

# LOGO APPLICATION

Please use the black outline sticker logo on busy, light coloured backgrounds. This includes photos.

Please use the white outline sticker logo on busy, dark coloured backgrounds. This includes photos.

The black and white cut-out logos can be used on contrasting block-coloured backgrounds only.

Make sure to allow for the safe zone spacing around the logo at all times as a minimum, across print and digital outcomes. (Shown here as yellow overlay, half the height of the logo)



*Black outline sticker logo  
correct usage*



*White outline sticker logo  
correct usage*



*White cut-out logo  
correct usage*



*Black cut-out logo  
correct usage*