

The Logo.

Below are the different logo formats available for use.

Stacked - Reverse



Stacked - White



Stacked - Standard



Stacked - Mono



Horizontal - Reverse



Horizontal - White



Horizontal - Standard



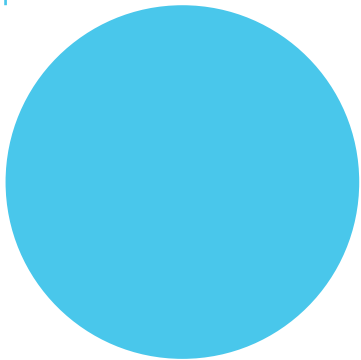
Horizontal - Mono



Colour Palette.

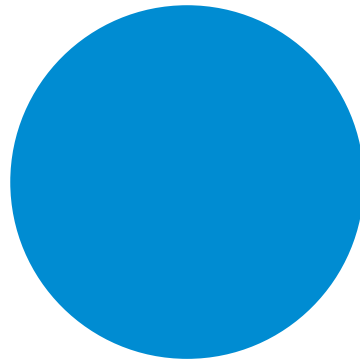
The Auctions Plus colour palette is a fairly simple one, with three main colours to choose from for backgrounds and text.

Primary Palette



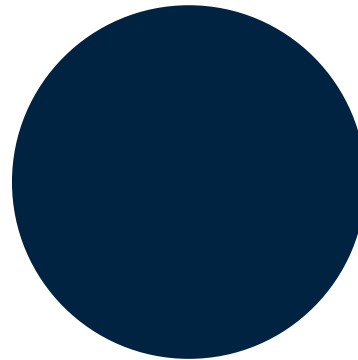
CMYK: 60 0 4 0
RGB: 74 199 235
HEX: #4ac7eb
Pantone: 2985

Background colour for White & Mono logos only



CMYK: 100 28 0 0
RGB: 0 140 209
HEX: #008cd1
Pantone: Process Blue

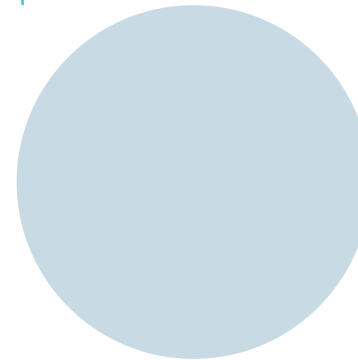
Background colour for White logo only



CMYK: 100 56 19 73
RGB: 0 35 65
HEX: #002341
Pantone: 2965

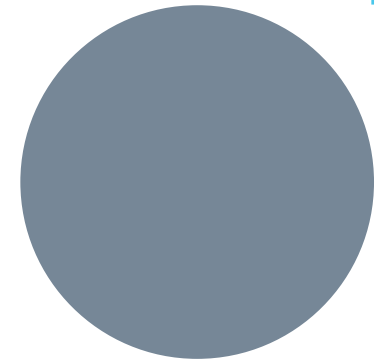
Background colour for Standard, White & Mono logos only

Secondary Palette



CMYK: 16 3 3 5
RGB: 200 218 227
HEX: #c8dae3
Pantone: 5455

Background colour for Standard, White & Mono logos only



CMYK: 57 40 30 4
RGB: 118 135 151
HEX: #768797
Pantone: 7544

Background colour for Reverse & White logos only

Incorrect Use of the Logo.

The following are examples of how NOT to use the logo.



Stretched logo

Never change the proportions of the logo.



Low Resolution

Do not use a low resolution logo.



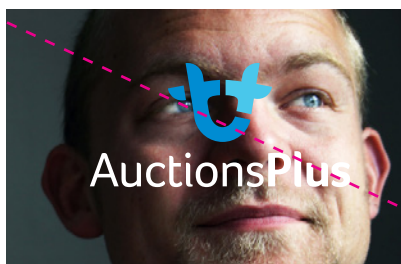
Changed layout

Do not rearrange the elements of the logo.



Old logo

Do not use an old version of the logo.



Logo on busy background

Take care not to place the logo over a busy section of an image so as to obstruct the image and affect the readability of the logo.



Wrong colour background

Never place the coloured logo over a block colour that isn't part of the colour palette. You can use the white or mono versions on an alternative colour if being used on another organisation's materials.



Wrong logo colours

Never change the colours of the logo or use a colour outside of the alternative colours provided.



Drop Shadow

Never use a drop-shadow underneath the logo.