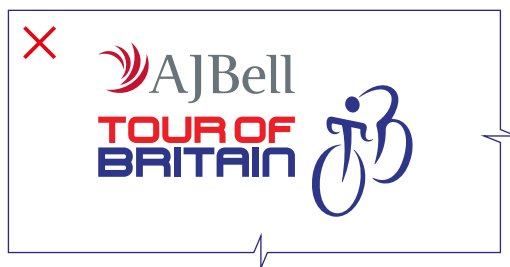


TOUR OF BRITAIN

IDENTITY GUIDELINES

LOGO DONT'S

Never recreate or modify our logo.



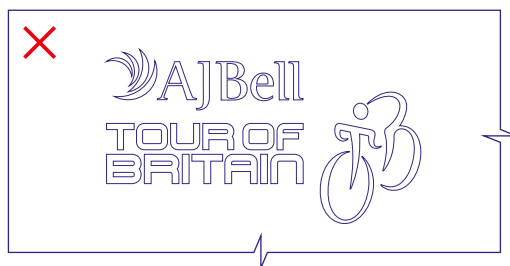
Do not use unapproved colours.



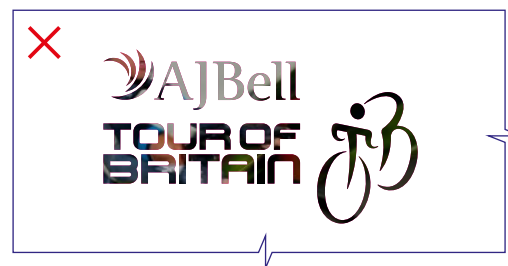
Do not distort the logo.



Do not rearrange the elements of the logo.



Do not create the logo in outlines.



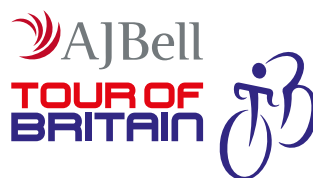
Do not place imagery inside the logo.

TOUR OF BRITAIN

IDENTITY GUIDELINES

MINIMUM SIZE

To ensure the logo is clear and easy to read, do not use it less than 40mm wide for print or 100px wide for screens.



40mm



100px

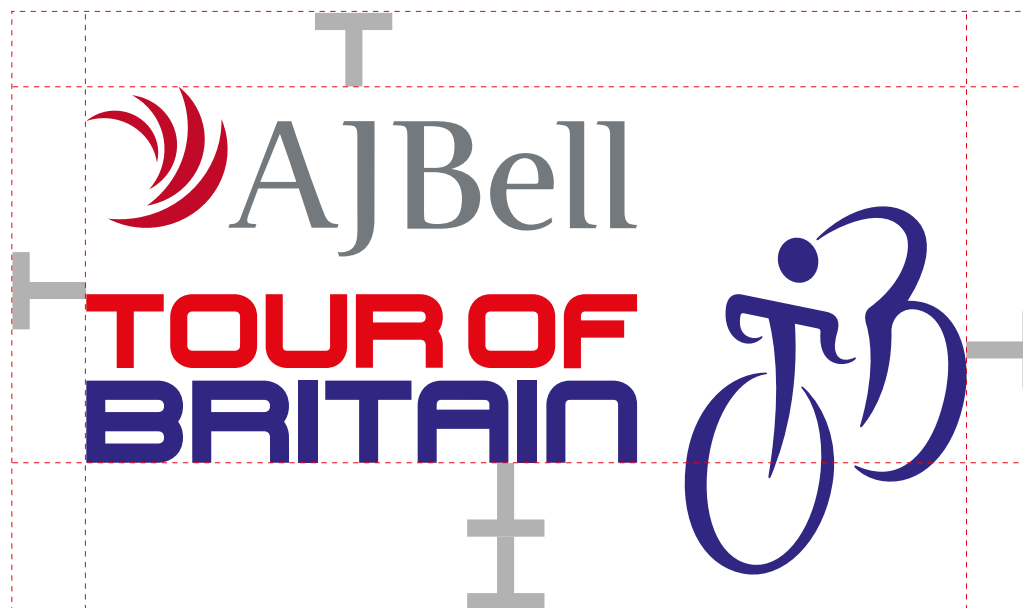
TOUR OF BRITAIN

IDENTITY GUIDELINES

COLOURS AND CLEAR SPACE

An exclusion zone has been defined to protect the TOUR OF BRITAIN logo from other graphic elements on the page.

The exclusion zone must be maintained when the logo is used at all sizes.



There are instances where using the full colour logo is not practical. The reversed out version should only be used on dark backgrounds.

