

01 Use the supplied files

Never redraw, retype or trace the logo

SCREEN & DIGITAL

SVG RGB

PRINT

EPS or PDF CMYK

DOCUMENTS & SLIDES

PNG RGB

Celona logo_RGB Navy — light backgrounds

Celona logo_CMYK Print only

Celona logo_WHITE White — dark backgrounds

Celona icon_RGB Icon — small sizes only

02 Clear space



x = the width of the roundel. Keep 1x clear on all four sides. Measure from the logo, not the file edge.

03 Minimum size

celona

120 px · 25 mm wide
Smallest permitted — actual size

Below that — icon only
Avatars, favicons, app tiles

04 Approved backgrounds

Nothing outside these five

NAVY LOGO — LIGHT / WHITE LOGO — DARK



WHITE



LIGHT BUFF



WARM LINEN



DARK BLUE



RICH CHARCOAL

On photography: an even, quiet area with clear contrast — or leave it off.

05 Primary brand colours



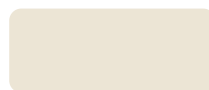
Dark Blue
#00304A
RGB 0 48 74



Teal
#5AA7A0
RGB 90 167 160



Light Buff
#F5F3EC
RGB 245 243 236



Warm Linen
#ECE5D5
RGB 236 229 213



Rich Charcoal
#191919
RGB 25 25 25



White
#FFFFFF
RGB 255 255 255

Teal is an accent. Never a logo colour.

06 Don't



✗ Recolour it. Navy and white only.



✗ Pair the icon with the logo.



✗ Lock a tagline or product name to it.



✗ Put a _reverse_ file on a colour.

And the obvious ones: never stretch, squash, rotate, outline, or add shadows and effects.