

Proud Supporter Logo

Space and size

Clear space

To give our logo proper room to breathe, a minimum clear space area (equal to the height of the “W” in our wordmark) must surround it at all times. Note that more room should be allowed wherever possible.

Minimum size

Even in the smallest contexts, our logo needs to be visible—and legible. For print, the minimum width is 25mm. For digital applications, it's 124px.

Proud supporter designator

This version of our logo with the “proud supporter” designator added has been uniquely designed and approved for use in certain contexts. The words “proud supporter” may not be altered, replaced, or moved in relation to the logo.

OUR LOGO
with proud supporter designator



CLEAR SPACE



MINIMUM SIZE



Minimum width:
25mm for print
124 px for digital

Choosing the appropriate logo format

Colors and backgrounds

Here's a quick guide to choosing the right logo for different backgrounds, and vice versa.

1 Full-color positive logo

Use on white backgrounds and over light images.

2 Reversed logo*

Use on black-and-white print pieces where the logo is placed over a dark grayscale image, in full-color print pieces or web pieces where visibility of the beacon would otherwise be compromised, or on promotional items with an orange background.

Always ensure the background is light/dark enough (depending on what logo you're using) and that the logo is easily readable.

*Reversed logo does not have a background color built into the file.



1 - Full-color positive logo



2 - Reversed logo*