# Logo

## Colours:

Black

Pantone: 363
CMYK:68,0,100,24
RGB: 70,141,53
Hex:468D35



At least 1.6 cm on print

At least 55 pixels on web

## Spacing:

Leave a blank area that is, at minimum, equivalent to the distance from the centre circle in the paw to the tips of the claws bewteen the logo and any adjacent logos, graphic elements or text

## Background:

Prefereably on a white or pale solid colour. If placed over photos, make sure background is simple and clean and that all text in the logo is readable. For web use, do not use a transparent GIF if placing over a coloured background - combine the background in a photo-editing program so that edges are seamless

## Modifications:

Do not modify the logo by stretching, rotating or inversing. Do not modify the type in the nameplate.