GLOBAL DESTINATION SUSTAINABILITY MOVEMENT

LOGO GUIDELINE

CHANGE AGENT

COLLECTIVE

LOGO INFORMATION

FILE VARIATIONS

File variations

ILLUSTRATOR AI FILE
This is a vector (drawn) version of the logo. It can be increased to any size without losing picture quality.

JPEG
This is a static image file. It can decrease in size but when increased will lose picture quality. To be used in PowerPoint and Word documents. Sometimes used for placement on the internet.

SVG & PNG
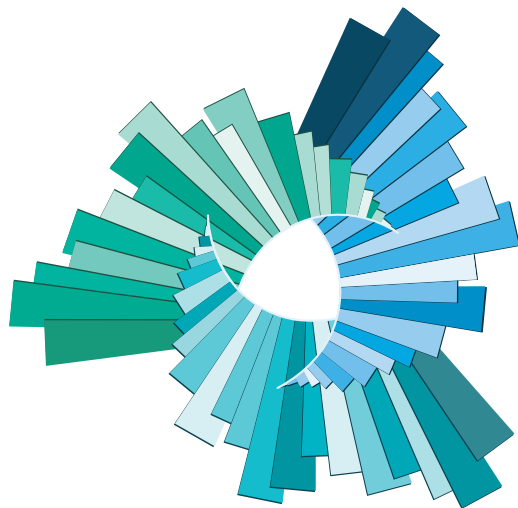This is a vector image file used for website purposes.

PDF
This is a high resolution file used for print.

LOGO

The logo, full colour on a white background. This is the main logo

COLOUR

GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

LOGO

COLOUR

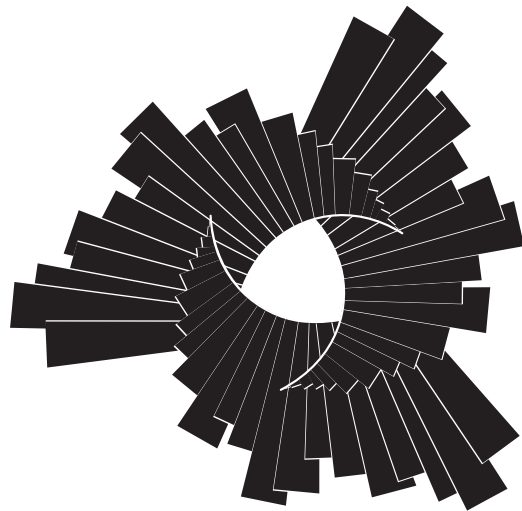The logo, full colour on a dark background, the type of the logo is replaced with white. This is the main logo

LOGO

BLACK/WHITE

The logo, black and white on a white background

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

LOGO

WHITE/BLACK

The logo, black and white on a black background

LOGO COLOURS

The primary colours of the logo are displayed below and are the four main colours of the logo including a dark grey for the logo type.

PRIMARY

The shades surrounding the main colours are shades of the main colours and are not to be used as the primary colours.

Pantone Solid Coated Neutral Black C
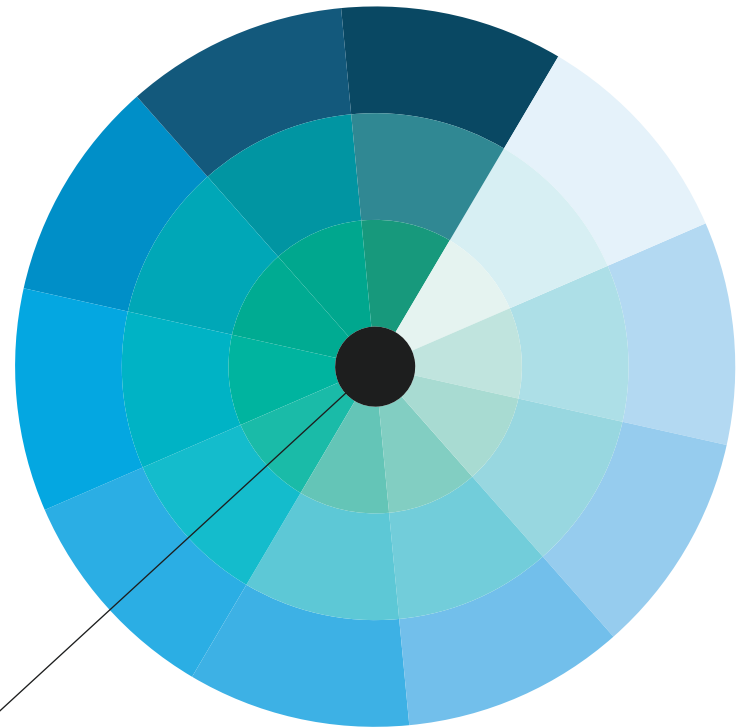C: 0 M:0 Y:0 K:87
R:32 G:32 B:32

