

# Logo usage guidelines

## Do's

### Colour variations

The Embark Platform logo is to be represented in its two colours (Teal #FF6A39, Black #000000) on a white background. On other dark backgrounds the logo must be reversed to 100% white.

### Minimum clear space

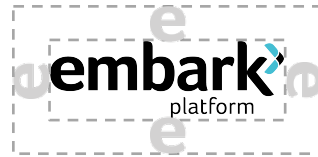
Separate the Embark Platform logo from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the e in the mark.

### Minimum size

The minimum allowable size for printed applications is 2.54 cm wide. On our website the logo is 170 pixels wide by 56 pixels high.

### Logo placement

The Embark Pensions logo is typically positioned in the top left corner of printed properties and the top left of website properties.



Minimum size for print  
2.54 cm overall logo width



Minimum size for online  
96 px wide by 32.5 px high



Typical size for print  
4.11 cm wide by 1.35 cm high



Typical size for online  
170 px wide by 56 px high

## Don'ts

Never modify or re-draw the logo in any way.



Never display the logo in a container or holding shape



Never outline the logo



Never change the proportions of the logo



Never reproduce the logo in different colours (except reversing out 100% white)



Never append a name or other text to the logo



Never remove the sub-text from the logo mark

## Approvals

Please direct all questions regarding the use of the Embark Group logo to [marketing@embarkgroup.co.uk](mailto:marketing@embarkgroup.co.uk)