

# BEAT 102-103

## BRAND GUIDELINES

### BEAT BRAND MARK

FULL COLOUR



REVERSED



REVERSED BLACK & WHITE



### BRAND MARK USAGE

EXCLUSION ZONE



To ensure nothing interferes with the brand mark a protective clearance area has been created to separate the brand mark from surrounding texts, photos etc. This is a minimum clearance zone.

MINIMUM SIZES



The brand mark size should always be specified by its width using millimeter measurements. No version should appear less than 15mm wide.

### COLOUR PALETTE

ONE COLOUR



**PRINT**  
PANTONE 199 C  
C5 M100 Y100 K1

**DIGITAL**  
R212 G0 B49  
HTML D50032

### DO'S & DONT'S

CORRECT  
USE OF  
LOGO ON  
WHITE



DO NOT  
APPLY  
DIFFERENT  
COLOURS  
TO LOGO  
AND  
FULLSTOP



DO NOT  
SKEW THE  
LOGO



CORRECT  
USE OF  
LOGO ON  
COLOUR



DO NOT  
TILT THE  
LOGO



DO NOT  
USE OFF  
BRAND  
COLOURS

