

GO SOUTH — GO LOCAL

LOGO GUIDELINES

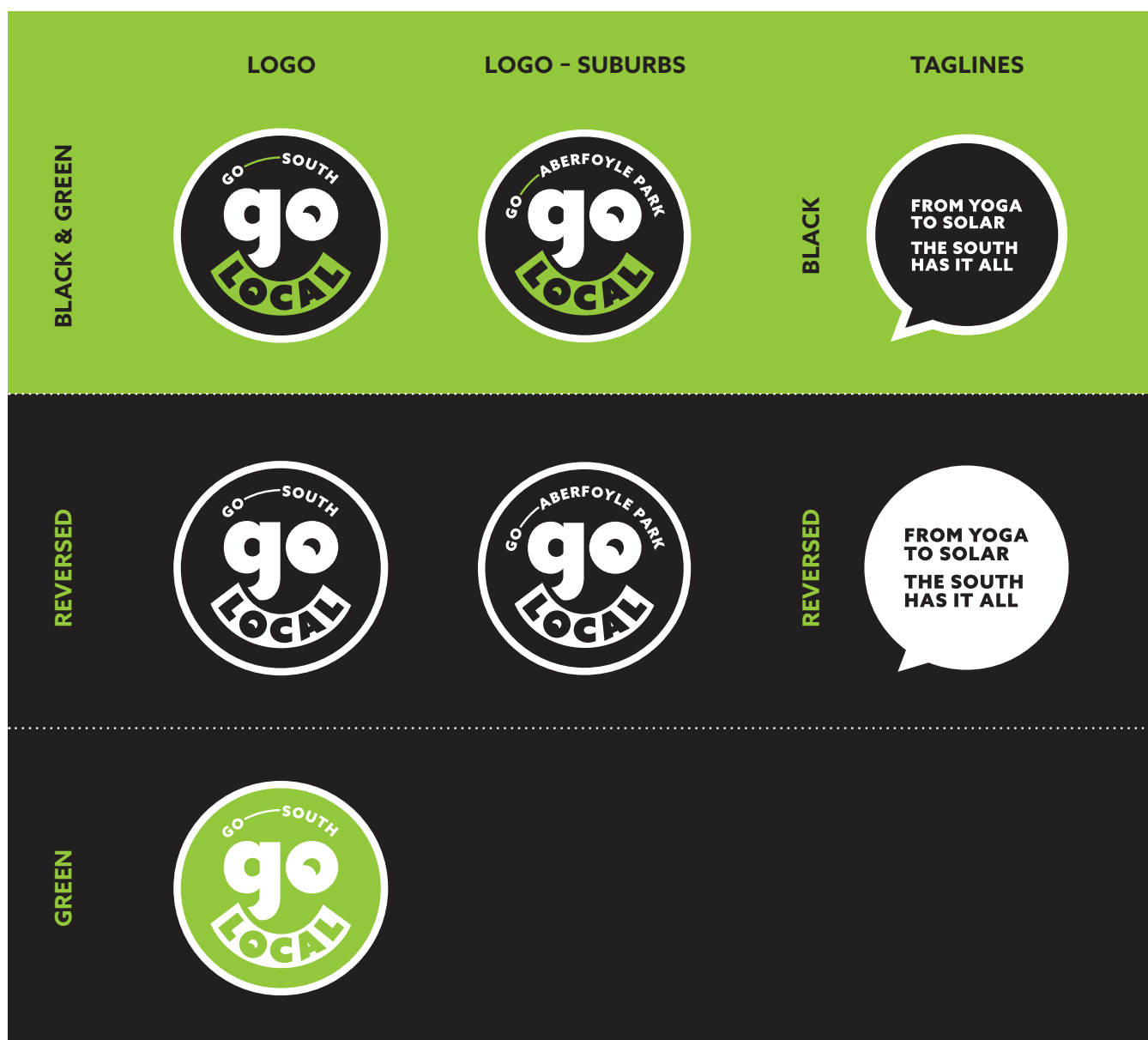
FILE FORMATS

EPS – high-resolution files for professional printing and design services as they can be used with vector based software such as Adobe Illustrator or Indesign.

PNG – low-resolution files for placement on websites, social media and for use in Word documents.

LOGO/TAGLINE OPTIONS

Logos and taglines can be used on most colour backgrounds **except** for reversed versions, which can only ever be used on a dark background or image. Taglines should always appear with the logo.

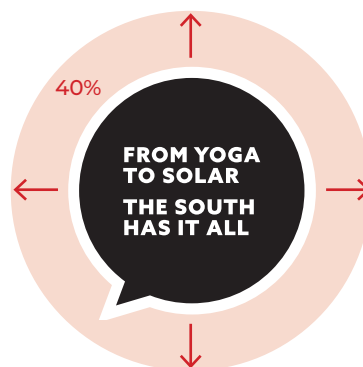


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LOGO/TAGLINE SIZE AND CLEAR SPACE

The minimum height is 25mm for both logo and taglines.

The clear space around logos will depend on the size of the logo you insert into the document. The general rule is to have 40% of the overall logo size of clear space around the logo.



LOGO BEST PRACTICES

No aspect of the logo may be recreated. Do not stretch or condense the logo.



COLOUR PALETTE

PURE BLACK

CMYK 0 0 0 100

RGB 0 0 0

WEB #000000

PANTONE 375C

CMYK 47 0 100 0

RGB 147 213 0

WEB #93d500