

CCC

**Consumer Confidence Campaign
Logo guidelines**

Logo and strap line

CMYK/full colour use

United profession in support



Mono white or light background use

United profession in support



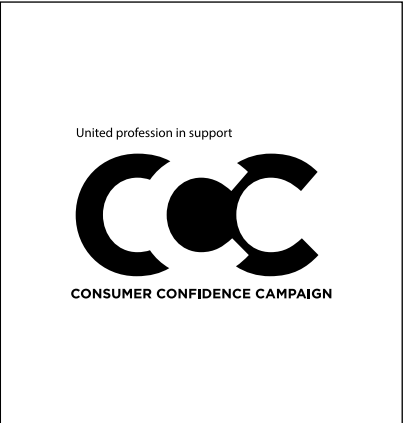
Black or dark background use

United profession in support



Correct use

Black on white



White on black



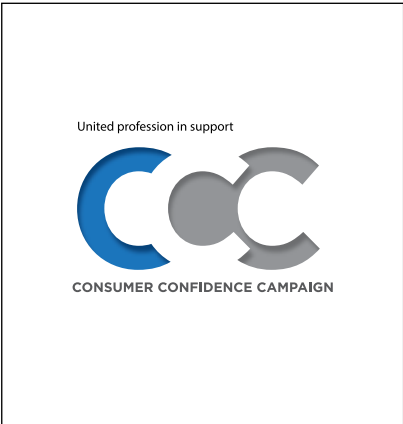
White on colour



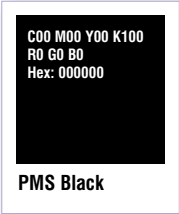
PMS 660
PMS Cool Gray 7
K (black)
On white



CMYK
On white



Colour breakdowns



Incorrect use

Black on dark colour background



On top of an image or patterned background



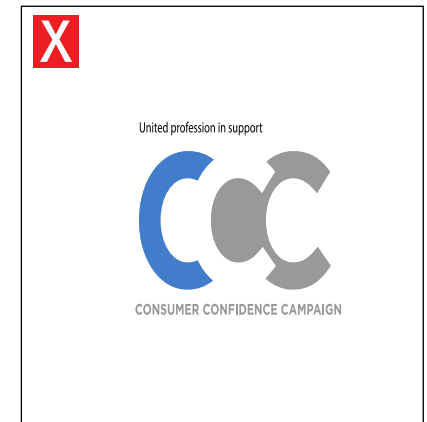
A percentage tint of a solid colour



Appearing in a box



Distorted in anyway



Sizing

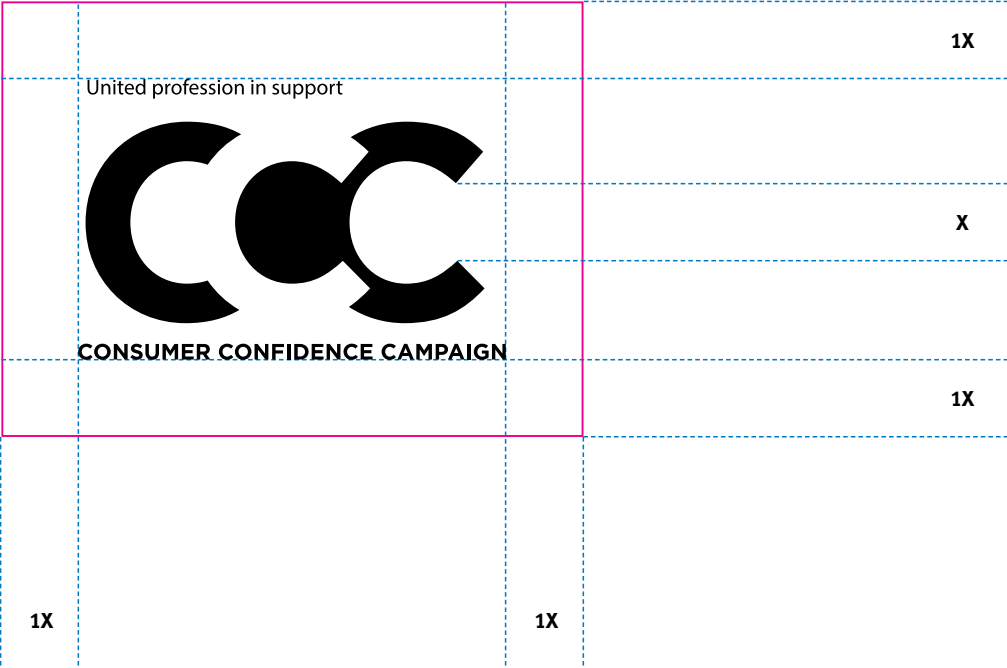
The size at which the logo will be displayed will vary depending how and on what it is being used.

On most applications to ensure the logo stands out, a degree of free space around it is required. Do not place text or graphics in this free space.



The recommended minimum size at which the logo should appear is 23mm*

Space around logo



*This may not be possible when including the logo on your business stationery or for email sign-offs, where it may need to appear slightly smaller. Every effort should be made to ensure the logo remains legible.