



LOGO PLACEMENT





Please adhere to the Logo placement guideline mentioned here.
Maintain a spacing equal to height of the symbol from right and top edge of the page/banner/image.

In Standard Practice





White backgrounds will have Coloured logo version placed on right top corner.







In Exceptional Use cases
Extremely lighter backgrounds, will have Coloured logo version placed on right top corner, subject to the contrast between the logo colours and background is enough to identify the colours. (or as thumb rule Solid black version should be used.)







All dark coloured backgrounds will have solid white logo version placed on right top corner.







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Gradient/saturated backgrounds will have solid black logo version placed on right top corner.







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Do not alter the colour of the logo, eg; Solid Red or solid grey. It is recommended to use solid white or solid Black whenever the design limits the use of coloured logo.





Do not alter the colour of the elements within the coloured logo.



Logo usage on images

In Standard Practice

