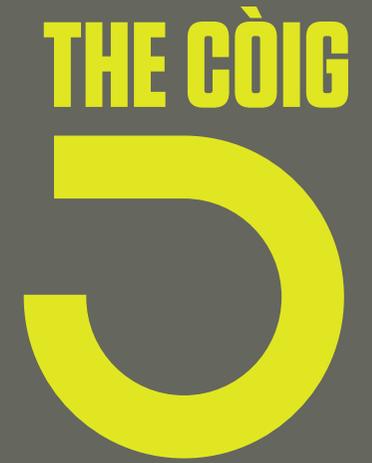


USING OUR LOGO.



The Còig: Logo Guidelines 2018

1.0

Using Our Logo.

The Logo.
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THE LOGO

Our master logo is the piece of our brand identity that sums up everything we stand for. It's our flag and our public face. It must be consistently reproduced so we're always instantly recognisable. Whenever possible, the master logo should appear in a combination of the two brand colours as shown.

The master logo should never appear at a size less than 10mm wide.



1.1

Using Our Logo.

Variations.

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VARIATIONS

The preference is that the master brand should always appear in a combination of the two brand colours. The reality is that this will not always be possible or, on occasion, appropriate.

When this is not the case, the master logo should appear in PMS 417. When this is not possible, there is a white version that can be used to reverse the brand out of a solid colour or imagery and a mono version that can be called upon when required.



1.2

Using Our Logo.

Strapline.

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STRAPLINE

Whenever appropriate, there is an alternative lock-up of the master brand that includes our strap line. The usage of this should follow the same principles as set out earlier in this document.

This version should never appear at a size less than 20mm wide.



1.3

Using Our Logo.

Colour:

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COLOUR

Use of colour is key in creating consistency when using the master logo. The following colours should be used at all times.

PMS 388

CMYK: 15/0/80/0

RGB: 224/231/33

HTML: #0E721

PMS 417

CMYK: 33/23/35/63

RGB: 101/102/92

HTML: #65665C

TYPOGRAPHY

Liberator is a bold contemporary typeface that should be used for headlines wherever possible.

For body text, such as this, the American typewriter family should be applied. There are a variety of weights available that can be used accordingly.

LIBERATOR

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
12345
67890 !@\$\$%^+**

American Typewriter Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£\$%^&

American Typewriter Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£\$%^&**

1.5

Using Our Logo.

The Brand in context.
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THANK
YOU.