

# How to use Cultivation Street Logos

The purpose of this document is to give you the guidelines that make up the Cultivation Street branding. Our aim is to help you produce high-quality, consistent design that really brings our identity to life. There are some rules to follow but also enough flexibility for you to produce different creative interpretations.

These guidelines apply to our campaign logo and the Ambassador logo. Both can be used online or in print.

If you have any queries regarding these guidelines, please contact us on 01926 642121 or email us at [cultivationst@domoney.tv](mailto:cultivationst@domoney.tv)



- ✓ If you are using the logo on a website, please ensure it links back to our homepage: [www.cultivationstreet.co.uk](http://www.cultivationstreet.co.uk)



- ✓ Please note that all of these guidelines also apply to our Ambassador logo.

## Correct usage of our logo



- ✓ Please use the largest logo size possible. The minimum logo size is 60mm.



Exclusion zone all the way around the logo

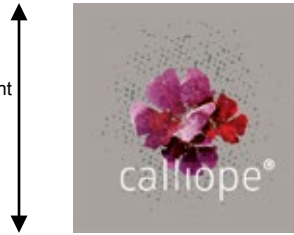
- ✓ Please apply an exclusion zone around the edge of the logo so it does not touch other logos or features.

## Logo relationships

There will be times where the Cultivation Street logo will need to sit alongside other company logos, for example in advertising or online. When this happens, please follow these guidelines.



Same size as adjacent logos



- ✓ Where possible, it should sit to the side of the other logos, and the logos should be of equal prominence, keeping in mind the exclusion zone area and minimum size rules detailed above.

## Incorrect usage of our logo

The elements of our logo are fixed and must not be altered in any way. The following examples are clear breaches of the guidelines and therefore are not acceptable for use.



- ✗ Using a low-resolution or poor quality logo.



- ✗ Distorting the logo in any way, squashing or stretching it or altering the proportions.



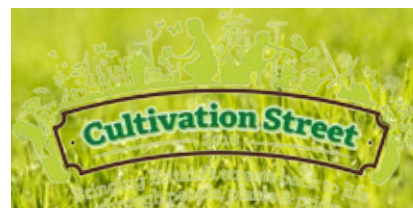
- ✗ Altering the colours or fonts of any part of the logo.



- ✗ Cropping the logo.



- ✗ Enclosing the logo in a border or encroaching on the exclusion zone.



- ✗ Using the logo on a background that makes it difficult to read.