



Big Data Innovation & Research Excellence

*Brand Identity*  
**GUIDELINES**

*OFFICIAL LOGO AND CLAIM*



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## *OFFICIAL LOGO COLOURS*



**#202020**

*RGB 32 32 32*

*CMYK 0.00 0.00 0.00 0.87*

Neutral Black

**#F90825**

*RGB 249 8 37*

*CMYK 0.00 0.97 0.85 0.02*

*Vivid Red*

## *BACKGROUND COLOUR APPLICATIONS*

This table shows a sample of the logo on different background colour combinations.

*For light backgrounds*



*For dark backgrounds*



## *INCORRECT USE*

*It is important to avoid:*

- *Modifying the internal composition and proportions of the logo;*
- *Modifying the position and typography of the logo;*
- *Ignoring the distance between the graphic elements that form the logo;*
- *Applying the logo with shadow effects;*
- *Reshaping or distorting the logo;*
- *Modifying the corporate colours of the logo;*
- *Putting over busy or similar coloured backgrounds;*
- *Using without claim.*





# CONTACTS



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