



VISUAL IDENTITY GUIDELINES

LOGO VERSIONS

The logo is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured. The logo is available in both vertical and horizontal settings. The vertical logo is the primary logo and should be used first whenever possible. The secondary (horizontal) logo may be used when vertical space is limited. All logo versions are available in a variety of file formats (i.e. EPS, JPEG, PNG).

PRIMARY

	Positive +Carrier	Positive	Negative		Social
Green					
Red					
One Colour					

SECONDARY

	Green	Red	One Colour
Positive +Carrier			
Positive			
Negative			

LOGO CLEAR SPACE

To ensure legibility and avoid visual interference, a clear area around the logo should be maintained. The minimum protective space is equal to the width of the stroke in the letter 'U' in the wordmark. Graphics, images or text should not enter this clear space.



MINIMUM LOGO SIZE

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility. The logo icon should not reproduce smaller than 1.03" (98 pixels) high for the vertical and 1.3" (124 pixels) wide for the horizontal version.

