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Logo Guidelines

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Logo Best Practices

logomark



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Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 25% of logomark on each side.



Logo variation

The logo used on an application will often depend on the background and production method. When using the logo on a white/light background, use the black text version and when using the logo on a black/dark background use the yellow text version.



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Priamary colors



CMYK

3 18 97 0

HEX

#F9CC1C

PMS

P 115 C



10 28 100 0

#E7B520

P 2007 C



CMYK

100 100 100 100

HEX

#000000

PMS

P BLACK 6 C

Do Not: Logomark

Do not resize or change the position of the logomark.

**Do Not:** Fonts

Do not use any other font, no matter how close it might look to the original

**Do Not:** Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not:** Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines





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Thank you!