

**Logo:**

The logo is to be produced in full as shown below, without alteration;



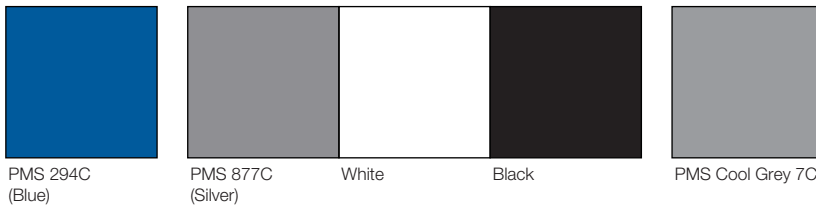
**Logo Reverse:**

Please note that when the logo is used on a dark background the reverse logo is to be used, which has a white background and border as shown below;

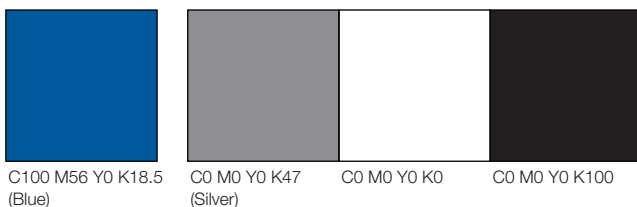


**Colour Pallete:**

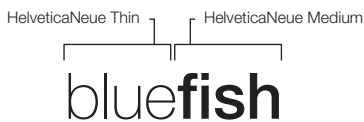
The logo whenever possible should be produced in PMS294C, the Bluefish corporate colour. If this is not appropriate it should be produced in one of the secondary palette colours shown below; Silver, White, or Black. There will be applications where the use of silver is not practical, in this situation PMS Cool Grey 7C may be substituted for Silver.



When the logo is to be produced from process colours please use the following equivalents;



**Font Usage:**



The logo-type "bluefish" is produced from HelveticaNeue Thin -(blue) and HelveticaNeue Medium -(fish). Under no circumstance is the type "bluefish" (when used in the context of the logo) to be altered from this.

Whenever possible use HelveticaNeue Bold for headlines, **Abc123**  
HelveticaNeue Bold

and use HelveticaNeue Light for body copy. Abc 123  
HelveticaNeue Light