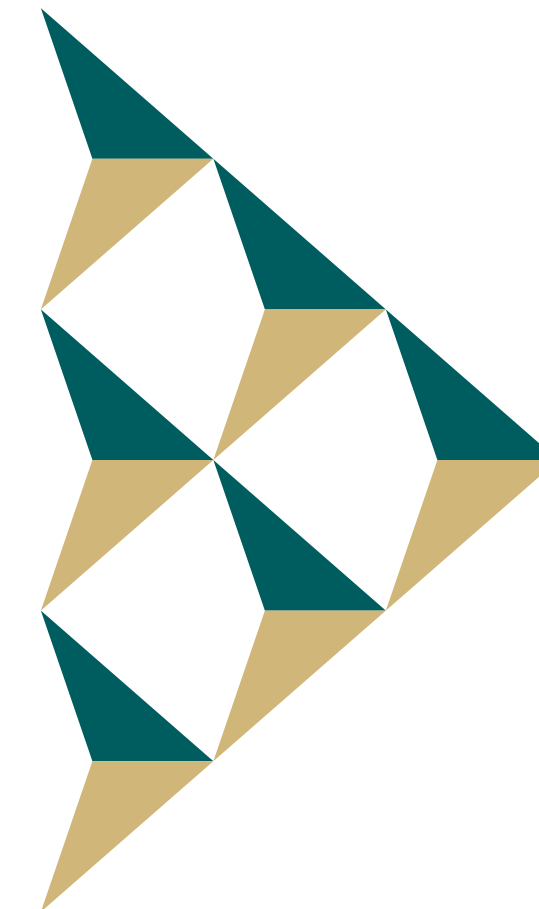# Logo

This is the main logo that will be used across primary brand applications. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to these guidelines.

Logo Clear Space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone. Clear space is determined by the width of an arrow. One and half arrow width on left and right, and one with on top and bottom.

Logo Color

The logo can be reproduced in full color on light backgrounds, and also in single colour in positive and negative versions for single color printing or for use on very dark backgrounds.
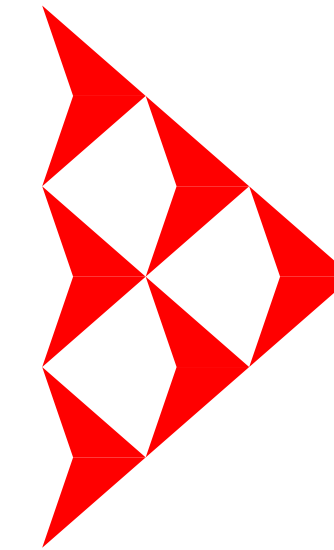
Logo Color DON'TS

1. Do not alter the color of the text or icon in any way
2. Don't use single color negative on light backgrounds
3. Don't use single color positive on dark backgrounds

Logo DON'TS

1. Do not adjust the placement of the logo icon, or spacing between icon and text.
2. Do not add a drop shadow, bevel and emboss, inner glow, or any other effect to the logo.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not resize any individual elements of the logo.
5. Do not rotate the logo.
6. Do not place the logo on top of an image with high contrast and low readability.

Icon for Social Media Profiles

There are two versions of icons for profile pictures - on light and dark bacground. Make sure that there is enough space between the icon and the border of the profile picture. Use the desired version which complements the profile banner.
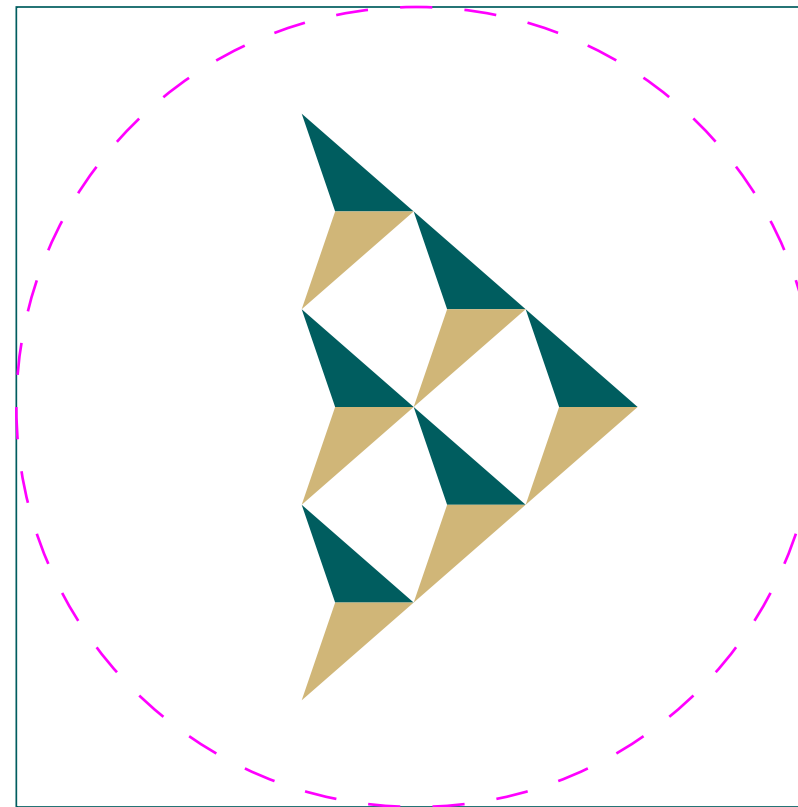
Colors

There are two primary colors which are used in the logo. HEX values should be used in Web and Multimedia, and CMYK values should be used for printed materials.

HEX
#005d5f

CMYK
C 100 M 40 Y 55 K 30

HEX
#d0b677

CMYK
C 20 M 25 Y 62 K 0