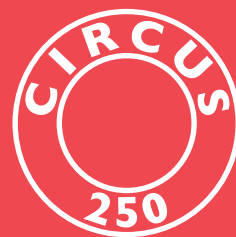


# CIRCUS 250

Logo versions | usage guideline

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Celebrating  
250 years of  
Circus in 2018

## Using exclusive Sir Peter Blake Circus 250 logo designs

Use these logos only within scales and other parameters stipulated below.



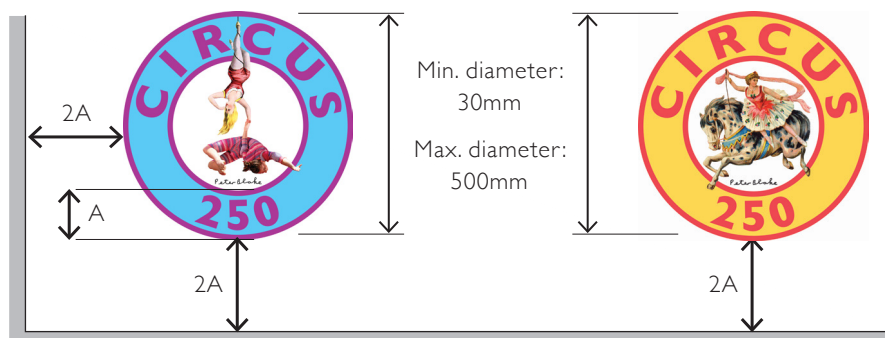
CIRCUS 250 / Acrobats



CIRCUS 250 / Horse & Rider

### SIZING & POSITIONING

Minimum distance to allow between logo and image borders/document edges/ other emblems:  
2 x ring segment width (A)



### BACKGROUND OPTIONS

Use logos on plain white or black background wherever possible.

If logo is to be used against any other colours, only use those lighter than the logo ring fill colour.

Do not position logos over patterned backgrounds, photographs or illustrations.

Logos should always be used as a circle and should never be cropped or distorted.



## Using Circus 250 ring logo

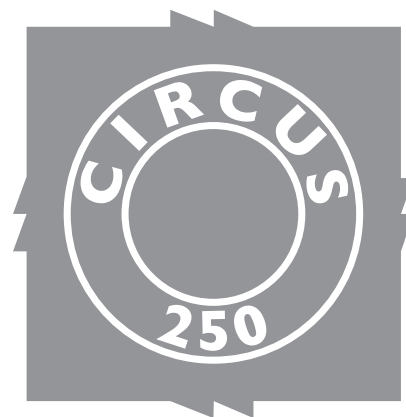
Use these logo versions within parameters stipulated below.



CIRCUS 250 / Red ring



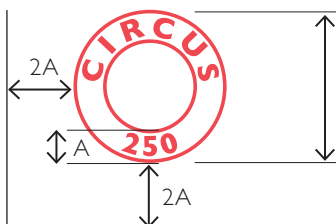
CIRCUS 250 / Black ring



CIRCUS 250 / White ring

### SIZING & POSITIONING

Minimum distance to allow between logo and image borders/document edges/ other emblems:  
2 x ring segment width (A)



Min. diameter: 20mm  
No maximum

### BACKGROUND OPTIONS

Use the ring logos on a completely plain background wherever possible.

The ring logos should be used against plain colours of sufficient contrast.

Avoid positioning ring logos over patterned backgrounds or illustrations. If using over a photograph, ensure the area beneath the logo is of even tone and colour.

Ring logos should never be cropped or distorted.

