

The Logo

There is one logo, with three versions to allow positioning options. The composition of the logo is fixed – this should not be altered.

Colour: the logo is coloured
Care Review Blue: (c 100, m 95, y 0, k 41)
The logo has no background – it is transparent, revealing the colour of the background underneath it when used.

For single colour use there is a black only version.



A.



B.

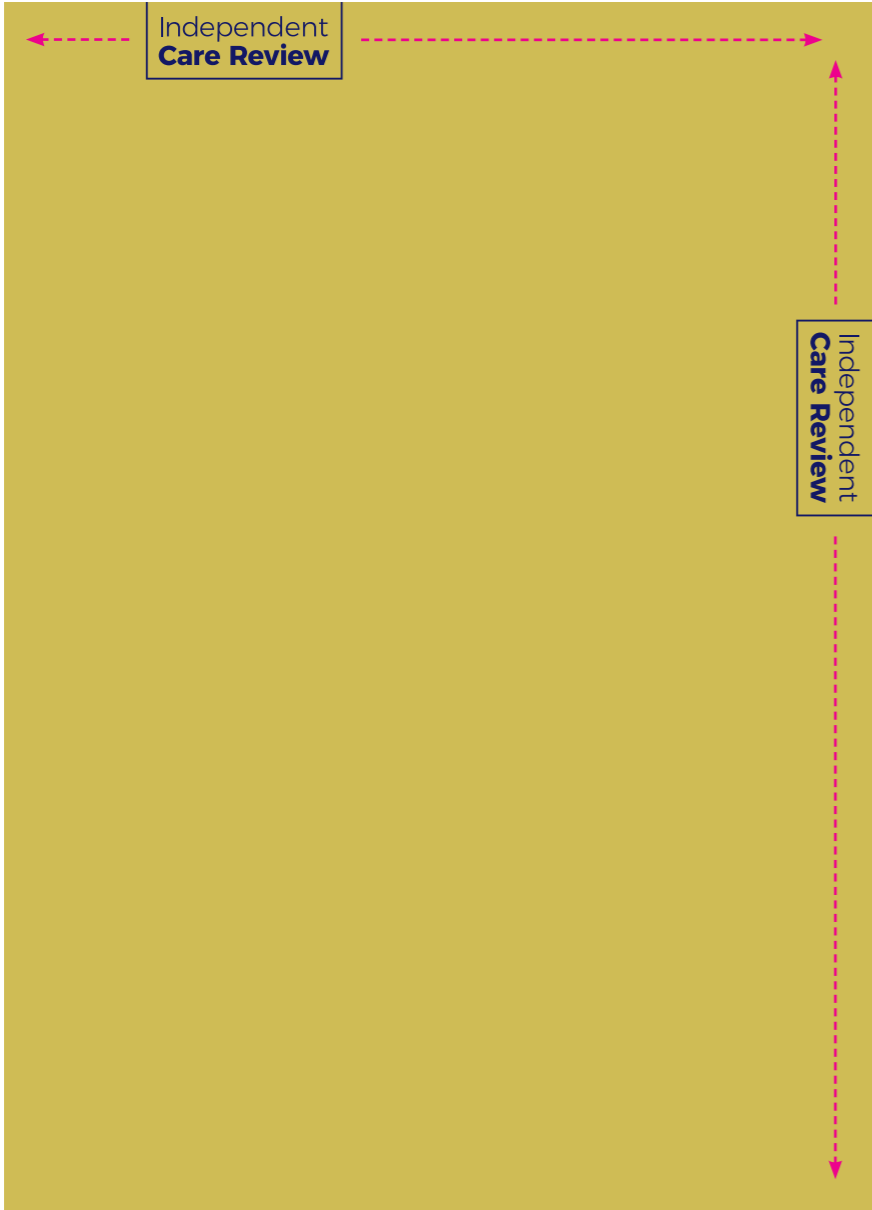


C.

