



Logo exclusion zone

The Magenta area must be kept free of other elements.
The minimum required Clear Space is defined by the measurement 'X'. The width 'Y' is equal to the height.

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Height
12mm is the safest
minimum size.



Without Strapline
Recommended for when
the logo is smaller



Extended Strapline
Used for IMPACT website



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



Alternative logo shape
(Square)



Alternative logo shape
(Square with no strapline)



DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR

USE OF GREYSCALE/ BLACK & WHITE

Greyscale Versions

If greyscale versions are to be used, greys and blacks should be used like the following.



Black Versions

If logo is needed to be all in black. The logos should look like this.



White Versions

If logo is needed to be all in white. The logos should look like this.



COLOUR BREAK DOWN SPECIFICATIONS

Logo colours



C0 M0 Y0 K70
R109 G110 B112
6d6e70



C36 M46 Y100 K13
R142 G120 B0
8e7800



C6 M44 Y80 K0
R233 G154 B75
e99a4b

Colours for documentation



C0 M0 Y0 K70
R109 G110 B112
6d6e70



C36 M46 Y100 K13
R142 G120 B0
8e7800



C6 M44 Y80 K0
R233 G154 B75
e99a4b



C5 M26 Y85 K0
R241 G189 B68
f1bd44



C0 M0 Y0 K100
R0 G0 B0
000000



C0 M0 Y0 K0
R255 G255 B255
ffffff

FONTS USED IN LOGO

Helvetica Neue (Heavy)

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Condensed Bold)

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONTS USED IN DOCUMENTS

Titles: Helvetica Neue (Bold)

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text: Helvetica Neue Roman

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz