

LOGO

CLEAR SPACE & MINIMUM SIZE

The designated space around the logo is measured by the width and height of the crown/book icon within the circle.

Clear space



Minimum size

24mm



Minimum size with tagline

45mm



Minimum size of brand mark



LOGO

INCORRECT USE



DO NOT rearrange logo elements



DO NOT use colours not specified in these guidelines
ONLY use CMS blue, white or black for our logo



DO NOT distort or skew the logo



DO NOT adjust proportions of logo elements



DO NOT rotate the logo



DO NOT apply any special effects



DO NOT use the crown/book without the circle*



DO NOT stack the elements of the logo



DO NOT use the logo to replace 'CMS' in text

*The only time the crown/book icon can be taken out of the circle is when it is used as a design feature (see example on page 56)