How to use
The MOO Logo

Colour

We always use black text on a light background, and white text on a dark background. We don't use: green, red, blue or any other colour – they just don't look as nice!

White space

There's always an equal amount of clear space around the top, bottom and sides of the lockup. The minimum equal distance should be defined by the size of one capital 'O'. For ease of use, the template files have been set up with the correct amount of space. Easy as pie!

Minimum Size

7mm
◊ MOO

Placement

If MOO is the only sponsor, our Logo should always be located at the bottom of the collateral. This will be either to the left of the page, or centrally aligned, depending on the design. If there are other sponsors, position on the page is up to the design, but our logo should always maintain its correct white space.