

THE LOGO



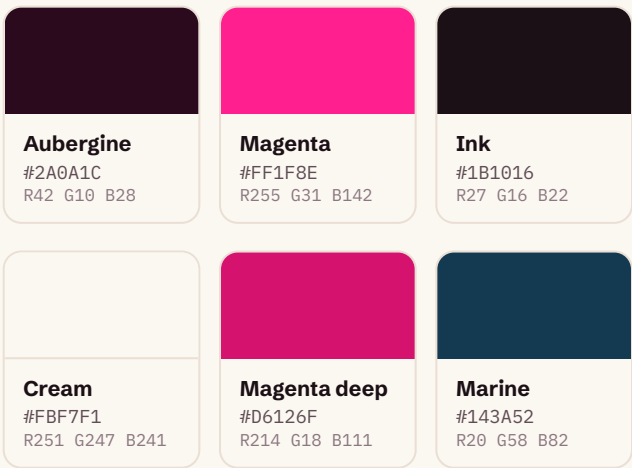
CLEAR SPACE AND SIZE



Clear space. Keep clear space around the logo equal to the height of the “B” mark on all sides. Do not crowd it with other elements.

Minimum size. Do not reproduce the full logo below 24mm wide in print, or 120px wide on screen. The icon alone may be used at smaller sizes, down to 24px.

COLOUR



For print, convert these values to CMYK in your artwork. Aubergine and magenta are the core brand pair; marine is a secondary accent.

TYPOGRAPHY

Schibsted Grotesk

DISPLAY AND TEXT · WEIGHTS 400 TO 800

Newsreader

EDITORIAL AND PULL QUOTES

IBM Plex Mono

LABELS, DATELINES AND FIGURES

Do

- Use the supplied logo files without change.
- Keep ample clear space around the logo.
- Use reversed on dark, primary on light.
- Use for editorial coverage of BroadbandSwitch.uk.

Do not

- Stretch, distort, rotate or recolour the logo.
- Add effects, outlines or shadows.
- Place on a low contrast or busy background.
- Imply endorsement or partnership.

Usage terms

Logos and brand assets are provided for editorial use only, in connection with coverage of BroadbandSwitch.uk. They must not be altered, recoloured or used to imply endorsement. For any use outside these terms, please contact press@broadbandswitch.uk.