

/ Logo guidelines

Correct usage



BMT height = safe area



Primary logo colour

PMS 280C
CMYK 100, 85, 5, 22
Hex #012169
RGB 1, 33, 105



Incorrect usage guidelines

DO NOT stretch/squeeze, bevel, emboss, drop shadow, recreate elements, replace with text, place over an image, thicken or lighten the stroke weight, change the colour, use below stated minimum sizes or use a pixellated version.

X Do not stretch or distort the logo in any way.

BMT Tax Depreciation
QUANTITY SURVEYORS

X Do not leave off Quantity Surveyors.

BMT Tax Depreciation

X Do not use a pixellated version or one which the blue is not PMS280 or its CMYK, RGB or HEX equivalent.

BMT Tax Depreciation
QUANTITY SURVEYORS

Minimum size (print)

BMT Tax Depreciation
QUANTITY SURVEYORS

46mm

Minimum size (web)

BMT Tax Depreciation
QUANTITY SURVEYORS

125 pixels

PLEASE NOTE: Other BMT branding elements i.e. curved blue shapes, do not form part of the BMT Tax Depreciation logo.