

How to use our logo

Our logo has been purposefully drawn, so always use the correct artwork of our logo. Never change the colours, sizes or construction of the elements in any way.

To keep a strong sense of legibility, the smallest recommended size for the logo is 20mm wide. There is no maximum size.



Logo clear area

When placing the logo, it is important to allow it space to breathe in order to maintain legibility and allow it the prominence it deserves. To this end, an invisible area of clear space should surround the logo at all times, into which no other objects should intrude.

This minimum clear space is defined by half the width of the capital 'Q' of the logo, as shown in the diagram to the right.



Logo colour usage

When using the logo you must always be mindful of its clarity and contrast against the background. Ensure that a suitable contrasting option is chosen when using either the green, white or black logo to maximise its visibility.



Unacceptable usage

Our logo should not in any circumstances be altered, re-coloured, skewed or stretched. Below are some examples of what **not** to do.



✗ Squashed across the vertical axis



✗ Poor or conflicting colour combinations



✗ Squashed across the horizontal axis



✗ Re-coloured



✗ Removing elements



✗ Placed on a busy background



✗ Re-coloured elements



✗ Skewed or at an angle