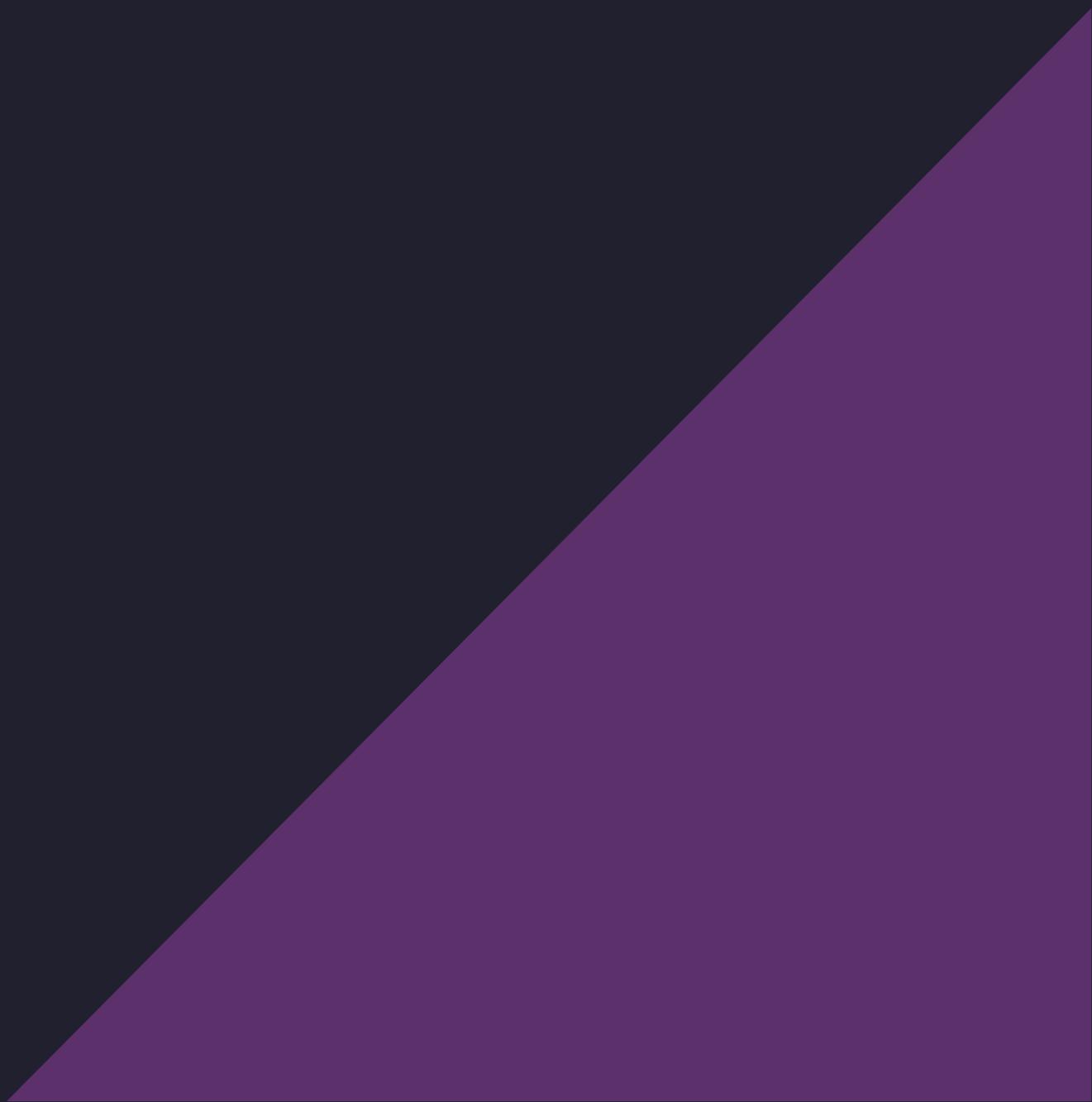




Logo Usage Guidelines



Horizontal Logo Variants

HORIZONTAL POSITIVE LOGO

The positive logo is the preferred version of the logo and may only be used on a totally white background.

Files for digital use:

CTS_Positive_Horizontal_Digital.png

CTS_Positive_Horizontal_Digital.jpg

Files for print use:

CTS_Positive_Horizontal_Print.pdf

CTS_Positive_Horizontal_Print.eps



HORIZONTAL NEGATIVE LOGO

The negative version of the logo may only be used on top of a Community Trust South 'Warm Black' background. View page 7 of this document for the correct colour values.

Files for digital use:

CTS_Negative_Horizontal_Digital.png

CTS_Negative_Horizontal_Digital.jpg

Files for print use:

CTS_Negative_Horizontal_Print.pdf

CTS_Negative_Horizontal_Print.eps



Horizontal Logo Variants

HORIZONTAL WHITE LOGO

The white version of the logo should be used on top of dark background colours to ensure strong legibility.

Files for digital use:

CTS_White_Horizontal_Digital.png

Files for print use:

CTS_White_Horizontal_Print.pdf

CTS_White_Horizontal_Print.eps



HORIZONTAL BLACK LOGO

The black version of the logo should be used on top of light background colours to ensure strong legibility.

Files for digital use:

CTS_Black_Horizontal_Digital.png

CTS_Black_Horizontal_Digital.jpg

Files for print use:

CTS_Black_Horizontal_Print.pdf

CTS_Black_Horizontal_Print.eps



Vertical Logo Variants

VERTICAL POSITIVE LOGO

The vertical positive logo should only be used in situations where horizontal space is limited.

