

CoMCoP logo guidelines

Introduction

This guide outlines how to use the CoMCoP logo, including spacing, correct usage, and minimum sizes.

The logo is supplied in two file formats: SVG and PNG. SVG is ideal if the logo is needed in a larger size, or in print work. Whereas the PNG is best for general use.

There's also a range of colour variants to choose from, you are free to use whichever variant you like, to achieve the most clarity against the background.

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Clear space

Clear space protects the logo from other visual elements that would harm legibility and/or diminish its significance.

No graphic elements should encroach around the logo. The minimum recommended amount of clear space is the same as the 50% of the logo's height.

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Minimum sizing

The minimum sizes for print and digital assets help preserve the integrity and legibility of the logos when they're reproduced across a wide range of collateral.

Please use the guidelines on the right to ensure minimum sizes are maintained.

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Digital



Print

Incorrect usage

Incorrectly using our logo can have a very negative impact on our brand. Please ensure none of these applications are ever used.

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Do not resize or change the position of the characters in any way.



Do not distort; squish or squash the logo. Any resizing must be in proportion.



Do not set the logo at irregular angles.



Do not mirror or reflect the logo.



Do not set the logo within incorrect spacing. Use clear space guidelines and allow the logo breathing space.



Do not try to recreate the logo in a different typeface.



Do not use colours that are not brand colours, or directly associated with a signed off campaign.

Do not use logo in poor contrast to the background.



Do not outline the logo.



Do not add shadow or glow to the logo.



Do not blur the logo.