

Logo usage guidelines

Do's

Colour variations

The Rowanmoor logo is to be represented in its two colours (Black #000000, Orange #ED7923) on a white background. On a black background the logo must be reversed in white with orange accents, as shown. On other dark backgrounds the logo is to be reversed to 100% white.

Minimum clear space

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

Minimum size

The minimum allowable size for printed applications is 3.33 cm wide. On our website the logo is 109 pixels wide by 16.25 pixels high.

Logo placement

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



rowanmoor

3.33 cm

Minimum size for print
3.33 cm overall logo width

rowanmoor

109 px

Minimum size for online
109 px wide by 16.25 px high

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5.08 cm

Typical size for print
5.08 cm wide by 0.76 cm high

rowanmoor

200 px

Typical size for online
200 px wide by 29.8 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

rowanmoor

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

ABC is a proud partner of
rowanmoor

Never append a name or other text to the logo

Approvals

Please direct all questions regarding the use of the Embark Group logo to marketing@embarkgroup.co.uk