

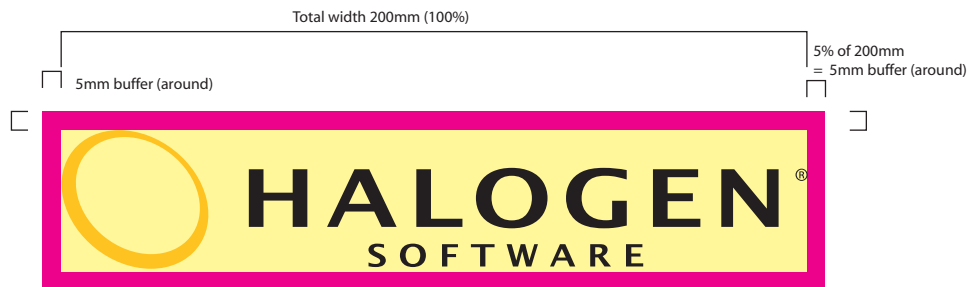
Logo – Positioning

Logo - Main Version With Tagline

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is 5% of the total WIDTH of the logo. If the logo were to be 200mm WIDE then there would be 10mm gap, or 5mm space around the entire logo.



Logo - Main Version Without Tagline



5% of the total WIDTH buffered around
If logo (yellow space) were 200mm long the clear buffer area (pink space) @ 5% would be 5mm around
OR 10mm total around and centered

Logo – Misuses

Consistent presentation of our logo is important and helps to promote brand recognition. Never re-create its elements. Always use the approved artwork and always follow these rules when using it:

Do not rearrange the logo elements



Do not distort the logo elements.



Do not use the tagline alone unless pre-approved by the marketing department.

Strategic Talent Management

Do not attempt to re-create the logo with any other typeface



In Summary, Do Not:

- Combine the logo with any other text (other than the tagline) or logo. It must stand alone with at least its minimum amount of white space surrounding it.
- Change the colour of the logo.
- Remove the registered trademark symbol.
- Place the wordmark and symbol on one line.
- Resize any component of the logo elements individually.
- Stretch the logo elements.
- Place logo in box.