

National Careers Week

visual guidance

Logo



Colour



Mono



Reverse

Using the logo

Logo use

The primary National carers week logo should only be used on a white background.

Mono and reverse should only be used on a coloured background.

Exclusion zone

The logo exclusion zone is the height of the W (marked as w in the diagram).



Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

The logo should never be smaller than 220px wide in digital or 70mm in print.



Logo misuse

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document – there are no exceptions.



Do not rotate the logo.



Do not distort or warp the logo in anyway.

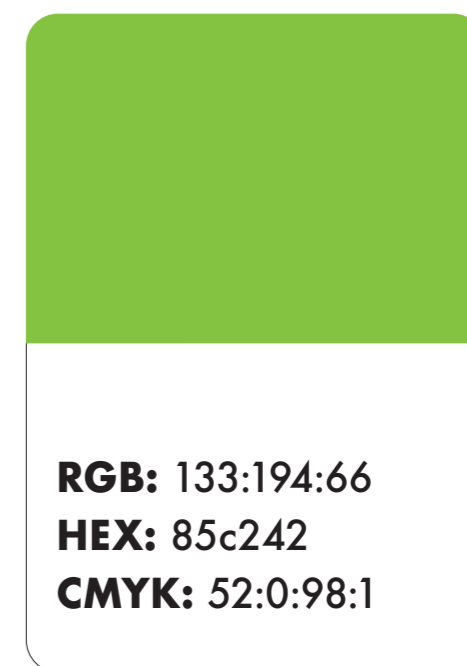
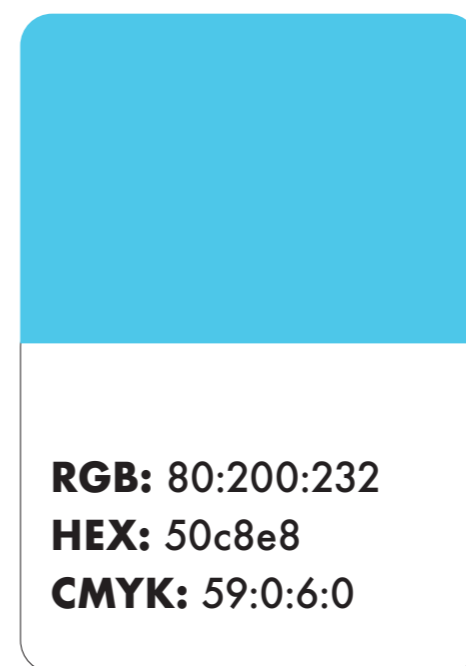
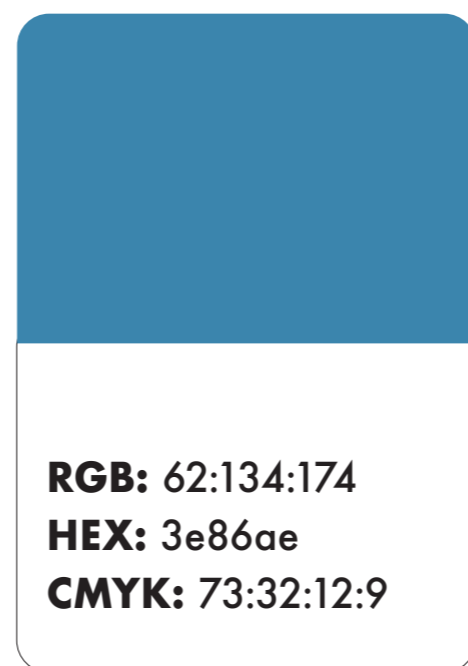
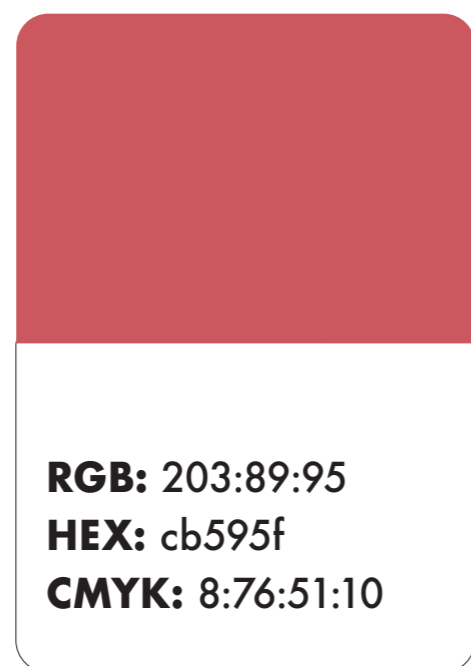
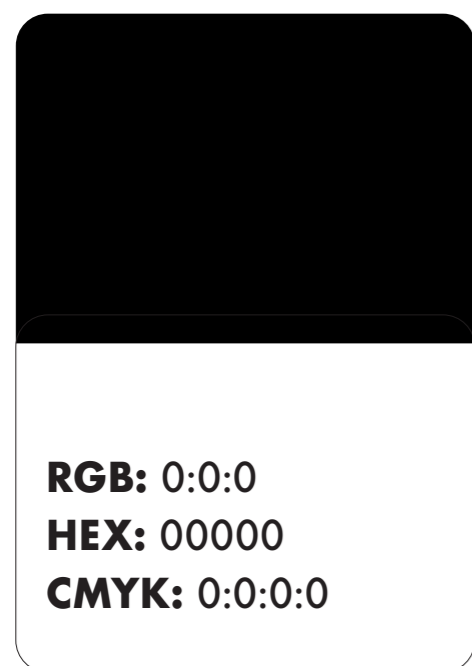


Do not use the stacked version of the logo.



Do not use colour logo on coloured background

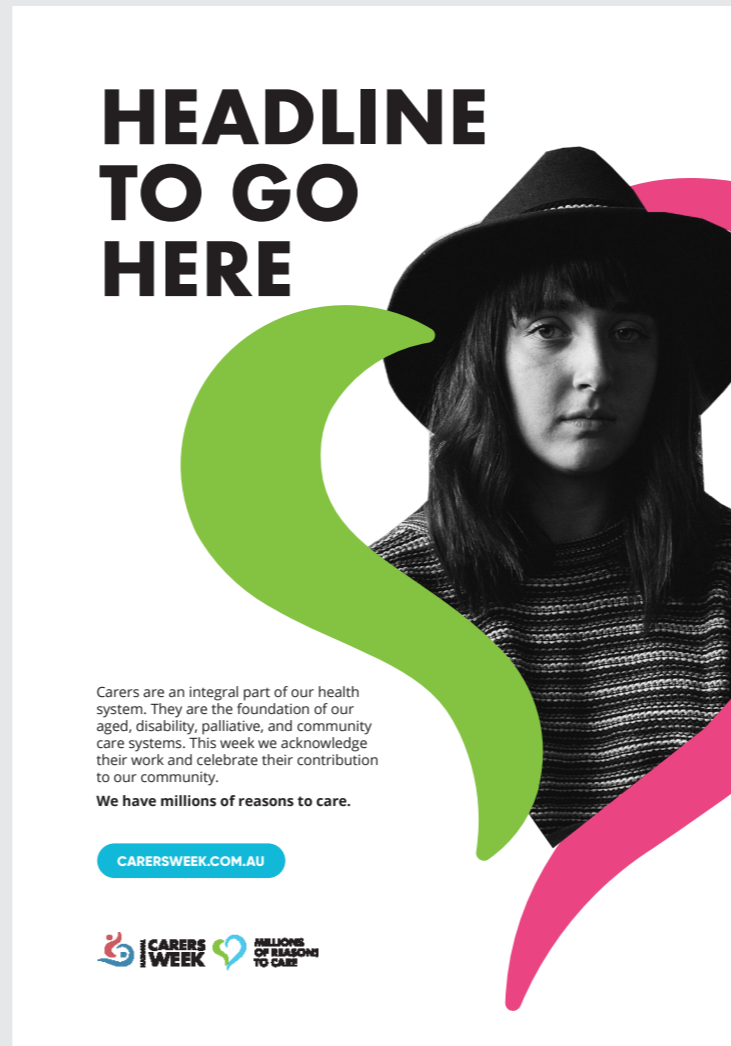
Logo colours



