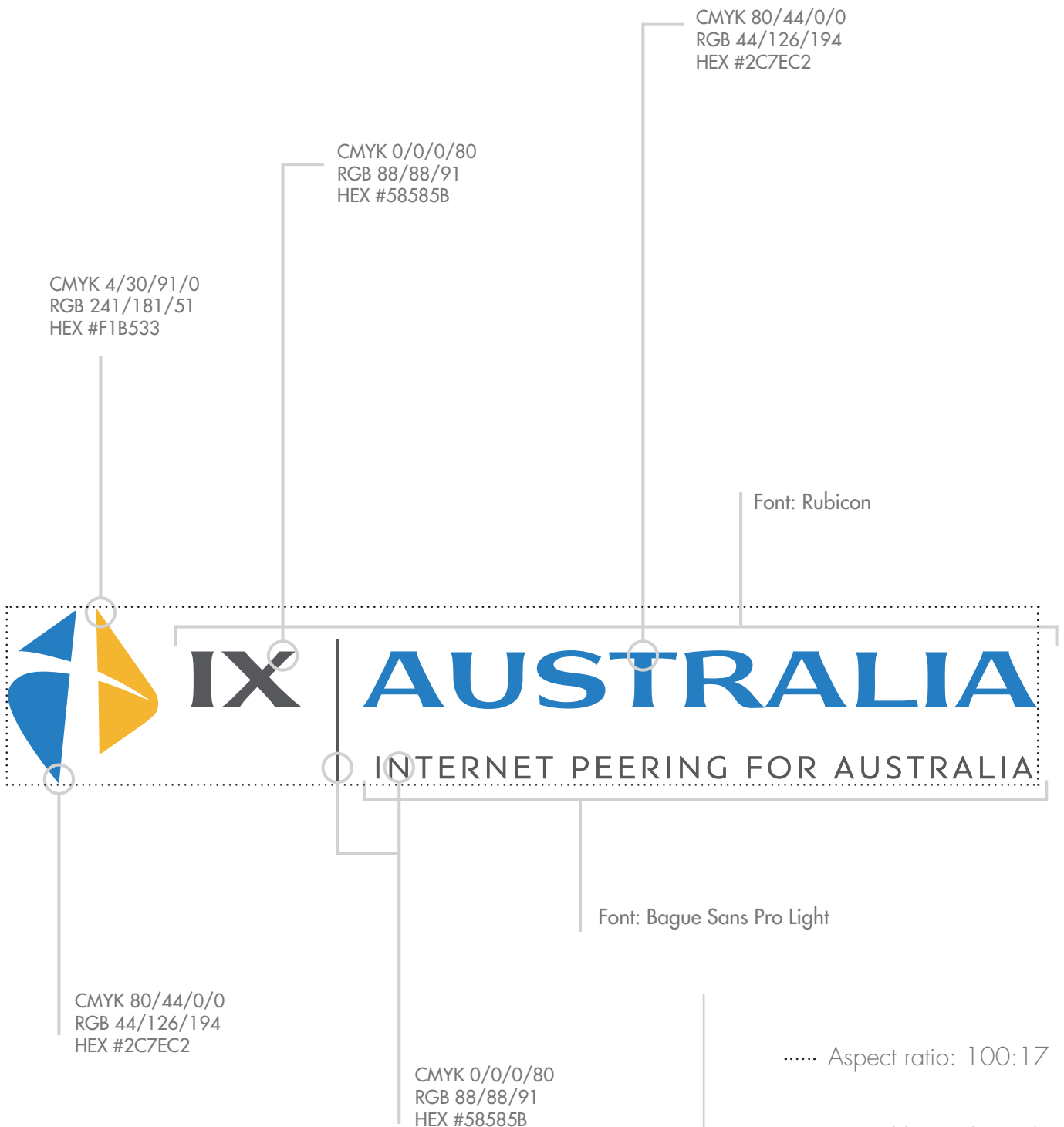


Logo: key elements

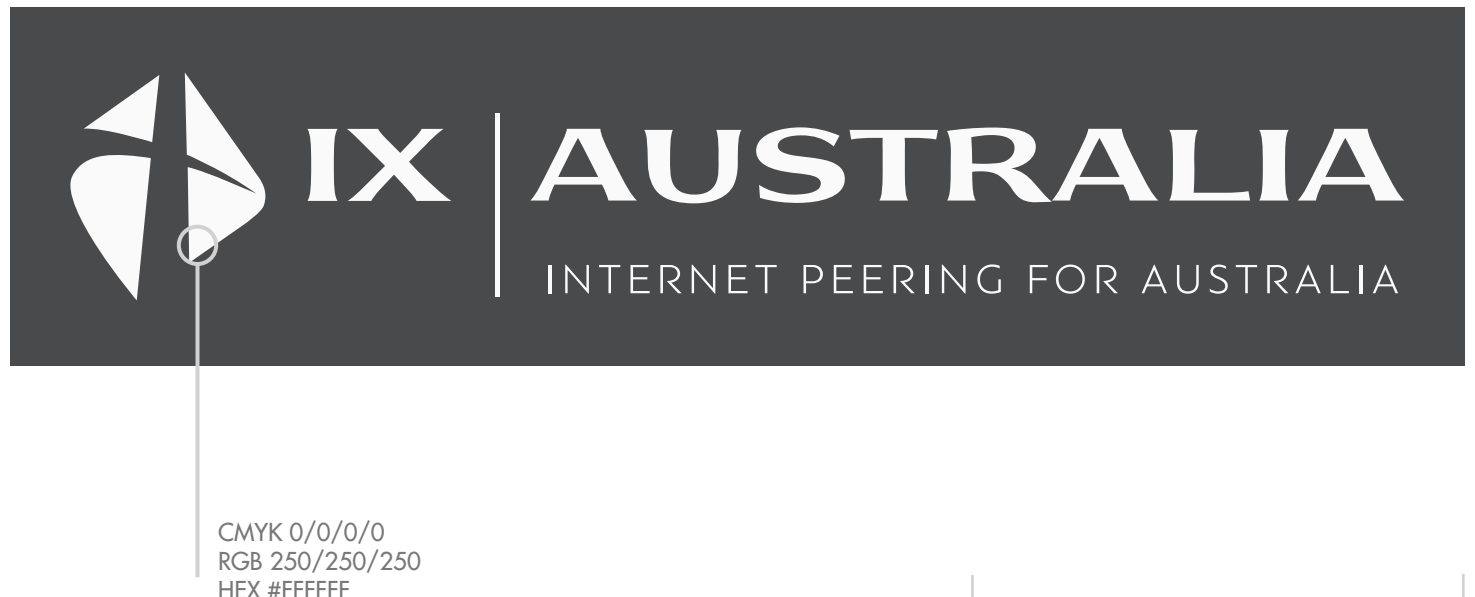


..... Aspect ratio: 100:17

Horizontal logo: this is the original and preferred version.

Always leave the logo some space to breath. Leave an equal distance around the logo on each side. Use white or neutral backgrounds for the colour version of the logo.

Logo: horizontal version variations



Use the provided greyscale versions for print that cannot be in colour.

Use a full white version for black and dark backgrounds.

Logo: stacked version & variations



..... Aspect ratio: 1:1

