PARTNER BRAND QUICK GUIDE

LOGO FAMILY



Full Colour



Black



Inverted



White

How to Use Our Logo: To ensure our logo is always clear and easy to see, please follow these simple guidelines when placing it on your artwork.

- Full-Colour Logo: Use this version on white or very light backgrounds.
- Black Logo: Use this version on white or light backgrounds, but only when you cannot use colour (for example, in a black-and-white print).
- Inverted or White Logo: Use this version on dark backgrounds or dark photos.

COLOUR PALETTE

Black
Hex #231f20
CMYK 0, 0, 0, 100
RGB 35, 31, 32

SWDCRS Yellow
Hex #ffc20e
CMYK 0, 25, 100, 0
RGB 255, 194, 14

SIZE, CLEAR SPACE AND PLACEMENT

Minimum size (print): logo height 19mm (0.75 inches) or more.

Minimum size (digital): logo height 48 px (0.5 inches) or more.

Clear space: keep empty space around the logo equal to the height of the letter "S" in SOUTH on all sides. No text, other logos, or graphics inside this area.

Put Partner Logos in a partner area (typically the bottom of the poster or a side column).

DO NOT PLACE THE SWDCRS LOGO IN THE HEADLINE AREA OR AS A MAIN GRAPHIC.

Keep it secondary: SWDCRS should be 60–75% of the width of the host's logo.



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DO'S AND DON'TS

- ✓ **Use the PROVIDED FILES ONLY.**
- ✓ **KEEP THE "IN PARTNERSHIP WITH" line attached exactly as supplied.**
- ✓ **KEEP PROPORTIONS the same.**
- ✓ **ALIGN PARTNER LOGOS** neatly in a row or grid with consistent spacing.
- ✓ Place the logo on **CLEAN BACKGROUNDS.**
- ✓ If the background is busy, ensure it is **LEGIBLE.**
- ✓ Ensure the words are easy to read at arm's length. If in doubt, switch to white on dark or black on light.









- ✘ **DON'T STRETCH, WARP, ROTATE, ADD EFFECTS, OR CHANGE COLOURS.**
- ✘ **DON'T CROP OFF** any part of the logo or the "IN PARTNERSHIP WITH" line.
- ✘ Don't make the **SWDCRS LOGO LARGER** than the host logo.
- ✘ Don't make an **OUTLINE OF THE SWDCRS LOGO.**
- ✘ **DON'T MIX THE CORPORATE COLORS** of the logo.
- ✘ **DON'T CREATE ALTERNATE COLOR OPTIONS** of the logo.





SAMPLES





