

PRIMARY LOGO



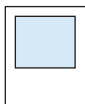
Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates **Safe Zone**. **Magenta** indicates type and element alignment and boundaries.

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.)

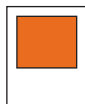
COLOUR SPECIFICATIONS



Pantone 289C
C100 M64 Y0 K60
#002D56



Pantone 656C
C11 M5 Y2 K0
DFE7EF



Pantone 173C
C19 M90 Y100 K6
#c73900



Pantone Black 7C
C69 M63 Y62 K58
#333333

Color Variations



There are three additional colour options, depending on application.

FONTS USED

District (print, flattened)

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato (web, live type)

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE LOGO VERSIONS

Vertical Orientation
For square/vertical formats



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



Social Profile Images
Twitter, FaceBook, Flickr etc.



DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR