



### Core Elements

#### FILE FORMATS

- PDF
- JPEG
- EPS
- PNG (transparent background)

#### ACCESSIBILITY

The logo must always have good contrast with the background to ensure maximum impact.

#### COLOURS



#### CMYK

81/28/100/15

2/20/92/0

9/73/78/1

#### RGB

52/124/43

249/201/47

221/103/70

#### PRESENTATION

Do not use any colours other than as shown (full colour and black & white).

Do not stretch, rotate or distort the image.

Do not use smaller than 4 cms wide.

#### TYPOGRAPHY

### Chalkboard

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz