

BASIC GUIDE

All Logos are available as .AI, .PDF, .EPS, .JPG and .PNG
For websites and Microsoft Office use logos with PNG or JPG file extensions.

PNG files have a transparent background and will allow you to overlay the logo on top of pictures.

For professional use such as supplying to professional printers, newspaper or designers use .PDF .EPS or .AI. PMS and Greyscale EPS versions also included.

If in doubt send the .PDF files.

FONT

The font used in the Logo is H&F GOTHAM

An inferior but similar free font for body copy use would be

<http://www.dafont.com/florencesans.font>

For system fonts use Century Gothic or Arial

COLOURS



C: 00 R: 243 # F39451
M: 51 G: 148 PMS 1575
Y: 71 B: 81
K: 00



C: 69 R: 59 #3baac5
M: 12 G: 170 PMS 299
Y: 20 B: 197
K: 00

AVAILABLE LOGOS

Do not recreate the logo, use files provided. Each logo and variation is available as a JPG and PNG (where applicable) as well as in professional formats.

STANDARD



ALTERNATIVES



Alternative 1



Alternative 2



Icon