

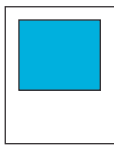
Primary Logo



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

COLOUR SPECIFICATIONS



Pantone P 115-14 C
C76 M9 Y5 K0
#00B0DC

FONT USED IN LOGOTYPE

Square 721 BT

1234567890!@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Suggested Colour Splits



DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENTS POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR