

# Logos

## Introduction

### Logos

- Overview
- Colour versions
- **Exclusion zones**
- Minimum sizes
- Incorrect usage

### Colours

### Typography

#### Primary – exclusion zone



The exclusion zone is the area around each logo version that must be kept free from any type or graphic elements for visibility and logo protection.

#### Primary

Use the x-height of the capital E to work out the exclusion zone.

#### Secondary

Use the x-height of the capital T to work out the exclusion zone.

#### The E-ball

Use 1/4 of the width of the E-ball to work out the exclusion zone.

#### Secondary – exclusion zone



#### E-ball – exclusion zone

