

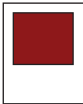
Primary Logo



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 492C  
C25 M100 Y100 K31  
#913032



Black  
C0 M0 Y0 K100  
#373435

FONTS USED IN LOGOTYPE

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

Algerian  
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

