Logo & Seal
LANDMARK

Primary logo for dark backgrounds

Primary signature seals for dark backgrounds
Black and white logos

LANDMARK

LANDMARK
Black and white seal
Logo: exclusion zone & minimum size

Minimum exclusion zone around logo

34 mm
Correct logo usage

Incorrect logo usage
Colours & Typography
Colours

<table>
<thead>
<tr>
<th>Primary colour</th>
<th>Secondary colour 1</th>
<th>Secondary colour 2</th>
<th>Accent colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2377C</td>
<td>Pantone 2380C</td>
<td>Pantone 518C</td>
<td>Pantone Red 032C</td>
</tr>
<tr>
<td>C 82</td>
<td>C 89</td>
<td>C 60</td>
<td>C 0</td>
</tr>
<tr>
<td>M 67</td>
<td>M 74</td>
<td>M 67</td>
<td>M 86</td>
</tr>
<tr>
<td>Y 45</td>
<td>Y 53</td>
<td>Y 43</td>
<td>Y 63</td>
</tr>
<tr>
<td>K 34</td>
<td>K 62</td>
<td>K 58</td>
<td>K 0</td>
</tr>
<tr>
<td>R 52</td>
<td>R 18</td>
<td>R 33</td>
<td>R 239</td>
</tr>
<tr>
<td>G 68</td>
<td>G 34</td>
<td>G 14</td>
<td>G 51</td>
</tr>
<tr>
<td>B 86</td>
<td>B 49</td>
<td>B 34</td>
<td>B 64</td>
</tr>
</tbody>
</table>

hex: 344456     hex: 122231    hex: 210E22    hex: EF3340
Applications for illustration purposes only. Refer to the official colour chart for the final colour selection.
Typography: print

Circular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mrs. Eaves

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Typography: powerpoint

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Artistic Direction
Distinct angles
Light, airy
Aspirational
Clean lines
Positive, aspirational
Uncuttered, not too many elements:
allows for application of graphic lines and brand colours
Distinct angles
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