

# Redx logo guidelines



Colour



Reverse



White



Black



Colour + tag



Reverse + tag



White



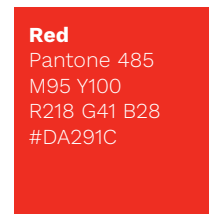
Black

## Guidelines for use

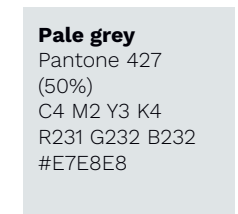
- Supply the EPS files to professional designers, printers, signwriters and advertisers
- Use the PNG files for web, email and desktop publishing (eg Word, PowerPoint)
- Use the Colour version on white or light backgrounds
- Use the White version on dark or low-contrast backgrounds
- Do not alter, redraw, reportion, recolour or rotate the logo
- Do not remove, edit or alter the text in the logo
- Minimum size is 15 mm wide (without tagline)
- Ensure sufficient clear space surrounds the logo and it doesn't touch or overlap other objects. As a guide, the clear space around the logo on all sides should be at least equivalent to the width of the letter 'x' in the logo.

## Colours

### Primary



### Accent



## Typeface

Main: Custom drawn  
Tagline: Saira  
Body copy: Work Sans