The same guidelines as the horizontal positive logo apply to this logo.

Files for digital use:

CTS_Positive_Vertical_Digital.png

CTS_Positive_Vertical_Digital.jpg

Files for print use:

CTS_Positive_Vertical_Print.pdf

CTS_Positive_Vertical_Print.eps



VERTICAL NEGATIVE LOGO

The vertical negative logo should only be used in situations where horizontal space is limited.

The same guidelines as the horizontal negative logo apply to this logo.

Files for digital use:

CTS_Negative_Vertical_Digital.png

CTS_Negative_Vertical_Digital.jpg

Files for print use:

CTS_Negative_Vertical_Print.pdf

CTS_Negative_Vertical_Print.eps



Vertical Logo Variants

VERTICAL WHITE LOGO

The vertical white logo should only be used in situations where horizontal space is limited.

The same guidelines as the horizontal white logo apply to this logo.

Files for digital use:

CTS_White_Vertical_Digital.png

Files for print use:

CTS_White_Vertical_Print.pdf

CTS_White_Vertical_Print.eps



VERTICAL BLACK LOGO

The vertical black logo should only be used in situations where horizontal space is limited.

The same guidelines as the horizontal black logo apply to this logo.

Files for digital use:

CTS_Black_Vertical_Digital.png

CTS_Black_Vertical_Digital.jpg

Files for print use:

CTS_Black_Vertical_Print.pdf

CTS_Black_Vertical_Print.eps



Horizontal Logo Variants

CLEAR SPACE

To protect the integrity of the logo a clear space must be maintained at all times. No visual noise, graphics or type may fall within this area.

The minimum clear space on all sides of the logo is the height of the letter 'T' in 'Trust'.



MINIMUM SIZE

To ensure good reproduction quality and legibility, a minimum size rule applies.

The minimum size the horizontal logo should be printed is 8mm high.

The minimum size the vertical logo should be printed is 16mm high.



Incorrect Usage



Do not change the colour



Do not rotate



Do not alter the layout



Do not stretch or distort



Do not add or remove elements



Do not encroach on clear space

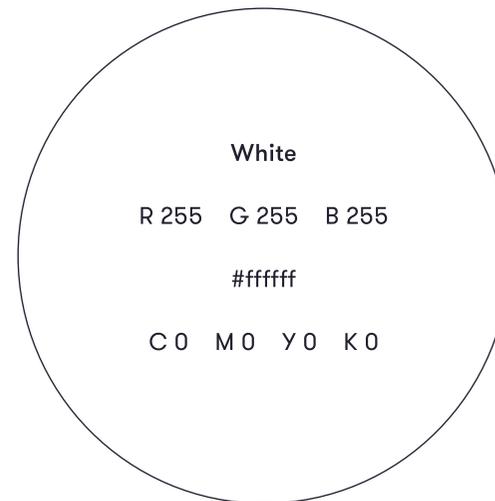
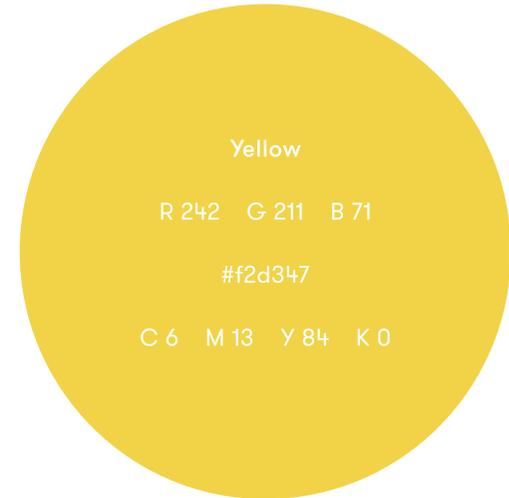
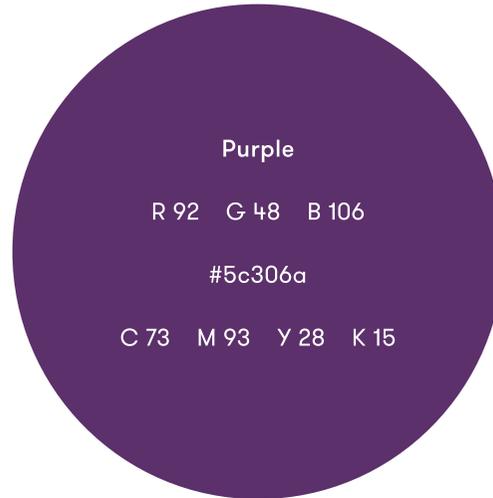
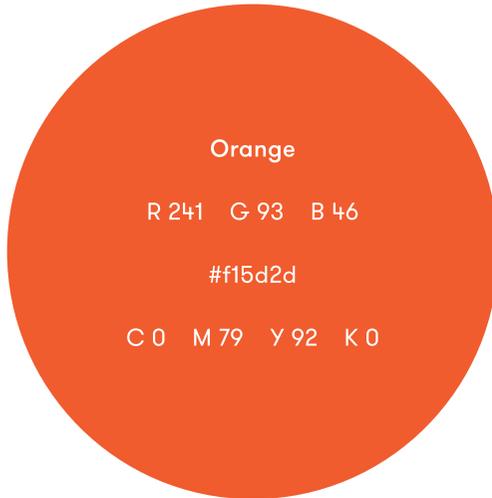


Do not enlarge/pixelate raster file



Do not place on an image or background that compromises legibility

Logo Colours





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