

THE LOGO

Brand Logo

Logo Safe Zone

Logo Incorrect Usage

BRAND LOGO

Our logo is the foundation of our visual identity. Whether presented in full colour or in monochrome, it must always be applied with clarity and consistency. Each approved variation has been developed to ensure the logo remains strong, legible, and instantly recognisable across all environments—from digital platforms to formal printed materials.

Full Colour Logo



Mono Logo



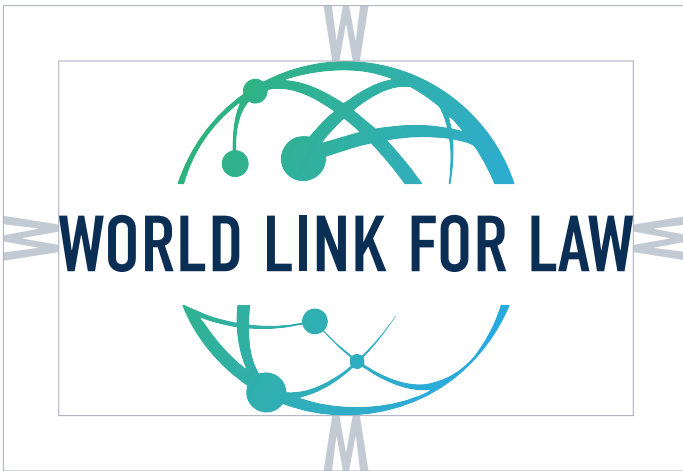
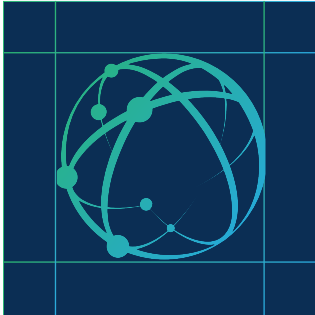
White Logo



[DOWNLOAD LOGO FILES HERE](#)

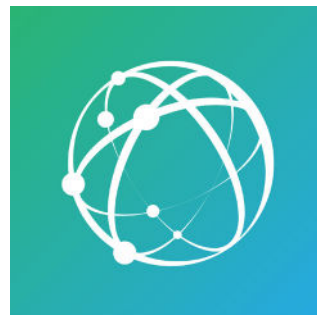
LOGO SAFE ZONE

To safeguard the clarity and impact of our logo, a minimum safe zone must be maintained around it at all times. This protected space prevents visual interference, ensuring the logo remains distinct, legible, and free from competing elements. The measurements outlined in this section must be followed in every application to uphold the logo's integrity and presence.



ICON

A strong, consistent icon reinforces our identity and supports clear communication across all platforms, from international publications to digital touchpoints.



LOGO INCORRECT USAGE

To maintain brand integrity, the logo must never be altered or applied in any of the following ways:



DO NOT place the logo on imagery that compromises visibility.



DO NOT change the colour of the logo in any way.



DO NOT place the logo on backgrounds with tones or gradients similar to the logo.



DO NOT place the full-colour logo on dark backgrounds; use the white version instead.



DO NOT tilt, skew, or distort the logo.



DO NOT crop the logo under any circumstances.