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Logo Usage Instructions

Standard vs. Small Scale Artwork

The standard logo files are for general purpose use, and are the default set to use across media.

If these standard logo files are used in areas with limited space to display (eg. as a sponsorship logo on a promo item) the ® symbol will not render properly. For this reason, the Small Scale logo files are provided in these special cases. In these files, the ® symbol is proportionally larger to the logo itself, so it will be more legible.

As a general rule, opt to use the small space logos if the dimensions of the logo will be less than 4cm wide (1 inch) in print, or 200px high in digital use.

Do not remove the ® from the logo artwork unless authorised.

File Formats

Choose PDF or EPS format if you are using the logo in any print work, or if you are unsure of what file format to supply in general. PNG or SVG are for use in digital / web media only and must not be used for print.

Landscape or Portrait

Choose whichever suits the layout best, however if you are unsure, default to Landscape.

Colour, Mono or Reversed Colour / Mono

The Colour version should be used by default. Use Reversed Colour in situations where the logo appears on a dark background. In addition, some situations do not allow colour logos to be used, therefore the Mono / Mono Reversed can be used as substitutes.