



The Logo Library has been designed to ensure that the correct logo and format are used for the right application at all times.

Logo Size Guidance **01**

Primary Logo Reference **02**

Secondary Logo Reference **03**

Brandmark Reference **04**

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## Logo Library

Technical Guides

The table opposite specifies the recommended logo size and filename based on the communication's size.

- All referenced filenames are available within the Logo Library.
- Be sure to read through section **01 Logos** of the **Visual Identity Guide** for the correct placement and alignment of the logo on your communication.

	Comms Size (max.w)	Min. Size (w)	Recommended filename	Available options		
				w/ Clearspace	w/o Clearspace	Colourspace
Social Avatar/ Profile	320px - 760px			•	•	RGB
Social Media	760px - 1200px			•	•	RGB
Digital HD 1080p	1080px - 1920px			•	•	RGB
DL	100mm - 210mm					
A6	105mm - 148mm			•	•	RGB, CMYK
A5	148mm - 210mm			•	•	RGB, CMYK
A4	210mm - 300mm			•	•	RGB, CMYK
A3	300mm - 420mm				•	RGB, CMYK
A2+	420mm +				•	CMYK

## Logo Guidance

### Logo Library

256w\_      rgb\_      neg\_

Logo Size	Colourspace	Logo Colour
(w) w/ clear-space	RGB Digital	(fc) colour
(o) w/o clear-space	CMYK Print	(neg) black (pos) white

The logo library matrix is a visual representation of available logo files and their file names.

.jpg files have been selectively created for applications that do not support .png files, in all instances transparent .png files are available.

- ✘ Do not edit filenames.
- ✘ Do not edit or adjust any logos, their size, colourspace or compression.

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## Primary Logo Reference

### Logo Library

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Digital (px)



Digital/ Primary/primary-64w\_rgb\_fc.png  
Digital/ Primary/primary-64w\_rgb\_neg.png  
Digital/ Primary/primary-64w\_rgb\_pos.png  
Digital/ Primary/primary-64o\_rgb\_fc.png  
Digital/ Primary/primary-64o\_rgb\_neg.png  
Digital/ Primary/primary-64o\_rgb\_pos.png

Digital/ Primary/primary-96w\_rgb\_fc.png  
Digital/ Primary/primary-96w\_rgb\_neg.png  
Digital/ Primary/primary-96w\_rgb\_pos.png  
Digital/ Primary/primary-96o\_rgb\_fc.png  
Digital/ Primary/primary-96o\_rgb\_neg.png  
Digital/ Primary/primary-96o\_rgb\_pos.png

Digital/ Primary/primary-128w\_rgb\_neg.png  
Digital/ Primary/primary-128w\_rgb\_pos.png  
Digital/ Primary/primary-128o\_rgb\_neg.png  
Digital/ Primary/primary-128o\_rgb\_pos.png

Digital/ Primary/primary-196w\_rgb\_fc.png /.jpg  
Digital/ Primary/primary-196w\_rgb\_neg.png /.jpg  
Digital/ Primary/primary-196w\_rgb\_pos.png  
Digital/ Primary/primary-196o\_rgb\_fc.png /.jpg  
Digital/ Primary/primary-196o\_rgb\_neg.png /.jpg  
Digital/ Primary/primary-196o\_rgb\_pos.png

Digital/ Primary/primary-256w\_rgb\_fc.png /.jpg  
Digital/ Primary/primary-256w\_rgb\_neg.png /.jpg  
Digital/ Primary/primary-256w\_rgb\_pos.png  
Digital/ Primary/primary-256o\_rgb\_fc.png /.jpg  
Digital/ Primary/primary-256o\_rgb\_neg.png /.jpg  
Digital/ Primary/primary-256o\_rgb\_pos.png

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Metric (mm)



Metric/ Primary/primary-15w\_rgb\_fc.eps  
Metric/ Primary/primary-15w\_rgb\_neg.eps  
Metric/ Primary/primary-5w\_rgb\_pos.eps

Metric/ Primary/primary-25w\_rgb\_fc.eps  
Metric/ Primary/primary-25w\_rgb\_neg.eps  
Metric/ Primary/primary-25w\_rgb\_pos.eps



Metric/ Primary/primary-15w\_cmyk\_fc.eps  
Metric/ Primary/primary-15w\_cmyk\_neg.eps  
Metric/ Primary/primary-15w\_cmyk\_pos.eps

Metric/ Primary/primary-25w\_cmyk\_fc.eps  
Metric/ Primary/primary-25w\_cmyk\_neg.eps  
Metric/ Primary/primary-25w\_cmyk\_pos.eps

Metric/ Primary/primary-32w\_cmyk\_fc.eps  
Metric/ Primary/primary-32w\_cmyk\_neg.eps  
Metric/ Primary/primary-32w\_cmyk\_pos.eps

256w\_      rgb\_      neg\_

Logo Size	Colourspace	Logo Colour
(w) w/ clear-space	RGB Digital	(fc) colour
(o) w/o clear-space	CMYK Print	(neg) black (pos) white

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## Secondary Logo Reference

### Logo Library

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Digital (px)



