

# How to use The MOO Logo

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## Filename:

- MOO-Logo-White.eps
- MOO-Logo-Black.eps
- MOO-Logo-White.psd
- MOO-Logo-Black.psd
- MOO-Logo-White.PDF
- MOO-Logo-Black.PDF

## Note:

Files are supplied in CMYK at minimum size with correct whitespace.  
Please only use in supplied colours.  
Our Logo is fixed, please do not alter the design in any way.

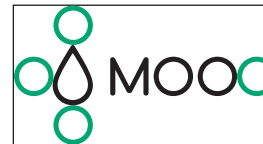
## Colour

We always use black text on a light background, and white text on a dark background. Please consider accessibility when used over photographic imagery.



## 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



## 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.

