Redx logo guidelines



Colour



Colour + tag

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 lowcontrast backgrounds
- · Do not alter, redraw, reproportion recolour or rotate the logo



Reverse



Reverse + tag

- · 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.



White



Charcoal

#25282A

Pantone 426

R37 G40 B42

C94 M77 Y53 K94

White



Redx

Black

Black

Colours

Primary

Red Pantone 485 R218 G41 B28

Tupeface

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

Blue grey

Pale grey Pantone 427 (50%)C4 M2 Y3 K4 R231 G232 B232 #F7F8F8

Mid grey Pantone 427 C7 M3 Y5 K8 R235 G235 B235 #EBEBEB

Dark grey Pantone 431 C45 M25 Y16 K59 R91 G103 B112