

# Style Guide

## Retail Drinks Code Signatory Seal



# Code Signatory Seal

## How to use the Seal

### CLEAR ZONES:

The Seal should always be applied with consideration of the minimum clear space to maintain its integrity and maximise its impact.

The clear zone around the Seal defines the area into which no other graphic elements (such as text or imagery) can intrude. The clear space on all sides of the Seal is equal to the width of the 'RE'.



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### COLOUR SCHEME:

Please refer to the Pantone Matching System (PMS) colours opposite for colour matching with the Seal.

This also includes the associated CMYK, RGB (sRGB colour space) and HEX colour breakdowns.



**CMYK:** 0, 85, 66, 0

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**RGB:** 250, 75, 79

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**SPOT:** 178 C

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**HEX:** #fa4b4f

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### MINIMUM SIZE:

The minimum size specifications are provided to ensure the Seal is reproduced effectively at a smaller size and so that the integrity and impact of the Seal is maintained.

The minimum size specifications must be observed in all applications. The width of the Seal must not be less than **28mm** in print, advertising and promotional material.

Care should be taken in digital applications of the Seal so that its outline is rendered strongly by any pixel anti-aliasing.

### PRINT:



### SCREEN:



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## How not to use the Seal

The Seal should never be distorted, cropped, rotated or altered in any way.

