



**Using the logo on a background**

Wherever possible the logo should be placed on a white background. If the logo is used on a photo or a dark background the logo typeface must be reversed.

The logo should always be in colour. If this is not possible, the entire logo should be reproduced in 100% black.

Note:  
If the logo is used on a red background, a special outline version must be used. See logo on a red background.