Digital/ Secondary/secondary-64w\_rgb\_fc.png  
Digital/ Secondary/secondary-64w\_rgb\_neg.png  
Digital/ Secondary/secondary-64w\_rgb\_pos.png  
Digital/ Secondary/secondary-64o\_rgb\_fc.png  
Digital/ Secondary/secondary-64o\_rgb\_neg.png  
Digital/ Secondary/secondary-64o\_rgb\_pos.png

Digital/ Secondary/secondary-96w\_rgb\_fc.png  
Digital/ Secondary/secondary-96w\_rgb\_neg.png  
Digital/ Secondary/secondary-96w\_rgb\_pos.png  
Digital/ Secondary/secondary-96o\_rgb\_fc.png  
Digital/ Secondary/secondary-96o\_rgb\_neg.png  
Digital/ Secondary/secondary-96o\_rgb\_pos.png

Digital/ Secondary/secondary-128w\_rgb\_neg.png  
Digital/ Secondary/secondary-128w\_rgb\_pos.png  
Digital/ Secondary/secondary-128o\_rgb\_neg.png  
Digital/ Secondary/secondary-128o\_rgb\_pos.png

Digital/ Secondary/secondary 196w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary 196w\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary 196w\_rgb\_pos.png  
Digital/ Secondary/secondary 196w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary 196o\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary 196o\_rgb\_pos.png

Digital/ Secondary/secondary-256w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary-256w\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary-256w\_rgb\_pos.png  
Digital/ Secondary/secondary-256o\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary-256o\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary-256o\_rgb\_pos.png

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Metric (mm)



Metric/ Secondary/secondary-15w\_rgb\_fc.eps  
Metric/ Secondary/secondary-15w\_rgb\_neg.eps  
Metric/ Secondary/secondary-5w\_rgb\_pos.eps

Metric/ Secondary/secondary-25w\_rgb\_fc.eps  
Metric/ Secondary/secondary-25w\_rgb\_neg.eps  
Metric/ Secondary/secondary-25w\_rgb\_pos.eps



Metric/ Secondary/secondary-15w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-15w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-15w\_cmyk\_pos.eps

Metric/ Secondary/secondary-25w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-25w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-25w\_cmyk\_pos.eps

Metric/ Secondary/secondary-32w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-32w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-32w\_cmyk\_pos.eps

256w\_      rgb\_      neg\_

Logo Size	Colourspace	Logo Colour
(w) w/ clear-space	RGB Digital	(fc) colour
(o) w/o clear-space	CMYK Print	(neg) black (pos) white

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## Brandmark Reference

### Logo Library

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Digital (px)



Digital/ Secondary/secondary-64w\_rgb\_fc.png  
Digital/ Secondary/secondary-64w\_rgb\_neg.png  
Digital/ Secondary/secondary-64w\_rgb\_pos.png  
Digital/ Secondary/secondary-64o\_rgb\_fc.png  
Digital/ Secondary/secondary-64o\_rgb\_neg.png  
Digital/ Secondary/secondary-64o\_rgb\_pos.png

Digital/ Secondary/secondary-96w\_rgb\_fc.png  
Digital/ Secondary/secondary-96w\_rgb\_neg.png  
Digital/ Secondary/secondary-96w\_rgb\_pos.png  
Digital/ Secondary/secondary-96o\_rgb\_fc.png  
Digital/ Secondary/secondary-96o\_rgb\_neg.png  
Digital/ Secondary/secondary-96o\_rgb\_pos.png

Digital/ Secondary/secondary-128w\_rgb\_neg.png  
Digital/ Secondary/secondary-128w\_rgb\_pos.png  
Digital/ Secondary/secondary-128o\_rgb\_neg.png  
Digital/ Secondary/secondary-128o\_rgb\_pos.png

Digital/ Secondary/secondary 196w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary 196w\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary 196w\_rgb\_pos.png  
Digital/ Secondary/secondary 196w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary 196o\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary 196o\_rgb\_pos.png

Digital/ Secondary/secondary-256w\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary-256w\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary-256w\_rgb\_pos.png  
Digital/ Secondary/secondary-256o\_rgb\_fc.png /.jpg  
Digital/ Secondary/secondary-256o\_rgb\_neg.png /.jpg  
Digital/ Secondary/secondary-256o\_rgb\_pos.png

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Metric (mm)



Metric/ Secondary/secondary-15w\_rgb\_fc.eps  
Metric/ Secondary/secondary-15w\_rgb\_neg.eps  
Metric/ Secondary/secondary-5w\_rgb\_pos.eps

Metric/ Secondary/secondary-25w\_rgb\_fc.eps  
Metric/ Secondary/secondary-25w\_rgb\_neg.eps  
Metric/ Secondary/secondary-25w\_rgb\_pos.eps



Metric/ Secondary/secondary-15w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-15w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-15w\_cmyk\_pos.eps

Metric/ Secondary/secondary-25w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-25w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-25w\_cmyk\_pos.eps

Metric/ Secondary/secondary-32w\_cmyk\_fc.eps  
Metric/ Secondary/secondary-32w\_cmyk\_neg.eps  
Metric/ Secondary/secondary-32w\_cmyk\_pos.eps