

## Use of Code Signatory Seal – Guidelines and Conditions of Use

### The Seal

The Code Signatory Seal™ may be used by all Code Signatories in all relevant marketing and advertising materials during the online sale and delivery of alcohol products.

Signatories use of the Seal however should be done in accordance with the following specifications as set out within the Style Guidelines.

#### SEAL LOGO:



### How to use the Seal Logo

#### CLEAR SPACE:

To maintain the integrity and maximise the impact of the logo, a clear space has been defined. The clear space is the minimum area required around the logo (area marked x on graphics). No other graphic elements should be positioned inside the clear space.



#### MINIMUM SIZE:

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. Minimum size specifications must be observed in all applications. The width of the logo must not be less than 28mm as shown below in print, advertising and promotional material.

#### PRINT



28mm

#### SCREEN



106 pixels



## Incorrect Use of the Seal Logo

### SEAL LOGO MANIPULATION:

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



Do not tilt the Seal Logo



Do not stretch out the Seal Logo



Do not reduce the logo below the minimum size



Do not use the logo in a low contrast manner



Do not change the colour scheme of the Seal Logo



Do not invert the Seal Logo



Do not crop the Seal Logo