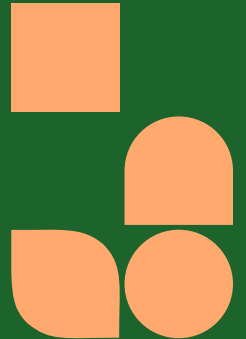


07 LOGO



Logo: *Evergreen*

A logo is our name, strongest brand asset and the first impression. Treat it well.

The tree graphic without the wordmark only appears when it is used as an avatar on social media or as a favicon.



*Always ensure that the spacing around the logo is the cap **height of the letter 'E'**.*

Logo:

Brick Works

This logo should be used sparingly.

Examples of use: Some merchandise related to Evergreen Brick Works and events that are hosted at Evergreen Brick Works but have no real connection to Evergreen.

The spacing around the logo is the cap height of the letter 'E'.



Logo: Use on colours

The white logo for Evergreen should always be placed on one of the primary colours or on the 90% black or white. This gives flexibility when designing marketing materials.

Use the black logo on yellow background sparingly.

* The same rules apply to the Brick Works logo.



Logo: Don'ts

Don't put the logo on top of one of the secondary colours as it will be too light and will not pass the AODA Compliance test.

Don't split up the graphic and the word mark.

Don't add colour to the logo.

Don't warp or skew the logo.

*Same rules apply to the Brick Works Logo

