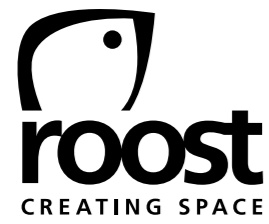


Primary Logo "Stacked"



Non-tag Logo used ONLY when tagline legibility is compromised (example embossing, etching etc)



Exclusion Zone



Secondary logo "horizontal" used ONLY when the Primary stacked logo cannot be used, or legibility is compromised



Secondary non-tag logo used ONLY when tagline legibility is compromised (example embossing, etching etc)



Colour Applications

Primary Two-colour use



One-colour use (limited use)



One-colour use Black & White



Minimum Size: Print & Digital



Colour Applications

Primary two-colour Reverse



One-colour reverse: PANTONE Warm Grey 8



Black & White Reverse



Print minimum: Primary 25 mm

Non-tag minimum: Primary 10 mm

Digital minimum: Primary 90 pixels



Print minimum: Horizontal 40 mm

Non-tag minimum: Horizontal 16 mm

Colour Palette

Primary Brand Colour Secondary Brand Colour

Colour Palette

Tertiary Colours

