Guidance on the use of the logo

The logo is always reproduced in two colours where
application and budget allows; PMS 330 and PMS 704

On certain applications it will be necessary to reproduce the
logo in four-colour process (CMYK):
green equivalent is cyan 89%, magenta 52%, yellow 61%, black 13%.
red equivalent is cyan 0%, magenta 87%, yellow 72% & black 27%.

PMS 330   PMS 704

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*The logo is shown here in full colour
against a white background.*

The minimum size the logo should appear is 40mm wide.
Always leave space around the logo to allow it to 'breathe'
on the page, this exclusion zone should be at least 8mm.

The logo should be positioned at the bottom right corner of an A4
sheet, as shown below and range with the right margin of any text
above.

Always use the complete logo as supplied.
Do not stretch or distort and do not redraw in any way.

When artwork is produced to a lower budget or in-house
for reproduction on laser duplication equipment, the logo can be
reproduced in black and white only.

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*The logo is shown here in black on
white paper.*

The background should be white or light-coloured paper.

The minimum size the logo should appear is 40mm wide.
Always leave space around the logo to allow it to 'breathe'
on the page, this exclusion zone should be at least 8mm
all round as shown in the diagram below.

Always use the complete logo as supplied.

Do not stretch or distort and do not redraw in any way.

8mm

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