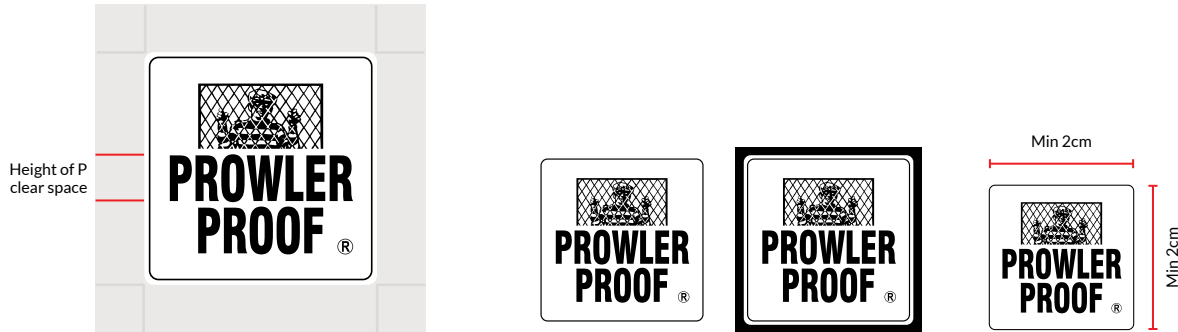# Primary logo use

Height of P
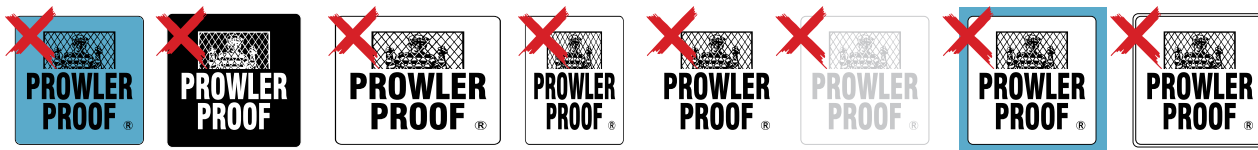clear space

Exclusion zone

To ensure maximum impact and clarity, we insist that our logo is surrounded by plenty of clear space. At the very minimum the height of the letter "P" is to be left around the logo, as pictured below.

Appearance

Above are examples of how the logo should appear on both white and coloured backgrounds. Please note, the white goes beyond the black border line. It is not to be reversed and should always have this white background.

Min 2cm

Min 2cm

Size

The minimum size the logo should appear at is 2cm x 2cm.

What not to do

The logo is not to have it's colour changed, reversed, be stretched, have any element removed, be tinted in anyway, or have it's white background or black border line removed when placed on backgrounds.

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Typefaces

| Lato

Lato Hairline
Lato Hairline Italic
Lato Light
Lato Light Italic
Lato Roman
Lato Italic
Lato Bold
Lato Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()-_=+[]\{}|;':",./<>?`~

| Arial

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()-_=+[]\{}|;':",./<>?`~

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