

## **DOMINA AND BCiB LOGO STANDARDS**

Using our “Logo Standards” correctly and consistently is important. The use of our logo sends a message about the quality of our services and about the value we place on our organisation and ourselves. We want to be seen as a professional organisation, so this guide has been designed to inform and help you implement our “Logo Standards”.

The elements of the Domina and BCiB logo are completely unique. It is important for these to be reproduced from the original files attached.

- When using our logos in one colour, please ensure it is used correctly. Only BLACK or WHITE single colour may be used.
- If using the logo on a patterned/coloured background or photo, only use the solid logo to eliminate the chances of the logo being lost amongst the background.
- The same rules apply to the use of the full colour logo – this is for FULL COLOUR printing. The PMS colours are Pantone 1815 and Pantone Warm Gray 7
- When scaling the logo, ensure it is scaled in proportion. Abuse of the logo devalues the brand.

Thank you for taking the time to read this document.