

LOGO



LOGO USAGE GUIDELINES

The logo is to appear in it's full colour format wherever possible. The logo must not be manipulated, repositioned, stretched, screened or distorted. Always ensure that there is sufficient contrast between the logo and the background colour.

FULL COLOUR LOGO



FULL COLOUR LOGO REVERSED



GRAYSCALE LOGO



GRAYSCALE LOGO REVERSED



BLACK AND WHITE LOGO REVERSED



PRIMARY BRAND COLOURS

GREEN PMS COATED: 382 C PMS UNCOATED: 396U C:29 M:1 Y:100 K:0 R:194 G:212 B:46 HTML: CID32D	PURPLE PMS COATED: 5265C PMS UNCOATED: 5255U C:82 M:82 Y:36 K:26 R:65 G:58 B:96 HTML: 403A60	RED PMS COATED: 7625C PMS UNCOATED: 7625U C:3 M:84 Y:82 K:0 R:233 G:81 B:61 HTML: E8503C	BLUE PMS COATED: 7546C PMS UNCOATED: 5395U C:85 M:69 Y:51 K:46 R:38 G:55 B:70 HTML: 263745	GRAY PMS COATED: COOL GRAY 6 PMS UNCOATED: COOL GRAY 6 C:0 M:0 Y: 0 K:40 R:35 G:31 B:32 HTML: 231F20
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MINIMUM CLEAR SPACE AROUND LOGO

Clear space is the area surrounding the logo that must be kept free of other text and graphical elements. The minimum required clear space is defined by the measurement “X”, as shown. This measurement is equal to the height of “DU PLOOY LAW” and the spacing above.



MINIMUM SIZE

To ensure optimal reproduction and legibility of the logo a minimum size has been established. The logo is never to appear smaller than 1 inch wide.

