

Logo variations

We have different variations of the logo to use for different applications.

Logotype	At what size?	When to use?	Supplied versions
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Primary logo



above 35 mm

- the logo of choice, to be used on all primary communications, a bevel helps to make the logo more eye-catching and lift it off the page.
- only on a white background.
- only use above 35mm (please consult SMG if the primary logo is required to be used less than 35mm).

CMYK .eps for printed media,
per media type
RGB .jpg and .png for electronic media.

Black and white



Positive

Reversed out on a Colour
or black background



above 10 mm

- use the black and white logos where colour is restricted, faxes and newspapers, for example.
- the reversed out logo can also be used on top of full bleed illustrations.
- no smaller than 10mm.

CMYK .eps for printed media.
RGB .jpg and .png for electronic media.

Exclusion zone

Our logo should be treated with respect and given space to stand out on a page. The exclusion zone (the grey area, X) is the area in which no other graphic elements or text should appear and the closest that the logo can come to the edge of the page.

X is the height of the letters o, r or e.



Do nots



Do not change the proportions of the logo, always use the artwork provided.



Do not use the small size logo on A4 communications, use the Primary logo.



Do not change the colour order in the logo, always use the artwork provided.



Do not crop the logo, make sure that the entire logo can be clearly seen.



Do not reverse the logo on any colour, only on the primary colours or black.



Do not use any new colours in the logo, always use the colours provided.



Do not use the black logo when it is possible to use a colour logo.



Do not use the primary logo on images, always use it on white.



Do not place text in the exclusion zone, ensure the exclusion zone is clear.



Do not place an image in the exclusion zone, ensure the exclusion zone is clear.



Do not place the logo too close to the edge of the page, ensure the exclusion zone is clear.



Do not encase the logo, get permission from SMG if you have no option.