



**BRAND**

**GUIDELINES**

**FEBRUARY**

**2017**

# 1 OUR LOGO

## 1.1 Colour applications

While there are a number of colours in our identity palette. Our logo is only ever applied in a select number - our purple and white as primary colours and black as an option.

The logo can appear on a range of brand colour backgrounds as well as over imagery and graphics. In all cases, it is important that our logo is clear with good standout which means that both background colours and imagery must be selected carefully.

When placing over an image, choose the colour that has best standout. If clarity is compromised either through lack of tonal contrast or an image that is too complex, either change the background image or adjust the area in which the logo sits.



Purple and white are our primary logo colours. No colour tints should be used.



An example of an application where the clarity of the logo is compromised. A change of application or a change of approach would be required.



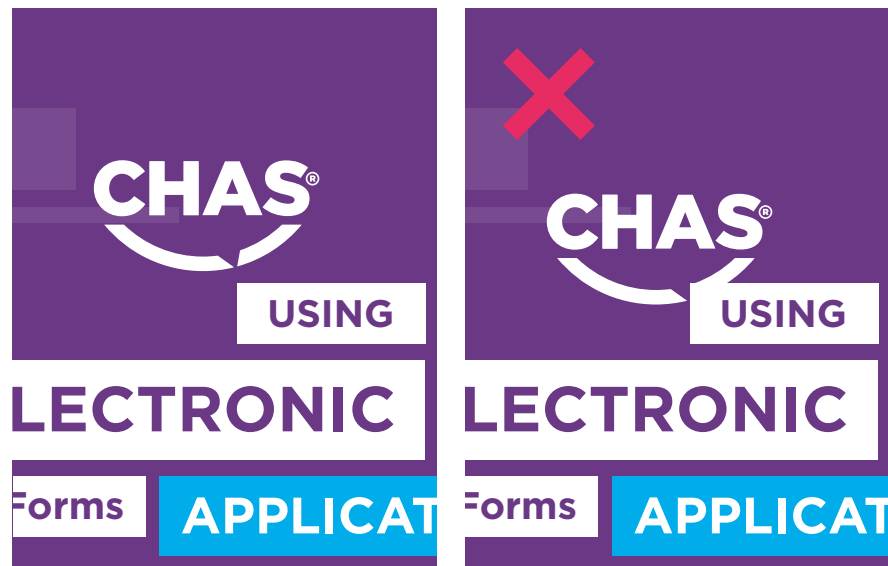
Black should only be used where colour limitations exist such as forms and technical literature.

## 1.2 Use of clear space

Having a fixed clear space around our logo helps ensure its visual integrity and clarity.

This defined space (which scales up and down with our logo) creates a protective area around our logo in which other graphical elements cannot encroach or appear.

The specified clear space also provides a gauge for the minimum distance our logo can be placed from borders and edges (whether graphical or physical).



## 2 COLOUR

### 2.1 Primary colours

Our primary colours are key to our identity. While white is technically not a colour, its use creates a sense of freshness, clarity and balance. Black is only used for text unless creating black and white design.

#### Primary colours

##### CHAS Purple

CMYK 68/86/0/10  
RGB 96/56/128  
HEX # 603880  
PMS 268U

##### CHAS White

CMYK 0/0/0/0  
RGB 255/255/255  
HEX # FFFFFFFF

##### CHAS Black

CMYK 0/0/0/100  
RGB 0/0/0  
HEX # 000000

ANY

**QUESTIONS?**

**CONTACT:**

**Sarah Still** | Brand Champion

T

**020 8545 4689**

E

**S.Still@chas.co.uk**

**OR**

for general enquires, contact  
us at: **admin@chas.co.uk**