



LOGO GUIDELINES
2019

USING THE LOGO

EXCLUSION ZONE

To ensure the logo is never crowded and can be seen and understood easily an exclusion zone should be used. As illustrated below, this is the minimum clear area required around the logo. It is measured by the width of the letter 'C' in the logo. This spacing should be applied to all edges of the logo.



MINIMUM LOGO SIZE



A5 LOGO SIZE



A4 LOGO SIZE



A3 LOGO SIZE



DO'S AND DON'TS



The logo should never be...

- Re-typeset** Only the correct brand fonts are to be used for the logo. Their positioning in relation to the logo may not be changed.
- Distorted** The logo must be resized without stretching or altering its proportions.
- Fragmented** The logo and text should always appear together, never independently.
- Recolour** Only use corporate colours, if these are not available then use a monochrome logo.
- Altered** Do not add any effects such as bevels or drop shadows to logo.




The logo should be...


- Uncluttered** Nothing is to be put inside the exclusion area.
- Clear** The correct high quality logo should be chosen for each background. Only use official logos.

COLOUR

CREW  CENTRE OF
EXPERTISE
FOR WATERS



PMS 299
CMYK 81 15 0 0
RGB 0 160 223
HTML 00A0DF



PMS 7706
CMYK 97 42 27 11
RGB 0 105 143
HTML 00698F

COLOUR



Full colour logo to be used when possible.



If a document is to be printed in black and white or photocopied a number of times the monochrome or white/knock-out logo should be used for placement on a busier or darker background.

TYPEFACE

Syntax is used in the CREW logo. It is also used for signage, reports and on promotional material.

Syntax

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Syntax Roman Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

Syntax Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**

Syntax Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0***

Syntax LT Std Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**

Syntax LT Std Ultra Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**