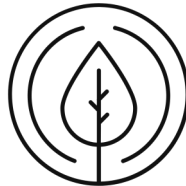# CARBON WARRIOR®

Logo Usage Guidelines

These guidelines are provided to ensure the Carbon Warrior logos are used consistently and correctly. The Carbon Warrior logos may only be used in the form in which they are provided and with permission. For more information or permission please email: info@carbonwarrior.com.au
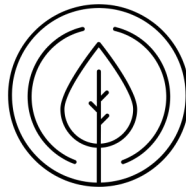
Primary Logos

Our full-colour logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or coloured background, use the white or black version.

Primary Logo:

CARBON WARRIOR®

Black Logo:

CARBON WARRIOR®

White Logo:

CARBON WARRIOR®

Clearspace

Leave at least the height of the C in Carbon as clear space around the logo.

CARBON WARRIOR®

Colours

Primary: CMYK: 1, 2, 1, 99 rbg: (17, 17, 17) hex: #111111

Black: CMYK: 0, 0, 0, 100 rbg: (0, 0, 0) hex: #000000

White: CMYK: 0, 0, 0, 0 rbg (225, 225, 255) hex: #ffffff

DOS & DON'TS

DO use the logo as it is

DON'T separate the logo words and icon, they must be used together.

DON'T alter, compress, change colour or otherwise alter these files in any way. Avoid rotating the logo, distorting it or partially covering it up.