

## Primary Logo



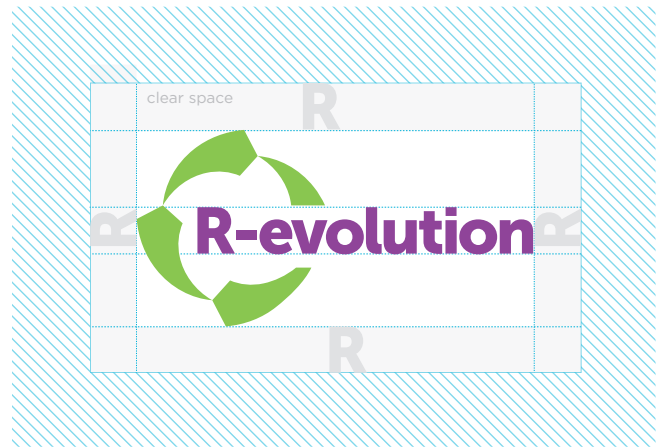
## White-out logo



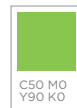
## Mono logo (Black and White)



## Logo Construction



## Colours



## Typography

Headers:

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy:

Museo sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Correct Logo Implementation



DON'T CHANGE POSITION OF ELEMENTS



DON'T STRETCH OR DISTORT



DON'T CHANGE FONT OR COLOURS



DON'T ALTER THE PROPORTIONS OF THE ELEMENTS