

# Brand guidelines

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## THE Awards UK&IE 2021 logo

THE AWARDS  
2021

**RGB:** r203 g153 b4  
**CMYK:** c19 m37 y100 k7

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## How to use the logo

THE AWARDS  
2021

**Digital:** Primary logo must not be used smaller than 60pixels in height.

**Print:** Logo to be used no smaller than 15mm high.

A black or white version of the logo can be used if there is a colour clash.

THE AWARDS  
2021

THE AWARDS  
2021

## Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo (used at full height of the logo). This area is the minimum clearance space required around all sides of the logo.

## Reversed version for use on pattern

THE AWARDS  
2021

**RGB:** r203 g153 b4  
**CMYK:** c19 m37 y100 k7

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## How to use the logo

THE AWARDS  
2021

**Digital:** Primary logo must not be used smaller than 60pixels in height.

**Print:** Logo to be used no smaller than 15mm high.

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## Prohibited usage

- Do not swap the colours.
- Do not place over an image or texture, unless it's the branded awards pattern as seen here. (This can be requested).
- Do not adjust or change the typeface.
- Do not apply visual effects.
- Do not skew or change the axis.
- Do not try to recreate or modify in anyway.
- Any promotional assets designs supplied will need to stay as provided.