



## Common Conditions Service Logo Usage Guidelines

This document outlines the correct usage of the Common Conditions Service logo to ensure consistency and clarity across all communications.

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### 1. Logo Lock-up Versions

The logo is available in two lock-up formats to suit different layout needs:

- **Standard Lock-up**

Default version. Recommended for top-left or bottom-right placement.



- **Centred and Vertical Lock-up**

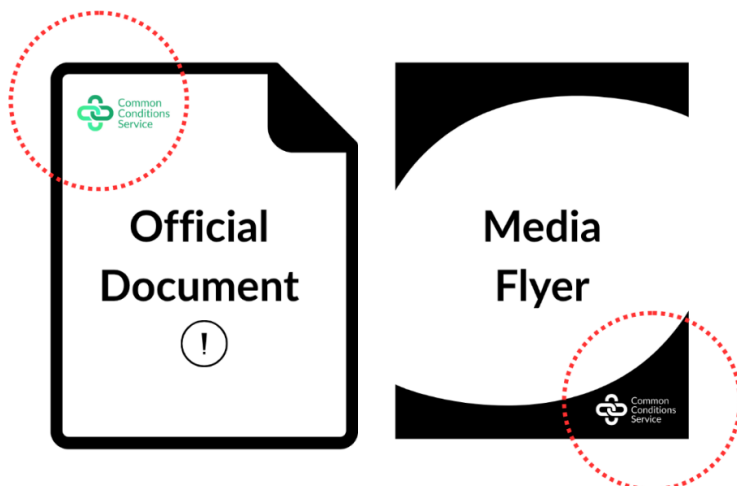
Typography is centred below the symbol. Ideal for formal or symmetrical layouts. Used for vertically oriented applications (e.g., banners, lecterns).



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### 2. Recommended Positioning

- **Top Left** – For operational items (e.g., reports, formal documents)
- **Bottom Right** – For promotional materials or campaign-led communications





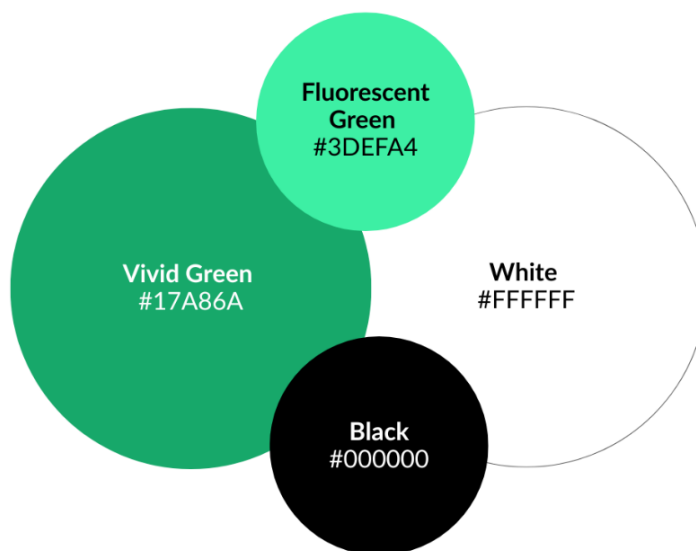
### 3. Colour Palette

**Vivid Green:** #17A86A

**Fluorescent Green:** #3DEFA4

**Black:** #000000

**White:** #FFFFFF



### 4. Logo Colour Versions

The following variants are available to suit whatever background the logo is placed on.

**Colour:** For use on white or light backgrounds

**Black:** For use on light backgrounds where colour is not suitable

**White:** For use on mid-tone or dark backgrounds, or low-contrast image areas



### 6. Minimum Sizes and Clear Space

Below are the minimum recommended sizes to use to preserve legibility.

#### Standard Lock-up:

- 35mm wide x 17.5mm high
- 151px wide x 75.5px high

#### Vertical lock-up:

- 33mm wide x 33mm high
- 125px wide x 125px high



Maintain a minimum clear space around the logo equal to  $\frac{1}{4}$  of the logo's height on all sides. This ensures visibility and prevents visual clutter.



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## 7. File Formats

Logo files can be provided in the following formats:

- **PNG** – For office use (Word, PowerPoint, Email)
- **EPS** – For professional print (brochures, signage)
- **SVG** – For digital use (websites, apps)

Ensure the correct format is used based on the medium.

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