

# Logo guidelines

2022



Colour + White Logotype



Colour + Grey Logotype



## Logo Use

We primarily use the full colour version of our logo with the white logotype. This version is used over the Olympia Purple for key brand pieces such as consumer and trade advertising and over other darker colours.

The grey logotype version can be used over light or white backgrounds.

## Note on Archway Fade

The logo is never presented as a solid archway. The fade in the logo must be reproduced in all instances and for all outputs.

## Logo Position

The primary position of the logo is anchored to a corner of a design. Certain instances require the logo to appear in a centralised position, such as document covers that do not feature imagery or video pre-rolls.

## Logo Availability

The logo is provided as an Adobe Illustrator, EPS, PNG or Gif file to preserve the transparency at the bottom of the archway.

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White



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Grey



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### Logo Use

The monotone logos are only used in exceptional cases where printing in multiple colours is not an option, such as on uniforms, certain venue signage or on third-party collateral where there are colour restrictions.

For single colour screen printing applications, please request the half-tone version of our logo.

### Uniform Use

Please refer to uniform guidelines for specific details on logo usage.

# Logo

## Exclusion Zone/Minimum Sizes

### Exclusion Zone



### Minimum Sizes

#### Print



Minimum size equivalent to "London" in the logo being 6pt

#### Digital

