

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

