

Primarily, the logo should only be used in full colour on a white background. It can be applied to a tint of a secondary colour or over a plain background in photography. It can also appear as reversed out as white on dark colours



More simple do and don't guides apply to the logo. Being consistent with your logo is the most basic yet confident approach to a professional brand identity. Clear, simple backgrounds, or solid colours with the correct full colour or





reversed-out version of the logo. Be sure to place the negative version over dark colours and images, the positive over light backgrounds. Be careful not to split colours underneath or place over complex backgrounds.

