



**National Bee
Diagnostic Centre**
Technology Access Centre

Logo Usage Guidelines

NBDC LOGO SUITE

To use the National Bee Diagnostic Centre logo correctly, follow these simple guidelines:

- ✓ Use only the original logo files, as supplied. Use the file format appropriate to the application.
- ✓ Use the style/colour variation best suited to the available space and background colour. See page 3.
- ✗ The logo should not be modified or recreated under any circumstances. See page 5.

TWO-COLOUR HORIZONTAL
This is the primary brand and should be given priority consideration for all applications.



**National Bee
Diagnostic Centre**
Technology Access Centre

TWO-COLOUR STACKED
Suitable where horizontal space is limited and/or where a vertical format allows for improved logo placement.



**National Bee
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ONE-COLOUR ICON
For applications where simplicity is required or available space is limited.



COLOUR SPECS

Typeface: Gilroy BOLD
Gilroy MEDIUM

Primary Colour Palette:

 Pantone 539
97/75/50/57
0/38/58
#00263A

 Pantone 109
1/16/100/0
255/209/0
#FFD100

Colour Usage

The **colour** logo files are the preferred variations and should be used wherever possible.

The **reverse** logo files should be used for improved visibility against darker backgrounds.

The **black** logo files should be used only for applications where the colour space is strictly black and white.



Colour

Reverse

Black

CLEAR SPACE & SIZING

Clear Space

Clear space around each item in the brand suite is essential for consistency, legibility, and aesthetics.

The minimum clear space (x) for the horizontal logo, vertical logo, and wordmark is equal to **1/3 the height of the bee icon.**

Minimum Sizes

The horizontal logo should be used no smaller than **1.5" wide in print**, and no smaller than **150 pixels wide for the web.**

The stacked logo should be used no smaller than **0.7" wide in print**, and no smaller than **50 pixels wide for the web.**

The icon should be used no smaller than **0.7" wide in print**, and no smaller than **50 pixels wide for the web.**

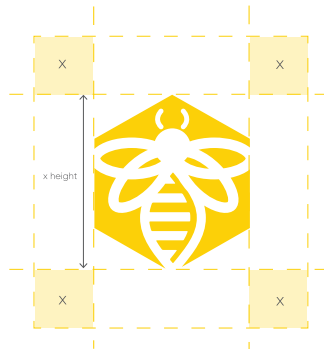
x = Height of bee icon.
Clear space is equal to 1/3 of this height.



1.5" for print
150 px for web



0.7" for print
50 px for web



0.7" for print
50 px for web

BEST PRACTICES

To ensure the NBDC identity remains strong and consistent, the general rules of use are: do not change, alter or modify any part of the logo, and always use logo files as supplied.

Colour

Do not alter the colour of any logo file - use only as supplied.

Sizing

Do not squish or squash the logo. Any resizing must be in scalable proportion. Logo bitmap files (jpg) must never be used larger than their original size or loss of resolution will occur. Vector files (eps) have been provided and may be scaled up in size using vector editing software.

Fonts and effects

Do not rotate or apply any filters such as a drop shadow.



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