

# BRAND GUIDELINES



## LOGO USAGE

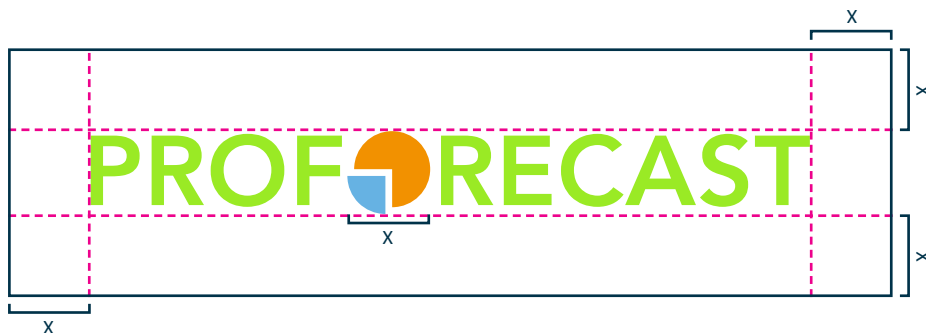
The Proforecast logo is an important asset to both Proforecast and our partners. When integrating the logo into marketing materials we request that the integrity of the logo is maintained at all times and the following criteria are observed. This rule applies to the standard logo (below).

The standard logo should only be full colour, Black, or White.



## EXCLUSION ZONE

We've defined an exclusion zone that applies to both the logo's distance from the edge of the page or from any other element on the page.



## LOGO SIZE

The logo should never be too small to read. We've set a minimum size of 30mm for print and 130px for digital.



30mm



30mm



130px



130px