LOGO

The logotype may be reproduced in Pantone 281c on white or reverse it to white against any solid colours contrasting from our colour palette.
Do not apply any other colours to the logotype.

**Pantone 281 C
(Primary Brand Colour)**

CMYK: 100 78 0 57
RGB: 0 36 105
HEX: #002469

Primary Logo

Dark primary logo on
a light background

White primary logo on a dark background.
These shapes indicate solid area of colour.
Don't put the logotype in shape

Safe area: Clear space of 2A on the top
and either side with 1.5A beneath the logo
should be allowed, where A is the height
of the letter A in the logo word mark

23.5mm

96 Pixels

Minimum size for print is 23,5
mm and for digital 96 pixels.

Secondary Logo with signature

*Use the secondary logo with signature when
the vertical space is limited and the primary
logo is too small in a given space.*

Dark secondary logo on a light background

White secondary logo on a dark background. These shapes
indicate solid area of colour. Don't put the logotype in shape.

Safe area: Clear space of 1A on the top and either side with 1A beneath the
logo should be allowed, where A is the height of the letter A in the logo
word mark

33mm / 135 Pixels

Minimum size for print is
33 mm and for digital is
135 pixels

LOGO

Secondary Logo without signature

Use the secondary logo without signature when both the vertical and horizontal space is limited and the primary or secondary logo is too small in a given space.

Allan & Gill Gray
PHILANTHROPIES

Dark secondary logo on a light background

Allan & Gill Gray
PHILANTHROPIES

White secondary logo on a dark background. These shapes indicate solid area of colour. Don't put the logotype in shape.

Safe area: Clear space of 1A on the top and 2A either side with 1A beneath the logo should be allowed, where A is the height of the letter A in the logo word mark

Allan & Gill Gray
PHILANTHROPIES

23.5mm

96 Pixels

Minimum size for print is 23,5 mm and for digital 96 pixels.

Logo DO NOTS

The logo can never be in any other colour than the approved colours. Do not use a combination of colour in the logo lockup. Do not pair the logo and a background with a similar colour. The logo must be legible when placed on images. Do not rotate or skew the logo. Do not alter any aspect of the logo lockup. Do not surround the logo with a framing element (eg: a rectangle). Do not recreate the logo.