

PRIMARY LOGO

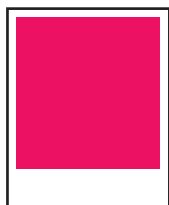


BLUE indicates Clear Space. The blue area must be kept clear of other elements.

GREY padding indicates Safe Zone.

PURPLE indicates type and element alignment and boundaries.

COLOR SPECIFICATIONS



Pantone : DS 124-1 C
CMYK : 0%, 100%, 40%, 0%
RGB : 237, 17, 100
Web Safe : #ED1164



Pantone : DS 325-1 C
CMYK : 0%, 0%, 0%, 70%
RGB : 109, 111, 113
Web Safe : #6D6F71

FONTS USED AND RECOMMENDED

CENTURY GOTHIC REGULAR
1234567890!"£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Recommended font for web:
VERDANA
1234567890!"£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUGGESTED COLOR SPLITS AND SYMBOL



ALTERNATIVE LOGO VERSIONS & SPECS

Minimum Logo Width - 20mm
20mm is the safest minimum size.



Website Favicon
Usually saved as a '.ico' at 16px



Social Profile Image
Twitter, Facebook, Flickr etc

