

BRAND GUIDELINES





WE ARE VERY PROUD OF OUR LOGO, AND WE REQUIRE THAT
YOU FOLLOW THESE GUIDELINES TO ENSURE IT ALWAYS LOOKS IT'S BEST.
OUR LOGO IS SIMPLE, ABSTRACT AND MODERN



LOGO ON WHITE BACKGROUND
LOGO COLOUR - #000000



LOGO ON BLACK BACKGROUND
LOGO COLOUR - #F2F2F2

CLEAR SPACE

CLEAR SPACE BUFFERS THE LOGO
FROM IMAGES, TEXT, OR OTHER GRAPHICS
THAT COMPROMISE IT'S IMPACT AND VISIBILITY.
THE MORE BREATHING ROOM YOU GIVE OUR LOGO.
THE GREATER THE IMPACT IT CAN HAVE.



LOGO ON BLACK BACKGROUND
LOGO COLOUR - #F2F2F2

WHAT NOT TO DO WITH LOGO

- CHANGE THE SPACING BETWEEN THE LETTERS (CN) AND ICON
- USE AN COLORS OTHER THAN **BLACK (#000000)**, **ALMOST BLACK**, OR **ALMOST WHITE (#F2F2F2)**
- ADD VISUAL EFFECTS LIKE A DROP SHADOW, STROKES, ETC.
- CHANGE THE LOGO ANGLE



USING THE LOGO ON SOLID BACKGROUNDS

THESE EXAMPLES SHOW THE CORRECT APPLICATION OF THE LOGO

ON DIFFERENT SOLD BACKGROUNDS.

THERE ARE TWO VERSIONS OF THE LOGO (ALMOST WHITE & BLACK)

+ USE THE BLACK LOGO ON A LIGHT BACKGROUNDS OR ANY LIGHT SOLIDS

+ USE THE WHITE LOGO ON A DARK BACKGROUNDS OR ANY DARK SOLIDS.



LOGO ON BLACK BACKGROUND

LOGO COLOUR - #F2F2F2

USING THE LOGO ON MULTI-COLORED IMAGES

THE BLACK (#000000) LOGO SHOULD BE USED ON LIGHT MULTI-COLORED IMAGES.

THE ALMOST WHITE (#F2F2F2) LOGO SHOULD BE USED ON DARK MULTI-COLORED IMAGES.



LOGO ON BLACK BACKGROUND

LOGO COLOUR - #F2F2F2

THANK YOU!