Poster - examples



V1

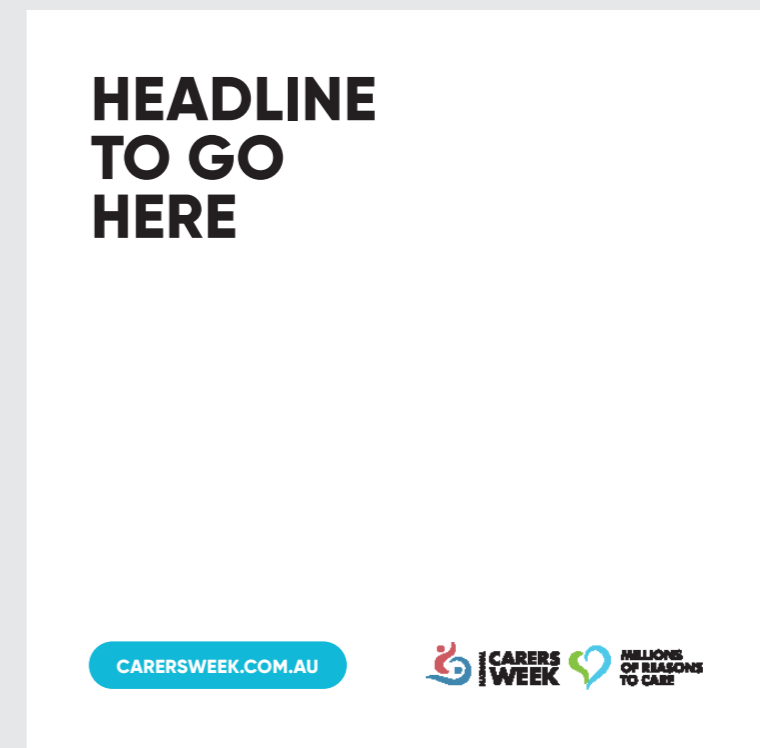
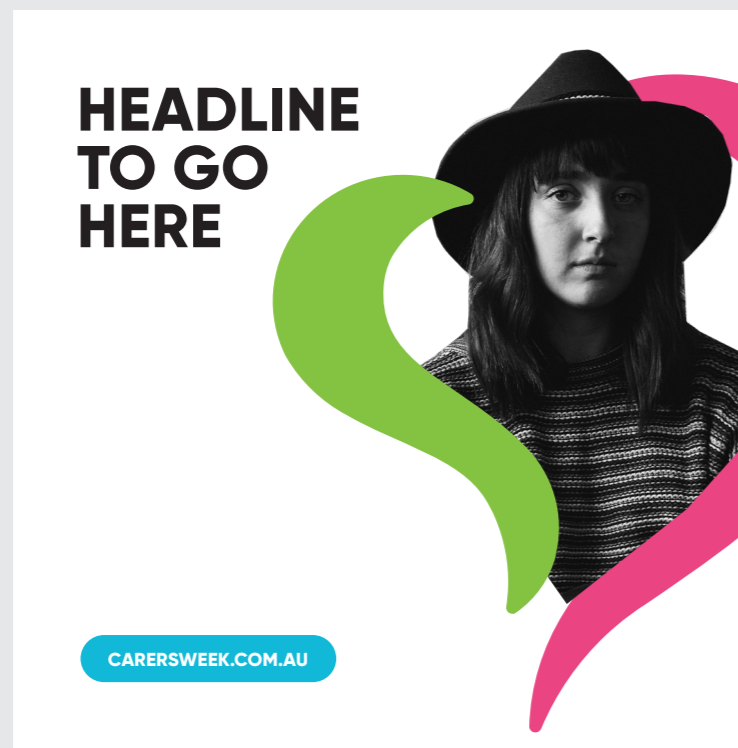


V2



V3

Social - examples



Promo items - examples

