

Brandmark use on coloured and photographic backgrounds

Coloured Backgrounds

When the brandmark is reproduced on colour backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

Full colour Brandmark

Use the full colour brandmark with white font on all dark backgrounds only.

Reverse and Black Brandmarks

Use a reverse or black version of the brandmark on all colour backgrounds. White reverse should be used on dark colours and black should be used on light colours.



Photographic Backgrounds

When the brandmark is reproduced on photographic backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

Full colour Brandmark

Use the full colour brandmark with white font on all dark backgrounds only.

Reverse and Black Brandmarks

Use a reverse or black version of the brandmark on all colour backgrounds. White reverse should be used on dark colours and black should be used on light colours.

