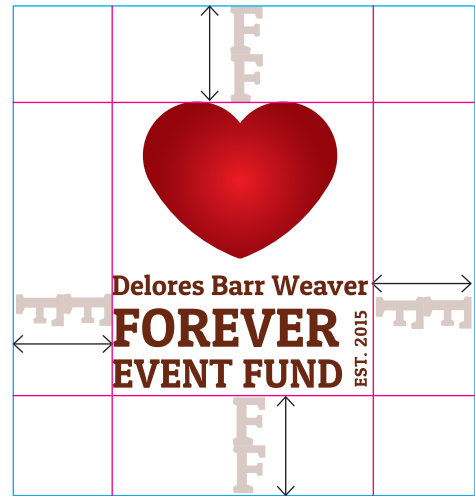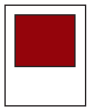Blue indicates Clear Space. **The blue area must be kept free of other elements.** Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.
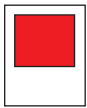
The minimum required Clear Space is defined by the measurement 'F' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)
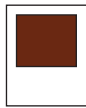
COLOUR SPECIFICATIONS

C0 M100 Y96 K45
#94060D

C0 M100 Y100 K0
#ED1C24

C0 M70 Y72 K69
#6B2B16

FONTS USED IN LOGOTYPE

Patua One

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

http://goo.gl/2jEdvk

VERTICAL LOGO & SPECIFICATIONS

Minimum Logo Width - 27mm / 1.06in
27mm is the safest minimum size.

Suggested Colour Splits

HORIZONTAL LOGO & SPECIFICATIONS

Minimum Logo Width - 40mm / 1.58in
40mm is the safest minimum size.

DON'T ABUSE THIS LOGO

DON'T CHANGE ELEMENT POSITION

DON'T STRETCH OR DISTORT

DON'T CHANGE ELEMENT SIZE

DON'T CHANGE FONTS/COLOUR