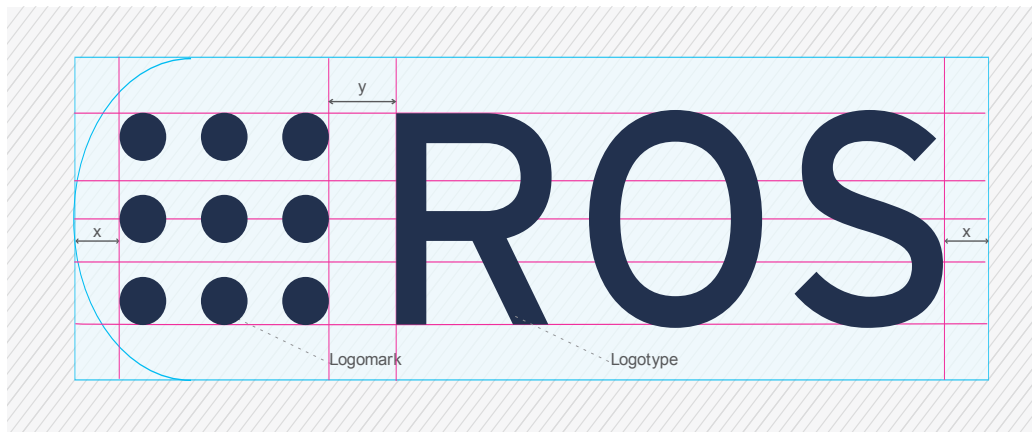


Primary Logo



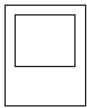
Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'x'

FONT COLOUR SPECIFICATIONS



Pantone 533C
#22314E



Pantone White
#FFFFFF

FONTS USED IN LOGOTYPE

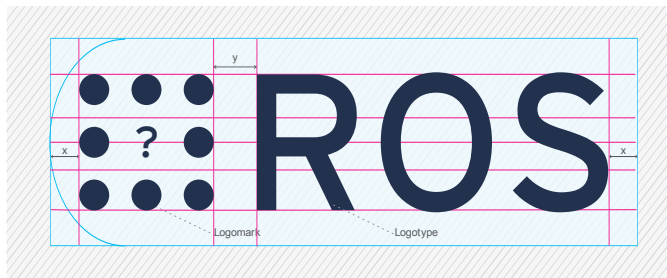
Interstate

1234567890 !@ £\$ ^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Acceptable Logo Alternatives



ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 100px



Website Favicon

Usually saved as a .ico at 16px or 32px



Social Profile Images

Twitter, FaceBook, Flickr etc.



DONT ABUSE THE LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR