

Logo use and Typography

Our logo should be displayed prominently and clearly to maximize its impact. Allow it to breathe by preserving a minimum clear space zone around each of the four sides.

Use the clear space zone between the logo and other graphic elements such as type, images, other logos and the edge of pages, to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

Where available space is limited, i.e. PowerPoint presentations, websites or PDA screens, the minimum size and minimum clear space rules cannot always be observed. You must, however, still ensure optimal legibility within the given space.

Do not

We must retain the integrity of our logo at all times. Do not change it in any way: give it space and keep it consistent. Be careful to protect it by following these guidelines.

Always use the master artwork for reproducing the logo.

- Do not change the color combination of the logo
- Do not position the logo on a cluttered image.
- Do not place the positive logo on a dark background.
- Do not distort or use a typeface other than the logo type.
- Do not encroach on the clear space zone.
- Do not reverse the logo out on a light background.
- Do not rotate the logo.

Typography

Myriad Pro light has been selected for the logo for its clarity and warmth. Verdana is the chosen font for text body and headlines because it embodies many of the core qualities the Myriad Pro. Also it reads well on the screen, and because it is a standard font of the Microsoft Office package, overall making it a very suitable font for screen-based communication.

Myriad Pro light should always be used in printed material, such as ads, brochures and so on.

Verdana is to be used for all electronically based material such as websites, Word documents, PowerPoint presentations and e-mails.

Typography style

The way we use type helps the reader to navigate a document and creates a distinctive, consistent look across all our communications.

- Italic should only be used for a limited amount of text, for example headlines, subheadings, captions and when emphasizing text.
- If emphasis is needed within the text, use Italic. Never use Bold within the body text (print media only).
- Text set in capitals should only be used for a limited amount of text, for example headlines, subheadings and captions.
- Text may be ranged right or left. Avoid centering of text.