



## primary logo

Your primary logo is the main logo that should be used in application for all brand collateral. The primary logo speaks for your brand and how people will recognise and remember your brand. It may be used in any of the colour variants provided in your brand suite.



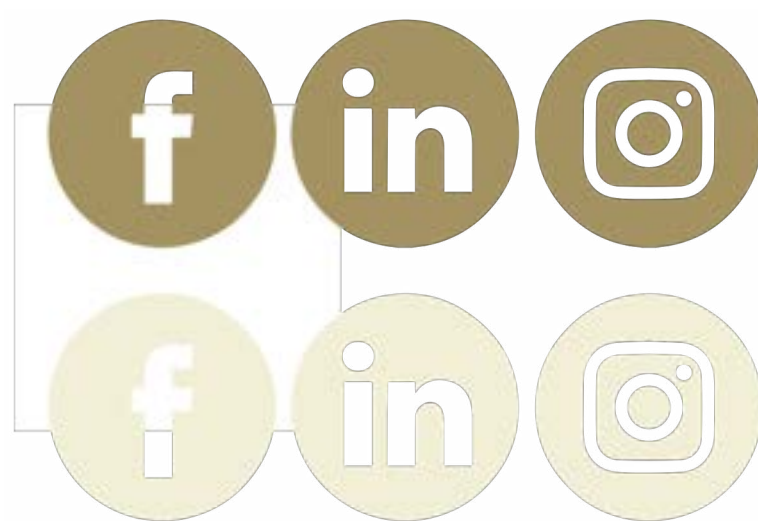
## secondary logo

Your secondary logo is a variant for use when the space allocated for your brand presence isn't conducive to using the primary logo. It may be used in any of the colour variants provided in your brand suite.



## your brand icons

Your mark is your brand icon. It may be used as a complementary element to convey your brand presence. It is used especially in social media where space limitations don't allow for a primary logo.



## universal social media icons

Your logos are provided in a few colour variations for use across the various social media platforms.