

Basic elements: Logo

Versions



There are six colour versions of the logo for most applications. They scroll through a full spectrum of colour. There is no dominant brand colour, but the logo should ideally be used in the way it works best within the spread it

is placed. For example a predominantly red spread would best suit the red version of the logo. There should only be one colour logo per spread.

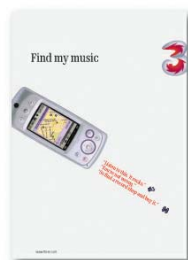
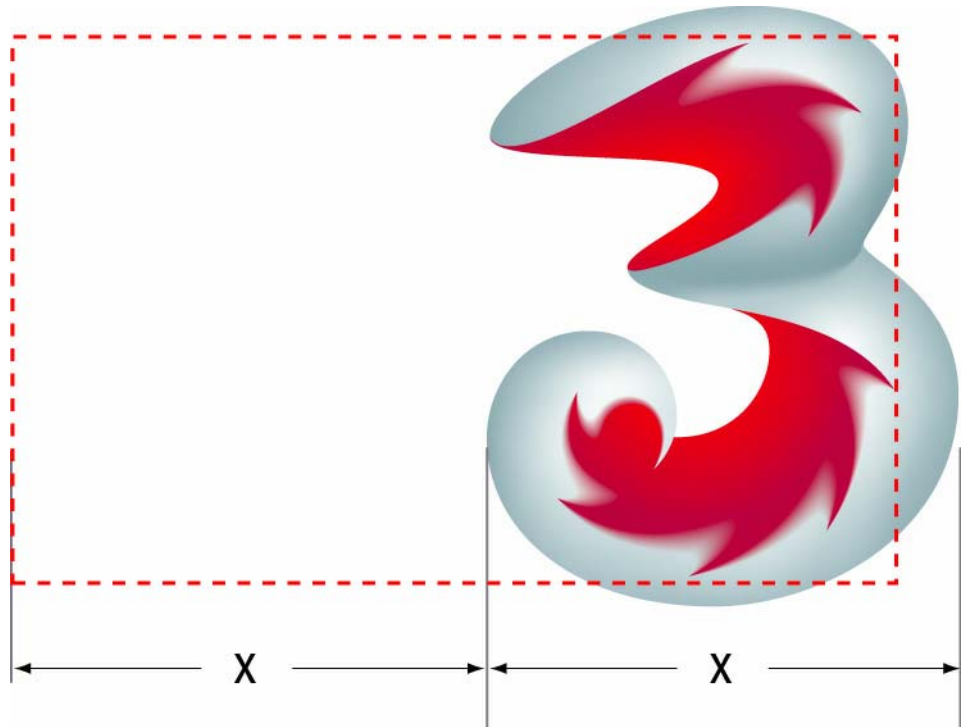
Each logo may only be used in its whole form.

The 3 logo only ever appears on a white background.

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Cropping the logo

The 3 logo may be cropped to the edge of a page or screen to the limits defined by the dotted lines on the diagram opposite. The logo may be cropped on one or a maximum of two sides at any one time. This applies to all logo versions.

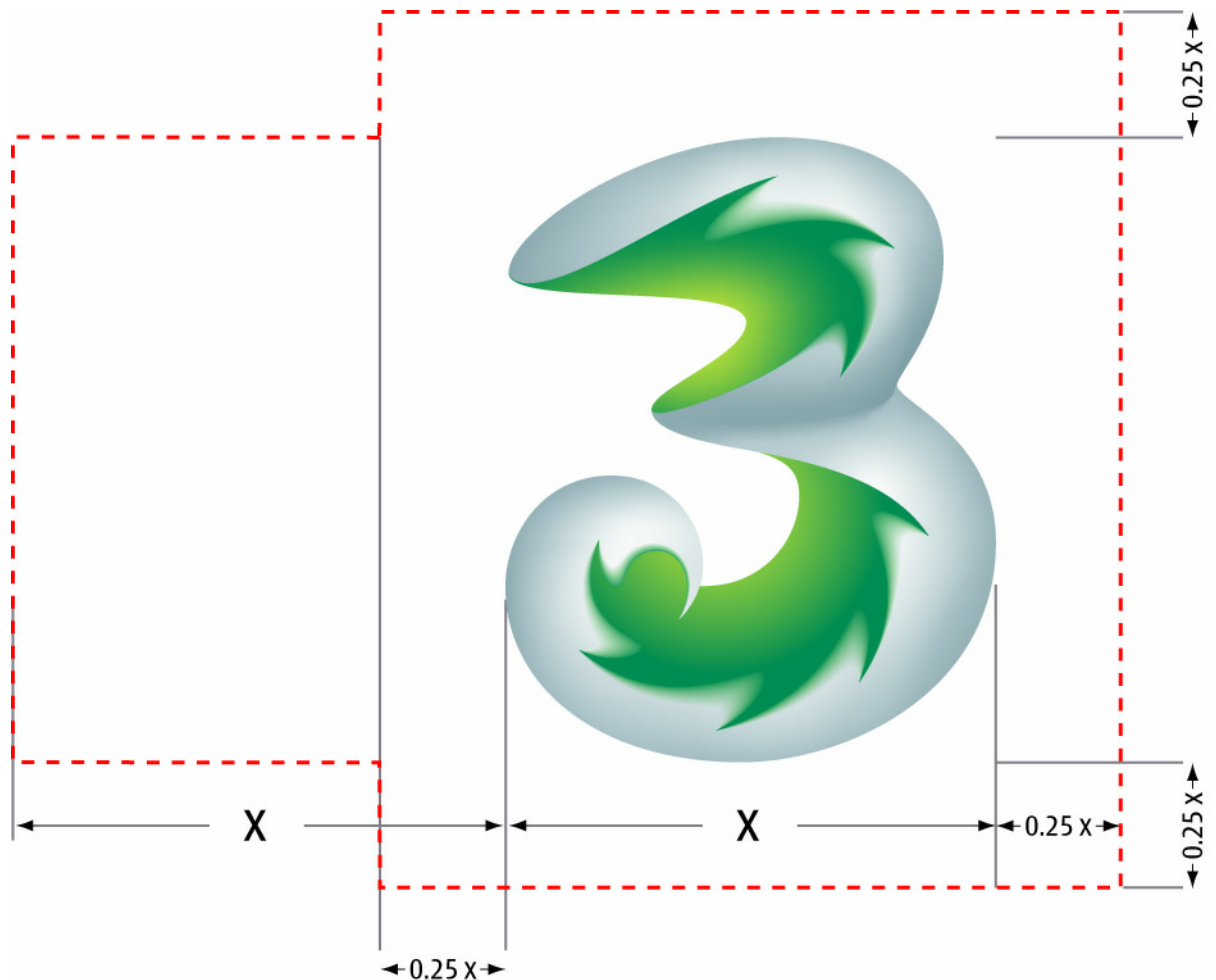


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Protected area

The logo works best with some space around it and to protect it we have defined a minimum exclusion area indicated by the dotted line.

A system for precise measurement is provided by the dimension shown, marked x. Whenever a size of logo is referred to, this is the dimension used.



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Minimum size

The minimum size the logo may be reproduced is 4 mm across x.

When printing on newsprint the minimum size for x is 8mm.

This size also applies to on-screen work. The minimum size the logo may be used on screen is 52 pxl across x.

