



this page is intended to be printed at A4 size



1

Best for high quality publications such as in-house laser prints as well as professionally printed documents

2

Best for low resolution publications or those printed on highly textured paper, for example newspaper. This logo can be used for all applications.

3

Good for low-medium resolution publications. This logo can be used for all applications.

4

Best for application on dark backgrounds. This logo can be used for all applications.

5

Best for use on websites or other screen display devices.

FREMANTLE PRESS BRANDING GUIDELINES

- The Pantone colour is 7532U
- Please use the Pantone version 1. Where this is not possible use whichever logo suits the job best.
- If the printing is likely to be inaccurate in colour reproduction please use one of the monotone logos. (The colour is intended to be a fawny-brown)
- The minimum size that a logo should be reproduced is 20mm, although is it highly preferable that it remains larger than 30mm wide.
- When resizing the logo be sure to hold down the shift key to ensure that the logo scales proportionately.
- For web or other screen display devices please use hexadecimal colour #594832 and logo number 5

Any queries should be directed to 'The Designer'

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(please tag subject line; 'for the designer')