

Brand Usage



How to
use our
product
logos.

Questions?



If you have any questions regarding our logos and how to apply them call Keir or Lee at Intuit Creative on: 09 929 1211.

Master Logo

To maximise the power of our logo, we need to give it the respect it deserves. And that means making sure it's given enough space to do its thing.

The logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics). The minimum clear space area is equal to the width and height of the STAR wording

Horizontal



Clearspace Area



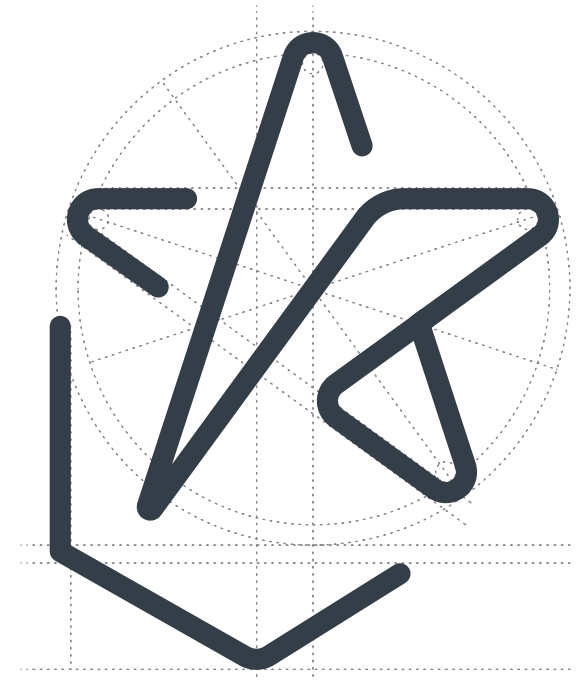
Stacked



Clearspace Area



Master Icon



Minimum Size

Digital

Print



15 mm

20 mm

SIS Seal

Master Seal

Colours

Minimum Size



30mm



ASPHALT



CREAM



BLACK

Colour Guide

Colour is important to us. We've spent a lot of time defining the personality of our products and colour is a key driver. When using our product logos please use colour correctly. If you're not sure reference the tips below.

Definition Key:

- PMS: For specifying sign writing applications
- CMYK: For specifying print applications
- RGB: For specifying digital applications
- HEX: For specifying website applications

Master Brand Colours



PMS 432C
CMYK 23/0/0/79
RGB 51/62/72
HEX #333E48



PMS 7534C
CMYK 5/5/15/8
RGB 209/204/189
HEX #D3CCBD



PMS 871C
CMYK 43/45/75/15
RGB 139/120/80
HEX #8B7850

Secondary Brand Colours



PMS 7532C
CMYK 45/60/70/35
RGB 110/81/64
HEX #6E5140



PMS 485C
CMYK 5/100/100/0
RGB 226/35/26
HEX #E2231A



PMS 143C
CMYK 0/35/95/0
RGB 252/175/38
HEX #FCAF26



Enthusiast Logo



Clearspace Area



Minimum Size

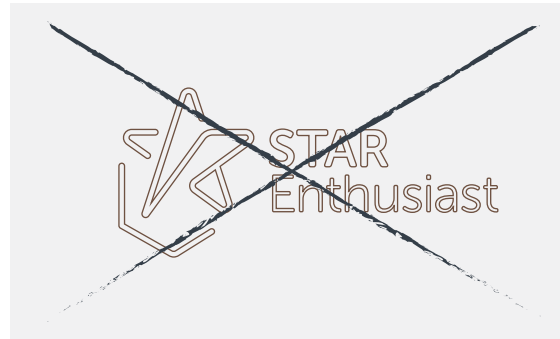


Logo don't's

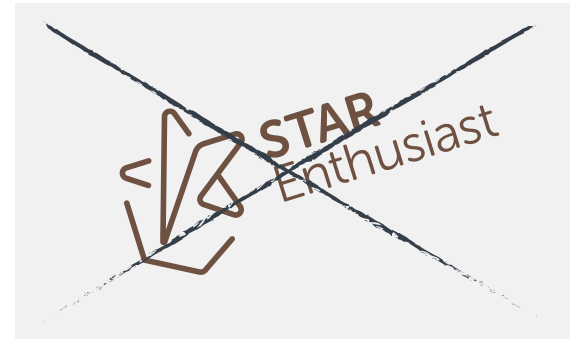
Don't change colour of the logo.



Don't outline the logo.



Don't rotate the logo.



Don't distort the logo.



Don't place the logo on background images.



Don't place the logo inside shapes.

