



# USING THE ADMIRAL **LOGO**

BETA | 1 JUNE 2021

# PRIME

## The Prime logo

The Prime logo is our primary logo device. This should be used on a white background. In certain cases, the logo can be used on light-coloured backgrounds, but permission from Admiral Studio is required.

If the logo is to be used against a dark background or continuous tone image, the Reverse Lozenge should be used, but permission from Admiral Studio is required.

### Important

**Use of the Admiral Prime Logo on any background other than white, or use of any other version of the logo must be approved by Admiral Studio.**



Prime Logo



Grayscale Prime



Mono Prime



Reverse Prime

# LOGO COLOURS

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The Prime and Option Logos should always be formed of the two main Admiral brand colours.

The exception is when using the reverse logo which should always be white.

## MARINE

### HEX:

#0045A0

### RGB:

R0 G69 B160

### CMYK:

C100 M65 Y0 K0

## RUBINE

### HEX:

#C20060

### RGB:

R194 G0 B96

### CMYK:

C0 M100 Y25 K0

# POSITIONING THE PRIME LOGO

## The x-height

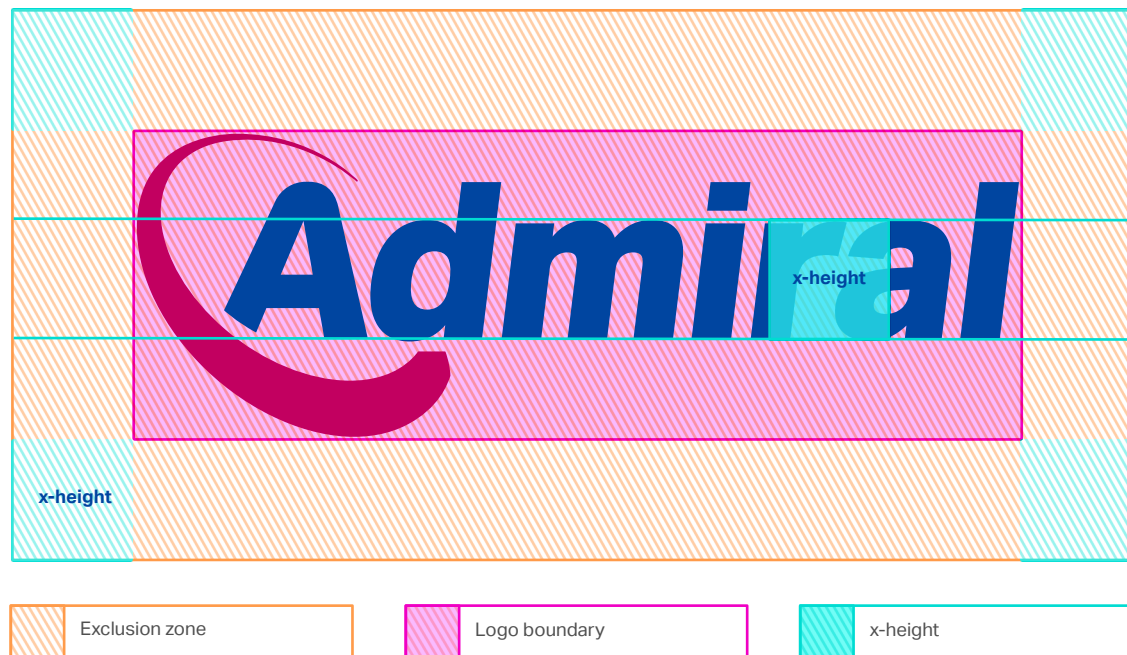
The x-height is defined by the height of the letters m, r and a in the Admiral logo.

## The logo boundary

This is the entire surface area of the logo.

## The exclusion zone

The exclusion zone is defined as 100% of the x-height. No other item should be placed within these bounds.



# USING THE REVERSE LOGO

## Make sure you use the correct version

When using an Admiral logo on a dark background, please make sure you are using the reversed logo.

The reverse logo has been designed specifically to be one colour, and to sit on dark backgrounds. There are subtle differences between this logo and the full colour version.

You can use our logos on colourful backgrounds as long as the logo is still legible. Be careful to check that your chosen background isn't too busy, and that the contrast compliments the logo.

### Important

Please do not recolour any of the other logos in the suite to use as a reverse logo.



✓ Do with flat, contrasting colours insuring logo legibility



✓ Do use on dark backgrounds and imagery



✓ Do use on saturated, colourful backgrounds and imagery



✗ Do not use on light backgrounds or photographs



✗ Do not use against confusing backdrops

# MISUSING THE LOGO

The use of the Admiral logo must remain consistent across all its uses. So whether it's placed on a TV commercial, webpage or just as a small image in an email signature, the logo should not be altered in any way.

Here are some of the key components of the logo:

## The logo colour

Only use the full colour logo, grayscale or reverse logos. Do not recolour, add embellishments such as drop shadows, gradients or non-brand colours.

## The logo dimensions

Make sure the logo has the correct constraints and has not been squashed, stretched, warped or placed at an angle.

## Elements of the logo

The logo consists of text and a red swoosh known as an orbit. Do not add additional elements to the logo such as graphics, text or further decoration.



✗ Do not use drop shadows



✗ Do not recolour



✗ Do not add any embellishments



✗ Do not use previous versions



✗ Do not reshape



✗ Do not place at an angle



✗ Do not warp



✗ Do not customise



✗ Do not break apart