Pantone Solid Coated 2925 C
C: 100 M:26 Y:0 K:12
R:0 G:167 B:225

Pantone Solid Coated 3115 C
C: 100 M:8 Y:0 K:20
R:0 G:188 B:204

Pantone Solid Coated 339 C
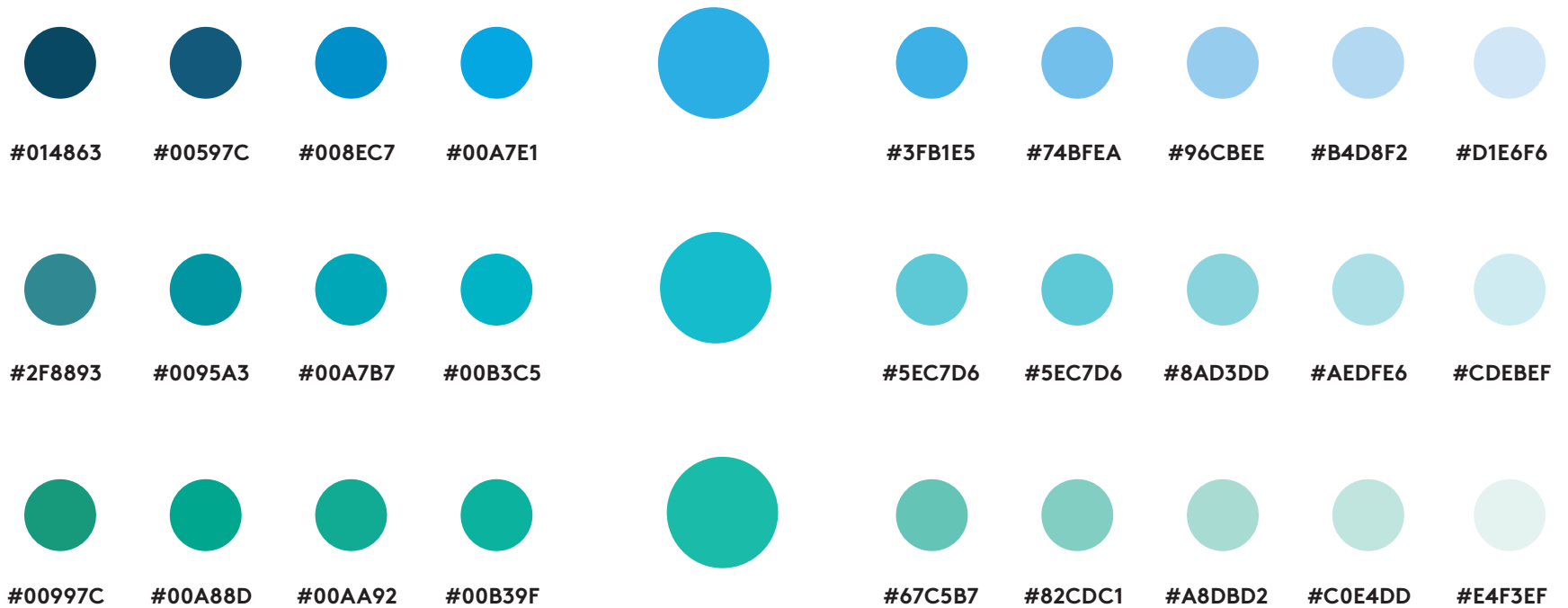C: 100 M:0 Y:16 K:4
R:0 G:168 B:141

LOGO COLOURS

Secondary logo colour, hexagon values

SECONDARY

Primary Colours

#014863   #00597C   #008EC7   #00A7E1   #3FB1E5   #74BFEA   #96CBEE   #B4D8F2   #D1E6F6

#2F8893   #0095A3   #00A7B7   #00B3C5   #5EC7D6   #5EC7D6   #8AD3DD   #AEDFE6   #CDEBEF

#00997C   #00A88D   #00AA92   #00B39F   #67C5B7   #82CDC1   #A8DBD2   #C0E4DD   #E4F3EF

LOGO FONTS

The two fonts used in the logo are Brown and Heuristica

BROWN & HEURISTICA

BROWN

HEURISTICA

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

BROWN LIGHT is a font by linoto foundry, font needs to be paid for

HEURISTICA BOLD is free for commercial use and has no current use restrictions

LOGO USES

There are two variations of the logo used over different sizes
One for larger implementations and one for smaller implementations

VARIATIONS

Logo Variation A:

This logo variation is the primary implementation of the logo

Logo Variation B:

This logo variation should only appear in smaller implementations

LOGO USES

As the logo decreases in size, we alter it slightly to continue legibility

SIZE RESTRICTIONS

Logo Variation A:

No maximum size for Logo A

65mm

This logo variation should not appear smaller than 65mm

Logo Variation B:

64mm

35mm

This logo variation should not appear larger than 64 mm

This logo variation should not appear smaller than 35mm

LOGO USES

The logo needs to have an equal breathing space all around and placed on a white background

RESTRICTIONS

LOGO USES

The logo supplied must be used and the design not altered in any way

INCORRECT

Do not change the type spacing of the logo

Do not change the relative sizes or the spacing between the logo elements

Do not change the colours of the logo.

Do not distort the logo

Do not add a drop shadow

Do not place at an angle