

# Logo Guidelines

## Colour Breakdown for print and electronic media



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

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

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

	<b>PMS 877</b>
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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