

OVO ENERGY WOMEN'S TOUR

LOGO GUIDELINES

VERSION 1.1 / 2017

Full logo

The OVO ENERGY WOMEN'S TOUR logo elements should not be altered in any way.

An exclusion zone using the 'T' from 'THE' has been defined to protect the OVO ENERGY WOMEN'S TOUR logo from other graphic elements on the page. The exclusion zone must be maintained when the logo is used at all sizes.

To ensure the logo is clear and easy to read, do not use it less than 40mm wide.

Whenever possible the OVO ENERGY WOMEN'S TOUR logo should be printed in full colour. There are instances where using the full colour logo is not practical and the white logo should be used in its place. See the examples on the right for guidance.



Exclusion zones



Minimum size
40mm



Full colour logo on a white background



Full colour logo over the light area of a photograph



To ensure legibility do not use the full colour logo over a dark colour or dark area of a photograph



White logo reversed out of sponsor colour



White logo over the dark area of a photograph



To ensure legibility do not use the white logo over a light colour or over the light area of a photograph



To avoid clashing do not use the white logo over colours that are similar to the WOMEN'S TOUR lozenge colour