Our Graphic Profile
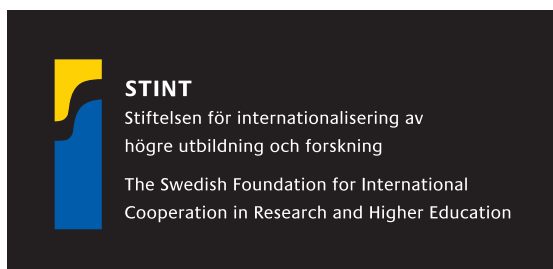
TWO FORMATS

The logotype is available in two formats, and the choice depends on the type of background that is used.

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PRIMARY LOGOTYPE: POSITIVE, ONLY USED AGAINST A WHITE BACKGROUND.

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SECONDARY LOGOTYPE: NEGATIVE, USED WHEN THE BACKGROUND HAS ANY COLOUR OTHER THAN WHITE.

CLEAR SPACE

For optimal clarity, the logotype must always be surrounded by clear space. The clear space is the minimum distance to other graphics, text or images, or to the edge of the material on which the logotype is positioned.

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PLEASE NOTE THAT THESE ARE MINIMUM DISTANCES, AND MORE CLEAR SPACE IS PREFERABLE.

SIZE

For optimal clarity, the logotype also needs to be large enough.
For print: at least 60 mm wide. For digital media: at least 240 pixels wide.

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60 MM

REMEMBER

DO …
– Retain the logotype's proportions.
– Ensure that the logotype contrasts with the background.
– Use the correct file format.
– Always use the original files.

DON'T …
– Change the height or width of the logotype.
– Use patterned backgrounds.
– Use the logotype in running text.
– Crop the logotype.

FOR MORE INFORMATION, SEE THE DOCUMENT "GUIDELINES FOR USING OUR LOGOTYPE".

OUR FONTS

FOR PRINT:

HEADING, TABLE AND GUIDELINE:
Franklin Gothic Demi
Franklin Gothic Book
Franklin Gothic Light

BODY:
Garamond bold
Garamond Regular

FOR WEB

HEADING:
Heebo

BODY:
Arial

OUR COLORS

PMS: 286
CMYK: 100/66/0/2
RGB: 0/84/160

PMS: 116
CMYK: 0/16/100/0
RGB: 255/211/0

ANY QUESTIONS?

If you have any questions, please contact:

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