



The Logo

The Logo | *Logo on White*



The logotype should always appear on white or grey. Black and dark blue should be the only dark colours it appears on. It should especially never appear on the brand colour - turquoise.

The Logo | *Logo on Black*



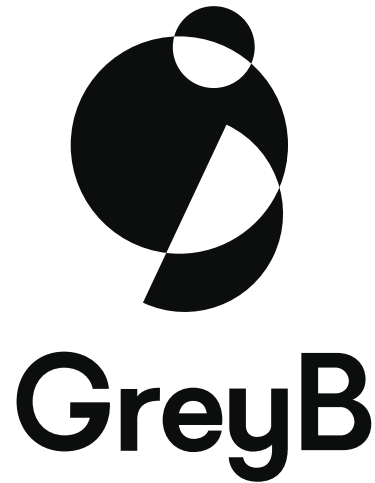
The logo should be used
on black sparingly - only when
absolutely necessary.

The Logo | *Logo on Dark Blue*



The logo should be used
on dark blue sparingly - only
when absolutely necessary.

The Logo | *Logo in Single Colour, on White*



This version of the logo is not recommended, but should be used only when a single coloured version of the logo is required, i.e. only when it needs to be printed in black and white.

The Logo | *Logo in Single Colour, on Black*



This version of the logo is not recommended, but should be used only when a single coloured version of the logo is required, i.e. only when it needs to be printed in black and white.

The Logo | *Scaling*



Do not resize the logo
vertically

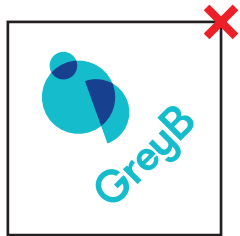


Do not resize the logo
horizontally



Resize the logo diagonally

The Logo | Don'ts



- a. Do not change the orientation of the logo to a diagonal position



- b. Do not add a container around the logotype



- c. Do not place the logo on similar colored backgrounds



- d. Do not reconfigure the size of any logo elements



- e. Do not modify the colour of the symbol



- f. Do not change the spacing between different characters in the logotype



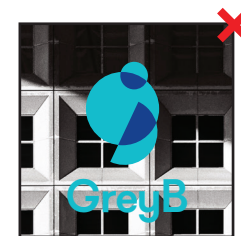
- g. Do not crop the logotype in odd proportions or sizes



- h. Do not change the angle of the shapes in the symbol.



- i. Do not add a drop shadow to the logotype



- j. Do not place the logo on top of images where it's not visible

The Logo | Don'ts



- a. Do not change the orientation of the symbol



- b. Do not add a space after 'Grey'



- c. Do not place the symbol at the end of the logotype



- d. Do not change the spacing between the logotype and the symbol



- e. Do not use a different colour for the logotype



- f. Do not attach the symbol to the logotype



- g. Do not change the orientation of the logotype



- h. Do not change the character case of the logotype (uppercase / lowercase)



- i. Do not remove the intersection on the symbol



- j. Do not change the size of the shapes in the symbol

The Colours | *Don'ts*



- a. Do not use turquoise as the background and the logo in reverse colours.



- a. Do not use the logotype in any other colour apart from GreyB turquoise.



- a. Do not use the orange as a background.

The Logo | *Isolation Zone - Vertical*



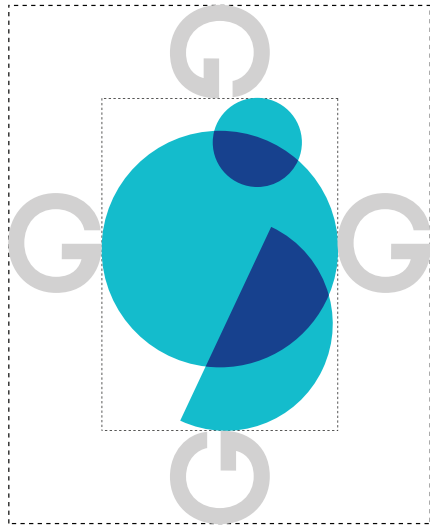
The isolation zone of the logo is the area around it that should be maintained while placing the logo against other brand logos. The grid above indicates the recommended isolation zone around the GreyB logo.

The Logo | *Isolation Zone - Horizontal*



The isolation zone of the logo is the area around it that should be maintained while placing the logo against other brand logos. The grid above indicates the recommended isolation zone around the GreyB logo.

The Logo | *Symbol Isolation Zone*



The isolation zone of the logo is the area around the logo that should be maintained while placing it against other brand logos or elements.

The grid above indicates the recommended isolation zone around the Symbol.