

# Logo

**Our logo sits at the heart of our identity and has our brand promise of Partnership Made Personal embedded within it. As one of our oldest assets, it is recognised around the world and acts as marker for our values and what we stand for as a business.**

This section of the guidelines explains the meaning behind our logo and how to use it as part of the wider brand system.

## Our logo

Our logo is constructed from three interlocking pieces that represent the partnerships we form with our colleagues, customers and customers' customers.



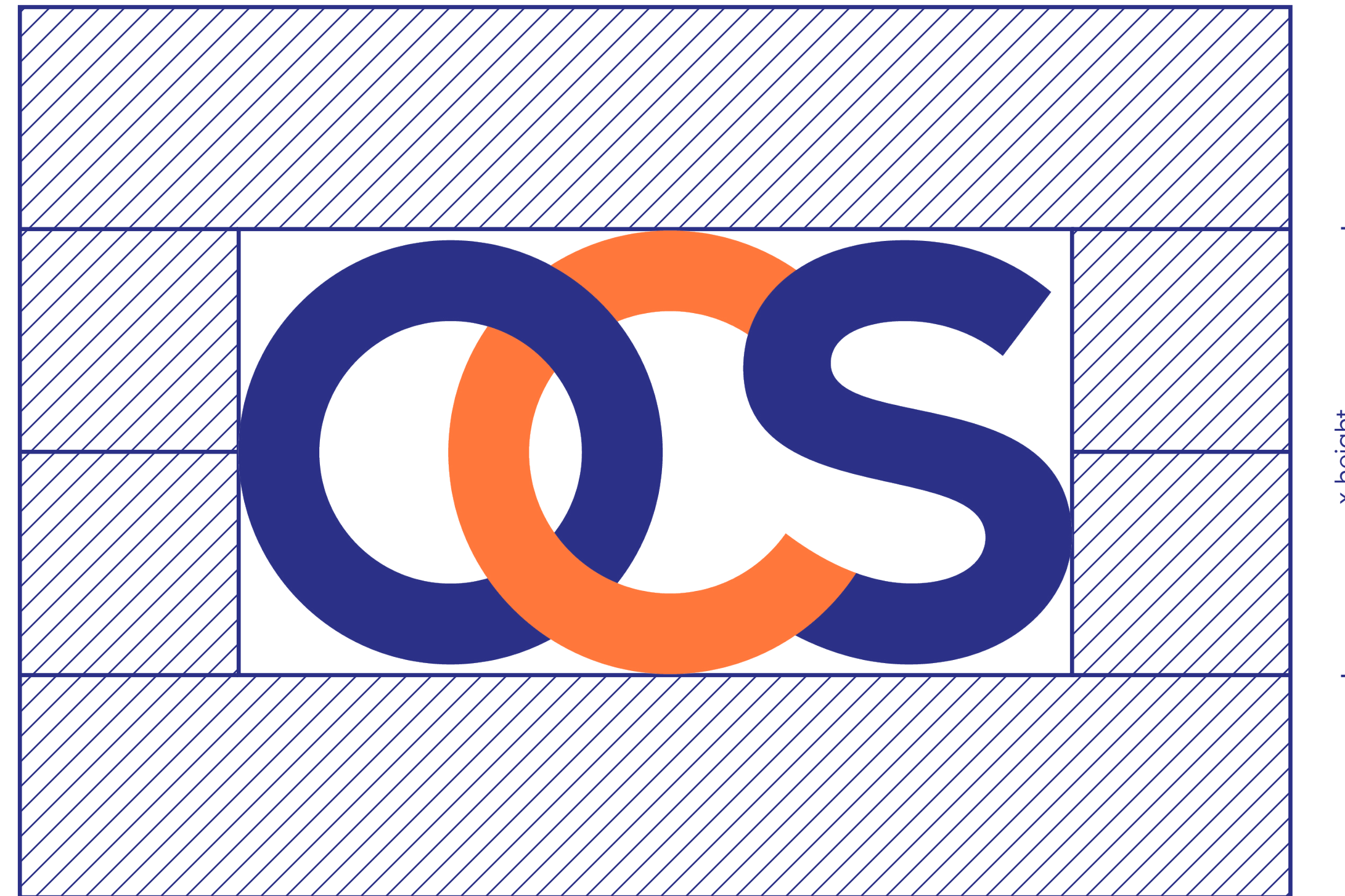
## Logo versions

Two versions of the logo have been provided for use across both white and navy backgrounds. Use the grayscale version, whenever printing in colour isn't possible.



