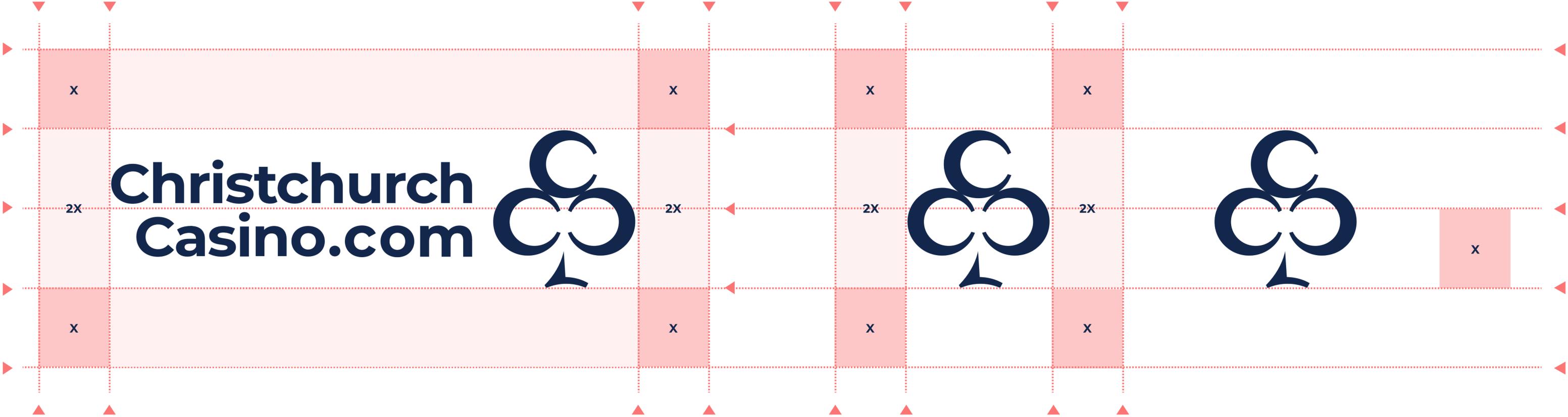


# LOGO GUIDELINES

# Logo Construction & Clear space.

**Exclusion Zone:**

The logo and icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).



**Usage:**

The CCC logo, pictured top left, is our primary logo colourway



**Minimum Size:**

Establishing minimum size ensures that the impact and legibility of the logo is not compromised in application.

The CCC logo should never be smaller than 105px in width and 32px in height



# Logo Colour Palette.

Primary Colour: Navy  
#13274c

Secondary Colour: Magenta  
#FE37F6

Secondary Colour: Purple  
#5505FF

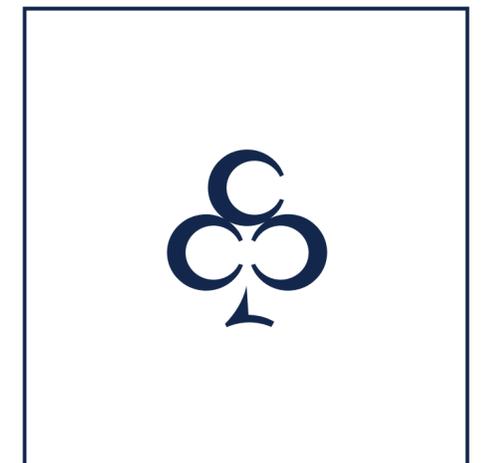
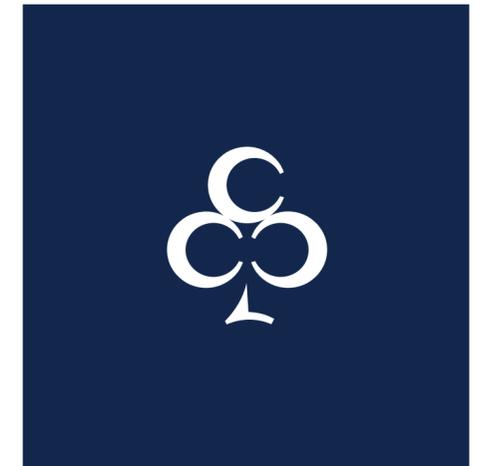
Secondary Colour: Teal  
#23FFFF

## Overview:

Christchurchcasino.com has one main primary colour - NAVY and a secondary palette made up of magenta, purple and teal. The secondary palette is mostly used as a combination gradient background.



# Logo Application Guidelines.



## Rules:

- Always ensure high contrast
- Take into consideration where the logo will be placed. If the site background is white, opt for a darker background with a lighter logo. If, on the other hand, the site is dark, opt for a lighter background + darker logotype, OR use the gradient background.
- Accents within the logo are acceptable, as long as they follow the guidelines. Please use the teal suggested on the navy blue, or gradient background.

## Overview:

Colour plays an important role in the CCC corporate identity program. The colours recommended should always ensure that there is a high contrast between the background and the logo. Legibility is of high importance.



# Logo Application on gradient.



## Usage:

The CCCL wordmark & icon, as shown on this page, is our primary logo and displayed on a gradient secondary colourway.

The CCC logo & icon should only be used on our gradient background series as a white logotype, or with the teal accent as displayed to the right. High contrast is very important. Therefore, always place the logo on the darkest part of the gradient.



# Logo Misuse / Best Practice.



**Do** use the magenta as an accent colour



**Do Not** rotate the logo



**Do Not** use the same colour that is part of the gradient. High contrast is key.



**Do Not** change the logo colour or tone outside of brand colour.



**Do Not** switch around the orientation of the logotype and icon



**Do Not** create a keyline around the logo



**Do Not** skew the logo



**Do Not** use the logotype without the icon

# Logo Banner Application.

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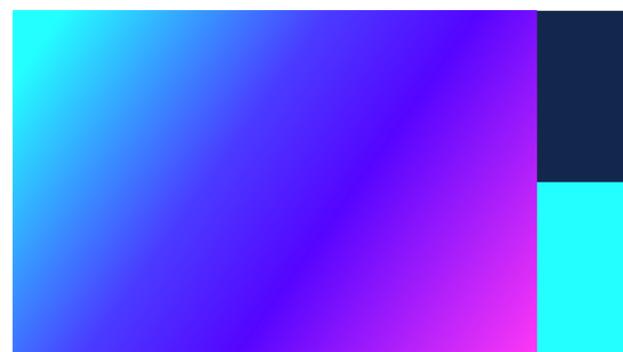
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## Overview:

When placing the logo on the banner, please ensure that there is enough breathing room around it, whilst also making sure that the contrast between the logo and background is high

# THANKS

Please get in touch with your affiliate manager for any further queries.