Stacked logo, this version may be used where spatial constraints require a more square configuration.

The same rules apply, use white and light backgrounds for the coloured version, greyscale is only to be used when necessary and the white is available for black and dark backgrounds.

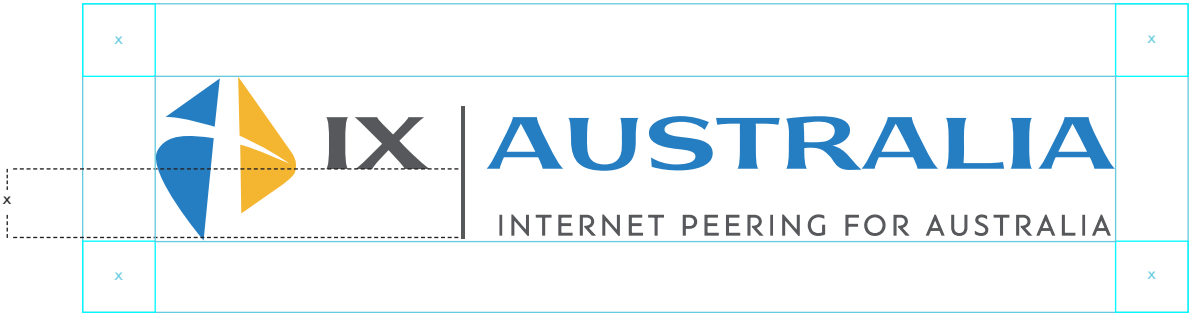
Logo: usage



The tagline should be removed when the writing becomes illegible.



Logo: clearspace



The clearspace minimum for the horizontal logo is equivalent to the vertical height between the X in IX Australia and the bottom of the divider, marked with an 'x'.

For the stacked logo the clearspace is the equivalent height of the divider - marked with an 'x'.