

OUR LOGO

STANDARD VERSION

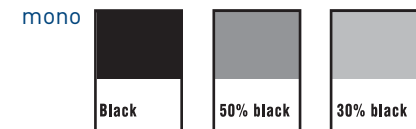
The Waterfront logo should be printed from process whenever possible.



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MONO VERSION

The Waterfront logo should appear in black with a 50% and 30% tint for mono usage.



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WHITE OUT VERSION

To be used on brand colours or dark backgrounds.

1

This is the preferred white out version with the 'roof' printed from Process (0c, 80m, 100y, 0k) with 30% tint. If process is not available, the 'roof' can be printed from pms 1665 (with 30% tint).

2

This is the complete white out version that should only be used when colour is not available.

1



2



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EXCLUSION ZONES

In order to give prominence to the logo, an area of clear space surrounds it to ensure that it is always clear of other graphic elements.

1

This is the minimum clear space recommended and where possible should be increased to ensure maximum stand out and recognition.

2

This is the preferred clear space recommended for the Waterfront logo.

3

The Waterfront logo should never be used below a minimum width of 25mm.

1



2



3

Minimum Size

