

# Logos

## Introduction

### Logos

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

### Colours

### Typography

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 E 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.

### Primary – exclusion zone



### Secondary – exclusion zone



### E-ball – exclusion zone

