

Logo Guidelines

Colour Breakdown for print and electronic media



	PMS 282
CMYK	c 100 m 68 y 0 k 54
RGB	r 0 g 33 b 77
HEX	#00214D

	PMS 293
CMYK	c 100 m 57 y 0 k 2
RGB	r 0 g 71 b 186
HEX	#0047BA

	PMS 364
CMYK	c 65 m 0 y 100 k 42
RGB	r 51 g 115 b 33
HEX	#337321

	PMS 877
CMYK	c 0 m 0 y 0 k 40
RGB	r 143 g 143 b 140
HEX	#8F8F8C

Background Screen Values



10% 20% 30% 40% 50% 60% 70% 80%

The background screen values show the logo fits on any background as it has a white keyline to separate it in any format including single colour.

Minimum Clear Space



The minimum clearspace around the logo should be proportional to the box indicated above. No conflicting graphics should interfere with the logo. If in doubt reproduction should include a white panel behind as shown above.

Minimum Size



This is the minimum size the logo should appear.

For further information or alternate file formats please contact:
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