How to use our logo

Clear space – English logo

1/2 Height

1/2 Height

1/2 Height

Clear space – Bilingual logo
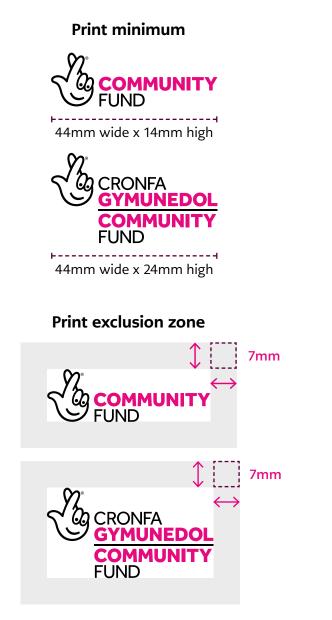

1/2 Height

1/2 Height

1/2 Height

Our logo looks best with white space around it.

Allow half the height of the crossed fingers around the logo. No text, partner logos, or other page marks should creep into this space.

Minimum sizing for print and screen

Print minimum

44mm wide x 14mm high

44mm wide x 24mm high

Print exclusion zone

7mm

7mm

Screen minimum

125px wide x 40px high

125px wide x 68px high

Screen exclusion zone

20px

20px

Don't use the logo at a size any smaller than the minimum size for print or digital.

The minimum size ensures that we meet accessibility requirements (RNIB Clear Print standard) across print and digital.

At minimum size this allows clearance space around the logo of 7mm/20px.

Total minimum dimensions of logo and clearance space are:

English

- 58mm x 28mm for print
- 165px x 80px for digital

Bilingual

- 58mm x 38mm for print
- 165px x 108px for digital

Common mistakes

❌ Don't use any other colour or effect. The crossed fingers should always be black and white

❌ Don't add any other descriptors or taglines

❌ Don't place the logo on a busy background that will affect legibility

❌ Don't place the full colour logo on a background which provides poor contrast

❌ Don't rotate or distort

❌ Don't use outlines

❌ Don't use a drop shadow or any other special effects

❌ Don't place the white logo on a background which provides poor contrast

❌ Don't encroach on the logo's minimum clear space

❌ Don't try to recreate or to redraw the logo

❌ Don't 'box up' the logo within a holding device

❌ Don't place the black logo on a background which provides poor contrast