

# Brand guidelines

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## THE Awards UK&IE 2021 logo



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

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## How to use the logo



**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.



## 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



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

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## How to use the logo



**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.



## 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.