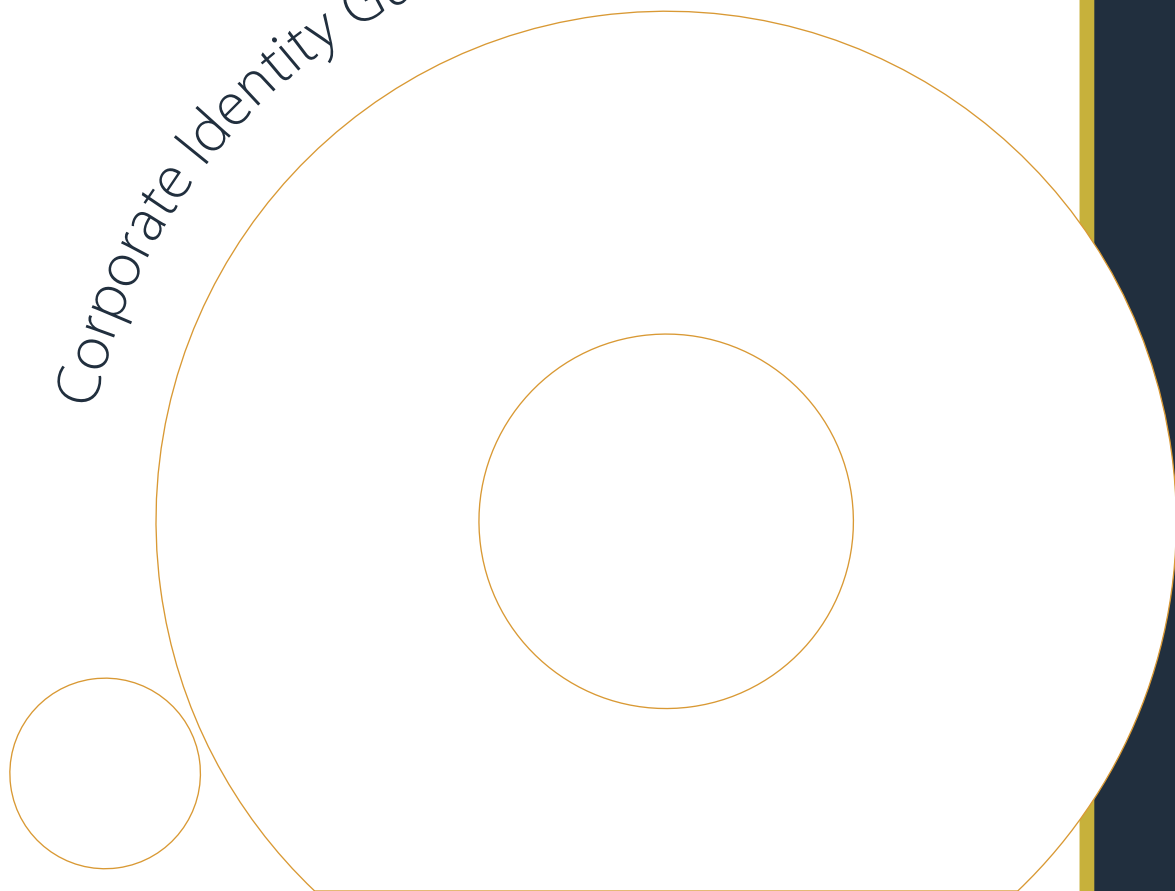




Corporate Identity Guidelines



# Logo Specification Sheet



## Typeface

Myriad Pro Light Normal

**Myriad Pro Light Bold**

*Myriad Pro Light Semi Bold Italic*

## Minimum Exclusion

We want to ensure that our logo always looks clear and distinctive.




By following the proportional system detailed above, this "minimum exclusion zone" of  $0.1x$  can be applied to any size logo. Please note that this is a minimum zone and if possible more space should be allocated.

## Minimum Size






To ensure quality reproduction do not use the logo smaller than 25 mm. This size is intended as a guide for conventional printing. Please check with your supplier if you are using any other applications or materials (e.g. screenprinting, embossing) - you may need to use the logo larger than this to guarantee successful reproduction.

## Primary Colour palette

OER Butterscotch		100% Pantone 1245C CMYK 15, 43, 94, 0 RGB 179, 140, 11
OER Olive		100% Pantone 3975C CMYK 25, 25, 93, 0 RGB 173, 163, 19
OER Orange		100% Pantone 152C CMYK 0, 60, 100, 0 RGB 245, 131, 32

## Secondary Colour palette

Walnut		100% Pantone 175C CMYK 56, 88, 97, 15 RGB 87, 51, 1
Deep Blue		100% Pantone 532C CMYK 90, 80, 62, 41 RGB 29, 32, 43
Baby Blue		100% Pantone 659C CMYK 60, 40, 0, 0 RGB 106, 127, 186