

**COOK  
CONNECT  
CREATE CHANGE**



USING THE BRAND

# LOGOS AND HOW TO USE THEM

The CEO CookOff logo files, and the rules that keep them looking right wherever you put them.

# LOGO FILES

CEO

Four supplied lock-ups. Pick the shape that fits your space, then the colourway that gives the most contrast with your background.

## THE FILES



### Stacked · black

The only version for yellow backgrounds. Use where you have height to spare.



### Stacked · colour

For light backgrounds and busy photos, where the van should read as yellow.



### Horizontal · black

For yellow backgrounds in wide spaces — banners, footers, email signatures.



### Horizontal · colour

For light backgrounds in wide spaces. The default for most digital use.

Going on a dark background or a dark photo? Ask the team for the reversed lock-up — never recolour these files yourself.

# LOGO GUIDANCE

The rules that keep the logo looking right wherever you put it.

## DO

- Use the black lock-up on yellow, and on lemon or cream tints.
- Use the reversed lock-up on dark backgrounds and dark photos.
- Use the full colour lock-up over busy imagery – it holds up best.
- Leave clear space around it equal to the height of the van tyre.

## DON'T

Never a white, yellow or colour lock-up on a yellow background.

Never a white lock-up on a light image, or a black one on a busy image.

Never rotate, stretch, skew, recolour or outline the logo.

Never rearrange the lock-up, change the font or rescale the tagline.

### MINIMUM SIZE

Print: 25mm wide. Digital: 110px wide for the van lock-up, 90px for the wordmark. Below that, use the wordmark – the van icons don't hold at small sizes.