

SEG Awards Recognised Centre Logo Usage Guideline

Primary Logo (and inverted counterpart)

Immediately below is the logo that should appear most often—the one we should default to across all media. This is the logo we want people to visualise when they think of a SEG Awards Recognised Centre.

The logo on the blue background below is the inverted version and is meant for use on dark backgrounds (the box is not a part of the logo).



RECOGNISED CENTRE



Logo Colours

SEG Navy and Awards Violet are the primary combinations for the logo.



SEG Navy

CMYK 100/75/42/34
HEX #043956
RGB 4/57/86



Awards Violet

CMYK 42/82/0/0
HEX #A848B4
RGB 166/72/180

Logo Clear Space

Ensure that the clear space around the logo is always respected, and no other graphics or text intrude into this space. Use the height of the "Recognised Centre" banner as a visual guide for the amount of space you should give the logo.



Dos and Don'ts



DO use the official primary or the reverse versions of the logos and respect the guidelines as provided.



DO NOT compress, skew, rotate, or otherwise alter the proportions of the logo.



DO NOT change the colours, place on busy backgrounds, or apply effects such as dropshadow or strokes to the logo artwork.