

## THE LOGO

The typeface and the logo elements have been specifically designed to work as a single unit, it should not be recreated.

The proportions of the graphic elements and words must remain consistent. If you enlarge or reduce this logo, check you have not stretched, condensed or modified it in any way.

The logo is available in both vertical and horizontal layouts. Please choose the most suitable for your particular application.

### Logo Vertical



### Logo Horizontal



## LOGO VARIATIONS

### Full Colour

The full colour logo should only be used on a white background.



### Reversed

The logo can be used in reverse on colours when appropriate.



### One Colour

When full colour cannot be used a single colour version can be used in grey only.



## SPACING

It is important the logo has enough white space around it in order to minimise any visual conflict with surrounding elements. The “clear zone” around the logo must always be at least the width of the C in PHCC.



## POSITIONING

When positioning the PHCC logo alongside other organisational logos, the PHCC logo should be positioned to produce an equally balanced group of logos. Logos must be positioned more than 10mm apart from the PHCC logo.

## QUESTIONS?

If you have any questions regarding use of the PHCC logo that are not answered in this guide, please contact:

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