

LOGO FORMATS

THERE ARE TWO MAIN LOGOS FOR THE ANY NUMBER IS TOO MANY (ANITM) CAMPAIGN. A PRIMARY STACKED SPLIT LOGO AND A SECONDARY HORIZONTAL.

PRIMARY - ANITM_LOGO-STACKED SPLIT



SECONDARY: ANITM_LOGO-HORIZONTAL



SPECIAL USE LOGOS

THE PRIMARY AND SECONDARY LOGO ARE ALSO SUPPLIED WITH KEYLINE FOR SPECIAL USE ON WHITE BACKGROUNDS. PLEASE SEE EXAMPLE IN THE LOGO USAGE SECTION.

ANITM_LOGO-STACKED SPLIT-KEYLINE



ANITM_LOGO-HORIZONTAL-KEYLINE



FORMATS OPTIONS

THERE ARE SEVERAL FORMATS IN THE SUPPLIED LOGO SET, PLEASE USE THE ONE BEST SUITED TO YOUR INTENDED USE.

FOR PRINTING

EG. BROCHURES, FLYERS, PRESS, BILLBOARDS, SIGNS, OR ANY ARTWORK THAT NEEDS TO BE SCALED, USE THE EPS LOGOS.

THEY ARE SUPPLIED IN PMS AND CMYK

FOR SCREEN/WEB/DIGITAL

EG. ONLINE BANNERS/TILES, WEBSITE IMAGES, OR FOR SOME PC FORMAT APPLICATIONS USE RGB LOGOS.

THEY ARE SUPPLIED IN JPG OR PNG. PLEASE USE PNG IF YOU NEED TRANSPARENCY.

COLOUR BREAKDOWNS

THE FOLLOWING ARE THE COLOUR BREAKDOWNS FOR THE ANITM COLOURS

	ANITM YELLOW	ANITM RED	ANITM BLACK
PMS	PMS 3945	PMS 485	Black C
CMYK	3/0/90/0	0/95/100/0	0/0/0/100
RGB	243/229/0	218/41/28	243/229/0
HEX	#13E500	#DA291C	#222222

LOGO USAGE

IDEALLY THE PRIMARY OR SECONDARY LOGO IS USED ON AN IMAGE OR COLOURED BACKGROUND.



ALTERNATIVELY, IF A WHITE OR LIGHT BACKGROUND IS REQUIRED, THE KEYLINE VERSION OF THE LOGO SHOULD BE USED THE LOGO CAN BE SEEN AGAINST THE BACKGROUND.

