

Don'ts

The logo must not be placed on pictures, photographs, illustrations or other patchy backgrounds. In combination with an image the logo should be placed on a preferential white space. Within this space, no other texts, pictures or graphics can be placed. The impact of the logo is increased if it is surrounded by white space.

Essentially the logo may not be changed. Any form of modification is unacceptable.

- The logo may not be scaled, distorted or rotated.
- The use of other typefaces is not permitted.
- No colour versions may be used apart from those defined here.
- The position of the logo elements may not be altered.

