



## Colour Reverse

This logo version must be used in limited circumstances.

It **MUST ONLY** appear on a single colour from the QFA colour palette (flat background, no patterns or photos).



## White

This logo version must be used in limited circumstances.

It **MUST ONLY** appear on a single colour from the QFA colour palette (flat background, no patterns or photos).



## Mono Black

This logo version has been developed primarily for embroidery purposes.

It must only be used in circumstances where the full colour version is unsuitable. (newsprint, single-colour brochures).

## Digital logo collection


**Vector/AI:** Used by design professionals and print suppliers.

**PNG:** Used for web-based applications and Microsoft Office (to avoid a white box appearing around the logo).

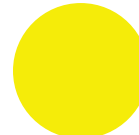
**JPG:** Used for Microsoft Office applications (ie. Word and PowerPoint).

## Colour palettes


### Primary palette (*first choice*)

<b>Gold</b>	
	
<b>PMS</b>	124
<b>CMYK</b>	0c/ 20m / 100y / 0k
<b>RGB</b>	R 255 G 203 B 5
<b>Websafe</b>	# FFCB05


### Secondary palette (*limited use*)

<b>Yellow</b>	
	
<b>PMS</b>	108
<b>CMYK</b>	5c/ 0m / 100y / 0k
<b>RGB</b>	R 249 G 236 B 0
<b>Websafe</b>	# F9EC00


### Light Maroon

	
<b>PMS</b>	7426
<b>CMYK</b>	5c/ 100m / 45y / 22k
<b>RGB</b>	R 184 G 11 B 77
<b>Websafe</b>	#b80b4d


### Dark Maroon

	
<b>PMS</b>	490
<b>CMYK</b>	40c/ 90m / 82y / 63k
<b>RGB</b>	R 79 G 20 B 19
<b>Websafe</b>	# 4F1413

### Charcoal

	
<b>PMS</b>	7545
<b>CMYK</b>	70c/ 60m / 42y / 20k
<b>RGB</b>	R 85 G 90 B 107
<b>Websafe</b>	# 555A6B

### Grey

	
<b>PMS</b>	7544
<b>CMYK</b>	33c/ 18m / 13y / 37k
<b>RGB</b>	R 118 G 132 B 143
<b>Websafe</b>	# 76848F

**PMS:** Used for spot colour print production, screen printing and embroidery.

**CMYK:** Used for four colour process or full colour (commercial) printing.

**RGB:** Used for 'inhouse' production such as Microsoft Office suite.

**HTML:** Used for web publishing.

## Typeface

The preferred typeface is *Arial (or another similar sans serif font)*. It is to be used for all internally produced publications and web-based applications.

This is a standard Microsoft Office typeface and is available on all computers.

aA  
Arial