012

Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo Colour, use an off-brand Colour, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not change the oppacity of the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Saphire blue

CMYK: 76.83, 34 0, 0
RGB: 45, 138, 203
HEX: #2D8ACB

Capri blue

CMYK: 68.97, 9.98, 0.98, 0
RGB: 124, 116, 179
HEX: #7D74B3

Fandango magenta

CMYK: 27.66, 78.29, 4.56, 0.02
RGB: 189, 83, 149
HEX: #BD3596

Grape purple

CMYK: 59.89, 36.4, 0.98, 0
RGB: 124, 116, 179
HEX: #7D74B3

Sunny yellow

CMYK: 0, 23.65, 93.25, 0
RGB: 255, 199, 0
HEX: #BD3596

Pasture green

CMYK: 49.1, 6.14, 87.27, 0
RGB: 151, 187, 67
HEX: #98BB43

Carrot orange

CMYK: 1.27, 73.33, 95.51, 0.02
RGB: 234, 94, 26
HEX: #EA5E1A

Candy red

CMYK: 3.5, 92.59, 70.94, 0.3
RGB: 224, 44, 61
HEX: #E02B3D

Primary Colour Palette

The consistent use of Colour is vital to effective brand recognition.

The brand should always be represented in one of the Colours on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized Colours.