The Logo Positioning

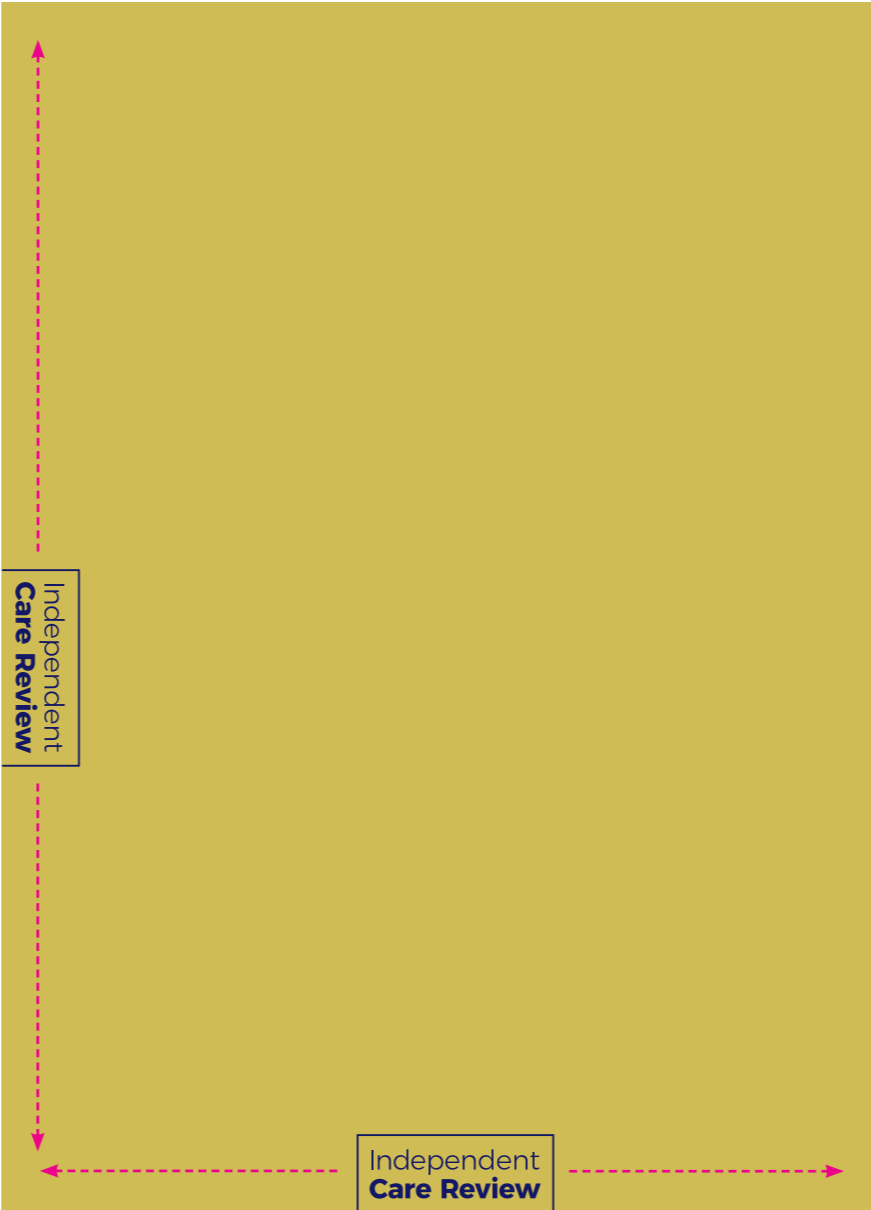
Use version A to anchor anywhere along the top or right side of items. For print use a bleed should be added to the box rules.

A.



Use version B to anchor anywhere along the bottom or left side of items. For print use a bleed should be added to the box rules.

B.



Use version C when supplying to a third party as an endorsement.

C.