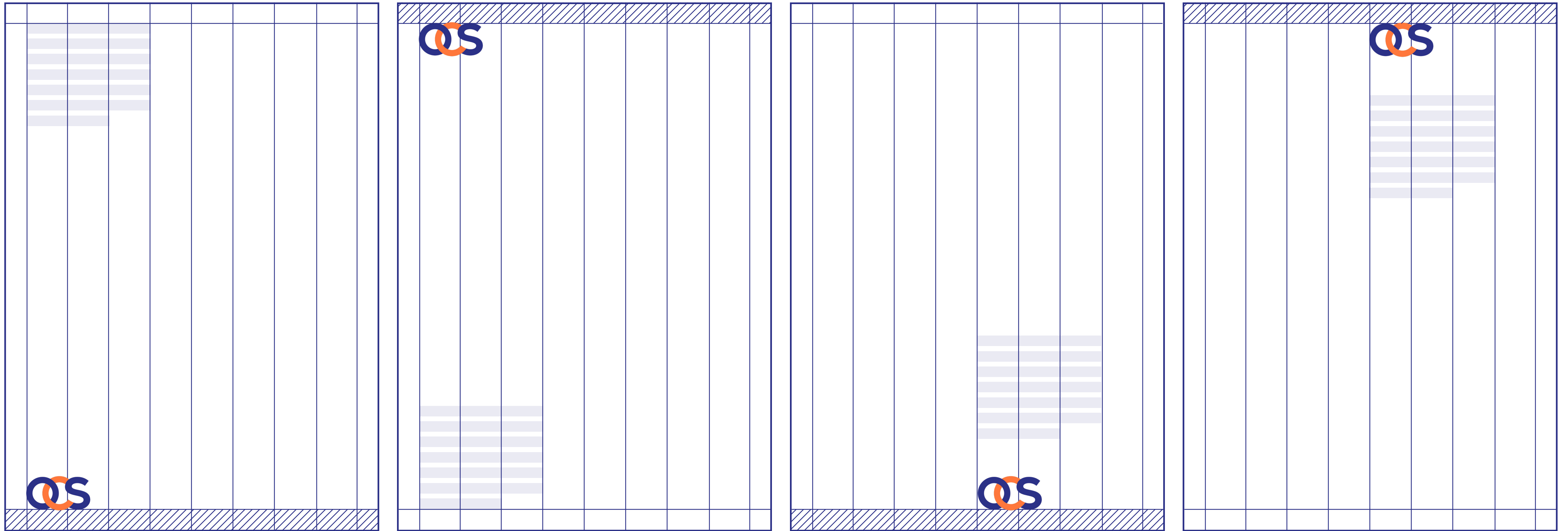
## Clear space

To remain clear and legible, our logo has a clear space around it equivalent to 50% of its x-height. No other graphic objects, including typography, should enter this area.



## Positioning

The logo should always be positioned either in the corner or halfway along the pages width, placed against either the top or bottom margin. We recommend aligning the typography to create a strongly gridded layout.

