

# LOGO GUIDE



# IDENTITY OVERVIEW

\*Whether using the colour or greyscale version, the background should always be white.

## 2-colour versions



PANTONE 123 PC 2



262425



## Greyscale versions



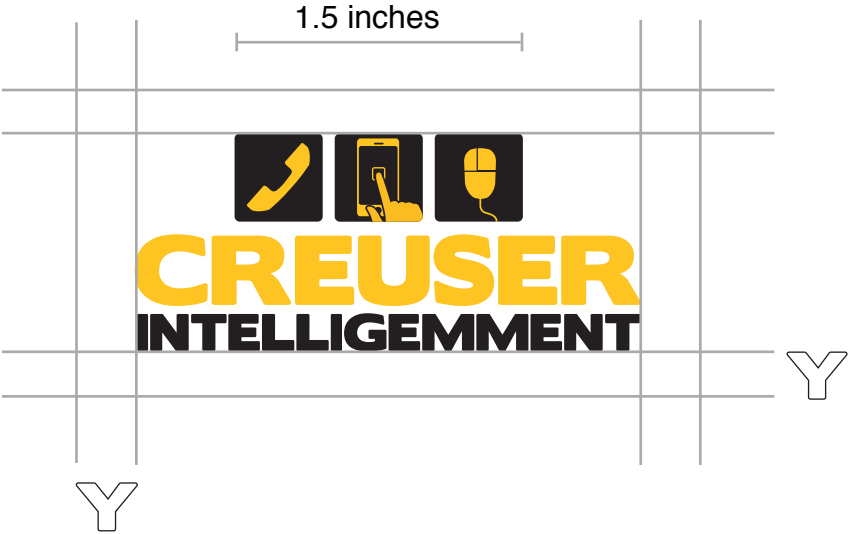
a9a8a8



262425



CLEARANCE AND SIZE



# FONTS

Main logo font:

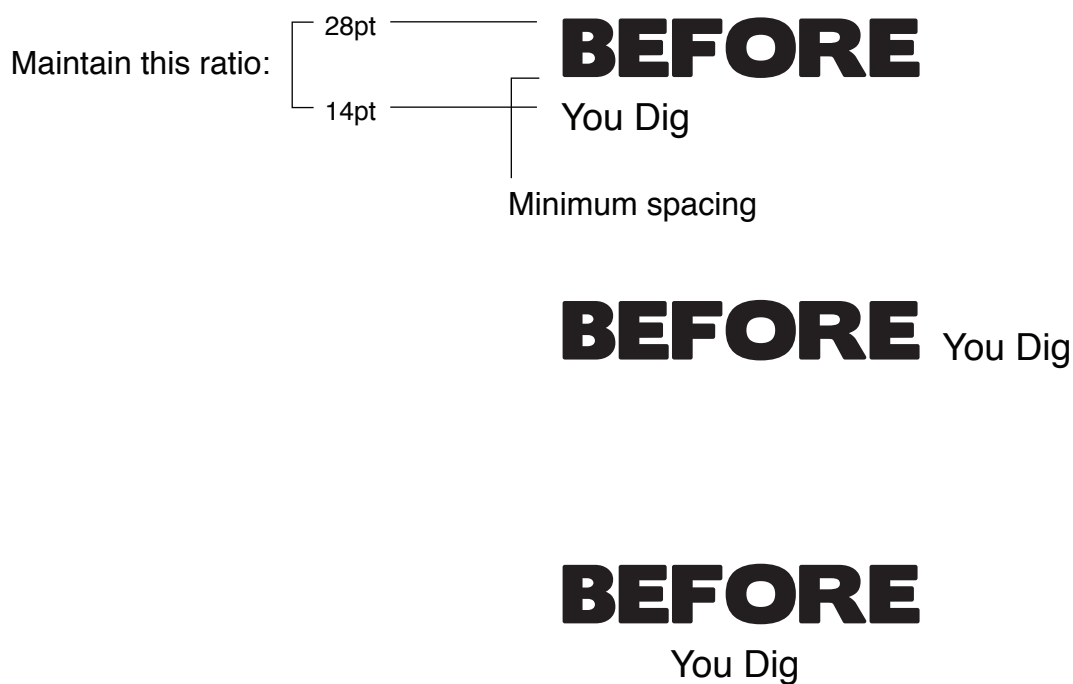
**BORIS BLACK BLOXX**

Supporting fonts:

Helvetica Regular

Helvetica Light

Proportional and spatial relationships:



GUIDELINES



Do not distort



Do not change orientation



Do not place over text or complex graphics



Do not place unsupported over photos



Do not change colours

GUIDELINES



USAGE WITH 'DIG SAFE' LOGO

