



Brand Guidelines document

Correct usage of logo

Full Logo

The default go to logo, should be used in most instances



The full colour logo should only be used on white and light grey backgrounds.



The black mono version should only be used in print where full colour is not available.



The white mono version should be used on all black and dark grey backgrounds.



The white mono version should be used on all solid coloured backgrounds



The white mono version should be used on all gradient coloured backgrounds



The white mono version should be used on when placed over dark imagery

Icon only logo

Can be used when there is less space or context is already established



The full colour logo should only be used on white and light grey backgrounds.



The black mono version should only be used in print where full colour is not available.



The white mono version should be used on all black and dark grey backgrounds.



The white mono version should be used on all solid coloured backgrounds



The white mono version should be used on all gradient coloured backgrounds

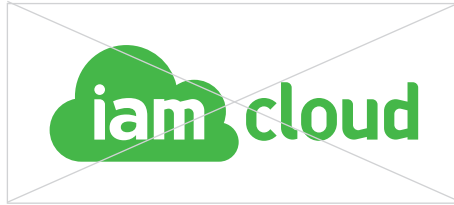


The white mono version should be used on when placed over dark imagery

Incorrect usage of logo



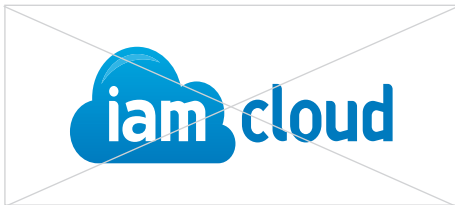
Do not rotate either the full logo or the icon version.



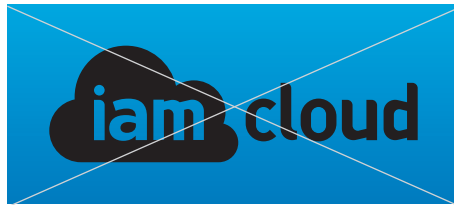
Do not change the colour of the full logo or the icon version.



Do not alter the positioning or size of the elements used in the logo.



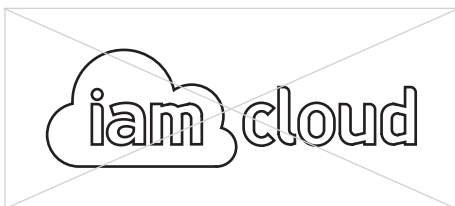
Do not warp, skew or transform the full logo or the icon version.



Do not use the black mono version on a solid or gradient colour background.



Do not use the logo on a similar coloured background.



Do not use an outlined version of the full logo or the icon version.



Do not use the cloud graphic without the 'IAM' type knocked out.



Do not use the 'IAM' type without the cloud graphic.

Logo clear space

Full Logo

The default go to logo, should be used in most instances



Icon only logo

Can be used when there is less space or context is already established



Brand Colours

Primary Brand Colours



PANTONE 2995 C
C 83 M 11 Y 2 K 0
R 0 G 167 B 223



PANTONE 3005 C
C 100 M 43 Y 3 K 0
R 0 G 122 B 189

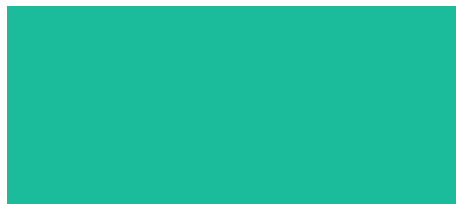


LINEAR GRADIENT
From: C 83 M 11 Y 2 K 0
To: C 100 M 43 Y 3 K 0

Complimentary Colours



C 83 M 66 Y 44 K 29
R 54 G 73 B 94



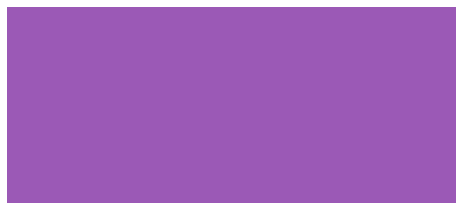
C 73 M 0 Y 52 K 0
R 26 G 188 B 156



C 0 M 38 Y 96 K 0
R 250 G 169 B 40



C 4 M 86 Y 83 K 0
R 231 G 76 B 60



C 46 M 76 Y 0 K 0
R 155 G 89 B 182