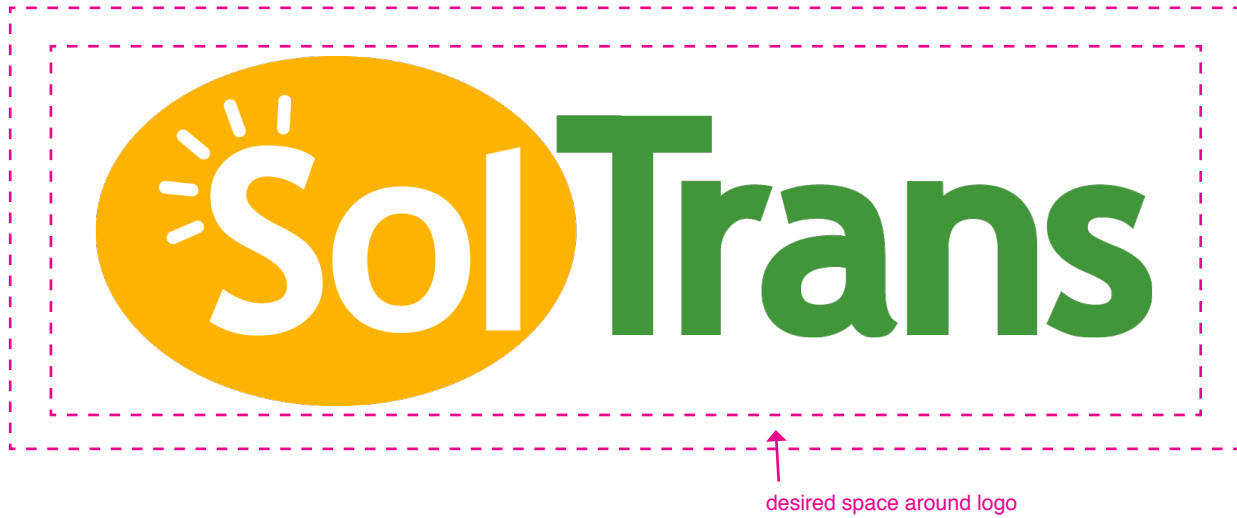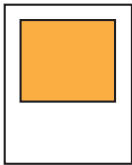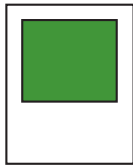## Primary Logo

desired space around logo

COLOUR SPECIFICATIONS

Pantone P 14-8C
CO M36 Y84 K0
#FBAD42

Pantone 149-14C
C0 M0 Y0 K50
#939598

FONTS USED IN LOGOTYPE

Helvetica Bold

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Italic

1234567890 !@£$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 1 inch
1 inch is the safest minimum size.

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

Social Profile Images
Twitter, FaceBook, Flickr etc.

DONT ABUSE YOUR LOGO

DON'T CHANGE ELEMENT POSITION

DON'T STRETCH OR DISTORT

DON'T CHANGE ELEMENT SIZE

DON'T CHANGE FONTS/COLOUR