Logo usage on colour backgrounds

When using the gradient version of the logo please ensure it only ever appears on either a solid white or the navy blue background.

When using the logo on an Aqua background please use the solid white version of the logo.

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Exclusion zone

This is the area of uninterrupted space surrounding the logo into which no other graphic element can be placed. The minimum clear space is equivalent to the height of the 'a' within the logo type.

Minimum clear space is equivalent to the height of the 'a' within the logo type.

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Logo misuse

Here are a few examples of what to avoid.

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Never rearrange logo
or strapline

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Never recreate logo or
strapline

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Avoid core logo on dark
backgrounds

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Never resize logo or
strapline

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Never recolour logo or
strapline

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Avoid white (negative)
versions of logo on
light backgrounds

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Never rotate logo or
strapline

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Never add effects to
logo or strapline

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Do not use the lockup and
strapline in navy without
consulting the brand team