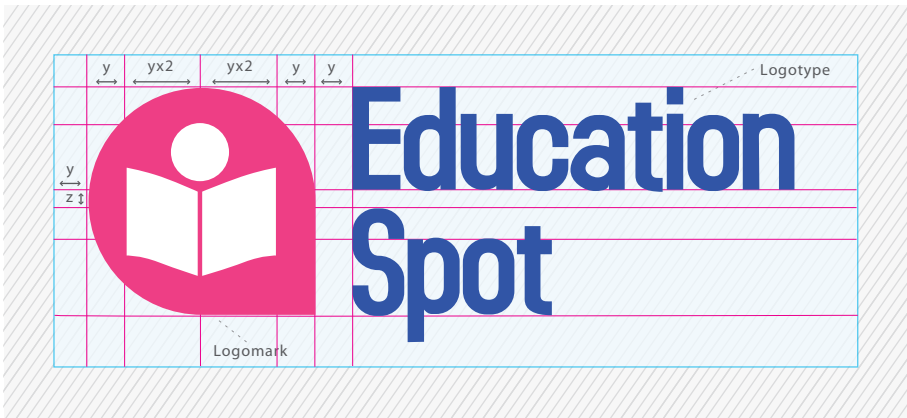


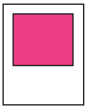
## Primary Logo



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

## COLOUR SPECIFICATIONS



C0 M90 Y15 K0  
#EE3D85



C90 M75 Y0 K0  
#3155A6

## APPLYING LOGO B/W

Logo on the bright background and dark background



The top logo is how the logo apply on the white or bright background. And the logo on the bottom is how to apply logo on the dark or black background.

## FONTS USED IN LOGOTYPE

Accidental Presidency Normal Uppercase

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Accidental Presidency Normal Lowercase

1234567890 !@£\$%^&\*()-=+

abcdefghijklmnopqrstuvwxyz

## ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 30mm  
30mm is the safest minimum size.



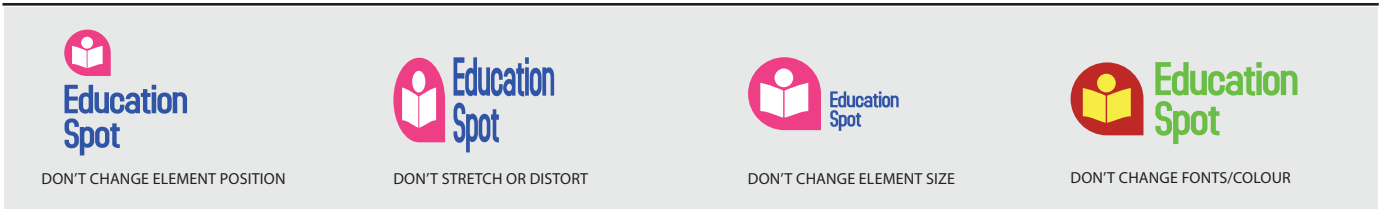
Website Favicon  
Usually saved as a .ico at 16px.



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