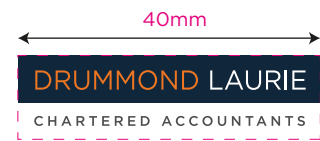


DRUMMOND LAURIE - LOGO GUIDE

MASTER LOGO 	
MINIMUM SIZE FOR MAXIMUM LEGIBILITY, TRY NOT TO USE THE LOGO ANY SMALLER THAN 40mm WIDE 	CLEAR SPACE WHENEVER POSSIBLE, TRY TO ALLOW CLEAR SPACE AROUND THE LOGO EQUIVALENT TO THE HEIGHT OF THE X. 
PRIMARY COLOUR PALETTE  PMS 2965c C 78% M 79% Y 47% K 55% WEB: 00263e  PMS 158c C 1% M 63% Y 91% K 0% WEB: ee7623	
PRIMARY BRAND FONT Gotham GOTHAM ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()i™#¢ §¶•º	SECONDARY FONT Montserrat (Google fonts) MONTSERRAT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()i™#¢∞§¶•º