ACT SAW26 Primary Logo - Digital use guidance

SAW26 Primary Logo

EVERY
VOICE
EVERY
CHOICE

Minimum Size

25mm

EVERY
VOICE
EVERY
CHOICE

31mm

In some cases, the SAw26 primary logo will need to be used at a small size. Please do not reduce it below 31mm wide x 25mm high.

EVERY
VOICE
EVERY
CHOICE

If the logo needs to be used smaller than the minimum size, please use the logo without icons to ensure legibility is maintained.

Clear space

EVERY
VOICE
EVERY
CHOICE

A minimum amount of clear space should be maintained around the logo. This space should be no smaller than the height of the letter 'E'.

Colour Palette

ACT Blue
#023B4C

ACT 100%
green #00854b

ACT pink
#a71766

ACT 60% pink
d08bb4



When the SAW26 primary logo sits on an image, it must have a white square behind it. This square should have a minimum clear space around it that is no smaller than the height of the letter 'E'.

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