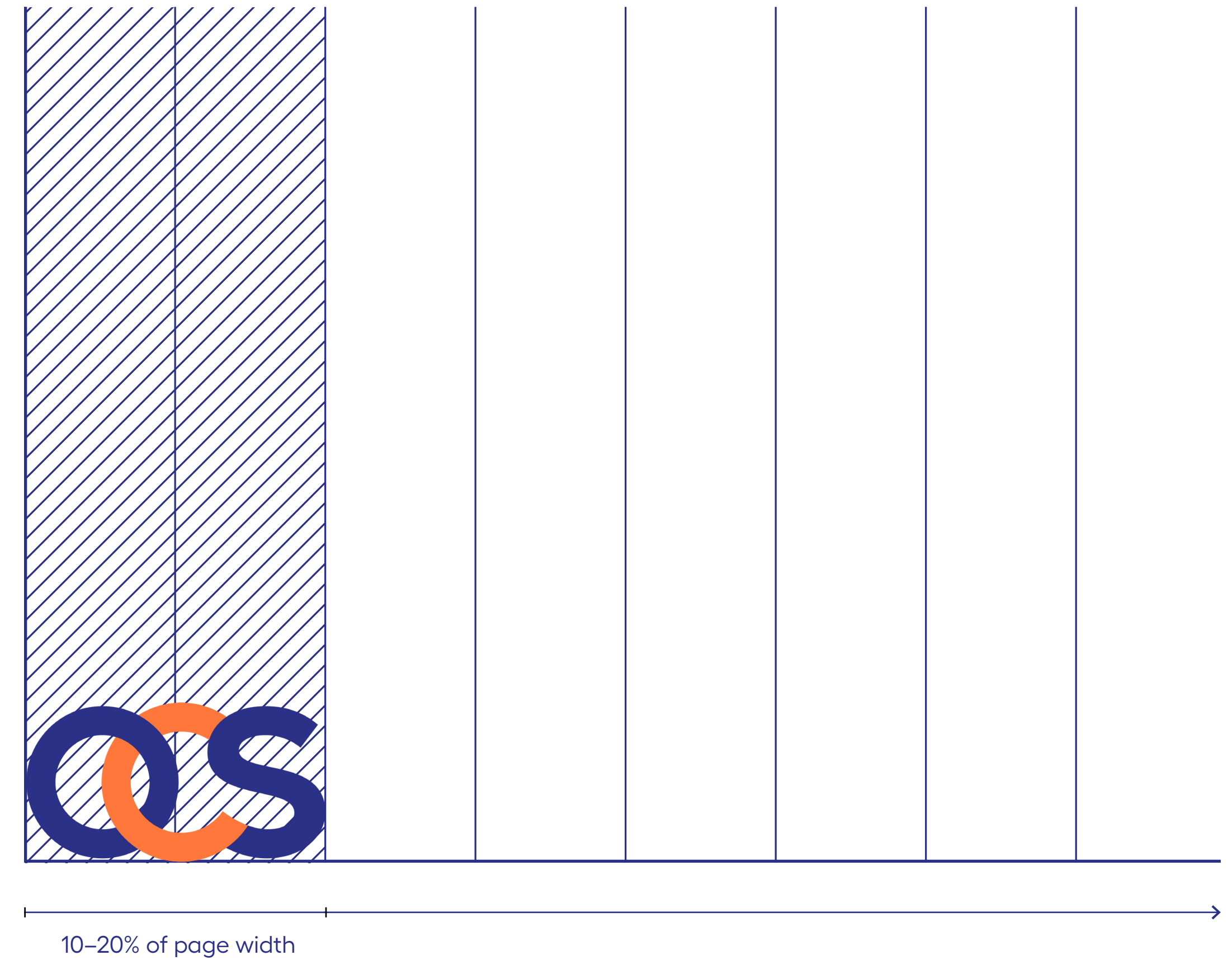


## Scaling

When scaling the logo within layouts, please follow the guidance below. We also recommend using the following minimum sizes for the logo:

Print — 20mm (w)

Digital — 75px (w)



# Colour

**Our colour palette strikes the perfect balance between personal and professional. Vibrant colours that radiate a human warmth are paired with muted tones to create a bold and recognisable approach to colour, helping us stand out against our competitors and stick in our customers' minds.**

This section of the guidelines introduces our brand colour palette, the values needed to recreate them consistently and guidance on how to apply them.

## Our colour palette

Our colour palette is made up of four colours and is inspired by our 24/7 service.

Sunrise

RGB 255 119 59  
CMYK 0 68 85 0  
HEX #ff773b  
Pantone 164 U / 164 C

Noon

RGB 255 222 34  
CMYK 0 10 95 0  
HEX #ffde22  
Pantone Yellow U / 108 C

Daytime

RGB 255 255 255  
CMYK 0 0 0 0  
HEX #ffffff

Evening

RGB 94 118 244  
CMYK 65 50 0 0  
HEX #5e76f4  
Pantone 2727 U / 2727 C

Night

RGB 43 48 135  
CMYK 100 95 0 0  
HEX #2b3087  
Pantone Blue 072 U / 2746 C